

A STUDY ON SCENARIO OF TRADITIONAL RETAIL VERSUS ONLINE SHOPPING IN INDIA

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Paper Received: 14.12.2021 / **Paper Accepted:** 12.01.2022 / **Paper Published:** 15.01.2022

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Abstract

Indian traditional retail, which has a long history, is currently faced with two challenges: competing with e-commerce giants while adjusting to the changing demands of consumers who are tech savvy. Metro cities, where consumer preferences and rates of technological adoption are at their highest, are particularly affected by these difficulties. E-commerce and traditional retail are two different but related shopping concepts. Traditional retail delivers concrete, in-person interactions that let shoppers examine things in-person before making a purchase. It encourages instant reward, close relationships, and sensory involvement. On the other hand, e-commerce provides unmatched ease by letting customers shop and make purchases from any location. For decision-making, it makes use of individualised recommendations, a wide selection of products, and internet reviews. Although e-commerce frequently has cheaper overhead expenses than traditional retail, it lacks the sensory elements of that industry. Whether a customer prefers digital transactions for convenience or experiential shopping depends on their interests. The two methods coexist, and some shops have adopted omnichannel strategies to combine the advantages of the two methodologies. This paper discusses about scenario of traditional retail versus online shopping in India.

Keywords: Traditional Retail, Online Shopping, India, Customer.

Introduction

Traditional retail refers to actual brick-and-mortar establishments where customers may interact physically while shopping. It involves face-to-face encounters between clients and salespeople, enabling quick product evaluation, tactile involvement, and direct client support. The sensory-rich atmosphere offered by traditional retail stores allows customers to try on clothing, test out products, and get immediate advice. Traditional retail places an emphasis on personalised client encounters, generating a sense of community and loyalty even as it competes with e-commerce. It frequently thrives on developing distinctive environments, retail designs, and displays to draw customers. Despite difficulties like shifting customer habits and technological changes, traditional retail is still an important part of the retail landscape since it provides a unique shopping experience based on physical presence.

Electronic commerce, or e-commerce, is the term used to describe the online marketplace for buying and selling goods and services. By allowing customers to choose from a huge selection of goods and services via websites and mobile apps, it has completely changed the retail industry. E-commerce provides ease by enabling purchases whenever and wherever they are desired. It also makes it easier to compare prices, study products, and get individualised recommendations.

Payment gateways guarantee safe online purchases, and choices for doorstep delivery raise client happiness. The dominance of major businesses like Amazon, Alibaba, and eBay on the global e-commerce scene demonstrates the strength of online marketplaces. Consumer behaviour has changed as a result of e-commerce, which has also had an impact on traditional retail and forced companies to modernise by enhancing their online visibility and customer experience.

Literature Review

According to Lauren I. Labreque (2016) [2], the purpose of this calculated paper is to investigate four principal different devices, which use to disseminate e-marketing advancement and understanding their distinct effect on buyers' recognition. These four devices are mobile marketing, e-mail marketing, web marketing, and marketing through informal communication sites. This inquiry also covered E-advertising, marketing through the web, mobile marketing, web marketing, and the role of social networking sites, as well as their contribution in terms of the perceptual differences and highlights that are crucial to them according to the published literature. The overview of the investigation includes some discussion of portable advertising, including the words adaptation, job of trust, and customers' satisfaction.

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In addition, there are a few characteristics of marketing through e-mail, such as the permission issue in e-mail in the point of using for marketing activity and the essential success factor based on previous written works.

(2015) according to Anil Kumar [4]; B2B advanced content marketing is an example of an inbound marketing strategy, and as such, it provides an answer to the problem of the diminishing effectiveness of traditional interruptive marketing techniques. This investigation piques people's interest in this burgeoning phenomenon, presents a variety of tidbits of information and views on effective practice, and contributes to a better theoretical understanding of the role that digital content plays in advertising.

Traditional Retail

1. Factual Presence: In traditional retail, consumers buy goods from real shops or businesses. Customers' real presence at physical stores or other physical institutions is referred to as factual presence in conventional retail. It entails customers going into these stores in person, interacting with the merchandise, looking through the shelves, and communicating with the salespeople. Customers can experience the tactile elements of shopping with factual presence, including trying on clothes, closely inspecting products, and getting help right away. Customers can make educated purchasing selections based on firsthand experiences thanks to this type of presence, which facilitates in-person conversations. The immediate delight of being able to take purchases home right away and the social side of shopping with friends or family are also related with factual presence.

2. In-Person Interaction: Clients can speak with sales representatives, test out products, and get prompt support. In the context of traditional retail, in-person interaction refers to direct interactions between customers and salespeople in physical locations. It incorporates open dialogue where clients can ask questions, seek guidance, and receive tailored support from savvy sales representatives. The benefits of in-person connection include real-time responses, product demos, and personalised recommendations that improve the buying experience. Customers are also able to address problems, dispel uncertainties, and get assistance with decision-making through this connection. The chance to interact with specialists promotes confidence and trust, which helps customers feel satisfied. Additionally, face-to-face communication can foster a social environment, transforming shopping from a simple transaction into a fulfilling social activity.

3. Immediate gratification: Rather than waiting for delivery, products can be bought and picked up right away. In conventional retail, "immediate gratification" refers to the happiness and satisfaction buyers feel when they can get their desired products right away after making a purchase. Customers may immediately take products home from brick-and-mortar businesses, avoiding the shipping wait time associated with internet buying. This quick access to the things you've bought gives you a feeling of accomplishment and lets you utilise or enjoy them straight away. It supports impulsive purchasing tendencies and the human drive for immediate gratification. For urgent requirements, special occasions, or when buyers like to physically touch things before making a purchasing choice, this feature of conventional shopping might be especially helpful. [1]

4. Tangible Experience: Before making a purchase, customers can touch, feel, and physically inspect things. The tactile and sensory engagement customers have with products in physical stores is referred to as having a tangible experience when shopping traditionally. It includes the capacity to physically interact with, test-wear, and evaluate products before making a purchasing choice. Customers can judge product quality, texture, size, and compatibility through this hands-on interaction in a way that online purchasing can't quite match. The tactile feel gives the buying experience richness and helps customers establish more accurate opinions of the goods. For things like apparel, accessories, and home goods, where the sensory experience contributes to overall satisfaction and trust in the chosen purchase, this aspect of conventional buying is especially crucial.

5. Limited Accessibility: Shops have set hours of operation, and clients must go to the actual store. In terms of traditional shopping, limited accessibility refers to the physical stores' limited availability based on their hours of operation and locations. Brick-and-mortar stores have regular opening and closing hours, in contrast to online purchasing, where websites can be accessed from anywhere with an internet connection at any time. For people with hectic schedules or who must buy at odd hours, this can provide difficulties. Additionally, for those who reside in rural places or have limited access to reliable transportation, having to physically travel to stores can be unpleasant. One benefit of internet buying, which offers ease and flexibility in terms of when and where customers may make purchases, is highlighted by the limited accessibility of traditional shopping. [5, 6]

6. Social Outing: Going shopping in a real store might be a chance to socialise and engage with others. In the context of conventional retail, a social

outing is the action of going to physical stores for leisure or social purposes. Shopping becomes a communal experience for people when they go to real stores with friends, family, or other companions. It provides an opportunity to spend time together, have meaningful conversations, and form bonds while choosing and buying things. Shopping might involve dining, browsing various stores, and taking in the atmosphere of shopping centres in addition to the actual transaction. Shopping can also be a fun social activity. This social component gives purchasing a level of delight and interpersonal engagement that online shopping might not be able to match.

7. Impulse purchasing: Store displays and special offers may prompt impulsive purchases.

8. Local Impact: Physical stores support regional economies and create jobs for residents. The unexpected and spontaneous buying behaviour that happens when customers make purchases on the spur of the moment is referred to as "impulse purchasing" in traditional retail. In physical establishments, cleverly positioned displays, arresting advertisements, and alluring product layouts can lead to impulsive purchases. Customers may be persuaded to make a purchase by reduced goods, one-time deals, or something they hadn't planned to. Since buyers can immediately view, touch, and try on products, the tactile and instantaneous character of traditional shopping may intensify this behaviour. While making purchases on the spur of the moment might result in rewarding purchases, it's crucial to temper such spontaneity with deliberate choice-making to make sure purchases match actual needs and preferences. Through targeted advertising, individualised product recommendations, and simple one-click purchasing, online shopping also makes impulse purchases easier.

Online Shopping

1. Virtual Presence: Online shopping entails making purchases using applications or websites. When purchasing online, the term "virtual presence" describes how users connect and engage with e-commerce platforms and websites online. It refers to how customers use their gadgets to browse online retailers, see products, and make purchases. Customers can virtually "enter" an online store through virtual presence, browse product categories, and learn more about products through photographs, videos, and in-depth descriptions. Customers can engage with the internet interface, put products in virtual shopping carts, and then check out thanks to this digital presence. Virtual presence gives convenience, simplicity of navigation, and the opportunity to make purchases from the comfort of one's location yet lacking the physicality of

traditional shopping. It serves as the cornerstone of the entire online buying process, connecting users to the vast array of goods and services that are offered on the

2. Virtual Interaction: For information and help, customers engage with websites, digital interfaces, and chatbots. Online shoppers' digital connection and engagement with the e-commerce platform or website is referred to as virtual interaction. It includes all of the several ways consumers may engage with the online interface to browse products, look up information, and conduct transactions. Features like search bars, filters, product photos, reviews, and customer care chatbots are examples of virtual interaction. Through these virtual channels, customers can inquire, obtain information, and get recommendations. This type of engagement facilitates decision-making, allows for personalised buying experiences, and mimics the help a salesperson might offer in a real store. It's an essential component of online purchasing that improves consumer pleasure by making it easier to browse quickly, make informed decisions, and communicate conveniently without being there in person.

3. Time Required for Shipping: Depending on the location and shipping method, shipping of purchased goods can take a certain period of time. When buying online, the amount of time it takes to process, package, and transport ordered goods to the customer's specified location is referred to as the shipping time. It varies depending on the retailer's policies, the shipping method, the location, and other variables. Standard shipping often takes a few days to a few weeks, but express or accelerated shipping options deliver packages more quickly, frequently in a few days. Particularly for purchases that must be made quickly, the shipment time might affect the entire shopping experience. During the checkout process, retailers frequently offer anticipated delivery windows to assist customers in making judgements. In some places, some e-commerce sites also provide same-day or next-day delivery services as an expedited shipping option.

4. Visual Experience: Shoppers use pictures, videos, and descriptions to judge things from a visual perspective. The term "visual experience" in online retail refers to how shoppers view and assess products using visual components offered on e-commerce platforms. It includes photographs, films, and interactive media that highlight features, specifics, and applications while showcasing products from multiple angles. Because customers rely on visual representations to judge a product's appearance, usefulness, and suitability, the quality and thoroughness of the visual information has a significant impact on customers' purchasing

decisions. Customers may virtually grasp the product by watching educational films and clear, high-resolution photos, making up for the absence of real interaction. By enabling customers to base their decisions on what they see, this visual experience helps to increase trust and confidence in the online purchase process.

5. 24/7 Accessibility: Online shops are always available, allowing customers to shop whenever it is most convenient for them. Online shopping systems should be accessible 24 hours a day, 7 days a week for exploring, choosing products, and making purchases. Online stores are accessible at any time, giving customers the option to shop whenever it is convenient for them, in contrast to traditional retail, which has established operating hours. This accessibility is especially helpful for people with demanding schedules, who live in different time zones, or who work a variety of shifts. Customers can look through a variety of products, evaluate them, compare costs, and buy them anytime they want. Furthermore, this constant accessibility accommodates impulsive purchases and pressing demands. It makes buying a flexible and adaptive pastime that fits the various schedules and lives of contemporary consumers. [9]

6. Solo Experience: Although digital communication can foster some degree of engagement, online buying is frequently a solitary activity. A solo online shopping experience is when a customer uses an e-commerce platform to browse, choose, and buy things on their own. Online shopping is often done alone, in contrast to traditional retail, when it can be a social activity. Customers independently research websites, investigate products, and come to decisions without the assistance of friends or relatives. This solo experience gives privacy and liberty yet without the interpersonal engagement of in-person shopping. Customers are free to concentrate only on their preferences, free from outside influences. Online shopping is a popular option for people looking for a personalised and self-directed shopping adventure, free from outside distractions, thanks to its simplicity, usability, and capacity to accommodate individual tastes.

7. Targeted Recommendations: Online platforms use algorithms to make product recommendations based on users' browsing habits and preferences. Targeted product recommendations are those made specifically for each client by e-commerce platforms based on their purchasing preferences, past purchases, and browsing history. Online retailers provide specialised recommendations that are in line with a customer's preferences using algorithms and data analysis. These recommendations, which show up as "You might also like" or "Recommended for

you" sections, improve browsing and aid clients in finding pertinent products they might not have otherwise thought about. The goals of targeted suggestions are to raise consumer happiness, facilitate decision-making, and boost the possibility of subsequent purchases. Online retailers improve the buying experience by using consumer data to display products that speak to the distinct likes and needs of each client.

8. Global Reach: Online purchasing eliminates regional restrictions by giving customers access to products from all around the world. Global reach in online retail refers to e-commerce platforms' capacity to cross national borders and offer access to goods and services from all over the world. Online shopping enables users to browse and buy products from foreign stores without having to physically travel, in contrast to traditional retail, which is restricted to physical places. As a result, customers get access to more unique or specialised goods that might not otherwise be available locally. Customers are empowered to make international purchases thanks to global reach, creating chances for cultural interaction and economic development. When dealing with foreign orders, it also involves factors like shipping prices, import taxes, and delivery delays.

Conclusion

Traditional businesses have a difficult time competing with online retailers due to the convenience and frequently lower costs they provide. Numerous brick-and-mortar establishments have been forced to close as a result, particularly those that were unable to change with the times. Successful traditional retailers have embraced omnichannel tactics, fusing their brick-and-mortar storefronts with their internet presence. This enables customers to buy seamlessly across numerous channels, such as placing online orders and picking them up in-store. Due to shifting consumer tastes and economic changes, physical retail establishments closing has become a prominent trend. With the growth of e-commerce, customer traffic has been diverted away from traditional brick and mortar establishments and towards online retailers. Due to less foot traffic and the accessibility of online alternatives, well-known stores and even famous brands have had to close. Closures have also been facilitated by expensive rent, changing consumer behaviour, and high operational costs. Retailers must reconsider their tactics in light of this transformation, embracing omnichannel techniques and experiential ideas to revitalise in-store shopping. Finding a balance between an online and offline presence while still offering clients something special is difficult, underscoring how retail is changing in the modern era. [10]

Conflict of Interest

There is no conflict of interest by the authors in this manuscript.

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