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Title

Consumer Perception of In-Store vs. Online Shopping Experience

A dissertation report submitted in the partial fulfillment of the requirements of the degree of
Master of Business Administration

Submitted by

Muskan Pandey

Registration No: **MMBA01ASB040**

Under the Guidance of

Dr. Rajeev Airani



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Declaration

I confirm that this report titled "**Consumer Perception of In-Store vs. Online Shopping Experience**" truly represents my work undertaken as a part of my dissertation. I certify that this report represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also certify that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. The work has not been submitted to any other Institute for any degree or diploma. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Name of the Student: *Muskan Pandey*

Name of the Student: MUSKAN PANDEY

Registration No: MMBA01ASB040



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Certificate

This is to certify that Ms. MUSKAN PANDEY, Regn. No. MMBA01ASB040 has completed the dissertation titled “Consumer Perception of In-Store vs. Online Shopping Experience” under my guidance as part of the dissertation, serving as partial fulfilment of the requirements for the degree of Master of Business Administration.

Signature of Faculty Guide:

Name of the Faculty Guide: Dr. RAJEEV AIRANI

ACKNOWLEDGEMENT

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PREAMBLE

I'm preparing this dissertation report with utmost attention to the content ensuring that it meets the guidelines. I also acknowledge my commitment to uphold the academic integrity in my dissertation report. Adhering to the guidelines of academic honesty is crucial in maintaining the credibility and quality of scholarly work.

By demonstrating meticulous attention to the content and ensuring compliance with university's academic honesty policy, I have emphasized more on the importance of originality, proper citation, and responsible research practices.

CHAPTER 1: INTRODUCTION

The buying landscape has evolved especially over the last decade. This is due to the rise of e-commerce and the spread of online shopping platforms. It has changed the way customers engage with brands and retailers. Traditional bricks-and-mortar stores, the main channel, are currently concentrated-they struggle with enthusiasm. Today's consumers have two main purchasing channels: brick-and-mortar shopping and online shopping. Both provide precise education and shape through customer behavior, desires, and specific technology enhancements.

- **Research motivation:**

The motivation behind this research is to investigate and analyze the differences in buyer trust between budget buying and online buying. Meanwhile, e-commerce continues to evolve, primarily as a result of the COVID-19 pandemic. Expertise in how customers perceive these shopping experiences is therefore increasingly important for organizations. Retailers are tasked with developing a seamless and comprehensive shopping story that meets consumer expectations across both channels. In-keep shopping provides immediate access to products. There is face-to-face product interaction and customer support. On the price front, buying online offers the benefit of browsing products from all over. Ability to quickly estimate fees and access to a wider variety of programs How do customers compare those studies? What elements influence their choices? and join in investing to find out which businesses How can it be used? This knowledge is also available to increase shoppers' happiness and loyalty.

The significance of this study lies in its potential to provide actionable insights to retailers who are navigating the growing trend of multichannel retailing. By understanding consumer perceptions, retailers can enhance their strategies, ensuring that both in-store and online experiences are optimized to meet customer expectations.

(b) Problem Definition:

Research Problem: The main research issue that has been foregrounded in this work relates to the comparison between shopping experience both in physical and digital environments. Given that the channels are different, it is relevant to assess what motivates consumers' satisfaction and loyalty in each of the settings. Moreover, the study seeks to identify the effects of these perceptions on the shopping behavior, as well as on consumer loyalty.

Research Objectives:

1. **Identify Key Factors:** The first research question is to determine the key aspects influencing the consumption experience for shoppers when they are within a store or when they are purchasing through the internet. Some of these factors may embody product access and location, customer relations, costs and channel appeal concerning physical store purchase compared to e-store purchase.
2. **Comparison of Perceptions:** The second goal is to perform a comparison analysis of consumer perceptions of the two shopping environments. This includes a look into the factors that the consumers consider vital when choosing between shopping physically and online, for instance, time, product selection, delivery time and even customer care.
3. **Technology and Convenience:** The third aim is to evaluate the strategy and contribution of technology to augment convenience and ease of shopping online. This will look at the elements including but not limited to the recommendation of products or services that are unique to the consumer, word of mouth on the products or services, and the consumer convenient check-out process.
4. **Role of Human Interaction:** The last aim of the study is to discuss the role of human touch pointing to consumers' perception of the in-store shopping. This includes assessing the duties of the sale force in handling issues to do with customer relations and how this is similar to the use of online chat bots or any online customer service service in an e-commerce firm.

CHAPTER 2: LITERATURE REVIEW

The analysis of the progression of shopping experiences, from more classic in-store perspectives to the modern online shopping ones has been extensively researched. From prior research, the following work has established major areas of focus, which include convenience, customers, technology, and interaction in retailing.

1. Verhoef, P.C., Kannan, P.K., & Inman, J.J. (2015). *From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing*.

As this paper aims to study the concept of multi-channel retailing and transition to omni-channel retailing. This has raised the issue of multichannel retailing where physical and electronic channels must complement each other.

- Gap Identified: Not much focus has been placed into the ways that satisfaction of consumers varies across channels and the involvement of human touch.

2. Dennis, C., Brakus, J., & Alamanos, E. (2013). *The Influence of Perceived Convenience and Perceived Price on Consumers' Online Shopping Attitude*. Regarding factors that have shaped shopper's decision to adopt online shopping, this research established that convenience and price are the most important factors. This makes it possible to illustrate how convenience and accessibility issues have defined online shopping.

- Gap Identified: It does not analyse the consumer preferences by the demographics as well as cultural division in close range.

3. Grewal, D., Roggeveen, A. L., & Nordfält, J. (2017). *The Future of Retailing*. The authors explain how advanced technologies including augmented reality (AR) and virtual reality (VR) are changing in-store experiences and creating value through the means of hedonic appeals.

- Gap Identified: Little attention paid to the impact of these technologies on consumer perceptions of store shopping versus online shopping.
4. Huang, E. & Oppewal, H. (2006). *Why Consumers Choose Online Shopping: A Conceptual Model of Shopping Perceptions and Preferences*
This paper establishes a theory that provides analysis for people's use of the online shopping mode due to features like low effort, increased accessibility and range.
- Gap Identified: Lack of analysis of the sale staff or basically everything that involves human intervention in the shopping preferences.
5. Dholakia, R.R., Zhao, M., & Dholakia, N. (2005). *Multichannel Retailing: A Case Study of Early Experiences*.
This paper discusses how various retailers have adopted omnichannel strategies of combining physical stores with online stores. But it raises concerns regarding the deployment of brand experience throughout the marketing communication channels.
- Gap Identified: Lack of analysis on customer service expectations in these contexts.
6. Levy, M., Weitz, B., & Grewal, D. (2018). *Retailing Management*. In this book, it gives more detail how floorspace, sale promotion and personal selling can impact the consumers (store image) inside the store.
- Gap Identified: Lack of information about the differences between using digital contact points (such as instant messaging) with physical contact/interactions with employees.

7. Pantano, E., & Timmermans, H. (2014). *What is Smart for Retailing? Understanding the Role of Technology in Retailer-Consumer Interactions*

Pantano provides a general overview of which touchpoints digital technologies (such as mobile apps and artificial intelligence) support from the point of view of generating a positive customer experience in online shopping environments.

- Gap Identified: Where there is greatly highlighted, more attention should be paid to how such innovations impact on the customer loyalty across the channels.

8. Melis, K., Campo, K., Breugelmans, E., & Lamey, L. (2015). *The Impact of the Multi-Channel Retail Mix on Online Store Choice*.

In this paper, the author talks about how two or more touch points are used by the consumers when making a purchase: Online and Offline channels and this depends on such factors as the category of the product and whether it is an urgent order or there is an offer on the product.

- Gap Identified: An absence of the consideration of how sensory and emotions experienced in physical stores influence consumers.

9. Lim, Y.M., Heng, J.H., & Cheah, L.P. (2020). *The Role of Customer Interaction in Enhancing Customer Experience in Retail*

In this paper, particular emphasis is made on the fact that customer-local contact is a crucial component in developing brand recognition and customer permanency.

- Gap Identified: Does not compare the results of the quantitative study from online customer service and face-to-face interaction with the organisation.

10. Khan, M., & Dewan, M. (2018). *Consumer Behavior in Online Shopping: A Study on Indian Context*.

This research analyzes online shopping behavior specific to Indian consumers, showing how convenience, price sensitivity, and product variety drive e-commerce growth.

- Gap Identified: Lacks comparison with Indian consumers' in-store shopping preferences.

Hypotheses:

H1: Consumers perceive online shopping as more convenient than in-store shopping due to time-saving factors and accessibility.

H2: The absence of tactile experience and the inability to physically inspect products negatively impacts consumer perceptions of online shopping.

H3: Personal interaction with sales staff in physical stores positively influences consumer satisfaction more than online support tools like chatbots or emails.

H4: Consumers are more likely to make repeat purchases from online platforms due to factors like ease of comparison, competitive pricing, and faster checkout processes.

CHAPTER 3: RESEARCH METHODOLOGY

Data Sources: This research will use both primary and secondary research data collection methods. Collecting primary data shall be done through using survey questionnaires on a sample of consumers who made purchases both on the internet and physical stores. Secondary data will be collected from business newspapers, magazines, journals, articles, and some other sources that highlights consumer behaviour and trends in retail industry.

Data Collection Method:

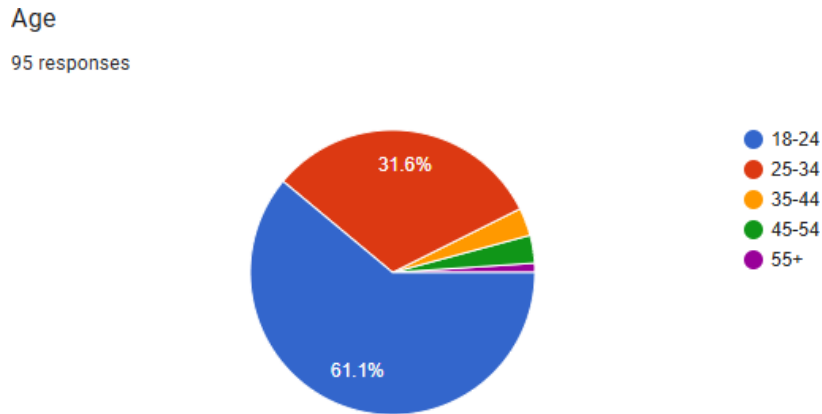
Survey: The structured questionnaire will be sent to the consumers using the online social media platforms and aimed at consumers who both shop physical stores and online. The survey will therefore concentrate on issues of proportion, concerning their shopping preferences and perceived satisfaction, perceived convenience, and willingness to repatronize the store.

Sampling Method: The study will adopt a stratified random sampling technique to guarantee equal opportunity of selecting people from different age, income level, educational background and shopping tendencies. The idea is to get a cross-sectional view of consumer views, so as to achieve cross-analysis.

Research was conducted through primary data obtained from a sample of 95 respondents, which consisted of online sharing by the customers on their experiences and responses to Consumer Perception of In-Store vs. Online Shopping Experience. To study its impact, a structured questionnaire was prepared aimed at attaining the in-depth views about all the identified factors for ascertaining their reflection on consumer decision-making. As this study was time-bound, these 95 respondents were identified and surveyed to analyse statistically for meaningful takeaway.

The data was collected by a unique written survey in the form of website link submitted through emails, social media and instant messaging app to online survey tools. The survey was disseminated to reach a wide and representative audience, with the goal being more thorough responses which makes responses from this sample both relevant not non-quality less. That allowed the study to have a wide range of data from cross-sections across regions, reflecting also different consumer backgrounds and preferences.

CHAPTER 4: RESULTS & DISCUSSIONS



1.

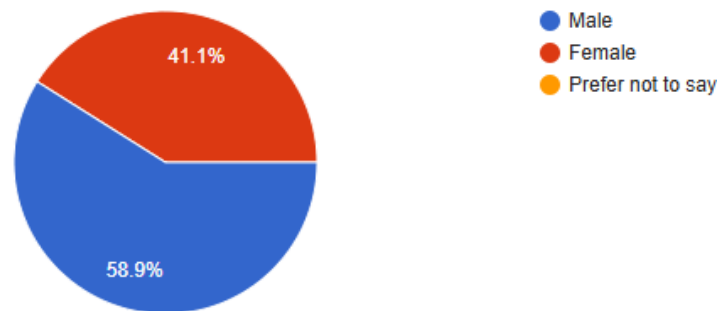
There is a clear and strong bias towards young people as respondents in the survey relating to perceptions of in-store versus online shopping with 61.1% of the sample belonging to the 18-24 age category. This is trailed by the 25-34 years age group that contributes to 31.6% of the responses. Combined, these two age groups make above 92% of all the participants, which means that the results originate mainly from the youthful population, individuals below thirty-five years.

On the other hand, there is very limited contribution from the older age groups. The 35-44 age group is the only broad age group represented by the respondents, and in a very small figure of 4.2%, followed by the 45-54 age group of 2.1% and the 55+ age group of 1.1%. It means that this survey only addressed the young age group of people and did not elicit much input from a older ages.

All in all, it can be generally understood that it is somewhat problematic as over 70% of the responses come from the pool of persons under 35 y/o, mainly influencing the general tendencies and the final conclusions of the report in favor of the experiences and opinions of the young audience.

Gender

95 responses



2.

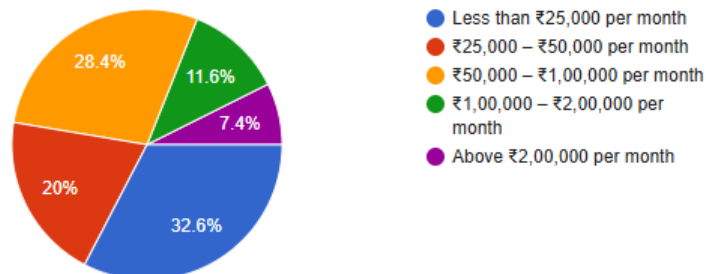
Based on gender classification, the collected samples reveal that majority of the respondents are male that totals up to 58.9% while female has 41.1%. While the consumer preferences, stores they tend to shop at, when and why they shop can all vary by gender having a predominantly male survey respondents may skew the results slightly.

Gender might also play a role in consumer's opinion towards in-store and online shopping because; they have differences in product choice, reasons to shop and decision-making style.

Income Level

95 responses

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3.

The largest percentage of respondents which is 32.6% earns less than ₹ 25000 in a month. This group is possibly to have a concern of cost and may be inclined to have cheaper items, thus may prefer online shopping due to the discounts which comes with it.

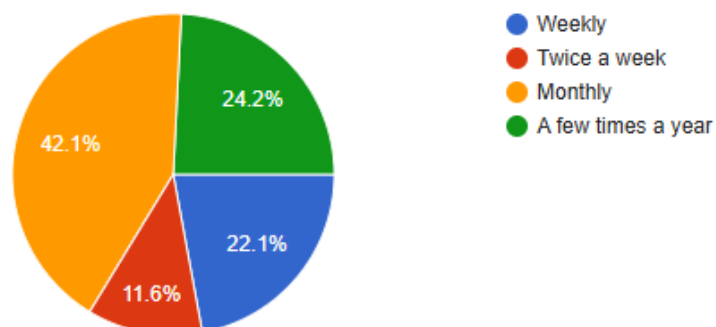
The second largest constituted 28.4% and earns ₹50,001 to ₹ 1,00,001 per month. People in this group may have marginally higher bargaining power and split between legitimate physical and online outlets depending on convenience, quality and kind of experience.

Respondents with income between ₹1,00,000 and ₹2,00,000 constitutes the largest proportion (11.6%) of the sample; the proportion with an income of over ₹2,00,000 per month is the least (7.4). They may care about the quality, the Associated brand, which has not been mentioned in the previous activity and may despite belonging to higher income groups be interested in other factors such as satisfaction garnered from the personalized services provided by representatives of the brand.

As could be seen in the following section, over half of the sample (52.6%) earns below ₹50,000 per month and hence the findings of the survey may incline towards the price sensitivity aspect and this has strong inclination towards the online channel due to the availability of discounts and reasonable prices. But the income variation also provides a more or less equal perspective, revealing the tendencies of the different income groups and probably their preferences about in-store and online shopping.

How often do you shop?

95 responses



4.

The largest group 42.1% of the respondents shop monthly thus implying that the majority may employ systematic and periodic buying or purchasing calendar which may be online or physical depending on the circumstances. What one is an idea to monthly shopper they may opt for a big-ticket item or bulk item and more than often go for the one that can be gotten on one platform and is cheaper and has a wider variety.

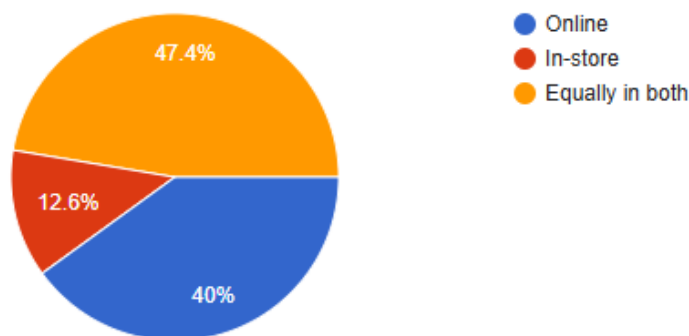
The 24.2% who shop 'a few times a year' may well avoid shopping unless they have their major purchases to make or the occasional spree. This group may perceive shopping as a more infrequent activity and may well have shopped instore for particular requirements only; they may make more measured purchasing decisions and may enjoy the sense of shopping.

Habits of frequent buying are fairly represented by the 22.1% of the shoppers who claim to shop weekly, probably for their essential needs. These shoppers might benefit from shopping for convenience or to save time if their need is for frequent use of the products yet they don't have time for the physical shopping. They may indeed shop for efficiently service products, digital or cloud-based providers online often, but might frequent physical store frequently if they champion the concept of getting products off shelves immediately they are stocked.

Lastly, the 11.6% that shop twice a week can be considered as a loyal group of shoppers, shopping at least twice per week. These high rates could indicate that they tend to shop online where time and ease are valued even though they may shop in-store for regular, or weekly, or easily accessible items.

Where do you shop more frequently?

95 responses



5.

47.4% of respondents claim that they shop online and offline with equal frequency. This implies the cross-listing, where the consumers can afford to move back and forth between both online shopping and purchase from the physical store depending with the conveniences or the type of product required. It is quite probable that this group appreciates both formats of advertising and chooses a format depending on the particular shopping situation.

The 40 / 100 who prefer online shopping is a big chunk, these results indicate massive preference for digital solutions. This group could be interested in the extended choice, convenience in comparison and possible lower prices which Internet provides. It may also do so due to the availability of various online offers, and opportunities to order and receive products wherever one is at a given time.

On the same, only 12.6% of the respondents shop more frequently in-store thus showing that a smaller part of the sample prefers shopping physically more. This group probably appreciates features such as having an opportunity to gauge the extent of available products, have a feel of what they are buying, and the easy access of the products.



6.

The sense of touch for instance when customers are touching and feeling products is the most preferred at 61.1% (58 respondents). This has the flavor of in-store shopping experience that lacks on-line shopping that involves only keyboarding.

58.9% of respondents also work to have immediate access to products displayed in the stores. This underlines the novelty of being able to consume as soon as one shops.

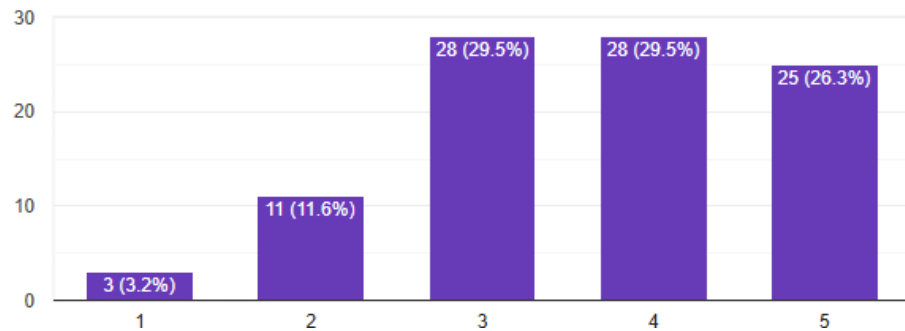
Product presentation conducted by the sales staff and store design are valued by 22.1% (21) participants each. Here, 38.9% (37) of the respondents said that get special offers or discount which are available only at stores, meaning that many people want unique offers.

In the option “None of the above,” only 3.2 percent or 3 respondents chose it. Therefore, according to the collected data, despite the constant development of online shopping, physical shopping keeps its popularity due to sensory stimuli, flexibility to gain access to products at any time, and unique sales promotions offered.

How important is the availability of sales staff in your in-store shopping experience?

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95 responses



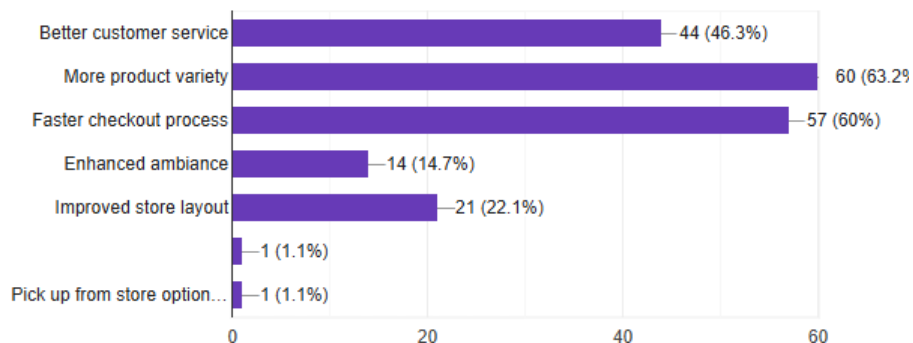
7.

Sales staff as a factor encompass part of the in-store shoppers' experience and 60% of the respondents consider it important. Overall, majority, to be precise 85.3% responded affirmatively that it is important for them; 29.5% responded as moderate importance and another 29.5% responded as quite importance. Also, more than a quarter of respondents, 26.3% said that it is extremely important. Conversely, again only a small percentage, 14.9%, considered it unimportant or very unimportant, meaning while most shoppers appreciate the services of sales personnel, there is that minority of customers who do not see it as a big deal.

What do you think can improve your in-store shopping experience?
(Select all that apply)

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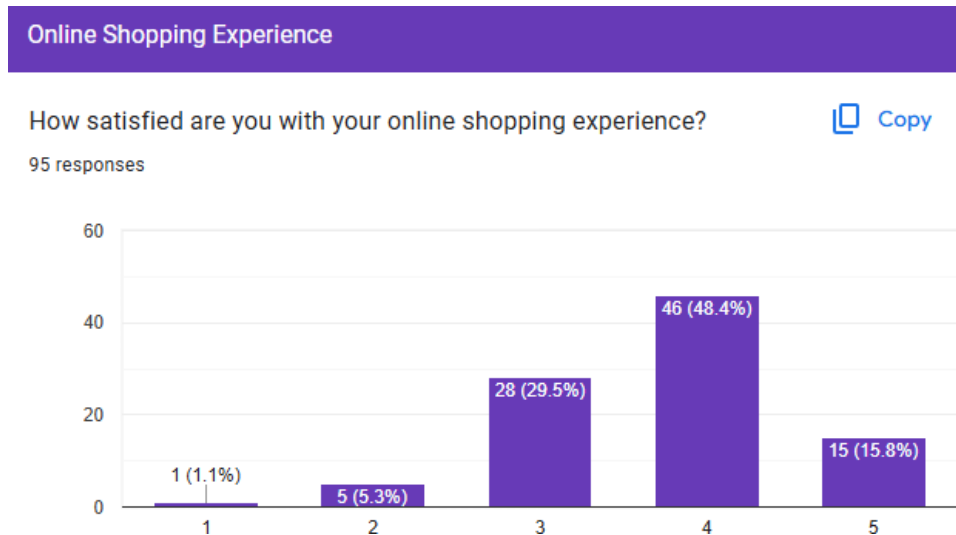
95 responses



8.

Thus, the survey findings reveal several factors that may help enhance customers in store shopping experiences. The two top highlighted areas seen by respondent were certainly true with 63.2% and 60% of respondents endorsing it as more product variety and faster checking out respectively. Just as compelling, 46.3 percent opined that the second result was better customer service while another 22.1percent responded that the second attribute was a better

store layout. This was closely followed the pickup from store option where only 1.1% mentioned; the other suggestions; such as specific in-store feature; received a very low response; only 1.1%. All in all these findings have revealed that speed, customer service and convenience contributes significantly towards enhancing the shopping experience.



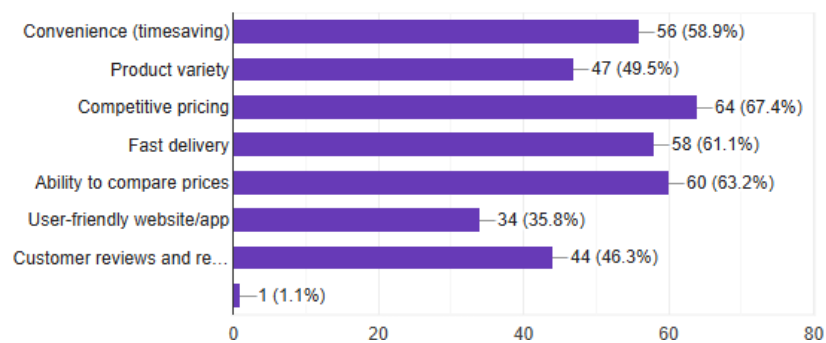
9.

Judging from the table, the level of satisfaction about online shopping experience in general is high for the respondents. 15.8% of the respondents about highly satisfied with the online shopping experience. A part from that 48.4% of the respondents said they are satisfied (rating 4), while 29.5% said they are moderately satisfied with the services (rating 3). Nonetheless, they are considerably fewer: 5.3% provided the rating of 2, and 1.1% (the rating of 1) revealed dissatisfaction. Here, it is seen that most of the respondents were satisfied with their online shopping experience, but there was a certain segment of consumers who have low satisfaction level about this experience.

What do you value most when shopping online? (Select all that apply)



95 responses



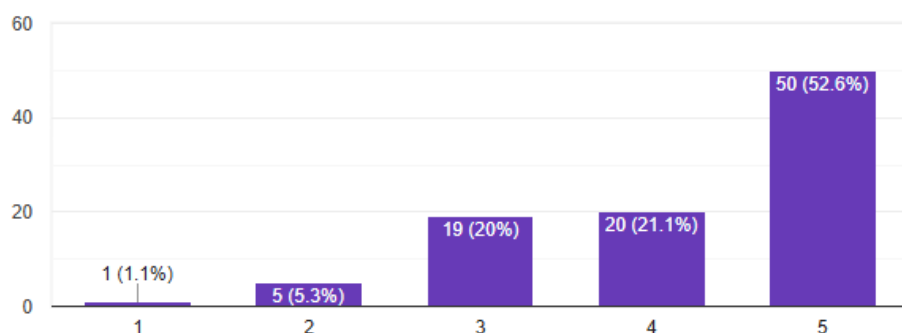
10.

Using a convenience sample to collect responses, the factors that respondents consider most important when shopping online are first and foremost oriented to utility. The most important features are, therefore, competitive price and price comparability, where both have been endorsed by 67.4% and 63.2% of respondents. In the same regard, easy to navigate website (35.8%) and customers reviews and recommendations (46.3%) were considered by most respondents. The other reasons included product variety and fast delivery which were found to have been selected by 49.5% of the respondents and 61.1% of the respondents respectively. Other factors such as features not listed above were chosen by a small number (1.1%) of the majority, confirming that convenience, comparison and online shopping experience matter most with others trailing far behind.

How important is the ease of the checkout process when shopping online?



95 responses



11.11.

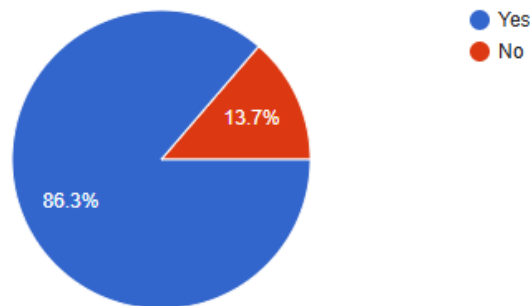
Most of the respondents considered the ease of the checkout process to be very important. A quite higher percentage of 52.6% considered it as extremely important (option 5) and 21.1% as quite important (option 4). Also, the responses indicated that 20% of respondents regarded

it as moderately important (3). Another 5. % Only a 2 consider that it is somewhat unimportant while a mere 1% consider that it is very unimportant 1. This implies that the flow of checkout process is highly significant in shopping experience of most customers.

Have you ever experienced a problem with online shopping (e.g., delayed delivery, product quality issues)?

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95 responses



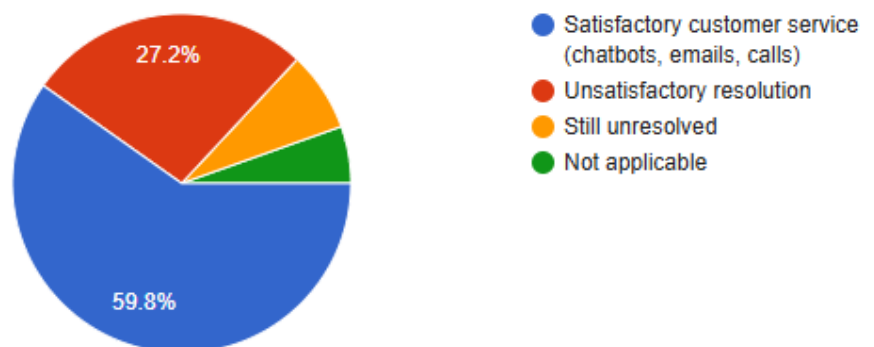
12.12.

Almost all the respondents, 86.3% revealed that they have once had a complaint with online shopping where they have received products that took long to arrive, were shipped in the wrong direction or received products of poor quality. On the other hand, a small proportion of 13.7% respondents indicated that they haven't experienced any problems. This goes a long way in showing that although the trends are today dotted by the rise of online shopping, hurdles pertinent to the process remain notable thorns in the neck of shoppers today.

If yes, how was the issue resolved?

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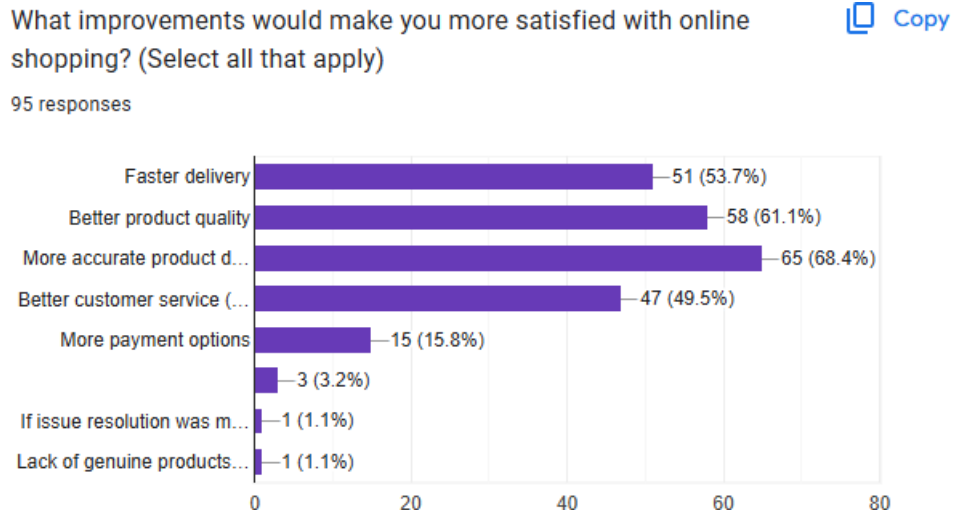
92 responses



13.13.

Out of those consumers who faced some problems while shopping through online shopping, 59.8% said that their problem was solved by satisfactory customer service such as with the help of a chatbot, email, or call. But 27.2% of the participants said that they received unsatisfactory

solutions while 7.6% said that the problem was not solved at all. A small portion, 5.4% said that this question was not relevant to them. This means that though most challenges are handled, there is still a considerable percentage of consumers complaining of poor solution.



14.14.

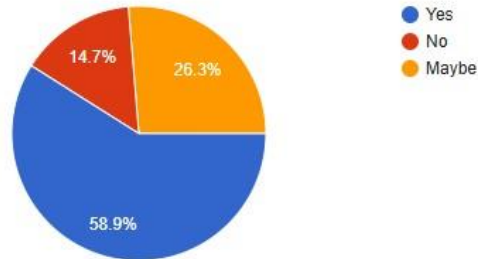
The changes suggested by the consumers that would bring higher satisfaction with online shopping are; adequate description regarding the product and improved quality of the products each of which was preferred by 68.4% and 61.1% of the consumers respectively. The next important consideration is quick delivery offered by 53.7% and followed by good customer service offered by 49.5%. Slightly more respondents identified a focus on more payment methods and avoiding cases of fake products as significant for 15.8% and 1.1% of them. 1.1% said better issue handling would assist and 1.1% offered other specific prescriptions. It is seen that there are four aspects concerning online shopping where the consumers want enhancement: speed, quality of product and service, accuracy of the product description and support.

Comparing In-Store and Online Shopping

Do you believe that human interaction (e.g., sales staff) enhances your shopping experience?

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95 responses



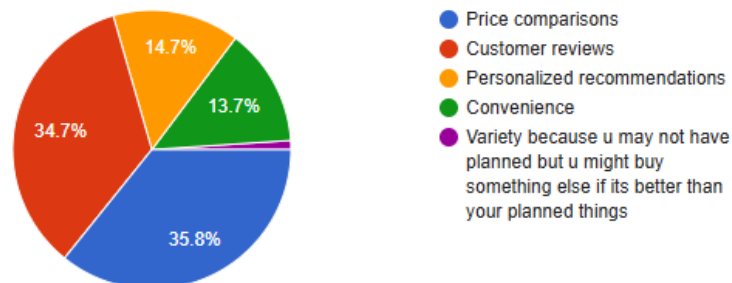
15.15.

The largest portion of respondents, 58.9% of participants, believe that the human factor (sales staff, for example) makes their shopping experience better. Nevertheless, 26.3% said it is unnecessary, 14.7% remain unsure which suggests that while most people appreciate the more personal relations dear in America, there is still a percentage of consumers who disliked being assisted by sales personnel, or felt that being on their own during shopping is sufficient.

What do you miss most about online shopping when you shop in-store?

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95 responses



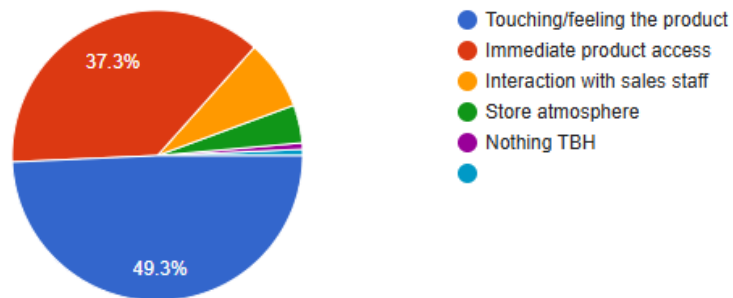
16.16.

Based on the specifics of which respondents most frequently felt they lack when they are shopping in a physical store, the present study reveals that the elements most frequently missed are comparative prices (35.8%) and customer reviews (34.7%). All the features stated above help shoppers in reaching the best decision. Besides, 14.7% of the companies reported that they had omitted Personalized recommendations next, while 13.7% said that online shopping is convenient. The minority of 1.1% responded saying that they missed the options because sometimes shopping physically in-store is not as convenient as ordering random things online. This tally with the more often perceived advantage of consumers by extra facilities and by participating in online shops.

What do you miss most about in-store shopping when you shop online?

 Copy

95 responses



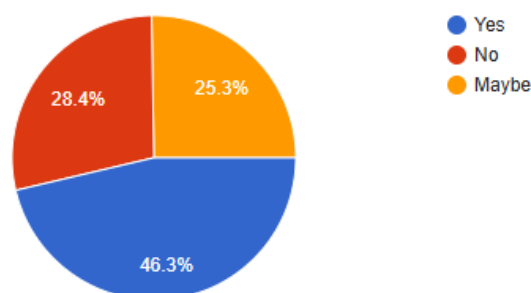
17.17.

When buying products through an online store/experience, the visible details/glimpses that are missed most are being able to touch feel the product (49.3%) and getting the product instantly (37.3%). Such factors reveal that decision-making is more related to the sensual and immediate advantages of purchasing that are given by store buying. Fewer respondents claim to have lost the ability to interact with the sales staff (7.7%) and the atmosphere of the store (4.2%) and that is to say that although interaction with someone and the store environment also bring value, the majority of the shoppers value the touch and feel that they get when they shop in the actual physical stores.

Would you prefer a hybrid shopping experience (e.g., order online, pick up in-store)?

 Copy

95 responses



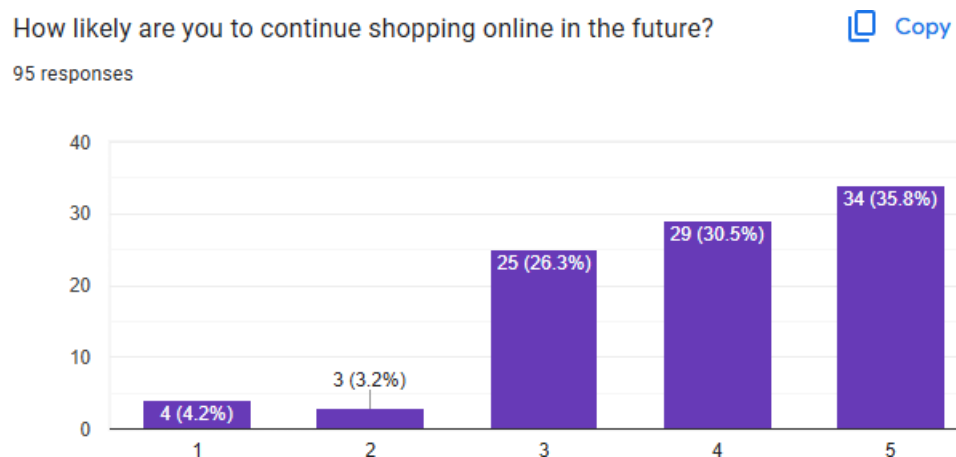
18.18.

Customers' desire for a hybrid shopping experience, in which they order online and pick up their products in-store, illustrates a developing retail trend that blends the convenience of online shopping with the instant pleasure and tangible nature of in-store purchases. 46.3% of respondents prefer this model, most likely because it provides the best of both worlds: they can shop from home while avoiding the time-consuming delivery process and receiving the product quickly. they are free to shop from home, but can avoid the time delivery would take and get

the product within no time. On the other hand 28.4% of the respondents are not interested in this hybrid model, it may be because of the fact that they want only the online shopping where everything is delivered to their home or the in store shopping.

A quarter or 25.3% of consumers remain undecided, that means that some consumers may not be aware of the relative conveniences of having such a split model or may have concerns on the execution of convenience stores, including the distance that is necessary in pick-up points, including time.

This shows that there is willingness to shift between the various modes of shopping, and that the general spread of the hybrid experiences maybe dictated by factors such as convenience, accessibility of stores and choice.



19.19.

According to the survey findings, there is high probability that most if not all the respondents shall continue with online shopping in the future. Moreover, 35.8% of those who responded said that their chances of carrying on with online shopping were very high, which showed satisfaction and a willingness to fully engage with the level of comfort guaranteed by online shopping. Another 30.5% described it as somewhat likely meaning that, while in general the respondents can be regarded as a potential consumers of online shops, there can be some other factors that affect their decision, might be the experience or preferences in shopping. Furthermore, 26.3% selected the option as moderately likely which suggests that they consider online shopping in future but may experience some viva sometimes influencing shopping experiences especially with online shopping or forever change their shopping behaviors.

On the other hand, 6.4 % of the respondents had some concerns as viewed by their rating of their likelihood as being unlikely or very unlikely. This explains why most consumer still

regard online shopping as an important aspect of their consumption patterns. Therefore, it may be concluded that the usage of Internet for shopping is very popular, and though some consumers have concerns, online shopping remains an increasingly popular trend that should remain popular in the future.



20.20.

The likelihood of continuing to shop in physical stores in the future shows a more divided response. While 31.6% of respondents rated their likelihood as quite likely (4) and 30.5% rated it as moderately likely (3), there is still a sizable portion, 26.3%, who rated it as extremely likely (5), indicating that they still strongly value the in-store shopping experience.

However, a smaller portion, 7.4%, rated it as somewhat unlikely (2), and 4.2% rated it as very unlikely (1), suggesting that while physical stores remain an important option for many, a notable number of consumers are reducing or questioning their in-store shopping habits in favor of online alternatives.

In conclusion, while physical stores are still likely to be part of consumers' future shopping habits, the trend shows a significant portion of respondents may shift more toward online shopping as their primary method.

CHAPTER 5: CONCLUSION

The survey, which provides insight into the behaviours of contemporary consumers, shows how behaviours evolving with the help of young generations who do not abandon the traditional and are eager to embrace easier options made possible by available technologies. Interestingly, while 92% of the respondents were below thirty five years, this shows that this younger generation is the one spearheading the use of the internet to shop online. They appreciate the convenience at which they get to work digitally with limited geographic, temporal or physical barriers which are important given their busy schedule. While older age groups are underrepresented, this generational tilt highlights a critical trend: this is occurring as the young generation is now driving the market where they prefer shopping online.

Gender also provides another perspective as to the plot of the story. The distribution of the gender of the respondents is as follows: 58.9% of the survey takers are male. But concerning goals and objectives when consuming and shopping, there is more unity of male and female consumers with convenience, variety, and Low price as key goals/intention. Even if overall shopping behavior of man and woman may not be significantly different, their preferences concerning certain categories of products probably do, thus refining their shopping patterns.

Another factor that comes in determination of consumers' behavior is income. The monthly income details of respondents shows that majority of the respondents (52.6%) falls under the low income earner category earning below ₹ 50,000 per month, always consider cost before making a purchase. Hence, for these consumers, online shopping has an advantage in terms of better price offers, offers and opportunities to choose without having to go out of the house. At the same time, the consumer with a higher level of income actively follows the quality and a selected choice, thereby indicating that, while it is important to save and achieve an affordable level, there is still a place for premium, a combination of both the qualities.

Shopping frequency also gives a different picture of consumer behaviour. The largest portion of respondents shop monthly – 42.1%, but some respondents shop weekly, and some occasionally, which reflects the ability to plan basic buying with occasional buying on credit. The current consumer preferences indicate that flexibility carried by online shopping and that of physical store shopping is highly valued as 47.4% of consumers prefer a combination of the two. E-commerce enchants buyers with its non-spatial availability, but traditional self-hire

continues to be popular because people appreciate having the opportunity to touch the goods with their own hands and carefully study them.

This haptic domain – touching and at once obtaining goods – is crucial for many consumers with 61.1% of the respondents considering the opportunity to check products physically valuable. But for the issues of affordability, ease of use, and ability to comparison shop, online shopping wins. Availability of user reviews, speed of delivery and smooth interaction via the Internet is very important when attracting consumers even if direct physical touch is not possible.

Additionally, there is still considerable interest in the Omni Channel shopping, where consumers order online, and also take delivery at the stores as 46.3% of the consumers expressed their interest towards it. Although a portion of consumers (28.4%) are bullheadedly particular about either online or offline buying, the middle solution is well valued by strong members of both camps that targeting consumers who wish to enjoy the convenience of online shopping services with the actual physical contacts of store purchasing. For some it's the perfect solution that provides the benefits of online shopping and which does not disregard the specifics that make shopping in the physical store appealing.

Thus, looking into the future, a clear trend towards online purchase can be seen, as 65.8% of respondents are interested in their further online purchases. Physical stores however are not fading off completely to signify that there is new shift to digital shopping instead a new mix between bricks and clicks is occurring whereby both channels can be integrated.

Hypotheses

H1: Consumers perceive online shopping as more convenient than in-store shopping due to time-saving factors and accessibility.

Accepted: In the given survey convenience, pricing competition and pricing comparisons are some of the factors that pull consumer to opt for online shopping as it is a time effective avenue for most.

H2: The absence of tactile experience and the inability to physically inspect products negatively impacts consumer perceptions of online shopping.

Accepted: For example, many respondents reveal a desire to return to in-store shopping by stating that they have enjoyed touching things and having direct access to products.

H3: Personal interaction with sales staff in physical stores positively influences consumer satisfaction more than online support tools like chatbots or emails.

Rejected: Store employees are important to consumers, although they meet other online customer service expectations through the use of chatbots and email. What this implies is that there is the ability to meet their needs adequately in the digital support.

H4: Consumers are more likely to make repeat purchases from online platforms due to factors like ease of comparison, competitive pricing, and faster checkout processes.

Accepted: The information proves that low prices and their ability to quickly compare them and go through the payment process push people to use online platforms multiple times.

In conclusion, customers are shifting base to online buying and therefore brands must keep on adapting by providing customer options that are more versatile, convenient, and integrated both off-line and online environments.

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