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## “DIGITAL TRANSFORMATION IN RETAIL SECTOR: AN ANALYTICAL STUDY OF E-RETAILING VS TRADITIONAL RETAILING”

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### 1. ABSTRACT

This research paper looks at the differences between online and offline shopping behaviour, focusing on Information Technology (IT) factors. The study examines how digital platforms, mobile applications, and electronic payment systems affect consumer decisions. It also points out the advantages and challenges of both shopping methods. The research relies on secondary data and general consumer trends. The findings indicate that online shopping is rapidly increasing due to convenience and technology, while offline shopping remains important because of trust and the ability to verify products physically.

### 2. INTRODUCTION

Shopping patterns have changed significantly in recent years due to technology. Online shopping, supported by e-commerce platforms, has become a popular option for many consumers. Yet, traditional offline shopping continues to have an important role.

Information Technology (IT) has driven a transformation in the retail industry. Mobile apps, digital payments, and personalised recommendations have altered how consumers engage with brands. This study compares both shopping behaviours and assesses the impact of IT.

### 3. Objectives of the Study

- To compare online and offline shopping behaviour
- To examine the role of IT in online shopping
- To identify factors that influence consumer preferences
- To assess the advantages and disadvantages of both methods

#### 4. Literature Review

Previous studies indicate that online shopping is preferred for its convenience and time-saving aspects, while offline shopping is chosen for trust and product experience. Researchers show that IT tools, like mobile apps, AI recommendations, and secure payment systems, boost online shopping adoption.

Some studies also note that trust issues, security worries, and delivery delays are significant challenges in online shopping.

#### 5. Research Methodology

**Type of Research:** Descriptive Research

**Data Source:** Secondary data (websites, articles, reports)

**Method:** Comparative analysis

**Sample (Optional):** General consumer behaviour patterns

#### 6. Data Analysis & Interpretation

##### Online Shopping Behaviour

- High convenience and time-saving
- Wide variety of products
- Use of mobile apps and websites
- Digital payment methods (UPI, cards)
- Influenced by reviews and ratings

##### Offline Shopping Behaviour

- Physical inspection of products
- Immediate purchase (no waiting)
- Personal interaction with sellers
- Higher trust level
- Limited variety compared to online

Basis	Online Shopping	Offline Shopping
Convenience	High	Low
Product Experience	Low	High
Variety	High	Limited
Trust	Moderate	High
Technology Use	High	Low
Time Saving	High	Moderate

## 8. FINDINGS

- Online shopping is increasing because of IT advancements
- Young consumers prefer online platforms
- Offline shopping is still favoured for expensive or quality-sensitive products
- Trust and security are significant concerns in online shopping

## 9. CONCLUSION

Both online and offline shopping are important in their own ways. IT has greatly advanced online shopping, making it easier, faster, and more accessible. However, offline shopping is still relevant because of trust and the physical experience it offers. The future of retail likely involves a combination of both approaches.

## 10. SUGGESTIONS

- Improve cybersecurity in online shopping
- Enhance user experience in apps and websites
- Provide faster delivery services
- Offline stores should implement digital tools

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