**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.

**2.1 REVIEW OF LITERATURE**

The impact of e-commerce on traditional retailers has been extensively studied by researchers over the years. Here’s a brief overview of some key literature and researchers:

**Amit Mehra, Sanjeev Swami, and Tapan K. Panda (2005)**  explored the impact of e-commerce on traditional retailing in India, focusing on various dimensions such as consumer behavior, market structure, and competitive strategies.

**Erik Brynjolfsson and Lorin M. Hitt (1998)**  conducted a study on how the internet impacts traditional brick-and-mortar businesses, finding that e-commerce has a significant positive effect on sales growth for retailers.

**Michael R. Hagberg and Lisa C. Troy (2007)** investigated the relationship between e-commerce and traditional retailing in the context of small towns, highlighting both challenges and opportunities for local retailers.

**Kleindl, Brad, and Wankel, Charles (2003)**  explored the impact of e-commerce on traditional retailers, emphasizing the importance of adapting to changing consumer preferences and technological advancements.

**Dholakia, Ruby Roy, and Niraj Dawar (2008)** examined the impact of e-commerce on consumer behavior and its implications for traditional retailers, suggesting strategies for coexistence and synergy between online and offline channels.

**Ghose, Anindya, and Sha Yang (2009)** conducted research on how e-commerce affects offline sales in multichannel retailing, highlighting the complementary relationship between online and offline channels.

**Grewal, Dhruv, et al. (2004)** explored the impact of e-commerce on pricing strategies and consumer behavior in traditional retailing, suggesting ways for brick-and-mortar stores to compete effectively in the digital age.

**Turban, Efraim, et al. (2006)**  analyzed the impact of e-commerce on supply chain management in traditional retailing, identifying opportunities for increased efficiency and cost savings through the integration of online and offline operations.

**Bakos, Yannis, and Erik Brynjolfsson (2000)** investigated the impact of e-commerce on market structure and competition, emphasizing the importance of strategic responses by traditional retailers to mitigate disruptive effects.

**Kumar, Nirmalya, and Venkatesh Shankar (2007)** studied the impact of e-commerce on brand management and customer loyalty in traditional retailing, suggesting strategies for maintaining a strong brand presence across online and offline channels.

**Ghani, E., & Deshpande, S. P. (2016)** investigated the influence of e-commerce on traditional retailers’ business models. They highlighted the need for traditional retailers to adapt their business strategies to remain competitive in the digital age.

**Lee, J., Kim, J., & Lee, H. (2019)**  explored consumer perceptions and behaviors regarding online and offline shopping channels. They found that e-commerce has reshaped consumer preferences and shopping habits, posing challenges for traditional retailers.

**Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015)** examined the role of multichannel retailing, including e-commerce, in shaping consumer shopping experiences. They discussed the need for traditional retailers to integrate online and offline channels to provide seamless shopping experiences.

**Dholakia, U. M., & Rego, L. L. (2018)**  investigated the role of customer experience and satisfaction in shaping loyalty to traditional retailers versus online retailers. They found that while e-commerce offers convenience, traditional retailers can differentiate themselves through personalized experiences.

**Jaya Kumari, 2018** investigated the challenges faced by traditional retailers in India due to the rise of e-commerce, highlighting factors such as changing consumer preferences and increased competition.

**3.1 THEORETICAL FRAMEWORK**

**Traditional Market:** Traditional market is any form of marketing that uses offline media to reach an audience. Basic examples of traditional marketing include things like newspaper ads and other print ads, but there are also billboards, mail advertisements, and TV and radio advertisements.

**NATURE OF TRADITIONAL MARKET:**

* The traditional markets are owned, built and managed by the government or local.
* A system of bargaining between the seller and the buyer. Bargaining is one of the cultural forms in the market. It is to establish social relationships between sellers and buyers closer.
* The place of business is diverse and united in the same location. Though all are in the same location, merchandise every seller sell different items. There is also a grouping of merchandise according to the type of merchandise such as merchant groups of fish, vegetables, fruits, herbs, and meat.
* Most of the goods and services offered locally made. Merchandise sold in traditional markets is the result of the earth generated by the area. Although there are some merchandise taken from crops from other areas which are not far from the area but not to import up out of the island or country.

**TYPE OF TRADITIONAL MARKETS:**

* Handouts:
* Billboards
* Direct mail
* Print ads
* Event marketing
* Broadcasting
* Cold calling

### **ADVANTAGES OF TRADITIONAL MARKETING**

* Audience growth: Options like TV, radio and billboards can reach consumers in new markets and diverse geographic locations. More localized efforts such as flyers, direct mail and print ads can also engage consumers in a specific geographic area.
* Reusable materials: Companies can often reuse the same flyers, TV ads or radio ads, such as an advertisement that runs every year during a specific holiday season. This way, they can save time and money while still promoting the business.
* Credibility: Consumers associate traditional marketing with larger company budgets, which signals a brand‘s longevity, growth potential and financial stability. Consumers may be more willing to purchase from companies that they associate with these qualities.
* Brand exposure: A multimedia traditional marketing campaign is a great opportunity to improve brand recall among consumers and increase familiarity with the company‘s mission, values and products.

**DISADVANTAGES OF TRADITIONAL MARKETING**

* Cost: While some reusable traditional marketing methods can save money, paying for ad space and printing ad materials can be costly. Considerations about which demographics are likely to respond to which types of traditional marketing can result in more strategic and cost-effective marketing plans.
* Less clear KPIs: Key performance indicators (KPIs) are metrics that marketers use to gauge audience engagement with an advertising campaign, and these are much easier to track digitally. Because traditional marketing doesn‘t offer immediate insights into consumer behaviour, marketing teams can establish other benchmarks to gauge effectiveness, such as measuring new customers gained or products sold since the campaign‘s launch.
* Less segmentation: Digital marketers can use a variety of tools to make sure tailored ads appear in front of specific audience demographics, but traditional marketers don‘t have this advantage. Since they can‘t target their ads as precisely, traditional marketers may benefit from focusing their efforts on broad awareness about the company‘s values and products.
* Less adaptable: Once a company records or prints an ad, it‘s time-consuming and expensive to make changes. Since traditional marketers can‘t update their materials quickly, it‘s best to focus on.

**E-COMMERCE**

E-Commerce or Electronic Commerce means buying and selling of goods, products, or services over the internet. E-commerce is also known as electronic commerce or internet commerce. These services provided online over the internet network. Transaction of money, funds, and data are also considered as E-commerce. These business transactions can be done in four ways: Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B).

Examples of E-Commerce

* Amazon
* Flipkart
* eBay
* Fiverr
* Upwork
* Olx
* Quikr

**HISTORY OF E –COMMERCE**

The history of ecommerce started over 40 years ago, when the introduction of early technology like Electronic Data Interchange (EDI) and teleshopping in the 1970s paved the way for the modern-day ecommerce store as we know it today. The history of ecommerce is closely intertwined with the history of the internet. Online shopping became possible when the internet was opened to the public in 1991. Amazon was one of the first ecommerce sites in the US to start selling products online and thousands of businesses have followed since. The convenience, safety, and enjoyable user experience of ecommerce have improved exponentially since the inception of online shopping. In his article, we will discuss some of the key players and milestones of ecommerce. Online shopping was invented in pioneered in 1979 by entrepreneur Michael Aldrich in the United Kingdom. Aldrich was able to connect a modified domestic television to a real-time multi-user transaction processing computer via a telephone line. The system was marketed in 1980 and offered as business-to-business systems that were then sold in the UK, Ireland, and Spain. Book Stacks Unlimited, an online bookstore created by Charles M. Stack in 1992, was one of the earliest consumer shopping experiences. Stack‘s store began as a dial-up bulletin board three years before Amazon was founded. In 1994, Book Stacks Unlimited moved to the Internet as Books.com and was eventually acquired by Barnes & Noble. The August 12, 1994 issue of New York Times, appropriately titled ―Internet is Open‖ chronicled the sale between two friends of a Sting CD.

The Times said, ―The team of young cyberspace entrepreneurs celebrated what was apparently the first retail transaction on the Internet using a readily available version of powerful data encryption software designed to guarantee privacy.‖

### **TYPES OF E –COMMERCE**

Generally speaking, when we think of e-commerce, we think of an online commercial transaction between a supplier and a client. However, and although this. Idea is right we can be more specific and actually divide e- commerce into six major types , all with different characteristics.

They are;

1**.Business-To-Business:**Business-to-Business(B2B)e-commerce encompasses all electronic transactions of goods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce.

2.**Business-to-Consumer (B2C) :**The Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates. These types of relationships can be easier and more dynamic, but also more sporadic or discontinued. This type of commerce has developed greatly, due to the advent of the web, and there are already many virtual stores and malls on the Internet, which sell all kinds of consumer goods, such as computers, software, books, shoes, cars, food, financial products, digital publications, etc. When compared to buying retail in traditional commerce, the consumer usually has more information available in terms of informative content and there is also a widespread idea that you‘ll be buying cheaper, without jeopardizing an equally personalized customer service, as well as ensuring quick processing and delivery of your order

3.**Consumer-to-Consumer(C2C) :**Consumer-to-Consumer(C2C)encompasses towards all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out.

4.**Consumer-to-Business (C2B) :**In C2B there is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products. Examples of such practices are the sites where designers present several proposals for a company logo and where only one of them is selected and effectively purchased. Another platform that is very common in this type of commerce are the markets that sell royalty-free photographs, images, media and design elements, such as istackphoto.

 5.**Business-to-Administration:**This part of e-commerce encompasses all transactions conducted online between companies and public administration. This is an area that involves a large amount and a variety of services, particularly in areas such as fiscal, social security, employment, legal documents and registers, etc. These types of services have increased considerably in recent years with investments made in e-government.

6. **Consumer-to-Administration:** The Consumer-to-Administration model encompasses all electronic transactions conducted between individuals and public administration.

Examples of applications include:

* Education – disseminating information, distance learning, etc.
* Social Security – through the distribution of information, making payments, etc.
* Taxes – filing tax returns, payments, etc.
* Health – appointments, information about illnesses, payment of health services, etc.

Both models involving Public Administration (B2A and C2A) are strongly associated to the idea of efficiency and easy usability of the services provided to citizens by the government, with the support of information and communication technologies.

### **IMPACT OF E-COMMERCE ON EMPLOYMENT**

E-commerce helps create new job opportunities due to information related services, software app and digital products. It also causes job losses. The areas with the greatest predicted jobless are retail, postal, and travel agencies. The development of e-commerce will create jobs that require highly skilled workers to manage large amounts of information, customer demands, and production processes. In contrast, people with poor technical skills cannot enjoy the wages welfare. On the other hand, because e-commerce requires sufficient stocks that could be delivered to customers in time, the warehouse becomes an important element. Warehouse needs more staff to manage, supervise and organize, thus the condition of warehouse environment will be concerned by employees.

### **Impact on customers**

E-commerce brings convenience for customers as they do not have to leave home and only need to browse websites online, especially for buying products which are not sold in nearby shops. It could help customers buy a wider range of products and save customers' time. Consumers also gain power through online shopping. They are able to research products and compare prices among retailers. Thanks to the practice of user-generated ratings and reviews from companies like Bazaarvoice, Trustpilot, and Yelp, customers can also see what other people think of a product, and decide before buying if they want to spend money on it. Also, online shopping often provides sales promotion or discounts code, thus it is more price effective for customers. Moreover, e-commerce provides products' detailed information; even the in-store staff cannot offer such detailed explanation. Customers can also review and track the order history online.

E-commerce technologies cut transaction costs by allowing both manufactures and consumers to skip through the intermediaries. This is achieved through by extending the search area best price deals and by group purchase. The success of e-commerce in urban and regional levels depend on how the local firms and consumers have adopted to e-commerce.

However, e-commerce lacks human interaction for customers, especially who prefer face-to face connection. Customers are also concerned with the security of online transactions and tend to remain loyal to well-known retailers. In recent years, clothing retailers such as Tommy Hilfiger have started adding Virtual Fit platforms to their e-commerce sites to reduce the risk of customers buying the wrong sized clothes, although these vary greatly in their fit for purpose. When the customer regret the purchase of a product, it involves returning goods and refunding process. This process is inconvenient as customers need to pack and post the goods. If the products are expensive, large or fragile, it refers to safety issues.

### **Impact on the environment**

In 2018, E-commerce generated 1.3 million short tons (1.2 megatonnes) of container cardboard in North America, an increase from 1.1 million (1.00)) in 2017. Only 35 percent of North American cardboard manufacturing capacity is from recycled content. The recycling rate in Europe is 80 percent and Asia is 93 percent. Amazon, the largest user of boxes, has a strategy to cut back on packing material and has reduced packaging material used by 19 percent by weight since 2016. Amazon is requiring retailers to manufacture their product packaging in a way that doesn't require additional shipping packaging. Amazon also has an 85-person team researching ways to reduce and improve their packaging and shipping materials.

Accelerated movement of packages around the world includes accelerated movement of living things, with all its attendant risks.[56] Weeds, pests, and diseases all sometimes travel in packages of seeds.[56] Some of these packages are part of brushing manipulation of ecommerce reviews.

### **FUTURE OF E-COMMERCE**

According to Statistics, ecommerce revenue is expected to show a yearly growth rate of 14.56%, resulting in a projected market volume of $1,365.00 billion by 2025 — which goes to show that ecommerce is no passing trend.

Especially with the rise of omnichannel shopping experiences, digital buyers should expect to be able to research, browse, shop and purchase seamlessly between different devices and on various commerce platforms.

Other trends to watch for in the future of ecommerce include:

* Robust customer journeys and personalization.
* Artificial intelligence-enabled shopping.
* Social shopping.
* Mobile commerce.
* Digital currencies, such as mobile wallets and cryptocurrency.

Overall, we have to remember that ecommerce is still fairly new in the big picture of retail. The future holds endless opportunity, but its success and continuation will depend largely on buyers‘ preferences in the future**.**

**IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL BUSINESS**

**1. Increasing Competition:**

Traditional retail businesses face intense competition from various sources, including online retailers, e-commerce platforms, and big-box stores. These competitors often offer a wide range of products, competitive pricing, and convenient shopping experiences, attracting customers away from traditional brick-and-mortar stores.

For example, A local bookstore faces competition from online retailers like Amazon, which offers a vast selection of books at competitive prices. Many customers choose the convenience of online shopping and opt for digital books or e-books instead of visiting the physical store.

**2. Changing Consumer Behavior:**

The shift in consumer behaviour towards online shopping and digital experiences has posed a significant challenge for traditional retail businesses. Today, consumers increasingly prefer the convenience of shopping from their homes, comparing prices online, and having products delivered to their doorstep.

For example, A traditional clothing retailer faces challenges as more customers prefer to browse and purchase clothes through online platforms. Consumers can easily compare prices, read customer reviews, and order clothes without leaving their homes, reducing foot traffic to physical stores.

**3. Comparing Product Options:**

As compared to traditional business, e-commerce provides customers with a wide range of alternatives while shopping. It gives the customers an opportunity to check out the merchandise and simultaneously compare similar products on different websites. By doing so, e-commerce also helps customers in comparing prices which is not an easy process in traditional business. Therefore, customers shift from traditional business towards e-commerce.

For example, it is easy to compare clothes and their prices (including discounts) on different websites like Flipkart, Amazon, Myntra, etc., then to go to a physical marketplace and search for clothes at different shops.

**4. Changes in Supply Chain:**

With the rise in e-commerce, there have been numerous changes in the supply chain. It is because retailers have had to adapt to the increased demand for efficient and fast shipping. This change in the supply chain has resulted in new logistics and fulfilment challenges for traditional retailers.

**5. Opportunities for Integration:**

Besides the negative impacts, e-commerce has also given traditional businesses some opportunities. It includes integration between the online and offline channels. With e-commerce, traditional retailers have successfully developed omnichannel strategies allowing their customers to shop online and pick up products in-store or to order the product online, and then return them (if required) at the physical store. Examples of businesses using omnichannel strategy include Decathlon, H&M, etc.

# **TABLE 4.1**

# **AGE CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Age** | **Number of respondents** | **Percentage** |
| 18-24 | 7 | 14 |
| 24-30 | 8 | 16 |
| 30-40 | 21 | 42 |
| Above 40 | 14 | 28 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.1**

# **AGE CLASSIFICATION**

**INTERPRETATION:**

This data in above table 4.1 represents the age distribution of respondents. It shows that most respondents, 42%, are aged between 30 and 40, followed by 28% above 40, 16% between 24 and 30, and 14% between 18 and 24**.**

#  **TABLE 4.2**

# **GENDER CLASSIFICATION**

|  |  |  |
| --- | --- | --- |
| **Gender** | **No. of respondents** | **Percentage** |
| Male | 41 | 82 |
| Female | 9 | 18 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.2**

# **GENDER CLASSIFICATION**

82

%

18

%

Male

Female

 **INTERPRETATION:**

The data in above table 4.2 shows responses from 50 individuals, with 41 being male and 9 being female. This indicates that 82% of the respondents are male, while 18% are female.

It suggests a significant gender imbalance in the sample, with males being the majority.

# **TABLE 4.3**

# **DURATION OF WORKING AS A TRADITIONAL RETAILER**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Less than one year | 9 | 18 |
| 1-5 years | 20 | 40 |
| 6-10 years | 15 | 30 |
| More than 10 years | 6 | 12 |
| Total | 50 | 100 |

Source: primary data

**FIGURE 4.3**

# **DURATION OF WORKING AS A TRADITIONAL RETAILER**

**INTERPRETATION:**

The above data represents the years of experience of 50 respondents. The majority, 40%, have 1-5 years of experience, followed by 30% with 6-10 years, 18% with less than one year, and 12% with more than 10 years. This suggests a relatively balanced distribution of experience levels among the respondents.

# **TABLE 4.4**

# **EVALUATING CUSTOMER FOOT TRAFFIC AMID ECOMMERCE GROWTH**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Increased | 31 | 62 |
| Decreased | 16 | 32 |
| No noticeable change | 3 | 6 |
| Total | 50 | 100 |

Source: primary data

**FIGURE 4.4**

# **EVALUATING CUSTOMER FOOT TRAFFIC AMID ECOMMERCE GROWTH**

62

%

32

%

6

%

Increased

Decreased

No noticeable change

 **INTERPRETATION:**

The data in above table 4.4 suggests that a significant majority, 62%, of respondents have observed an increase in customer footfall since the rise of e-commerce. Conversely, 32% of respondents have seen a decrease, while a smaller proportion of 6% noted no noticeable change. This indicates a mixed impact of e-commerce on customer foot traffic, with a notable trend towards an increase.

# **TABLE 4.5**

# **CHALLENGES FACED IN COMPETING WITH E-COMMERCE PLATFORM**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Pricing competition | 12 | 24 |
| Technology adoption | 19 | 38 |
| Supply chain issues | 14 | 28 |
| All of the above | 5 | 10 |
| Total | 50 | 100 |

 Source: primary data

# **FIGURE 4.5**

# **CHALLENGES FACED IN COMPETING WITH E-COMMERCE PLATFORM**

 **INTERPRETATION:**

This data suggests that a significant portion of respondents are concerned about technology adoption (38%) and supply chain issues (28%), while pricing competition is also a notable concern (24%). Additionally, a small portion (10%) identified all of the above factors as issues.

# **TABLE 4.6**

# **EVOLUTION OF IN-STORE SHOPPING EXPERIENCE OF CUSTOMERS IN THE AGE OF E-COMMERCE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Improved | 22 | 44 |
| Declined | 20 | 40 |
| Remained unchanged | 6 | 12 |
| Not applicable | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.6**

# **EVOLUTION OF IN-STORE SHOPPING EXPERIENCE OF CUSTOMERS IN THE AGE OF E-COMMERCE**

**INTERPRETATION:**

The above data indicates that 44% of respondents reported improvement, while 40% reported decline. Only a small percentage (12%) stated that conditions remained unchanged, and 4% found the question not applicable.

**TABLE 4.7**

# **FACTORS INFLUENCING CUSTOMER’S PREFERENCE FOR TRADITIONAL RETAIL OVER E-COMMERCE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. Of respondents** | **Percentage** |
| Personalized service | 19 | 38 |
| Immediate product availability | 20 | 40 |
| In-store experience | 8 | 16 |
| All of the above | 3 | 6 |
| Total | 50 | 100 |

Source: Primary data

**FIGURE 4.7**

# **FACTORS INFLUENCING CUSTOMER’S PREFERENCE FOR TRADITIONAL RETAIL OVER E-COMMERCE**

38

%

%

40

%

16

6

%

0

%

%

5

10

%

%

15

20

%

%

25

%

30

35

%

40

%

45

%

Personalized

service

Immediate

product

availability

In-store

experience

All of the above

percentage

factors

**INTERPRETATION:**

The data in above table 4.7 shows that a significant portion of respondents value immediate product availability (40%) and personalized service (38%). In-store experience is also considered important by 16% of respondents. Additionally, a small percentage (6%) highlighted all of the mentioned factors as significant.

**TABLE 4.8**

# **EXPLORED TEAMING UP WITH ONLINE RETAILERS FOR EXPANSION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Yes | 22 | 44 |
| No | 13 | 26 |
| Currently considering | 13 | 26 |
| Not applicable | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.8**

# **EXPLORED TEAMING UP WITH ONLINE RETAILERS FOR EXPANSION**

**INTERPRETATION:**

This data in above table 4.8 suggests that 44% of respondents answered “Yes” to the question, while 26% answered “No” and another 26% are currently considering the matter. Only a small percentage (4%) found the question not applicable.

**TABLE 4.9**

# **IMPACT OF E-COMMERCE COMPETITION ON PRICING STRATEGY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. Of respondents** | **Percentage** |
| Lowered prices | 26 | 52 |
| Maintained prices | 18 | 36 |
| Increased prices | 4 | 8 |
| Unsure | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.9**

# **IMPACT OF E-COMMERCE COMPETITION ON PRICING STRATEGY**

 **INTERPRETATION:**

The above data indicates that a majority of respondents (52%) reported lowering prices, while 36% maintained their prices. Only a small percentage (8%) increased prices, and 4% were unsure about their pricing strategy.

**TABLE 4.10**

# **IMPACT OF E-COMMERCE ON SALES REVENUE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Increased | 21 | 42 |
| Remained the same | 21 | 42 |
| Decreased moderately | 6 | 12 |
| Decreased significantly | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.10**

# **IMPACT OF E-COMMERCE ON SALES REVENUE**

%

42

42

%

12

%

4

%

%

0

5

%

10

%

15

%

%

20

%

25

30

%

%

35

40

%

45

%

Increased

Remained the same

Decreased

moderately

Decreased

significantly

percentage

impact

 **INTERPRETATION:**

The data in above table 4.10 suggests that 42% of respondents experienced an increase in their metric, while an equal percentage (42%) reported no change. A smaller portion (12%) reported a moderate decrease, and only 4% experienced a significant decrease.

**TABLE 4.11**

# **IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL INVENTORY MANAGEMENT**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Improved efficiency | 17 | 34 |
| Increased complexity | 23 | 46 |
| Not applicable | 9 | 18 |
| No significant change | 1 | 2 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.11**

# **IMPACT OF E-COMMERCE ON TRADITIONAL RETAIL INVENTORY MANAGEMENT**

 **INTERPRETATION:**

The above data indicates that 46% of respondents reported an increase in complexity, while 34% reported improved efficiency. About 18% found the question not applicable, and only 2% reported no significant change.

# **TABLE 4.12**

# **RETAILERS PARTNERING WITH E-COMMERCE FOR GROWTH**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. Of respondents** | **Percentage** |
| Yes | 19 | 38 |
| No | 19 | 38 |
| Unsure | 12 | 24 |
| Not applicable | 0 | 0 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.12**

# **RETAILERS PARTNERING WITH E-COMMERCE FOR GROWTH**

 **INTERPRETATION:**

The above data suggests an equal split between respondents who answered “Yes” and “No,” both at 38%, indicating a balanced perspective. However, a notable portion (24%) were unsure about their response. No respondents found the question not applicable.

**TABLE 4.13**

**MAXIMIZING ONLINE PLATFORMS FOR MARKETING AND PROMOTION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No.of respondents** | **Percentage** |
| Extensively | 18 | 36 |
| Moderately | 23 | 46 |
| Minimally | 7 | 14 |
| Not at all | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.13**

**MAXIMIZING ONLINE PLATFORMS FOR MARKETING AND PROMOTION**

 **INTERPRETATION:**

The above data indicates that 36% of respondents extensively engaged in the activity, while 46% reported moderate involvement. Only 14% participated minimally, and 4% did not engage in the activity at all.

# **TABLE 4.14**

# **IMPACT OF E-COMMERCE ON EMPLOYMENT PRACTICES**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No of respondents** | **Percentage** |
| Increased hiring | 15 | 30 |
| No change | 19 | 38 |
| Decreased hiring | 14 | 28 |
| Not sure | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.14**

# **IMPACT OF E-COMMERCE ON EMPLOYMENT PRACTICES**

**INTERPRETATION:**

The above data suggests that 38% of respondents reported no change in hiring practices, while 30% indicated increased hiring. Additionally, 28% reported decreased hiring, and 4% were unsure about their hiring situation.

# **TABLE 4.15**

# **LOCAL COMMUNITY SUPPORT FOR RETAIL SUSTAINABILITY**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Strong support | 17 | 34 |
| Moderate support | 23 | 46 |
| Limited support | 9 | 18 |
| No support observed | 1 | 2 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.15**

# **LOCAL COMMUNITY SUPPORT FOR RETAIL SUSTAINABILITY**

**INTERPRETATION:**

The data in above table 4.15 suggests that 46% of respondents expressed moderate support, while 34% showed strong support. Additionally, 18% indicated limited support, and only 2% reported no support observed.

**TABLE 4.16**

**TECHNOLOGY UPGRADES BOOST TRADITIONAL RETAIL OPERATIONS**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Yes, extensively | 19 | 38 |
| Yes, moderately | 29 | 58 |
| No, but considering | 2 | 4 |
| Total | 50 | 100 |

Source: primary data

#  **FIGURE 4.16**

**TECHNOLOGY UPGRADES BOOST TRADITIONAL RETAIL OPERATIONS**

38

%

58

%

4

%

Yes, extensively

Yes, moderately

No, but considering

 **INTERPRETATION:**

The data in above table 4.16 suggests that a majority of respondents (58%) reported engaging in the activity moderately, while 38% indicated extensive involvement. Additionally, a small portion (4%) reported not currently engaging in the activity but considering it.

**TABLE 4.17**

**EXPLORATION OF PARTNERSHIPS WITH E-COMMERCE PLATFORMS FOR BUSINESS EXPANSION**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Yes,actively pursuing partnerships | 13 | 26 |
| Considering partnerships | 24 | 48 |
| Not interested in partnerships | 10 | 20 |
| Not applicable | 3 | 6 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.17**

**EXPLORATION OF PARTNERSHIPS WITH E-COMMERCE PLATFORMS FOR BUSINESS EXPANSION**

 **INTERPRETATION:**

The above data suggests that 48% of respondents are considering partnerships, while 26% are actively pursuing them. Additionally, 20% of respondents indicated they are not interested in partnerships, and 6% found the question not applicable.

**TABLE 4.18**

# **KEY DIFFERENCES BETWEEN TRADITIONAL RETAILER AND E-COMMERCE**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. Of respondents** | **Percentage** |
| Personalized customer service | 15 | 30 |
| Physical shopping experience | 23 | 46 |
| Competitive pricing | 12 | 24 |
| Total | 50 | 100 |

Source: primary data

# **FIGURE 4.18**

# **KEY DIFFERENCES BETWEEN TRADITIONAL RETAILER AND E-COMMERCE**

**INTERPRETATION:**

The above data indicates that 46% of respondents value the physical shopping experience, while 30% prefer personalized customer service. Competitive pricing is also important to 24% of respondents.

**TABLE 4.19`**

# **E-COMMERCE HELPED IN REDUCING OPERATIONAL COST**

|  |  |  |
| --- | --- | --- |
| **Particulars** | **No. of respondents** | **Percentage** |
| Yes | 32 | 64 |
| No | 18 | 36 |
| Total | 50 | 100 |

Source: primary data

**FIGURE 4.19**

# **E-COMMERCE HELPED IN REDUCING OPERATIONAL COST**

64

%

36

%

Yes

No

**INTERPRETATION:**

The above data suggests that the majority of respondents, 64%, answered “Yes” to the question, while 36% answered “No.”

**5.1 FINDINGS**

* majority of respondents, 42%, are aged between 30 and 40
* 82% of the respondents are male
* The majority, 40%, have 1-5 years of experience
* 62%, of respondents have observed an increase in customer footfall since the rise of e-commerce
* significant portion of respondents are concerned about technology adoption ,(38%)
* 44% of respondents reported improvement
* significant portion of respondents value immediate product availability (40%)
* 44% of respondents answered Yes for Explored teaming up with online retailers for expansion
* majority of respondents (52%) reported lowering prices as the impact of E-commerce on pricing strategy
* 42% of respondents experienced an increase in their metric, while an equal percentage (42%) reported no change in the impact on sales revenue
* 46% of respondents reported an increase in complexity
* equal split between respondents who answered Yes and No, both at 38% for patrnering with retailers for growth.
* 46% reported moderate involvement for marketing and promotion
* 38% of respondents reported no change in hiring practices
* majority of respondents (58%) reported engaging in the activity moderately
* 46% of respondents expressed moderate support for retail sustainability
* majority of respondents (58%) reported engaging in the activity moderately
* 48% of respondents are considering partnerships
* 46% of respondents value the physical shopping experience
* 64% of the respondents consider e-commerce helped in reducing operational cost

**5.2 SUGGESTIONS**

* Investigate how gender influences consumer behavior and preferences in e-commerce.
* Explore how experience in retail affects responses to e-commerce trends.
* Identify drivers behind increased footfall and strategies for capitalizing on it.
* Address concerns about technology adoption and provide mitigation strategies.
* Identify areas of improvement and share best practices with other retailers.
* Explore strategies for meeting consumer expectations for product availability.
* Analyze motivations behind exploring partnerships and share successful models.
* Offer strategies for managing increased complexity in retail operations.
* Identify opportunities for improving effectiveness of marketing efforts.
* Assess implications of stable hiring practices and suggest adaptations.
* Explore factors driving moderate engagement in retail activities.
* Offer recommendations for integrating sustainable practices into retail operations.
* Provide guidance for retailers considering partnerships with online retailers.
* Highlight value of in-store experience and suggest enhancement strategies.

**5.3 CONCLUSION**

The survey highlights significant trends and concerns in the retail sector influenced by e-commerce. Key findings include preferences for immediate product availability and physical shopping experiences, alongside concerns about technology adoption and complexity. Strategies are needed to address these concerns, improve marketing effectiveness, and enhance sustainability practices while exploring partnerships with online retailers for expansion. Overall, understanding demographic influences and implementing strategic recommendations are essential for retailers to thrive In the evolving retail landscape.

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 **QUESTIONNAIRE**

1. Name:
2. Age:

☐18-24

☐24-30

☐30-40

☐Above 40

1. Gender:

☐ Female ☐ Male

1. How long have you been operating as a traditional retailer?

☐ Less than 1 year ☐ 1-5 years

☐ 6-10 years ☐ More than 10years

1. Have you observed any changes in customer footfall since the rise of E-commerce?

☐ Increased

☐ Decreased

☐ No noticeable change

1. What challenges have you faced in competing with E-commerce platforms?

☐ Pricing competition

☐ Technology adoption

☐ Supply chain issues

☐ All of the above

1. How has the customer shopping experience in your physical store evolved with the growth of E-commerce?

☐ Improved

☐ Declined

☐ Remained unchanged

☐ Not applicable

1. In your opinion, what factors contribute to customers choosing traditional retail over E-commerce?

☐ Personalized service

☐ Immediate product availability

☐ In-store experience

☐ All of the above

1. Have you explored collaborations with E-commerce platforms to expand your market reach?

☐ yes

☐ No

☐ Currently considering

☐ Not applicable

1. How has the pricing strategy of your products been affected by the competition with E-commerce?

☐ Lowered prices

☐ Maintained prices

☐ Increased prices

☐ Unsure

1. How has the rise of e-commerce impacted your overall sales revenue?

☐ Increased

☐ Remained the same

☐ Decreased moderately

☐ Decreased significantly

1. In terms of inventory management, how has E-commerce affected your traditional retail operations?

☐ Improved efficiency

☐ Increased complexity

☐ Not applicable

☐ No significant change

1. In terms of market expansion, do you see potential opportunities for traditional retail businesses collaborating with E-commerce platforms?

☐ Yes

☐ No

☐ Unsure

☐ Not applicable

1. To what extent do you use online platforms for marketing and promotion?

☐ Extensively

☐ Moderately

☐ Minimally

☐ Not at all

1. How has the rise of e-commerce affected your employment practices, if at all?

☐ Increased hiring

☐ No change

☐ Decreased hiring

☐ Not sure

1. support received from local communities in sustaining your traditional retail business?

☐ Strong support

☐ Moderate support

☐ Limited support

☐ No support observed

1. Have you implemented any technology or digital solutions to enhance your traditional retail business? ☐Yes, extensively

☐ Yes, moderately

☐ No, but considering

1. Are you exploring partnerships with E-commerce platforms to expand your reach? ☐Yes, actively pursuing partnerships

☐ Considering partnerships

☐ Not interested in partnerships

☐ Not applicable

1. In your opinion, what key factor distinguishes the unique value proposition of traditional retail compared to E-commerce?

☐ Personalized customer service

☐ Physical shopping experience

☐ Competitive pricing

☐ Other

1. whether e-commerce helped in reducing operational cost?

☐ Yes

☐ No