

## A STUDY OF HOME DELIVERY SYSTEM AND ITS IMPACT ON RETAILING SECTOR IN INDIA

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### ABSTRACT

*Online site and Retailing Shop are of recent origin, in our country, even though in advanced countries they have given way to other forms of retailing. The capital investment in this line is much less compared to other lines. The entrepreneurs start this type of outlets in order to get high rate of return on their capital investment. Self-service, display, low price etc. are the favourite features of marketing from these outlets. Majority of the online site & Retailing Shop reduce prices for certain fast-moving items in order to catch attention of the public. Online site & Retailing Shop promote their own brands produced, processed, repacked etc. in which they earn more profit. Rapid changes are taking place in the retailing sector. Hyper market, Discount houses, Speciality Houses etc. in advanced countries. The consumers need and they want the service of home delivery from Online site & Retailing Shop. There is ample scope for home delivery system in future and it enhances the scope of retailing. It can be regarded as the best channel choice available to a retailer. The home delivery system has given a new dimension to marketing augmenting its scope and has provided a favourable environment for new entrants into this field. For increasing the profit different methods are adopted by the retailing outlets. This study is significant in the light of its contents, that purposes of include various aspects of Home Delivery System on Online site & Retailing Shop and Its Impact on retailing sector in India.*

**KEYWORDS:** *Retailing Sector, Capital Investment, Home Delivery System, Online Site.*

### Introduction

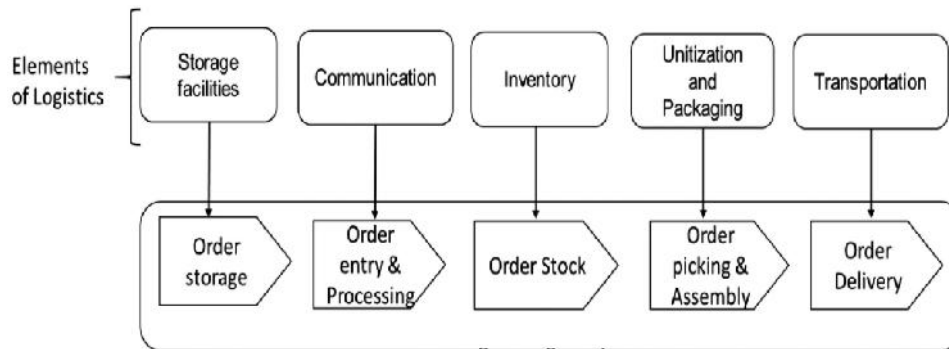
Marketing is making amazing and enthusiastic changes, and many years ago, the vibrant ones offer themselves. Marketing is the most crucial event of today's international business climate. The latest companies to compete globally now use advanced marketing techniques.

When we examine the historical perspective of marketing it is apparent that the traditional mode of trading has blossomed into the modern techniques of marketing. Whenever a person made more than what he needed or wanted, the foundation was laid for trade and trade is the heart of marketing. Although the essence of marketing is as old as trade itself, marketing emerged as a serious subject of study and has been accepted as a major management discipline only since the middle of the present century. The starting point of complexity of modern marketing can be attributed to the mass production of goods and services due to factory form of organisation brought by industrial revolution. From this production orientation stage emphasis had shifted to sales and later to consumer satisfaction and now the scope of marketing has widened to imbibe a pulsating progressive social outlook.

The modern philosophy of marketing has turned the traditional views of business itself. As Peter F. Drucker has observed 'Companies are not in business to make things, but to make customers.' Instead of selling products or services, companies are in business to establish and maintain relationship with customers. Sales are simply the result of such successful relationships.

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Compelled by globalisation and technological changes novelties and innovative techniques are being adopted by the art of retailing. Departmental stores and supermarkets are replacing old grocery shops and general stores. In developed nations one can visualise hypermarkets, speciality stores and discount houses. Thus, we are witnessing a power shift from manufacturers to giant retailers and new retail forms. An important diversification in the field of retailing is the emergence of non-store retailing. A growing amount of selling to individual consumers is now taking place outside the traditional retailing structures. This innovation has culminated in direct marketing. Direct marketing is the marketing of products to ultimate consumers through face-to-face sales presentations at home or in the work place. Traditionally called door-to-door selling, direct marketing began in our country long ago and has grown into sizable industry of several hundred firms.

Today's direct marketing is much more than simply a subsection of the marketing concept. It is a philosophy of an enterprise, an attitude, a belief and a way of running an organisation. At its very core are customers. What makes direct marketing uniquely different from traditional marketing is that it begins with information about customers and uses this database to build relationships. This customer relationship building aspect of direct marketing is achieved through home delivery system. It is also called as "in home selling", "house to house selling" or "door to door sales". Retailing is a highly competitive field of business because of free entry and in order to survive and to win an edge over the competitors, innovative customer relationship building techniques were required. Some of the enterprising entrepreneurs have found an answer in home delivery. Even though home delivery system has a lot of variations the term home delivery is used in the study to denote a mode of retailing performed by retail outlets including supermarkets to sell easily exhausting consumer non-durable goods possessing a high turn over. The popularity of home delivery system can be ascribed to the incremental customer satisfaction that it has succeeded to generate.

### Review of Literature

In the following pages an attempt is made to review the existing literature on the subject and to explain the design and execution of the study. In spite of its importance, the different aspects of home delivery system have seldom been subjected to scientific enquiry in a substantial manner. It is against this background that the present study is undertaken to evaluate the working of home delivery system. No studies have been made and published literature is almost non-existent except for some references in marketing books.

Since published literature on the subject was few, in order to design a theoretical framework for pursuing this research work the following procedure was adopted. Visiting, of retail outlets where the system of home delivery is practiced effectively and meeting with owners and discussing the various aspects of the system with them, collecting news and views from employees, meeting consumers who are beneficiaries of the system and ultimately seeking advice from academic experts in the relevant field.

A review of concepts and previous studies are useful to define precisely the concepts used in the present study, to place the problem in proper perspective and to decide the framework for analysis. Precise definition of the concepts would enable both the collection of relevant data and meaningful interpretation of the results for analysis. According to the traditional view of **Adam Smith** "Consumption is the sole end and purpose of all production and the interests of the producer ought to be attended to, only it will be necessary to encourage the customer.

Stressing the importance of marketing **Peter F. Drucker** observes "if we want economic development in freedom and responsibility, we have to build it on the foundation of marketing."

**James Cullition** poetically presents "The marketing man is a decider and an artist - a mixer of ingredients, who sometimes follows a recipe prepared by others: sometimes adopts a recipe to the ingredients immediately available; sometimes invents some new ingredients: and sometimes experiments with ingredients as no one else has tried before."

Marketing **Philip Kotler** designs marketed by "a social and management process", which they themselves need, take and care for the products, creations, exchanges and value of others.

**Encarta Encyclopaedia** defines marketing as "a process of identifying anticipating and satisfying customer requirement for consumer goods or services".

### **Statement of the Problem**

In the present social scenario Home delivery system has assumed more and more significance. It is being increasingly used in the context of the paradigm shift away from public sector to private sector that is taking place across the globe. In India it is more than being just another addition to the lexicon on marketing where of course it is most relevant today. We often encounter the scenario in which there will neither be an ideological basis in favour, nor prejudice against either to public sector or to private sector. As an economy measure a general tendency to be thrifter and to be extremely cautious in utilising time, which in form, as a whole, economise the social cost considerably. Home Delivery System inherently possesses the quality-of-service orientation so that the marketing of a commodity is intrinsically accompanied by service. Thus, the system bears the birthmarks of service marketing, if, skilful time management and reasonable timesaving without yielding quality is possible, undoubtedly people will not hesitate to embrace the system. It is being enforced and experienced by Asian countries at large in modern era. It will help consumers to be free from wandering door-to-door shopping and thereby saving time and money. The domain of retailing seemed to have been radically transformed with the support of the remarkable innovative mode of Home Delivery System. More than that, it is genuinely adopted by retailers with a view to boost and enrich the customer relationship and well received by customers owing to its obvious multitude of economies.

An important innovative mode of retailing which has gained momentum seems to be the Home Delivery System. This is adopted by retailers to enhance customer relationship and consumers have welcomed it due to its obvious economies. Hence this study has economic and social relevance. The problems and prospects of Home Delivery System from the point of view of retailers and customers is worthy of an in-depth analysis and interpretation and hence it is attempted here.

### **Research Design of the Study**

Human mind always wants to know the unknown and explore unexplained area. Social research is a means by which unknown factors may be explored a social phenomenon.

This research study attempts to establish the co-relation between home delivery system and retailing sectors of present scenario in digital India. So, fulfilment of this research design, I shall be collected primary data from Bhagalpur district consumers who avail the facilities of home delivery system through various online sites as well as many retailing sector shop and I shall be collect secondary data through various online sites who provide home delivery system facilities like flipkart, Snap deal, Amazon, Paytm, Myntra, Home shop, shop clues, Having etc. This dynamism of home delivery system that enables one to transform oneself is what development of home delivery is about. How is this development possible? This research study attempts to establish that such a development is Possible through deliberate, sustained, recordable voluntary action of fast home delivery system to satisfied its consumers.

### **Objectives of the Study**

- To study the retailing development in India
- To study the efficient aspects of home delivery system in India
- To study the role of pickup store and its important in-home delivery system

### **Research Methodology**

Reviews and analysis of various studies and documents have made. This will be a descriptive research paper; this study is compiled with the help of the primary as well as secondary data. The main sources of secondary data are collected through books, periodicals, journal published material, internet and various online site that provide the related information for the study.

### Retailing Development in India

Retailing has always played an integral part in economic development. Nations with strong retail activity have enjoyed greater economic and social progress. Retail activity provides a clear indication of the spending pattern of the consumers of a country. Retailing contributes to development by making goods/services available from the producers and suppliers of merchandise that cater to the individual requirements of the population. By bringing the product to the customers, retailers help create demand for new offers, leading to the expansion of markets. Some of the benefits of a thriving retailing sector are:

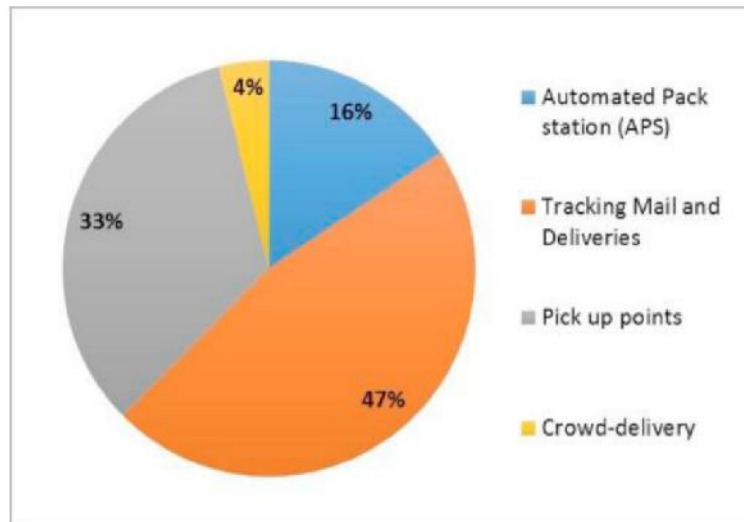
- Access to products
- Better merchandise
- Not having to settle for a second or third choice when shopping for a particular product, and
- Greater customer satisfaction, and higher levels of customer service.

Retailing symbolizes consumerism. The East European countries experienced a low rate of growth when they were under the Communist regime. After these countries opened up to the market forces and became part of the emerging economies, retailing became one of the forces driving consumption. Many international retailers gained instant popularity as they provided the customers a different form of experience. A similar situation is now being witnessed in India, where new format stores such as Shoppers' Stop, Big Bazaar, and Crossword have become places to see and be seen in, and customers are deriving a significant hedonic utility out of shopping. Shopping is taking on a new meaning in many categories. It is acquiring a major part of the leisure time of the customers.

### Home Delivery System in India

The most significant target groups for home delivery are families with young children and physical restrictions. For these consumers, home delivery is by far the easiest option and they are willing to pay for it. Because customers can stay in the comfort of their own home without having to worry about carrying or carrying them, they place orders in bulk. Homes are also well-supplied in city centres where very few people have their own car and access to local corner shops is very limited.

The best way to maximize your home delivery efficiency is to deploy a completion tool specifically designed to plan real-time delivery routes. With this tool, your drivers are able to place specific orders in a particular route, and assigning drivers is as easy as dragging a file from one folder to another on your computer. It is important that your customer support is delivered in real time, keeping you and your customers up to date.



When setting up your home delivery, keep in mind that the shorter the value of short delivery slots, the more expensive it is to manage your delivery. Therefore, it is worth thinking about combining short delivery time slots in low density areas to long density high density and high demand areas. In addition, only once or twice a week in low-density areas will help you manage your profits.

### A Significant Role of Pickup Store

In general, online grocery shopping programs are the main driving force behind the increase and currently also provide home delivery. Pick up a special appeal with demographic data that you, as a retailer, should pay special attention to: Thousands of mothers. For many consumers, the ultimate convenience in grocery shopping is to choose a pick-up time that suits their schedule, without having to wait for delivery around the house.

Pickup points in the store are an important benefit of meeting your customer face to face. This allows you to receive feedback directly, communicate with your customers, and ensure that everything is in order with the order. Orders can be adjusted and completed on time - a factor that is known to have a positive effect on production and ordering of defective items.

Another advantage of pick-ups in the store is that when the customer is already there, they may be tempted to do some more shopping. Also, in this option you do not have to worry about restrictions on the sale of alcohol and tobacco products because you can check the customer's identity. With out-of-home delivery, think about adjusting your weekend length and adjusting prices according to the day and time of the week.

### Conclusion

Home delivery system upholds the saying that "customer is the king". It is a unique method of serving the customer by perpetuating economies of time, cost and effort. It merits an independent marketing activity that is a combination of distribution and communication. Moreover, the changing canvasses of marketing, where physical products and physical products and physical space of activity are also being joined by services and non-store retailing formats, pose new realities for retailers. They need to redefine the ways they have been managing so far. There has to be a clear shift from a distribution-oriented perspective where physical aspects of merchandise availability and supply chain play an important role, to a more consumer value-oriented perspective for attaining sustainable competitive advantages. Hence there is ample evidence to support the claim that Home delivery system is likely to emerge as a new and innovative channel of distribution. The mother of this new baby is the revolutionary changes happening on the horizons of the retail marketing.

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