

***The Influence of E-Commerce on Traditional Retailers
Within the Clothing Industry in Kwa-Zulu-Natal***

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Declaration:

I hereby declare that the Research Report submitted for the Bachelor of Commerce Honours in Management Degree to The Independent Institute of Education is my own work and has not previously been submitted to another Higher Education Institute for degree purposes.

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Abstract:

With the current world technological advancement, the emergence of e-commerce has been constant. The constant growth of e-commerce has impacted the traditional retail market. In this study the researcher explains the key components that influence a consumer's preferred shopping method.

This research has found that consumers are influenced by price, variety, access and knowledge of the Internet and convenience when choosing a shopping method. Furthermore, this study found that all participants concluded that e-commerce retailers offer better pricing, a larger variety and is a more convenient method of shopping, therefore prefer to engage in e-commerce shopping.

The data collection method used was a semi-structured interview approach. This method enabled the researcher to explore the participants personal opinions and previous experiences which provided the researcher with a deeper understanding of the phenomenon.

Recommendations for future researchers were proposed. Researchers can increase the population size and location barrier to gain rigorous data. A further recommendation was made for researchers to study ways in which traditional retailers can expand their business into e-commerce retailing.

Contents

Introduction:	5
Contextualisation:	5
Rationale:	6
Problem Statement:	6
Purpose Statement:	7
Research Question:	7
Primary Question	7
Sub-Questions	7
Research Objectives:	7
Literature Review:	8
Conceptualisation:	8
Theoretical Foundation:	8
Identification of Consumer Needs	9
Search for Information	9
Evaluating alternatives	10
Purchase	10
Post-Purchase Behaviour	10
Review of Literature:	11
Access to the Internet and E-commerce Knowledge in South Africa	11
The Impact of Price and Variety When Choosing a Shopping Method	12
The Role of Convenience When Adopting E-commerce	13
Research Design and Methodology:	14
Research Paradigm	14
Epistemology	15
Ontology:	15
Axiology:	15
Methodology:	15
Research Design:	16
Research Plan:	18
Unit of Analysis	18
Population	18
Sampling	19
Data Collection Methods:	20
Data Analysis:	21
Findings and Interpretation of Findings:	22

Theme 1: Delivery and Payment Methods	23
Theme 2: Information Available and Company Reputation	26
Theme 3: Monetary impacts to the consumer	27
Theme 4: Selection options and standard of quality	29
Trustworthiness	31
Conclusion:.....	32
Summary of Findings:	32
Heuristic Value:	34
Recommendation for Future Research:.....	34
Ethical Implications:	35
Limitations of the Study:.....	36
Reference List:.....	37
Annexures:	43
A. Consent Form for Participation:.....	43
B. Consent Form for Audio Recording:	46
C. Questionnaire:	47
D. Ethical Clearance Letter	48
E. Concept Table	49
F. Originality Report.....	50

Introduction:

Contextualisation:

During the mid-1990's Tim Berners-Lee invented the World Wide Web, which is accessed via the Internet (Andrews, 2019). Through technological advancements the Internet has changed the way in which individuals and retailers convene business today (Vulkan, 2003). The rapid increase in the use of the Internet advanced to the introduction of online retailing which is a substitute of traditional retailing, that offered consumers a new platform for shopping (Patterson, 2009). According to Vulkan (2003) the emergence of e-commerce will provide opportunities and progress in the traditional retail market however Farhangmehr et al. (2001) states the impacts caused by the emergence of e-commerce has resulted in a crisis within the traditional retail market.

As per Akman and Chowdhury (2019) the emergence of e-commerce has the potential to increase competition in the retail market. Wood's (2003) view supported Akman and Chowdhury (2019) by stating the use of e-commerce displayed changes in patterns of competition, barriers of entry in the retail market, price control and global trading. Akman and Chowdhury (2019) continued to say the increase in competition predicts the relapse of the traditional retail market and a decrease in the number of new entrants. According to Harper (2012) the traditional retailing model is facing a critical junction since online retailing has created a mainstream sales channel. This has placed increasing pressure on traditional retailers to match competition (Harper, 2012). Wood (2003); Akman and Chowdhury (2019) and Harper (2012) agree that the introduction of e-commerce has created an area of concern within the traditional retail market. (Adjaino, 2019)

The aim of this study is to determine how the emergence of e-commerce impact traditional retailers within the clothing industry in Kwa-Zulu-Natal, while taking into consideration the role of convenience, price, variety and access to the internet. The Consumer Behaviour Theory will be used to justify changes in a consumer's shopping method preference. This study provides a detailed explanation of the methodology

that will be used to complete the research, the anticipated contribution this study aims to achieve, ethical considerations and limitations.

Rationale:

As per Adjaino (2019) traditional retailing involves a personal interaction between the buyer and seller. The interaction during traditional retailing is a key component that allows the retailer to build customer loyalty (Adjaino, 2019). Online shopping takes place via the Word-Wide-Web and does not require personal interaction (Adjaino, 2019). According to Yan (2018) e-commerce has progressively experienced success in recent years. Yan (2018) continued to say that e-commerce is a part of the technological advancement the world is currently experiencing. Whilst e-commerce continues to emerge and create new markets in the industry, e-commerce has created challenges for traditional retailers. E-commerce has the advantages of social media presences, as their mediums include the Internet, smartphones and technological devices (Yan, 2018). Traditional retailers and e-commerce retailers share a common competitive market and this study outlines the influence of the e-commerce market on the traditional retailing market. The aim of this study is to provide traditional retailers and new entrants to the market with a body of knowledge that gives businesses a direction on which market is more likely to offer a competitive advantage. This study is important as it will provide traditional retailers with knowledge of potential threats in the environment.

Problem Statement:

For this research, the problem being studied is that e-commerce retailers have changed the business landscape of traditional retail. Some of these changes include, changes in the patterns of competition, barriers of entry in the business markets, price control and global industry drivers (Wood, 2033). Wood (2003) has proposed a potential threat to traditional retailers as the emergence of e-commerce is constant. Traditional retailers do not fully appreciate the impact of e-commerce and hence their survival could be compromised.

Purpose Statement:

The purpose of this study is to explain how the emergence of e-commerce has influenced traditional retailers within the clothing industry in Kwa-Zulu-Natal. This study will assist traditional retailers and e-commerce retailers in the clothing industry on the advantages and disadvantages of the use of electronic business (Hop, Kamal & Chowdhury., 2005). This study will be supported by the changes in consumer behaviour and how this has affected consumers preference when choosing their shopping method. This study will provide a guidance to new entrants in the clothing industry in Kwa-Zulu-Natal when deciding to enter the traditional retail markets or e-commerce retail markets.

Research Question:

Primary Question

How has the emergence of e-commerce impacted traditional retailers within the clothing industry in Kwa-Zulu-Natal?

Sub-Questions

1. How does convenience impact a consumer's preference when choosing a shopping method?
2. What role does price and variety play in influencing a consumer's choice?
3. How does access to the internet influence e-commerce user's in Kwa-Zulu-Natal?

Research Objectives:

1. To establish how convenience impacts a consumer's preference when choosing a shopping method.
2. To understand what role price and variety plays in a consumer's choice.
3. To determine if the access to internet plays a role in the use to e-commerce in Kwa-Zulu-Natal.

Literature Review:

Conceptualisation:

- Electronic commerce (E-commerce): E-commerce refers to the buying and selling of goods or services and the transmission of funds or data over an electronic network, which is primarily the Internet. For this study, the focus of e-commerce is the transaction between a business and consumers. For this study e-commerce can be referred to as online shopping (Bloomenthal, 2020).
- Traditional Retail: Traditional retailing is a process of buying and selling between a consumer and retailer that involves a face-to-face interaction (Suyono et al., 2016). Traditional retailers rely on customer loyalty and personal interaction to build customer relationships (Surbhi, 2018)
- Consumer Behavior: Consumer behavior is a process that involves individuals or a groups preferred option of purchasing, using or disposing of goods, services and ideas (Walton, 2006). For this study consumer behavior refers to an individual's personal preference based on personal experience and knowledge.
- Convenience: Convenience refers to something suitable for your purpose and causes no difficulty to your schedule or plan (Farquhar & Rowley, 2015). For this study convenience refers to the most suitable shopping method that provides easy and accessible goods and services.

Theoretical Foundation:

The Consumer Behaviour Theory supported by the Engel, Kollat, Blackwell Model (EBK) by Engel, Kollat and Blackwell (1968) will be used by the researcher to provide a theoretical foundation for the study conducted. According to Nawal (2019) a consumer's behaviour is a study of the process in which consumers make decisions about what they need and how do they buy, use or dispose of goods. Klasic (2019) stated EBK Model is an expansion of the Theory of Reasoned Action created by Martin Fishbein and Icek Ajzen in the 1960's. As per Fishbein (2008) the Theory of Reasoned Action centre's around a pre-existing decision-making process, during which a consumer's behaviour is based on their intentions create or receive a particular outcome. Engel et al. (1968) stated when consumers are purchasing goods, they

follow a five- step process which entails identification of consumer needs, search for information, assessment of options, choice and effects of choice. This study focuses on the five steps of the EKB Model to establish a consumer's behaviour when choosing a shopping method.

Identification of Consumer Needs

Identification of consumer needs is referred to as problem recognition (Engel et al., 1968). During this stage, a consumer identifies a problem or need to purchase a product (Bruner & Pomazal, 1988). Engel et al. (1968) states that the problem recognition is easily identified by applying Maslow's Hierarchy of Needs (1943). A need can be triggered by an internal or external stimulus (Bruner & Pomazal, 1988). For this study, a consumer's need is an essential component. If a consumer does not identify a need, the decision-making process cannot proceed to the next stage (Bruner & Pomazal, 1988).

Search for Information

As stated by Engel et al. (1968) during the information search stage, the consumer gathers information and identifies options of the product. Information Search is categorised into internal search and external search (Engel et al., 1968). Internal search is the consumer's personal experience with the product from a past occurrence, it refers to the consumers memory (Punj & Staelin, 1983). According to Punj and Staelin (1983) external search is conducted when the consumer has no prior knowledge or experience with using the product. External search can be acquired from online reviews, articles, adverts and sales representatives (Punj & Staelin, 1983). Pre-purchase information search is an integral part of buying behaviour (Akalamkam & Mitra, 2018). Retailers can plan communication strategies and reach consumers by assessing their information search behaviour (Akalamkam & Mitra, 2018). E-commerce retailers can monitor consumer information search behaviour by assessing consumer visits on their websites and traditional retailers can monitor consumer information search by monitoring consumers visits to the store (Akalamkam & Mitra, 2018). For this study, during the information search stage, consumers will identify e-commerce and traditional retailers as options of purchasing products.

Evaluating alternatives

During this stage of the EKB consumer behaviour model, consumer evaluate all information available on the product and its ability to deliver benefits to the consumer (Engel et al., 1968). During this stage, retailers have the advantage to identify and understand the benefits a consumer is seeking, which attributes to influencing consumer's decision-making process (Nutt, 1998). During this stage a consumer is vastly influenced by their attitudes and degree of involvement with the product (Bauer, 2013). According to Engel et al. (1968) during this stage it is essential for the consumer to evaluate the advantages and disadvantages of the products available. For this study, a consumer needs to evaluate the advantages and disadvantages offered by e-commerce retailers and traditional retailers. A consumer needs to consider access to the Internet required for e-commerce shopping and data costs which is not required when purchasing from traditional retailers (Mcleod, 2017), however consumers need to consider travel cost and time consumption required to physically visit a traditional retailer (Matangira, 2018). A consumer needs to consider the role of price, variety and convenience offered by e-commerce and traditional retailers and evaluate which option provides greater benefit (Nutt, 1998).

Purchase

During this stage, the consumer decides to purchase the most suitable option that will add value to the consumer's actions (Engel et al., 1968). Within this decision-making stage the consumer must decide from whom he should buy, this decision is influenced by the price factor (Friesner, 2014). When to buy is influenced by the retailer's reputation and from a consumer's previous experience (Friesner, 2014). For this study, after the consumer evaluates the options of e-commerce and traditional retailing, based on the most advantageous option the consumer will decide to purchase.

Post-Purchase Behaviour

The last stage relates to how the consumer feels after the purchase is complete (Engel et al., 1968). During this stage, the consumer's reaction will determine whether the

consumer will engage in purchasing from the same retailer or product brand again (Engel et al., 1968). According to Cho (2002) depending of the consumers experience in shopping via e-commerce methods or traditional retail methods will predict whether the consumer will consider using that shopping method in the future or will consider the alternative. During this stage retailers can engage with consumers and evaluate their experience, which gives the retailer scope of improvements or motivation (Cho, 2002).

Considering the EKB Consumer Behaviour Model for this study, a consumer shopping method preference can be influenced by personal experience, external information available and the extent to which the option provides benefits to the consumer. A consumer is likely to act in a manner that is most favourable to himself/herself (Engel, et al., 1968).

[Review of Literature:](#)

As stated by Patterson (2009) e-commerce is a substitute of traditional retailers however Vulkan (2003) stated e-commerce provides new opportunities to the traditional retail market. This study focuses on three themes that may have an influence on a consumer's shopping method preference.

[Access to the Internet and E-commerce Knowledge in South Africa](#)

Bronkhorst (2013) stated that South Africa is to witness a 25% increase in online participants in 2014 and projected 29.8 million Internet users in 2016, this growth prediction was confirmed by Matangira (2018) when Internet usage was recorded at 30.8 million users in 2018. Matangira (2018) continued to say approximately 40% of the country's population now has access to the Internet and predicts an average of 2% to 3% increase year annum. Bronkhorst (2013) and Matangira (2018) agree that Internet usage has experienced immense growth over the past 10 years, in contrast Mcleod (2017) opposed the view by stating that approximately 40% of the population belong to rural areas who lacks access and knowledge of the Internet.

Sha (2017, cited in Mcleod, 2017) stated Internet usage is influenced by factors such as income and education. Sha (2017, cited in Mcleod, 2017) continued his argument by stating that as income levels decline the use of Internet per bracket declines, while majority of the population belong to the bottom of the pyramid, only 42% of that bracket uses the Internet. Mcleod (2017) justified his argument by stating that it is critical for South Africa to prioritise the development of infrastructure in underserved areas outside the major metropolitan.

As per Mkhosi (2017) nearly 40% of the population has access to a smart phone, allowing them to view online retail marketing posts via various mediums such as Facebook, Google and YouTube adverts. Access to these mediums enhances the growth of e-commerce and creates awareness of e-commerce (Mkhosi, 2017). Klerk and Kroon (2003) contradict Mkhosi (2017) by stating majority of South Africans do not have access to knowledge on e-commerce and therefore consider traditional retailing a preferred method. Klerk and Kroon (2003) expanded their argument by stating the lack of knowledge on e-commerce is a result of the high illiteracy rate in South Africa. As per Klerk and Kroon (2003) the lack of e-commerce knowledge may cause a stagnation in e-commerce growth, this view was strongly opposed by Mkhosi (2017); Bronkhorst (2013) and Matangira (2018) who argues that e-commerce is an emerging market that predicts constant growth.

The Impact of Price and Variety When Choosing a Shopping Method

As mentioned by Fishbein (2008) a consumer acts in a manner that will result in an expected outcome. As per Mazon and Pereira (2001) a key component of buying and selling is price. A consumer is likely to purchase goods from a retailer that offers lower prices, this view was supported by Chun and Kim (2005) who stated price plays an integral role in a consumer's decision making process. As per Khurana (2019) supported by Ong (2020) e-commerce has the advantage to offer consumers lower prices as a result of lower costs associated with e-commerce retailing in comparison to a traditional retailer. These lower costs can be offered to consumers in means of discounted prices or coupons awarded from purchasing online (Khurana, 2019). Kazmi (2015) argues Khurana's (2019) view by stating that a consumer is ignorant to

the price component when quality and brand loyalty is considered. Consumers will pay a higher price by purchasing goods from a traditional retailer to ensure that quality is maintained and to support brands that may not be available on e-commerce shopping sites (Kazmi, 2015). Kazmi (2015) mentioned that traditional retailers have an advantage to offer bulk sale discounts during in-store sales.

E-commerce channels offer a large variety of brands, product types and product categories as opposed to a traditional retailer that offers a specific range of products. For example, TakeAlot.com offers clothes, cellular and travel, whereas a traditional retailer such as a branded store offers only clothes (Johansson, 2020). E-commerce shopping methods allows consumers to compare products, brands, prices and substitute products (Johansson, 2020). According to Tode (2017) consumers have the advantage of viewing, testing and verifying quality of a products when shopping at traditional retailers which is not possible via e-commerce methods until delivery of products.

The Role of Convenience When Adopting E-commerce

As per Jimenez, Valdes and Salinas (2019) the primary aim of e-commerce was to offer convenience to consumers. According to Jimenez et al. (2019) supported by Ong (2020) e-commerce provides convenience to consumers by offering location benefits as consumers do not have physically visit a store. Consumers that use e-commerce shopping methods save time and travel expense. Fisher (2018) contradicts this view by stating that consumers must wait for delivery of goods which is time loss and, in some cases, return due to lack of quality perceived which causes inconvenience to the consumer. E-commerce consumers can shop at any time as online stores do not close (Ong, 2020). E-commerce allows consumers to access an abundance of information about products before purchasing (Jimenez et al., 2019) this was opposed by Fisher (2018) who stated that traditional retailers offer personal interaction and explanation of products that is not available online.

Consumer's access to the internet and knowledge of e-commerce is dependent on technological infrastructure and education barriers (Bronkhorst, 2013). Consumers are price sensitive and therefore prefer to use a shopping method that offers a saving while other consumers are quality sensitive and will pay a higher price (Kazmi, 2015). A consumer's shopping method is largely influenced by convenience offered (Fisher, 2018).

Research Design and Methodology:

Research Paradigm

An interpretivists approach will be used as this research is qualitative in nature. As per Dudovskiy (2016) interpretivism involves the interpretation of the elements of the study and integrates human perspectives into the study. According to Goodshell (2013) interpretivism is a social science consisting of efforts to understand, to construct meaning and interpret subjective experiences that people have. Interpretivism is a development of hermeneutics (Goodshell, 2013). Interpretivism is made up of three schools of thought, phenomenology, ethnomethodology and symbolic interactionism (Dudovskiy, 2016). The nature of interpretivism places emphasis on human interaction and therefore complements a qualitative research (Dudovskiy, 2016).

The aim of this study to explain how convenience, price, variety and access to the Internet influences the emergence of e-commerce which further impacts traditional retailers. The influence of e-commerce on traditional retailers is dependent on the consumers shopping method preference, the consumers preference is dependent on their personal experience. Therefore, the interpretivism approach complements this research, allowing the researcher to gain an in-depth understanding of consumer behaviour. A distinguished characteristic of interpretivism in the centrality of interaction between the researcher and participants (Goodshell, 2013). The researcher can uncover findings by conducting semi-structured interviews that may provide an understanding of the phenomenon (Goodshell, 2013).

Epistemology: This research is focused on a philosophical source of knowledge ensuring the knowledge is possible and how can we ensure the knowledge is adequate and legitimate (Maynard, 1994). Crotty (2003) explained epistemology as a way of understanding and explaining how we know what we know. Epistemology is an empathetic understanding and mainly constructionist in nature (Crotty, 2003). For this study the researcher will use knowledge that is observable, subjective in nature and can be verified (Maynard, 1994).

Ontology: Ontology is the study of 'being' and is concerned with 'what is' (Bryman, 2008). As per Edirisingha (2012) ontology is associated with identifying the nature of existence of a phenomenon. The study of ontology seeks answers to knowledge that exist externally however is unknown to the researcher (Edirisingha, 2012). Ontology is objective (Bryman, 2008). The ontological view for this study is the assumption that consumers have towards e-commerce based on knowledge available to them.

Axiology: Axiology is a study of judgement about values (Schroeder, 2016). Axiology primarily refers to 'aims' of research (Schroeder, 2016). Schroeder (2016) stated that axiology focuses the values of the researcher in remaining unbiased when conducting investigation. Axiology is subjective in nature (Tufail, 2012). Axiology refers to the ethical aspect of the study that needs to be considered when planning research (Tufail, 2012). This study will derive value as the researcher will investigate different views on the influence of e-commerce on traditional retailers without placing personal bias.

Methodology: Research methodology is made up of the selected research design, research methods, research approach and procedures that will be used for the investigation (Gounder, 2012). For this study, a qualitative research design will be used complemented by the interpretivism approach. Data collection will be conducted by semi-structured interviews and a thematic analysis will be used to analyse findings.

Research Design:

A qualitative research design will be used to conduct this study as the study aims to explain the influence of e-commerce on traditional retailers. As per Mason (2002) a qualitative approach is an effective method of gathering information on human behaviour, opinions, motivations and themes. As per Hancock, Ockleford and Windridge (2009) the qualitative approach provides an in depth understanding of a phenomena that cannot be interpreted from a quantitative study. According to Lawrence (2012) the qualitative approach is naturalistic which refers to the real-world situations. This can be achieved by communicating with the sample population directly. Lawrence (2012) continued to state that the qualitative approach is purposeful as the selected sample is “information rich” and illuminative, they offer useful manifestations and insight of a phenomena which is not empirical generalisation.

Rahman (2017) supports Lawrence (2012) by stating the qualitative approach provides detailed descriptions of the participants experience and opinions which can be employed to achieve deeper insights. Rahman (2017) went on to say that the qualitative approach encompasses an interpretive technique of understanding human experiences which can be thematically analysed. The qualitative approach allows for participant-observation, the researcher can collect subjective and detailed data by observing participants during interviews (Rahman, 2017). The qualitative approach is a flexible structure that can be reconstructed for the thorough and appropriate analyses during data collection, allowing participants to fully express the way they feel.

The qualitative approach consists of the following limitations. Silverman (2010, cited in Rahman, 2017) argued that the qualitative approach focuses on meanings and experiences while ignoring important context which can influence the outcomes of the research being conducted. Secondly policymakers give low creditability to qualitative results as it is based on personal experiences and opinions. Thirdly, the qualitative approach uses a smaller population size which raises the issue of generalisability to the whole population of the study (Rahman, 2017). The interpretation of data is complex, time consuming and the researcher can generalise the results in a limited manner (Rahman, 2017).

The qualitative research design will be effective and efficient in obtaining the necessary data for this study as it requires the interpretation of human experience and behaviour. In depth understanding of the research problem can be obtained by participant observation and by conducting semi-structured interviews.

An inductive theorising approach will be used for this study. The inductive theory will enable the researcher to analyse specific findings from the semi-structured interviews relating to the concerned themes of the study (du Plooy-Chillers, Davis & Bezuidenhout, 2014). According to du Plooy-Chillers et al. (2014) inductive reasoning is a method of reasoning in which the premise provides evidence that supports the conclusion. The inductive approach begins with exploring open questions which is concerned with discovering or expanding emerging theory (du Plooy-Chillers et al., 2014). The inductive approach uses specific observations to reach a broad conclusion and therefore relates to the qualitative approach used for this study.

This study will adopt an explanatory study approach. The study aims to identify any casual links between the variables that relate to the research problem (Given, 2008). Explanatory studies do not provide conclusive evidence but provides a more efficient understanding of the problem (Given, 2008). As per Given (2008) the researcher should adapt to new data and insights that contribute towards a problem that was not previously well studied. This study aims to explain the links between the influence of e-commerce on traditional retailers.

This study will adopt the phenomenology approach. As per Creswell (2013) the phenomenology approach focuses on how an individual experiences a specific event. The aim of this approach is to create a conclusion of the research study. The phenomenology approach is concerned with how an individual feels during a specific event (Creswell, 2013). Data can be collected from various sources and compiled to determine a conclusion. For this study, the researcher will conduct semi-structured interviews to capture experiences of the participants that have used e-commerce and

traditional retailing. This data will thereafter be used to create an explanation of the research problem.

This study will adopt a cross-sectional design. A cross-sectional design is an observational study, that measures the outcomes and exposure of the participants (Singh, 2016). The cross-sectional approach is used for this study as data will be collected from participants on a single occasion. There will be one interview conducted per participant during which data will be obtained (Singh, 2016).

Research Plan:

Unit of Analysis

Unit of analysis refers to the 'what' and 'who' are being studied (Creswell, 2013). For the purpose of this study the unit of analysis refers to consumers that have participated in e-commerce and traditional retail methods within the clothing industry in Kwa-Zulu-Natal.

Population

A population is the total number of individuals or objects that are the main focus of a research study (Unknown, 2019). For this study, the population will be group of individuals who have experienced e-commerce and traditional retailing as a shopping method. Target population refers to the entire group of individuals that the findings of the research will be generalised towards (Lavrakas, 2008). For this study, the target population refers to individuals that have participated in e-commerce and traditional retail. The target population is usually a large size and affected by the geographical factor. An accessible population will be used for this study (Lavrakas, 2008). The accessible population is the subset of the target population which the researcher is able to contact (Asiamah et al., 2017). Accessible population is also known as the study population (Asiamah et al., 2017). For this study, the population parameters included:

- Individuals that have access to the internet
- Individuals that have used be-commerce and traditional retailers

- Individuals that are over the age of 18
- Individuals that reside in Kwa-Zulu-Natal

Sampling

For the purpose of this study the research will use non-probability sampling methods. As per Creswell et al. (2013) non-probability sampling is an effective method when the entire population cannot be determined or is not accessible. Non-probability sampling does not use a randomised method to draw samples, it involves judgment and selection of the sample population based on accessibility (Showkat & Parveen, 2017). Showkat and Parveen (2017) stated that one of the challenges of non-probability sampling is the findings of this method lack generalisation. Showkat and Parveen (2017) went on to say that the findings obtained may apply to majority of the group but the findings can be incorrect to a larger population. Non-probability is a useful method when studying existing theoretical insights or new developments. Non-probability sampling is suitable for this study as the entire population is not accessible. The population of the accessible sample size require specific parameter's such as access to the internet, previous experience in e-commerce and traditional shopping methods.

A purposive sample type will be used for the purpose of this study. As per Glen (2015) participants are selected based on the purpose the study aims to achieve. An advantage of using purposive sampling is that it allows the researcher to make a generalisation on the sample that share the same characteristics compared to random sampling (Glen, 2015). Purposive sampling provides a wide range of techniques that can be used, these includes homogenous sampling (Showkat & Parveen, 2017). Due to the criteria of purposive sampling being judgment, there is a risk of the researcher being bias when selecting the sample (Glen, 2015).

Homogenous samples were used for this research as the participants share similar characteristics (Creswell, 2013). The sample size for this research study was 3 participants $n=3$ who have access to the internet and has experienced e-commerce and traditional shopping previously in Kwa-Zulu-Natal.

Data Collection Methods:

This study has adopted a qualitative research design and aims to complement this design by using semi-structured in-depth interviews as the data collection method. According to du Plooy-Chiller et al. (2014) an interview is a one-to-one engagement between the researcher and the participant. From this interaction the researcher is able to collect data. As per Steber (2017) interviewing can take place face-to-face, over the phone or by electronic mediums. This study will use electronic mediums to conduct interviews between the researcher and participants.

As per Guest, Namey and Mitchell (2013) semi-structured in-depth interviews allows the researcher and participant to have a personal interaction which allows the participants to feel more comfortable and provide more insightful data. Conducting interviews allowed the researcher to ask follow-up questions to probe additional information. The interview question guide primarily consisted of open-ended and closed-ended questions (Guest et al., 2013). Guest et al. (2013) continued to state that semi-structured in-depth interviews are flexible in nature.

According to Steber (2017) semi-structured in-depth interviews are time consuming which can be a challenge for the researcher, as the researcher will to spend approximately 30 to 45 minutes with each participant. Steber (2017) continued to say that the researcher needs to spend a few minutes prior to the interview with the participant to gain trust and develop rapport with the participant. The data obtained thereafter requires transcribing, organizing and analysis. If the researcher is not experienced or skilled in conducting interviews, the process can be undermined. For this study, the participants was carefully selected to avoid bias findings.

Another challenge of conducting semi-structured in-depth interviews is analysing the data gathered (Steber, 2017). The data gathered from the questions asked during the interview may vary amongst the group of individuals being interviewed (Steber, 2017). The different responses from the semi-structured in-depth interviews have to be

systematically analysed to form a pattern that contributed towards the conclusion of the research study (Steber, 2017).

For the purpose of this study, the researcher will be the research instrument, who conducted the interviews. The measuring instrument of this study was 7 open-ended semi-structured questions that is linked to the research problem. The scope of the predetermined questions includes, how does convenience, price, variety and access to the internet influences a consumer's preferred shopping method. The interview conducted was recorded and a transcript was later developed (du Plooy-Chillers et al., 2014).

Data Analysis:

Thematic analysis was be used to analyse the data obtained from the semi-structured interviews. The data obtained from the semi-structured interview was transcribed verbatim. According to Caulfield (2020) thematic analysis is a method used to analyse data obtained from qualitative research and will therefore be used for this study. Thematic analysis is a process of systematically identifying, organising and offering insight of patterns related to the themes obtained from the dataset (Caulfield, 2020). Caulfield (2020) continued to state that thematic analysis allows the researcher to make sense of collective meanings or experiences obtained from different participants on the same theme. As per Braun and Clarke (2006) thematic analysis is one of the most common form of qualitative analysis and is useful to beginner researchers. Braun and Clarke (2006) formulated a six-step process that can be used to carry out thematic analysis.

Step 1: The researcher will be required to familiarize themselves with the data obtained. This step will allow the researcher to understand the data and become involved with the meanings provided by the participant (Braun & Clarke, 2006).

Step 2: The researcher will be required to create codes for data that is relevant. These codes will serve as a description of content (Braun & Clarke, 2006).

Step 3: The researcher will generate themes from the coding created in the previous step. The coding from the previous step will display a pattern of the amongst the dataset collected, that will create the themes (Braun & Clarke, 2006).

Step 4: The researcher will be required to review the themes to ensure the themes are useful and display an accurate representation of the data. At this stage the research can verify the themes created by relating them to the themes of the theoretical research conducted (Braun & Clarke, 2006).

Step 5: A final list of themes will be created. These themes can be named and defined. The themes may be defined by formulating what does each theme mean and how does it contribute towards understanding the data (Braun & Clarke, 2006).

Step 6: Write up the analysis of the data. The researcher is required to write a detailed report of the thematic analysis, the method used to derive the analysis and how it relates to the research problem and contextualization (Braun & Clarke, 2006).

Findings and Interpretation of Findings:

For this study, the researcher has conducted thematic analysis coding as method of data analysis to interpret and present findings accumulated during semi-structured interviews. This analysis is based on how e-commerce has influenced traditional retailers within the clothing industry in Kwa-Zulu-Natal. Within the scope of thematic analysis coding, the researcher has identified main themes and patterns from the participants response. These themes are analysed and discussed with reference to the aim of this research study. Four themes have emerged from the data inductively, delivery and payment methods, information available and company reputation, monetary impacts to a consumer and selection options and standard of quality.

For this research study the researcher conducted individual interviews with three participants from Kwa-Zulu-Natal. For the purposes of this study the participants shall remain anonymous and therefore have been given pseudonyms, namely Participant A, Participant B and Participant C.

Participant A: A female in her late twenties. Currently working within the administration environment. She resides in Durban (Kwa-Zulu-Natal). Has access to the internet. She has between 5 to 6 months of regular experience in online shopping and approximately 15 years of experience in traditional shopping. According to Participant A, she has previously been fearful of online shopping due to the need to expose banking details on the internet. However due to the current world pandemic (COVID-19) she was forced to part-take in online shopping and has found this method of shopping convenient and more appropriate to her busy lifestyle.

Participant B: A female in her early twenties. Currently a student. Resides in KwaDukuza (Kwa-Zulu-Natal). Has access to the internet. She has between 4 to 5 years of online shopping experience and between 6 to 8 years of traditional shopping experience. As per Participant B she has engaged in online shopping a few years ago and finds this method of shopping more efficient and timelier.

Participant C: A male in his early twenties. Currently working in the legal environment. Resides in Durban (Kwa-Zulu-Natal). Has access to the internet. He has between 2 to 3 years of online shopping experience and 6 to 8 years of traditional shopping experience. According to Participant C he prefers online shopping, provided he has full knowledge of the products he is purchasing, and the company or website is renowned.

Theme 1: Delivery and Payment Methods

Part of this study aims to understand the role of convenience when adopting e-commerce as a shopping method. The primary aim of the introduction of e-commerce was to provide convenient shopping to consumers. The concept of convenience was associated to providing location benefits and no-cash involvement (Jimenez et al., 2019). Participants supported the view that e-commerce serves convenient shopping in comparison to traditional shopping methods.

Participant A: *“Okay I recently started doing online shopping. Previously I did traditional shopping. So, during the last few weeks with the lock-down I’ve been doing all my shopping online and its extremely convenient, it is so easy. You just go online, you order, your stuff is delivered so it’s also safe. So, going forward, I’m going to only be doing online shopping”.*

“Online shopping is extremely convenient. And they do have disclaimers where it says seven to ten days delivery time. But I noticed with all the orders that I have done, I have been getting it in less than seven days. So, it’s much more convenient. It’s easy and I prefer it”.

Participant B: *“Holistically I would say I prefer the online shopping because it is much more convenient. And it saves you a lot of time, but it also comes with its disadvantages because you not really sure about the quality and like your size for example when it comes to clothing. Just say you would usually fit into a size small but then your online size small is not really as the fit that you would want, it would probably be like an extra small”.*

“The payment, the whole actually going and searching for the item in a store amongst the isles. And you actually not sure if the store actually has the item or not and it’s like you can actually go through the whole store, whereas online you looking for a specific item you can login because you obviously have an account and then you search for the item and then it tells you straight up if the item is available or not. So, it saves you time. So, I guess that the convenient. And it saves you on like costs because sometimes the nearest store that could probably have that item is a couple of kilometres away and usually delivery costs are like approximately like R50.00 to R60.00 if its local so that’s really not bad compared to the amount of petrol that you would use”.

Participant C: *“Okay so I feel like now days I do way more online shopping with TakeAlot and with any, well my textbooks I bought through online shopping. I feel it’s much more easier because its delivered right to your door step. Uhm so I think it has a big impact on my shopping and yea during this lock-down I have been using TakeAlot, a lot. Giggles. And yea it has a good impact in my shopping”.*

“I would say it plays a big role because like I said they deliver to your door step, so that’s very convenient, you don’t have to go out and look for stuff you can just look for

stuff at the comfort of your own home. So, yea that's convenient and I think it plays a big part in me doing more online shopping than retail shopping".

Participant A's response suggests that the e-commerce method of shopping is extremely convenient as expected delivery time is advised to the consumer and delivery takes place within the timeframe, which ranges between a 7 to 10 day period. Participant A suggests that e-commerce retailers are extremely efficient with their delivery promises as she has received all her orders in approximately 7 days. Participant A and Participant B suggests that online shopping involves a secure and easy payment method, by merely adding banking details to the e-commerce retailer. This information is securely saved. Participant B and Participant C's viewpoints indicate that the main component of convenience provided by e-commerce retailers is the ability to shop at the comfort of your personal space and get the products delivered, unlike traditional retailers which require consumers to physically visit a store. Participant C indicated e-commerce shopping is easy and timelier which is the reason he convenes in e-commerce shopping more frequently.

It is evident that from the information provided by the participants that delivery and payment methods are the key components to convenient shopping. These findings link to the study conducted by Jimenez et al. (2019) and Ong (2020) who argued that e-commerce shopping is aimed at providing a convenient method of shopping to consumers. It provides location benefits, by delivery goods to their doorstep, saves consumers time by not having to travel to a physical store and the advantages of shopping at any hour. The information provided by the participants contradicts the view of Fisher (2018) who suggest that consumers lose time by waiting for delivery to take place and that travelling to a physical store can provide other benefits such as personal interaction which is not available when goods are being delivered though e-commerce shopping. The participants change in behaviour from conducting traditional shopping for various years to easily adapting to e-commerce due to the level convenience supports the study of Engel et al. (1968) who stated that consumers are likely to act in ways that provides a higher benefit to themselves.

Theme 2: Information Available and Company Reputation

An objective of this study is to understand to what extent does knowledge of the internet and knowledge available on the internet influences a consumer's shopping preference. This objective is associated with understanding consumers capabilities of using the e-commerce platforms, accessibility to the internet and knowledge available on the internet to conduct e-commerce shopping.

Participant A: *"No, its not a problem. Where I live currently, we have excellent internet signal. It very seldom drops, so I don't have a problem. Shopping is easy".*

"No, no doubts. We work online all the time. So, I'm quite comfortable using the internet and doing online shopping. I was able to do it by myself".

Participant B: *"No. It has not been an issue".*

"On an online platform".

Participant C: *"No hey. I didn't have any issues. I think it depends on the platform you using tho, because TakeALot is a easy to use platform but there are other platforms that are harder to use. But its not really the internet that's the issue".*

"Yea. I would say if you have a basic knowledge of working online or using the internet it should be easy. Because they create these websites easy to use and efficient".

Participant A's response indicate that using the internet to conduct online shopping is extremely easy as her career path has enabled her to clearly understand the way in which the Internet works. Furthermore, Participant A suggested that her location has good Internet infrastructure which provides networking services at a recommendable state which allows an easier shopping experience. Participant B suggested that e-commerce shopping methods are easy to understand and consists of more information related to shopping and product knowledge in comparison to traditional retailers. Participant C's viewpoint suggested that e-commerce websites are created in manner that allows an individual with basic knowledge of the Internet to shop online. Participant C continued to state that renowned e-commerce retailers provide easier shopping platforms.

The information gained from the participants support the study if Matangira (2018) and Bronkhorts (2013) who stated that the Internet usage in South Africa is a constantly growing environment and majority of South Africans have access to the internet and knowledge of the ways the Internet works. Participant A supported Sha (2017, cited in Mcleod, 2017) who stated that the level of education and career determines an individual's knowledge of the Internet. Information provided by the participants contradicts the view of Mkhosi (2017) who stated that a large percentage of the population does not have access to smart phones or the internet as a primary tool for e-commerce shopping, participants clearly stated that access to the internet and knowledge was not an issue. The information provided by the participants support the study of Bruner and Pomazel (1988). According to Bruner and Pomazel (1988) a consumer's behaviour is dependent on the consumers identification of a problem or need to change. Participants changed their behaviour after recognising that e-commerce shopping offered an easier method of shopping.

Theme 3: Monetary impacts to the consumer

An objective of this study is to understand changes in consumers shopping behaviour. As per Mazon and Periera (2001) an essential component when shopping is the selling price. Consumers are likely to act differently dependent on the cost fact when buying. Part of the literature review is examining the role of pricing when choosing a shopping method.

Participant A: *"Pricing is a major factor. Definitely, you have to compare. I like to shop around. If it's for groceries, I will compare the prices and look at where is more affordable. So, definitely pricing is a major factor".*

"Online you get much better prices. It's much cheaper".

"And also with online shopping there is so many websites. It's becoming such a competitive market and industry. There is so many to compare. As the perspective of the consumers, we have a greater variety and the prices are being chopped. So, there is always discounts and you get alerts when there is sales. So its very convenient".

Participant B: *“On online platforms. For example like on TakeAlot. Like when you do shopping there, their prices are way lower than a traditional store but when it comes to clothing I find that online stores usually have higher discounts. So it makes you want to buy something online than going and getting it traditionally because you getting it at a cheaper price”.*

“And it saves you on like costs because sometimes the nearest store that could probably have that item is a couple of kilometres away and usually delivery costs are like approximately like R50.00 to R60.00 if its local so that’s really not bad compared to the amount of petrol that you would use”.

Participant C: *“Uhh...okay price does play a big role and well with online shopping the delivery costs as well. So yea I would say price does play a big role in it. Like delivery costs and all the other costs that are incurred in online shopping like if you paying via a credit card and all those interest rates”.*

“Yea if you look at even if you going to the mall you going to spend on petrol and you know going out so it’s the same thing if not online shopping might be better because usually there is more discounts online”.

According to Participant A pricing is a major factor when choosing a shopping method. She prefers to explore options available to find the most suitable pricing. From her experience of comparing pricing she has advised that e-commerce retailers offer lower pricing and often these pricing deviations is offered in the form of online discounts or coupons. Participant B expanded on the view of Participant A to state that e-commerce retailers offer higher discounts in comparison to branded stores. Participant B furthermore suggested that online shopping is cost efficient as you do not have to travel to a physical store and delivery costs when using e-commerce is minimal. Participant C agrees with Participant A and B to say that pricing is a major factor when choosing a shopping method. Participant C continued to state that with e-commerce discounts and saving of travel costs to a traditional retailer, it is more efficient to conduct e-commerce shopping despite the delivery costs and interest charges on credit card facilities.

The information gained from the participants support the view of Khurana (2019) who stated that e-commerce retailers offer lower costs in the means of discounted prices and coupons that is awarded from purchasing online. This position was affirmed by Chun and Kim (2005) who stated that a price plays an integral role in a consumer's shopping preference. The participants views contradicted the study of Kazmi (2015) who argued that a consumer is more likely to choose a shopping method based on the quality or brand loyalty. The participants response indicates that the theory of Consumer Behaviour supported by the EBK model is accurate as consumers are likely to choose the option that adds most value to their action.

Theme 4: Selection options and standard of quality

Consumer behaviour is determined by a consumer's needs (Engel et al., 1968). Innovation has created a consumer advantage in the shopping environment by creating multiple product options for a specific need. A consumer's need can be associated to the quality, substitutes and different ranges of a product.

Participant A: *“Greater variety online. It's different websites, you can compare, look at prices. And they make so easy because you have different views of the object that you buying, so you virtually seeing the product at hand”.*

“And also with online shopping there is so many websites. It's becoming such a competitive market and industry. There is so many to compare. As the perspective of the consumers, we have a greater variety and the prices are being chopped”.

Participant B: *“And it saves you a lot of time but it also comes with its disadvantages because you not really sure about the quality and like your size for example when it comes to clothing. Just say you would usually fit into a size small but then your online size small is not really as the fit that you would want, it would probably be like an extra small”.*

“It does actually make a difference because sometimes the item may be online but due to your location it is restricted. So I guess that's where traditional shopping will be a better option”.

Participant C: *“Uhh... well you see on the online platform there is a wider range but usually in-store you find other deals that are not online, so they have stock in-store that they don't show online. But I think online does have a variety of stuff as supposed to retail stores”.*

“Yea, when you buying online stock is not tangible to you cannot feel quality or see how it actually looks. So I think it does play a big role. But if it is a reputable store then you know they going to offer you good quality. But if you buying stuff from for example WISH, you don't know what you going to get. You can order something and get something completely different. I think it is important”.

“No, it is important to know the quality for example if they like even give you a description online. Usually I see online stores give you descriptions, that will suffice for me, reading the description of the product or reading the reviews of it. So you know what you getting into”.

“uhhh...i would say....i don't think this will count but you know size differences online and reality, so that plays a role. And I think the reputation of a company also plays a big role in what I buy because if its not from a reputable company then I wont want to buy. Because you do hear stories about certain companies. For example my friend bought a drone from wish, I think it was a 15 inch drone and when it arrived it was like half the size. So I think reputation is a big part of it and what I chose to buy online”.

The response from Participant A suggests that there is a greater variety of products available online. Pictures of products are clearly displayed which allows the consumer to have a clear idea of what to expect. There are numerous different online platforms that allows a consumer to compare products. Participant B's response indicated that the information available online is not always accurate with reference to the expectation of the product and therefore suggests that traditional retail offers better expectation of quality. Participant C is of the viewpoint that online shopping offers a greater variety of products. E-commerce platforms gives a consumer a greater variety which includes substitutes and cheaper options. Participant C further indicated that quality is not always guaranteed when shopping via e-commerce. A way to ensure quality is certain is to read descriptions, reviews of previous buyers and shop at

renowned online stores. Participant B and C's view indicates choosing a traditional retail method ensures a greater quality expectation in comparison to e-commerce.

Information gained from the participants is supported by the study of Johansson (2020) who stated that e-commerce retailers offer a greater variety of products. E-commerce platforms gives consumers the option to compare products and prices to make a better selection. The information provided by the participant also supports the contradicting view of Tode (2017) who stated that consumer have a greater advantage when shopping traditionally as they can verify quality of products. The participants viewpoints demonstrate the study of the EBK model's post-purchase behaviour. The Post Purchase Behaviour states that a consumer's reaction after purchasing a product will determine whether the consumer will engage in this action in the future. As per the participants, they will engage in e-commerce shopping as a greater variety was available however from their experience, traditional shopping is a preference when selecting quality products.

Trustworthiness

As per Nowell, Norris, White and Moules (2017) for a study to be accepted as trustworthy, the researcher should demonstrate that data analysis is regulated in a precise, consistent and exhaustive manner, with evidence of recordings, systematising and disclosing the methods of analysis in detail. Trustworthiness of a study refers to the degree of confidence in data being provided, interpretation and methods used for interpretation to ensure the quality of the study (Nowell et al. 2017).

Credibility refers to the truth and accuracy of the findings (Connelly, 2016). Connelly (2016) stated that credibility is equivalent to the validity of a quantitative research. For the purpose of this study, credibility was achieved by spending time with the participants to understand them better, conduct in depth interviews and confirming the findings of the study is relatable to the participants (Connelly, 2016).

Transferability refers to degree to which the findings of the research can be transferred to other contexts or respondents (Korstjens & Moser, 2018). For the purpose of this study the researcher has facilitated transferability of information by potential user's,

through detailed descriptions to ensure behavior and experiences are meaningful to outsiders (Korstjens & Moser, 2018).

Dependability refers to the extent to which the study can be used by other researchers and ensuring that findings are consistent (Connelly, 2016). For this study, the researcher has ensured that evaluation of findings, recommendations and interpretations are supported by the data analysed during the study.

Reflexivity refers to the process of researcher critically self-reflecting and the relationship between the researcher and the participants (Korstjens & Moser, 2018). For this study, the researcher has ensured that they have avoided being biased and using personal preference when interpreting the findings.

Confirmability refers to the degree of neutrality of the findings of the study (Korstjens & Moser, 2018). The finding of the study is based on the participants' contributions and not any personal bias of the researcher. For this study, the research process has been fully described to assist scrutinising of the research design (Korstjens & Moser, 2018). Confirmability has been derived by comparing the study to similar research conclusions conducted by other researchers.

Conclusion:

Summary of Findings:

This aspect of the research aims to draw a conclusion that can be derived from the interpretation and presentation of the findings in order to answer the research questions and sub-questions in relation to the theoretical foundation and literature review.

The research question was: How has the emergence of e-commerce impacted traditional retailers within the clothing industry in Kwa-Zulu-Natal? Themes 1, 2, 3 and 4 have provided a detailed answer to this research question. The emergence of e-commerce has impacted traditional retailers as consumers' behaviour has changed after experiencing e-commerce shopping. A consumer's shopping preference is influenced by access to the Internet, e-commerce knowledge, price, variety and

convenience. Themes 1, 2 and 3 are supported by the EKB Consumer Model which indicates that a consumer is likely to exert changes in their behaviour based on the desired outcomes of their actions (Engel et al., 1968). Participants A, B and C support the literature review and theoretical foundation by indicating that despite using traditional shopping methods for a longer period they now prefer using e-commerce methods as it provides a greater benefit. According to Participants A, B and C the key components that has influenced their behaviour include, convenience, price and variety.

Sub-question 1: How does convenience impact a consumer's preference when choosing a shopping method? Theme 1 has answered this question. Participants A, B and C the view of Jimenez et al (2019) and Ong (2020) which indicates that the primary aim of e-commerce was to provide convenience to a consumer. Participant A, B and C's choice of shopping method is influenced by the proposition that e-commerce offers convenience such as delivery, no travel expense and saves time.

Sub-question 2: What role does price and variety play in influencing a consumer's choice? Theme 3 and 4 answers this question. According to Mazon and Pereira (2001) and Chun and Kim (2005) a consumer is more likely to purchase goods from a retailer that offers lower pricing and a better variety. Participants A, B and C support this view by stating that pricing influences their shopping preference. This theme is supported by the EKB consumer behaviour model stage of evaluating alternatives (Engel et al., 1968). Participants A, B and C further agree that e-commerce retailers offer better pricing options, discounts and coupons which is a reason they choose to shop via e-commerce.

Sub-question 3: How does access to the internet influence e-commerce user's in Kwa-Zulu-Natal? Theme 2 answers this question. Participants A, B and C stated that access to the Internet is not a concern. The Internet is easily accessible and easy to use when doing e-commerce shopping. There is sufficient information on the internet to make informed shopping choices which is supported by Bronkhorst (2013) and Mkhosi (2017).

This study was a success as it has answered all the research questions relating to the influence of e-commerce on traditional retailers within the clothing industry in Kwa-Zulu-Natal. The researcher has gained a holistic understanding on what are the key components that influences as consumer in choosing a shopping method and how this has resulted in the emergence of e-commerce and has negatively impacted traditional retailers. The research was successful as the insight gained from this study will aid traditional retailers by providing them with threats within the retail environment. This knowledge can be used by traditional retailers to expand their businesses into an e-commerce environment as it offers a greater competitive advantage.

Heuristic Value:

This study is academically important as it will provide a body of knowledge to existing businesses and new entrants within the clothing industry with information on the influence of e-commerce on traditional retailers. This study is aimed at providing retailers with a foundation of knowledge that will assist them in expanding their business or opening new businesses within the clothing. The outcomes of this study have provided the advantages and dis-advantages of entering the e-commerce or traditional retail markets. The outcome has provided a direction to businesses on whether they are likely to be more successful by adopting an e-commerce business model or traditional retail model. This study provides academic knowledge on how access to the internet, convenience, price and variety influences a consumer's preferred shopping method. Giving businesses insight to potential strengths and weaknesses their business may have and possible threats and opportunities they may experience in the future with the current emergence of e-commerce. The research revealed that consumers in Kwa-Zulu-Natal are influenced by price, variety and convenience when choosing a shopping method. Consumers are most likely to choose a shopping method that can provide these three key components. From this study, it shows that e-commerce retailers offer these three components efficiently.

Recommendation for Future Research:

This research was limited due to the sample population used and the location barrier. Therefore, it can be recommended that future researchers use a larger population size and a different or wider location barrier to generate more rigorous data. This will make

a significant contribution towards the existing knowledge. This topic can be further researched in other parts of South Africa and across countries. Future researchers are recommended to expand this topic by studying ways in which traditional retailers may expand their businesses into the e-commerce environment. This will allow traditional retailers to understand the need to expand into e-commerce retailing and ways in which this can be done.

Ethical Implications:

According to Orb, Esienhauer and Wynaden (2001) ethical principles are important for the protection of human subjects during research. When conducting qualitative research, ethical considerations have a resonance due to the in-depth nature of the research being conducted (Orb et al., 2001). For the purpose of this study, the following ethical considerations have been adhered to:

Informed Consent: Participants have been informed about the research and they have been given an option to provide a written consent that they voluntarily wish to participate and consent for the interview to be recorded (Goodwin, Mays & Pope, 2019). Participants have been informed that they may at any time withdraw from the research study. The findings and recordings of the interview have only been used by the researcher and their supervisor (Goodwin et al., 2019).

Anonymity/Confidentiality: The participants remain anonymous during the reporting of the research findings. The participants have been referred to as subject A, B or C to protect their identity. The information of the participant will only be available to the researcher and his or her adviser (Orb et al., 2001). All information shared will be provided in a group context. Data transcribing will be conducted in a quiet room with the use of headphones to ensure recordings are not heard by other people (Orb et al., 2001).

Bias: As per Goodwin et al. (2019) the researcher has ensured that he or she did not present any form of bias during data collection and has not influenced any participants in their provision of data during the interview. The researcher's supervisor has ensured that the researcher has not demonstrated bias.

Avoiding Harm: Participants have been ensured that they will not be involved in any situation that may cause harm to them, their job or social life (Goodwin et al., 2019). Should there be any adverse effects of the research, the researcher will inform the participant prior to making use of the data collected. Questions have been constructed in a manner that ensured no harm to participants.

Limitations of the Study:

According to Anderson (2010) limitations exist due to constraints on the research design or methodology and factors that impact your findings. For this study, the below limitations were experienced.

Sample profile: The parameters of the sample population includes having access to the Internet, previously used e-commerce and traditional shopping methods and was located in Kwa-Zulu-Natal. The profile of the sample is very specific and created a limitation on the sample population size (Anderson, 2010).

Data Collection Process: The preferred method of data collection was semi-structured interviews that took place via electronic telecommunication, due to the current Covid 19 pandemic, social distancing has been imposed in South Africa. This has caused a change in the data collection process which previously took place in person. Due to the lack of personal engagement the researcher was unable to read participants body language and form a more comfortable relation with the participant.

Time: This study has adopted the qualitative research design and semi-structured interviews was used as the measuring instrument which thereafter required transcribing which is time consuming (Anderson, 2010). This study is limited to 8 months causing a time restriction on the researcher. If the researcher were allowed more time, this study could explore other contributing components.

Geographical: The accessible population was limited to individuals that live in Kwa-Zulu-Natal. This limits the study from being used as knowledge in other geographical locations, other regions may result in a different conclusion (Anderson, 2010).

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Annexures:

A. Consent Form for Participation:

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Santisha Simeroo and I am a student at Varsity College, Durban North. I am currently conducting research under the supervision of Kogie Moodley about The Influence of E-Commerce on Traditional Retailers Within the Clothing Industry in Kwa-Zulu-Natal. I hope that this research will enhance our understanding how the emergence of e-commerce has influenced traditional retailers within the clothing industry in Kwa-Zulu-Natal. This study will assist traditional retailers and e-commerce retailers in the clothing industry on the advantages and disadvantages of the use of electronic business. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because I require your personal experience as you have previously participated in e-commerce and traditional retailing. If you decide to participate in this research, I would like to conduct an in-depth semi-structured interview during which I will capture your experience, views and opinions. You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer any particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your personal experience during e-commerce and traditional retailing. If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary. • If you do not wish to participate in this study, you have every right not to do so.

• Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor and I will have access to these recordings. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.
What will happen to the information that participants provide?
Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my B. Com Honours in Management Qualification. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.
What happens if I have more questions about the study?
Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate. You should not agree to participate unless you are completely comfortable with the procedures followed. My contact details are as follows: Santisha Simeroo The contact details of my supervisor are as follows: Kogie Moodley
I, _____, agree to participate in the research conducted by Santisha Simeroo about The Influence of E-Commerce on Traditional Retailers Within The Clothing Industry In Kwa-Zulu-Natal. This research has been explained to me and I understand what participation in this research will involve. I understand that:
• I agree to be interviewed for this research.
• My confidentiality will be ensured. My name and personal details will be kept private.

• My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research.

• I may choose not to answer any of the questions that are asked during the research interview.

• I may be quoted directly when the research is published, but my identity will be protected.

Signature

.....

Date

.....

B. Consent Form for Audio Recording:

I, _____, agree to allow Santisha Simeroo to audio record my interviews as part of the research about The Influence of E-Commerce on Traditional Retailers Within The Clothing Industry in Kwa-Zulu-Natal.

This research has been explained to me and I understand what participation in this research will involve. I understand that:

- My confidentiality will be ensured. My name and personal details will be kept private.

- The recordings will be stored in a password-protected file on the researcher's computer.

- Only the researcher and the researcher's supervisor will have access to these recordings.

Signature

.....

Date

.....

C. Questionnaire:



Questionnaire

1. How has the emergence of e-commerce impacted your shopping method?
2. How does access to the Internet impact your shopping method?
3. How does knowledge of the Internet impact your shopping method?
4. What role does price play when selecting a shopping method?
5. What role does variety play when selecting a shopping method?
6. What role does convenience play when selecting a shopping method?
7. What other factors influence your choice of shopping method?

D. Ethical Clearance Letter



20 July 2020

Student name: Santisha Simeroo

Student number: 15007195

Campus: Varsity College Durban North

Re: Approval of HBCM Proposal and Ethics Clearance

HONOURS ETHICAL CLEARANCE LETTER

Your research proposal and the ethical implications of your proposed research topic were reviewed by your supervisor and the campus research panel, a subcommittee of The Independent Institute of Education's Research and Postgraduate Studies Committee.

Your research proposal posed no significant ethical concerns and your supporting documents and instruments are in order to proceed. We hereby provide you with permission to proceed with your research.

In the event of you deciding to change your research methodology in any way, kindly consult your supervisor to ensure all ethical considerations are adhered to and pose no risk to any participant or party involved. A revised ethical clearance letter will be issued.

We wish you all the best with your research!

E. Concept Table

Research Title – The Influence of E-Commerce on Traditional Retailers Within the Clothing Industry in Kwa-Zulu-Natal

Research Purpose/ Objective	Primary Research Question	Research Rationale	Seminal Authors/ Sources	Literature Review –	Paradigm	Approach	Data Collection Method(s)	Ethics	Conclusion	Anticipated Contribution
To explain how the emergence of e-commerce has influenced traditional retailers.	How does the emergence of e-commerce impact traditional retailers with the clothing industry in Kwa-Zulu-Natal?	This study attempts to explain how e-commerce effects traditional retailers	Engel et al. The EKB Model Maslow. The hierarchy of need Fishbein. The theory of reserved action	1. Access to the internet 2. The influence of price and variety 3. How does convenience impact a consumer's preference	Paradigm: Interpretivism Epistemology: To fill in a gap of knowledge. To understand how consumer behaviour has changed people's preference from traditional shopping to online. Ontology: Online shopping has a negative impact on shopping malls Axiology: Enable shopping malls to become innovative as the online platform is a major threat	Qualitative	Semi-Structured In-Depth Interviews	Informed Consent Avoid Harm Confidentiality Bias Data analysis and	E-Commerce retailers is a preferred method of shopping. Traditional retailers are negatively impacted by the emergence of e-commerce. The key components that influence a consumer are price, variety and convenience	To explain how the emergence of e-commerce has influenced traditional retailers.
Research Problem	Secondary Questions/ Hypotheses/ Objectives	Key Concepts	Key Theories			Population				
How the influence of e-commerce has impacted traditional retailers	How does convenience impact a consumer shopping preference? What role does price, variety and access to the internet play	E-commerce Traditional Retailers Price Variety Convenience	The EKB Consumer Behaviour Theory			Individual who has access to the internet, previously engaged in e-commerce and traditional retail and lives in KZN				
						Sampling	Data Analysis Method(s)	Limitations		
						Purposive sampling	Thematic Analysis	Sample profile Data Collection Time Geographical Time of Study		

F. Originality Report

Santisha Simeroo

 View Report Summary

① The Influence of E-Commerce on Traditional Retailers Within the Clothing Industry in Kwa-Zulu Natal

Name - Santisha Simeroo

Student Number - 15007195

Supervisor - Kogile Moodley

② Research Methodology - RESM8419p

③ Bachelor of Commerce Honours in Management

Declaration: ③ I hereby declare that the Research Report submitted for the Bachelor of Commerce Honours in Management Degree to The Independent Institute of Education is my own work and has not previously been submitted to another Higher Education Institute for degree purposes.

Word Count: 10 821 Words

Abstract:

With the current world technological advancement, the emergence of e-commerce has been constant. The constant growth of e-commerce has impacted the traditional retail market. In this study the researcher explains the key components that influence a consumer's preferred shopping method. This research has found that consumers are influenced by price, variety, access and knowledge of the Internet and convenience when choosing a shopping method. Furthermore, this study found that all participants concluded that e-commerce retailers offer better pricing, a larger variety and is a more convenient method of shopping, therefore prefer to engage in e-commerce shopping.

② The data collection method used was a semi-structured interview approach. This method enabled the researcher to explore the participants personal opinions and previous experiences which provided the researcher with a deeper understanding of the phenomenon.

Recommendations for future researchers were proposed. Researchers can increase the population size and location barrier to gain rigorous data. A further recommendation was made for researchers to study ways in which traditional retailers can expand their business into e-commerce retailing.

Contents

Introduction: 5

Contextualisation: 5

Rationale: 6

Problem Statement: 6

Purpose Statement: 7

Research Question: 7

Primary Question 7

Sub-Questions 7

Research Objectives: 7

Literature Review: 8

Conceptualisation: 8

Theoretical Foundation: 8

① Identification of Consumer Needs 9

Search for Information 9

Evaluating alternatives 10

Purchase 10

① Post-Purchase Behaviour 10

Review of Literature: 11

① Access to the Internet and E-commerce Knowledge in South Africa 11

Word Count: 14,082 Submitted on: 24/08/20 Submission UUID: 73b7872a-9793-4ab4-bc12-5c-9960792a44-4a410071-0007-2b84-5415-5a65b0a05ade Attachment UUID:

Attachment 1 94 %
Santisha Simeroo PDE_Assignm...

Sources ^

INCLUDED SOURCES 

Institutional database (7) 94 % v

Internet (4) 0 % v

Global database (1) 0 % v

Top sources v