

The Rise of E-Commerce and its Implications for Traditional Retail

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Abstract: The rapid evolution of digital technologies and internet penetration has significantly transformed consumer behaviour and retail structures. E-commerce has emerged as a dominant force in the global economy, challenging traditional retail paradigms. This paper explores the rise of e-commerce, analyses its drivers, and examines its far-reaching implications for brick-and-mortar retail businesses. It also discusses adaptive strategies employed by traditional retailers to remain competitive in a digitally driven marketplace. The global retail landscape has undergone a fundamental transformation with the rise of e-commerce, driven by rapid technological advancements, evolving consumer preferences, and a growing reliance on digital platforms. E-commerce has not only disrupted traditional retail models but also redefined supply chains, marketing strategies, and customer engagement. This paper examines the growth trajectory of e-commerce, explores its underlying drivers—including mobile technology, internet accessibility, and the COVID-19 pandemic—and evaluates its implications for traditional retail businesses. The research highlights the decline of physical store traffic, the shift to omnichannel strategies, and the reinvention of retail spaces. Through an analysis of current trends and case studies, the paper aims to provide a comprehensive understanding of how e-commerce is reshaping the future of retail. The expansion of e-commerce has redefined the economics of retail, altering consumer expectations, cost structures, and competitive landscapes. This paper analyses the macroeconomic and behavioural dimensions of e-commerce growth, including increased price transparency, consumer empowerment, and the impact of digital convenience.

Keywords: E-Commerce, Retail Trade, COVID -19, Traditional Retail Model

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