

The Impact of Online Shopping on Traditional Marketing Strategies in Retail Sector of District Mandi Himachal Pradesh

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Abstract- This study tests predicted changes in these consumers' choosing behaviors using data from both standard market scanners and an online supermarket. Regarding the criteria characterizing the decision-making process, there are statistically significant variations between consumers who are drawn to online shopping and those who choose traditional markets for two product categories. Online shoppers exhibit greater size loyalty, are less price sensitive, favour larger sizes over smaller ones (or at least have a weaker preference for small sizes), screen more based on brand names than on sizes, and have stronger choice set effects than their traditional market counterparts. The effect of online shopping's growing popularity on different brick-and-mortar companies. Their fear of impotence and uncertainty, however, has been slapped in the face by the emergence of e-stores with their alluring incentives and extensive selection. In order to combat those e-stores in their struggle for existence, this study examines the several ways that retail firms are being impacted as well as the different recovery strategies they are developing. While digital marketing provides flexibility and sophisticated analytics capabilities, traditional marketing methods like print and television advertising are becoming less and less successful at focusing on certain demographics.

Keywords: - Online shopping, Traditional marketing

I. INTRODUCTION

The retail landscape has been altered by the rapid rise of online purchasing, which has compelled businesses to reevaluate and restructure their traditional marketing strategies. The increasing use of digital technology has given consumers access to e-commerce platforms that offer greater convenience, a wider range of items, and personalized experiences. Because of this change, brick and mortar stores that have traditionally relied on in-store promotions, print advertising, and direct consumer interactions to create sales have encountered significant challenges.

Online purchasing has disrupted traditional marketing tactics in addition to changing consumer behavior. Traditional marketing techniques that were once effective at capturing consumers' attention are gradually being replaced or enhanced by digital technologies such as influencer endorsements, email campaigns, social media marketing, and data-driven advertising. The growing importance of data analytics, customer interaction, and Omni channel strategy is proof that retail marketing is evolving in the digital age. This study examines the ways in which the growth of online shopping has impacted traditional retail marketing tactics. In an increasingly linked and competitive market, it examines how businesses are adapting to the digital revolution and what it means for future marketing tactics. The retail business has undergone a fundamental upheaval as a result of the phenomenal expansion of internet shopping. The digital revolution has had a significant impact on traditional brick and mortar retailers, forcing them to reevaluate and adjust their long-standing marketing strategies in order to remain competitive and relevant in a rapidly evolving market. Traditional marketing techniques, which formerly mostly relied on broadcast advertising, billboards, print media, in-store promotions, and physical presence to attract customers, have been significantly impacted by this shift. Customers' increasing demand for digital convenience, tailored experiences, and instant access to goods and services has made it more challenging for retailers to rethink how they market to and engage with their target customers.

II. OBJECTIVE OF THE STUDY

- To assess the impact of online shopping on the effectiveness of traditional marketing strategies in the retail sector.

- To identify changes in consumer behavior due to the rise of online shopping platforms.
- To evaluate the challenges faced by traditional retailers in adapting to the growing influence of online shopping.

III. SCOPE OF THE STUDY

The purpose of this study is to evaluate how traditional marketing tactics used by shops in District Mandi, Himachal Pradesh, are impacted by online purchasing. Small to medium-sized retail establishments in the district's urban and semi-urban areas are included in the scope. It discusses topics such shifts in consumer behavior, the efficiency of conventional marketing strategies, and the degree of digital adoption by regional merchants.

IV. RESEACRH METHODOLOGY

This study employs a mixed-methods approach to examine the impact of online shopping on traditional marketing strategies in the retail sector. Primary data is collected through surveys and interviews with consumers and retail professionals, while secondary data includes industry reports and academic literature. Quantitative data is analysed statistically, and qualitative insights are thematically examined.

RESEARCH DESGIN

The type of research design used in descriptive research because its helps to describe particular situation prevailing in areas Mandi, with special references with Distt. Mandi in Himachal Pradesh,

V. DATA COLLECTION METHOD

PRIMARY DATA

The term "primary data" describes new information that is gathered for the first time. The interview schedule is where the key data for this study are gathered.

SAMPLE UNIT

The sample unit for the study is the employees of areas with special reference with Distt Mandi in Himachal Pradesh.

SAMPLE SIZE

The sample size of the study is 80.

TOOLS FOR DATA ANALYSIS

The tools used for data analysis is percentages analysis.

VI. DATA ANALYSIS

The use of statistical and descriptive methods to analyze the fundamental information obtained from the staff. Conclusions are drawn once the concepts of the investigation have been verified by statistical methods. A fundamental statistical method for analysing and interpreting primary data is percentage analysis. The percentage of the general population chosen for the study that answers a survey is what it is interested in. This kind of analysis is straightforward and helps the researcher draw conclusions from the study. It is typically applied to data in order to derive quantitative conclusions. Proportion analysis was used in this study to ascertain the proportion of employees who met the demographic profile of those who participated in the survey on various aspects of service quality.

TABLE: 1 DEMOGRAPHIC PROFILE OF THE RESPONDENT

Profile	Variable	Count	Column No%
Which Shopping Method Do You Usually Prefer?	Online shopping	22	27.5%
	Traditional retail stores	25	31.2
	Both equally	33	41.3%
Age	Below 20	6	7.7%
	21-30	20	25.6%
	30-45	21	26.4%
	45-60	24	29%
	Above 60	9	11.3%
Gender	Male	26	31.7%
	Female	33	42.3%
	Prefer not to say	21	26%
Annual family income from all sources?	50,000	7	9%
	50,000-2,00,000	10	12.8%
	2,00,000-5,00,000	20	24.9%

	5,00,000-10,00,00	21	25.1%
	10,00,000-15,00,000	12	15.4%
	More than 15 lakhs	10	12.8%

TABLE NO: 2 EMPLOYEE ENGAGEMENT

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online shopping has reduced the influence of in-store promotions and advertisements on my purchasing decisions?	8 10.1%	5 7%	33 39.9%	14 17.7%	20 25.3%
Traditional in-store marketing strategies (e.g., posters, shelf talkers) still influence my purchase decisions despite the availability of online shopping?	5 6.3%	08 10.1%	19 24.1%	31 39%	17 20.5%
Despite the rise of online shopping, I still find traditional retail marketing strategies effective?	8 10.1%	9 11.4%	17 21.5%	37 46.8%	9 10.2%
Retailers should adapt their traditional marketing strategies to align with online shopping trends?	3 3.8%	12 15.2%	17 21.8%	35 43.3%	13 15.9%
Prefer shopping online rather than in physical stores?	10 12.7%	09 11.4%	14 17.7%	31 39.2%	16 19%
Online shopping has significantly changed how often I visit physical retail stores?	4 5.1%	7 8.9%	20 25.3%	39 48%	10 12.7%
More likely to research products online before making a purchase, even if I buy them in-store?	03 3.8%	08 10.1%	16 20.3%	35 44.3%	18 21.5%
In-store shopping experiences have not evolved enough to compete with online convenience?	07 8.9%	11 13.9%	14 17.7%	33 41.8%	15 17.7%
Traditional retailers are slow in adopting digital technologies and online presence?	4 5.1%	05 6.3%	18 22.8%	33 39%	20 24.8%

Customer service in physical stores is less efficient compared to online platforms?	4 5.1%	7 8.9%	16 20.3%	39 49%	14 16.7%
Limited product availability in-store makes traditional retail less appealing than online options?	4 5.2%	7 9.1%	17 22.1%	33 43%	19 20.6%
Traditional retailers face difficulty retaining customers due to the personalized experiences offered by online platforms?	7 9%	7 9%	9 11.5%	41 52.4%	16 18.1%

VII. CONCLUSION

The data shows that online shopping is significantly affecting traditional retail marketing. While 41.3% of respondents prefer both shopping methods equally, a majority lean toward online channels, especially among younger and middle-income groups. Most respondents (65.6%) believe online shopping has reduced the impact of in-store promotions, though 59.5% still find traditional marketing somewhat effective. A large portion (59.2%) agree retailers

should adapt traditional strategies to fit online trends. Many also report visiting physical stores less often and researching products online first. Overall, the data highlights the need for retailers to modernize traditional marketing by integrating digital strategies to stay competitive.

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