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CUSTOMER SHOPPING PREFERENCES: COMPARISON BETWEEN ONLINE AND OFFLINE

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

As technology advances, so too does the ability of the seller to get the product to the customer in a much quicker, easier and more cost-effective manner. Online shopping has been growing rapidly as of late. Today, the day the web grabs the eye of the retail market, a great many individuals are shopping on the web. Then again, the purchasing of item from the conventional market has been happening for a really long time. Many individuals like to purchase items disconnected so they can take a gander at the item and clutch the item subsequent to paying for it. In this cutting edge world, client's devotion relies upon the predictable capacity to give quality, worth and consumer loyalty. Certain individuals like to shop disconnected, some really like to shop on the web and many like to shop both. The focal point of this study is on customer's decision to shop on the web and at conventional stores at the data acquiring period. Internet shopping is simpler for individuals and more affordable than disconnected shopping. While going with any buy choice, the shopper ought to know whether to buy on the web or disconnected. The buyer ought to pick the channel that can best address their issues and needs and fulfill them. In the present cutthroat world, how the customer can pick the specific mechanism for buying products is vital according to an administrative viewpoint. According to Laing and Lai (2000), internet shopping is the 3rd best and most common activity over internet, after online shopping. Different exercises incorporate email utilizing, texting, and web perusing. These exercises are a higher priority than watching, getting engaged by the web, or getting data or news. These are the two most normal considerations that come to individuals' psyches while considering the exercises that web clients do while on the web. The way of behaving of internet shopping, likewise called web based purchasing conduct, is the purchase of goods over internet using a web browser. Purchasing conduct includes similar five stages as conventional shopping conduct. chiang and dholskia (2003), Lynch, kent (2001), and srinivasan (2001) expressed that in the conventional model of web based shopping, when the purchaser needs an item or administration, the person in question goes on the web and looks for the things he/she wants and his/her data. However, rather than actively searching, many potential consumers are drawn in by the information of the product he/she wants. He/she sees many products on the internet and chooses the best one that suits his/her needs. Then, at that point, he/she purchases the item and the exchange is finished and the post deals administration of the web-based destinations is finished. Internet shopping mentalities and conduct are straightforwardly connected with buyers. Past examinations have zeroed in on the motivations behind why the items in web based shopping are unique in relation to different items. A ton of studies have zeroed in on

high touch items where the purchaser feels what the item resembles when they contact, smell, or attempt it. This requires the disconnected purchasing at the purchasing stage since it isn't possible on the web. Indeed, even with the ascent in web-based deals and the comprehension that they will most likely placed strain on conventional or disconnected retail, internet shopping is still on the ascent. There isn't a lot of exploration done in this field or region. Online, or e-shopping, is a type of electronic shopping in which a web browser is used by the customer to make direct purchases of goods from the seller over the internet. Additional names for online shopping include virtual stores, internet shops, web stores, e-web stores, e-shops, and e-stores. The phrase "m-commerce," sometimes known as "mobile commerce," describes online purchases made via mobile-friendly websites or applications (apps).

Michael Aldrich, an English businessman, created internet shopping in 1979 (Aldrich Archive, 1982). In 2007 Palmer and Kimberly In 1990Tim Berners-Lee developed the primary Internet server. It opened with the end goal of bringing in cash. Numerous mechanical developments continued in 1994, including the presentation of web based banking, Pizza Hovel's most memorable internet based store, the Netscape SSL v2 encryption standard for safe information transport, and Bury Shop's most memorable web based purchasing stage. The principal safe web-based exchange happened in 1994, either through Net Market or web based buying. E-Bay was initially released in 1995, and Amazon was the world's first online retailer when it was first launched in 1995.Although many nations already engage in internet purchasing, several Countries are just beginning to experiment with internet buying. The merchant account, which made it easier for software companies to sell their products online, was introduced in 1987. The underlying programming the most seasoned programming still being used is called Swreg. The book Future buy investigates how new innovation will adjust shopper conduct and how individuals buy. The year of publication was 1992. The topics covered in the book include what e-commerce will look like in the future and how society will use the internet. The year 1994 marks the beginning of online business, and Yahoo is introduced during this time. About 1995.

On the internet, 12,000 domain names were registered. 1998 saw the introduction of Google into the e-commerce space and the opening of Yahoo's online store. To buy a goods from the internet, a consumer must have access to the internet and a working payment mechanism. Some popular online retailers that entice customers with low prices and big inventory are Amazon, Myntra, Flipkart, and others.

People with higher incomes and educational levels seem to be more inclined to shop online overall. Online purchasing is more popular among those with greater expertise and internet exploration. Consumers are increasingly shopping online as a result of

technological advancements. The advancement of technology fosters a mindset that is conducive to online purchasing for consumers.

The twenty-first century is a digital age, with everything from electronics to food available online. Today's consumers are demanding more individualized control while also realizing the advantages of digitization. While majority of the purchases made by consumers in large metro areas are made through online shopping and e-commerce. Even in non-metropolitan areas, the practice is gradually spreading.

Jumping on applications is turning into another age pattern in the Indian market because of the critical expansion in web entrance in the two metros and non-metros. A new overview by execution promoting innovation organization Criteo saw that as 74% of Indian respondents had introduced two to five retail and shopping applications on their cell phones.

One of the top three online categories in India is the sale of consumer durables. In addition to elements like e-wallets and enhanced online banking capabilities, players participating in an open commerce marketing ecosystem and employing technology and data analytics to assist customers in finding products of their choice and need are also significantly influencing consumers' evolving purchasing habits.

The cities with the most preference for online shopping in 2016 were Bangalore, Mumbai, and Delhi. Online business organizations are upgrading their approaches and growing new systems, such alluring EMI choices or free EMI choices, in response to this apparent shift in consumer behavior. These initiatives help to increase the affordability considerations for the customers.

A significant factor in customers turning to online platforms is their hectic daily schedules, which leave little time for visiting and checking out physical establishments. Another factor is the lifestyle of people living in metropolitan areas and the time and distance constraints they face. Second, there are year-round substantial product discounts, and physical retailers are attempting to adapt by increasing their online presence in an effort to compete with the shifting market.

Having said that, although this trend is more pronounced in metro areas, customers in tier 2 and tier 3 cities are less inclined to purchase home appliances from internet retailers for a variety of reasons, including long delivery times, concerns about defective goods, or the lack of a warranty on their brand of choice. Because of the

tactile element, consumers are still more likely to purchase home goods like air conditioners, refrigerators, and washing machines offline.

Customers are also reluctant to make purchases from online retailers due to the recent introduction and implementation of GST, which still requires clarification. As a result, they prefer to shop at local establishments. However, the main reason why people in non-metropolitan areas still choose brick-and-mortar retailers for large purchases is the long-standing custom of visiting physical stores, requesting a manual demonstration, and then making the purchase.

Even with everything available, online marketplaces like Flipkart, Amazon, and Snapdeal can't fully replace physical storefronts. Amazon as of late sent off the touch-n-feel e-shopping highlight on their site, which will assist with defeating this deterrent with the presentation of 3D recordings. By the by, they are now in the race, attempting to overhaul their administrations consistently to give their customers the disconnected store feel and break the mental obstruction.

Obviously Indian buyers are turning out to be more calm with web based shopping thanks to helpful installment choices, merchandise exchanges, speedy conveyance times, and various limits that attract clients metropolitan regions. In any case, in non-metropolitan regions where cell phone entrance is high, consumers are still not very fond of online shopping because it is not as financially advantageous as in urban areas, and they prefer to stick to long-standing traditions. Additionally, confusion regarding policies and procedures will continue to be a hindrance for online sites for the following five to six years.

In the present market, it is essential to pay equal attention to all channels, regardless of a consumer's inclination towards online or physical retailers. The consumer has the convenience of shopping whenever and wherever they choose with the Omnichannel strategy in addition to the choice to shop in the store. Retailers will benefit from the slow transition to an Omnichannel approach by having more foot traffic and being able to reevaluate their business plan to take advantage of the best of both worlds. Understanding how your clients draw in with your image at each phase of their client process is fundamental to developing a successful omnichannel strategy.

Factors Affecting Online Shopping

In the beyond a decade, web based purchasing has acquired significance. The sort of business that web retailers are leading is adequate proof that they are offering their clients advantages that conventional retailers don't. These are the factors impacting web purchasing:

1. **Risk** : Clients don't genuinely contact or feel the things they buy when they shop online. We in this manner perceive that there are various dangers related with buying an item web based, including the likelihood that it will not show up when expected and the likelihood that the size and shade of the thing won't match what is found, all things considered. Occasionally, the requested product arrives somewhat damaged.

2. **Convenience**: Compared to offline buying, online shopping is far more convenient. You can shop while relaxing at home as opposed to escaping your vehicle and going from one store to another. It is helpful to search for the products fitting our personal preference while situated in one area as opposed to jumping around. Contrasted with disconnected purchasing, internet shopping is undeniably more advantageous. You can shop while relaxing at home instead of escaping your vehicle and going from one store to another. It is advantageous to look for the merchandise fitting our personal preference while situated in one area as opposed to jumping around. Once you've made your purchase, the order is delivered to your location and the payment process is easy. Convenience is increased when shopping online. There, we are able to choose from a wide variety of materials without having to worry about dealing with distributors or dealers. Online shopping is really convenient since it eliminates the need to wait, ask questions, or worry about the product. It also does not involve asking for desired things or dealing with complications related to asking for desired kinds of items.

3. **Anxiety:** Concerning people's fear of visiting the locations and experimenting with them is another issue. People who are unfamiliar with websites such as Flipkart, Myntra, or others may feel that online shopping is difficult and complicated. As a result, they may not enjoy the process of shopping online because it takes time to fully comprehend the product. They become agitated and anxious about any potentially dangerous online transactions because of this specific activity.

4. **Previous online experience**: A significant area of stress is the manner by which somebody's related knowledge with web purchasing has been. As a matter of fact, related knowledge counts since it can here and there improve or keep up with individuals' inspirational perspectives. There are two encounters: a positive one

and a negative one. Each has a unique and distinct effect on purchasers' minds. Thus, these variables also affect e-commerce, or internet shopping.

5. **Pricing Policy**: Given that they are not burdened with overhead costs such as store rent, bills, etc., online retailers enjoy an inherent pricing advantage. They may pass on their prices to customers directly and, in most cases, do it at a cheaper cost than in an offline store. Even with delivery costs included, online purchasing is still preferable than offline shopping. Consequently, establishes the degree of internet shopping. Reduced price = increased demand; conversely, increased price = decreased demand. The cost of any good also affects a buyer's ability to make purchases. Clients commonly look for unobtrusive or normal costs alongside OK quality; they would rather not burn through huge load of cash on anything. In this manner, the cost of the item influences both trading simultaneously.

6. **Quality**: The degree of variation in product quality between online and brick-and-mortar retailers influences how frequently people purchase online. Superior quality has a positive impact on nature more than any other type of buying. Since they are spending a substantial amount of money, buyers and consumers want to have high-quality products. Qualities are generally more important than any other factor when making a purchase since they provide a sense of security, a sense of assurance, or a form of guarantee on the object of choice.

7. **Online trust:** Whether or not a customer believes in a specific website, its goods, and services depends on their perspective. As a result, how frequently someone shops online also depends on how much they trust a given website. People differ in their personalities and ways of thinking; while some people are afraid of online transactions, others trust it. There are several reasons to be trusting, such as the same product size, number, weight, security, etc.

8. **Tangibility of the product:** Prior to making a purchase, customers can touch and feel the object in the store, which helps them decide whether or not to buy it and whether or not it will meet their needs. One factor that influences a person's decision to go shopping or not is if they can actually see and feel a product. Online shopping is also determined by a product's tangible quality. It's not possible for anyone to acquire certainty in regards to the worth, greatness, or impression of any preferred products without really contacting the liked or looked for substance.

9. **Delivery time:** When a customer orders something online, it takes something like six to seven days for the product to be conveyed. Notwithstanding, when a client buys something disconnected, responsibility for thing is in a flash given to them. Thus, this is a significant aspect influencing internet shopping. Consumers expect prompt delivery; they would prefer to get an item at their favored time or in a short measure of time. The second significant element affecting item request is length.

10. **Income:** Individuals with higher incomes tend to engage in greater internet shopping than those with lower incomes. Having money is essential for making online product purchases. Higher earners choose online shopping over traditional brick-and-mortar stores because it is more dependable and convenient. The purchase of internet goods will increase with income and vice versa.

11. **Taste and preference:** Customer preferences and tastes differ from person to person and are occasionally additional factors that impact online shopping. When it comes to internet shopping, age group preferences and taste also matter. Products are bought or purchased by older persons for certain purposes. Teenagers or the younger generation used to buy products based on their preferences. Preferences and tastes change with age and choice. Each buyer's or customer's preferences are unique based on their age.

12. **Information:** It's conceivable that the data gave on the site is erroneous or unseemly. The purchaser couldn't get the data in regards to the item's all's quality. Subsequently, it will impact the client's web-based buys. The details offered by the recommended websites might not match up in terms of product details. It's possible that clients are not entirely satisfied with the information and details offered. Occasionally, even a large number of clients choose to purchase the goods even after fully understanding the specifics because they believe the details to be correct and make sense. Product information may change in the true sense when it is delivered or arrives at the appropriate client.

13. **Variety:** It is difficult to find a product that can compare to the kind of choice that customers may get online. No matter how difficult it is to find in the physical store, customers may locate any goods in the online retailer's listing as they have merchandise from every major brand. Both online and offline shopping offer a wide selection of products from different brands. The main aspect influencing the market is variety in and of itself. Higher sales are achieved at shops with a greater

range of products, and vice versa. In general, people like to relocate to areas with a wider selection of goods.

14. **Discreet shopping:** Customers find it uncomfortable to buy specific things, such as lingerie, in physical stores. Online shopping is covert, and some portals allow for discreet buying as well. Purchasing girlie material offline is quite convenient because there are no awkward situations involved. Customers may simply deal with offline transactions since they can go and buy their useable things without any hesitations. There is no one to ask for any kind of intimate merchandise.

15. **Offers:** In addition to providing products at reduced prices, the majority of online retailers frequently offer discounts in conjunction with banks, brands, and other entities. which implies that customers will save more money when making online purchases? Offline retailers only run deals and discounts in conjunction with manufacturer sales or stock clearance. There are deals available online every hour of the day. Even in the absence of festivals or carnivals, we receive offers with every transaction. One of the main factors luring customers to make online purchases is offers. Offers have a big impact on purchasing.

16. **Instant gratification:** When customers purchase offline, their items are delivered as soon as they are paid for, yet, when they shop on the web, they should trust that their buys will show up. Holding up a little while is generally not no joking matter, but rather when a purchaser needs the item immediately, disconnected buying becomes fundamental.

17. **Available item and administrations:** Clients benefit more from internet buying since there is a more prominent determination of labor and products accessible. Certain products are exclusive to online retailers.

Factors Affecting Offline Shopping

Since the beginning of human history, offline commerce has existed. There are some advantages that come with shopping offline for the consumer. The following are some elements that influence offline shopping:

1. **Less number of choices:** When it comes to offline purchasing, there aren't many options. There aren't a wide range of sorts. The product determinations in the stores are obliged. More seasoned supplies are at times on special and accessible for a rebate. Since offline retail involves manual labour, we generally have fewer options. Because of the manual factor, we are forced to choose from a smaller number of materials.

2. **Time consuming:** A trip to the grocery requires a lot of time. The distance to the store from one's house or place of employment takes time. Additionally, putting on clothes or even browsing other things in a store takes time. When shopping offline, customers travel from place to place and shop to shop in pursuit of the item they want.

3. **Information:** The data, by and large, given by a businessperson is off base. Moreover, this data isn't really what we want. Furthermore, when we, at the end of the day, have close to zero insight into the things, we buy them in light of what they say. These buys are made from consideration when we are familiar with the storekeepers.

4. **Authenticity:** Contrasted with internet shopping, disconnected shopping is more veritable. We can feel the item's surface and get a feeling of its qualities when we buy it. When we make an offline purchase, we are well aware of what we are getting. However, we don't always know exactly what we are purchasing when we shop online. This is due to the fact that we don't always purchase the products that we see on websites when they are delivered to us.

5. **Taste and preference:** The client's preferences and inclinations change occasionally. We have the opportunity to take a stab at garments prior to buying anything from a retailer. We do not have this option when purchasing any anything from an online store, though. As a result, offline shopping better accommodates consumers' shifting tastes and inclinations.

6. **Bargaining:** Dissimilar to while shopping on the web, a purchaser can truly wrangle with a vender at a disconnected store. Online shoppers are unable to haggle because the cost of the item is predetermined. Some customers do not shop online because they believe it is more expensive than shopping in person, having made their purchases based on haggling.

1.2 NEED AND SIGNIFICANCE OF THE STUDY

Consumers in the modern day have access to a large array of channels in addition to a multitude of stores. Understanding what inspires clients to purchase from one channel over another turns out to be progressively pivotal for channel plan and the executives as an ever increasing number of channels (such as mobile and e-commerce) are launched and the rivalry among them grows.

Studies conducted recently have identified an additional non-store retail format on the Internet. Recent research looked into why people shop online, through catalogues, or in physical stores (Black et al. 2002). The study adds to the body of knowledge in marketing by contrasting offline and internet channels side by side. Additionally, this study advances our theoretical and practical understanding of consumer behaviour, especially as it relates to the decision-making process involved in online purchases.

The online consumer behaviour can be used to identify the two main research streams and the three different research phases. The first significant study stream that has been found investigates the notion that factors related to the product, such as its compatibility for online delivery and evaluation, play a significant role in influencing online sales.

The identified study stream investigates how the circumstances of the consumer play a significant role in driving online retail purchases. The consumer's condition is understood to comprise product availability, familiarity with technology, experience, trust, brand, and customer service under this second research stream. Better knowledge of consumer behaviour will result from a clarification of the argument over whether the circumstances of the consumer or the features of the product are what ultimately influence the decision to make an online purchase. Retailers will

benefit from the research's findings as they attempt to understand why customers browse and assess things online before making an offline purchase, and vice versa.

1.3 NATURE AND SCOPE OF THE STUDY

1. The objective of the undertaking is to get a more profound comprehension of the purchaser experience and on the web and disconnected research.

2. The evaluation makes clear and concise the primary factor that consumers take into account when deciding what to buy online.

3. After that, the primary theoretical hole in our knowledge of what and why customers use the Internet to make purchases is investigated in light of consumer behaviour theory and retail change theories, specifically with regard to the purchasing decision-making process.

4. The review took a gander at how quality, worth, fulfillment, and steadfastness are connected with one another with regards to customers' choices to shop on the web or disconnected.

5. There aren't many responses that have been gathered from responders.

1.4 AIMS & OBJECTIVE OF THE STUDY

The current study's specific goals are to compare online and physical buying in a broad sense.

1. To examine the notable differences in customer demographics, technology usage, availability, and attitudes between online and offline consumer groups.

2. To investigate the variables influencing consumers' decisions to switch between online and offline and offline to online buying.

3. The element pushing a customer to make just offline or online purchases.

4. To decide if a buyer's capability impacts both disconnected and web based shopping.

CHAPTER 2

LITERATURE REVIEW

In view of a logical writing examination, Li and Zhang (2002) took a gander at the delegate group of exploration on purchaser mentalities and conduct connected with web based buying. By doing this, this study hopes to highlight gaps in knowledge and potential directions for future research while also offering a thorough picture of the state of this subfield. They made the decision to limit the scope of their research article search to the months of January 1998 through February 2002. They looked through the proceedings of three major IS conferences: the Global Gathering on Data Frameworks (ICIS), the Americas Meeting on Data Frameworks (AMCIS), and the Hawaii Worldwide Gathering on Frameworks Science (HICSS). The other two choice rules are that the articles are observational in nature, and they measure no less than one of the variables distinguished in our scientific classification. In order to find and incorporate other notable articles in this field, they also looked through the reference sections of the chosen articles. The elements that earn the most consideration are three of the five ward factors (purchasing conduct, mentalities, and expectations from buyers) and three of the five autonomous factors (individual attributes, merchant/administration/item characteristics, and site quality). This has all the earmarks of being the essential line of request for this field of study. It has been discovered that attitudes, intentions, and behaviour related to online purchasing are highly influenced by human traits, vendor/service/product qualities, and website quality. These findings directly suggest that bettering the quality of products and/or services, focusing on more suitable consumer groups, and enhancing the quality of websites can all have a positive impact on consumer attitudes and behaviour. This could increase the frequency of early purchases and repeat purchases by customers. Future study aims to overcome this methodological issue in order to produce a validated tool for assessing the approaches and behaviours of online shoppers. In an

investigation conducted in 2014, Chaing and Dholakia looked at why customers shop online for products.

Their study focuses on three main variables that influence consumers' decisions to make in-person or online purchases. These are the shopping locales' openness qualities, the sort of items and their traits, and the item's genuine expense. The investigation discovered that clients' goals to purchase or not are impacted by the shopping destinations' convenience and openness. When a customer finds it difficult to make an online buy, they will typically turn to making purchases offline. If they still have trouble making an offline purchase, they will then make an online purchase. Following the comparison of the two shopping channels, the customer stated that they found online shopping to be more easy and satisfying, which encouraged them to make purchases online. According to Iyer and Eastmen (2014), the populace Seniors with higher levels of literacy, expertise, and technological awareness are more likely to shop online. They also tend to behave positively towards online shopping and the internet. However, senior populace that is less acquainted with the web and shopping destinations takes part less in the shopping locales since they are more keen on disconnected shopping and have a negative disposition towards web based shopping. Senior population that is more familiar with the internet uses more online sites to make purchases. For their purchases of goods, senior citizens who are more knowledgeable about the internet and shopping sites compare online and physical shopping. However, their level of expertise and internet usage is unrelated to their age or how satisfied they are with their online purchases. Danaher et al.'s 2003 study concentrated on the 100 companies' brand loyalty in comparison to 19 grocery products' online and offline sales. They looked at the food items from both shopping trips utilizing the starting model, a recently portioned Dirichlet model with profoundly noticeable highlights that give 14 exact models to buy conduct notwithstanding exact brand inclination classes. The study's findings showed that higher market shares for high-profile brands actually led to substantially higher levels of online shopping than anticipated. However, this is simply the opposite for the small share brand. On the other hand, expectations and observations in traditional retail have no bearing whatsoever on brand share. Tabatabaei (2009) investigated the perspectives of consumers making purchases from offline markets as well as those making purchases online. The objective is to comprehend the reason why ordinary clients like to purchase on the web, what elements influence their choice to make an internet based buy, and what variables compel them decide not to use the sites for their shopping. He gathered information at a little shopping center with 264 respondents, and he then, at that point, inspected the gathered information. Each member in this study is educated and acquainted with PCs and the web. A part of the study's inquiries are about socioeconomics, PC abilities, and data over the web. That's what the review's decision was in spite of the fact that disconnected customers simply

made one to five in-person buys from retail sites year, web customers used to make numerous web-based buys every month.

Selvakumar (2014) focused on the difficulties deemed significant to online purchasing as well as how consumers perceived the products supplied online. This study was carried out in the Tamil Nadu state city of Coimbatore among online shoppers. Its purpose is to examine the influence of consumer attitudes and opinions. Students planning to attend college were handed the surveys, which were designed to gather data from the general public. There are 150 responders in the entire sample. The results of this study indicate that customers' intentions to shop online are influenced by accessibility and improvement. Hausman and Siekpe (2009) examined a real-world US study on how web interface elements affect consumers' intentions to make online purchases. Traditional information systems are not the same as e-commerce systems. It possesses both marketing channels and information system properties. Both human and mechanical elements are present. An empirical research demonstrates that mental and mental components truly do have implications with regards to grasping the persuading factors for online customers. As per the review, there should be PC and human parts for internet purchasing to happen. An experimental review led in the USA on the examination of online channel inclination was basically analyzed by Devaraj et al. (2006). He looked at the economic and behavioural aspects that influence online consumers' preferences for certain online channels and increase their level of happiness. The findings show a relationship between the electronic marketplace's asset specificity and uncertainty structure factors and behaviour elements including personalization, website design, and time responsiveness, dependability and security of the internet route. Furthermore, it was discovered that the consumer satisfaction outcome with the channel is also substantially correlated with personalization, time responsiveness, security, and reliability. The happiness of online customers is not significantly impacted by website design. Ultimately, the results showed a substantial correlation between the consumer's preferred online channel and the pleasure derived from the aforementioned behavior characteristics. Convenience is a primary driver behind consumers' decision to shop online, according to Ozen and Engizek (2014). Most of the ongoing writing on accommodation has focused on the customary physical retail setting. Comparatively less research has been done on the convenience of online shopping. Online retailing offers advantages in terms of location and timing (Gehrt et al., 2012); customers can avoid wasting time travelling to congested malls. Li (1999) asserts that e-consumers are more familiar with ease than with firsthand knowledge. Since they are time-constrained and don't mind buying things without seeing them in person, convenience is the most important factor to them when making purchases (Li & Zhang, 2002).

CHAPTER 3: RESEARCH METHODOLOGY

3.1 PROBLEM IDENTIFICATION

1. Just metro cities are included in this analysis.

2. The online and offline markets are becoming more competitive due to technological advancements.

3. In order to obtain the ideal conclusion for this kind of research, where market conditions are always changing, more respondents are required.

4. The population with higher economic levels, technology, and education are the only ones who specifically purchase online.