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Impact of E-Commerce on Traditional Retail Shops in Gaya Suburbs: An Empirical Analysis

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Abstract:

The rapid growth of e-commerce has significantly transformed India's retail sector, creating both opportunities and challenges for traditional retail shops. This study empirically examines the impact of e-commerce on traditional retail businesses operating in the suburban areas of Gaya district, Bihar. Using primary data collected from 120 traditional retail shop owners through structured questionnaires and interviews, the study analyzes changes in sales volume, customer footfall, pricing strategies, and employment patterns. The findings indicate that while e-commerce has negatively affected sales and customer footfall, it has also encouraged digital adoption and service innovation.

Keywords: E-Commerce, Traditional Retail Shops, Retail Competition, Gaya

1. Introduction

The Indian retail sector is undergoing a structural transformation due to the rapid growth of e-commerce platforms. Traditional retailers in suburban regions face increasing competition from online marketplaces.

2. Review of Literature

Recent studies show that e-commerce affects pricing, sales, and customer behavior, particularly in semi-urban markets.

3. Objectives

To examine sales impact, customer footfall changes, and adaptation strategies of retailers.

4. Methodology

Descriptive and analytical design; sample of 120 retailers; statistical tools include percentage analysis and chi-square test.

5. Findings

Sales decline, reduced footfall, increased digital payment adoption.

6. Conclusion

Hybrid retail models are essential for sustainability.

References

Bhattacharya & Dey (2022); Kalia & Paul (2023).

