

# COMPARING CONSUMER BEHAVIOR IN TRADITIONAL RETAIL MARKETS AND E-COMMERCE: AN ANALYSIS OF CURRENT TRENDS

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## Abstract

This abstract highlights the subtle interaction between the physical and virtual components of customer involvement, bringing attention to the changing nature of consumer behavior in the modern market world. The study of these interactions is becoming more important for companies that want to adapt and innovate in an ever-changing retail market. This is because conventional retail platforms and online shopping platforms are both working hard to fulfill the shifting demands of customers. This research was carried out with the purpose of analyzing the buying behavior of consumers in relation to the most recent features made available by e-commerce, given that consumer behavior is what ultimately leads to the purchasing choice. It was a quantitative study, and the survey technique was utilized to gather data, along with a close-ended questionnaire based on a 5-point Likert scale design. Methods of purposive sampling were used in the selection process, which resulted in the sample being obtained. The findings of this study suggest that the use of the internet to conduct business has a significant impact on the shopping habits of consumers. Consumers' propensity to make decisions and engage in purchasing activities are significantly influenced by factors such as the convenience of access, the rapidity of connection, and the breadth of available options. The findings also shown that customers are influenced by e-commerce to migrate from buying in physical stores to shopping online since online shopping offers a wider variety of products, more ease of use and accessibility, and less constraints.

**Keywords:** Buying, Consumer, Market, Retail, E-Commerce.

## 1. INTRODUCTION

Both the conventional retail marketplaces and the landscape of e-commerce are heavily influenced by the behaviors of the customers that shop in both areas. The dynamic character of the modern marketplace is shown by the delicate interaction that exists between customers and the two main routes of trade that exist today. Traditional retail marketplaces with their brick-and-mortar locations have long been the cornerstone of customer contact, since they encourage a tactile and immersive purchasing experience. This has been the case for quite some time. On the other side, the introduction of e-commerce marked the beginning of a new era that fundamentally altered the manner in which customers experienced and interacted with the items and services they purchased. As a result of this change, an interesting investigation into the ways in which consumer behavior develops in response to the opposing characteristics of these two paradigms has been made possible. When shopping at typical retail establishments, customers find themselves in a setting that is both physically present and abundant in sensory stimulation. Having the option to touch, feel, and test out things before making a purchase choice adds a one-of-a-kind facet to the whole experience of going shopping. This hands-on involvement generates a feeling of immediacy and connection, and it allows customers to

assess the quality and applicability of a product in real time, which is beneficial to both parties. The ambiance of a physical store, with its thoughtfully chosen displays and customized customer service, adds to the development of a unique shopping environment that goes beyond the just transactional aspect of the trade. This atmosphere may be found in both online and in-person purchasing. In addition, traditional retail marketplaces often function as social centers, places where customers not only buy but also look for opportunities to engage in community activities. The process of strolling around aisles, talking with other customers, and obtaining individualized advice from employees who are competent all contribute to the inclusion of a social component in the shopping experience. This communal part of consumerism not only serves the utilitarian side of consumerism, but it also satisfies the innate human desire for social contact, which results in a more complete and satisfying experience while shopping. The introduction of e-commerce, on the other hand, has brought about a paradigm change in customer behavior, which in turn challenges the traditions of conventional retail. E-commerce platforms use the power of technology to circumvent geographical limitations and provide customers an unparalleled level of ease and accessibility. This benefits both parties involved in the transaction. The opportunity to window shop and make purchases without leaving the coziness of one's own home, in conjunction with the ease of having goods delivered right to one's front door, has fundamentally altered the manner in which customers approach the shopping experience. Consumers are provided with knowledge that allows them to make educated selections that are suited to their interests as a result of the huge number of options that are accessible online, which are often accompanied by user evaluations and suggestions.

In the area of e-commerce, the lack of a physical touch and of engagement with a person in person is compensated for by the introduction of cutting-edge technology. The goal of interactive product presentations, virtual try-on features, augmented reality experiences, and other similar elements is to imitate the sensory engagement that can be experienced in conventional retail locations. E-commerce platforms recognize the significance of providing customers with a visually appealing and dynamic online buying experience and attempt to bridge the gap between the real world and the virtual world. Convenience, the ability to save time and make the most of available resources, as well as the smooth incorporation of new technologies, all play a significant role in shaping the purchasing decisions of online shoppers. Online consumers have a mentality that is focused on maximizing their efficiency, and one factor that contributes to this is the ease with which they can access a broad selection of items, read customer reviews, and do price comparisons. In addition, the customized suggestions brought about by algorithms and data analytics offer a bespoke shopping experience, which in turn boosts the overall user experience and level of happiness. Traditional retail marketplaces are still thriving in spite of the evident benefits offered by e-commerce because they capitalize on the emotional and experienced parts of the purchasing experience. A feeling of trust and immediacy may be fostered via face-to-face encounters, which digital platforms try to emulate. This sensation can only be achieved through the actual presence of a business. In addition, a distinctive feature of conventional shopping is the capability of bringing an item home with you immediately after making a purchase. This is in stark contrast to the extended amount of time that is often required for the receipt of an online order's delivery. The study of customer

behavior in both conventional retail settings and online e-commerce environments reveals a nuanced dynamic between real and simulated encounters. Traditional retail marketplaces are attractive to customers who are looking for an all-encompassing and engaging shopping experience because of the physical and social aspects that they provide. On the other side, e-commerce platforms make use of technology to provide unprecedented levels of ease, accessibility, and personalization for its users' shopping experiences. Synergy between these two paradigms will form the future of retail, driving firms to adapt and innovate in order to fulfill the dynamic requirements of the contemporary customer. As consumer tastes continue to develop, the synergy between these two paradigms will shape the future of retail.

## 2. REVIEW OF LITERATURE

Singh, Balbir. (2023). The purpose of this research is to make an effort to conduct an analysis of how consumers in the Kangra district of Himachal Pradesh behave with regard to internet buying. For the purpose of this research, a random sample of three hundred respondents was chosen, and information was gathered via the use of a questionnaire. According to the findings, online shopping is becoming more well-liked among customers in the younger generation (73.33%), the majority of whom are students (93.33%), who are in the age range of 20-30 years. According to the findings, when a customer decides to make a purchase online, they are driven by a variety of criteria including ease of buying or convenience, saving time, cost effectiveness, price effectiveness, anywhere-anytime, wide categories availability, and cost effectiveness. It was discovered that the convenience of making purchases online (53.33% of customers) was the most popular factor among customers. 90% of customers spend anything from 0 to 5 hours each week browsing the internet to find products to buy online. Now there is no need for customers to physically go to the marketplaces and businesses. But despite this, there are still a few elements that are making internet purchasing more difficult than it should be. This is due to the fact that customers are unable to physically touch, test, sample, or view the items, which means there is a possibility of receiving the incorrect product after an order has been made.

Milhana, Uthumalebbe. (2022). The development of the internet has resulted in a profound shift away from the conventional methods of shopping. The amount of people who buy online these days is expanding at a quick rate, as is the number of people who utilize the internet. Despite the fact that the vast majority of customers still prefer conventional purchasing methods. This research investigates the differences and similarities between conventional shopping and shopping conducted online, with a focus on Dharga Town. As a consequence of this, 188 samples were chosen for this research using the snowball sampling approach, and the main data for this study was acquired via the use of a questionnaire administered to individuals who participate in both conventional and online shopping. Descriptive analysis was performed on the data with the help of the SPSS program. Additionally, an arithmetic mean model and graphs were used in this research. The findings of the research indicate that traditional shopping is safer than online shopping; traditional shopping is more convenient than online shopping; online shopping provides more opportunities to compare the prices of goods than traditional shopping does; and the primary difference between traditional and online shopping is the presence of the risk of online fraud and security issues such as hacking in online shopping. In

addition, there is a difference in pricing between these various means of purchasing, and the best price for the items may be found via internet shopping rather than through conventional shopping. As a result, the findings of this research imply that conventional shopping should boost the convenience of purchasing. Additionally, there should be options for returning items while purchasing online, and safety should always be a priority.

Tlapana, Tshepo. (2021). The configuration of a store's interior is a crucial factor that plays a big role in the establishment of a retailer's brand image and is an essential factor that influences the purchasing behavior of customers. According to Behera and Mishra (2017), well planned store layouts are essential because they have a significant impact on the designs of in-store mobility, the atmosphere of the retail environment, the purchasing behaviors of customers, and the operational efficiency of businesses. When there is inconsistency in the layout of the business, some customers may choose to shop elsewhere in search of an enterprise that provides services that are superior, more convenient, and completed in a shorter amount of time. According to Clark (2003), taking a more considered approach to retail layout may yield substantial rewards in the form of increased sales, client loyalty, and eventually turnover. The primary purpose of this research was to ascertain whether or not independently owned convenience shops in Kwa Mashu are conscious of the influence that store layout has on the shopping behaviors of customers. In order to accomplish the goals of the research, a quantitative investigation was carried out at several Kwa Mashu convenience shops utilizing questionnaires that customers filled out on their own. In all, the survey included the participation of 400 different respondents. The respondents were chosen using a combination of probability and non-probability sampling, as well as convenience sampling. After that, certain facts and conclusions from the research were analyzed, and then some suggestions were made based on those findings. The results of this poll indicate that customers have concerns about the configuration of retail establishments. It was determined that the primary factors to this discomfort are the accessibility of the shop, the in-store service, the retail environment, the presentation of items, and the overall look of the business itself. As a consequence of this, it is suggested that proprietors of convenience stores in Kwa Mashu pay attention to the aspects stated above and make certain that plans are put into place to aid clients in locations where they have a want for such assistance.

Aryani, Dwi et al., (2021) The purpose of this research is to analyze the preferred purchasing methods of Malaysian and Indian customers, as well as the factors that lie behind such preferences and the difficulties with transactions that those consumers experienced during the epidemic. The majority of the data were obtained via the completion of a survey that was sent out to 200 individuals. According to the findings of the survey, it is doubtful that conventional shopping will be replaced by internet shopping anytime soon since many customers still appreciate the ability to physically examine things before making a purchase. Despite this, a large number of people now choose to do their shopping online because of the numerous benefits it offers. The respondents' experiences with their financial dealings are consistent regardless of the purchasing approach they choose. The results of this research might provide a blueprint for companies to follow when deciding whether or not to participate in online shopping platforms for the sake of possible future growth.

Singh, Dr. (2019). The practice of purchasing online is becoming more commonplace in countries all around the globe. The conventional method of retailing in India is now fashionable. More than ten percent of the gross domestic product of the Indian economy is contributed by the retail sector. The development of information technology has led to the rise of the practice of online shopping, which is becoming more common in India. The proliferation of the internet has made it much simpler to carry out one's buying activities online. This style is very well-known among younger people. The pleasure of customers is a problem that is crucial to both conventional and online businesses, and it is also one of the most hard. The purpose of this article is to make an effort to examine the preference of customers for online shopping and the influence that this choice has on the conventional retail sector. In order to carry out the current research project, a sample size of one hundred people was chosen from among the conventional shops. With the use of a practical sampling approach, these samples were collected from the traditional retail market in Shimla, which is the capital of the Indian state of Himachal Pradesh. In addition to this, 200 sample responders were chosen from among the people who had purchased things online. The consumer respondents were drawn from the student body at Himachal Pradesh University in Shimla using procedures of random cumulative and purposeful sampling. The research made use of both primary and secondary sources of information. The findings of the research indicate that there is a detrimental effect that internet shopping is having on the conventional retail business.

E-Zahra, Rukh & Awan, Dr. Abdul. (2017). The purpose of this study paper is to describe the decisions that customers make about where they make their purchases, specifically whether they go to shopping malls or traditional markets in an effort to find products or services that meet their needs. The customer is free to make whatever choices and selections they see fit, as long as they are guided by their perceptions on a particular product or service, which are formed based on their post-purchase experiences at various locations. For the purposes of data gathering and conducting an in-depth analysis of the research, we visited a representative selection of Multan city's retail centers and marketplaces. A structured questionnaire was used to obtain the primary data for this study. The findings were derived by the use of a procedure called linear regression. In order to identify the link between the variables, demographic and correlation analysis were also used. According to the findings of our investigation, each of the factors had a substantial correlation with one another. We came to the conclusion that consumers are driven by their preferences and priorities to make purchases of the goods and services they need and want from the shopping centers and marketplaces that are most convenient for them. Both shopping malls and traditional markets produced outcomes that were almost identical to one another, and there was no discernible difference between the two in this regard.

Sarkar, Dr-Raja et al., (2017) In India, one of the industries with the most rapid expansion is the retail industry. It is one of the pillars upon which the economy is built and is responsible for around 10 percent of the gross domestic product of the nation. It is estimated that the value of the Indian retail market is \$ 600 billion, which places it among the top five retail markets in the world in terms of economic value. The expansion of the retail industry in India is one of the quickest occurring anywhere in the world. The Indian consumer market is characterized by

a high degree of pickiness. The preferences of consumers on whether they would rather shop online or in traditional stores influence the kind of purchases they make. Both purchasing via the internet and the more conventional methods each have their own set of benefits and drawbacks. Shopping online eliminates the need to travel vast distances, provides access to a greater selection of goods, can be done around the clock without interruption, may provide access to substantial savings, and can expand the availability of consumer feedback. On the other hand, conventional shopping provides buyers with the opportunity to visually inspect things, which is something that cannot be done while buying online. Consumers may purchase either traditionally or online based on their preferences at any given time, which results in fundamentally different behaviors when comparing the two modes of purchasing. Online shopping has been more popular over the last decade. The purpose of this essay is to shed some light on the disparities that have emerged as a result of purchasing behaviors both online and in traditional stores.

Chandramana, Sudeep & Menaka, Dr. (2014). Over the course of the last several decades, the retail industry in India has shown a trend toward rapid expansion. Both structured and unorganized retail marketplaces are included in the definition of the Indian retail sector. Over the course of the last several years, it has seen significant expansion while maintaining a clear concentration on organized retailing formats as its primary sales channel. The traditional approach to retailing is being replaced with a more contemporary one as the sector evolves. A significant increase in the need for retail locations is occurring concurrently with the rapid expansion of the retail sector in India. In addition, the widespread accessibility of debit and credit cards has been a crucial factor in the development of a robust and rapidly expanding retail consumer culture in India. Research on the behaviors of modern consumers is becoming an increasingly important area for the retail industry as a result of the growing power, sophistication, and understanding of today's customers. When customers are deciding where to purchase, the characteristics of the store they are considering are very significant to them. Retailers will show store features in a manner that is consistent with the particular functional techniques they use. It is imperative that the store provide amenities that are sought after by the customer demographic being targeted. The difficult task for merchants is to figure out which aspects of their establishment are substantially more significant to the kind of customers they are trying to attract. The typical Indian customer is transitioning from the Bajaj Scooter family guy to the Bajaj Pulsar stylish youth. The face of Indian consumption is changing. The ever-evolving preferences and lifestyles of consumers, on some level, inevitably confer some benefit onto the organized business sector. Because of this, it is very necessary for the unorganized retail sector to reorganize itself in order to withstand the growing competition and to satisfy the expectations of customers by keeping up with the latest trends. As a result, the current research focused on the purchasing patterns of consumers at retail outlets, and the results were derived from both primary and secondary sources of data collecting.

Faria, Silvia et al., (2013) It is one of the sectors with the highest rate of employment, significantly contributing to the national GDP, a mature market with a growing number of individuals who are becoming increasingly informed and very demanding, able to gather a variety of information about products and services, aware of the need to save money but eager

to spend it nonetheless. Modern distribution has undergone many changes in recent decades in terms of the store layout, variety of offers (products, services, brands), and pricing strategies. Our goal is to determine whether it is necessary to provide customers with both in-person and online shopping options, given that e-commerce in Portugal has been evolving over the past few years, and the number of people who have registered for online shopping has been increasing and creating an attractive scenario. Alternatively, we want to determine whether it is more important to provide customers with in-person shopping options. This essay examines the various groups that make up the Portuguese retail sector with the intention of determining which of the two probable outcomes is most likely. A model is suggested by the formulation of certain Hypotheses as a result of the bibliographic research done to the connected ideas and, in a second part, through testing the offered model; we chose to design a questionnaire to a sample of 165 people and to handle data using SPSS. This study was carried out as a consequence of the fact that the associated concepts were the subject of the study. According to the statistics, it seems that giving both options is, in fact, the best choice; the current crisis scenario has produced a highly logical customer who is well conscious of the need to conserve money since his or her income has decreased as a result of the policies and economic measures that have been enacted. As a direct result of this, people want to feel like they have some kind of control over the purchasing process. They want to be able to quickly and easily access a wealth of information on various goods and services so that they may choose the best option. If a customer has a positive experience when buying, whether online or in a physical store, they will feel satisfied, which will lead to commitment, which will improve the likelihood that the customer will remain loyal (and will refer both the online and the physical business to their closest friends).

Nowicki, Paweł & Sikora, Tadeusz. (2012). Consumers' perspectives on food are influenced by a wide variety of factors. These factors, in turn, have a variety of effects on the consumers' preferences and, as a result, contribute to the acceptance and selection of some items while leading to the rejection of others. In order to develop an acceptable marketing strategy for the company, it is necessary to have information about the tastes and preferences of consumers. The accumulation of financial resources for the purpose of gratifying requirements is an essential component of consumer behavior in the food market. This may be seen as a prerequisite without which the act of consuming does not take place. These acquisitions may take place on the market via consumer purchases, or they may take place outside of the market through self-supply or the acquisition of particular products in the form of contributions from legal entities or natural people. Either way, these acquisitions are considered to be acquisitions. This overarching conclusion is particularly pertinent in light of the subject of food. The following topics will be discussed in the article: the site of purchase and the elements that determine the choice of purchasing food; the factors that determine the behavior of buyers of food items; and the factors that impact the preferences of buyers of catering services.

Burinskiene, Aurelija & Burinskas, Arunas. (2012). The use of technology that enable e-commerce results in a buying process that is more effective. The study investigates both the economic effectiveness of consumers' use of e-commerce technology as well as the use of such tools by consumers. The purpose of this study is to develop a profile that can be used to the

task of determining the circumstances in which it would be beneficial to choose e-commerce technologies rather than conventional ones.

The study introduces a novel cash-flow model that can be used to assess the effectiveness of customers' use of e-commerce technology. The use of the model demonstrates that a customer who buys goods online derives economic advantage from their actions. When traditional trade technologies are used instead of e-commerce technologies, the consumer's expenses are typically lower because it is not necessary for the consumer to travel abroad and to waste time on the road. On the other hand, there is a growth of expenditure that appears as the result of the implementation and maintenance of internet access and goods delivery.

### 3. RESEARCH METHODOLOGY

The current study consisted of a questionnaire survey. On a scale that ranges from 1 to 5, a well-structured questionnaire for the survey was prepared.

It was broken up into three sections, which were lifestyles and preferences, demographics, and an attitude evaluation about online purchasing and ecommerce.

In the course of this study, a sample of one hundred fifty college students was collected. The selection of this sample was carried out using the method of purposeful sampling. The information was evaluated to determine the perception that customers had of online shopping.

The response was imported into Microsoft Excel so that the data could be measured. The findings were presented in graphical and tubular formats, along with numerical data and percentages. The statistical test of Chi Square was used in order to investigate the connection that exists between e-Commerce and the shopping habits of consumers.

The questionnaire was provided in the form of a multiple grid scale, and responders were expected to place a mark anywhere between the extremes of the scale. The method of correlation was used to the relationship between online shopping and the purchasing habits of customers.

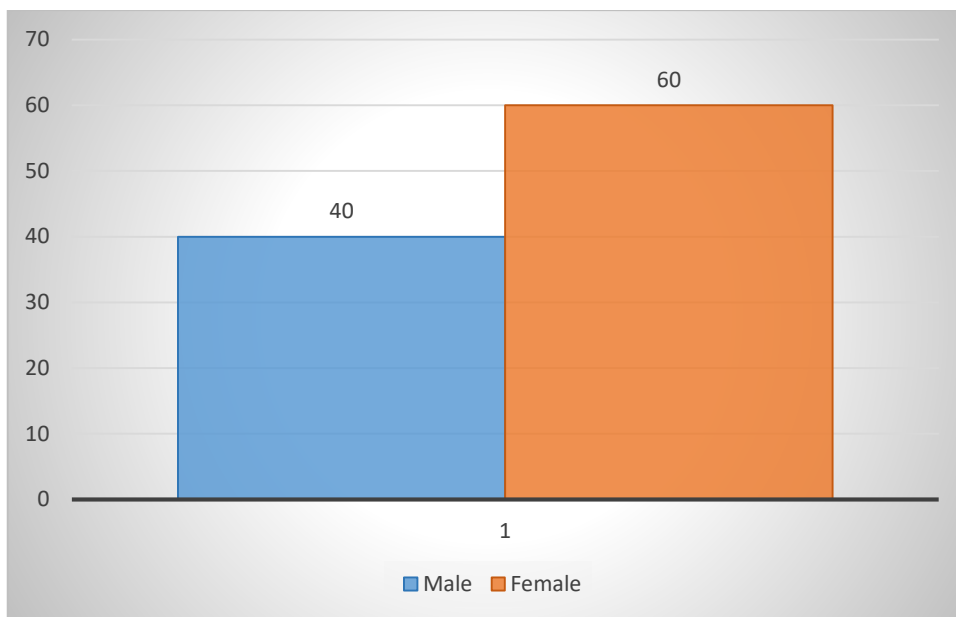
Later on, the data was gathered and analyzed in MS Excel, after which it was presented in the tubular and graphical form of straightforward charts in order to represent the data of the respondents.

### 4. DATA ANALYSIS AND INTERPRETATION

**Table 1: Respondents according to Gender**

Respondents	Participants	%
Male	60	40.0
Female	110	60.0



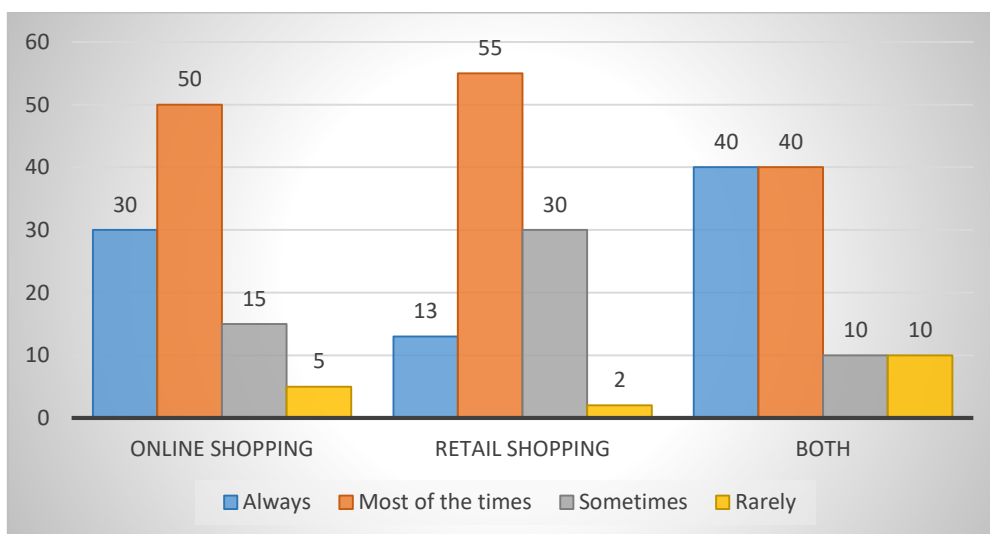


**Fig 1: Respondents according to Gender**

About 60% of the respondents were females and 40% were males.

**Table 2: Preference of Shopping Medium**

Particulars	Always	Most of the times	Sometimes	Rarely
Online Shopping	30.0	50.0	15	5.0
Retail shopping	13.0	55.0	30.0	2.0
Both	40.0	40.0	10.0	10.0



**Figure 2: Preference of Shopping Medium**

This table demonstrates the frequency with which people participate in various forms of shopping based on four categories: "Always," "Most of the time," "Sometimes," and "Rarely." "Always" indicates that a person always engages in that particular style of buying. The categories "Online Shopping" and "Retail Shopping" are the two primary kinds of shopping that are taken into consideration, and there is a third group for those who do both kinds of shopping. When looking at the "Online Shopping" column, it is clear that 30.0% of the respondents state that they always prefer shopping online, while 50.0% of the respondents say that they do so most of the time. A lesser number of people (only 15.0%) said that they sometimes purchase online, while just 5.0% said that they do it very seldom.

When asked about "Retail Shopping," 13.0% of respondents said that they always prefer conventional retail shopping, and 55.0% of respondents said that they prefer traditional retail shopping most of the time. In the meanwhile, 30.0% sometimes indulge in retail shopping, while just 2.0% do so very seldom. According to the results of the survey, the category "Both" indicates that 40.0% of respondents always shop both online and in retail stores, while the same percentage does so most of the time. A smaller fraction, 10.0%, answered that they sometimes participate in both modes, while another 10.0% indicated that they seldom do so. This table presents a complete summary of the purchasing preferences of the persons who were polled. It highlights the various degrees of frequency with which they participate in online shopping, retail shopping, or a mix of both types of shopping. It provides insights into the varied purchasing patterns and tastes of the group that was questioned.

**There is a strong effect of the e Commerce on consumer buying behavior.**

The X2 value shown in Table 3 demonstrates that the Ho hypothesis should be disregarded at the 5% level of significance. Therefore, the significance of the hypothesis that e-Commerce has a strong connection with customer behavior has been shown. The data shown in Table 4 reveals that there is a large gap between consumers who report high levels of impact (67%) and those who report low levels of effect (18%). Therefore, there is a substantial amount of relationship between the development of e-Commerce and the alterations in the behavior of consumers.

**Table 3: Level of association between trend of e-commerce and changing consumer's behavior**

Variables	Chi-Square	P Value	Conclusion
Pearson's Chi-Square	50.111	.000	Significant
Total Respondents	150	-	-

**Table 4: Level of effect**

Level of effect	Consumer Behavior
High Effect	69%
Medium Effect	10%
Low Effect	21%
Total	100

## 5. CONCLUSION

The study of customer behavior in both brick-and-mortar stores and online indicates a dynamic interaction between real-world encounters and digital representations of those encounters. E-commerce succeeds at giving convenience and individualized digital experiences, whereas traditional marketplaces rely on immersion and social encounters. Successful firms will manage the subtle balance between both paradigms as customer tastes continue to shift. Both organizations will recognize that conventional and online platforms each provide their own set of benefits, and they will capitalize on these strengths. In this constantly moving retail market, adaptability and innovation will be the keys to success in satisfying the varied and ever-evolving demands of today's contemporary customer.

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