

INTRODUCTION

In recent years, the rapid evolution of e-commerce has profoundly impacted the retail industry, reshaping the way consumers shop and interact with brands. E-commerce, characterized by online transactions and digital marketplaces, has introduced a new dimension to retail, offering unprecedented convenience, variety, and accessibility. This shift is not merely a technological advancement but a transformative force that challenges traditional retail models. Understanding the implications of this shift is crucial for assessing how traditional retailers can adapt and thrive in this evolving landscape. Traditional retailers, who have long operated through physical storefronts, face significant challenges from the rise of e-commerce. These challenges include increased competition, changing consumer expectations, and the need to integrate digital solutions into their business strategies. The convenience of online shopping allowing consumers to browse, compare, and purchase products from the comfort of their homes has shifted consumer behaviour, leading to a decline in foot traffic to brick-and-mortar stores. Consequently, traditional retailers must reassess their strategies to maintain relevance and competitive advantage.

E-commerce platforms offer consumers a wide range of products with just a few clicks, often accompanied by competitive pricing and personalized shopping experiences. This abundance of choice and convenience puts pressure on traditional retailers to enhance their value propositions. Many traditional retailers have responded by developing their own online presence, integrating omnichannel strategies, and leveraging digital marketing to reach broader audiences. However, the success of these adaptations varies, influenced by factors such as technological capabilities, market positioning, and consumer engagement strategies.

Moreover, the impact of e-commerce extends beyond consumer behaviour to affect operational aspects of traditional retail businesses. Inventory management, supply chain logistics, and customer service practices are all areas influenced by the digital shift. Traditional retailers must invest in technology and process improvements to compete effectively, which can be both challenging and costly. The integration of e-commerce solutions requires a strategic approach to align online and offline operations, ensuring a seamless customer experience.

OBJECTIVES OF THE STUDY

- To Investigate how e-commerce has influenced consumer purchasing decisions, preferences, and shopping habits compared to traditional retail.
- To assess the impact of e-commerce on the sales performance of traditional retailers, including shifts in revenue, market share, and customer retention.
- To identify and analyze the strategies that traditional retailers are adopting to compete with e-commerce platforms.
- To investigate the operational changes that traditional retailers have implemented in response to the rise of e-commerce.

SCOPE OF THE STUDY

The scope of this study is limited to analyzing the impact of e-commerce on traditional retail businesses in Kannur District. It focuses on understanding how the rise of online shopping platforms affects the sales, customer footfall, and overall business operations of local retailers. The study will examine various types of retail sectors, including apparel, electronics, groceries, and other consumer goods. It will also explore consumer purchasing patterns, preferences, and the challenges faced by retailers in adapting to technological advancements. The research will be confined to Kannur District, offering a localized perspective on the broader national and global trends in retail transformation. Through this focused approach, the study aims to provide actionable insights for stakeholders in the region.

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.

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