

The Evolution of Internet Shopping and Its Effect on Retail Market

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Abstract- An attempt has been made in this review article to emphasize that importance between the expanding online shopping tendency throughout the different physical businesses. An greater portion of the population is dependent on retailers, who employ a sizable number of people. This investigation also examines the consequence that the growing popularity of buying goods online has had on numerous organizations' profitability. These days, people have many cultures. People find it difficult and time-consuming to make complete demands. Therefore, online shopping is a blessing because it saves a ton of time. The act of customers buying goods, services, etc. straight from the vendor via the Internet without the involvement of a middleman is known as online shopping. Visitors can peruse e-commerce sites while lounging in their houses or in front ahead of a computing device. Internet shops in fact often available obtainable around-the-clock, and numerous guests possess internet connectivity at home additionally

during work. For this reason, many consider internet shopping to be genuinely accessible. Particularly during the holiday season, online shopping can be genuinely pleasant since it eliminates the need to wait i standing in huge queues or going from store to store search within a specific component. An enormous array of products is offered by online retailers. Consequently, the researcher is curious to find out what the preferences of the consumer are. In order to learn more about the respondents' preferences for online shopping, fifty respondents were gathered.

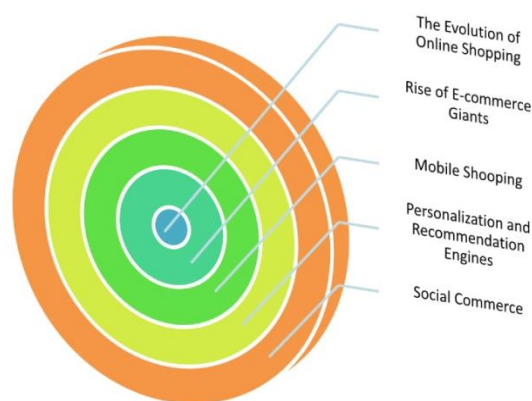
Keyword: Trend, online shopping, physical stores, profitability, Convenience, fixed retailers, impact on businesses, consumer preferences, profit-margin, customers, internet.

1. Introduction

Sing a computer browser, customers can directly purchase goods or services from sellers over the Internet within the form when purchasing online, which is also known like on the internet retailing. Online shopping is also known by a variety of other names, such as virtual stores, Internet shops, e-web stores, e-shops, and online stores. Internet known by another name, business-to-consumer (B2C) online purchasing as is similar to really buy products or services from a physical shop or retail center. Trade between businesses (B2B) the word "online purchasing" refers to that process which a business uses to buy something from another business. Based in the United States, eBay and Amazon.com are the biggest of these internet retailers [1]. The fact that more and more shops are now providing online store interfaces for customers shows that success in retail is no longer only dependent on having physical locations. A great deal of new market footprint coverage opportunities for retailers able to meet the needs and demands of the offshore market have developed with the growth of online shopping. One area of technology that is expanding is online

shopping. Opening an online store allows retailers to provide simple and secure online shopping for customers. Customers who shop online display a variety of purchasing behaviors, such as abandoned carts. While there are advantages to online purchasing, there are also certain risks and hazards that customers need to be aware of. Online shops may soon make major technical breakthroughs to allow easier and more realistic purchasing. Readers can learn everything there is to know about the product by going through user reviews. It's no longer the only option for those looking to buy a product to ask mates as well as family for recommendations prior to making a buy, with gratitude to the variety numerous online evaluations of products that provide the viewpoints of actual clientele. Internet shops offer a vast variety of products, both luxury additionally budget-friendly, customized to individual customer requirements. E-business emphasizes a company's internal and external operations. E-commerce affects many different industries in both positive and negative ways [2]. Reducing the negative effects while increasing the advantages is the secret to effective e-commerce.

- There are no boundaries, either national or international
- When purchasing online, suppliers won't have an advantage, and customers will have a demanding position.
- Online purchasing offers a great deal of job opportunities.



[Figure 1: The Evolution of Online Shopping] [2]

1.1 Applications for Online Shopping

- **Amazon:** Available on: web, Android, iOS . Among the largest internet merchants worldwide many products are sold via Amazon, encompassing groceries, apparel, additionally electronics.
- **EBay:** Available on: iOS, Android, web. eBay is well-known for its marketplace, which allows users and companies to purchase and sell both new and old goods.
- **Walmart:** Available on: web, Android, iOS. The Walmart app lets customers shop for a range of goods, such as household goods, electronics, and food.
- **Target:** Available on: iOS, Android, web. The Target app gives users access to a wide range of goods, such as electronics, home goods, and apparel.
- **AliExpress:** Available on: web, Android, iOS. AliExpress is a well-known online marketplace that links customers with vendors that provide goods at affordable costs.
- **Etsy:** Available on: iOS, Android, web. Etsy is a favorite among people looking for creative and artisanal products because it specializes in one-of-a-kind and handmade goods.
- **Zara:** Available on: web, Android, iOS. With an emphasis on fashion, Zara's app lets users browse and buy apparel and accessories.
- **ASOS:** Available on: iOS, Android, web. Popular fashion shop ASOS has a large selection of clothes, accessories, and shoes.
- **Newegg:** Available on: web, Android, iOS. Newegg is an online retailer with a tech focus, best recognized for its computer and electronics goods [3].
- **Instacart:** Available on: iOS, Android, web. With its grocery delivery service, Instacart, customers can order items from nearby businesses and have them delivered right to their door.
- **Wish:** Available on: web, Android, iOS. Wish sells a variety of reasonably priced goods, such as accessories, fashion items, and technology.
- **Wayfair:** Available on: iOS, Android, web. Because of its emphasis on furniture and home items, Wayfair is a well-liked option for people wishing to adorn their houses.
- **Nordstrom:** Available on: web, Android, iOS. Designer clothes, shoes, and accessories are available at Nordstrom, an upscale fashion retailer.
- **Sephora:** Available on: iOS, Android, web. The Sephora app is devoted to beauty, skincare, and cosmetics.
- **Best Buy:** Available on: web, Android, iOS. Smartphones, laptops, and home appliances are among the electronics in which Best Buy specializes [4].

1.2 Features of Online Shopping

- **Product Search and Browse:** Using keywords, categories, brands, or filters to search for products makes it simple to locate particular things or peruse a variety.
- **Product Details:** Detailed product pages include information on the item, such as costs, characteristics, and feedback from previous customers.
- **User Accounts:** In order to expedite checkout, customers can create accounts to save payment information, order histories, and personal information.
- **Shopping Carts:** Virtual shopping carts allow users to add purchases, examine items, and make adjustments before checking out.
- **Multiple Payment Options:** Online retailers usually take a quantity of cash options, like that digital pocketbooks,

gratitude/deducted cards, additionally sporadically pay with cash.

- **Secure Checkout:** Encryption and security measures are used in secure checkout procedures to safeguard users' financial and personal information.
- **Wishlists:** Customers can make wishlists to share or save things they plan to buy later.
- **Order tracking:** Clients are able to see the progress of their orders' shipping and delivery in real time.
- **Notifications:** Consumers can receive email or smartphone notifications about specials, shipping updates, and order confirmations.
- **Customer Reviews and Ratings:** To assist other buyers in making knowledgeable decisions, product pages frequently include user-generated reviews and ratings.
- **Returns and Refunds:** Online merchants typically provide return and refund guidelines, enabling clients to send back goods that do not live up to their expectations.
- **Customer Service:** During the purchasing experience, customers can get help with questions, concerns, and assistance by contacting customer service by phone, email, or chat.
- **Personalization:** Using information from past purchases and browsing activities, algorithms evaluate user behavior to provide tailored product recommendations.
- **Discounts & Sales and Promotions:** In order to draw in and keep customers, online retailers regularly hold sales, discounts, and promotional events.
- **Secure User Accounts:** Two-factor authentication (2FA), password protection, and other security features all contribute to the safety of user accounts.
- **Shipping alternatives:** Standard, expedited, and same-day delivery (if available) are just a few of the alternatives that customers often have to select from.
- **Virtual Try-On and Augmented Reality:** To help shoppers picture how things will look on them, certain fashion and beauty businesses include virtual try-on tools and augmented reality experiences.
- **Global Access:** Online retailers give users access to goods from all over the world, enabling them to buy things that aren't readily available in their area.
- **Membership and Loyalty Programs:** A few platforms grant their regular users access to early access to sales, unique discounts, and other perks through membership or loyalty programs.
- **Environmental Concerns:** To encourage environmental responsibility, several platforms provide ways to offset the carbon footprint of shipping [5].

2. VARIOUS BUSINESS ADDITIONALLY MERCHANDISES WITHIN INDIA

2.1 Marketplace

- **Actual Marketplace:** A actual marketplace is one when purchasers physically visit that vendor, engage combining them directly, and make a financial transaction to purchase goods and services. Department stores, malls, and other shopping centers are examples of physical markets.
- **Non Physical And Virtual Marketplaces:** A non-physical marketplace is one in which buyers and sellers do not physically meet or converse. The consumer uses the internet to purchase the goods and electronically transfers the payment. These markets include, for instance, Flipkart,

Amazon, eBay, and others.

- **Auction Market:** In an auction market, items in fact offered to that winning bidder, with less bidding being disregarded.
- **Marketplace Regarding Mid-Level Products:** Here, unfiltered resources in fact purchased additionally used to create finished goods.
- **Black Market:** Under the supervision of illicit merchants, illegal products such as firearms, alcohol, and drugs are sold in this market.
- **Knowledge Market:** Products based on knowledge and information are marketed here.
- **Financial Market:** Exchange of liquid assets or cash takes place here. Three categories of financial markets exist: The stock market is where equities are traded; the bond market is where loan devices in fact exchanged for bonds; and the overseas currency marketplace, often also referred to as the money marketplace, is where currencies are traded [6].

2.2 Retailers

- **Retail:** Retail involves the direct sale of goods and services to consumers, aiming to generate profit through various trade channels. Essentially, retail encompasses the distribution of consumer goods or services to customers through diverse channels with the objective of earning revenue. [7][8].
- **Department Store:** A department store is a collection of multiple small establishments with an large selection of goods additionally are managed by a single company. It gives the customers more value by offering a wide range of goods in one place.
- **Supermarkets:** Due to customer demand, supermarkets, which formerly solely sold food and beverages, are now also offering apparel and electronics. Its high buying power enables it to be sold for a low price.
- **Warehouse merchants:** These businesses are situated in places with incredibly low property rent in order to store, display, and sell a great quantity of items. In addition to offering distinctive goods and services, specialty merchants provide exceptional customer service and specialized knowledge. By adding accessories and related goods to the same store, they increase value.
- **E-tailers:** E-tailers are online retailers who allow their clients to purchase products and offer home delivery, allowing them to reach a large consumer base and fulfill orders. They may offer competitive prices as they have cheap overhead and rent.
- **Convenience Retailer:** Situated in homes, these merchants offer a select few items at a higher cost point because they enhance comfort.
- **Low-cost Store:** Low-cost Store in fact such that purchase products from suppliers at a reduced price, resale them till the end of the line, and then return the remainder of the stock to the supplier at the lower price [9].

2.3 For Retailers:

- **Increased Competition:** Due to the lower entry barriers and high levels of rivalry in the Internet market, sellers are under constant pressure to innovate and set themselves apart.
- **Omnichannel Integration:** A Major investment in technology and logistics is necessary to successfully provide Seamless Experiences across online and offline Channels.
- **Data Security and Privacy:** Maintaining a balance between customized services and data security and privacy is a

continuous problem that calls for Strong data protection protocols and customer confidence.

- **Delivery and Logistics:** It can be challenging to ensure quick, effective, and economical delivery—especially when it involves crossing borders—and it calls for solid alliances with logistics suppliers.
- **Managing Returns and Inventory:** Handling Inventory through a Variety of channels and having high return rates provide logistical and budgetary difficulties.
- **Threats to Cybersecurity:** Constant risks include fraudulent transactions, data breaches, and cyberattacks, demanding Large investments in security systems [10].

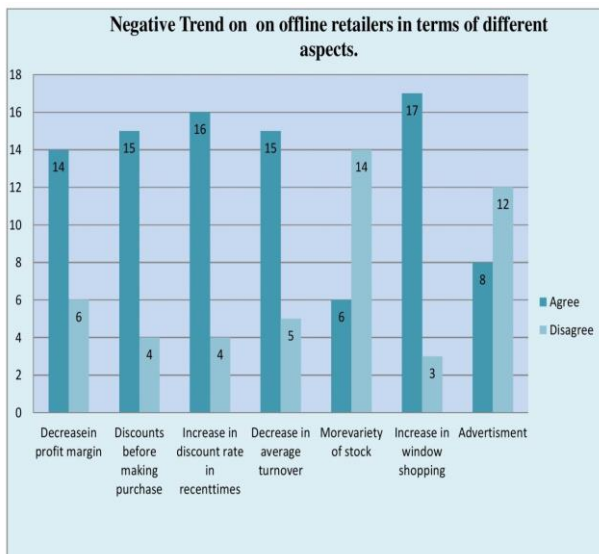
3. THE EFFECT OF ONLINE SHOPPING UPON MARKETPLACES MOREOVER SELLERS

3.1 Effect Upon Marketplaces

- **Product Promotion:** E-commerce offers an engaging platform to promote products directly to customers, providing ample information and reducing the expenses associated with offline advertising. The internet enables interaction with a wide audience, allowing businesses to allocate saved resources to other areas of operations.
- **Client Service:** E-commerce facilitates improved client service as visitors can access comprehensive information about products and the businesses offering them. Additionally, they can compare prices from various sources, enhancing their overall experience.
- **Brand Image:** Aspiring entrepreneurs have the opportunity to establish their brands online using captivating visuals at a budget-friendly cost.
- **Marketing:** In the past, announcements served as a one-way method to inform customers about new products or businesses. However, with the advent of e-commerce, marketing has become interactive. Clients now have the ability to explore products and services, compare prices, and engage in dialogue with online retailers, transforming the announcement process into a two-way communication channel [11].
- **Personalization:** Businesses can offer customized products to meet the specific needs of customers, creating a niche market that appeals to individual preferences. This tailored approach enhances the attractiveness of the business, drawing in new customers seeking unique offerings.
- **Ordering Process:** In the traditional approach, taking orders from customers often involves intermediaries, resulting in significant time and cost implications. However, with e-commerce, the order-taking process becomes streamlined and efficient, saving both time and expenses. This streamlined process also opens up opportunities for additional deals and transactions.
- **Client Value:** Historically, the primary focus was on extracting immediate value from clients. The primary goal was to attract as many clients as possible, making it the top priority. However, in today's landscape, retailers prioritize building long-term relationships with clients to achieve sustained value. This involves offering personalized services and special perks to foster loyalty and maximize long-term benefits. [12].

3.2 Effect Upon Sellers

- **Change in Value:** The fall within non-offline seller change within value as because of internet shopping is based on red flag regarding the company.
- **Profit Margin:** As internet sellers enter the market, traditional businesses are facing challenges with pricing. In order to remain in business, businesses must offer their products at rates that only pay for their costs; they are not allowed to make a profit.
- **Discount:** In order to remain in business and draw in customers, offline sellers must offer their goods at a discount. This is because internet retailers provide their customers with steep discounts.
- **Variety of Stocks:** Because leftover stock can result in a significant loss for offline shops at the end of the year, online retailers offer a wide range of goods that they cannot match.
- **Customer Services:** While online shops struggle, offline retailers offer a variety of services. Similar to internet sellers, repair and goods maintenance additionally merchandise amenities, residence shipment additionally after-sale amenities are additionally provided.
- **Glancing around:** Customers who find products at physical stores end up buying them online due to the diminutive costs supplied by online retailers. Consequently, they possess greater prospective clients compared to current a pair.
- **Promoting:** For the purpose of drawing customers additionally increase purchasing, not online sellers just focus regarding their promotion. Those do not offer you with any chance for advertising [13].



[Figure 2: Effect of online shopping regarding physical merchants with regard to several factors] [13]

3.3 For Consumers:

- **Trust and Security Concerns:** Some customers may be discouraged from making online purchases due to worries about the reliability of products, data security, and online fraud.
- **Product Visualization and Experience:** That's challenging as well evaluate the caliber and fit that of an internet purchase since it excludes the human touch and in-store interaction.

- **Delivery Fees and Delays:** Unexpected delivery fees or delays can cause frustration and influence buying decisions.
- **Information Overload and Decision Fatigue:** The abundance of options and continuous barrage of marketing messages found online can cause decision fatigue and information overload, making it harder to make wise purchases.
- **Concerns about sustainability and ethics:** Some customers have ethical concerns about the effects that packaging, shipping, and returns have on the environment.
- **Digital Divide:** Certain populations may face disadvantages when it comes to online shopping due to unequal access to technology and internet connectivity.

3.4 Additional Challenges:

- **Impact on Employment:** Although internet shopping creates employment, it can also result in job losses in traditional retail industries, forcing the implementation of reskilling programs and legislative changes.
- **Impact on Communities:** Traditional shopping districts may need to be revitalized and modified as a result of the potential negative effects that the closing of physical stores may have on nearby communities.
- **Regulation and Taxation:** Online marketplaces require constant regulatory modifications and taxes in order to ensure fair competition and keep up with the rapid improvements in technology.

4. Literature Review

During the course of the investigation, several research studies were encountered, including:

Title: Understanding Client Perceptions of Security Risks and Privacy Concerns in E-commerce

Authors: Anthony D. Miyazaki and Ana Fernandez

Date: June 2001

The growth of client-centric e-commerce is hindered by concerns surrounding data security and privacy, highlighted by government agencies and industry associations. Issues surrounding comprehension of internet security and privacy are significant obstacles faced by both novice and experienced users of online technology. This study delves into the various levels of comprehension among clients with varying degrees of internet experience and how these perceptions impact their online shopping behavior. The results validate the presumed connections between clients' internet experience, their inclination towards alternative remote purchasing methods (such as telephone and mail-order shopping), their apprehensions regarding online shopping risks, and their willingness to engage in online purchases. Suggestions for enhancing online commerce and safeguarding client interests are proposed for consideration.

Wetevreden and van Rietbergen (2009) presented evidence indicating that the influence of online shopping differs across various retail establishments. Their research highlighted that the availability of shops and the time required for a trip are two significant factors affecting consumers' choices to opt out of in-store shopping experiences [14].

Saha (2015) directs attention towards the repercussions stemming from the increasing dominance of online shopping in contrast to traditional brick-and-mortar stores. A significant segment of the population is engaged in retail operations, with a larger portion relying on them for sustenance. Nevertheless, the emergence of e-commerce platforms offering enticing discounts and extensive product ranges has exacerbated concerns regarding the vulnerability and uncertainty of traditional retailers. This study investigates the diverse ways in which retail businesses are being impacted and the strategies they are devising to contend with online competitors in their struggle for survival. Furthermore, this research scrutinizes the extent to which the rising trend of online shopping has affected the profitability of various organizations. Although less prevalent in scholarly discourse, commendable efforts have been made to illuminate this scenario and provide targeted recommendations [15].

In their 2014 study, Dai et al. investigate how prior online shopping experiences affect people's perceptions of particular dangers related to online buying and how those perceptions affect people's intentions to make purchases online. A conceptual model was put forth to show how perceptions of the financial, privacy, and product risks related to online buying relate to experience, and how experience influences perceptions of risk, which in turn influences intentions to make purchases online. The findings show that, regarding the two item groups under consideration—virtual and non-virtual—online customers' purchase intentions are significantly positively predicted by their prior internet-based purchasing experience. Still of the item category, the experience of internet-based purchasing has an negative relationship with how people perceive the financial and product risks involved; but merely lessen the privacy risk that comes with online shopping for non-virtual goods. It's interesting to note that while financial and product risks are inversely linked to intentions to purchase non-virtual products online and somewhat correlated with intentions to purchase digital products online, perceptions of privacy risk are unrelated to intentions to purchase products online for either product category. Discussion of the findings' theoretical and management ramifications follows [16].

Retailers may earn money in an competitive business climate by strategically preparing additionally Clients are satisfied, according to Ko and Kincade (1997). A prompt answer is a modern enterprise strategy that uses new technologies (implementing technologies like barcoding systems and scanners) to enhance client satisfaction. Research reports that examined how quick response technologies (QRT) are used and what aspects of stores they enhance. This survey research involved a convenience sample of thirty-two garment stores; 26 sellers were chosen at a prompt answer trade convention, and six little independent clients were chosen from an southeast city. The majority often mentioned shop features enhanced by QRT, according to the findings, are decreased stock outs and quick turnaround times for goods. The way that different store types used QRT and how much their qualities improved varied as well [17].

Shahriari et al. (2015) argue that a significant transformation akin to the industrial revolution has occurred, marking the world's entry into the information age. This transition brings about profound changes across economic, social, and cultural domains. One notable aspect of this evolution is the shift in economic relationships among individuals, businesses, and governments, from traditional paper-based transactions to

electronic systems based on digital information. This paper will explore the advantages of e-commerce and its influence on consumer demand [18].

Shim, Eastlick, and Lotz (2016) concentrate on examining the significance of clients' intent to search the internet for product information in predicting their intentions to make online purchases. The study gathered data by surveying computer users residing in 15 metropolitan areas across the United States. Structural equation modeling was employed in a two-stage analysis to test hypotheses. The findings revealed that the intention to utilize the internet for information searching emerged as the most influential predictor of clients' intentions to make online purchases. Furthermore, this intention mediated the relationships between purchasing intention and other factors such as attitude towards online shopping, perceived behavioral control, and past online purchasing experiences. The study also identified direct and reciprocal relationships between two antecedents—attitude towards online shopping and past online purchasing experiences—and the intention to make online purchases. Theoretical implications additionally practical recommendations are discussed in detail [19].

Kala and Sharma (2015) underscore the notable role played by India's retail sector, contributing up to 10 percent to the nation's GDP. Retailers, acting as intermediaries, facilitate transactions between producers and consumers through various distribution channels. The advent of information technology in commerce has heralded a new era of online merchandising globally. Numerous enterprises have ventured into online retail by launching their own websites, offering a diverse array of goods and services accompanied by enticing promotions. This digital platform serves as a comprehensive marketplace, encompassing a wide range of products from clothing and footwear to plumbing fixtures, furniture, jewelry, and groceries. It enables consumers to conveniently purchase products tailored to their needs without significant delays. Consequently, e-commerce platforms have emerged to meet the demands of a growing consumer base. Online shopping has expanded quickly in recent years because of its operational versatility. This study delves into the benefits of online shopping for consumers and examines emerging trends, challenges, and hurdles faced by traditional brick-and-mortar retailers [20].

The internet and world-wide websites, according to Kaur et al. (2015), have been the most exciting advancements in information and communication technology in recent years. The way that a company interacts, transacts, and communicates with customers has been completely transformed by the internet and web technology. Over the past few decades, consumer-to-consumer e-commerce has grown at an exponential rate. The majority of online researchers are aware that the number of business-to-consumer (B2C) transactions occurring online is growing annually at a very rapid speed. It has developed into a vibrant online marketplace for purchasing and selling goods and services. Customers access the internet for an several functions, such as looking up item characteristics, costs, and reviews; choosing things online; placing orders; and processing payments [21].

Jain (2016) underscores the pivotal role played by the retail sector in India's economy, contributing over 10 percent to the GDP. Retailers, whether merchants, agents, or business entities, primarily facilitate direct transactions with consumers through diverse distribution channels. The advent of information technology in business has ignited a global trend in

online merchandising. Numerous companies have entered the retail market by launching their own websites, offering a wide array of products and services coupled with enticing promotions. This digital platform serves as an expansive marketplace, providing goods comparable to those found in local shops and large shopping centers, spanning various categories including apparel, footwear, plumbing supplies, furniture, jewelry, groceries, and more. It enables consumers to conveniently purchase products tailored to their preferences without significant delays. Consequently, e-commerce platforms have emerged to meet the growing demand from consumers. The rapid expansion of online shopping can be attributed to its operational flexibility. This study delves into the analysis of the benefits of online shopping for consumers and explores the impact of emerging trends, challenges, and obstacles encountered by traditional brick-and-mortar retailers [22].

Suvarna (2017) demonstrates that in the profitable Indian system, the retail sector contributes up to 10% of GDP. A retailer is a trafficker, agency, or commercial entity whose primary business is to sell products and services directly to customers via various distribution channels. The advent of information technology commerce and trade has spawned a new trend in global business through online merchandising. Many organizations began their retail businesses by hosting their own websites and offering a wide range of items and services, as well as enticing offers to visitors. This platform functions as an institute, providing all of the commodities found in small shops and large retail promenades. It includes clothing, shoes, and plumbing accessories, as well as cabinetry, jewelry, and food supplies. It allows customers to purchase things that meet their specific needs on time and without significant delay. As a result, e-stores have emerged to satisfy the needs of enormous numbers of visitors. Internet shopping has grown rapidly in recent years due to its inflexibility in operations. This report contains a review of the benefits of online shopping for customers and the impact of the trends, challenges, and pitfalls experienced by fixed-shop businesses[23].

As per the findings of Harchekar and Kandalgaonkar (2018), traditional offline commerce involves a prolonged chain of intermediaries, leading to increased costs. Retailers are implementing new technology as a result of consumers' shifting purchasing habits. Retailers are able to thrive in the market thanks to this, and customers gain a multitude of advantages [24].

4.1 Advantages of Online Shopping

- **Easy Accessibility:** Consumer may examine additionally purchase products internet either while traveling or in the security of their own residences, supplying consumers with an unparalleled quality of easy access. Online buying has grown tremendously as a result of this convenience feature. In the Journal of International Business Research and Marketing, Dennis H. Gensch et al.'s article "The Role of Convenience in Consumer Purchasing Decisions: A Literature Review" (2018)
- **Global Access:** Thanks to the internet, customers may now purchase goods and services from all over the world, eliminating regional restrictions. By entering new markets and boosting competition, this increased reach benefits customers as well as retailers. (Source: European Scientific Journal, 2014; Salma Rashid, "E-commerce: Its Impact on Consumer Behavior").
- **Cost Efficiency:** Online merchants are able to provide competitive rates and discounts because they often have lower overhead costs than physical stores. Because of this cost effectiveness, buyers can obtain a greater variety of products at possibly lower pricing. Nir Kshetri's article "Understanding the Cost of E-commerce: The Impact of Transaction Costs on Internet Retailing" was published in the Journal of Computer Information Systems in 2018.
- **Personalization:** To make each customer's online buying experience unique, online retailers use algorithms and data analytics. In order to increase consumer happiness and loyalty, personalization is applied through targeted promotions, personalized product recommendations, and tailored recommendations. The article "Personalization of Online Shopping: A Review and Critical Assessment" was published in the International Journal of Electronic Commerce in 2017 by Wen-Tsann Lin and her colleagues.

Disadvantages of Online Shopping

- **Security Concerns:** Purchasing online puts customers in danger of stealing identities, fraudulent use of credit cards, and statistics breaches, among other security issues. Online customers continue to have serious concerns about the possibility of cyberattacks and illegal access to personal information, even with the developments in security measures. Tunde Ojo et al.'s "Online Shopping: A Review of Research and Implications for Practitioners" was published in the International Journal of Management Reviews in 2017.
- **Absence of Tangible Experience:** Internet purchasing does not offer the touchy sensation of trying additionally studying things within person out things before making a purchase, in contrast to traditional retail establishments. In the lack of a concrete experience, customers may become dissatisfied because their expectations may not match the reality of the product. (Source: Claudia E. Henninger et al., "The Role of Touch in Online Shopping: A Comparison between Different Product Types," Journal of Retailing and Consumer Services, 2019).
- **Problems with Delivery and Returns:** Delays in shipping, faulty merchandise, and convoluted return procedures are frequent problems that arise when purchasing online. When handling delivery issues or returning unwanted things, customers may feel irritated and inconvenienced, which can negatively affect their whole buying experience. (Source: Journal of Interactive Marketing, 2014; Kaveri Subrahmanyam et al., "Understanding Consumer Behavior in Online Shopping: A Review and Future Directions")
- **Digital Divide:** Some customers are not as likely to have access to the internet or to be proficient in using it to shop online. Social inequality is made worse by the digital gap, which limits the alternatives available to certain groups and keeps them out of the advantages of online shopping. (Reference: Information Society, 2002; Eszter Hargittai, "The Digital Divide: A Review of the Literature")

4.2 Suggestions

Sellers must invest significantly in acquiring advanced expertise to develop more precise and scientific demand forecasting models.

1. Small and medium-sized independent retailers in the vicinity are currently under close scrutiny.
2. The next step should involve incentivizing sellers to invest in

enhancing the ambiance of their establishments, thereby ensuring a more enjoyable purchasing experience for clients.

3. Sellers need to embrace a client-centric approach, prioritizing client satisfaction above all else.
4. Establishing a positive rapport with clients entails providing high-quality items, competitive pricing, and attentive post-purchase offerings.
5. Cultivating client loyalty is essential for sellers, as loyal clients not only reduce operational prices but also ensure steady sales. Sellers should explore various loyalty-building strategies such as extra credit, complimentary insurance, exclusive membership status, reimbursement incentives, and other tailored offers to enhance clients' satisfaction.

5. Conclusion

The retail industry has a new look. The main cause of this is the recent advancements in technology. Retailing nowadays refers to entering shopping malls, going online, or using a mobile device. Somewhere in all of them, small retailers lose out. For all intents and purposes, however, the closest retailer is always the most crucial consideration. It must not only survive, but also thrive. All the retail store needs to do is improve its business practices and have a more optimistic attitude towards the competitive environment. Retail establishments and online retailers must coexist, but not at the expense of one another. It's not just about the thousands of people it supports; it's also about the reliability and convenience of a physical retail location. India's population is well-known. India's population is renowned for having a great potential for expansion. The growth of retail is mostly reliant on consumer spending. Gaining a larger portion of the market requires using technology for both fixed and internet services. Every retail industry should think about the obstacles to market expansion. In order to register different competitors, fixed-line shops need to adhere to the survey's recommended technique. India must increase its retail industry, both offline and online, and add to GDP in order to win over the confidence and happiness of its diversified clientele. This conceptual analysis examines customer behavior changes associated with online purchases, conversions, and online purchases. Additionally, it outlines particular tactics that need to be used in order to boost sales in physical stores. Over the coming years, strategy can assist shops in growing their sales. Because of this, both online and offline shops may come to the conclusion that, in order to grow their companies and quicken economic growth, they need concentrate on establishing strong bonds between producers and consumers. Online shopping, in my opinion, has enhanced retail and sped up its development. It will also likely continue to grow in the future to meet the needs of a more international society.

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