IMPACT OF DIGITALIZATION AND CHANGING CONSUMER PREFERENCES AND CHOICES ON VIRTUAL SHOPPING OF RETAIL SECTOR IN BANGALORE

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\textbf{ARTICLE INFO} & \textbf{ABSTRACT} \\
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\textbf{Article history:} & \textbf{Purpose:} This investigation covers the impact of digitalization on consumer behavior and their choices of virtual shopping in the retail sector of Bangalore. \\
\textbf{Received} 07 August 2022 & \textbf{Design/Methodology/Approach:} The introduction section covers the research background and its aim and objectives. Apart from that, the research rationale and significance are also enabled in this section’s literature review. That theory is associated with the impact of digitalization, which changes consumer preferences and choices in virtual shopping. This focuses on changing consumer preferences and options in the retail sector, specifically in the Bangalore area. Digital marketing theory and Kotler theory are used in these chapters to understand better the reason for consumer preferences and choices in virtual shopping. It also conveys the research methods where positivism research philosophy was used, and the researcher also uses descriptive research design to reach the aims and objectives. Secondary data collection methods were used to collect reliable data per the chosen topic. In this section, inclusion and exclusion criteria are also mentioned, which are associated with the investigation. \\
\textbf{Accepted} 01 November 2022 & \textbf{Findings:} Both qualitative and quantitative data are used to analyze the importance of offline shopping among the people of Bangalore. It is to explore that most consumers prefer to do online shopping by staying at home. \\
\textbf{Keywords:} Digitalization; Consumer Preferences; Virtual Shopping. & \textbf{Originality/value:} Offline shopping in the Bangalore area: Most people in the Bangalore area prefer to bring their Essentials through offline shopping. It is recommended that companies formulating this virtual shopping introduce their product with relevant details and descriptions. \\
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Doi: https://doi.org/10.26668/businessreview/2022.v7i4.e563

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IMPACTO DA DIGITALIZAÇÃO E MUDANÇAS NAS PREFERÊNCIAS E ESCOLHAS DOS CONSUMIDORES NAS COMPRAS VIRTUAIS DO SETOR VAREJISTA EM BANGALORE

RESUMO
Objetivo: Esta investigação cobre o impacto da digitalização no comportamento do consumidor e suas escolhas de compras virtuais no setor de varejo de Bangalore.

Design/Metodologia/Abordagem: A seção de introdução cobre o histórico da pesquisa e sua finalidade e objetivos. Além disso, a lógica e o significado da pesquisa também estão habilitados na revisão da literatura desta seção. Essa teoria está associada ao impacto da digitalização, que muda as preferências e escolhas dos consumidores nas compras virtuais. Isto se concentra na mudança das preferências e opções do consumidor no setor varejista, especificamente na área de Bangalore. A teoria do marketing digital e a teoria de Kotler são utilizadas nestes capítulos para entender melhor a razão das preferências e escolhas dos consumidores em compras virtuais. Ela também transmite os métodos de pesquisa onde a filosofia de pesquisa positivista foi utilizada, e o pesquisador também usa o desenho descritivo da pesquisa para alcançar as metas e objetivos. Os métodos secundários de coleta de dados foram usados para coletar dados confiáveis por tópico escolhido. Nesta seção, são mencionados também os critérios de inclusão e exclusão, que estão associados à investigação

Conclusões: Tanto os dados qualitativos quanto os quantitativos são utilizados para analisar a importância das compras offline entre as pessoas de Bangalore. É para explorar que a maioria dos consumidores prefere fazer compras on-line, ficando em casa

Originalidade/valor: Compras offline na área de Bangalore: A maioria das pessoas na área de Bangalore prefere trazer seus produtos essenciais através de compras offline. Recomenda-se que as empresas que formulam estas compras virtuais apresentem seus produtos com detalhes e descrições relevantes.

Limitações da pesquisa: Foram encontradas limitações no momento da seleção de periódicos e artigos relevantes. Algumas periódicos precisam de acesso autêntico, portanto os dados não podem ser analisados a partir destes artigos

Implicações sociais: O uso de plataformas virtuais pode efetivamente julgar as demandas e as preferências dos consumidores. Além disso, vários setores varejistas podem ter um bom desempenho nas compras virtuais dentro de sua indústria.

Palavras-chave: Digitalização, Preferências do Consumidor, Compras Virtuais.

IMPACTO DE LA DIGITALIZACIÓN Y DEL CAMBIO EN LAS PREFERENCIAS Y ELECCIONES DE LOS CONSUMIDORES EN LAS COMPRAS VIRTUALES DEL SECTOR MINORISTA EN BANGALORE

RESUMEN
Objetivo: Esta investigación abarca el impacto de la digitalización en el comportamiento de los consumidores y sus elecciones de compra virtual en el sector minorista de Bangalore.

Diseño/Metodología/Enfoque: La sección de introducción abarca los antecedentes de la investigación y su finalidad y objetivos. Aparte de eso, la justificación y la importancia de la investigación también están habilitadas en la revisión de la literatura de esta sección. Esa teoría está asociada al impacto de la digitalización, que cambia las preferencias y opciones de los consumidores en las compras virtuales. Se centra en el cambio de las preferencias y opciones de los consumidores en el sector minorista, concretamente en la zona de Bangalore. La teoría del marketing digital y la teoría de Kotler se utilizan en estos capítulos para comprender mejor el motivo de las preferencias y opciones de los consumidores en las compras virtuales. También se transitan los métodos de investigación en los que se utilizó la filosofía de investigación del positivismo, y el investigador también utiliza un diseño de investigación descriptivo para alcanzar las metas y los objetivos. Se utilizaron métodos de recopilación de datos secundarios para recoger datos fiables según el tema elegido. En esta sección también se mencionan los criterios de inclusión y exclusión asociados a la investigación

Resultados: Se utilizan datos cualitativos y cuantitativos para analizar la importancia de las compras fuera de línea entre los habitantes de Bangalore. Se trata de explorar que la mayoría de los consumidores prefieren hacer las compras online quedándose en casa

Originalidad/valor: Las compras offline en la zona de Bangalore: La mayoría de los habitantes de la zona de Bangalore prefieren llevar sus Esenciales a través de las compras offline. Se recomienda que las empresas que formulen esta compra virtual presenten su producto con detalles y descripciones relevantes.

Limitaciones de la investigación: Se encontraron limitaciones a la hora de seleccionar las revistas y los artículos pertinentes. Algunas revistas necesitan un acceso auténtico, por lo que los datos no pueden ser analizados a partir de estos artículos.
**Implicaciones sociales:** El uso de plataformas virtuales puede juzgar eficazmente las demandas y las preferencias de los consumidores. Además, varios sectores del comercio minorista pueden obtener buenos resultados con las compras virtuales dentro de su industria.

**Palabras clave:** Digitalización, Preferencias de Los Consumidores, Compras Virtuales.

**INTRODUCTION**

This study focuses on the impact of digitalization which has become responsible for changing customer preferences and choices. Digitalization is one of the most vital components of virtual shopping in a retail, specifically in Bangalore. Most retail companies have recently expanded their business in Bangalore for better results and growth. Most of the people in Bangalore prefer to do virtual shopping from the specific retail sector, so this retail sector has become popular. Apart from that, digitalization has a significant impact because it introduces dynamic growth within a short period. Similarly, with digitization, companies are a way to promote better and more accurate information regarding any product, attracting various types of consumers. In addition, this digitalization also brings drastic changes in consumer preferences and choices of specific products. Consumer perspectives and potentials are also modified by having this digitalization in the retail sector. However, the business industry can refine its entire organization properly, and this digitalization brings various opportunities to enhance consumer rates.

**Research background**

Bangalore is fully occupied with the corporate sector, and most people are associated with this corporate world. For this reason, they are unable to do their shopping through offline mode. Due to lack of time and effort, most people prefer to do shopping by staying at home and doing virtual shopping. On the other hand, the implications of digitalization in the retail sector bring huge innovations in virtual shopping. These consumers can access their products with more and better information (Purohit and Jain 2020). Apart from that, the company can maintain transparency across the vendors from the consumer's perspective. To increase the selling ratio, companies provide offers and attractive deals that have become favorable for consumers.

**Aims and objectives**

The research aims to analyze the impact of digitalization on consumer preference and choices in the area of virtual shopping in the retail sector in Bangalore.
- To study digitalization's importance in virtual shopping in the retail sector.
- To investigate the factor of consumer preference and choice in virtual shopping.
- To analyze the impact of virtual shopping among consumers.
- To evaluate the present scenario of virtual shopping, especially in the retail sector.

**Rationale**

This study mainly focuses on the importance of digitalization in the retail sector in Bangalore. In addition, digitalization brings drastic changes to virtual shopping in the retail industry of Bangalore. It enables competitive advantages, and companies can increase their growth rate.

![Figure 1: Online shopping parameter](Source: Ghosal et al. 2020)

**Significance of the research**

This study identifies some practical strategies that will help analyze digitalization's impact on the retail sector's virtual shopping. It also helps understand consumer preferences and choices through this digitalization method.

**LITERATURE REVIEW**

**Impact of digital technology on virtual shopping in Bangalore**

Virtual shopping in the retail sector of Bangalore increases the annual revenue and growth rate within the specific industry. This section also develops the customer experiences, affecting consumer preference and choice. As Poongodi and Sudhahar (2021) mentioned,
digital transformation helps increase consumer engagement. With virtual modifications, companies can easily attract various types of consumers to their industry. This factor will help them maintain sustainable positions in a competitive market.

Similarly, companies can face competition from other competitors. In addition to this, digital technology brings drastic changes to virtual shopping in Bangalore. On the other hand, according to Chandra and Chen (2019), appropriate technological adoption helps domestication online shopping. As this city is based in the corporate sector, most people prefer to do their shopping using virtual shopping. Due to this factor, various industry types take the initiative in formulating these digital transformations among their virtual sections.

As per the view of Chen et al. (2020), virtual Bazar can be developed after digitalization in the retail sector. Apart from that, the industry also formulates various types of innovations for bringing changes within their virtual shopping in the retail sector. Consumers can access multiple types of products and their preferred choices with full details and instructions. Various consumer issues can be reduced after this digitalization in virtual shopping mode. Additionally, virtual marketing influences the tremendous amount of customer growth and the ability to involve many customers in the retail sector.

Appropriate implications of digitalization help for providing better shopping experiences for every consumer. Apart from that, consumer preferences and choices have changed due to various products in this retail sector. In addition, the customer engagement gap can be reduced, and customer preferences can be focused on by the management team within the retail sector. The managerial team within this industry can develop cost-effectiveness after implementing virtual transformations within the organization. On the contrary, in Ibrahim et al. (2020), appropriate digital innovations bring customer satisfaction to the virtual shopping model.

Moreover, digital technology provides various types of innovations within virtual shopping in the retail sector. This enables the ratio of consumers with industry and industry to increase their growth rate. Moreover, consumer experiences in the Bangalore sector can be modified, and the industry provides better delivery experiences for every consumer. Virtual buying experiences are essential for the retail sector because products are given with reasonable prices, descriptions, and more variety. Per the consumers' experiences, virtual shopping is more convenient and provides better experiences for every consumer. Most companies must formulate their product according to consumer concentrations and demands.
Digitalisation has transformed the retail sector of Bangalore

Digitalization has a significant impact on improving the retail sector in Bangalore. Appropriate implications of digitalization able to provide better customer experiences. Various consumers can shop with relevant product details and descriptions, buying and staying at their homes. As per the view of Kumar et al. (2018), appropriate digitization helps increase innovations in the retail sector. This platform can satisfy the customer's preferences along with their choices. Apart from that, this digitalization in the Bangalore retail sector also positively and negatively impacts customer engagement statistics. In the section on positive factors, consumers can choose various types of products with appropriate details and descriptions.

Additionally, various products are available in virtual shopping, which may not be available in offline mode. On the other hand, business marketing competitions take part a negative impact on the retail industry. Kapuria and Nalawade (2021) argue that the implications of digitalization in the retail sector help face any challenges associated with the retail industry. Various types of the study show that most of the people in Bangalore prefer to do virtual shopping by staying at home.

![Figure 2: Future retail scenario of India](Source: Kapuria and Nalawade, 2021)

However, consumer satisfaction and the decrease in sales rates can be reduced after implementing this digitalization within organizations. Implications of digital technology help research among a large number of people and can meet customer expectations. Enlargement weed in the cost-effectiveness of the retail sector can be developed after implementing this virtual transformation within the retail industry. Koushik (2021) opined that a digital marketing strategy helps build customer buying intentions. Apart from that, most of the consumers in Bangalore use digital media for their better experiences in the section of virtual shopping. The various online shopping companies within Bangalore were influenced to buy products after
providing appropriate advertisements. Most companies prefer to promote their products through social media platforms. The reason is, with the help of this fact, the company can reach various types of consumers and develop their product as per customer satisfaction. In addition, consumers within Bangalore compare different retail sectors for their better online shopping experiences. Contrary to Datta B., and Datta (2020), the retail sector faced various challenges after the pandemic, explicitly implementing digitalization. However, many virtual shops within Bangalore can increase customer loyalty in the goods buying sector. Besides, customers have better and more innovative experiences with this virtual shopping. Digitalization transforms the retail sector to bring positive factors to the retail industry. Most companies focus on developing their website to attract customers and create positions in the competitive retail sector.

**Impact of digitalization on consumer preferences and choice**

Digitalization in virtual shopping can bring changes in consumer preferences and choices of products. Appropriate virtual marketing development can increase brand value and design. Companies focus on creating their website logos and suitable brand design to attract various types of consumers. For example, Amazon formulated multiple types of virtual shopping enhancements to promote its branding strategies within the company. On the other hand, appropriate implications of video editing software help develop virtual shopping in several aspects. The reason is that video marketing significantly impacts developing consumer choices and preferences. For example- big baskets promote their branding and other promotions after enhancing video marketing. As opined by Karlsenet al. (2020), appropriate digitalization helps bring customer satisfaction within the industry. This factor enables them to maintain their positions in the market. Virtual shopping can increase marketing growth performances, and the annual rate can also be improved. The company can detect consumer movement tracking within the Bangalore sector.

Amazon and the big baskets also focused on virtual transformations to target consumer choices and demands. The flexible virtual adaptation helps for promoting easy marketing management for future development. However, virtual shopping in the retail sector can develop the consumer's perspective as well as the potential performance of the employees. Moreover, all transformations within the retail sector's interval the automated customer assistance and be able to make a bridge between the customers’ queries. As argued by Salimyanova et al. (2019), digitization also brings innovations in the financial and eCommerce section. With the use of virtual marketing in Bangalore retail companies, they can enhance customer engagement, and cost-effectiveness within the industry can be developed. Apart from that, customer satisfaction
is built after implementing this virtual marketing within the Retail Industry of Bangalore. Moreover, appropriate consumer experiences can be designed after digitization in the retail sector.

**Theories**

**Digital marketing theory**

Implications of digital marketing theory can help in identifying consumer needs and demands. This theory also helps analyze and formulate products per the consumer choice and demands. As mentioned by Ghosalet al. (2020), it is essential that a company needs to develop its products as per the consumer requirements. If companies successfully formulate their product as necessary, it will be easier to penetrate within markets. This factor also helps in creating positions in the competitive market. In the retail sector of Bangalore, various companies play a role as a competitor and have a good brand image.

For this reason, companies need to implement appropriate digital marketing theory to reach a vigorous amount of consumers and their new products. Apart from that, companies need to focus on formulating relevant advertisements. Proper and innovative advertising helps in attracting various types of consumers, and companies can become famous. In the promotion section, companies need to prefer social media; the reason is that with the help of these platforms, companies can reach many people. Similarly, companies can gain popularity with the teenage section. As per Busca and Bertrandias's (2020) view, digital marketing theory helps understand the actual marketing conditions. It is imperative that a company needs to promote any product after analyzing the current market conditions.

**Kotler theory**

On the other hand, this theory enables the ideas of five product levels that will benefit penetrating markets. This theory can provide knowledge regarding generic and expected products. Additionally, the consequences' core benefits can be assessed after implementing this theory.
However, the argument for its development and the potential outcome can be analyzed after the implications of this theory within the industry. As mentioned by Kotler (2018), this theory's significance helps analyze the actual market conditions, and companies can formulate their service per the market requirements. In addition to this, appropriate strategies can be developed within organizations. Companies can design their product as per the consumer's choice and emotions. This model is designed in such a way that it can identify the customer satisfaction strategy. Moreover, this theory enhances the process, which can satisfy the customer's needs or wants.

**METHODOLOGY**

**Research methods**

In this investigation, the research has selected positivism researched for executing the entire study successfully. However, this study used the positivism research philosophy to gain factual knowledge through observations. In this study, the researchers collected data from relatable journals and articles. The data was collected from secondary sources, and all the data were authentic. In addition, all the collected data were appropriately for understanding the impact of digitalization on consumer preferences and choices. However, it also provides information on how it is effective in the virtual shopping of the retail sector, especially in Bangalore. Appropriate data justify the prevalence of the entire study adequately. Hence, the researcher used a descriptive design to reach the selected aims and objectives. Descriptive research design helps describe the whole process or situation per the research questions. This
factor also became helpful for analysing the current conditions which the researcher faces. Moreover, it can be said that positivism research philosophy and descriptive research design help in making this study successful as per the requirements.

**Data collection and analysis**

This investigation used secondary data collection methods to collect reliable data per the chosen area. The investigator used various secondary data collection tools to collect data as per the requirement. The investigator uses Google scholar, Proquest, and authentic journals to collect and analyze data. Using this search engine, the researcher collects reliable and precise data per the chosen area. Using an official website, researchers can understand the exact conditions of the virtual retail sector in Bangalore.

On the other hand, researchers can gain knowledge regarding the intentions of consumer preference and choices in the sections of virtual shopping. As Kumar (2021) mentioned, most of the Retail Industry expands their business in Bangalore for all kinds of opportunities. This state is also full of corporate setups, and most people work in the corporate sector. For this reason, they do not get extra time to do their shopping in offline method. This is the reason; most people primarily focus on doing their daily shopping via online forms. Besides, several relevant journals and articles are reviewed per the research requirements. These relevant journals and articles have been critical to finding relatable information about this study. However, an appropriate and authentic bulletin and paper have been selected for executive investigations as a necessity. An accurate and relevant analysis can provide ideas and information per the chosen area. It can also provide information regarding the impact of consumer preference and choices on virtual shopping in Bangalore. When secondary articles are selected, the inclusion and exclusion criteria have been maintained for accessing relatable information.

**Inclusion criteria**

- The article, journal, or book reviewed should be vital and current.
- Choosing a journal needs to be content relevant and essential information regarding the impact of digitalization on consumer preference and choices in the section of virtual shopping in Bangalore.

**Exclusion criteria**

- Any article or journal older than 2015 is being rejected and is not considered for conducting this research.
RESEARCH FINDINGS AND ANALYSIS

Findings

As part of the qualitative and quantitative data, it is found that most of the people in Bangalore give priority to doing their online shopping. As mentioned above, corporate setups have occupied the city. Most are employees in these corporate sections, and they are unable to get extra time to do shopping by an offline method. For these reasons, they prefer to do online shopping by staying at home. In the section of online shopping, it is most convenient to do virtual shopping by seeing the details and descriptions of the products. Various questionnaires are used to collect data from retail companies like Ahmed Bazar and D Mart in Bangalore. Most people responded that they preferred virtual shopping because it is convenient for them and reduces their extra effort and time. Most people think this shopping benefits them because they can accept any time of affairs by staying home.

On the other hand, various people also suggested that this is one of the simplest methods because they can reduce their transportation cost, which is needed to do offline shopping (Shukla and Raval, 2021). However, it is observed and surveyed that the customer engagement ratio is high through virtual shopping. Apart from that, various types of companies can provide better customer experiences through these virtual shopping methods. Companies can also introduce multiple technological innovations to provide accurate customer engagement in their industry. Variety within every product helps enhance the customer preference and choices for their requirement.

Figure 5: Online shopping after Covid 19

(Source: Satista.com, 2020)
Through the questionnaire for the customer, the engagement ratio is analyzed and evaluated. It is found that most people prefer to do online shopping rather than offline methods. It also analyses that various issues related to the customers can be removed with the use of digitization methods. After implementing this digitalization, the company can provide advanced virtual shopping in different retail sectors and reach more comprehensive customers. As mentioned by Pradhan et al. (2018), various types of the study show that the retail industry increased its sales ratio approx. 26.4% in the year 2020. Apart from that, through this method, the customer engagement gap can be resolved, and companies can increase their performance growth rate in the retail sector. Enlargement of the retail sector's cost-effectiveness can be analyzed through these methods. Apart from that, it also found that various types of Communication can also be reduced by having this Virtual method. Shwetha et al. (2020) suggests that through this method, consumers can provide feedback as per the service and product. With the input, the company can resolve its gap and provide various types of better services and products for the consumers. However, the communication gap between consumers and retailers can be resolved through virtual shopping in the retail sector in Bangalore.

Analysis

It is analyzed that most customers prefer to do online shopping to reduce their extra effort, time, and money. Apart from that, it is analyzed that people will also be addicted to doing this virtual shopping because they can quickly get some valid offers and discounts by staying at home. Study shows that people become attracted to virtual shopping for attractive offers and discounts, which is not possible with offline methods. After the impact of covid, most people in Bangalore prefer to select virtual shopping to collect their daily Essentials materials. Through this virtual shopping, most renowned retail sectors can maintain their brand and promotions. On the other hand, companies also focus on enhancing their video marketing to increase customer rates. Appropriate video editing software helps to increase the developmental rate of the virtual shopping process.
This factor also provides better customer experiences at the time of shopping. In Bangalore, most retail sectors can evaluate customer movement tracking by using the virtual sector performance growth. According to these investigations, the future development of the retail industry is expected to increase by 9.2% in the year 2025. Retail sectors, such as big basket and Amazon, promote their product through video marketing. In addition, they are selecting social media platforms for promoting and providing advertisements for their specific product. According to Chandra and Chen (2019), social media is one of the most common and essential platforms that can reach more comprehensive people. Due to digitalization among Virtual methods, companies can promote their e-commerce sections. Amazon successfully revolutionized this e-Commerce section by having an appropriate virtual shopping method. The study also found that this company can change consumer preferences and choices by promoting various products. In the Bangalore setup, the availability of cell phones is very high, and various networking apps help promote this virtual shopping in different types of retail zones.

On the other hand, multiple new companies are providing the most challenging competition and changing consumer engagement by formulating different types of offers. Apart from that, Bangalore is considered one of the most developed cities for handling the digitization method in virtual shopping. In addition to this, virtual shopping in the retail sector has excellent advantages. It has also benefited both the consumers and the company (Xiao et al., 2019). Companies can satisfy customer satisfaction through this method and promote better customer experiences. On the other hand, consumers can access their products without having good discounts and offers.
CONCLUSION AND RECOMMENDATIONS

Based on the above discussion, the conclusion will be that most people in Bangalore prefer to do online shopping by staying at home. Various types of the study show that most people are associated with the corporate sector, and for these reasons, they cannot provide extra time to do offline shopping. 80% are associated with the corporate sector and unable to do their shopping by using offline methods. For these reasons, they prefer virtual shopping by staying at home and collecting their daily Essentials materials per the requirements. The maximum popular Retail Industry expands their business in Bangalore for having various types of opportunities. For these reasons, this retail sector introduces virtual shopping by implementing multiple types of innovation and development. The maximum retail sector implements drastic effects and changes within their virtual shopping mode, which is very attractive for the consumers. This Departmental Store also provides various types of offers and discounts which have become attractive for every consumer. Apart from that, with this virtual shopping, most organizations show their product with proper descriptions and details, which is very important for every consumer. In addition, there are numerous retail sectors in Bangalore, for example, Big Basket, Amazon, and many more stores, which promote their informative websites for better customer experiences.

This company also focused on website development to provide clear layouts and to enlarge their brand design. This factor helps them increase their rate of consumers in a brief period. Hence, this type of company can enhance its marketing percentage from 2016 to 2020. The significant compound growth of marketing in the retail sector of Bangalore is increased in a higher ratio, and the company can improve its annual revenue growth. As suggested by Udovita (2020), various types of the study show that the 30% of consumer tracking movement has increased rapidly and able to develop 74% for their future. Apart from that, the virtual sector in Bangalore can be furnished in such a way that will promote various types of positive aspects for the entire country. As mentioned by Mărăcineet al. (2020), in the previous year, 27% growth is typical for the virtual sector performances, but in recent years this ratio has been relatively developed.

As per the company mentioned above, Amazon can perform well and maintain its customer experiences by providing high-quality virtual shopping zones. This company also offers better customer preferences and shows it per their requirements. It is imperative that a company needs to formulate its products as part of the market demands. Most retail sectors focus on consumer preferences and choices for crafting their product. It is recommended that a company needs to introduce its product with appropriate descriptions and details. This
information easily attracts various types of consumers, increasing the loyalty rate. In addition, consumers can easily be attracted and depend on the specific company as necessary. Hence, companies need to formulate various types of development in their virtual shopping zone. It needs to be fully developed and attract different kinds of consumers to the industry. Moreover, multiple factors are influential in virtual marketing in the retail sectors in Bangalore.

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