iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 11 **Issue:** XI **Month of publication:** November 2023

DOI: https://doi.org/10.22214/ijraset.2023.56923

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 11 Issue XI Nov 2023- Available at www.ijraset.com

E-commerce Revolution: Exploring the Impact of Online Shopping on Traditional Retail

Ayush Tiwari[1], Shubhendu Ghorai[2], Anirban Bhar[3], Suman Kumar Bhattacharyya[4]
[1, 2]*B.Tech student, Department of Information Technology, Narula Institute of Technology, Kolkata, India*
[3, 4]*Assistant Professor, Department of Information Technology, Narula Institute of Technology, Kolkata, India*

Abstract: ***The advent of the internet and the subsequent rise of e-commerce have ushered in a profound transformation in the retail landscape. This study delves into the multifaceted impact of online shopping on traditional retail, examining the dynamics that have reshaped consumer behaviour, business strategies, and the overall market structure. The research employs a comprehensive approach, incorporating both quantitative and qualitative analyses to assess the extent of the e-commerce revolution. It investigates the factors contributing to the exponential growth of online shopping, such as convenience, accessibility, and a vast array of product choices. Additionally, the study explores the challenges faced by brick-and-mortar retailers in adapting to this digital paradigm shift, including the need to enhance the in-store experience and reevaluate supply chain and inventory management. Furthermore, the research delves into the socio-economic implications of the e-commerce surge, examining its impact on employment patterns, urban development, and environmental sustainability. The study also considers the role of emerging technologies, such as artificial intelligence and augmented reality, in shaping the future of online retail. In conclusion, this research provides a comprehensive analysis of the e-commerce revolution's impact on traditional retail, offering insights into the challenges and opportunities it presents. Understanding these dynamics is crucial for businesses, policymakers, and consumers as they navigate the evolving landscape of retail commerce in the digital age.***
Keywords: E-commerce, Online shopping, Retail, Inventory management.

I. INTRODUCTION

E-commerce is the buying and selling of goods and services over the Internet. Before e-commerce buying and selling were done without the internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient because of its number of advantages.

The advantages offered by e-commerce are online shopping of anything at any time and any place, customers can find the products on e-commerce websites which is not available in physical markets, it reduces cost and time, and without stepping out from home we can get our product at home. Along with e-commerce, there is also a popular term called e-business due to which the business of enterprises has increased electronically with the help of the internet by which they can reach many customers which increases their sales. There is no specific definition of the terms E- e-commerce and E-business, they are used interchangeably. E-commerce is a part of E-business which focuses on external activities while E-business focuses on both internal and external activities of a business. E-commerce has a lot of good and bad impacts on different areas. The key to having a successful e-commerce is to reduce the negative impacts and increase the benefits at the same time.

In very simple terms, the sale of products and services to consumers is known as retail. A retailer buys things in bulk from manufacturers, either directly or through a wholesaler, and then sells them in smaller amounts to customers for a profit. Retailers are the last link in the supply chain that connects manufacturers and customers. Things are sold to consumers individually or in small quantities. Various types of retail stores are listed below:

1) *Departmental Stores:* A department store provides a diverse selection of items to customers under one roof. Consumers can obtain practically all of the things they want to buy in a department store in one location. These stores sell a wide variety of goods and are well-known for providing items at various price points as well as a wide range of products.
2) *Specialty Stores:* Specialty shops are retail enterprises that specialize in one or two product areas. They are well-known for having a fairly limited product selection. Customers who shop at specialty stores tend to be less price-conscious. These stores specialize in a certain category of items, such as men's apparel, children's clothing, or sporting goods.
3) *Supermarkets:* FMCG items are the primary focus in supermarkets. It is a retail establishment that offers food and household commodities that are appropriately sorted and ordered into separate departments.

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4) *Convenience Stores:* Also known as mom-and-pop stores and Kirana stores in India, are commonly found in residential areas. They provide a constrained or limited selection of items at premium rates owing to the additional benefit of convenience. These are usually small businesses managed by residents of the surrounding area to meet the everyday requirements of the people who live there. They just sell a few goods and are not well-organized.
5) *Discount Stores:* As the name suggests, discount stores provide a wide variety of items to end-users at a discounted price. They provide substantial savings on the things they sell. Discount businesses often provide a restricted selection of products and compete by offering low pricing, a high turnover rate, and large volumes.
6) *Hypermarkets:* Also known as "super stores", hypermarkets have a competitive advantage over supermarkets. These stores are enormous and include a wide range of product categories.
7) E-Commerce Stores: E-commerce stores are virtual stores that allow customers to shop from anywhere at any time. The order is placed using the store's website, and the items are delivered to the address provided by the purchaser.

II. THE RISE OF E-COMMERCE

The rise of online shopping has been one of the most significant factors that has caused upheavals in the retail sector over the past several years. Traditional forms of retailing have been called into question to an extent that has never been seen before as a result of the convenience of online shopping and the ever-increasing variety of products that are available. Retail businesses who have been sluggish to adjust to the shifting environment have been experiencing difficulties, and several of them have even gone out of business.

In this article, we will investigate the ways in which eCommerce has caused traditional retail models to be disrupted, and we will consider the ways in which retailers may adapt and compete in a world that is becoming increasingly driven by eCommerce.

Shoppers now have the ability to browse and purchase things from any location and at any time thanks to the advent of online shopping, which has completely transformed the way people shop. In addition, since the logistical alternatives for eCommerce continue to develop, clients can frequently receive their products on the same day that they place their orders. Traditional retail formats are simply unable to compete with the amount of ease and accessibility that has been brought about by the advent of eCommerce.

Customers are now able to readily compare prices and products thanks to the convenience of online shopping, which has led to an increase in competition and increasing pressure on merchants to provide better value for their customers' money.

Through the years, there has been a meteoric rise in the popularity of online shopping. The growth of this phenomenon can be attributed to a number of factors, including the growing popularity of smartphones, the enhancement of internet access, and the shifting preferences of consumers. The global retail business has seen the rise of important participants in the form of online marketplaces and websites that are specifically dedicated to e-commerce. Traditional merchants are now operating in an environment that is marked by intense competition as a result of the transformation in shopping habits brought about by companies such as Amazon, Alibaba, and eBay.

As an illustration, a conventional retail apparel store that has been in business for several decades makes the decision to adopt e-commerce in order to attract a more extensive customer base. In order to provide clients with the ability to peruse their product catalogues, make purchases, and have the things delivered to their doorsteps, they develop an online store.

III.IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS

Traditional models of retailing have been significantly altered as a result of the expansion of online shopping. Online purchasing is becoming increasingly convenient and accessible, making it difficult for traditional brick-and-mortar retailers to compete with it. Whether it be through the establishment of their very own online storefronts or through the formation of partnerships with well-established eCommerce platforms like Shopify or Amazon, retailers have been forced to modify their business models in order to embrace eCommerce.

Some businesses have also made investments in experiential retail, which aims to create a one-of-a-kind buying experience that cannot be recreated for customers purchasing online.

This involves offering customers with an in-store experience that cannot be obtained online, such as interactive displays, tailored suggestions, and special events. One example of this would be providing customers with unique events. Retailers have the ability to cultivate a loyal client base that places a high value on the in-person shopping experience if they place an emphasis on the customer experience.

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A. *Increasing Competition*

Online storefronts, e-commerce platforms, and big-box retailers all pose serious threats to brick-and-mortar retailers. Customers are drawn away from traditional brick-and-mortar businesses by these competitors' extensive product offerings, affordable prices, and quick shopping experiences. Online bookstores like Amazon, which provide a wide variety of books at affordable costs, pose a threat to brick-and-mortar bookstores. Instead of going to a brick-and-mortar store, many customers prefer to purchase digital books, also known as e-books, online.

B. *Changing Consumer Behaviour*

Online shopping and digital experiences have become increasingly popular among consumers, which has created a big problem for traditional retail firms. These days, more and more people choose to purchase online, compare costs, and have their purchases delivered right to their door.

To illustrate the point, more and more people are opting to shop for apparel online, which poses problems for brick-and-mortar clothing stores. Customers are less likely to visit brick-and-mortar stores now that they can shop online, read reviews, compare prices, and place clothing orders all from the comfort of their own homes.

C. *Comparing Product Options*

Customers have more options while purchasing online than they would at a brick-and-mortar store. Customers can peruse the wares and compare comparable things on several websites all at the same time. This is another way e-commerce facilitates pricing comparisons, which can be a pain in more conventional retail settings. Hence, consumers are moving away from brick-and-mortar stores and towards online marketplaces. The convenience of online marketplaces like Flipkart, Amazon, Myntra, etc. makes it easier to compare clothing costs (including sales) before visiting multiple stores in a physical marketplace.

D. *Changes in Supply Chain*

Many shifts have occurred in the supply chain as a result of the proliferation of online shopping. This is due to the fact that stores have adjusted their shipping practices to meet the rising demand for fast and efficient delivery. Traditional retailers are facing new logistics and fulfilment issues as a result of this transformation in the supply chain.

E. *Opportunities for Integration*

Although there have been some negative effects, conventional firms have also been given chances by e-commerce. As part of it, the internet and offline channels are integrated. Thanks to e-commerce, brick-and-mortar stores have mastered the art of omnichannel marketing, letting customers buy online and pick up in-store or place an online order and return it in-store if necessary. Decathlon, H&M, and others are utilizing an Omni channel strategy. Finally, brick-and-mortar stores have felt the full force of e-commerce's transformation. In order to survive and grow in today's dynamic retail market, traditional stores must embrace e-commerce, adjust to the changing landscape, and ensure that customers can shop seamlessly both online and in-store. To thrive in today's cutthroat retail environment, brick-and-mortar stores must first comprehend the benefits and drawbacks of online shopping.

IV. FACTOR ANALYSIS OF E-COMMERCE

ASSOCHAM (2015) revealed that clothes grew the greatest, about 69.5% over 2014, followed by electronics, baby care, cosmetics and personal care, and home furnishings. Digital commerce in India is growing rapidly due to smart phone adoption. The study found that mobiles and accessories dominate India's internet commerce market. Nearly 45% of internet buyers preferred cash on delivery over credit (16%) and debit (21%). Internet banking was just 10% and cash cards, mobile wallets, and other payment methods were only 7%. The 18-25 age bracket is the fastest growing online, with both men and women contributing. The survey found that 38% of regular consumers are 18-25, 52% 26-35, 8% 36-45, and 2% 45-60. Nearly 65% of internet shoppers are men and 35% women. Mitra Abhijit (2013) claims E-Commerce has initiated a new revolution in commercial purchasing and selling. Methodologies have changed. Business ties are less affected by distance. The future of purchasing is e-commerce. The internet industry will increase rapidly with 3G and 4G wireless communication technology. India will have 30–70 million internet users in 3–5 years, surpassing several developed nations. Internet economy will gain significance in India. With the rapid spread of the internet, E-commerce will play a very important role in the 21st century, opening up new prospects for both large and small firms. The government must create a legal framework for E-Commerce to guarantee core rights including privacy, intellectual property, fraud prevention, and consumer protection while expanding local and international trade.

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Chanana Nisha and Goele Sangeeta (2012) say E-Commerce's future is uncertain. Travel and tourism, electronics, hardware, and clothes will grow. The E-Commerce industry in India will also benefit from replacement guarantee, M-Commerce services, location-based services, multiple payment options, right content, shipment option, legal requirement of generating invoices for online transactions, quick service, clear and realistic T&C, product quality should match the portal, and a 24/7 customer care center.
Awais Muhammad and Samin Tanzila (2012) say the internet has globalized the world. Internet use has shortened distances and united people. Commerce is a nation's backbone, and e-commerce will reinforce it.
Tangibles have the greatest impact on customer happiness, according to Dutta & Dutta (2009). The biggest gap between client expectations and perceptions is empathy, which encompasses handy bank locations, ATM machines, tele-banking, and internet banking. The study found a substantial service quality gap for all Indian banks, which is a major problem.
Kumar and Rajesh (2009) recommend improving bank facilities for customers. Additional ATM cabins are needed. The study also found that banks may satisfy many clients by aiming for 'customer delight' with real efforts and a good mindset.
Blasio (2008) found no evidence that the Internet diminishes distance. Urban consumers use the internet more than non-urbanites. Regardless of city size, households use e-commerce. Geographically isolated consumers are discouraged from buying items because they cannot inspect them. E-commerce is only used more in isolated locations for leisure activities and cultural things like books, CDs, and museum and theatre tickets. Finally, city size does not affect e-banking. Non-urban customers value personal acquaintance more than urban customers when choosing a bank, partially because remote bank account holders are more likely to have taken out a loan.
Ozok et al. (2007) found eleven factors affecting e-commerce CRM consistency. Consistency in transaction steps, Web site design, navigation, promotions, in-stock indications, product variety, fraud protection, product guarantees, site fairness, and return policies.
Rust and Chung (2006) recommend knowing what customers do (and how they perceive and feel) throughout various e-commerce contacts. Hsieh (2005) investigated how a corporation might inspire customers to try and incorporate its SST into their daily routine. The findings recommends that before introducing SST to their product/service line, a corporation should assess their readiness.
In their study, Snellman and Vihtkari (2003) found that interpersonal and technology-based service encounters often fail. Most dissatisfaction in interpersonal service encounters is due to rudeness and time. Dissatisfaction in technology-based encounters is often caused by technology, service design, or service process shortcomings. Chou and Chou (2000) report that banks worldwide envision a big market for internet banking due to the rapid rise of electronic commerce. A bank must build and implement a solid internet infrastructure to serve customers efficiently. Before adapting to an internet environment, network technologies, platform and standards, scalability, security, and intelligent software agents must be considered. To serve global business communities, the banking industry must carefully select internet networking technology. Risk and liability management become crucial as banks make electronic commerce a mission-critical operation.

V. FUTURE IMPACT OF ONLINE SHOPPING ON TRADITIONAL RETAIL

The future impact of online shopping on traditional retail is likely to be dynamic and transformative, shaping the way businesses operate and consumers engage with the retail landscape. Here are some anticipated impacts:

A. Acceleration of E-commerce Dominance

1) *Anticipation:* Online shopping is expected to continue its upward trajectory, further consolidating its dominance in the retail sector.
2) *Impact:* Traditional retailers may experience intensified competition and will need to adapt strategically to remain relevant.

B. Advancements in Technology

1) *Anticipation:* Continued advancements in technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) will reshape the online shopping experience.
2) *Impact:* Traditional retailers may need to invest in similar technologies to provide immersive and personalized in-store experiences.

C. Integration of Social Commerce:

1) *Anticipation:* Social media platforms are likely to play an increasingly significant role in facilitating online shopping through features like shoppable posts.
2) *Impact:* Traditional retailers may need to leverage social commerce or form partnerships with online platforms to expand their reach.

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D. Enhanced Personalization

1) *Anticipation:* AI-driven algorithms will become more sophisticated, leading to highly personalized and context-aware shopping experiences.
2) *Impact:* Traditional retailers may need to adopt similar personalization strategies to meet consumer expectations for tailored recommendations and services.

E. Evolution of Payment Systems

1) *Anticipation:* Innovations in payment systems, including cryptocurrency and decentralized finance (DeFi), may influence the way transactions occur.
2) *Impact:* Traditional retailers may need to adapt their payment infrastructure to accommodate emerging payment methods.

F. Sustainable Practices and Green Retailing

1) *Anticipation:* Growing environmental awareness may drive demand for sustainable and eco-friendly practices in online shopping.
2) *Impact:* Traditional retailers may focus on implementing green initiatives to appeal to environmentally conscious consumers.

G. Further Blurring of Online and Offline Boundaries

1) *Anticipation:* The boundary between online and offline retail is expected to blur further with the rise of seamless omnichannel experiences.
2) *Impact:* Traditional retailers may need to strengthen their digital presence while ensuring a cohesive and integrated shopping experience across channels.

H. Last-Mile Delivery Innovations

1) *Anticipation:* Advances in last-mile delivery technologies, such as drones and autonomous vehicles, may redefine the speed and efficiency of order fulfillment.
2) *Impact:* Traditional retailers may need to optimize their logistics and explore innovative delivery solutions to compete with the convenience of online shopping.

I. Consumer Data Privacy Concerns

1) *Anticipation:* Heightened awareness of data privacy issues may lead to increased scrutiny and regulations surrounding the collection and use of consumer data.
2) *Impact:* Traditional retailers may need to implement robust data protection measures to build and maintain consumer trust.

J. Shifts in Consumer Expectations

1) *Anticipation:* Evolving societal trends and generational shifts will influence consumer expectations, emphasizing values such as authenticity, social responsibility, and ethical practices.
2) *Impact:* Traditional retailers may need to align their brand values with changing consumer expectations to remain competitive.

Understanding and proactively responding to these anticipated impacts will be crucial for both online and traditional retailers as they navigate the evolving retail landscape. Agility, technological adoption, and a deep understanding of consumer preferences will be essential for success in the future retail environment.

VI. CONCLUSION

This paper concludes that e-commerce is very good for us as it provides us with a wide variety of products and services with lots of information and attractive pictures at an affordable price at our doorstep. It provides convenience to customers and allows the enterprise to expand its business over the Internet. E-commerce has a good impact on markets by reducing the cost of advertisements as many customers can be attracted through the internet, new brands can be developed, can maintain a good relationship with customers, and can make customized products according to customers' needs. However, e-commerce has a bad impact on offline retailers because customers buy at low price from online shops due to which they also have to lower their price and does not get any profit, retailers cannot maintain a large stock like online shops have stores because it will cost a huge loss to them.

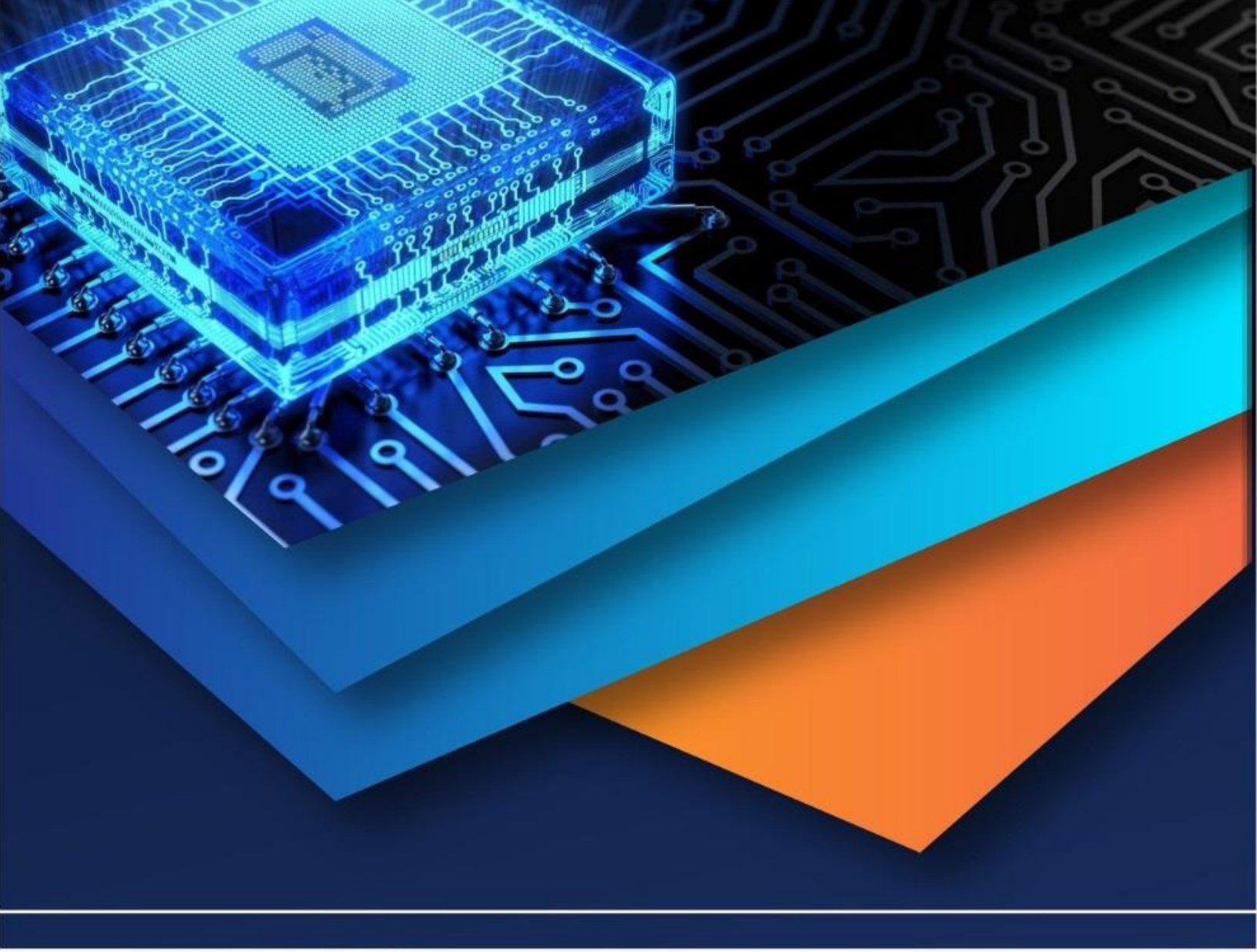
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They have to spend more money on offline advertisements to attract customers. Along with the impacts, e-commerce also offers some limitations in terms of markets and retailers that as website cost, to create and maintain a website a lot of money is required; infrastructure costs, to fulfill the orders online retailers have to maintain a large stock in a big warehouse which costs a lot; security and fraud, due to popularity of online shops criminal elements are also attracted to them who can hack the personal information and can misuse them; customer trust, it is difficult for customers to trust a new brand without looking, touching and face-to-face interaction.

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