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## IMPACT OF E-COMMERCE ON TRADITIONAL FLEA MARKET: A CASE STUDY OF JAMIA NAGAR, NEW DELHI

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**ABSTRACT:-** A flea market is a street market wherein vendor sell goods and service in outdoor in lieu of payment of minimal rent to the owner of the shop where they sell product. In Delhi this market is very popular as it sells product of different quality from low to high at bargaining price. One of the prominent feature of these markets are that consumers from all walks of life visits these market bargain to buy goods and services. These markets are held in various places of Delhi on different days in a weekly. However, with the rapid development of Internet technology uses and improvement of E-Commerce, traditional business institutions and unorganized sectors of India like flea market are impacted. Against such a backdrop, the present study has been undertaken to examine through ANOVA and t-test statistic the positive or negative effect of e-commerce on flea market and convenience and easiness of e-commerce over flea market.

**Keywords:** Flea market, traditional business, e-commerce, internet

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### I. Introduction

Flea market is a traditional market place where business entity sells goods and merchandised item at a competitive price. In this market the vendor sells goods in open air by paying minimum rent for the space occupied. Used goods, low quality items and high quality items at low bargaining prices are common features of flea market. Street vending, swap market, second hand shops, etc. are common terms used for flea market. With the advent of e-commerce the perceptions of buyers are changing tremendously day by day. E-commerce refers to paperless exchange of business information through electronic data interchange (EDI), electronic mail (e-mail), electronic bulletin board, and electronic fund transfer. It has paved the way in providing new opportunities for the quality of products as well as services and providing maximum satisfaction to the consumer through discounts, cash-backs and other attractive offers. But on the other hand, it is giving edge to edge

competition and creating great obstacles in the ways of traditional business institutions and unorganized sectors of India. According to the report, the Indian E-commerce market is expected to grow to US\$ 80 billion by 2020. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. In recent times, it has been observed that e-commerce business is adversely affecting the traditional unorganized business sector of India. Along with global e-commerce companies like Amazon, ebay, etc., e-commerce companies of India like Flipkart, Snapdeal, Ola, garment companies etc. captured the Indian market with lips and bounce. Thus, the research paper seeks to understand the impact of e-commerce over flea market in New Delhi.

## II. LITERATURE REVIEW

Davis (1966) in his research study titled “A History of Shopping” observed that as a superfluous cultural survival or contemporary ancestor of the modern retail environment, the flea market is regarded more as a curiosity or throwback than as an object of serious inquiry. However, the antiquity of the institution should not preclude an assessment of its contemporary manifestations.

Trinka (1980) examined awareness of the flea market buyers and found that consumers were comparatively less aware of a price which might have been a fall out of the chaotic nature of the flea market.

Chanana (2012) stated that India, e-commerce offers considerable opportunity. E-commerce in India is still in growing stage, but even the most-pessimistic projections indicate a boom. It is believed that low cost of personal computers, a growing installed base for Internet use, and an increasingly competitive Internet Service Provider (ISP) market will help fuel e-commerce growth in Asia’s second most populous nation

Bellenger and Korgaonkar (1980) in their research paper titled “Profiling the Recreational Shopper” compared recreational shoppers (those consumers who enjoy shopping and consider it a leisure activity) with economic shoppers (those who are basically neutral to or dislike shopping and view it from a strictly time or money saving perspective). Although they did not examine them in a flea market context, their results indicate that recreational shoppers exhibit different preferences and are an especially profitable consumer segment.

### 2.1 Objective of the Study

1. To study positive or negative effect on flea market
2. To study convenience and easiness of e-commerce over flea market

## III. RESEARCH METHODOLOGY

### 3.1 Research Method

In order to assess the positive or negative effect on free market and convenience & easiness of e-commerce over free market, survey method has been employed. Structured questionnaire was distributed to vendors as well as consumers in Jamia Nagar and accordingly responses were recorded.

- **Survey Instrument:** Pretested questionnaires were developed and respondents were interviewed. Total of 173 respondents were reached out of which 70 percent (120) responded to it.

- **Pilot Testing:** To ensure the feasibility and objective of the study pilot testing was undertaken with a sample size of 50 respondents.

- **Areas Covered:** Primary survey of the targeted respondent was conducted in the South East region of New Delhi. As the area was too large to cover therefore survey was conducted within 5 km radius from Jamia Nagar. Areas covered are Batla house, Zakir Nagar, Abul Fazal and Shaheen Bagh. The area was selected because of its strategic location and well-connected to other key commercial and residential area of National Capital Region (NCR). Further, it is one of the largest and populated free market in South East Delhi.

- **Sample and Sampling Technique:** Cochran’s sample size formula has been applied for estimating sample size (n). Krejcie

& Morgan, 1970 suggested that for categorical data, 5% margin of error is acceptable. Alpha ( $\alpha$ ) is kept at 5% or .05 and probability of happening sample proportion (P) is 0.5 and probability of not occurring (q) is (1-P) i.e 0.5. Judgmental Sampling technique has been used as population elements are purposely selected based on judgment of the researcher.

- **Tool used in research:** The validity of the test was assessed on the basis of the expert's opinion.

- **Statistical Techniques used:** Statistical measures such as ANOVA and t-test were used to interpret the obtained data.

### 3.2 Limitations of Study

- Due to paucity of resource and restricted information large sample size was not possible.

- Survey encompass South East region of New Delhi therefore it was geographically restricted

- Due to certain owners were reluctant to fill the questionnaire.

### 3.3 Hypothesis

Based on the objective of the study hypothesis was developed accordingly.

**H<sub>01</sub>:** There is no significant difference between the Education of the respondents and on flea market

**H<sub>02</sub>:** There is significant difference in convenience and easiness offered by e-commerce over flea market

## IV. RESULT & DISCUSSION

Table 1 provides the socio-demographic profile of the respondents. The respondents were belonging to the age group below 18 years to above 60 years as defined by the United Nation. Majority of the respondents were males 72 (60%) and 48 (40%) were female. Respondents belonging to the age group of (18-35 years) are 60 (50%) which reveals that majority were young people followed by 24 (20%) of (36-49) years. Majority of the respondent were educated 60 (50%).

**Table 1. Matrix Distribution of Socio-Demographic Profile of Respondents**

S.No	Socio-Demographic Profile		No. of Respondents	Percentage	Cumulative Percentage
1	Gender	Male	72	60	60
		Female	48	40	100
			<b>120</b>	<b>100</b>	
2	Age	<18	6	5	5
		18-35	60	50	55
		36-49	24	20	75
		50-60	18	15	90
		>60	12	10	100
	Total (N)		<b>120</b>	<b>100</b>	
3	Marital Status	Married	90	75	75
		Unmarried	30	25	100
	Total (N)		<b>120</b>	<b>100</b>	
4	Monthly Income	Upto Rs 20000	36	30	30
		Rs 20001- Rs 30000	48	40	70
		Rs 30001- Rs 40000	22	18	88
		Above Rs 40001	14	12	100
	Total (N)		<b>120</b>	<b>100</b>	
5	Occupation	Government	18	15	15
		Private	36	30	45
		Businessmen	22	18	63
		Homemaker	20	17	80
		Student	24	20	100
	Total (N)		<b>120</b>	<b>100</b>	
Education	Below Matriculate	24	20	20	
	Intermediate	36	30	50	
	Graduate	60	50	100	
	Total (N)		<b>120</b>	<b>100</b>	

The table 2 depicts the factors influencing the consumers to use e-commerce rather than visiting flea market. Among the factor which influenced the buyers purchasing behavior was attractive offers 36 (30%) followed by hassle free 33 (28%), time saving 27 (23%), multiple option available 13 (11) and door step service 11 (8%).

**Table 2. Factors influencing the consumers to use e-commerce rather than visiting Flea Market**

S.No	Factors	No. of Respondents	Percentage	Cumulative Percentage
1	Attractive Offers	36	30	30
2	Hassle Free	33	28	58
3	Time Saving	27	23	81
4	Multiple Option available	13	11	92
5	Doorstep service	11	8	100
	Total (N)	<b>120</b>	<b>100</b>	

**H<sub>0</sub>** : There is no significant between the mean of Education of the respondents and shopping from e-commerce websites.

**H<sub>1</sub>** : There is a significant between the mean of Education of the respondents and shopping from e-commerce websites.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1435.114	4	358.778	5688.789	.000
Within Groups	7.253	115	.063		
Total	1442.367	119			

### INTERPRETATION

One-way ANOVA was conducted to compare the effect of education of the respondent on the uses e-commerce. The result revealed that the education of the respondents on the uses e-commerce were significant,  $F(2, 117) = 554.446$ ,  $p = .000$ . Further, Tukey's HSD Test for multiple comparisons found that the mean value of education of the respondent was significantly different  $p = .000$ .

**H<sub>0</sub>** : There is no significant difference in services offered by e-commerce over flea market

**H<sub>1</sub>** : There is significant difference in services offered by e-commerce over flea market

	t	df	Sig. (2-tailed)	Mean difference
E-Commerce	88.774	119	.000	13.533
Flea Market	123.113	119	.000	7.900

### Interpretation

A single sample t-test was conducted to compare the service offered by e-commerce over flea market. The test statistic revealed that there is a significant difference in the score of e-commerce ( $M = 13.53$ ,  $SD = 1.670$ )

and flea market ( $M = 7.90$ ,  $SD = .703$ ), condition;  $t(119) = 88.774$ ,  $p = .000$ .

### V. Conclusion

The present study is based on the survey conducted in south east Delhi (Jamia Nagar) flea market. The responses of the sample respondent have been collected through a

structured questionnaire. The data so collected was tabulated and analysed with the help of statistical tools ANOVA and t-test. The conclusions drawn is that there is a significant relationship between education of the respondents and shopping from e-commerce websites. The consumers who were graduates prefer buying goods and services from e-commerce websites rather than purchasing from flea market. Therefore, the sales of the flea market has gone down over the years. Further, factors like attractive offers, Hassle Free, Time Saving, Multiple purchase option available and doorstep service plays an instrumental role in promoting e-commerce. The t-test statistic revealed that there is significant relationship between difference in services offered by e-commerce over flea market. Thus it can be deduced that education of the consumer and convenience has negative impact on the flea market.

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