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Consumer Behavioural Trends In E-Commerce And Traditional Retail Environments

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***ABSTRACT*— Technology has transformed the way people shop, with the majority of people choosing to shop online rather than in traditional brick-and-mortar stores. Over the past ten years, this practice has gained significant traction, with numerous retail behemoths combining the two strategies to optimize their gains. The purpose of this study is to compare the purchasing habits of consumers who shop online and those who shop in physical stores. In this study, it is identified and discussed that men are more likely to shop online than in-store. Malls associated with in-person shopping are given preference for payment security. Although consumers are gradually shifting to internet shopping, most people still prefer to shop in person since they can trust the goods and feel and touch it. According to our research, FlipKart and Jabong are the two biggest companies in the online retail space. Online shopping is here to stay, and more and more consumers are choosing this method.**

***Index Terms*— online shopping, consumer behavior, physical shopping**

I. INTRODUCTION

People, or organizations, and the methods they employ to choose, acquire, and discard goods, services, experiences, or concepts in order to meet wants, as well as the effects these methods have on society and consumers." Kuester (2012) Technology has had an impact on purchasing, and with the introduction of online shopping, customers now have more options. Over the past ten years, this practice has gained significant traction, with numerous retail behemoths combining the two strategies to optimize their gains. The purpose of this study is to compare shopping in real stores versus online. If the elements influencing the choice to buy are disregarded or misinterpreted, it will be impossible to gain a critical understanding of consumer behavior in both the virtual and real worlds. Concerns about not being able to inspect things before making a purchase, for example, are thought to be the specific element influencing online shoppers' decisions. The internet has quickly spread over the world and is altering how people shop and purchase goods and services. In order to keep ahead of the competition in fiercely competitive marketplaces, many businesses have begun to use the Internet to reduce marketing expenses and, consequently, lower the price of their goods and services. It is anticipated that this study will advance our knowledge of both in-person and online customer behavior.

II. LITERATURE SURVEY

Finding the elements that influence customers' propensity to shop online has been the primary focus of the present body of research on consumer online purchasing decisions. There are common models of buying behavior in the field of consumer behavior research that illustrate the steps that customers take to decide what to buy. Because they can explain and forecast consumers' purchasing behavior, these models are crucial to marketers. According to Schiffman et al. (2001), the traditional view of consumer purchasing decision-making can be described as a continuum that goes from routine problem-solving behaviors to restricted problem-solving behaviors and finally to extensive problem-solving behaviors. A five-step model is the conventional framework for analyzing the buyer decision process. The consumer moves from a condition of felt deprivation (issue recognition) to the pursuit of information on problem solutions, according to the model. The data collected serves as the foundation for assessing the available options. The choice to buy is the outcome of developing and comparing purchasing evaluation criteria. Lastly, from a marketing standpoint, post-purchase behavior is crucial since it ultimately influences how satisfied or dissatisfied customers are with the good or service.

The core of consumer behavior in the majority of situations is captured by this traditional five-stage model. However, individual e-marketers are responsible for managing marketing concerns at every stage in the virtual environment. According to Peterson et al. [1997], the Internet is still in its infancy as far as developing a suitable, specialized model of consumer purchasing behavior. The consumer's starting point, pertinent market structures, and the features of the product in question will all have an impact on the decision sequences. An OSAM (Online buying Acceptance Model) has been proposed by Lina Zhou, Liwei Dai, and Dongsong Zhang in their paper "Online Shopping Acceptance Model-a Critical Survey of Consumer Factors In Online Shopping," published in the Journal of Electronic Research, VOL 8,No.1,2007, to explain why consumers embrace online buying. According to the authors, if a number of methodological concerns (such as survey design, subject privacy and confidentiality, sampling and subject solicitation, distribution methods, and survey piloting) are appropriately addressed, an online survey, in addition to other qualitative (such as interviews) or quantitative (such as phone surveys), appears to be appropriate for validating OSAM given no time or financial constraints.

Have been used to study consumer characteristics and how they affect the intention and behavior of online shoppers. A few management concerns that should appeal to online merchants are also highlighted by the research trends found in this study, such as changes in shopping preferences. Online marketing principles and tactics are also suggested by the proposed OSAM. This study clarified a few topics for further investigation. According to Ming-Hsiung Hsiao's Transportation Research Part E 45 (2009) 86–95, people's shopping habits have drastically changed over the last ten years. Technology is all around consumers and has the potential to completely change how they communicate and shop. Online shopping, also known as e-commerce, allows customers to avoid physically visiting actual stores. The three most obvious factors when choosing between online and in-store purchasing are probably information gathering, transaction/purchase, and delivery. When purchasing goods like cars, real estate, life insurance, etc., in-store buying typically outperforms online shopping. However, when it comes to goods like software, music, and so on, online buying is the norm. Two broad categories can be used to categorize the study: Consumers want to optimize their economic

- Usefulness subject to time and financial constraints. Psychological: It takes customers' mindsets into account. Economic Function
- Psychological Function
- Ultimately, it is discovered that there are considerably more advantages to not going to a physical store to shop than to wait for the delivery of books ordered online. This result contradicts earlier findings, which hold that the time saved on travel can be weighed against the time lost waiting for delivery. In a work published in 2004 by Rick L. Andrews and Imran S. Currim. He has researched the "implications for enterprise design and marketing strategy of behavioral differences between consumers attracted to online shopping versus traditional supermarkets." Online revenues are still rising and are expected to put more strain on conventional distribution channels in spite of the dot.com shakeout. Nevertheless, there is a startling lack of published empirical research on the behavior of customers drawn to online buying in comparison to those who purchase in physical stores.

This study tests predicted changes in these consumers' choosing behaviors using data from both standard supermarket scanners and an online supermarket. Online shoppers are less price sensitive than traditional supermarket shoppers, prefer larger sizes over smaller ones (or at least have weaker preferences for small sizes), are more size loyal, screen more based on brand names than on sizes, and have stronger choice set effects, according to the results of analyses done for two product categories. Customers will save money when there are price reductions on particular products, claim Xia and Monroe (2009). Because they are unable to see or handle the actual goods when shopping online, customers are more likely Numerous viewpoints to rely on pricing cues to assess the quality of a product that are displayed on the website.

According to the findings of their study, consumers who have a buying objective are more receptive to promotional messages like "pay less" and "discount," but those who do not have a shopping aim are more receptive to messages like "save more" and "free gift." believed that when a price decrease occurs, or when the retailer's motive to lower the price is questioned, a sense of lower product quality will eventually be invoked. When consumers look for products online, price will be the most important element. This indicates that price cues that are easier for them to recall are linked to their behavioral intentions. Numerous advantages that consumers believe the online purchasing method offers have contributed to its explosive growth.

One of these is buy flexibility, which allows the client to look up information and make a purchase from anywhere at any time. Another advantage is the cost benefit, which arises from the perception that things purchased online are significantly less expensive than those purchased in physical stores, as per a 2006 poll by Forsythe and Liu. The lower overhead and storefront maintenance expenses are the causes of the cost component. The majority of things sold online have lower prices than those found in physical locations, even when delivery fees are occasionally added to the final cost. The third advantage is convenience, which allows people to purchase whenever and wherever they want. Online shopping has become more popular due to the rise of gadgets that can connect to the internet at any time and a wide range of smartphone shopping apps. The aforementioned advantages are accompanied by additional disadvantages that have impeded the growth of internet purchasing. Internet security in relation to credit card fraud and identity theft is the first and most significant issue. Many internet purchases necessitate the use of bank accounts or credit cards, and many consumers are reluctant to divulge such information online.

Forsythe and Liu conducted this survey between 2006 and 2010 on both in-person and online shopping. Two opposing claims, the innovation-diffusion hypothesis and the efficiency hypothesis, were put forth in a survey conducted by Xinyu (Jason) Cao Frank Douma Fay CleavelandZhiyiXu of Humphrey Institute of Public Affairs University of Minnesota for The Interactions between E-Shopping and Store Shopping. Because urban dwellers are more receptive to new ideas and technologies than people in rural regions, they are more likely to make purchases online. According to the innovation diffusion hypothesis, urban dwellers are therefore more likely to shop online because it is an innovative channel. Using a sample of Internet users in the Minneapolis-St. Paul metropolitan region, this study attempts to uncover the relationships between online and in-store buying using a variety of analytical techniques.

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III. OBJECTIVE OF THE STUDY

To determine which shopping method is more popular. Additionally, to comprehend the factors that consumers consider while choosing a buying mode. Technology has transformed the way people shop, with the majority of people choosing to shop online rather than in traditional brick-and-mortar stores. Over the past ten years, this practice has gained significant traction, with numerous retail behemoths combining the two strategies to optimize their gains. The purpose of this study is to compare shopping in real stores versus online.

Main Objectives:

1. To ascertain the reasons why customers choose to shop online as opposed to in-store.
2. To ascertain the perceived advantages and disadvantages of online purchasing in comparison to shopping in physical stores.
3. To comprehend the long-term effects of online versus in-store shopping.

IV. STATEMENT OF THE PROBLEM

1. To do a comparison of shopping in real stores and online.

2. To research how customers behave in relation to each of these styles.

V. HYPOTHESIS

1 H0: The choice of shopping method is not substantially influenced by demographics.

2 H0: Customers' preferred forms of shopping are not much impacted by brand variety.

3 H0-Delivery times have no discernible effect on how customers behave while they shop.

VI. RESEARCH METHODOLOGY

This paper's main goal is to compare and contrast shopping in physical stores versus online. This is accomplished with a framework that consists of the following elements: i. Research Design: Descriptive research design is used in this instance since it is a systematic and conclusive investigation to determine the nature of the problem. ii. Sampling Design: Because we conducted an online survey and included a diverse range of respondents, clustered sampling was used in this instance. The study is descriptive in character, and the results are analyzed and interpreted using primary data. iii. Sampling Size: The sample size used in this study is 100 individuals.

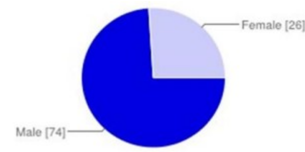
VII. DATA COLLECTION

The study uses a sample of 100 participants and is based on primary data. Since we gathered the information directly from the individuals, the approach used for data gathering is primary data collection. Framework: Data was gathered from internet reviews.

VIII. DATA INTERPRETATION AND ANALYSIS

The interpretation of the gathered data has been covered in this section.

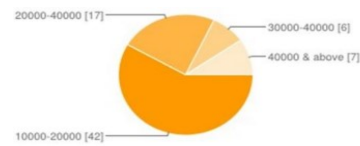
i) Gender



Male	74%
Female	26%

Males are more likely to enjoy online purchasing.

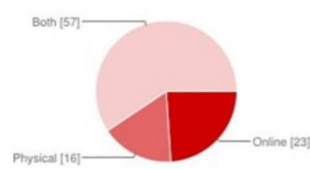
ii) Income



Salary	
10000-20000	58%
20000-40000	24%
30000-40000	8%
40000 & above	10%

People who make between 10,000 and 20,000 prefer to purchase online more than those who make between 200,000 and 30,000.

iii) Preference



Preference	
Online	24%
Physical	17%
Both	59%

Online shopping is more popular than physical stores, as indicated by the 59% of respondents who prefer to shop both online and in-store.

iv) Time Duration (Online shopping)

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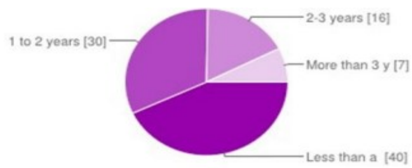


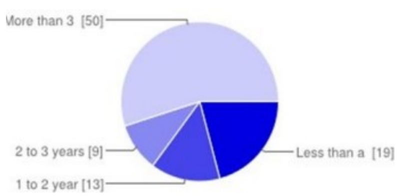
Yes	84%
No	16%

Less than a year	43%
1 to 2 years	32%
2-3 years	17%
More than 3 years	8%

32% of people have been buying online for 12 years, while 43% have been doing so for less than a year.

v) Time Duration (Physical Shopping)

Time(Physical)	
Less than a year	21%
1 to 2 years	14%
2 to 3 years	10%



55% of people have been doing physical store shopping for more than 3 years.

IX. FINDINGS & RESULTS
X.

- We discovered that men are more likely than women to shop online rather than in person.
- Shopping centers associated with in-person shopping are given preference for payment security.
- Because it offers more deals and discounts, Flipkart is the greatest website for online shopping.
- Although more and more people are buying online, most people still prefer to shop in person since they can trust the goods and feel and touch it.
- Since everyone has different preferences when it comes to buying, it is hard to say for sure what they want.
- Since consumers have been utilizing online shopping for less than a year, it has become more and more popular recently.

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