

## ONLINE AND OFFLINE RETAIL SERVICES

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**Abstract:** Online retailing enables companies to overcome geographical barriers to sales and achieve operational efficiency.

**Key words:** Online Retail, Online Communications, Digitization, Retail, Offline, E-Commerce, Platform, Online Shopping.

**Online and Offline Retail: What We Know and Directions for the Future Research** The rapid growth of e-commerce is rapidly changing consumer shopping habits and shaping the future of the retail industry. While online retailing has allowed companies to overcome geographical barriers to sales and helped them achieve operational efficiencies, offline retailers have struggled to compete with online retailers, and many retailers are both online and offline. chose to work. This paper reviews the literature on the interaction between e-commerce and offline retailing, highlights empirical findings and generalizations, and discusses the concepts and their managerial implications. It covers various disciplines from the emergence of the Internet to the present day. We organize our paper around three main research questions.

First, the relationship between online and offline retail channels, including competition and complementarity between online and offline retailers, as well as the retailer's online and offline channels. Second, what is the effect of e-commerce on consumer behavior. We examine how e-commerce has affected consumer search, its impact on price variance, and user-generated content. Third, how e-commerce has affected key management decisions of retailers. Let's talk about them. Academic literature in many disciplines, such as retailing, marketing, economics, operations, and information systems, has examined many dimensions of the interaction between online and offline retailing. Our aim in this article is to provide a unified review of the body of literature focusing on the interaction between e-commerce and offline retailing, to highlight empirical findings and generalize the insights from this review and discuss their managerial implications and for future research. The development of recommendations will follow from this review.[5]

### **Impact of digitization on retail sales results**

- Retailers need to be responsive to online reviews and can benefit from responding to negative reviews. The Internet has made it possible to track customer behavior and target customers through multiple stages of the purchase process. Segmentation based on attribute models, purchase costs, or patterns across channels are examples of big data usage in CRM.
- Perceptual maps developed using online interactions, reviews and purchase history can be used to inform product or marketing mix decisions.
- The ability to conduct field experiments online has led to methodological improvements and an extensive literature on measuring advertising and pricing effects.

- Offering music, videos, movies, books, newspapers and other goods in digital format has had a major impact on offline retail sales of these products (eg products have moved from physical to digital, channel has moved to digital delivery).
- Digitization has also had other effects on the retail landscape: affecting the organization of the industry and making it harder for suppliers of good information to be compensated for their efforts.
- The theory that online sellers have a relative advantage in selling less popular items (the long tail) is more nuanced than first thought.
- Concentration effects can arise from different online purchases or from online and offline purchases of different products.
- Determining the source of concentration effects is critical to interpreting empirical estimates and management recommendations.[1]

### **Impact of e-commerce and platforms on prices**

- Transaction prices are affected by the list of alternatives on the website. •Prices obtained from auctions are usually lower than advertised prices for an equivalent item.
- Free shipping leads to higher sales, but can generate more revenue.

Because the Internet lowers search costs, it seems intuitive that price dispersion would be smaller on the Internet. However, even for prices listed on a shopping site, Bay and Morgan (2004) showed that only 4% of listed products had no price dispersion and that the coefficient of variation in prices was as high as 28.5%. As discussed above, different types of search costs can cause price dispersion, and online search costs can vary among consumers. But there are other possible explanations for online price dispersion in the literature. Baye and Morgan developed a model based on bounded rationality in which small deviations from optimal behavior lead to price dispersion. Have supported the model they use as, while other (smaller) retailers offering fewer complementary goods have not. [2]

In short, low online search costs seem to have led to the demise of offline information providers such as travel agencies. Although search costs are lower online, price spreads are similar online and offline. Possible reasons for this are consumers' limited rationality, purchasing risk, and the use of best-selling products as loss leaders by retailers with large assortments. Another possible reason is that buyers may perceive the lowest-priced goods to be of lower quality, perhaps because the seller is unknown or because buyers suspect that the seller is providing poor service.

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