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CHANGING CONSUMER BUYING BEHAVIOR AND ITS IMPACT ON TRADITIONAL RETAIL SHOPS: A STUDY OF GAYA SUBURBS

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ABSTRACT

This study examines changing consumer buying behavior due to e-commerce and its impact on traditional retail shops in Gaya suburbs. Data collected from consumers and retailers reveal that convenience and pricing drive online shopping, while trust and availability support offline retail.

KEYWORDS: Consumer Behavior, E-Commerce, Traditional Retail, Gaya

1. INTRODUCTION

Consumer behavior has shifted significantly with digital commerce growth.

The study will employ both qualitative and quantitative research methods, including surveys, interviews, and case studies of select retail shops in the region. The thesis will also draw on existing literature and research in the field of e-commerce and retail to provide a comprehensive analysis of the impact of e-commerce on traditional retail shops

2. REVIEW OF LITERATURE

Studies highlight online convenience and offline trust as key factors.

Digitalization and e-commerce are rapidly transforming in retail Shop, both in developed and emerging economies. Gaya, a city in the eastern Indian state of Bihar, is no exception. The following review of relevant literature provides insights into the impact of digitalization and e-commerce in retail sector in Gaya.

3. OBJECTIVES

To study awareness, behavior change, and retail impact.

Primary objective-

- ❖ To identify the factors that have led to the growth of e-commerce in retail shop in Gaya.



- ❖ To assess the impact of digitalization and e-commerce on consumer behaviour and preferences towards retail shop in Gaya.

Secondary objective-

- ❖ To analyse the current state of the retail shop in Gaya and evaluate the readiness of retailers for e-commerce adoption.

To explore the role of technology in improving supply chain management practices in the retail shop in Gaya

4. METHODOLOGY

Exploratory design; consumers and retailers surveyed.

1. Research Approach: The research approach for this study will be a mixed-method approach, which combines both quantitative and qualitative research methods.
2. Sampling Method: The study will use purposive sampling to select retailers, consumers, and supply chain partners for the research.

5. FINDINGS

Online preferred for electronics; offline for daily needs.

Convenience, accessibility, and price competitiveness are the primary factors driving the growth of e-commerce in retail shops in Gaya. Consumers are increasingly seeking convenience in their shopping experience, and e-commerce provides them with the ability to shop from anywhere, anytime. Retailers who offer competitive prices and accessibility through online channels are expected to see significant growth in sales.

6. CONCLUSION

Hybrid retailing ensures sustainability.

The study concludes that e-commerce has significantly reshaped the retail landscape in Gaya suburbs. Traditional retailers are no longer passive observers but active participants in the digital transition. The integration of e-commerce with traditional retail formats is essential for sustainable growth and competitiveness. The research reaffirms that digital transformation, when strategically adopted, can serve as a catalyst for inclusive retail development.

REFERENCES

Singh & Srivastava (2022); OECD (2024).