

***“Studies on the impacts of E -Marketing on Book  
retailers and customers”***



***A report submitted to Department of Commerce, Higher And Technical  
Institute, Mizoram (HATIM) for the academic year 2022-23***

**Submitted by: LALROKIMA**

**University Reg. No.: 2107090**

**Prepared under the guidance and supervision of:**

**VANKHAWPUIMAWII PACHUAU**

**Assistant Professor, Department of Commerce**

**Higher And Technical Institute, Mizoram (HATIM)**

**HIGHER AND TECHNICAL INSTITUTE, MIZORAM**

**PUKPUI, LUNGLEI – 796691**



**CERTIFICATE**

This is to certify that the dissertation entitled “A study on the impacts of E -Marketing on Book retailers and customers” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalrokima, Roll No. 2123BCOM029, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

Date: 8<sup>th</sup> May, 2023

Place: Lunglei, Mizoram

(VANKHAWPUIMAWII PACHUAU)

Project Supervisor

HEAD  
Department of Commerce  
Higher And Technical Institute, Mizoram  
Lunglei

(VANKHAWPUIMAWII PACHUAU)

Head, Department of Commerce

(VUANSANGA VANCHHAWNG)

Principal, HATIM  
Principal  
Higher And Technical Institute, Mizoram  
Lunglei

## DECLARATION

I, Lalrokima, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date: 04. 04. 2023

(LALROKIMA)

Place: Lunglei, Mizoram

Student

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*LALROKIMA*

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CHAPTER - I  
INTRODUCTION

# **CHAPTER-I**

## **INTRODUCTION**

### **1.1 CONCEPTUAL FRAMEWORK**

As age progresses, human beings become aware of easier and faster options for accomplishing tasks. One of those involves e-marketing, which enables us to acquire products from the comfort of our own homes. The introduction of buying things online has positive and negative aspects. As a result, consumer perspectives and preferences may differ.

To narrow the scope of the study, let us look into online bookstores. The study is centred on the customer, as customers are the driving factor behind any type of marketing, whether online or offline.

The primary goal of the study is to determine the impact of the introduction of online shopping to the offline method. Online shopping is something that we are all familiar with in today's society. It is simple and makes our lives easier, but it has a major impact on the businessman who marketed books through a bookstore. In this study, we will look at the influence it has on bookstores, the salary gap, future aspects, customer preferences, and customer opinions on survival of which method of selling.

### **1.2.1 VIRTUAL MARKETING - MEANING**

Virtual Marketing is the use of online or digital techniques to achieve strategic marketing and sales objectives without resorting to traditional in-person marketing strategies such as networking at live events, face-to-face meetings, seminars or trade shows.

Virtual marketing and business development has jumped to center stage as COVID-19 became a household word and shelter in place orders rocked the business world. Almost overnight thousands of professional services firms scrambled to figure out what was going to replace the only marketing approach they had ever known: face-to-face networking and referrals.

In reality, virtual marketing is a trend with an extensive history and many well-developed practices and procedures. At Hinge, for example, we've been using this approach for over 10 years, and we have helped countless professional services firms make the transition.

## **1.2.2 VIRTUAL BANKING**

Internet banking, also known as online banking, e-banking, or digital banking, is an electronic payment system that allows bank or other financial institution customers to perform a variety of financial transactions via the financial institution's website. A virtual bank, also known as an online bank or a web bank, is a bank that does not have any physical branch locations and only operates on the internet. Internet banks consistently offer interest rates, including money market yields, that are higher than the national average because they do not have the overhead costs involved with bank branches. Internet banks are reached through web browsers and mobile apps, allowing customers to receive banking services from any location with internet connectivity.

### **1.2.2.1 SIGNIFICANCE OF VIRTUAL BANKING**

E-banking provides many advantages for banks and customer's. E-banking has made life much easier and banking much faster for both customers and banks.

Main advantages are as follows.

- It saves time spent in banks
- It provides ways for international banking.
- It provides banking throughout the year 24/7 days from any place have internet access.
- It provides well-organized cash management for internet optimization
- It provides convenience in terms of capital, labour, time all the resources needed to make a transaction.
- Taking advantage of integrated banking services, banks may compete in new markets, can get new customers and grow their market share.
- It provides some security and privacy to customers, by using state-of-the-art encryption and security technologies.

### **1.3. STATEMENT OF THE PROJECT**

The goal of the research study is to ascertain how the existing practise of selling through retailers in stores compares to selling online. The human population favoured simple solutions and methods that required little energy as they evolved. Thus, the introduction of the online buying option has an **impact on the entire marketing system.**

The study largely focuses on how book stores facilitate research. To determine the extent to which development has an impact on a given issue, research is required.

## **1.4 RATIONALE OF THE PROJECT**

A little town called Lunglei is the subject of the experiment, and 120 copies of the questionnaire are sent out to the locals there. 100 of the 120 participants answer the questionnaire. The research is primarily concerned with how books are sold and how they are sold, which in turn influences several aspects of the entire process, including marketing, profit and loss, consumer preferences, product quality, etc. There are several studies that explain the impact that the advent of internet shopping has had on the retailer. However, the primary focus of this study is on the sale of books, which immediately leads to the establishment of precise and understandable foundations for book sellers.

## **1.5 LITERATURE REVIEW**

**Mayer, Davis and Schoorman**, in 1995,(p. 709-734) initially defined trust as: "The concept of trust" is defined as the willingness of one party to be vulnerable to the actions of another party based on the expectation that the other party will carry out a particular action that is important to the trustee, regardless of the ability to monitor or control that other party.

**Mayer, Davis and Schoorman's (1995)** study was one of the first and most popular e-commerce trust studies and they viewed the main predictors of trust as being intent on taking a risk and perception of the characteristics of the trustee. The desire of customers to purchase from online store is significantly influenced by the trust of consumers in giving their personal details and protection to pay via online credit card. An simple approach is for an internet retailer to may the fear issues consumers have with having big name goods on their websites. Getting your own brand name, such as Amazon, is always a smart thing (**Korgaonkar&Karson, 2007**). Holding and even selling advertised goods will increase the confidence quotient. The brand name also greatly impacts the customer's final purchase decision (**Lim & Dubinsky, 2004**).

One of the biggest challenges citizens encounter is perceived time constraints. **Settle and Alreck (1991)** describe this as the degree to which an person feels lack of time relative to the everyday tasks of living. This perceived burden may grow from two distinct outlets, personal and situational.

According to **Pan and Zinkhan (2006)**, privacy issues have a major impact on consumer confidence in the online retailer. Nevertheless, several reports show that privacy issues are the key obstacle on the path to the proliferation of Internet shopping (**Hoffman et al., 1999; Hou&Rego, 2002**)

**Chayapa** says the process of making decision are very similar for consumers no matter shopping online or offline. However, some differences about shopping environment and marketing behavior would influence consumers' choice. Besides, in the study of **Bukola Olamidun Falode**, they mainly study online and offline shopping motivation of apparel consumers in Ibadan Metropolis Nigeria. They believe that most consumers prefer to shop offline. Consumers also shop online, and people who shop online also shop offline, so the percentage of people who only shop online. The Authors, published by EDP Sciences. This is an open access article distributed under the terms of the Creative Commons Attribution License 4.0 (<http://creativecommons.org/licenses/by/4.0/>). E3S Web of Conferences 218, 01018 (2020) <https://doi.org/10.1051/e3sconf/202021801018> ISEESE 2020 is very small. They believe that consumers prefer shopping as a happy activity, so some offline environmental factors will also affect their shopping experience. Even though Internet technology can help merchants improve service quality, reduce costs, improve production efficiency and improve profitability, retailers still need to learn the combination of online and offline marketing strategies to maximize their value.

A business should operate online and offline together, so as to maximize our own interests and value from target to all customers. But online shopping is better because the convenience and rapidity online can bring people cannot bring offline. And offline retailers do have some problems that need to be improved. Since consumers think shopping is happy, offline businesses should pay more attention to make consumers happy when shopping and shopping experience is happy, so as to attract more consumers to offline shopping.

[1] According to the study by **Raja Sarkar and Dr. Sabyasachi Das**, there are significant differences in the way consumers shop online and offline media based on specific parameters in the Indian consumer group. While online sales are growing fast in India and the way of shopping is expected to rise further, most Indian consumers still prefer the so-called "real" shopping experience in brick-and-mortar stores.

[2] In their research, **Aron M. Levin, Irwin P. Levin and C. Edward Heath** says that different products have different needs to increase their online or offline presence. However, consumers' continued exposure to online shopping may reduce their worries about online shopping and change the current situation. Some features of the online shopping experience are considered better, while some features of the offline shopping experience are considered better. For example, a large number of choices and rapid access to information are considered ideal features for online shopping, while the ability to see touch processing products and personal services is considered ideal for offline shopping. Importantly, however, these features mean different things to different products. It should be a priority for marketers to continuously investigate the perceived advantages and disadvantages of online shopping capabilities. Product managers need to do more research like this to determine which features of the shopping experience are better provided by online or offline resources for their specific products, and at stage of the shopping experience these features come into play.

## **1.6. RESEARCH METHODOLOGY**

### **1.5.1. RESEARCH AREA**

Lunglei town in Mizoram is the subject of the current study. This study is descriptive in nature. The study collects information on questions related to online and offline shopping from 120 consumers of different ages, occupations and genders. In this study, 120 respondents are randomly selected by a multi-stage method using a convenient sampling technique. Among them, 100 questionnaires are valid.

### **1.6.2. DATA COLLECTION AND PROCEDURES.**

The data are collected by questionnaire survey, and the questions are put forward by researchers according to the purpose of the study. The researchers distributed questionnaires through different online channels and screened out those questionnaires that they did not want to participate in or answer freely. Social Science Statistical Software Package (SPSS). Data are analyzed using Excel, and descriptive statistics such as frequency, percentage, and average are used. A total of 120 questionnaires are issued, but 100 are analyzed as 20 of them are improperly/incomplete.

Primary sources of data were gathered utilizing a Google Form with a structured questionnaire. Journals, publications, and websites were used as secondary sources of data.

## **1.7. OBJECTIVES**

- The study's major goal is to determine how much online marketing has influenced how books are now sold in bookstores. Even while the newly applied marketing strategy has made life easier for the general public, it still has certain drawbacks when compared to traditional marketing methods. We will make decisions on the study's benefits and drawbacks based on the questionnaire responses.
- We'll also learn what clients desire in a number of industries. This might be used to discover potential sites for development.

## **1.8. SIGNIFICANCE**

### **1.8.1. SIGNIFICANCE OF ONLINE METHOD OF SELLING**

As technology advances, internet sales is growing in popularity. It is simpler and can be completed in the convenience of our own homes. This approach also employs virtual methods of payment, which take out storage for currency notes, difficulties with outdated bills, simple and precise amount of payments, etc. The fact that a strong internet connection is needed to make payments is the only trivial aspect.

### **1.8.2SIGNIFICANCE OF OFFLINE METHOD OF SELLING**

There are a number of benefits to shopping offline that cannot be matched to purchasing goods online. One of its key advantages is that the buyer can interact with the goods, in this case, books, when purchasing offline. Before buying, we were able to examine the item we had purchased and check for flaws.

## **1.9. LIMITATION**

(i) The study is mainly concentrated on consumer's attitude towards buying preference inside the Lunglei Town, Mizoram

(ii) Only 100 internet banking users have been chosen as the sample of the study. The results and interpretations are completely depending on the sample size which studied.

(iii) With the limitation of respondents, the study cannot be accurate to be used at global level.

## **CHAPTER-II**

### **DATA ANALYSIS AND INTERPRETATION**

This chapter analyse the views of the customers and their preference as a whole and the research is based in Lunglei Area.

## 2.1. DEMOGRAPHIC PROFILE

In this section the researcher had studied the demographic profile of the respondents, regarding the problems, difficulties and preference of the customers of bookstore as a whole.

The total number of respondents found is 100. As the total number of respondents is 100 the percentage can be considered similar as the amount of percentage.

### 2.1.1. Age of respondents.

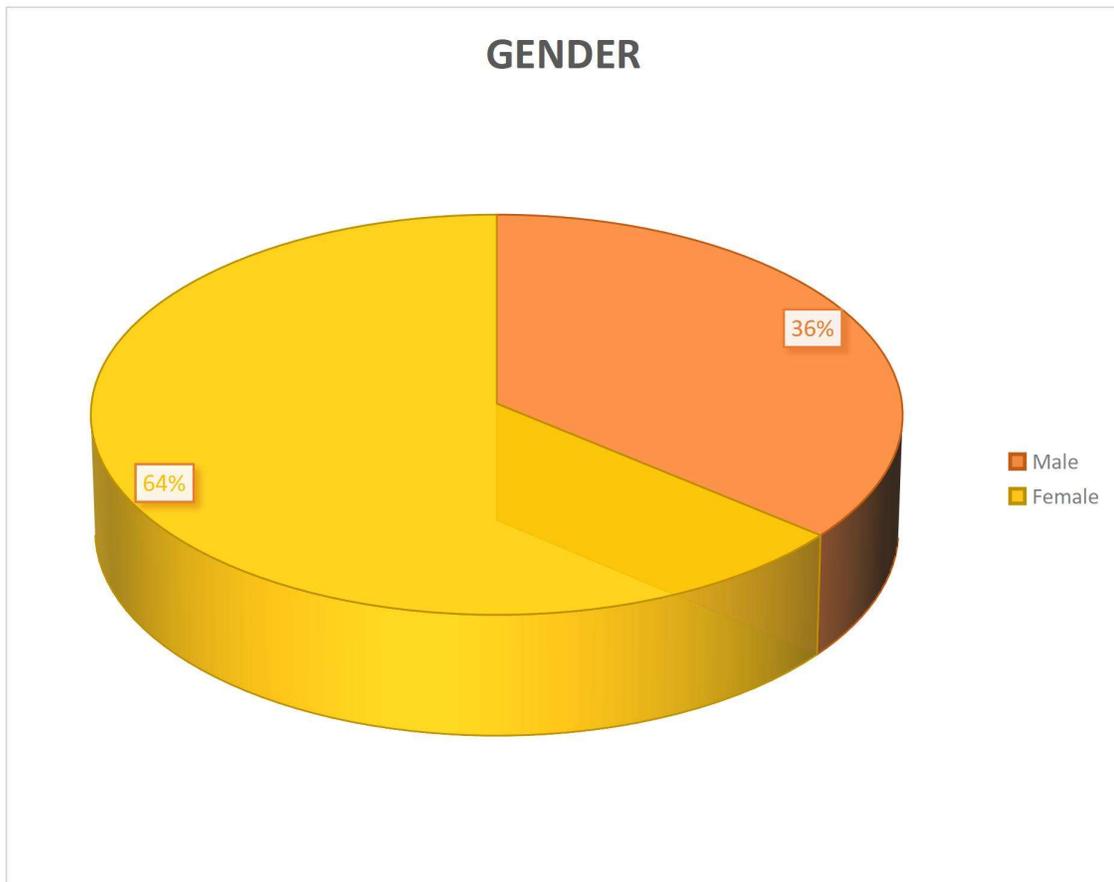
Table 2.1.1.

<b>SI no.</b>	<b>Age Gap</b>	<b>Percentage</b>
1	Below 15	0%
2	15-20	57%
3	20-25	41%
4	25-30	0%
5	Above 30	2%

The above table signifies that most respondents are form the age gap between 15-20 followed by the age gap of 20-25. The respondents from the age gap below 15 and age gap between 25-30 is nil and only 2% from the age of above 30. As the total number of respondents is 100 the percentage can be considered similar as the amount of percentage.

### 2.1.2. Gender of respondents

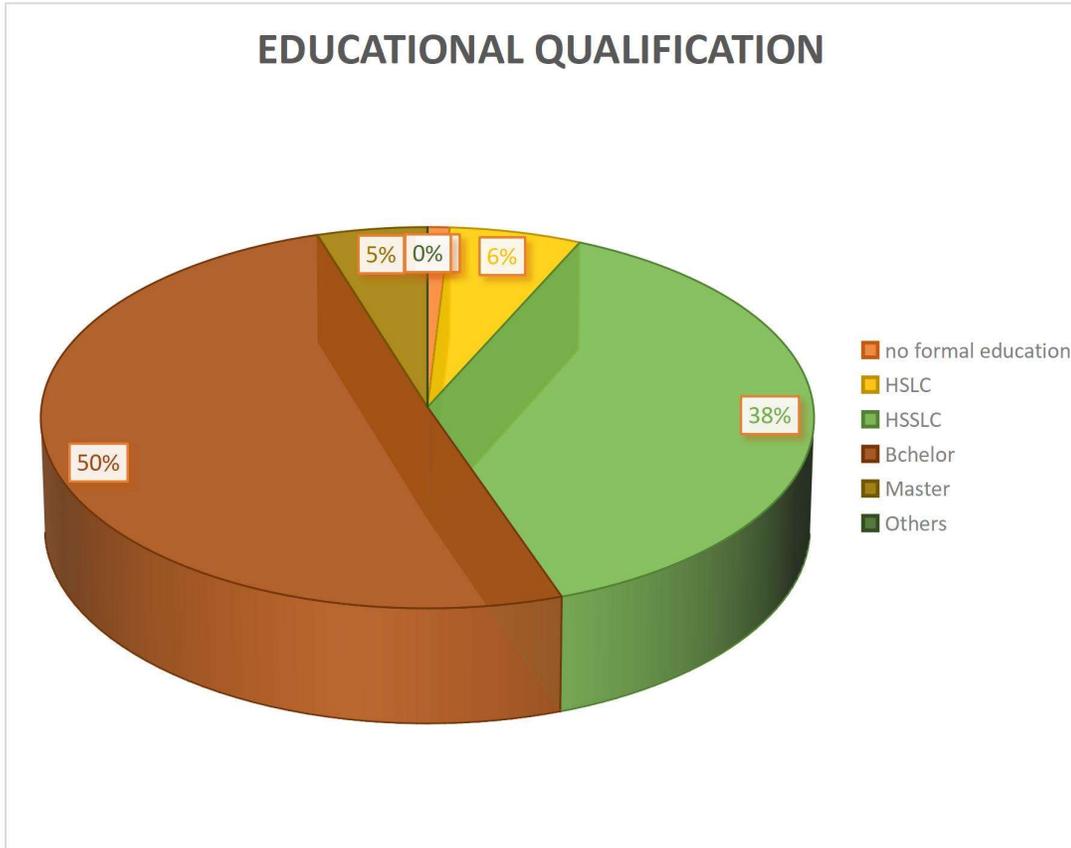
Figure 2.1.2. Gender of voluntary respondents



From the above pie chart, we can observe that most respondents are female. Here, we must note that the questionnaire was distributed to 120 hopeful candidates of which 100 could take part. Out of the 100 participants, 64% is female (i.e., 64 in numbers) and the remaining 36% (i.e., 36 in numbers) is male.

### 2.1.3.Educational qualification of respondents.

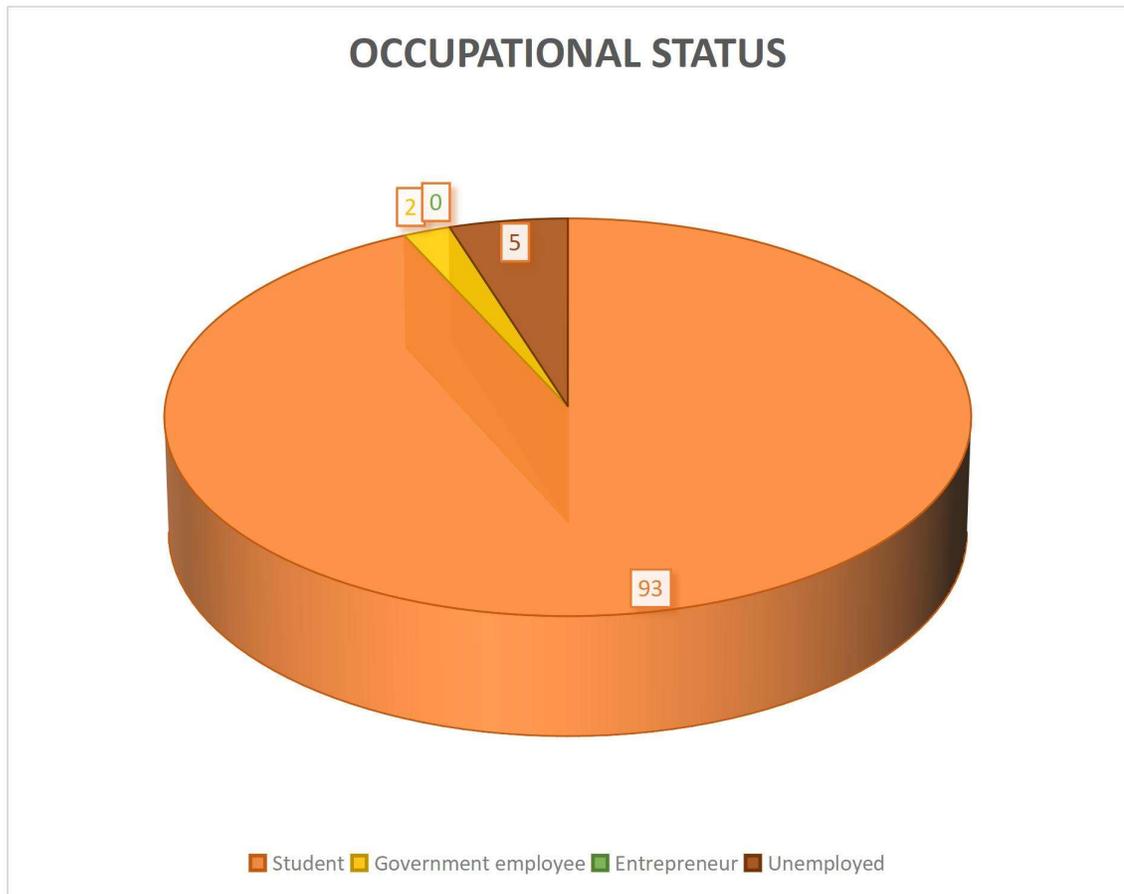
Figure .2.1.3. Educational qualification of respondents



The above pie chart represents the educational qualification of the respondents of which 1 of them has no formal education and the majority i.e. 94% finished Bachelor. Among these 94%, 6% finished HSLC and 42% finished HSSLC.

### 2.1.5. Occupational status.

Figure2.1.4. Occupational status

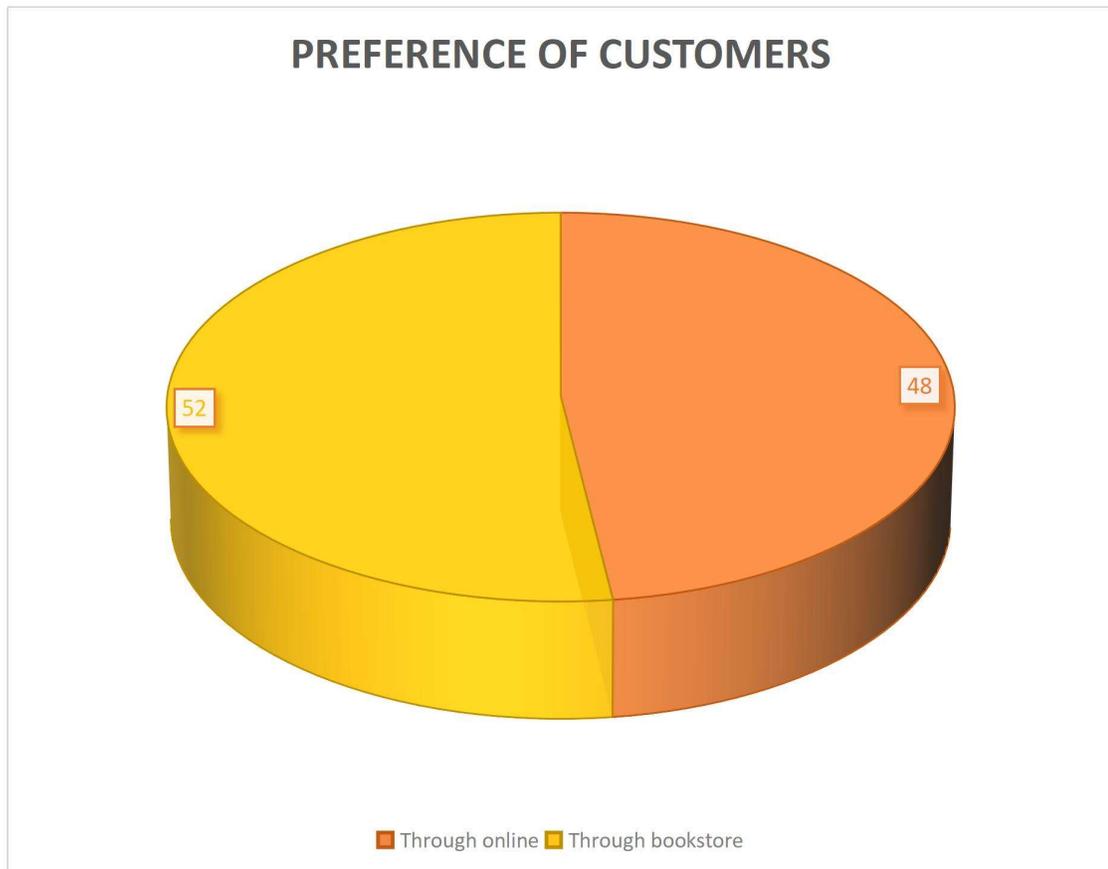


The occupation of the respondents is displayed on the above pie chart. Majority of the respondents I.e. 93% are still on the course of their education and 3% are government employed while the remaining 4% are unemployed. The third column i.e. entrepreneur is nil.

## 2.2. Part 2 of questionnaire

### 2.2.1. Preference of the customers

Figure2.2.1 Preference of customers



The respondents are asked if they prefer buying books online or through book store and 52% preferred buying books online while 48% preferred buying books from the book store itself. From the above fig we can conclude that the preference of the customers is in the borderline as the votes can be considered almost equal.

2.2.2. The respondents are asked to indicate their choice for the sort of shopping they like. The grounds behind their preference are classified as follows:

- Short delivery time
- Price
- Condition of book
- Originality
- Easy process
- Lesser energy spent

Area charts 2.2.2



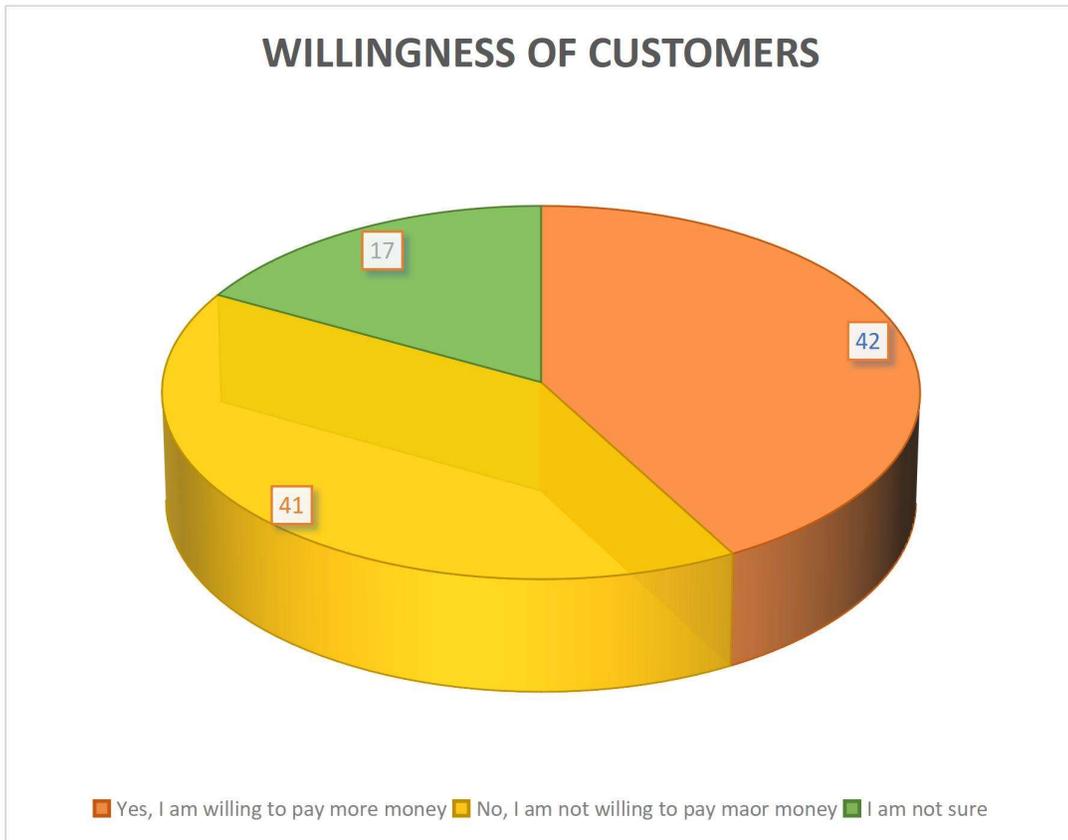
The above table shows the reasons for which the respondents prefer online shopping rather than book store.

1. **Short delivery time** comes very low at the table as the delivery process of online stores is very long and there can be numerous difficulties that can delay the delivery time. Only 15% of the total checked the box
2. When it comes to shopping, **price** is one of the driving forces of what we bought and also the amount of items we bought. In a small town like Lunglei, the price of every product can not be as low as the price fixed on an online store. The transportation cost and other factors can increase the price of the product which results in the preference of an online store rather than a book store. For this reason the respondents reacted to the cause and result in more than half of the respondents voting for **price** in the given questionnaire.
3. In an online book store the customers cannot come into contact with the book that they are buying. The **condition** can be observed only at the time of delivery. Hence, in this case buying books from a bookstore is more preferable as the customers can observe the quality they expect from the book or product they are about to buy.
4. **Originality** point of view can come into context due to the activity practiced by humans. In the case of online shopping as we state in the previous point, the customer did not have any prior information before the time of delivery as it is built on faith. Then, it comes into existence people who try to take advantages of other ignorant people by scamming them. Scamming can be of different types like selling a product that does not live up to the description of the sellers which can range from non-delivery of product after paying for it. As a result the respondents do not prefer buying books online due to certain scamming possibilities. Only 11 out of the total 100 checked this box.
5. The **process** involved in online shopping is very easy as it can be done with only the presence of only a phone and an internet connection. But there are conditions which give advantages to a bookstore like long delivery duration, not being able to know the actual condition of the product etc. As a result about 32 respondents out of 100 include easy process as being one of the reasons for the reason they prefer online shopping.
6. When it comes to online shopping the energy waste is close to nil. The process is very easy as compared to buying books from a book store. Due to this reason 60

out of the total 100 include **lesser energy spent** as one of the reason they prefer online shopping.

2.2.3. Are the respondents willing to pay for more money if you can get your book delivered to your doorstep?

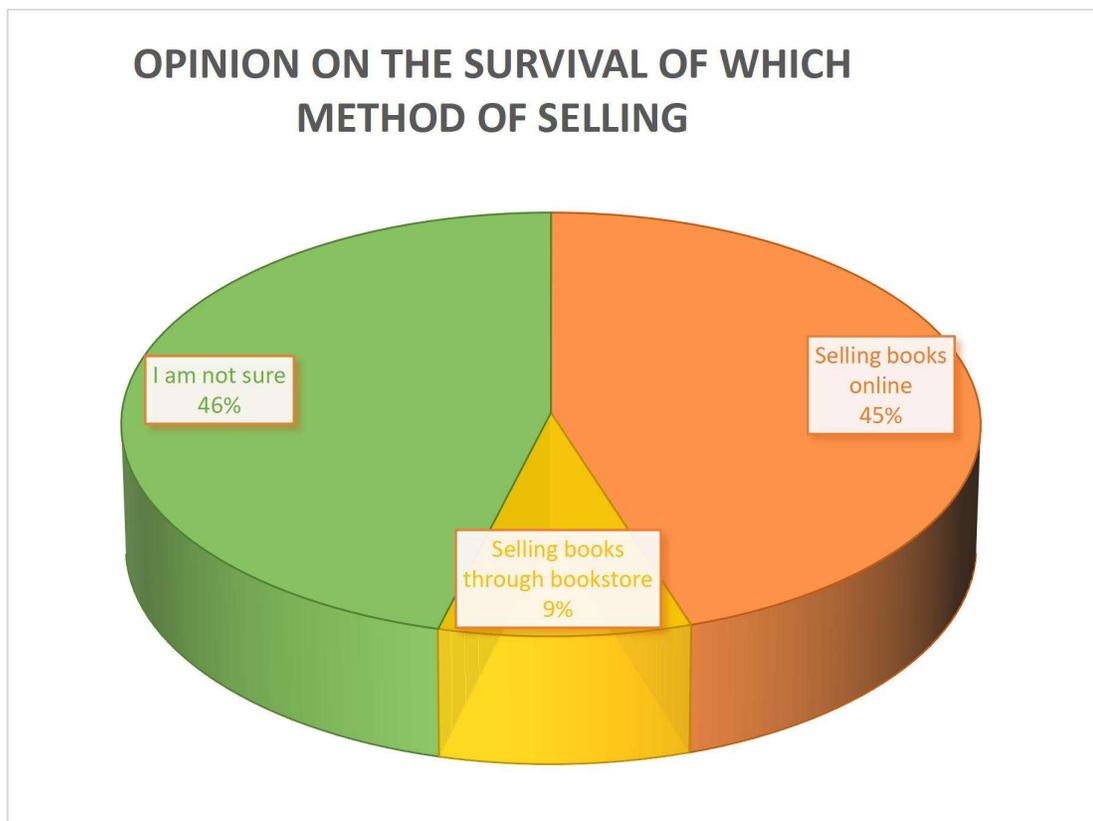
Figure2.2.3



People are actively engaged with online shopping not only in case of books but also for different products that can range from household items to mechanical tools. Now this survey showed that paying more money for door-step-delivery is preferred by customers. 59% of the total respondents are willing to pay more money while 41% of the whole does not prefer this method.

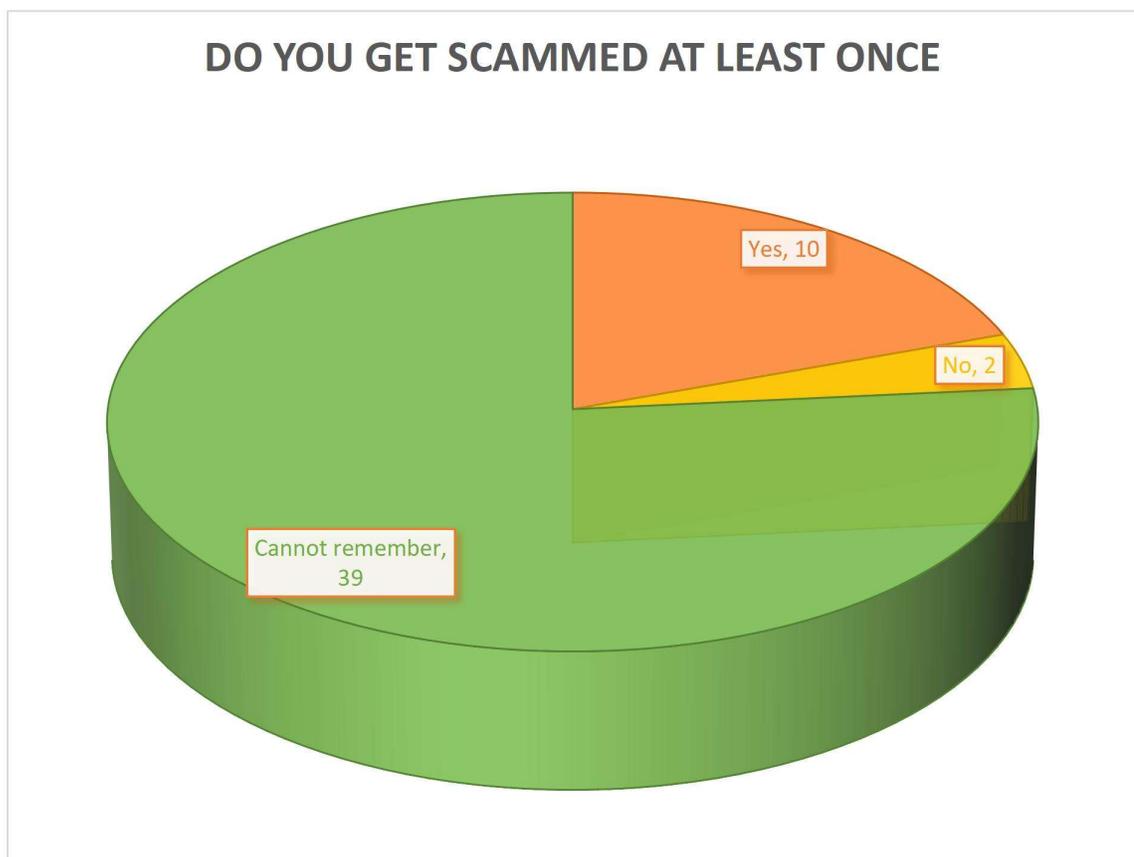
2.2.4. The opinion of our respondents differ widely when they are asked the chance of which method of selling will survive after a period of 10 years. From the survey we can see that 66% of the respondents lean towards the survival of online selling method while only a mere 20% thought that book store will survive. The reaming 14% are not sure which of the two method will survive.

Figure2.2.4



2.2.5. With the introduction of online shopping there comes people who try to take advantages of the people. So scamming becomes one of the problem of online shopping. The respondents are asked whether if they are being scammed in the past or not and fortunately 90% of the whole are not scammed while the rest 10 % of the respondents are scammed at least once.

Figure 2.2.5

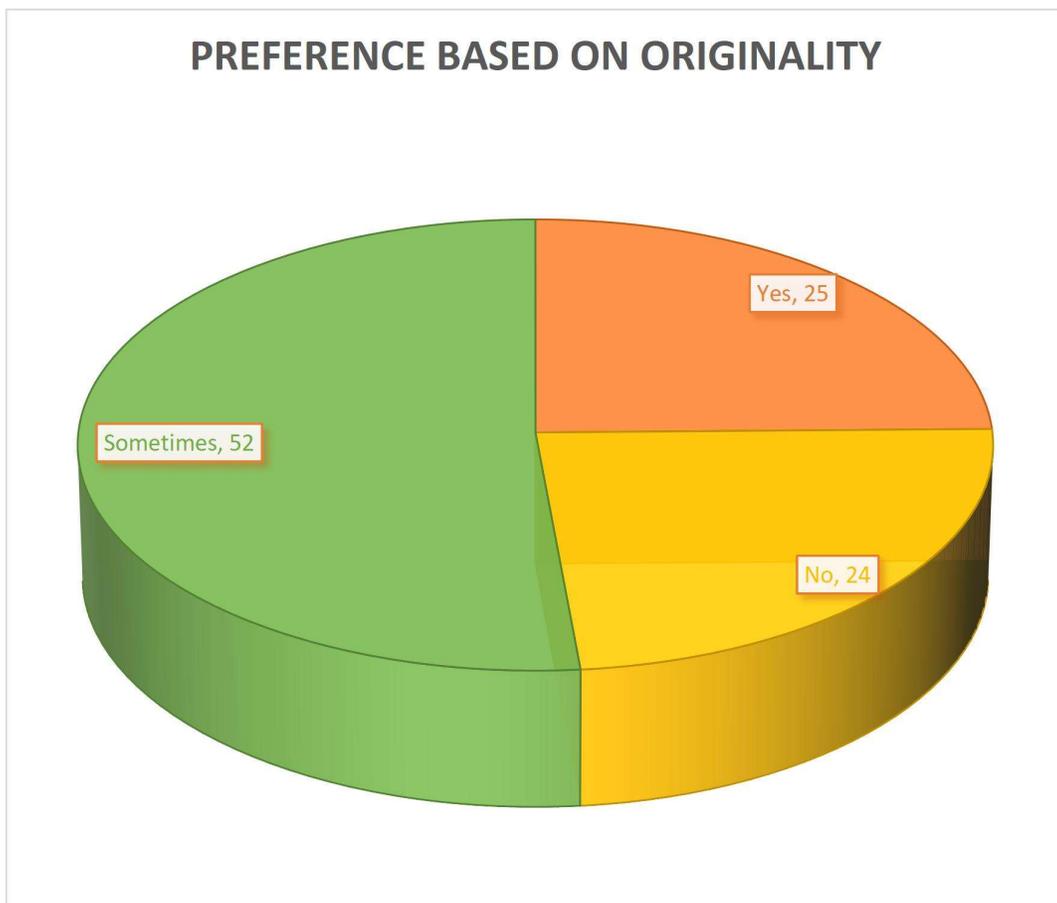


2.2.5.1. If yes, on which product and how? 3 responses

- Buying used books which was labeled as new
- Ordered online and they did not deliver
- Visiting a site that sells earphone and I never heard from them again
- Condition of the book I purchased is not the same as promised.

2.2.6. The respondents are asked if they mind purchasing books that is inferior in the quality of the cover,etc. As compared to the original

Figure2.2.6



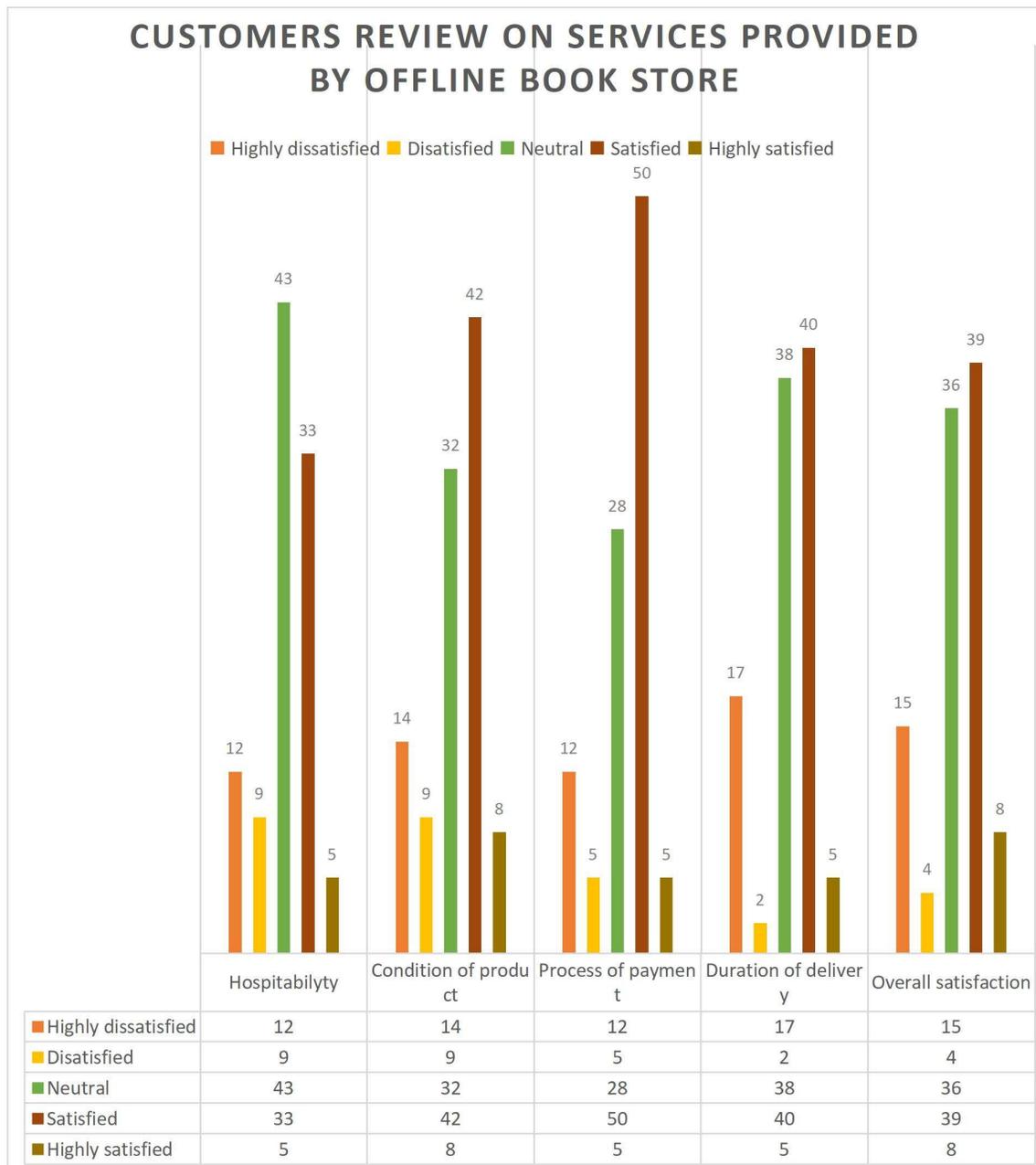
The pie chart above shows that 25%of the respondents are bothered with the quality of the books that the copy did not have as compared to the original while 24% don't mind. More than half of the respondents i.e.52% sometimes are bothered. It depends on the product, the price, the rarity etc.

2.2.7. The respondents are asked to check the category which they found suitable for the question that followed.

How satisfied are you with the following services provided by;

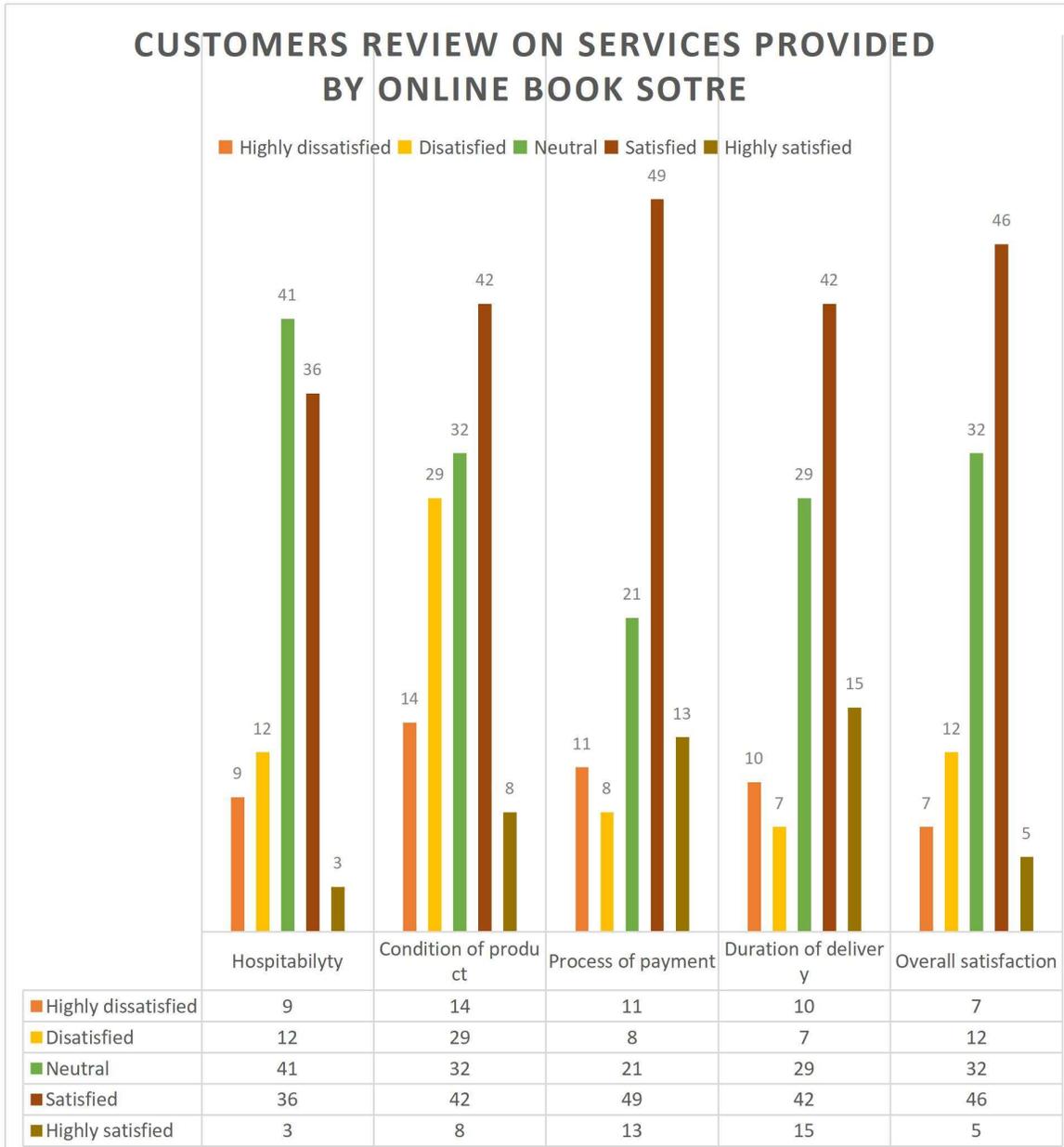
**Offline book store.**

Column 2.2.7



**Online book store**

Column 2.2.8



The above charts clearly shows the field of advantages and disadvantages that one had on the other. The study is based on hospitality, condition of product, process of payment, duration of delivery, overall satisfaction. Option keys are highly dissatisfied, dissatisfied, neutral, satisfied and highly satisfied in the orders mentioned.

In the above tables, we can see that in case of hospitality that the online bookstore is kind of hard to rate as there is no face to face interaction. But in the case of offline book store the respondents leaned towards the satisfaction they provide.

As per condition of product, exactly half of the overall respondents are satisfied.

The process of payment in case of both online and offline bookstore, we can say that the respondents are satisfied with the services as more than half of the respondents add it on their satisfaction list.

3 or 4 years ago duration of delivery took a long time but as time pass and there are certain development on different levels, the duration becomes lesser and lesser for online book store. Hence, the respondents are satisfied with it and in case of offline bookstore, the buyer gets the product at the time of purchase.

The services provided by online book store provide more satisfaction to the respondents as the overall satisfaction is in favor of the online sellers.

**CHAPTER 3**  
**DISCUSSIONS AND FINDINGS**

- The age disparity between respondents is primarily between 15 and 25 years old (15-20 is 57% and 20-25 is 41%). So, it follows that those between the ages of 15 and 25 are the biggest users of internet book selling or marketing.
  
- In the survey, when asked to choose their preferred method of purchasing books, 52% of the respondents chose the most common option at the time, purchasing from a bookshop. This is due to the product's short delivery time, the books' condition, and their originality.
  
- One of the questionnaire's questions asked respondents whether they would be ready to pay more for a book if it were to be delivered right to their doorstep. The options for the questions are ;
  - I. Yes, I am willing to pay more money (42%)
  - II. No, I am not willing to pay more money (41%)
  - III. I am not sure

From the above percentage we can see that people preferring to pay more money are slightly greater in number than the other options.

- With the emergence of online purchasing, there are others who attempt to take advantage of others by defrauding them. There were a few people among the responses who had been defrauded. This is the fundamental disadvantage of online shopping and cannot be simply eliminated. The following are examples of how respondents are scammed:
  - I. Buying used books which was labeled as new
  - II. Ordered online and they did not deliver
  - III. Visiting a site that sells earphone and I never heard from them again
  - IV. Condition of the book I purchased is not the same as promised.

- Opinion or advice for improvement for both online sellers and bookstore given by the respondents . 18 responses
  - Delivery should be in time.
  - Harmed and spoil can be happened on online mode as we can chose perfect book in offline mode.... but it is easier due online mode.
  - Online seller rs need to be more productive whereas bookstore seller need to be more variety
  - To give a brief study on both of their products
  - Offline bookstores, especially in this country, need to improve the variety of their inventory. They also need to do research on what books are trending and popular. They also need to stop selling so much self-help and inspirational books, we have enough of those already.
  - Customer care
  - Book store price is too high compared to online
  - It would be nice if the bookstore could provide different genres especially English classics. Also, it would be great if the online sellers could provide a better-quality book.
  - First, for book sellers, be it offline or online sellers, awareness among customers is needed. Secondly, book sellers need regular and a wide range of buyers with different taste so as to keep up their businesses; so not only the advertisement of their stores book sellers need to have customers in their area. Lastly, reading books should be made a habit from a young age. This helps induce a feeling of fondness towards books which further leads to a person buying more books for personal reading.
  - Customer service / book condition
  - Maintaining the physical quality of books on both online sellers and bookstores
  - Reduce price
  - Online bookstore is improving a lot, but offline method is becoming traditional. It's just the process of development and we cannot do much about it

- Online sellers are good sometimes they have discount, and we can buy more books, but delivery is late... Book store is also good in emergency case, but they didn't have discount at all.
- To provide more books in the bookstore
- Online sellers should be straightforward when listing the conditions of their books and should upload the exact image of the book they are selling. Offline bookstores could make informative/advertising posters for the books they have to attract potential buyers.
- In my opinion, customers express their satisfaction in many ways. When they satisfied, they mostly say nothing but return again and again to buy or use more. When asked how they feel about a company or its products in open-ended questioning they respond with anecdotes and may use terminology such as, delighted, extremely satisfied, very dissatisfied etc. Lastly, I would like to recommend both online sellers and bookstore is not much more difference, it's a buyer's situation, I guess.

## **CHAPTER-4**

### **CONCLUSION AND SUGGESTION**

#### **4.1. CONCLUSION:**

In accordance with the results of a study on the impact of e-marketing on book stores, client preferences are still evenly dispersed among respondents. Both instances have several benefits and drawbacks.

The advantages of an online book store are that

- The procedure is extremely simple and the energy required is less.
- The pricing is less when compared to physical stores.

The advantages of an offline book shop are that

- The goods is provided to the consumer at the moment of purchase, resulting in a shorter delivery time.
- Customers who purchase offline come into direct contact with the goods and may detect the state of the object, such as the material utilized.
- When it comes to the uniqueness of the goods, buying books online can lead to a variety of problems, including being defrauded. Customers frequently do not receive the goods that was promised to them, thus offline stores have an edge in this regard.

We are unable to predict the future, but we can make educated guesses. The two methods are now equal in terms of customer choice, but there is more possibility for improvement in the online form of shopping in the future. As a result, in the view of the respondents, the preferred mode of purchasing and the one having a future aspect is online shopping. The reasons might be that the process is simple and that cash is being phased out in favour of virtual payment methods.

## 4.2. SUGGESTION;

Here are some suggestion from the respondents in cases in which improvement for both online and offline sellers;

- Delivery should be in time.
- Harmed and spoil can be happened on online mode as we can chose perfect book in offline mode.... but it is easier due online mode.
- Online seller rs need to be more productive whereas bookstore seller need to be more variety
- To give a brief study on both of their products
- Offline bookstores, especially in this country, need to improve the variety of their inventory. They also need to do research on what books are trending and popular. They also need to stop selling so much self-help and inspirational books, we have enough of those already.
- Customer care
- Book store price is too high compared to online
- It would be nice if the bookstore could provide different genres especially English classics. Also, it would be great if the online sellers could provide a better-quality book.
- First, for book sellers, be it offline or online sellers, awareness among customers is needed. Secondly, book sellers need regular and a wide range of buyers with different taste so as to keep up their businesses; so not only the advertisement of their stores book sellers need to have customers in their area. Lastly, reading books should be made a habit from a young age. This helps induce a feeling of fondness towards books which further leads to a person buying more books for personal reading.
- Customer service / book condition
- Maintaining the physical quality of books on both online sellers and bookstores
- Reduce price

- Online bookstore is improving a lot, but offline method is becoming traditional. It's just the process of development and we cannot do much about it
- Online sellers are good sometimes they have discount, and we can buy more books, but delivery is late... Book store is also good in emergency case, but they didn't have discount at all.
- To provide more books in the bookstore
- Online sellers should be straightforward when listing the conditions of their books and should upload the exact image of the book they are selling. Offline bookstores could make informative/advertising posters for the books they have to attract potential buyers.
- In my opinion, customers express their satisfaction in many ways. When they satisfied, they mostly say nothing but return again and again to buy or use more. When asked how they feel about a company or its products in open-ended questioning they respond with anecdotes and may use terminology such as, delighted, extremely satisfied, very dissatisfied etc. Lastly, I would like to recommend both online sellers and bookstore is not much more difference, it's a buyer's situation, I gu

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## **APPENDIX**

My name is Lalrokima and I am studying 4th semester B.Com in HATIM. I am working on a project which studies the effects E-marketing has on book-stores. Here are some questions which would help me with the project I am working on.

I would be very grateful if you could kindly answer the questions below as per the instructions. Thank you.

### **DEMOGRAPHIC PROFILE**

#### 1. Age group

- a) Below 15.
- b) 15-20.
- c) 20-25
- d) 25-30.
- e) Above 30.

#### 2. Gender

- a) Male.
- b) Female.

### 3. Educational qualification of respondents

- a) No formal education.
- b) HSLC.
- c) HSSLC.
- d) Bachelor.
- e) Master.
- f) Others.

### 4. Occupational status

- a) Student.
- b) Government employee.
- c) Entrepreneur.
- d) Unemployed.

### 5. Preference of which method of buying

- a. Through book store.
- b. Through online.

6. Check the box given below if you agree that it is one of the reason you prefer the method of selling.

	Short delivery time	price	Condition of books	originality	Lesser energy spent
Offline store					
Online store					

7. Are you willing to pay more money if you can get the product delivered to your door step?

- a) Yes, I am willing to pay more money
- b) No, I am not willing to pay more money
- c) I am not sure

8. After 10 years which method of marketing do you think will survive?

- a) Selling books online
- b) Selling books through bookstore
- c) I am not sure

9. Do you get scammed at least once?

- a. Yes
- b. No
- c. Cannot remember

10. If yes, on which product and how?

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11. Do you mind buying 1st copy books instead of the original copy?

- a) Yes
- b) No
- c) Sometimes

12. Check the category which you found suitable for the question that followed.

12.1 How satisfied are you with the following services provided by;

Online store

	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Habitability					
Condition of product					
Process of payment					
Duration of delivery					
Overall satisfaction					

Offline store

	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Habitability					
Condition of product					
Process of payment					
Duration of delivery					
Overall satisfaction					

