

## E-COMMERCE: A TOOL FOR BUSINESS EXCELLENCE WITH REFERENCE TO HOPCOM'S RETAIL MARKETS.

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### Abstract

*E-commerce has become an integral part of the modern life style. As a symbol of globalization and advancement of information technology, it represents the cutting edge of success in this digital world. More than 70 per cent of the Indian lives in rural area, thus the involvement of rural people may affect the faith and progress of e-commerce related industries. The percentage of Indian e-commerce space is getting higher as more and more online retailers enter the market. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenue. The paper attempts to highlight the future of e-commerce by considering the condition of its mass rural areas of Horticultural Producers' Co-operative Marketing and Processing Society Ltd. (HOPCOM's) was established with the principal objective of establishing a proper system for the marketing of fruits and vegetables; one that benefits both the farming community and the consumers. Prior to the establishment of HOPCOM's, no proper system existed in Karnataka for the marketing of horticultural produce. Farmers were in the clutches of the middlemen and the system benefited neither the farmers nor the consumers. To ensure quality supply of fruits and vegetables at reasonable prices to consumers. To expand marketing and cold storage facilities progressively for the benefit of farmers. The intention of this Research work is to develop a web application to enhance Hopcom's retail Markets business because till today they are following a traditional method of doing business this research work drives them towards usage of technology by "HOPCART" Application. This Application includes technology in every step of Hopcom's and made every process paperless through which the business made transparent both for Hopcom's & Customers one who download" Hopcart apps". By using this application we can completely remove the middlemen's Mafias who are really enjoying profits by cheating farmers & Hopcom's. Farmers can directly sell their produced vegetables & fruits to Hopcom's without any middlemen intervention and they can get fair amount from the Hopcom's as the rates are directed from Cooperative Marketing society directly & Hopcart application users will get faire price for their fresh Fruits & Vegetables & also grocery's items near to their door steps. So that this research will leads to new business model proposal which helps both Formers & unemployed youth one who is willing to start franchise business with Hopcom's. The irony of modern life is that what we are going to eat fruits and vegetables are sold on footpaths but items like Shoes, shirts and belts what we wear are sold in a/c show rooms.*

**Keywords :** Horticulture, Faire price, Middlemen, Franchise, Web Application, Grocery.

### Introduction

India has made remarkable growth in information technology and e-commerce. The online market is offering different goods and service ranging from tour and travels, movies, hotel reservation, matrimonial service, electronic gadget, fashion accessories and groceries. According to the e-bay census guide 2011, India is home to 3311 e-commerce hubs, 1267 rural hubs, 391 export hubs and 2217 import hubs. Electronic Commerce (e-commerce) is a means of doing business through networks of computer. Advances in telecommunication and computer technologies in recent years have made computer networks an integral part of the economic infrastructure. There is widespread agreement today that across the developing world retail sector transformation is spearheading fundamental change in local food systems. Until recently in India, less than 5 % of retail food sales took place in the organized sector. This is changing, and it is now eminently clear

that the retail revolution in the agri food sector in India is well underway. Organized retail operations are now present in 74 cities, up from 18 a year ago, and are growing at the rate of 30 to 40 per cent per year A large number of domestic players, such as Big Bazaar, Reliance, Bharti Easy Day, More Mega Stors, TATA star bazaar, and E-Choupal, Godrej Hariyali etc, have ambitious plans for expansion and foreign players are devising ways to enter the Indian market. At a time when the retail sector is witnessing such a massive and fundamental institutional lift, the relative position of the small scale farmer comes into serious question.

The new retailers have focused on disintermediation (the removal of intermediaries) in the supply chain in order to benefit both farmers and consumers. Notwithstanding the income gains that accrue, a relevant question is the extent to which this retail transformation includes small scale farmers in the first place. Small scale farmers face particular constraints in meeting the quality

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demanding by the formal retail sector. Even when retail transformation is inclusive, will eventual retail consolidation itself pose particular problems for smallholders, weakening their relative bargaining power? And what might become of those who fail to be part of the supply channel? This is a particularly critical question for India, which is a nation of small scale farmers, many of whom are growing smaller.

In this context, there is an urgent need to keep small scale farmers firmly in the picture; documenting institutions that attempt to link up small producers with markets is an important first step. In this study, we look at one such venture: a state managed farmer co-operative called HOPCOMS with its headquarters located in Bengaluru, is a unique marketing venture for urban co-operative marketing of horticultural produce. Hopcoms is a co-operative society which is started and run with state support and fundamentally managed by officers of government of Karnataka. The farmers are the members of Hopcoms and they are the one who supply the produce to it. Presently there are 257 retail outlets in which they provide fresh vegetables and fruits to consumers.

The main objective of this application is to make the procedure automotive and transparent. Using the latest technologies we have developed an application evolving with the technology. All the transactions, procedures and settlements made paperless. Everyday quantity of the produce and the amount is reported to the office and the business made transparent. Before only the middlemen were the main beneficiary persons in the marketing as they are the one who were communicating between farmers and consumers. The main beneficiaries of this procedure are the farmers and the consumers. As farmers and consumers can communicate directly with "Hopcart" the middlemen intervention for linking formers & customers were not required Here customers by downloading this application can book his mercantile by sitting at his place by using their mobiles.

#### Objective of the study

The specific six major objectives of the research could be listed as follows:

1. To study Modernization & Computerization of all HOPCOMS outlets across state
2. To study proposed web app's usefulness to formers & Consumers in the society and to promote development of horticulture on scientific lines by providing necessary inputs and technical advice.
3. To study the effectiveness and success rate the present marketing strategies with respect to market development and to offbeat the competitor's strategies and market share.
4. To map the emerging and required marketing strategy from marketing team of HOPCOMS in the area of
  - a) Product, range of service range and quality
  - b) Price strategy
  - c) Place and distribution strategy
  - d) Adverting and promotion strategy
5. To conduct bench-marking of HOPCOMS marketing with major players to find
  - a) In understanding customer's requirement and his changing requirements
  - b) In understanding what attributes has made customer to accept and use the HOPCOMS products and services
  - c) In understanding what attributes has made customer to accept and use the competitor's products and services ( Non-HOPCOMS customers)
6. To arrive at suitable marketing strategies, models, findings, suggestions and conclusions useful for HOPCOMS marketing units in specific and also other industries in general to face the global competition and other private Retailers.

#### Scope of the study

The focus of this study is on the Enhancing business of Hopcom's by using new App's Hopcart towards new Business Model to know How consumers are going to adjust to applications usage or qualitative products supply to their door steps, The perception and preference of the customer towards the sales promotion, the technology adopted like super fast servicing by pressing one button & price discounts, Price Pay Back deals, coupons, loyalty rewards program, free samples, extra quantity and free gifts have been taken as the main areas of this study. From formers end developing supply chain very strong creating technology which gives information like sending SMS message in local language, sending Mobile vans equipped with computers plus batteries visiting to villages for receiving orders or educating with formers TV's etc...

#### Need of the study

E-commerce provides multiple benefits to the Formers & consumers in form of availability of Products at lower cost, wider choice and saves time. People can buy goods with a click of one touch without moving out of their house or office. Similarly online booking from HOPCART such as fruits, vegetables bill payments, etc. has been of tremendous benefit for the customers. This e-commerce portals provide services in a variety of categories like Daily Health tips information usage which is helpful in healthy aspects of human being.

### Importance of “HOPCART”

Information directories are provided in the “Hopcart website”, with the list of product and services with sub headings to make it easy for consumer’s information seeker to find the need of the customer. Allied services are also provided with message boards, review of products by the consumer, chat room etc. Shopping in online follows payment system of cash on delivery, but in the rural and remote areas payment is made through either internet banking or mobile banking or debit card. Facilities for credit cards are still not available in many rural areas. From the point of Admin end Formers who shows an interest to get enrolled with Hopcom’s has to produce his original RTC records He would be trained & educated by Hopcom’s Executive related to scientific aspect of forming & he would also be trained in usage of technology. This attracted me to select and study this topic to provide new solution for Hopcom’s Retail Markets with a concept of “Every Things under one Touch”.

### Hypothesis of the study

Based on the above objectives, the study has the following specific issues as hypothesis.

1. There will be great improvement in the overall operations & services by Hopcom’s
2. Information technology usage will be having an impact on the end users
3. There will be an existence of fairness & transparency in Hopcom’s & its usage of new app’s.
4. Better supply chain Management distribution network will enhance the efficiency of Hopcom’s.

### Methodology of the study

The study is designed to explore the behavior of Formers, consumers, & traditional retailers towards HOPCART app’s operations and its resultant impact. This section focuses on the methods adopted to conduct the study; the type of the research and the tools used for conducting the research. It includes data collection methods, sample, sample size and sampling methods.

### Research design

Research design is the conceived plan and structure of investigation to obtain answers to research question. The research type adapted to this study is descriptive research. The factors that influence the behavior of Formers, consumers, & traditional retailers towards HOPCART app’s operations are examined in this study.

### Sample design

The primary data was collected by employing the field survey technique in the study area. First hand information pertaining to HOPCART’s App’s will be collected from six hundred respondents of Mandya districts of

Karnataka. To collect data from various categories of people, stratified random sampling method was adapted.

### Data sources

The focus of this research is to study the behavior of Consumers towards Hopcart App’s. Data for the study was collected through the primary and secondary sources.

Primary data – the major source of the data used to carry out the analysis is primary data. Field survey method will be used to collect the primary data from the selected 600 respondents. Here 600 respondents will be divided like Formers 100, Consumers 400 & Traditional retailers 100. With the help of a well framed questionnaire of the regional language will be shown to the respondents and their opinion on those Hopcart’s app’s will be drawn from them. Some of the respondents may not have formal education, they will be interviewed and the questionnaire will be filled by the researcher. For this study respondents with varying background will be selected based on the important demographic aspects like age, sex, educational qualification, marital status, occupation and income level.

Secondary data – The secondary data used in this study will be collected from the national and international journals, newspapers, magazines, articles and other records. The latest information related to the study will be gathered from libraries in Mandya, Websites and portals will also be used to collect some statistical information. A number of standard text books in the area of E-commerce, Retail Marketing, Advertising and Mass communication will be also referred to present the theoretical perspective.

### Tools for data collection

Questionnaire was the main tool used to collect the data. The research problem and the questionnaire were framed accordingly with the help of research supervisor and the research experts. The questionnaire also includes the questions to gather information on demographic details of the respondents, perception and opinion on E-commerce mobile app’s features of HOPCART apps, influencing factors of the selected Hopcom’s app’s and the attributes of the Technology which make the users comfortable in using it.

### Pilot study

Before the field survey a pilot survey was conducted to test the consistency of information from already prepared questionnaire from the universe of the study. The questions which were redundant were omitted. For questions for which it was felt that, answers could not be obtained, the questions were put indirectly. This helped greatly to reframe the questionnaire and to obtain correct information. The aim of this investigation is to

find out the perception and preference of the customers of Mandya District, towards Marketing promotion tools adopted by the Hopcom's Retail Markets for place the products and answers to the following questions.

1. Is the New Business Model really influences the consumer towards Usage of Hopcart apps?
2. Which of the sales promotion is liked by the consumers ?
3. Did the consumer change their behavior by using Hopcart apps at the time of purchase?

The answers to the above questions will be helpful to the Hopcom's Retail Markets in selecting the techniques of promotion that the customer would prefer. They can, then, adopt to use the same for their mercantile to effectively to increase their sales and hence land in profitability

#### Statistical tools used

To analyze the data the following statistical tools were used. They are:

1. Percentage Analysis
2. Chi-square analysis
3. ANOVA 4. F-Test

#### Problem statement

Food products prices are increasing day to day, fixing the price is phenomenal task. people used to get the information from the vendors of super market or from common people hence it is time consuming task. The main aim of this research is after analyzing the operations of HOPCOMS There is vast scope for increasing the Business Excellence by using E-Commerce Technology of horticultural crops in Karnataka. Farmer, have not been able to adopted latest technology in raising horticultural crop for want of inputs such as quality seeds and plants, expertise, credit facilities and more importantly competitive prices. HOPCOMS has no modern methods of handling Fruits & vegetables. At present, lot of wastage is taking place owing poor handling and storage at outlets and warehouse. HOPCOMS has to not yet undertaken any marketing campaign to increase the consumption of F&V.

#### Conclusion

In this paper, we propose a web application which is helpful to the farmers and consumers in the society. As an institutional innovation that combines horizontal and vertical co-ordination, HOPCOM's holds great theoretical promise as a platform for small holders to connect to dynamic markets. Yet, in practice, it does well in some aspects but not in others. HOPCOM's main strength is its vertical co-ordination. Through low cost means, it is

able to procure from farmers produce and get it to consumers through a network of decentralized procurement centers and scattered retail outlets. But HOPCOM's role in relation to the small farmer has to expand. For example, HOPCOM's could provide crop advisory services to farmers, such as when to grow what crop, in line with marketing inputs and market intelligence & for consumers usage of Fruits & vegetable how it is benefited them to keep healthy Though this was an original objective of the society, it has got diluted over time and now is nonexistent. One thing we noticed during our study was that HOPCOM's has made very little effort to study the profile of those who use its services. There is a lack of data on even such basic issues as what percentage of small scale farmer's use its services. Thus, meetings with members may be a good forum to assess their needs and stock inputs. This project provides all the necessary information regarding the available food products. And it allows the registered user to communicate with admin regarding the information and the admin can modify the database. It provides visualization of food product prices. It provides better realization for all expenses of food products.

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