Master of Science in Marketing

A Quantitative study on "Examining Consumer Decision Making when selecting E-Commerce Platforms Versus Traditional Brick-Mortar Stores"

Dissertation submitted in partial fulfilment of the requirements for the degree of Master in Marketing at National College of Ireland

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Abstract

The Main Purpose of this research is to examine consumer's decision making when selecting E-commerce platforms versus traditional brick-mortar stores. This study will aim to understand how consumer's decision making is effected due to the advent of online shopping (E-Commerce) over the traditional stores, what are the decision-making factors that influence consumers to buy products online rather than buying products from the traditional brick-mortar stores? The study is conducted in a particular geographical area which is India. As the country is booming and trending in the Online shopping industry, this is leading to the death of the traditional brick-mortar stores.

The study was limited to respondents living in India and who have used online shopping previously and presently. For the goal and purpose of this dissertation, the researcher to examine the consumer decision-making factors between online vs traditional brick mortar stores used a quantitative method through a non-probability method snowballing technique. The Researcher set up an online questionnaire survey on google forms to gather results. A Preliminary pilot study test consisting of five participants was first conducted which formed the basis for the questionnaire. After gathering data from the survey, the researcher used statistical packages like SPSS to analyze and examine responses. The statistical data analysis method used by the researcher was correlation and logistic regression on basis of categorical and continuous variables.

The results of this dissertation revealed the positive and significant correlation between gender and channel preference and average spending, in other words, males prefer traditional channels more than females and males spent less on average on online shopping compared to females in the sample.

The researcher looks forward to contributing to existing knowledge about consumer's decision-making factors between online vs traditional brick-mortar stores. Future research should be focusing more on the demographic factors like marital status, income, and education which will affect online shopping channels and traditional brick-mortar stores.

Declaration

Submission of Thesis and Dissertation

National College of Ireland

Research Students Declaration Form

(Thesis/Author Declaration Form)

Name: Uzayr Hassan Siddique

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Degree for which thesis is submitted: Master of Science in Marketing

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Acknowledgement

Firstly, I would like to thank the almighty god for making this a success.

I Would like to express my sincere gratitude to the National College of Ireland School of Business Faculty who made this thesis possible with their never-ending support and services.

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I Would like to thank all the participants who were my friends and family members who were involved in the survey for the research. Without their support, this wouldn't have been a success

Finally, I must express my sincere gratitude to my parents for providing with unfailing support and continuous encouragement throughout the year of the study and through the process of research and write this thesis. This accomplishment would not have been possible without them.

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1. <u>Introduction</u>

1.1 Research Background

Technology is changing every day, and the people to changing with the technology the way they do things like purchase products, services through all digital medium. The present generation is totally dependent on smartphones, so even if they want to purchase any product, they check their prices and availability in online shopping websites rather than going to traditional brick-mortar stores. According to Thakur & Srivastava (2013), Indian consumers are increasingly using their smartphones to shop for products, find stores, research, and comparison about products, making the smartphones omnipresent with nearly 70 Percent of the Indian consumers owning mobile phones. This makes India one of the world's second largest mobile market and fourth largest internet market. The number of mobile phone users in India has grown from 2013 to 2017 is expected to rise to 730.7 million (Statista, 2017). This highlights that smartphones are the next emergent technologies in the coming years which will influence the consumer's decision making on the basis of technology. The main focus of the study is to examine and explore the consumer's decision making when selecting E-commerce platforms versus traditional brick-mortar stores on the basis of factors that are the convenience of ordering products right to your home, is it the cost factor, product availability, offers, and deals?

A Recent Study showed that India has 300 million internet users out of total Indian population of 1.3 billion (Bureau, 2017). The E-Commerce industry in India has seen a surprisingly major growth in 2015, this growth led to a rapid increase in technology adoption led by increasing use of smartphones, tablets, and access to the internet through broadband notably the rise of 3G which led to an explosion of increased online presence. Yadav (2016) highlights that in India the mobile phone consumptions are becoming an important factor in the online shopping platform because of its easy compatibility with the internet. Around 900 million mobile users out of which 300 million use internet services. It is also predicted that the number would touch 1200 million by 2015. 3G & 4G services are also expected to grow in the coming years of the total 900 million users, out of which a meager 27 million are active on the internet. The Digital India project led by the Indian government affected the E-Commerce Sector. The main aim of this particular project was to give a strong boost to the E-Commerce market through the use of Smartphone as the delivery medium to every remote state in the country which does not get internet support. According to PWC (2017), the E-

commerce industry is fast rising, changes can be seen over a year. The sector in India has grown by 34% since 2009 to touch $16.4 Billion dollars in 2014 and to be expected in the range of $22 Billion dollars in 2015. This shows that the E-Commerce industry in India will, even more, boost by 2017. Online Shopping has taken the Indian market by storm, this will be the next future of shopping.

Entry of E-Commerce giants like Amazon, Alibaba, and eBay into India has led to an intensified competition and a major threat to the homegrown E-commerce giants like Flipkart, snap deal. These International E-Commerce giants have a lot of money and the ability to drive the Indian E-Commerce Industry to new horizons. Their experience and knowledge matter the most which give them a competitive edge in the market. According to a Similar web, the market shares of these international giants like Amazon has taken over the homegrown e-commerce giants by capturing the market share by over 36% as of May 2016 in the online shopping industry making them number one (Sarig, 2016). Additionally, these e-commerce giants have been in the industry for many years and they have seen the way e-commerce market has grown and are aware of challenges and strategies to address such issues. Indian companies are aware of the fact that these international e-commerce giants are going take away their market share, but the companies in India continue to focus towards their aim which is to expand sellers, innovating and developing customer service relationships, ensuring fast delivery service to compete with the international e-commerce giants. The competition is expected to continue and reach a new level, with these companies experimenting and working on strategies to attract customers and increase online presence (Bijlani and Singh, 2015).

Baylis & Perloff (2002) explain that as the consumer becomes tired and frustrated searching products online, this leads to increase in search costs. Vendors will take this as an advantage and raise the price of the products to reduce the efforts of the consumer in decision making towards a product. Baylis & Perloff highlight that consumers are bombarded with a lot of information about products in which they have no choice but to buy the product at a higher price. However, I agree that consumer's decision making towards price in a product or service is a crucial part which makes them vulnerable and often leads to wrong purchases.

The Researcher will examine all the possible decision-making factors which are involved in the consumer's minds pertaining to online shopping and traditional stores. Consumers today want to shop on the go so smartphones is a big game changer, as a

majority of the online shopping portals are mobile optimised shopping becomes easy for consumers. Wang et al. (2015) emphasize by offering products or services through smartphone applications and browsers which are optimised for smartphones with a better user interface, content, this will allow retailers to seek an increase in their storefront accessibility, profits and reputation goodwill. For connecting, building relationships and constant interaction with consumers through mobile devices is a perfect marketing approach because providing a mobile optimised website or app does not require buying media, unlike other traditional advertising approaches. The researcher agrees to the fact that consumers are becoming more tech savvy and marketers are developing mobile apps that are so much user-friendly that consumers don't have to use their laptops or desktops to do their shopping. This research will help me in understanding and examine the consumer's decision making when selecting online platforms over traditional brick-mortar stores through various research tools and methodology, I will be studying various online shopping portals and brick-mortar stores to communicate with people who have come across the various decision-making factors involved in it.

Consumer's perceptions of online shopping benefits them in terms of its convenience, time-saving and better reductions in prices, they also feel that the online shopping portals websites are also easy to navigate and can search for information about products and services right from their homes at their convenience, the ordering processes of products in online shopping portals can be done easily and the payments are also secured (Al-Debei, Akroush, and Ashouri, 2015).

Al- Debei points out that online shopping portals make things easier for the consumer in their decision making towards purchasing of products or services right from their homes, as they are also protected by fraudulent making payments secure, unlike brick-mortar stores where consumers are cheated by manipulation in bills and lack of product knowledge. However, the researchers feel that there are some consumers who are old and cannot visit brick-mortar stores due to physical health, it's understandable and fine for them to shop online but what about the millennials and middle aged individuals who are always lazy and shop online instead of visiting the traditional stores. Consumer's today always look for things which are making their life easier, so is their shopping they don't want to go out to the offline stores for purchase of products hence they always consider online shopping as it is hassle free and convenient. Positive Word of Mouth Communications, feedbacks from existing users (friends and families who purchase

online) and also the opinion leaders who convert the attraction into strong purchase intentions from online shopping portals also play a big influence in consumer's decision-making factors (Sampat and Khanna, 2015). Sampat and Khanna point out the importance of consumer's decision making from which they are influenced by their friends and families who are involved in shopping online.

Zhou et al. (2010) describe that in traditional brick-mortar stores or the retail environment consumer's decision making are based on utilitarian shopping and hedonic shopping styles, the utilitarian focuses on quality consciousness, price and value consciousness, confusion also arises due to over choices and impulsiveness. These four styles share a task-oriented or utilitarian motive in that they focus on price, value, and quality. The other remaining one come under hedonic shopping which includes brand consciousness, novelty, fashion consciousness, brand loyalty and habitual. These four describe self-expression and brand awareness. Zhou et al. believe that consumer's decision-making changes accordingly to their needs which can be either utilitarian or hedonic.

This thesis will study the examining of consumer decision making when selecting E-Commerce platforms versus traditional brick-mortar stores. It will help me to answer the research question and understand the Consumer's decision-making factors like the income, convenience, price, age and other individual differences. This will also help in understanding the future prospects of both E-commerce and traditional stores whether consumer decision making will play an important role purchase behavior of the consumers.

Research Objectives of the study

To comparatively analyze the consumer decision-making factors between online shopping vs traditional brick-mortar stores which is Price and quality of the products.

To Analyse Consumer buying behavior in online and offline medium for different age groups.

To study the factors resisting customers for making online purchase decisions

To identify how consumer use product attributes like product features and style design when shopping online and offline channels.

1.2 Methodology

For the purpose of this thesis, the researcher had to examine and analyze the research questions using an online questionnaire which was distributed through non-probability snowballing technique through social media and Email. To make this dissertation a success and to fulfill the goals a sample of 202 respondents were collected. The researcher used the SPSS program to analyze the data which was collected from the survey.

1.3 Structure of the Dissertation

To make the dissertation more understandable and in a systematic format, the researcher divided it into 6 parts namely Introduction, Literature Review, Research Objectives, Research Methodology, Findings, and Discussion. The introduction part of the dissertation will give a brief and an overview of existing literature pertaining to the topic which is online shopping vs offline shopping.

In Literature review the researcher gives an overview of consumer behavior, the process of consumer decision making, the researcher also shows the existing literature to Online shopping with reference to the Indian market. This part will describe the key existing literature that will focus and investigate on the traditional brick-mortar stores and factors which influence consumer decision making that includes cultural, social and personal factors. The Researcher will also identify the gap in the existing literature.

The third part will focus on the research objectives which is the roadmap for the research and the researcher will look into it in more detail.

Research methodology will describe and will give an overview of what is research methodology is, Research design chosen for the study, a sampling which describes and

gives a detail on what sample size the researcher has chosen and the techniques used. Also in this section, the researcher will also focus on what data collection methods used for using the quantitative method and rationale behind data analysis and performed tests. The Researcher has also examined the limitations of the research method.

The fifth part illustrates the data findings and the rationale behind the tests performed in relation to the independent and dependent variables. This part will also include all the results of the correlation, regression tests and illustrate explain it graphically and numerically. The researcher will also analyze the findings and will try linking it to the literature review and objectives.

The sixth part provides an overview of the dissertation, it will summarise the literature and provide a discussion on findings. This part will also include the conclusion, limitations of the study and future recommendations.
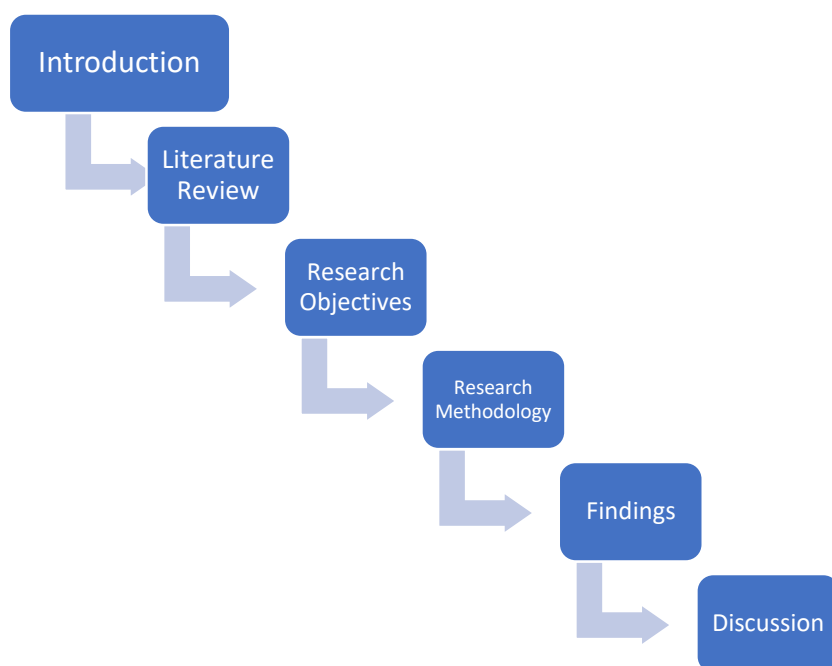
Figure 1 Dissertation Structure

2. <u>Literature Review</u>

The Purpose of this chapter is to review existing literature on the topic of examining consumer decision making factors when selecting E-commerce platforms versus traditional brick-mortar stores. Consumer's decisions are based today on their psychological, social status and cultural factors. The literature review will discuss and cover consumer behavior, consumer decision making process and factors which influence the consumers to make decisions between online versus offline channels.

2.1 Consumer Behaviour

"Consumer behavior is defined as the acquisition, consumption, disposition of goods, services and time, and ideas by decision-making units" (Jacoby,1976, pp.331-358). Engel et al. (1986, p.5) places more importance and emphasis on the internal cohesion of the decision process when defining the same consumer behaviour concept: "consumer behaviour represents the act of the individuals who are directly getting involved in purchasing and consuming the economic goods and services including the decision-making processes that precede and determine these acts". Consumer Behaviour is an important aspect in the marketing theory to understand the needs and wants of the consumers and to understand their reactions and cognitive behavior in the shopping environment.

2.2 Process of Consumer Decision Making

The Consumer decision process consists of five stages:

Figure 2 Consumer Decision Making Process

- **Need recognition**: According to Kotler & Keller (2012) need recognition starts when the consumer recognizes the problem or a need for a product or service triggered by internal or external stimuli in the brain. An internal stimulus can

trigger in many ways like a person's normal needs hunger and thirst, an external stimulus can be triggered when a person may admire a friend's car which creates and inspires the person's mind to purchase the car. It is the most important factor which leads an individual to buy the products and services which are in need for them. In other words, it is a catalyst which triggers the buying decision of the individuals.

- **Information Search**: Information search is the process by which the consumer researches or surveys for appropriate information about the product or service to make a decision. There are 2 types of information search namely pre-purchase search where the consumer may recognize a need and then search the market area for the specific information about the product whereas outgoing search refers to the consumer who basically is a veteran shopper who only enjoys browsing through products for the fun of it or to keep himself updated with latest product happenings in the marketplace (Solomon, Bamossy, and Askegaard, 2007).

  In this stage, the individual recognizes his need for a particular product or service, he tries to research about the good and bad about the product or service which he wants to buy to make it satisfactory.

- **Evaluation of alternatives**: There are certain steps that help us understand the evaluation of alternatives process, firstly a consumer is trying to satisfy a need. Secondly, the consumer looks for some certain benefits in the product. Thirdly, the consumer sees each product as a bundle of attributes to deliver the benefits that he is looking for (Kotler and Keller, 2012). The individual evaluates a number of various alternatives available, after gathering the necessary information about the product or services he chooses the best available option according to his taste and financial preferences.

- **Purchase decision**: Kotler & Keller (2012) explain that purchase decision stage is when the consumers have a number of other choices in his mind among various other brands and may also decide on a brand which is his/her most preferred. In deciding the final purchase intention, a consumer may make up five sub decisions like Brand 1, Dealer X, Quantity (one computer), timing (weekend and weekdays) and Payment method (Credit card or Cash on delivery).

- **Post purchase behaviour:** Post purchase behaviour is the final stage of the consumer decision-making process where the consumer experiences times in which the product may be not up to what he/her expected, maybe features were

not so good and hearing favourable things about other brands and will alert to information that supports the consumer's decision. Marketing communications should be promising, supplying beliefs and evaluations that reinforce the consumer's choice and help him or she feels good about the brand and its products. Marketers must always keep track and monitor the consumer's post purchase behavior, post purchase satisfaction and post purchase product uses (Kotler & Keller, 2012).

2.3 Online Shopping

In India, there are number of factors which is leading to a potential growth for Online shopping, with a GDP of $1.29 trillion growing at an annual rate of 8.4 % making India one of the fastest growing economies in the world and world's fourth largest economy in purchasing power parity with a collective GDP of approximately $3.36 Trillion (World Bank, 2010). Online shopping is becoming a trend in today's world, more and more people are shopping online for the convenience of purchasing products right from their homes only through click away. To increase the footprints of online shopping into the Indian Market, the Government of India has been promoting a lot of heavy investments in the telecom sector in recent years with the number of telephones increasing from 55 Million in 2003 to 621 Million in 2010 (Gehrt et al., 2012). The Encouragement and support of the Government of India towards Online Shopping by major investments in the telecom sector and advancements in the internet has led to the rise of Online Retail Sales which was around $3.8 Billion Dollars in 2009 has totalled up to a meteoric rise of $38 Billion Dollars in 2016 (Statista, 2017).

Figure 3 Online retail sales in India (Statista,2017)

Online Shopping benefits its customers which include a various selection of products and services, convenience, Lower prices, Personal attention and easy access to information (Zhou, Dai, and Zhang, 2007). Menon & Kahn (2002) explain that online shopping can be for consumers who are looking for the convenience of shopping right from their homes, ease of use in browsing products in other words functional and utilitarian motives, or some consumers do online shopping for the sake of enjoyment in other words emotional and hedonic motives.

According to Rakesh and Khare (2012), consumer attitudes and decision-making towards online shopping is dependent on the price and service attributes. The information about the product launch, promotions, and service offerings play a significant impact on their inclination and decision to purchase products online. Manyika and Roxburgh (2011) in their study state that consumers visit price comparison websites to compare the products before buying online or offline. They also state that the prices shown online are 10 percent lower than those offline channels as a result of the price transparency the online search tools offer. Charlton (2011), in their study, have found that a number of fashion retailers have started creating social media profiles and building followers on Facebook, Instagram and twitter. Consumers today are always looking for latest offers and competitions via social media. The authors here highlight that consumers often look for products which are cheap and are on the constant hunt for discounts and offers.

Kaufman-Scarborough and Lindquist (2002) explain that some consumers prefer the comfortable and convenient approach in non-store shopping at home. Thus, a consumer is more likely to shop online from home if they have established a habit of online shopping added to their routine from the home. Online shoppers consider both e-shopping for browsing without leaving the home (comfortable approach) and shopping (convenient approach) when required. However, the author is true to the fact that some people like purchasing online instead of going to brick-mortar stores because for them it saves a lot of time, they tend to become lazy in these situations and happen to purchase those products which they require. According to Fang et al. (2016), consumers are very purpose and task oriented, they visit online shopping portals only for those products and services that satisfy their needs and wants with a convenience to shopping from their respective homes. The author here lays emphasize that consumers decide on a purchase of a product online only if its required with an advantage to shopping right from their fingertips.

Consumers before deciding anything in today's world are dependent on reviews and word of mouth towards products and they want all the products to be at their fingertips like online shopping portal websites which are now optimised for smartphones and tablets. In a study conducted by Nielsen (2010) found that consumers are more dependent and relying on the products or services that are reviewed by other consumers and peer groups who have bought the products or services. However, Rishi (2010) in his study highlighted that consumers believe in reliability, accessibility, and convenience which act as the motivating factors in consumer's decision making towards purchasing online. The author further states that reluctance and preference are the two decision-making factors which influence the consumer to buy online or offline. The researcher here agrees that the consumer's behavior plays an important role in decision making as highlighted above the reliability, accessibility and online reviews by other consumers about the products or services.

Khalifa and Limayem (2003) explain the consumer behavior in applied behavioral theories. The researchers conducted a survey of consumers who are purchasing online and identified the factors which influence them to do so. After gathering results, it showed that consumers were affected by perceived consequences of shopping online, the consumers ever changing attitudes towards it and possibly the social factors. The authors here highlight that consumer's attitudes and decision making towards purchasing online are due to change in the social status and differences.

2.4 Brick-Mortar Stores

The traditional retail stores are still considered the first preference for shopping because consumers believe that its convenient enough for them to see the product they are buying, the service they get and the variety of brands the store has to offer. Nijssen & Vantrijp (1998) suggests that from the consumer's point of view, brands are a true indicator of presence and absence of certain attributes, quality and facilitate repurchase because they play heuristic and an important role in decision making. The authors here are trying to tell that brand acts as a focal point in consumer's decision making in a retail store environment.

In India, traditional retail stores are more common among the consumers who shop for electronics, they compare and research about products online. According to Google India's study on consumer behavior, a large number consumers research about electronic goods like Television, laptops, Desktop computers, mobile phones and digital

cameras on World Wide Web but mostly buy it offline. Only less than 30 percent searches are converted into online purchases. 6.1 million mobile related searches were made on google in India every month, nearly around 7,00,000 laptop-related searches were made and 3,00,000 digital related searches were made (Ideasmarkit.com, 2008). In a study conducted by Manouchchr Tabatabari (2009) found that Consumers compare and research expensive, standard products on the basis of information and products available online and ultimately in the end bought at traditional brick-mortar stores. It helps the consumers to save time and energy from visiting one store to another researching and comparing products.

The Traditional retail store environment also plays an important role in consumer decision making, as explained by Baker et al., (2002) in his study the main indicators of the store environment like colour, design of the store and ambience are significant for consumers assessments of store choice decision, Ridgeway et al., (1990) further lays emphasis on sales personnel behavioural responses which lead to the attitudes and behaviours of the consumer decisions towards the store. Seock (2009) in his study observed that when consumers go for shopping of apparel items, they try to look for the things that can make their experiences better like they give more importance for the store location, store layout, shopping hours and pleasant dressing rooms. As a result, the study also suggested that music in the store and store services also help in consumer decision making.

2.5 Factors that influence Consumer Decision Making

Consumer Decision Making is an integral part of consumer behavior area, where the consumer's research about products varies widely depending on various dimensions and circumstances as the degree of involvement, novelty or risk related to the decision. Lunenberg (2010) defines consumer decision making as a complex phenomenon that includes a number of factors that may be important to consumers and may affect their decisions. However, Bakewell & Mitchell (2003) highlight that new and latest advancement in consumer's lifestyle and a mere increase in consumer's power, different decision-making styles become significant.

2.5.1 Cultural Factors

In Consumer decision making, Culture refers to the dynamic process that occurs within a given society group and it creates a sense of belongingness, cognitive map of beliefs, values, meaning, and attitudes that drive perception, thoughts, reasoning, actions (Tung,

1995). Culture, Subculture, and social class are the most important factors which influence consumer decision making, it is a fundamental determinant of a person's wants and behavior. For example, a child growing up in India will be taught and exposed to values like how to spend money, respect, achievement, success, freedom, comfort, and youthfulness. This is different when a child is growing up in a different country because there are other different views of self, rituals, and relationship to others. Marketers must closely research on the cultural values of the consumers which vary across different countries around the world to understand how to best market their existing products and find opportunities for new products (Kotler and Keller, 2012).

2.5.2 Social Factors

According to Kotler and Keller (2012), Social factors refer to the reference groups, family and social roles that affect the consumer decision making. Reference groups influence members in at least three ways. They expose a consumer to new behaviors and lifestyle, they even influence attitudes and self-concept and they create pressures for conformity that may affect product and brand choices. Consumers are social human beings and they do not live independently of others but in a social environment. They demand respect and want to be accepted in the society. Consumers can be seen comparing themselves to other people in order to strive for prestige and belonging, in other words, they try to copy them and get influenced by their behavior. Hence Consumers do not act independently of their social environment. The consumers can be often seen judging and evaluating the goods and brands they not consider its function but also the benefit it gives to them (Hammerl et al., 2016).

White & Dahl (2006) mention that there is negativity also associated with the reference groups, there are some groups that are dissociative groups also called as avoidance groups. Consumers often restrain from purchasing products or brands that are associated with negative groups because of the symbolic meaning they portray. Englis & Solomon (1995) further highlights that people have stereotypical associations in regard to such groups because they do not know anything specific about the group or about the members of the group. In consumer behavior, this attitude manifests itself in an avoidance of consuming products and brands that are used by the dissociative groups.

When reference groups are strong, the marketers need to identify, influence and reach the opinion leaders of the group. An Opinion Leader is the ones who offer feedback and advice about the latest product happenings and brand updates, they are the ones who

have experienced the product or service basically they are influencers in the society. These opinion leaders are considered to be very confident, socially active and keep track of all the product information and latest happenings around them. Marketers try to be in constant with them by identifying the media they read, which social media they are often hooked on and directing marketing messages to them (Kotler & Keller, 2012).

Families also act as reference groups, in India families play an important role and influence in the decision making towards a purchasing a product. In Indian family's teenagers represent as opinion leaders in their groups, Kaur & Singh (2006) in their study highlight that teenagers exert pressure and are the decision makers who more say in family decisions. So what makes these teenagers knowledgeable and opinion leaders in their families? McNeal (1992) in his study describes four manners in which teenagers influence the parental decisions- firstly they put pressure on their families towards purchasing a product or service of their preference. Secondly, the older teenagers also known as millennials have their own pocket money and they directly purchase products of their own choice for their personal consumption or for their family consumption. This makes the teenagers more knowledgeable about different products which are old as well as new ones. Thirdly, teenagers have more say in products of shared consumption. Lastly, teenagers have a lasting effect on parent's individual preferences.

2.5.3 Personal Factors

Personal factors include characteristics like age and stage life-cycle, occupation, economic situations, personality etc that influence consumer decision making. Kotler & Keller (2012) explain that occupation also influences consumer decision making and purchasing patterns, marketers try to identify and research the businesses that have above average interest in their products and services and even tailor products for the big business clients like software companies. For example, Microsoft may develop software that would be catered and designed specifically to the client's requirements.

Lifestyle is an important factor in personal factors of consumer decision making, "it is defined as an external expression of individuals about their needs, opinions, and tendencies to participate in the social economic and political life of their countries" (Kindra, 1994). In India, there are huge joint families who have joint consumption of products and services because of the culture, customs, and lifestyles they follow, they purchase products in large quantities to satisfy consumption (Bawa & Ghosh, 1999). Anitha (2016) suggests that lifestyle marketing and merchandising firms have been

dominating in the market on how retailers approached apparel clothing and this has powerfully impacted how the denim material was offered to different target groups with the different lifestyle. This shows that how important is a lifestyle in consumer decision making, be it clothes or consumer electronics marketers tailor products and services according to changing lifestyles and trends of the consumers.

Level of Income is also a crucial part in consumer decision making process during purchase, it is the backbone of the consumer's purchase capacity and patterns. Consumers buying pattern differ and vary with different income levels.

3. <u>Methodology</u>

3.1 Introduction to methodology

The Main Goal of this thesis is to examine the consumer decision making factors between online shopping vs offline shopping. This section will discuss the methodology which is used to examine and analyze the research study objectives. It will explain the research approach following with outline and brief of the sample, then conclude it with the discussion of the research instruments and data collection methods. This section will also include the analysis of the data collected and examining of validity and reliability of the study being used.

Research Methodology can be defined as the manner by which knowledge is obtained, hypotheses are generated, theories are defended and the relationship between theoretical perceptions and practical problems are established (Saunders, Lewis and Thornhill, 2009). In order to test the hypothesis and examine it, the research thesis data need to be gathered.

3.2 Research Design

According Saunders, Lewis and Thornhill (2009) research design is a plan of how the researcher is going to answer and execute the research questions. It will mention and describe clear research objectives, derived from the research questions, the researcher will specify the sources from which the data needs to be collected and consider the ethical issues while researching.

The research method chosen for this study is quantitative approach and research design will be a descriptive approach. "Quantitative data refers to all the data and can be a final product of all research strategy, it can range from simple counts such as the frequency of occurrences to more complex data such as test scores, prices or rental costs, to make it useful these data need to be analysed and interpreted in the right way" (Saunders, Lewis and Thornhill, 2009). The Reason why the researcher has chosen a quantitative approach for the study is that quantitative approach measures the data numerically and analyzed it using statistics, due to a limitation of this study which is limited to a particular location the quants approach will be easier as it is objective based and concise. The descriptive approach will be accessible and easy to gather data which is already existed and therefore it will help me during my research.

3.3 Sampling

"A Sample is a proportion or subset of a larger group called a population. A good sample is a miniature version of the population of which it is a part just like it, only smaller" (Fink, 2003). The Target population for this dissertation was young individuals and mid aged individuals who shop from both online and offline channels in India. For this purpose, the researcher has targeted people falling in the age group from 18 to 60 who are living in India. The target group was a mix of different genders and with different cultural backgrounds.

The researcher will be using the non-probability sampling technique for the thesis as the research study will be held accordingly through the availability of respondents, and it is a comparatively low budget which would be easier to serve the purpose of the study. The Researcher has chosen a sample size to collect rich and reliable data for the research quantitative study which is limited to 202 respondents as India is a huge market out of which most of them will be students and middle-aged individuals who have experienced online shopping and traditional shopping. The Participants in the survey were very much well informed in the beginning of the survey and were instructed that participation was anonymous and it took about 5 minutes to complete the survey. The Sampling technique chosen for the research is non-probability sampling because the research needs to contact the participants on the basis of their availability, the researcher has chosen snow-ball sampling due to the study which is limited to a particular geographical location it will be convenient for the researcher to use small number of participants by getting in touch with through networking which also acts as informants and is inter-linked with one another participants. The researcher will make sure that questions formed are to the topic and not of the topic. The researcher will ensure that the research conducted is in an ethical manner and the respondents will be chosen carefully with the participant's full consent as this will help us gather accurate information.

3.4 Participants

For the purpose of this dissertation, the researcher had chosen 202 participants for the study out of which 126 males and 53 females. This gave the researcher good results for the study.

3.5 Data Collection Methods

The researcher for the purpose of the thesis has collected both primary data and secondary data. The Research design being descriptive for this study the Primary data, the researcher has chosen questionnaire surveys as a data collection method was said by Saunders, Lewis and Thornhill (2009) questionnaires will enable the researcher to examine, identify and describe the variability in different phenomena. The Researcher has chosen self-administered questionnaire which is administered using the internet which is known as internet mediated surveys (Saunders, Lewis & Thornhill, 2009).

To examine the research objectives and hypothesis, the researcher collected data through web surveys which were sent to the target population. The survey was sent to 202 participants falling in the age groups of 18 to 60 who are living in India using a non-probability snowballing sampling technique. The researcher posted the questionnaire on social media channels like LinkedIn, Facebook, and had also created a web link to share it with participants through E-mail, WhatsApp who don't have access to social media channels. The participants were chosen from social media channels and through reference groups, families and friends of the researcher. They were also told to forward the survey questionnaire to other people in their groups who would be willing to taking part in the Questionnaire surveys. The researcher also used some contacts on social media channels, Email, and WhatsApp to spread the surveys through their contacts to get maximum results. The Data collected for this research study was conducted on Google forms which are a research tool that lets you create and publish online surveys in minutes.

The Researcher found online survey questionnaire advantageous like in a way it is less time consuming, User-friendly, quick results, lower cost and convenient to both researcher and respondents. The Questionnaire surveys were a much easier way to gather data compared to the other data collection methods like observations and interviews. The main aim of the survey was to know what people think about a topic and their views about it.

It was decided by the researcher to choose quantitative method as it will be best suitable and appropriate for the thesis because the researcher wanted to conduct the research on a particular geographical location which is India and population sample was also huge so conducting a qualitative method would not be Ideal. The Researcher had also

considered taking out individual interviews but concluded that it would take a long time to gather data and interpret it.

Secondly, for the secondary data the researcher analyzed and studied a number of articles from the one of the major journal databases like Emerald, Pro quest business collection and Warc as well from the external journals via the online library system Summon 2.0. These journal articles provided and enabled the researcher to form an excellent base for the Literature review and helped in developing well-articulated research objectives.

3.6 Instrument Development

For the purpose of the thesis, the researcher had developed a questionnaire keeping in mind to collect in-depth information based on the review of existing literature examining of consumer decision making factors between online vs traditional brick-mortar stores. The questionnaire consisted of 13 questions through which the researcher examined the consumer's thinking and beliefs towards the topic or subject. For example, in the researcher's questionnaire there is a particular question where participants have been asked "if the product has same price both in online and offline channels which channels do you prefer to buy?" consumers think about the social factors like reference groups for instance, they enquire about which channel is suited the best to purchase the product. The questions were selected based on closely examining and analysing the topic and designed on the basis of both open ended, closed ended questions and three questions were based on a Likert style rating scale, in which the participants are asked how strongly he/she agrees or disagrees to the question based on a 4, 5 or a 7- rating scale (Saunders, Lewis and Thornhill, 2009).

3.6.1 Dependent Variables

The dependent variable refers to the factor that may change as a result of the manipulation of the independent variable, for example how the participant feels after taking the aspirin. The dependent variable for this topic will be the channel preference, as it consists of both online shopping and traditional shopping which are categorical.

3.6.2 Independent Variables

Independent variables refer to the factor that the research manipulates, for example giving aspirin to the participant. The independent variables in this topic are age, gender, trust, payment method, average spending, personal privacy and security, product price quality, after sales service etc.

3.6.3 Categorical Variables

For the purpose of this thesis, the researcher identified the categorical variables in the questionnaire surveys which were analyzed using correlation and logical regression. A Categorical variable has a type of measurement scale consisting a set of categories, it is a scale which is used measure the attitudes and opinions (Agresti, 2007). In this research study, the researcher identified as the categorical dependent variables are traditional shopping and online shopping, categorical independent variables identified in this study are gender, age, trust.

3.7 Data Analysis

Data Analysis refers to the retrieving and use of input data to conduct and produce necessary relevant information for the research. The retrieved data can be shown in the form of tables to identify variations in it (Kent, 2007). For the purpose of the thesis, the researcher used SPSS and MS-Excel to analyse the data which was gathered from surveys. The researcher on the 16th of August collected all the data from google forms and then was exported to an excel document and then imported to SPSS for tabulation and analysis. For the purpose of the data analysis, the researcher had collected around 202 responses from India, out of which 179 were selected for data analysis and rest 23 respondents were excluded because they didn't answer the questions.

3.7.2 Data Analysis Methods

The researcher while examining the data gathered intended to able to identify the dependent variable that is the sales via online channels and independent variables will include all the factors which influence online over offline. To make the objectives achievable which is already set up in the thesis the researcher conducted a number of data analysis tests.

3.7.2.1 Pearson's and Spearman Correlation Tests

The Researcher for the purpose of this thesis conducted correlation tests to examine and determine if changes in one variable will impact the second. Correlation tests enable the researcher to quantify the strength of the linear relationship between two ranked or numerical variables. This Coefficient can take any values between -1 and +1. A Value of +1 shows a positive correlation, this shows that two variables are related and that, as values of one variable increase, values of other variables increase. Whereas a value of -1 represents as perfect negative correlation. Again, this means that two variables are precisely related, however as the value of one increase the others decrease. To conclude

within the business research, it almost impossible and unusual to get perfect correlations (Saunders, Lewis & Thornhill, 2009).

3.7.2.2 Regression Tests

The Researcher for the purpose of this thesis conducted regression tests calculating the coefficient of determination and regression equation using one independent variable which is normally termed as regression analysis. The Coefficient can also be calculated using 2 or more variables independent variables is termed as multiple regression analysis. The coefficient can be identified and examined when there is a very low significance value less than 0.5 means that your coefficient is unlikely to have occurred by chance alone. The greater the value than 0.5 means you can conclude that your coefficient of multiple determination could have occurred by chance alone (Saunders, Lewis & Thornhill, 2009).

3.7.2.3 Independent t Tests

Independent T Tests evaluate and find out the difference between means of two independent variables. That is, in other words whether the means of two independent variables are different from each other. The t test evaluates whether the mean value of the test variable for one group differs significantly from the mean value of the test variable for the second group.

3.8 Limitations of the research methods

To understand the thesis topic which is examining consumer decision making factors between online vs offline, a combination of both qualitative and quantitative methods should be carried out. However, this thesis followed the quantitative method in which the data was collected using surveys which were sent to about 202 respondents as per the sample size, the researcher for the purpose of thesis believed that using large samples would allow for a better picture of the Indian population.

For the purpose of this thesis, the researcher used correlation analysis on categorical and continuous variables, Independent T tests was also conducted on the variables and logistic regression analysis as well to find out the results.

The Researcher while conducting the research study will be limited to location constraints and will make the best to find relevant and accurate information using the questionnaire tools within a small number of respondents which can lead to a limited outcome.

4. <u>Findings</u>

4.1 Introduction

In this section, the researcher will present a detailed explanation and overview of the results which are obtained from the study. The quantitative statistical method used for this research was inferential statistics which allows the researcher to infer a small group of participants from a population on to a much larger group of people. As the topic of the research which is examining consumer decision making factors between online vs offline channels, the researcher did the analysis and interpretation with the help of Logistic regression analysis and the researcher also conducted correlation analysis between categorical variables and continuous variables.

4.2 Correlations Between Categorical Variables

For the purpose of measuring correlations, Spearman correlation is used to find out correlation for categorical variables and Pearson correlation was used to find out correlation for Continuous variables.

Table 1 Correlation coefficients and number in parenthesis refer to p-values

	Age	Gender	Channel Preference	Trust	Payment Method	Do You Shop Online	How Often You Shop Online	Average Spending
Age	1.000 -	**0.197** **(0.005)**	-0.133 (0.060)	-0.078 (0.272)	-0.011 (0.886)	0.137 (0.062)	**-0.272** **(0.000)**	0.025 (0.734)
Gender	**0.197** **(0.005)**	1.000 -	**-0.253** **(0.000)**	0.120 (0.090)	-0.070 (0.342)	-0.048 (0.518)	-0.109 (0.139)	**-0.188** **(0.011)**
Channel Preference	-0.133 (0.060)	**-0.253** **(0.000)**	1.000 -	**0.356** **(0.000)**	**0.279** **(0.000)**	**0.205** **(0.005)**	**0.201** **(0.006)**	**0.266** **(0.000)**

Trust	-0.078 (0.272)	0.120 (0.090)	**0.356** **(0.000)**	1.000 -	**0.244** **(0.001)**	0.070 (0.341)	**0.408** **(0.000)**	0.127 (0.081)
Payment Method	-0.011 (0.886)	-0.070 (0.342)	**0.279** **(0.000)**	**0.244** **(0.001)**	1.000 -	0.097 (0.190)	**0.218** **(0.003)**	0.095 (0.195)
Do You Shop Online	0.137 (0.062)	-0.048 (0.518)	**0.205** **(0.005)**	0.070 (0.341)	0.097 (0.190)	1.000 -	0.035 (0.637)	**0.236** **(0.001)**
How Often You Shop Online	**-0.272** **(0.000)**	-0.109 (0.139)	**0.201** **(0.006)**	**0.408** **(0.000)**	**0.218** **(0.003)**	0.035 (0.637)	1.000 -	**0.251** **(0.001)**
Average Spending	0.025 (0.734)	**-0.188** **(0.011)**	0.266 (0.000)	0.127 (0.081)	0.095 (0.195)	**0.236** **(0.001)**	**0.251** **(0.001)**	1.000 -

The Spearman correlation coefficients are given in the Table above. All the significant correlations are highlighted in Bold. The sig values are mentioned in brackets with all correlation coefficients. If the sig value is less than the alpha value of **0.05** then the correlation coefficients are deemed significant. Age has a significant, negative and weak correlation with how often respondents shop online. It means that the older respondents in the sample shop less often online.

Channel preference and Average spending are negatively correlated with Gender. It means that Males prefer traditional channel more than females and males spent less on average on online shopping compared to females in the sample.

Channel preference has a significant and positive correlation with all other variables except Age and Gender. Age is insignificant and Gender is negatively correlated with channel preference. It shows that those respondents who prefer online channel, have high trust on online shopping and they spent a lot more on online shopping compared to those respondents who prefer a traditional mode of shopping.

Trust has a significant and positive correlation with Channel preference, Payment method and How often respondents shop online. Trust has an insignificant correlation with all other variables. Payment method also has a significant and positive correlation with Channel preference, trust and how often respondents shop online.

Do respondents shop online has a significant and positive correlation with Channel preference and Average spending. It shows that those respondents who shop online spend a lot more on online shopping.

How often respondents shop online has a significant and negative correlation with age and significant and positive correlation with channel preference, trust, payment method and average spending.

Average spending has a significant and negative correlation with Gender and significant and positive correlation with do respondents shop online and how often respondents shop online.

4.3 Correlations Between Continuous Variables

Table 2 Correlations between continuous variables

<table>
<tr><th colspan="7">Correlations</th></tr>
<tr>
<th></th>
<th></th>
<th>Is Product price and quality the factors influencing Online shopping decision making?</th>
<th>Is after-sales service the factors influencing online shopping decision ?</th>
<th>Is convenience and save time the factors influencing online shopping decision</th>
<th>Is ease of product price and quality comparison the factors influencing online shopping decision ?</th>
<th>Is personal privacy and security the factors influencing online shopping decision?</th>
</tr>
<tr>
<td rowspan="2">Is Product price and quality the factors influencing Online shopping decision making?</td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.274**</td>
<td>.343**</td>
<td>.397**</td>
<td>.212**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td></td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td>.002</td>
</tr>
<tr>
<td rowspan="2">Is after- sales service the factors influencing online shopping decision?</td>
<td>Pearson Correlation</td>
<td>.274**</td>
<td>1</td>
<td>.013</td>
<td>.306**</td>
<td>.422**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td></td>
<td>.852</td>
<td>.000</td>
<td>.000</td>
</tr>
</table>

Is convenience and save time the factors influencing online shopping decision	Pearson Correlation	.343**	.013	1	.408**	.141*
	Sig. (2-tailed)	.000	.852		.000	.045
Is ease of product price and quality comparison the factors influencing online shopping decision?	Pearson Correlation	.397**	.306**	.408**	1	.255**
	Sig. (2-tailed)	.000	.000	.000		.000
Is personal privacy and security the factors influencing online shopping decision?	Pearson Correlation	.212**	.422**	.141*	.255**	1
	Sig. (2-tailed)	.002	.000	.045	.000	
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

The table above contains the correlation coefficients and sig values for the continuous variables. Pearson correlation technique is used for measuring the nature of relationships between continuous variables. All the pairs have significant correlation except one pair. There is non-significant correlation between after-sales service and convenience as the sig value **(0.852)** is greater than the alpha value of **0.05**.

Product price and quality have significant, positive and moderate correlations with after-sales service, convenience, ease of comparison and personal privacy. It indicates that respondents who agree that product price and quality are an important factor in deciding whether to shop online, also agree that all other factors are also important in making the decision to shop online.

After sales service has non-significant, positive and moderate correlations with the product, price, and quality, ease of comparison and personal privacy.

Convenience has significant, positive, and moderate correlations with the product, price and quality, after-sales service and ease of comparison and has a significant but weak correlation with personal privacy factor.

Ease of comparison has a significant, positive and moderate correlation with all other factors as denoted by the correlation coefficient and sig values. Similarly, personal privacy factor also has a significant and positive correlation with all other variables as all the sig values are less than **0.05**.

4.4 Logistic Regression

The dataset has both categorical and continuous variables has predictors and the dependent variable (Channel Preference) was also categorical, therefore, logistic regression was the most suitable statistical technique to be used to identify the significant predictor of channel preference.

Table 3 Logistic regression case processing summary

Case Processing Summary		N	Percent
Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	179	88.6
	Missing Cases	23	11.4
	Total	202	100.0
Unselected Cases		0	.0
Total		202	100.0
a. If weight is in effect, see classification table for the total number of cases.			

The table above shows the case processing summary. It indicates that out of the 202 people in the sample, 179 were selected for the analysis and 23 cases had not given answers to all the questions, therefore, they have been excluded from the analysis.

Table 4 Dependent Variable Encoding

Dependent Variable Encoding

Original Value	Internal Value
Traditional Retail Stores	0
Online Shopping Portals	1

The dependent variable encoding shows the code which is used in the analysis for the dependent variable. According to the table, Traditional mode of shopping is encoded as 0 and Online shopping is encoded as 1 in the regression analysis.

Table 5 Categorical Variables Codings

Categorical Variables Codings		Frequency	Parameter coding						
			(1)	(2)	(3)	(4)	(5)	(6)	(7)
Do you shop online for the following?	None	1	1.000	.000	.000	.000	.000	.000	.000
	Discounts/ offers	78	.000	1.000	.000	.000	.000	.000	.000
	Convenience of shopping from home	74	.000	.000	1.000	.000	.000	.000	.000
	Quality of the products	19	.000	.000	.000	1.000	.000	.000	.000

Question	Category	Count							
	If the product is not available nearby	2	.000	.000	.000	.000	1.000	.000	.000
	Prefer offline shopping	1	.000	.000	.000	.000	.000	1.000	.000
	Availability	1	.000	.000	.000	.000	.000	.000	1.000
	Other	3	.000	.000	.000	.000	.000	.000	.000
What of the following services will you to settle the payment for online shopping?	Cash on delivery	81	1.000	.000	.000				
	Credit Card/ Debit Card	52	.000	1.000	.000				
	Bank transfer	8	.000	.000	1.000				
	All of them	38	.000	.000	.000				
How much on average have you spent on online shopping in past 6 to 12 months per order?	₹1000 to ₹10000 (15 Euro to 150 Euro)	112	1.000	.000	.000				
	₹10001 to ₹50000(150 Euro to 700 Euro)	48	.000	1.000	.000				
	₹50001 to ₹100000 (700 Euro to 1350 Euro)	15	.000	.000	1.000				

	â,¹100000 and above (1350 Euro and Above)	4	.000	.000	.000				
What is you gender?	Female	53	1.000						
	Male	126	.000						

The table above shows the parameter encoding for the categorical explanatory variables in the analysis. The last category for all these categorical variable is taken as "Reference Category". For Gender, Male is the reference category and for how much of average spending on online shopping, 1350 Euro and above is taken as the reference category.

Table 6 Classification table

<table>
<tr><td colspan="8">Classification Table^{a,b}</td></tr>
<tr><td colspan="3">Observed</td><td colspan="5">Predicted</td></tr>
<tr><td colspan="3"></td><td colspan="2">if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?</td><td>Percentage Correct</td></tr>
<tr><td colspan="3"></td><td>Traditional Retail Stores</td><td>Online Shopping Portals</td><td></td></tr>
<tr><td rowspan="2">Step 0</td><td rowspan="2">if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?</td><td>Traditional Retail Stores</td><td>123</td><td>0</td><td>100.0</td></tr>
<tr><td>Online Shopping Portals</td><td>56</td><td>0</td><td>.0</td></tr>
<tr><td colspan="3">Overall Percentage</td><td></td><td></td><td>68.7</td></tr>
<tr><td colspan="6">a. Constant is included in the model.</td></tr>
<tr><td colspan="6">b. The cut value is .500</td></tr>
</table>

The table shows the classification of the cases if all the cases are classified as the most observed category of the dependent variable. It shows that if all the respondents are believed to have answered that they prefer traditional shopping channel then still, the research model can correctly classify **68.7%** of the cases in the sample.

Table 7 Variables in the equation

Variables in the Equation

	B	S.E.	Wald	df	Sig.	Exp(B)
Step 0 Constant	-.787	.161	23.823	1	.000	.455

Table 7 shows the significance of the constant when no independent variable is included in the research model. The sig value of the constant is **0.000** which is less than **0.05** which indicates that constant alone is also significant in predicting the preferred channel for shopping. The constant alone can predict **68.7%** of the cases correctly.

Table 8 Omnibus tests of model coefficients

Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	64.466	19	.000
	Block	64.466	19	.000
	Model	64.466	19	.000

Omnibus Test of Model Coefficient test tells us whether the new research model with all the independent variables included in the research model is better than the constant model shown above. The sig value **(p = 0.000)** is less than **0.05** which shows that the predictor variables can significantly increase the accuracy of the research model and can classify more cases correctly compared to the constant model.

Table 9 Model Summary for Omnibus test of model coefficients

Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	157.982[a]	.302	.425

a. Estimation terminated at iteration number 20 because maximum iterations have been reached. The final solution cannot be found.

The model summary table has Nagelkerke R square value which shows how much variation in the dependent variable can be explained by the independent variables in the model. The value for Nagelkerke R Square is **0.425** which indicates that **42.5%** variation in the channel preference for shopping can be explained by the independent variables selected in the research model.

Table 10 Hosmer and lemeshow test

Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.371	8	.822

Hosmer and Lemeshow test is used for testing the null hypothesis that the regression model is a good fit to the data. The sig value for the test **(p = 0.822)** is greater than the alpha value of **0.05** which means the null hypothesis is accepted, therefore, the regression model used to predict the preferred channel for shopping is a good fit to the data.

Table 11 Classification table

Classification Table					
	Observed		Predicted		
			if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?		Percentage Correct
			Traditional Retail Stores	Online Shopping Portals	
Step 1	if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	Traditional Retail Stores	110	13	89.4
		Online Shopping Portals	27	29	51.8
	Overall Percentage				77.7
a. The cut value is .500					

Classification table now shows the improvement in correct classification of cases compared to the classification of a constant model. The constant model was correctly classifying **68.7%** of the cases. The new regression model with all the independent variables included can now correctly classify **77.7%** of the cases which is a marked improvement.

Table 12 Significance of independent variables in regression

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B)	
								Lower	Upper
Step 1ª	Product Price Quality Factors	.239	.106	5.056	1	.025	1.270	1.031	1.564
	After Sales Service	.017	.084	.041	1	.840	1.017	.863	1.198
	Convenience	.015	.102	.021	1	.886	1.015	.830	1.240
	Ease And Comparison	-.006	.101	.004	1	.953	.994	.816	1.211
	Privacy	-.099	.078	1.604	1	.205	.906	.778	1.055
	Gender(1)	1.676	.450	13.876	1	.000	5.346	2.213	12.914
	Shop Online For Following			7.865	7	.345			
	Shop Online For Following(1)	-2.576	45543.159	.000	1	1.000	.076	.000	.
	Shop Online For Following(2)	19.818	21417.388	.000	1	.999	404482400.117	.000	.

	B	S.E.	Wald	df	Sig.	Exp(B)	Lower	Upper
Shop Online For Following(3)	21.113	21417.388	.000	1	.999	1476167136.752	.000	.
Shop Online For Following(4)	20.870	21417.388	.000	1	.999	1157920507.049	.000	.
Shop Online For Following(5)	.311	35587.104	.000	1	1.000	1.365	.000	.
Shop Online For Following(6)	3.072	45543.159	.000	1	1.000	21.589	.000	.
Shop Online For Following(7)	2.230	45543.159	.000	1	1.000	9.298	.000	.
Avg Spent Online			7.348	3	.062			
Avg Spent Online(1)	1.947	1.429	1.855	1	.173	7.006	.425	115.386
Avg Spent Online(2)	2.693	1.455	3.423	1	.064	14.771	.852	256.013
Avg Spent Online(3)	3.185	1.553	4.205	1	.040	24.178	1.151	507.759
Payment			13.055	3	.005			
Payment(1)	-1.382	.530	6.806	1	.009	.251	.089	.709
Payment(2)	.218	.529	.170	1	.680	1.244	.441	3.509
Payment(3)	1.016	1.152	.777	1	.378	2.761	.289	26.410
Constant	-25.006	21417.389	.000	1	.999	.000		

a. Variable(s) entered on step 1: Product Price Quality Factors, After Sales Service, Convenience, Ease And Comparison, Privacy, Gender, Shop Online For Following, Avg Spent Online, Payment.

Table 12 is the most important table as it shows the significance of all the independent variables in the regression model. The significant independent variables are colored and all other variables were insignificant in determining the channel preference for shopping.

The results indicate that the overall effect of Product Price and the Quality variable is significant and positive (Wald = 5.056, df = 1, p < .05). The Exponential Beta is 1.270. The positive Beta coefficient value (Beta = 0.239) indicates that respondents who agreed or strongly agreed with the statement that product, price and quality factors influence online shopping decision prefers shopping online compared to traditional retail stores when the product has the same price in shops and on the internet.

Gender has overall significant and positive impact on the online shopping decision (Wald = 13.876, df = 1, p < .05). The exponential beta is 5.346 which shows that Males are 5.346 times more likely than females to prefer online shopping channel if the product has the same price on both retail stores and online stores.

For the variable average spending on online shopping, respondents who spend on average 750 to 1350 Euros have a significant and positive impact on online shopping decision (Wald =4.205, df = 1, p < 0.05). The exponential beta for 750 to 1350 Euro is 24.178 which indicates that people who spent around 750 to 1350 Euros are 24.178 times more likely than people who spend above 1350 Euros to Shop Online when the price of the product is same on the traditional retail store and online stores.

Payment method also has overall significant impact on online shopping decision (Wald = 13.055, df = 3, p <0.05). Cash on delivery has significant and negative impact on online shopping decision (Beta = -1.382, Wald = 6.806, p < 0.05). It shows that respondents who prefer paying from cash on delivery for online shopping are less likely to shop online when the product has the same price on the traditional retail store and online stores compared to those respondents who use more than one modes of payment for online shopping.

Independent Sample t test

4.5 Gender comparison with continuous variable.

Gender is a dichotomous categorical variable which will be compared for group mean differences for the continuous variable.

4.5.1 Gender with Product, Price and Quality Factor

Table 13 Group Statistics gender with product price and quality factors

Group Statistics					
	What is you gender?	N	Mean	Std. Deviation	Std. Error Mean
Is Product price and quality the factors influencing Online shopping decision making?	Female	67	7.01	2.358	.288
	Male	132	6.89	2.489	.217

Table 14 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is Product price and quality the factors influencing Online shopping decision making?	Equal variances assumed	2.121	.147	.350	197	.726	.129
	Equal variances not assumed			.357	139.289	.722	.129

Levene's test is used to check the null hypothesis that the variances across both groups are equal. As the sig value of Levene's test is 0.147 which is greater than 0.05, it means that variances across group is equal. The mean difference between Male and Female for the importance of product, price and quality factor is not significant (p = 0.726). It means that product, price and quality factors approximately has the same importance for both Male and Female respondents.

4.5.2 Gender and After Sales Service

Table 15 Group statistics gender and after sales service

Group Statistics					
	What is you gender?	N	Mean	Std. Deviation	Std. Error Mean
Is after- sales service the factors influencing online shopping decision?	Female	66	6.35	2.657	.327
	Male	132	5.37	2.894	.252

Table 16 Levene's test for equality of variances on gender and after sales service

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is after- sales service the factors influencing online shopping decision?	Equal variances assumed	1.277	.260	2.301	196	.022	.977
	Equal variances not assumed			2.367	140.427	.019	.977

The Levenes test shows that variance across group is equal (p = 0.260). The test for equality of mean suggest that there is a significant mean difference between Male and Female regarding the importance of After sales service. (p < 0.05). The Mean for Female (Mean = 6.35) is greater than Mean for Male (Mean = 5.37). It indicates that Females consider After sales services to be more important compared to Males.

4.5.3 Gender with Convenience and Time Saving Factors

Table 17 Group Statistics gender with convenience and time saving factors

Group Statistics					
	What is you gender?	N	Mean	Std. Deviation	Std. Error Mean
Is convenience and save time the factors influencing online shopping decision	Female	67	7.00	2.582	.315
	Male	132	6.98	2.656	.231

Table 18 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is convenience and save time the factors influencing online shopping decision	Equal variances assumed	.825	.365	.038	197	.969	.015
	Equal variances not assumed			.039	136.138	.969	.015

The Levene's test is insignificant which means variances are equal across groups. The Test of equality of Means is also insignificant as the Sig value of equality of Mean is less than 0.05 (p = 0.969). It means that Males and Females think alike in terms of importance of convenience and time saving factor for online shopping.

4.5.4 Gender and Ease of Product Comparison

Table 19 Group statistics gender and ease of product comparison

Group Statistics					
	What is you gender?	N	Mean	Std. Deviation	Std. Error Mean
Is ease of product price and quality comparison the factors influencing online shopping decision?	Female	67	6.52	2.495	.305
	Male	132	6.74	2.464	.214

Table 20 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is ease of product price and quality comparison the factors influencing online shopping decision?	Equal variances assumed	.000	.990	-.593	197	.554	-.220
	Equal variances not assumed			-.590	131.319	.556	-.220

The Means are not statistically different from each other as the sig value for the equality of means test (p = 0.554) is greater than the alpha level of 0.05. It means there is no difference in the answers of male and female and their answers are approximately similar.

4.5.5 Gender and Personal Privacy and Security

Table 21 Group statistics

Group Statistics					
	What is you gender?	N	Mean	Std. Deviation	Std. Error Mean
Is personal privacy and security the factors influencing online shopping decision?	Female	67	6.75	2.857	.349
	Male	132	5.52	3.050	.266

Table 22 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is personal privacy and security the factors influencing online shopping decision?	Equal variances assumed	.488	.486	2.731	197	.007	1.224
	Equal variances not assumed			2.790	140.739	.006	1.224

The test of equality of Means shows significant difference (p = 0.007) in the answers of Males and Females in the sample. The mean for Female (mean = 6.75) is higher than the mean for Male (mean = 5.52). It indicates that Personal, privacy and security factors influence female more to make online shopping decision compared to Males.

4.6 Channel Preference Comparison with Continuous Variables

4.6.1 Channel Preference with Product, Price and Quality

Table 23 Group statistics channel preference with product, price and quality

Group Statistics					
	if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	N	Mean	Std. Deviation	Std. Error Mean
Is Product price and quality the factors influencing Online shopping decision making?	Traditional Retail Stores	144	6.71	2.522	.210
	Online Shopping Portals	1.2.57	7.37	2.185	.289

Table 24 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is Product price and quality the factors influencing Online shopping decision making?	Equal variances assumed	3.620	.059	-1.734	199	.084	-.660
	Equal variances not assumed			-1.846	117.840	.067	-.660

The Levene's Test statistic indicate that the variances are equal across group (p > 0.05). The test of equality of means suggest that there is no significant difference (p = 0.084) between those

who prefer traditional stores and those who prefer online shopping in terms of Product, price and quality.

4.6.2 Channel Preference with After Sales Service

Table 25 Group statistics channel preference with after sales service

Group Statistics					
	if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	N	Mean	Std. Deviation	Std. Error Mean
Is after- sales service the factors influencing online shopping decision?	Traditional Retail Stores	143	5.61	2.912	.244
	Online Shopping Portals	57	5.98	2.656	.352

Table 26 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is after- sales service the factors influencing online shopping decision?	Equal variances assumed	2.862	.092	-.840	198	.402	-.374
	Equal variances not assumed			-.874	112.354	.384	-.374

The Levene's test suggest that variance across groups is equal. The test of equality of means suggest that there is insignificant mean difference (p = 0.402) between those who prefer traditional stores and those who prefer Online stores in terms of After sales service.

4.6.3 Channel Preference with Convenience and Time Saving factor

Table 27 Group statistics channel preference with convenience and time saving

Group Statistics					
	if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	N	Mean	Std. Deviation	Std. Error Mean
Is convenience and save time the factors influencing online shopping decision	Traditional Retail Stores	144	6.69	2.789	.232
	Online Shopping Portals	57	7.56	2.204	.292

Table 28 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is convenience and save time the factors influencing online shopping decision	Equal variances assumed	9.526	.002	-2.100	199	.037	-.867
	Equal variances not assumed			-2.323	129.179	.022	-.867

Levene's test indicates that variance across group is not equal (p = 0.002). The test of equality of means suggest that there is a significant mean difference between traditional shopper and online shoppers in terms of Convenience and Time saving factor. The Mean for Online Shoppers (mean = 7.56) is greater than the mean of Traditional shopper (mean = 6.69). It means that Convenience influence the decision of online shoppers more than traditional shoppers.

4.6.4 Channel Preference and Ease of Comparison

Table 29 Group statistics channel preference and ease of comparison

Group Statistics					
	if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	N	Mean	Std. Deviation	Std. Error Mean
Is ease of product price and quality comparison the factors influencing online shopping decision?	Traditional Retail Stores	144	6.55	2.525	.210
	Online Shopping Portals	57	6.89	2.328	.308

Table 30 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is ease of product price and quality comparison the factors influencing online shopping decision?	Equal variances assumed	.773	.380	-.895	199	.372	-.346
	Equal variances not assumed			-.927	110.901	.356	-.346

The levene's test shows variance is equal across groups (p = 0.380). Test of equality of Means suggest that there is insignificant mean difference (p = 0.372) between online and traditional shoppers in terms of ease of comparison.

4.6.5 Channel Preference and Privacy

Table 31 Group statistics channel preference and privacy

Group Statistics					
	if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	N	Mean	Std. Deviation	Std. Error Mean
Is personal privacy and security the factors influencing online shopping decision?	Traditional Retail Stores	144	5.95	3.041	.253
	Online Shopping Portals	57	5.86	3.050	.404

Table 32 Levene's test for equality of variances

		Levene's Test for Equality of Variances					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Is personal privacy and security the factors influencing online shopping decision?	Equal variances assumed	.010	.922	.193	199	.847	.092
	Equal variances not assumed			.192	102.540	.848	.092

Levene's test suggest the variances are equal across groups. Test of equality of means suggest that there is insignificant difference (p = 0.847) between Traditional and online shoppers for personal privacy factor.

4.7 Chi Square Test Between Categorical Variables

4.7.1 Gender and Traditional Preference

Table 33 Chi square tests on gender and traditional preference

What is you gender? * if the product has the same price both in shops and on the internet, which channels do you prefer to buy it? Crosstabulation					
			if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?		Total
			Traditional Retail Stores	Online Shopping Portals	
What is you gender?	Female	Count	37	30	67
		% within What is you gender?	55.2%	44.8%	100.0%
		% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	26.2%	52.6%	33.8%
	Male	Count	104	27	131
		% within What is you gender?	79.4%	20.6%	100.0%
		% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	73.8%	47.4%	66.2%
Total		Count	141	57	198
		% within What is you gender?	71.2%	28.8%	100.0%
		% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	100.0%	100.0%	100.0%

Chi-Square Tests					
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.627[a]	1	.000		
Continuity Correction[b]	11.476	1	.001		
Likelihood Ratio	12.253	1	.000		
Fisher's Exact Test				.001	.000
Linear-by-Linear Association	12.563	1	.000		
N of Valid Cases	198				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 19.29.					
b. Computed only for a 2x2 table					
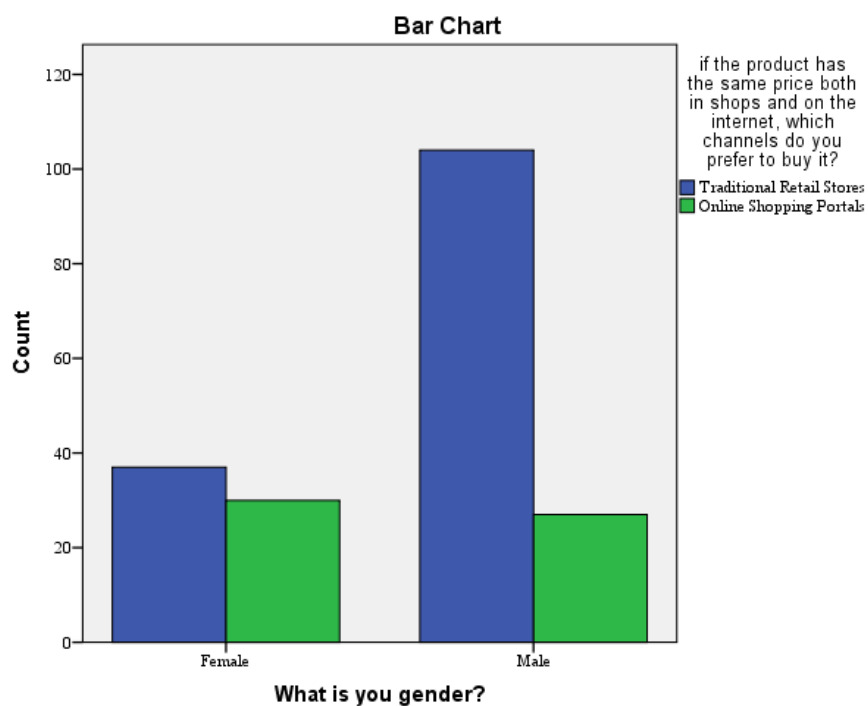
Figure 4 Classification of gender

The chi-square test suggest that there is a significant differences between Male and Female in terms of channel preference (Chi Square = 12.627, df = 1, p = 0.000). 141 respondents preferred Traditional shopping channel and out of these 141 respondents majority (79.4%) are Males.

57 respondents preferred Online shopping and out of these 57 respondents, majority (52.6%) were Females. It shows that Female prefer Online shopping and Males preferred Traditional shopping.

4.7.2 Channel Preference and Trust

Table 34 Chi square tests on channel preference and trust

if the product has the same price both in shops and on the internet, which channels do you prefer to buy it? * Do you trust online shopping? Crosstabulation			Do you trust online shopping?			Total
			No	Maybe	Yes	
if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	Traditional Retail Stores	Count	47	58	39	144
		% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	32.6%	40.3%	27.1%	100.0%
		% within Do you trust online shopping?	88.7%	81.7%	50.6%	71.6%
	Online Shopping Portals	Count	6	13	38	57
		% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	10.5%	22.8%	66.7%	100.0%
		% within Do you trust online shopping?	11.3%	18.3%	49.4%	28.4%
Total		Count	53	71	77	201

	% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	26.4 %	35.3 %	38.3 %	100.0 %
	% within Do you trust online shopping?	100.0 %	100.0 %	100.0 %	100.0 %

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.803[a]	2	.000
Likelihood Ratio	27.946	2	.000
Linear-by-Linear Association	24.452	1	.000
N of Valid Cases	201		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.03.			
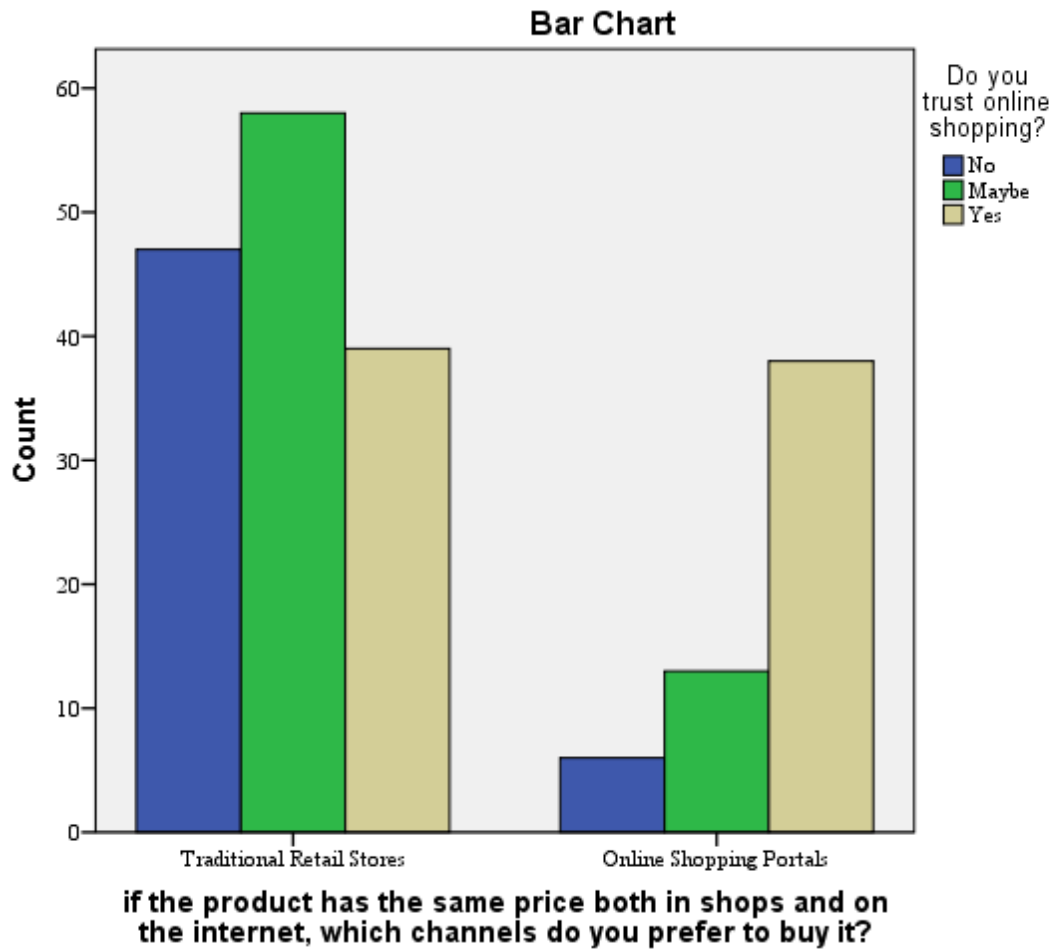
Figure 5 Do you trust online shopping

The results are highly significant as the chi square test suggest that there is a significant difference between traditional and online shoppers in terms of trust on online shopping (Chi square = 27.803, df = 2, p = 0.000).

53 respondents said they "No" they don't trust online shopping and out of these 53 respondents, majority (88.7%) were traditional shoppers. 77 respondents said "Yes" they trust online shopping and out of these 77 respondents, majority 50.6% belonged to Traditional shoppers.

4.7.3 Channel Preference and Reason for Shopping Online

Table 35 Chi Square tests on channel preference and reason for online shopping

if the product has the same price both in shops and on the internet, which channels do you prefer to buy it? * Do you shop online for the following? Crosstabulation											Total
			Do you shop online for the following?									Total
			None	Discounts/offers	Convenience of shopping from home	Quality of the products	If the product is not available nearby	Prefer offline shopping	Availability	Other	
if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	Traditional Retail Stores	Count	2	66	43	10	2	1	1	4	129
		% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	1.6%	51.2%	33.3%	7.8%	1.6%	0.8%	0.8%	3.1%	100.0%
		% within Do you shop online for the following?	100.0%	81.5%	57.3%	50.0%	100.0%	100.0%	100.0%	100.0%	69.4%
		Count	0	15	32	10	0	0	0	0	57

Online Shopping Portals	% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	0.0%	26.3%	56.1%	17.5%	0.0%	0.0%	0.0%	0.0%	100.0%
	% within Do you shop online for the following?	0.0%	18.5%	42.7%	50.0%	0.0%	0.0%	0.0%	0.0%	30.6%
Total	Count	2	81	75	20	2	1	1	4	186
	% within if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?	1.1%	43.5%	40.3%	10.8%	1.1%	0.5%	0.5%	2.2%	100.0%
	% within Do you shop online for the following?	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.648[a]	7	.009
Likelihood Ratio	21.535	7	.003

Linear-by-Linear Association	.583	1	.445
N of Valid Cases	186		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .31.			
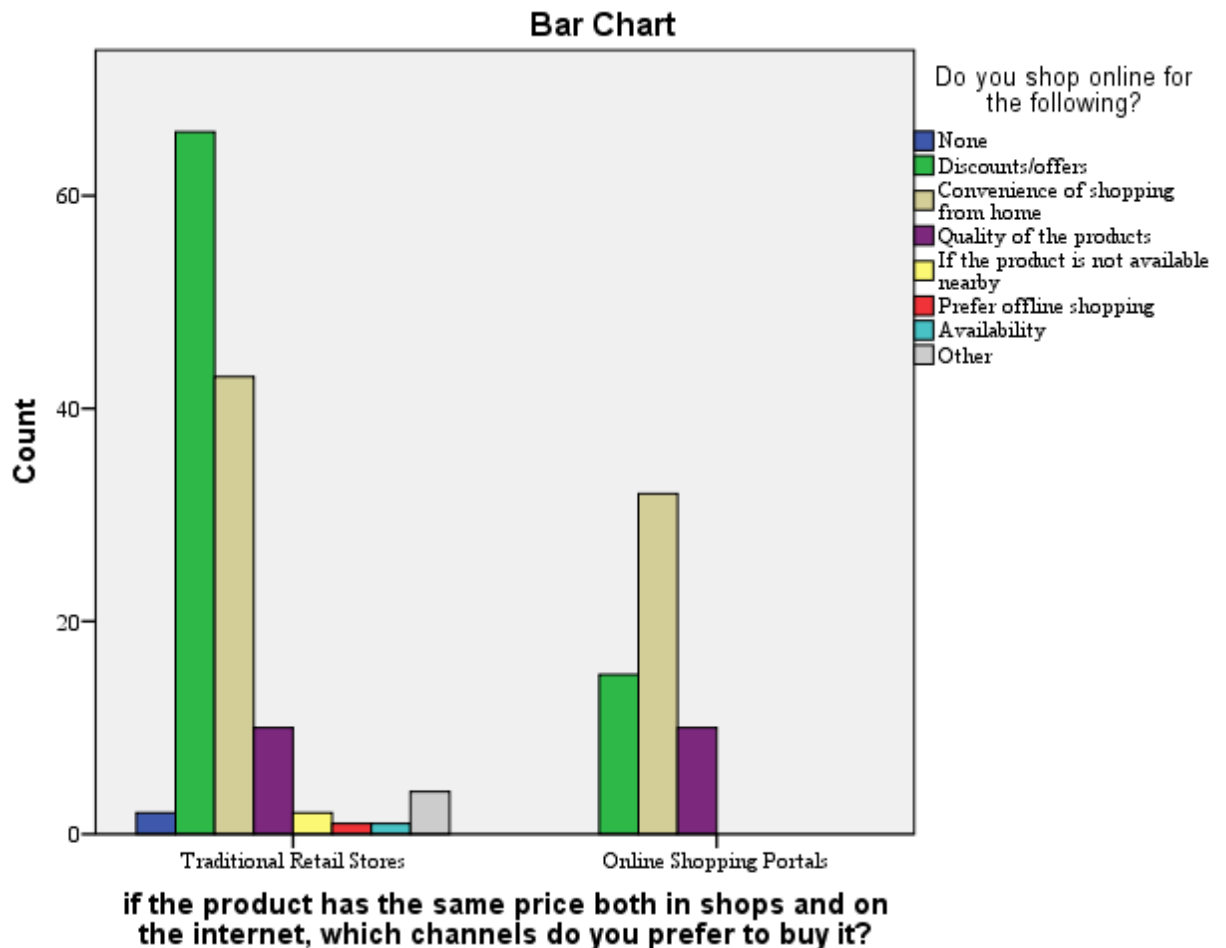
Figure 6 Do you shop the following? Bar Chart

The chi square test suggest that there is significant difference between online shoppers and traditional shoppers in terms of reason for shopping online (chi square = 18.648, df = 7, p = 0.009). The results indicate that majority of Traditional shoppers shop online because of discounts and offers. While Majority of Online shoppers shop online because of the convenience of shopping from home.

5. <u>Discussion</u>

The main goal of this dissertation was to examine and investigate the consumer decision making factors associated with choosing between online vs brick mortar stores (traditional retail stores). The researcher investigated the decision-making factors like price, quality of the products and convenience that influence the consumer to choose online shopping vs traditional retail stores.

During the research, time was a big constraint to the researcher as the due date of the thesis submission is 30th August 2017 which had impacted on the choice of research methods used. The Data analysis was done on correlation and logistic regression based on the categorical and continuous variables. According to spearman correlation technique, the researcher found out that age has a significant weak correlation with gender, this shows that older respondents shop less often online. The Researcher agrees to the fact that in India, there is a thinking among the older generation people that they want to see what they get from the product, they also perceive that online shopping is just for young generations. The existing research indicates that older generation people are more sensitive to their needs and lifestyle, they only buy the things which matter to them and which are satisfying their needs, which in turn influenced by life changing events and circumstances they experience (Moschis, 1991).

This is understood that by Spearman correlation technique it has resulted that gender has a significant correlation with age, channel preference, and average spending, in other words, this means that females spend less than males and prefer online shopping as a channel preference than the traditional stores. The researcher agrees that Females regard shopping as fun, joyful and exciting and it always makes them, they like to take part in co-creation (Miller and Mills, 2012). On the other way around males tend to spend less and much less involved in shopping (Hansen and Møller Jensen, 2009). According to a research, it has shown a significant difference that women are found to be more self and vanity conscious and thereby they tend to spend more than men (Pentecost and Andrews, 2010).

The Researcher in his analysis found out that trust has a significant and positive correlation with channel preference, payment method and how often respondents shop online. As Online shopping is having their famous Cash on delivery system, where the sale of products is by courier in which the payment is made on delivery, there are instances where trust comes in the picture. Consumers are often scammed in India in

which delivery guy from the online shopping company cons and runs away with the money which he had collected from all the sales from the products or in some cases the delivery man itself is robbed. Online Shopping websites even taken an additional charge from the consumers as a delivery charge (Singh et al., 2016). Trust plays an important role in consumer's decision making whether it is traditional stores or Online stores, in this particular scenario it is towards online stores. Consumers often think twice before purchasing products online, being afraid that they might get scammed or a fraudulent might happen during payment. E-commerce research has highlighted that trust is the most important determinant of an individual decision making or his/her purchase intentions (Gefen and Straub, 2003). Indian consumers are very much dependent on trust, it is most important thing which matters to them during shopping, they believe in credibility which implies the buyer's belief in the seller, the service he offers, the product he sells, goodwill that he shows and positive intentions of the seller (Ganesan, 1994).

The Researcher in the findings section found that cash on delivery has a significant and negative impact on online shopping decision. It showed the respondents who prefer paying through cash on delivery mode for online shopping are less likely to shop online when the product has the same price on both traditional stores and online stores compared to the respondents who use more than one modes of payment for online shopping. Indian consumers are considered to be very moody and their behaviour can change anytime, the main relationship between online shopping and traditional shopping is that consumers in online shopping don't get to see the product but in traditional stores consumers are able to touch, feel and experience the product and service rendered from the store. If the price of product is same it's obvious that a consumer will visit the brick-mortar stores because of the ability to see the product and if online shopping is providing cash on delivery service, the traditional retail stores can provide price waiver and offers to counter e-commerce dealers.

5.1 Limitations of the Study

This Dissertation was aimed and intended to understand the consumer decision making factors between online shopping vs traditional brick-mortar stores. The location being biggest constraint to the researcher because the topic was based on a particular geographical area that is India. The sample size of 202 participants was chosen for the study which is quite considerably small for a hugely populated country like India. The

main focus was on the Indian consumers who shop online vs traditional retail stores, to understand what are the decision-making factors when shopping.

The research study did not investigate as to what products consumers buy on both online and offline, this may slightly vary with decision-making factors. To obtain a sample from such a huge population, the researcher followed snowballing technique which allows the participants to reach other participants who act as informants. The researcher has done the dissertation for the first time in Europe, making it one of the most challenging and gave an opportunity to gain knowledge. The analysis for the thesis was done on the basis of Independent, dependent, categorical variables, as the researcher's data set was a mix of Likert-scale and close ended questions.

5.2 Future Recommendations

Due to the location constraints for this research study, as the dissertation was based on a topic on examining consumer decision making factors between online channels vs traditional retail stores for a particular geographical location which is India, the researcher thought that a quantitative method would be ideal for the study. For Future recommendation, the researcher would recommend a qualitative technique because India is a hugely populated country, this will allow the researcher to gather rich and valid data through hosting interviews and through observations to understand the consumer's behavioral attitudes, habits and decision making towards both online shopping and traditional retail stores.

As per the Indian shopping perspective, there are lots of other decision-making factors to explore for future recommendations that affect online shopping vs offline shopping like demographic factors as in the income of the consumers, the Martial status of the consumers and their education. There is very limited research pertaining to the traditional retail stores, as it is most influential and famous modes were consumers can actually see the product physically and purchase it. The future Researchers should explore the world of retail stores from the vendor's perspective like their attitudes towards the consumers, beliefs, and goodwill.

This dissertation explored the consumer decision making factors between online shopping vs traditional brick-mortar stores. Researchers in the future may take into consideration the limitations of this study and develop new methods on the data findings and recommendations.

6. <u>Conclusion</u>

The Main goal of this dissertation was to examine the consumer decision making factors between online shopping vs traditional brick-mortar stores which was further analyzed using correlation and regression analysis with categorical variables and continuous variables. The researcher after analyzing the results found out that gender has a significant positive correlation with age, channel preference, and average spending, this showed that females spend more on online shopping than males. Marketers from both online and offline channels should take this as an advantage and study the consumer's purchase habits and attitudes for sustainability in the market between both sides.

To make things easier for the consumer to decide on his/her purchase, marketers need to come up with different and new strategies that will help the consumer in decision making like better service, quality products, knowing the needs of the consumer etc. Online shopping portals and traditional retail stores should work together to make things better so that they get equal profit shares. In India, the retail stores are in a meltdown and are struggling to survive, thus online shopping portals like Amazon, Flipkart and Snapdeal should join with these retail outlets to make the consumer decision making easy. Indian consumers are very much concerned about the quality, trust and prices of the products, marketing analysts should study about this and keep in all these channels in the loop. Marketers should understand that consumer's decision towards purchase which plays an integral part in their sales if the marketers aren't able to understand the needs of the consumers then it's difficult for them to survive.

In order to analyze the consumer decision making factors between online vs traditional brick-mortar stores, the researcher had given out web surveys of both from the millennials as well young and middle -aged individuals to take up the questionnaire survey. The main idea was to examine the decision -making factors like price, quality in relation to online vs traditional brick-mortar stores.

For the purpose of this dissertation, the researcher conducted a pilot study to make sure the questions are in line and understood by the respondents. The findings of this research are based on the sample size of about 202 respondents which is a small sample for a population like India. To make sure the data gathered was rich and reliable, the research had a total of 202 respondents out of which 23 respondents didn't answer the questions which were analyzed using logical regression, out of 179 respondents there

were 126 males and 53 females. This gave the researcher good results for the research study.

The findings of this dissertation boast significant research which can help small, large scale businesses, marketers and online retailers to frame business and marketing project campaigns. The information and knowledge about the consumer decision-making factors can help the marketers in creating better marketing strategies that will be a boon to both marketers as well the consumers.

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Appendix

Consumer decision making online vs offline

Please spare a few minutes to fill up the survey, don't worry your responses will be anonymous.

What is Your age? *

○ 18 to 24

○ 25 to 34

○ 35 to 44

○ 45 to 54

○ 55 to 64

○ Other...

What is you gender?

○ Male

○ Female

if the product has the same price both in shops and on the internet, which channels do you prefer to buy it?

○ Traditional Retail Stores

○ Online Shopping Portals

Do you trust online shopping?

○ Yes

○ No

○ Maybe

What of the following services will you to settle the payment for online shopping?

☐ Credit Card/ Debit Card

☐ Cash on delivery

☐ Bank transfer

Do you shop online for the following?

○ Discounts/offers

○ Convenience of shopping from home

○ Quality of the products

○ Other...

How often you buy products through online on an average basis?

○ Once a week or more often

○ Once every 2 weeks

○ Once a month

○ Once every 2-3 months

○ Once a year

○ Less than once a year

How much on average have you spent on online shopping in past 6 to 12 months per order?

○ ₹1000 to ₹10000 (15 Euro to 150 Euro)

○ ₹10001 to ₹50000(150 Euro to 700 Euro)

○ ₹50001 to ₹100000 (700 Euro to 1350 Euro)

○ ₹100000 and above (1350 Euro and Above)

Is Product price and quality the factors influencing Online shopping decision making?

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

Is after- sales service the factors influencing online shopping decision?

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

Is convenience and save time the factors influencing online shopping decision

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

Is ease of product price and quality comparison the factors influencing online shopping decision?

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree

Is personal privacy and security the factors influencing online shopping decision?

	1	2	3	4	5	6	7	8	9	10	
Strongly disagree	○	○	○	○	○	○	○	○	○	○	Strongly agree