

## **1.1 INTRODUCTION:**

E-commerce has a significant impact on business costs and productivity. E-Commerce has a chance to be widely adopted due to its simple applications. Thus it has a large economic impact. Electronic Commerce provides the capability of buying and selling products and information on the internet and other on-line service. Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. Electronic commerce is transforming the marketplace by changing firms business models, by shaping relations among market actors, and by contributing to changes in market structure. It is difficult to single out the impact of electronic commerce. Some businesses addresses three themes associated with electronic commerce and the organizational changes it entails changes in business models, changes in market structure and opportunities for economic growth created by organizational change. Electronic commerce creates the possibility of new models for organizing production and transacting business, by offering inters modality and Complementarily-not only substitution-in business models.

In the rapidly evolving landscape of commerce, the surge of e-commerce has become a transformative force, reshaping the dynamics of traditional retail. This research delves into the multifaceted impact of e-commerce on traditional retailers, exploring how the digital revolution has influenced consumer behavior, altered market structures, and challenged the conventional norms of retailing. This study aims to unravel the complexities of this paradigm shift and provide insights into strategies that can empower traditional retailers to thrive in the digital era.

By delving into the changing consumer preferences, technological advancements, and market trends, this research aims to shed light on the nuanced effects e-commerce has on traditional retailers. From the challenges posed by online competition to potential synergies between digital and physical retail, the study seeks to uncover strategies that can empower traditional retailers to navigate this evolving landscape successfully. Through a comprehensive analysis, we aspire to contribute valuable insights to the ongoing dialogue surrounding the coexistence of e-commerce and traditional retail channels.

## **1.2 SIGNIFICANCE OF THE STUDY:**

Studying the impact of e-commerce on traditional retailers is crucial as it illuminates the economic shifts reshaping consumer spending habits and market dynamics, empowering retailers to adapt strategies to remain competitive. By analyzing the competitive landscape, understanding evolving consumer behaviors, and addressing operational challenges posed by e-commerce, traditional retailers can effectively navigate the changing retail landscape. Moreover, such studies shed light on policy and regulatory implications, guiding policymakers and retailers in developing appropriate regulations and compliance strategies to ensure sustainable growth and success in an increasingly digitalized marketplace.

## **1.3 STATEMENT OF THE PROBLEM:**

The increasing prevalence of e-commerce poses a significant challenge to traditional retailers, raising concerns about their survival and competitiveness. As consumers increasingly shift towards online shopping, traditional retailers face the risk of declining foot traffic and sales. This research seeks to investigate the multifaceted impact of e-commerce on traditional retailers, addressing critical issues such as changing consumer behavior, the influence of digital marketing, and the need for strategic adaptation in order to sustain and thrive in this evolving retail landscape.

## **1.4 OBJECTIVES OF THE STUDY:**

The primary objectives of this research are to:

1. To analyze the extent of the impact of e-commerce on traditional retailers, focusing on shifts in consumer behavior, market dynamics, and sales patterns.
2. To identify the key challenges traditional retailers face in the era of e-commerce, including increased online competition, changing customer expectations, and technological disruptions.
3. To study the positive and negative effects of e-commerce.
4. To study how the e-commerce has shaken the traditional business.
5. To suggest remedies used to the traditional business for overcoming the menace of e-commerce.

## **1.5 SCOPE OF THE STUDY:**

Business in traditional commerce is limited to a particular area i.e., the reach of business is limited to the nearby places where it operates. On the contrary, the business has world wide reach in case of e-commerce, due to its ease of access. To the opinion of the most, the emergence of e-commerce desirably helped for the betterment of traditional business, This study helps to examine the positive and negative effect of e-commerce on traditional business. The study is relevant because a large majority of people now depends upon e commerce for their ease.

## **1.6 RESEARCH METHODOLOGY:**

The present study is descriptive in nature. Both primary as well as secondary will be used for the study. The primary data will be collected from hundred traditional business persons identified using convenient sampling method by administrating structured questionnaire through a blended mode. Collected data will be analysed using appropriate statistical tools in addition to this, relevant secondary data will be collected through journals, various books etc.

### **1.6.1 SOURCES OF DATA COLLECTION:**

In the preparation of the project report, the data is collected from different sources. The sources of data are as follows:

- **PRIMARY DATA:**

Original information gathered directly from the source by a researcher or investigator is referred to as primary data. Methods including surveys, experiments, interviews, direct measurements, or observations are used to collect this data. It is information that is gathered especially for a certain research study or analysis that has never before been gathered, processed, or interpreted by another person.

- **QUESTIONNAIRE:**

A questionnaire is a structured list of questions designed to collect data from people for surveys, research, or statistical analysis. This technique involves asking participants to provide detailed answers to questions related to a research project.

- **SECONDARY DATA:**

Information that has already been gathered, analysed, and published by someone else or for a reason unrelated to the current research goal is referred to as secondary data. It contains information gathered from various sources, including books, journals, government publications, databases, and other research projects. Scholars employ secondary data in their own research to analyze, compare, or validate findings without having to obtain new content from the original source.

#### **1.6.2 POPULATION:**

The population in a study is the total group that the researchers are interested in studying Or making inferences about. It's just like everything or everyone falls into a particular Description or category. Target population for this research would be 50 people of age above 18 years.

#### **1.6.3 SAMPLE:**

A sample is a smaller group selected from a larger group to serve as a representative Sample for a study or research project. Sample unit for this research would be 50 people of age above 18 years.

#### **1.6.4 SAMPLING SIZE:**

Sampling size simply refers to the number of things or people you choose to study from a larger group. For the investigation, 50 samples were chosen.

#### **1.6.5 SAMPLING METHOD:**

In this project, the convenience sampling method has been used.

#### **1.6.6 TOOLS OF ANALYSIS:**

The collected data has been analysed using these given tools of study:

- **SURVEY QUESTIONNAIRES:**

An organized list of questions called a survey questionnaire is used to get information

From respondents for research. You can conduct surveys online, over the phone, via mail,

Or in person.

- **RANDOM SAMPLING:**

In statistical analysis, random sampling is a technique used to choose a subset of people

Or things from a broader population so that each person has an equal probability of being

Chosen. This is a method in which each member of the population, or element, has an

Equal and known chance of getting selected.

### **1.7 LIMITATIONS OF THE STUDY:**

- The study was conducted in a short period. So elaborated study was not possible.
- The result of the research depends fully on the responses given by the sample respondents.
- The study was conducted for academic purpose cannot be broadly generalized.