

Retail Transformation from Traditional Retailing to Digital Retailing: Challenges and Opportunities

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Abstract

The diffusion of information technology and its services change the idea of retailing all over the world inexorably. In days of ours internet is more often used by both retailers and consumers to sell and buy and their goods/services globally. It lead to retail transformation which in turn change the way of shopping, but still it is not very common among the consumers due to various challenges that affect the speedy transformation of retail. Challenges such as lack of prompt & safe transportation, lack of reliable delivery system, lack of trust and confidence in digital payment and digital retailers. Against such a backdrop the present study focuses on the factors responsible for retail transformation from traditional retailing to digital retailing especially in metropolitan cities of India. The study also depicts what changes retail sector is going through as a result of digital transformation, what challenges have arisen out of the process, and how these challenges turns in to opportunities.

Keywords: Retail Transformation, Traditional Retailing, Digital Retailing, Challenges & Opportunities.

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