

A Study on Approaches in Digital Retailing Sector

Prof. Namita Parab and Kanojiya Vinit Ajay

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

Abstract: *Retailing going digital, the concept of "digitalization" is one of the most significant changes in contemporary society. The retail industry, which is both affected by and affected by the development, is particularly affected by the ongoing changes brought about by digitalization. New business models (e.g. Sorescu et al., 1996), new companies (e.g. Mols, 2000), and new business opportunities (e.g. Quelch & Klein, 1996) have emerged as a result of the Internet's entry. 2011) and modes of trade (for instance, Gloor, 2000). Digitalization and the Internet have primarily been discussed in terms of an increased presence of e-commerce in retailing up until this point. In any case, the Web is turning out to be an ever increasing number of coordinated in all types of retailing and the effect of digitalization goes a long ways past the peculiarities of web based business. Examples of much broader and more significant impacts include the use of digital devices in various stages of the purchasing process, the transformation of previously physical products into digital services, consumer recommendations, and social media communications. The growing use of digital mobile devices and the Internet has begun to change consumer behavior in general, including how they shop. New purchaser items with portable Web are sent off at a fast speed and assortment of versatile items and innovations are becoming interlinked.*

Keywords: Change, Retailing, System, Digitalization, Retailer-purchaser interface

REFERENCES

- [1]. Burt, S. and Sparks, L. (2003), "E-commerce and the retail process: a review", Journal of Retailing and Consumer Services, Vol. 10 No. 5, pp. 275-28
- [2]. Collins, S. (2010), "Digital fair: prosumption and the fair use defence", Journal of Consumer Culture, Vol. 10 No. 1, pp. 37-55
- [3]. Crewe, L. (2013), "When virtual and material worlds collide: democratic fashion in the digital age", Environment and Planning A, Vol. 45 No. 4, pp. 760-780.
- [4]. Cullinane, S. (2009), "From bricks to clicks: the impact of online retailing on transport and the environment", Transport Reviews, Vol. 29 No. 6, pp. 759-776
- [5]. Deleuze, G. (1992), "Postscript on the societies of control", October, Vol. 59 No. 1, pp. 3-7
- [6]. Schulten, M.B. and Schaefer, F. (2015), "Affective commitment and customer loyalty incrowdsourcing: antecedents, interdependencies, and practical implications", The International Review of Retail, Distribution and Consumer Research, Vol. 25 No. 5, pp. 516-528