

Revolutionizing Retail: Understanding the Transformative Effects of E-Commerce on Traditional Businesses

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Abstract: *The advent of E-commerce has brought about a significant transformation in the traditional retail landscape. Traditional retail businesses have experienced both opportunities and challenges due to this digital revolution. E-commerce has expanded consumer choices, convenience, and accessibility, allowing customers to shop online from the comfort of their homes. This shift has resulted in increased competition, compelling traditional retailers to adapt to the changing market dynamics. Many traditional stores have incorporated online channels to stay relevant, emphasizing the importance of an omnichannel presence. However, traditional retailers also face threats such as declining foot traffic and the need to invest in online infrastructure, highlighting the complex impact of E-commerce on the industry.*

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