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Impact of Online Marketing Strategies on Traditional Retailers: An Analysis of Adaptation and Performance in Kattappana Municipality

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Abstract:-The rapid growth of digital marketing has renovated the retail landscape, captivating brick-and-mortar retailers to adjust and fit in online strategies with physical store operations. This study examines the impact of digital marketing strategies on brick-and-mortar retailers, focusing on adaptation approaches and business performance. A survey of retailers assesses digital marketing adoption, sales and footfall impacts, challenges, integration strategies, and pre- and post-digital marketing performance metrics. The research identifies key factors influencing successful digital marketing integration, such as social media utilization, online-offline channel synergy, and data-driven decision-making. Findings reveal insights into effective digital marketing strategies, performance outcomes, and challenges faced by physical retailers in leveraging digital channels to enhance competitiveness and drive growth.

Keywords: - Brick-and-mortar retailers, Customer engagement, Omni channel retailing, Online-offline integration, Retail adaptation, Sales performance

I. INTRODUCTION

The digital marketing boom driven by increasing smartphone penetration, internet access, and a growing young population is expected to grow rapidly by trends like hyper-local SEO, AI personalization, and social commerce. Small businesses are leading the charge with local strategies, focusing on AI, videos, and voice search. Brick-and-mortar retailers, once the governing force in the market, are now facing intense competition from online players. In this context, the present study centers on Kattappana Municipality, a key retail hub, to observe the impact of digital marketing strategies on traditional retailers. Specifically, it explores how brick-and-mortar retailers are adapting to the digital shift and the effect on their performance.

II. DIGITAL MARKETING STRATEGIES AND THEIR IMPACT ON RETAIL BUSINESS

Digital marketing strategies are planned and targeted methods used by businesses to promote their products or services using online platforms. Common strategies include:



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- Search Engine Optimization (SEO): Optimizing website content to improve visibility on search engines like Google.
- Social Media Marketing (SMM): Promoting products on platforms such as Facebook, Instagram, and WhatsApp to build brand awareness and interact with customers.
- Content Marketing: Creating and sharing relevant content (blogs, videos, posts) to attract and retain an audience.
- Email Marketing: Sending promotional messages or newsletters directly to a list of potential or current customers.
- Pay-Per-Click (PPC): Running paid advertisements on search engines and social media to increase traffic and sales.
- Influencer Marketing: Collaborating with local or regional influencers who have a strong follower base to promote products or services.
- Improved customer engagement through interactive posts, promotions, and feedback channels.
- Better conversion rates, as campaigns can be optimized in real-time.
- Cost savings, especially compared to traditional media.
- Enhanced brand loyalty, as businesses can maintain continuous contact with customers via digital platforms.

Digital marketing has a significant impact on the performance of retail businesses, particularly in the areas of customer reach, brand visibility, and sales growth. It enables even small retailers to compete with larger businesses by allowing them to target specific customer segments, measure campaign results, and adapt quickly to market changes. Effective digital marketing leads to:

- Increased footfall and online traffic to retail stores.

III. REVIEW OF LITERATURE

Isharyani, M. E., Sopha, B. M., Wibisono, M. A. & Tjahjono, B. (2023). The research has shown that the success of adaptation is strongly affected by the size of the business organization, the industry it deals with and the geographical location. The study contributes to solving the current retail environment and provides practical knowledge to conventional retailers interested in evolving to digital change.

Nasution, H., Lubis, I., Pranata, M., Siregar, N. & Lubis, S. (2024). The results showed that the merchants experienced diverse impacts of digitalization. Certain shops successfully utilized technologies such as WhatsApp for digital marketing and transactions, while others faced a decline in revenue. This study recommends digital literacy training, market infrastructure improvement, and collaboration with digital platforms to help traditional traders survive in the digital era.



IV. STATEMENT OF THE PROBLEM

In light of the available literature and considering the research objectives, the following research questions have been identified;

1. What are the digital technologies that the brick-and-mortar retailers can leverage to enhance sales and customer engagement?
2. What are the strategies that the retailers can use to integrate online and offline channels for seamless customer interactions?
3. What are the key challenges and opportunities for traditional retailers in adopting digital technologies?
4. How data-driven decision –making help retailers personalize customer experiences and drive sales.

Hence the problem is stated as “Impact of Online Marketing Strategies on Traditional Retailers: An Analysis of Adaptation and Performance in Kattappana Municipality”.

V. IMPORTANCE OF THE STUDY

By focusing on the retail market, the study offers localized insights and recommendations relevant to retailers operating in this emerging economy. The findings can inform retailers, policymakers, and industry stakeholders on strategies to promote sustainable growth and competitiveness in the retail sector, ultimately contributing to its development.

VI. OBJECTIVES OF THE STUDY

- To identify the digital technologies that can enhance customer engagement and sales in retail business
- To analyze the impact of online marketing strategies and mobile tech on customer experience and sales.
- To suggest strategies for integrating online and offline channels for seamless customer interactions.
- To identify key challenges and opportunities for traditional retailers in adopting digital technologies.

VII. SCOPE OF THE STUDY

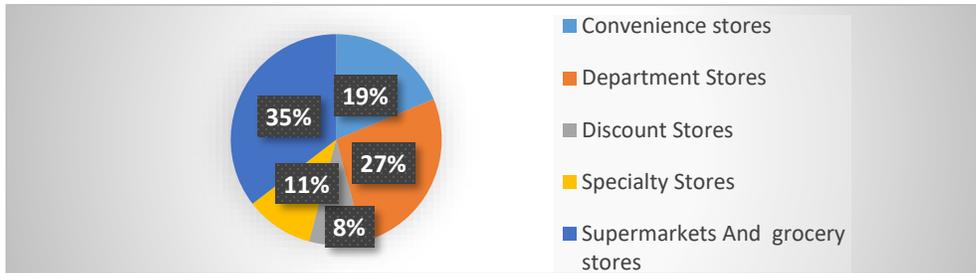
The scope of this study encompasses the impact of online marketing strategies on traditional retailers in Kattappana Municipality, Kerala, India. Specifically, it examines the adaptation strategies and performance of brick-and-mortar retailers in response to the growing trend of online shopping, covering a period of 2-3 years.

VIII. RESEARCH METHODOLOGY

The data required for the study was collected through a structured questionnaire. A total of 160 responses were collected through convenient sampling method. Among the responses received, only 150 were useful for the study. Secondary data required for the study was collected from published journals articles, research papers, trusted websites. The study is limited to the retailers and customers of Kattappana Municipality of Idukki District.

FIGURE. 1

TYPE OF RETAIL BUSINESS OF RESPONDENTS



Source: Primary Data

Interpretation: From the figure, it is interpreted that out of 150 retailers, 19% are Convenience stores, 27% are Department stores, 8% are Discount stores, 11% are Specialty stores, 35% are Supermarket and grocery stores.

TABLE 1

RANKING OF DIGITAL MARKETING STRATEGIES BY RESPONDENTS

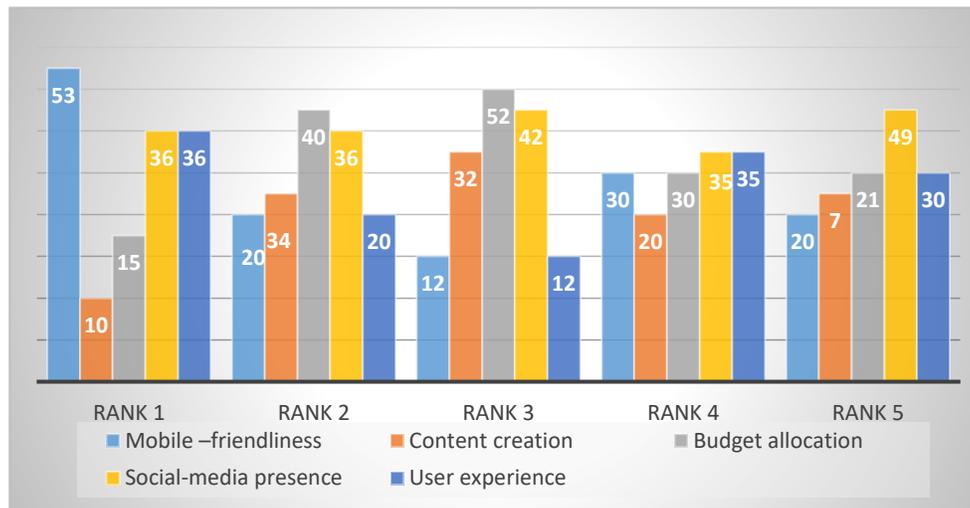
| Particulars | Rank 1 (5) | Rank 2 (4) | Rank 3 (3) | Rank 4 (2) | Rank 5 (1) | Total weight | Rank |
|------------------------|---------------|---------------|---------------|---------------|---------------|--------------|------|
| Social media marketing | 105 | 10 | 10 | 20 | 5 | 640 | 1 |
| Local SEO | 60 | 50 | 10 | 20 | 10 | 580 | 3 |
| Content Marketing | 75 | 40 | 25 | 5 | 5 | 625 | 2 |
| E-Mail Marketing | 40 | 5 | 50 | 50 | 5 | 475 | 4 |
| E-Commerce Websites | 35 | 10 | 25 | 20 | 60 | 390 | 5 |

Source: Primary Data

Interpretation: From the above table, it is interpreted that social media is the top ranked digital marketing strategy then followed by content marketing and Local SEO.

FIGURE 2

RANKING OF THE IMPORTANCE OF FACTORS CONSIDERED IN IMPLEMENTING DIGITAL MARKETING STRATEGIES



Source; Primary data

Interpretation: From the analysis, it is interpreted that mobile friendliness and user experience are considered most important factors to be considered while implementing digital marketing strategies. Content creation ranked second followed by budget allocation and social media presence. Businesses focusing on digital marketing strategies should prioritize mobile-friendliness and user experience, while also consider social media and budget allocation for a balanced approach.

X. FINDINGS OF THE STUDY

- A large proportion of retailers have begun using basic digital marketing strategies such as Content Marketing,

- E-Commerce Websites, E-Mail marketing, Local SEO and Social media marketing
- Awareness about advanced strategies like SEO, email marketing, and paid advertisements is relatively low.
- Retailers who actively use digital marketing reported better customer retention, improved customer creation and increased sales volume.

XI. CONCLUSION

The study concludes that digital marketing plays a pivotal role in enhancing business performance in the retail sector, even in urban area like Kattappana. Though many local retailers have taken initial steps toward digital engagement, their approach remains unstructured and under-optimized.



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A clear correlation exists between digital engagement and improved business outcomes, including increased sales, better customer engagement, and stronger brand recognition. However, strategic implementation, training, and ongoing support are essential for long-term success. This research highlights the need for a collective effort from business owners, local government, and digital marketing experts to build a more connected, competitive, and future-ready retail ecosystem in Kattappana.

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