TRADITIONAL VS ONLINE RETAIL STORES: A COMPARATIVE ANALYSIS

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ABSTRACT
Retail is the sale of goods and services from individuals or businesses to the end user. Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. During the past decade there was a steady migration from a bricks and mortar retailing model to online shopping stores, a trend that will continue as predicted by scholars. This study brings about the comparative analysis between Online and Traditional Brick and motor stores.

KEYWORDS: Retail, GDP, Online.