



## AN ANALYSIS OF THE RISE OF DIGITALIZATION IN PUNE CITY

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### ABSTRACT

*PUNE City has observed a change in E- commerce, e-Education, and digitalization in the previous ten years and this has given a rise to fresh technology and people are adopting this Business prospects by evolving in Information Technology models. The purpose of this research is to understand how Digitalization as a sector grew and carried out a change in the preferences of the consumer thus technosavy each of their lives. Digitalization has lived up to prospects by not only providing quality service but through various other transactions and offers sufficient to appeal customers. Customer activities changes from time to time and digitalization fulfilled the necessities. The Study was conducted by collection of secondary data from several sources and with the help of a Questionnaire circulated among 75 USER across Pune City . The study includes the views and preferences of customers which covered user belonging to different parts of Pune City with 20 to 50 age grouped into various professions and income groups. The findings revealed that digitalization in the last ten years has grown by a significant margin and technology has supported in its growth. Customer behavior changed as clients started buying from ecommerce websites rather than visiting traditional retail shops primarily due to ease convenience caused by home delivery service. Quality is another factor which is to be measured. The digitalization is also expected to further raise in the future generating employment and contributing to Pune City 's GDP.*

**Keywords:** digitalization, Customer Behaviour, Online Supermarket run



## INTRODUCTION

The growth of the Pune City economy has not given many of Pune City the privilege of technology but also enabled them to utilize the internet in a way to have a great shopping knowledge. The world seems to be watching on eagerly as Pune City fast becomes a major digitalization player. There is everything to play for in this industry, but many brands are in need of a little direction. Digitalization has changed the lives of people around the world and its growth in Pune City is not showing any marks of slowing down. The year 1993 noted a new chapter in the history of the online world where digitalization became a hot choice amongst the commercial use of the internet. At that time nobody would have even believed that the purchasing and selling online or say the online transaction will become a trend in the world and Pune City will also share a good ratio of this achievement. Pune City first came into interaction with the online digitalization via big brand like amazon flip cart. The Corporation of Pune City experimented this online strategy to make it convenient for the business. The acceptance of the digitalization on a large scale by the Pune City people influenced other business players also to try this technique for their businesses and gain high profits. It gained fame only with deep discount model of Flipkart. E-Commerce has become almost vital for Pune City customers and is expected to have a greater impact in the future.

This research is conducted on the rise of digitalization in Pune City in the last few years and have been done after research and analysis. digitalization has grown by a substantial margin and brought a revolution in the world of retail. The service of the E-Commerce companies has become vital for Pune City businesses too. All the necessary evidences and statistics have been provided to give a clear picture.

## Objectives

- i.To highlight the growth of digitalization in Pune City in the last five years.
- ii. To study the impact of digitalization on Pune City customers and the Pune City Economy.

## Limitations

- i.Data has been selected for the last 5 years only.
- ii. Research has been restricted to Pune City customers and Pune City economy

## Review of Literature



### **E-Commerce's massive growth and advantage**

Economic savings as a result of converting their traditional E-Commerce delivery methods to E-Commerce. IBM saved US \$850 million in 2021, providing five times the learning at one-third the cost of their previous methods. Using a blend of Web-based (80 percent) and classroom (20 percent) instruction, Ernst and Young reduced E-Commerce costs by 35 percent while improving consistency and scalability. One of IT MNC reduced E-Commerce expenditures by 40 percent with only a 25 percent conversion rate to Web-based E-Commerce . Many other success stories exist. However, it is also true that some firms that have spent large amounts of money on new E-Commerce efforts have not received the desired economic advantages.

In addition to generally constructive economic benefits, other reward such as convenience, standardized delivery, self-paced learning, and variety of available content, have made E-Commerce a high main concern for many corporations. Much of the conversation about implementing E-Commerce has focused on the technology. There is no doubt that corporations are greater than ever putting their emphasis on E-Commerce. An independent research firm that helps companies assess the effect of technology transforms on their operations interviewed E-Commerce managers at 40 Global 2500 companies and found that all but one of them by now had online initiatives in place (Dalton 2000).

ASTD (2021), Noted that the year 2000 marked a new era of growth for E-Commerce. Have only accelerated this enlargement as organizations cut back on business travel, improve their security, and amplify their E-Commerce efforts.

There is always a focus on the bottom line in corporate E-Commerce, the relatively low costs of E-Commerce are attractive. Even so, more corporations are looking at such options as blended knowledge, using more than one method of delivery (e.g., E-Commerce plus traditional classroom delivery of content, to increase E-Commerce effectiveness), even if it raises costs. HR Departments & many E-Commerce managers are not sure how to find the optimal blend for their corporate E-Commerce programs. He feels they are making decisions based on programs they are familiar with rather than on concrete information about which programs essentially produce effective results.

It is observes that learning technology providers have been increasingly able to “demonstrate cost-savings and broader benefits, develop integrated offerings, and propose innovative ways of applying E-Commerce.” However, how do E-Commerce managers decide which educational products and which learning technology providers truly produce effective results? How do they balance product quality with E-Commerce



costs? As the new corporate adage goes: “Modern Information Technology Companies realize the bitterness of poor quality remains long after the sweetness of low price has been forgotten.” To justify making decisions about E-Commerce programs independently of E-Commerce cost considerations, managers need concrete measures of program effectiveness. While there is no doubt that we see an increasing number of case studies showing success with E-Commerce, it is still difficult to find solid research measures of learner achievement in the specialized setting of a corporate E-Commerce program.

### **Research Methodology**

#### **Research Technique:**

E-Commerce development techniques are used wherein various Digital and electronic digital stores employees are tracked and data is collected with the help of observation & Questionnaire method.

#### **Data Analysis Technique:**

Data is scrutinized, tabulated, and analyzed with the help of Microsoft excel and advanced tools.

#### **Hypothesis:**

E-Commerce approach is an effective one in Information Technology sector as it has a positive effect on subordinate, their work and work relations.

#### **Data Collection:**

For this study primary data is collected with the help Discussions/ Interviews, observation method from various Digital and electronic digital stores employees, and secondary data is collected with the help of various Journals, Magazines.

#### **Sample Size:**

75 employees of various Digital and electronic digital stores employees

The research methodology will encompass the following aspects in an interactive and integrated manner to carry out the proposed study. The required data for proposed research would be extracted from primary and secondary sources.

#### a) Primary Data:

Well-structured Discussions/ Interviews will be prepared for Top level managers and Middle level managers.



Observation method.

b) **Secondary Data:**

- Secondary data required for the proposed study would be collected through Books, Manuals, Journals, Internet and Literature of Information Technology sectors.

**Limitations:**

This convinced me that Pune city would be a good field for research as it is a well-developed and contribution significantly in the field of Information Technology sector. Therefore I decided to limit my research sample for the development of E-Commerce within the city of Pune for IT Sector.

Dependent Variable	Independent Variable	Multiple R	P-value
Purchase of Consumers	Reliability of E-Commerce	0.970354781	2.56902E-39

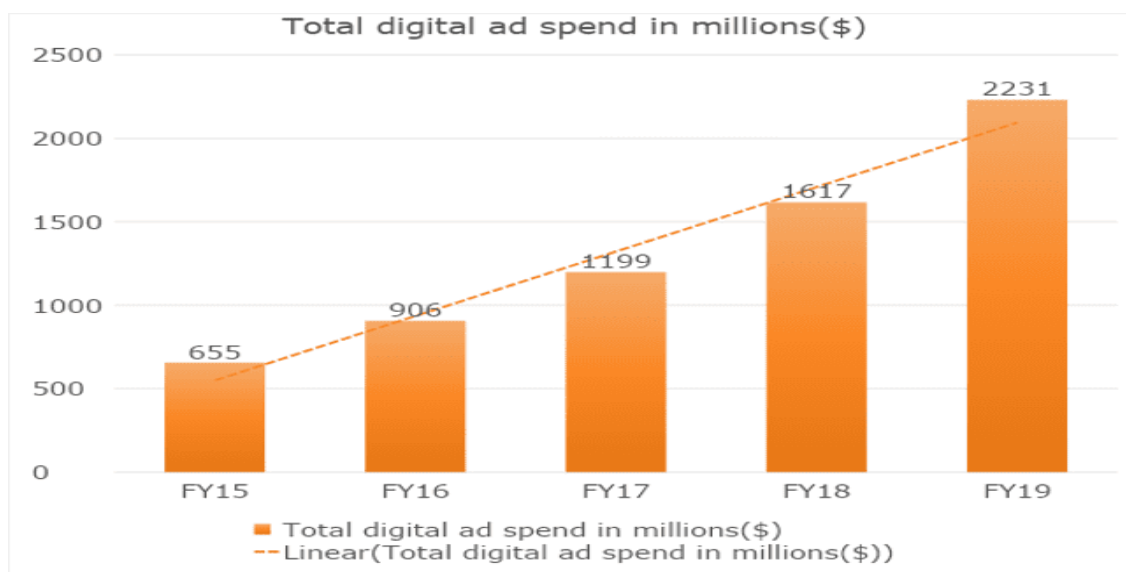
As per the regression analysis, R value is 0.970 which states that is a strong correlation between purchase of consumers and reliability of e-commerce.

**Findings**

The following are the findings of the study-

Reliance Digital	FY20	FY21
Revenue	₹6,193 crore	₹7,303 crore

Discussion: There has been nearly 117% increase in online retail sales from 2020 to 2021 which indicates the figures have grown by heavily contributed to the growth of the E-Commerce sectors . Several factors like technology and growth in usage of mobile phones and laptops are responsible for the increase in growth.



**Discussion** Online shopping is growing its share in the total internet usage in Pune City and has increased by a significant margin. Enhanced data connectivity in both urban and rural parts of Pune City, will further increase this trend. Across the globe the E-commerce business is a force which continues to grow, which investors cannot afford to ignore. This is especially true in Pune City

Prime Minister Modi's vision for India and the „Make in India “ and „Invest India “ initiatives have swayed the world's attention on the opportunities provided in the sub-continent. This has been very healthy for the Pune City n Economy.

Above chart can address how e commerce is increasing day by day , year by year companies are now doing E- Marketing , now trends are changing from transitional marketing to E- marketing or E- advertising

A study was conducted with the help of a questionnaire circulated among 75 respondents across Pune City. The study includes the views and preferences of customers which covered Users belonging to different parts of Pune City with all background and age group 20-50 various professions and income groups. From the questionnaire we can draw the following primary inferences.

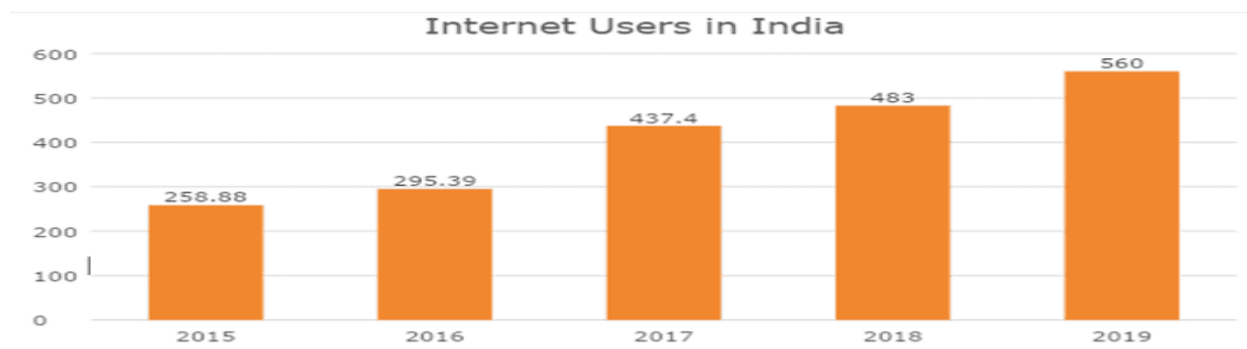
SNo.	Usage of E-Commerce websites for Purchase	No. of respondents (n=75)	Percentage
1	Yes	70	93
2	No	5	7
	<b>Total</b>	<b>75</b>	<b>100</b>

**Table 3:** Digitalization and its usages



Discussion: Majority of the respondents – 93% have agreed that they use E contents from website which indicates that Pune City customers do depend on E-Commerce.

The above statistics said that the online retail industry in Pune City is leading the E-commerce growth and increasing number of internet users.



**Figure 1** – The number of internet users had increased over the years in rural as well as urban areas

**Discussion:** It can be indirect from the above data that the that Internet users have increased substantially in the last 5 years

### Conclusion and Recommendations

With the development of technology, Economies around the world have helped and new ideas have been implemented to reach out to customers. Pune City is no different and so included a wonder named in digitalization to such an extent that is significant for the economy and societies to boom these days. E-Commerce has brought a enormous change to the customers and is responsible for progress and occupation and employability in this sector.

This research has completely focused on how digitalization has evolved during the last 5 years and made a impact. About a decade back, the success of digitalization was unthinkable but the impact it created in the last decade was something that couldn't have been easily projected. The research explores how E-Commerce as an industry has grown over the years, developed and brought customer profits. The study also reveals the magnitude of significance of digitalization for the Pune City economy and talks about forthcoming growth. We studied customer behavior and understood how it has changed. A survey was conducted to know the perception and extent of appropriateness of digitalization among customers. Maximum users turned out to be satisfactory.

Over the years after observing the success, new business entering in the market and. Competition has led to upgrade of the quality of service of different brands and there has



been a surge in the customer gratification level as well digitalization has also been a platform for promotion for various new products as various companies seek to grab the attentions in the form of special offers not only to boost sales but increase brand attentiveness. The study also understands that digitalization has recorded high on suitability and trustworthiness as digitalization has made shopping much easier backed by impressive customer care service. Customers no longer are dependent on traditional retail stores as a result of this revolution.

Businesses always look for upgrading to attract customers and lack of innovation may affect survival of any business organization. Until and unless an industry caters to the needs of its customers, the industry can never flourish. Digitalization provided a new option to customers to purchase at will just at the click of a pin with the opportunity to avoid visiting the market and time consumption for anything like clothes, electronic goods, grocery, medicine, jeweler etc .The quality of the products and service area has created dependence among the customers and the credit goes to the internet and logistics for establishing reliability. Businesses are also dependent on the internet for maximizing sales. Digitalization has grown by leaps and bounds in the last five years and its further growth is imminent as more businesses will come in the picture in the future.

Customers has also developed awareness as each product may not able to provide quality service with more companies getting into the business. Success of all businesses is not guaranteed as the competition is only expected to get extensive and a few notable brands is expected to survive having already developed a huge client base. Businesses has to adopt unique strategies for survival.

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