Research Paper

Social impact of E Retail in Delhi and NCR Region

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Abstract
E-Retail in India is currently growing at 30 per cent per year. The number of customers of the E- Retail has increased from one million users to 2.5 million in India in the last four-five years. Some of the popular imported items imported by Indians include home decor, branded and unbranded apparel, accessories, and technology products like laptops. Payments through Digital made and mobile phones are significantly contributing to the growth of E-Retail. Digitization of books, films, video games are also driving the growth of e-commerce. For a country like India, one of the most important benefits of E-Retail is its potential to help a developing rural community to leap-frog into the knowledge paradigm. E-Retail is providing useful resource for growth of microfinance. The positive effects of E-Retail can be magnified beyond purely commercial growth to have a profound impact on all aspects of rural community. The start-up and running costs for having your business start with an online presence is much cheaper than getting a shop and a place for product storage. Website's that run online are constantly available at all hours providing there are no technical difficulties. This is a great advantage for those who finish work late and don't have the time to run down to their nearest outlet to find the product they desire as they can know simply order online.
Keywords: E Retail, Social System.

I. INTRODUCTION

The calculation of Social Impact was done on the basis of question related to impact on society before and after implementation of introduction of E Retailing. Shopping online can be a lot more convenient than heading out to a shopping centre to find what you want instead, you can simply sit at home with access to the internet and order straight-away. Those who are differently-abled, whether they are physical or mental, or old age can often struggle to go shopping in your regular shopping mall. This can become more of a problem when living greater distances from town-centers. Ordering an item online through an e-commerce site takes a lot less time when compared to travelling to your nearest store. The internet is filled with information and with the use of search engines like Google almost anything can be found out rather quickly **Abrar, (2012).**

The start-up and running costs for having your business start with an online presence is much cheaper than getting a shop and a place for product storage. Website's that run online are constantly available at all hours providing there are no technical difficulties. This is a great advantage for those who finish work late and don't have the time to run down to their nearest outlet to find the product they desire as they can know simply order online. It is highly likely that you can find the product you want to from multiple different sites. Also, when purchasing from a bricks and clicks organization it is possible that the product you are after isn't available at your nearest store but instead it can be delivered from a store based elsewhere **Gupta, (2012).** The internet spreads across the world and anyone with access to it can see what is up there. This provides global marketplace. Some organizations or businesses move from being a brick organization, where they are based in a store, and move to become an online, more globally available company and therefore have no need for the staff they have employed in their stores. It is important to provide a safe and secure online shop for a customer when their trying to buy products from you. This helps create a greater customer trust and ensure them that they can place an order without any worries to help encourage additional business with that customer in the future. It has been genuinely focused to highlight the emerging E retail and its social impact, which are intended to enrich the field of anthropology.

Objective:

1. To examine the social impact of E Retail on the respondents buying online.

II.   METHODOLOGY

The study was conducted in purposively selected area of New Delhi and NCR region of national capital. 180 respondent from New Delhi and 180 respondents from NCR region were selected from the study area.

III.   FINDINGS

E-commerce may offer the potential for shifting the balance of opportunity, wealth, and social and political inclusion. As much as these trends can be beneficial to the majority of community, they are also likely to bring unanticipated effects on cultural and social norms. Indigenous traditions that have so far survived the intrusion of modernity may be less resilient in the face of global networks and instantaneous communication. These types of impact are just as significant as changes in bottom- line incomes, and can really only be "measured" by the persons whose lives are being changed by forces largely beyond their control **Teo, (2002).**

Table: 4. 18 Social Impact of E Retail

S.N.	Indicators	Mean Score		Standard deviation of mean	Z- value
		Respondents of New Delhi	**Respondents of NCR**		
1.	Convenience	58.03	19.59	18.23	2.11*
2.	Disabled and Elderly	30.53	12.17	7.83	2.34*
3.	Time Saving	52.54	14.52	18.41	2.06*
4.	Information Availability and Price Comparison	44.31	12.89	7.47	2.32*
5.	New Business	16.53	11.75	2.03	2.33*
6.	24/7	49.39	22.46	12.21	1.96*
7.	Greater Choice	37.55	17.81	13.84	1.85*
8.	Global Marketplace	50.23	22.97	16.64	1.69*
9.	Unemployment	45.68	19.83	14.78	1.92*
10	Security Issues Customer's Trust	39.66	18.37	20.14	2.01*

*Significant at 0.05 level of probability

The data presented in table reveal that the 'Z' values were comparing Convenience (2.11), Differently- abled and Elderly (2.34), Time Saving (2.06), Information Availability and Price Comparison (2.32), New Business (2.33), 24/7 (1.96), Greater Choice (1.85), Global Marketplace (1.69), Unemployment (1.92) and Security Issues and Customer's Trust (2.01) indicating significant difference between respondents of New Delhi and respondents of NCR region.

The data presented in revealed that the 'Z' values for Social Impact of E Retailing indicating highly significant difference in between respondents of New Delhi and respondents of NCR region. The probable reason for above findings might be the Now a days, consumers of New Delhi buy everything over the web in comparison to consumers of NCR region, which mean it help them save time and money. Convenient is the main advantage for online shopping website, because it allows consumer shop at anywhere and anytime with just only a personal computer or laptop with an internet access. It also save consumer traveling time to retail stores. Convenience includes the overall ease of finding a product, time spent on shopping, post purchase service, complete contact information, and minimization of overall shopping effort.

Besides that, lower price and selection also play a very important role. It allows consumers able to quickly seek out deals for items with many different vendors. Consumer able to compares many different products, prices and products quality in same time. Online shopping is always get cheaper prices compare with retail stores, because online store does not have to pay the costs of running a shop and wages to salespeople, and all of the other running costs of a real world business. Other than that, for those who only have limited budget and want to start their own business, it highly recommended start from online shopping website.

On the other hand, online shopping also will bring negative impact to society if it misused by public. For example, credit card or identity fraud. When consumers wanted to purchase something from website, they

need to use credit or debit card to make payment. So, some hacker will take this advantage to steal credit or debit card information via online shopping website. Because online purchases require only a credit or debit card number, this method of fraud is increasingly favored by criminals. Additionally, slightly more than 20 per cent of victims of identity fraud had their information use to make phone or mail-order catalog purchases. Other negative impact is that there is no diffused social interaction of the seller with the buyer visa-vis the traditional brick and mortarstore.

IV.   CONCLUSION

E-commerce is emerging as an important tool to ensure inclusive growth. The traditional model of business is undergoing a sea change to reduce the prominence of physical infrastructure of big cities as an essential condition for the smooth functioning of business. Emergence of international shipping options creates the opportunity to reach online consumers around the globe. The social impact from high quality reviews by previous consumers can have a direct, positive effect on potential consumers' decision making, and this effect can propagate through a social system.

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