

“ COUSTOMER BEHAVIOUR PATTERN IN SELECTING CONSUMER DURABLES USING E -COMMERCE PLATFORMS VS PHYSICAL PLATFORMS ”

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BONAFIDE CERTIFICATE

This to certify that this dissertation entitled “ **COUSTOMER BEHAVIOUR PATTERN IN SELECTING CONSUMER DURABLES USING E-COMMERCE PLATFORMS VS PHYSICAL PLATFORMS** has been prepared by **Joseph Aji , Juwairiya T H , Jyothsna Tomy** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi This University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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DECLARATION

We, **Joseph Aji , Juwairiya T H , Jyothsna Tomy** B.Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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CHAPTER 1
INTRODUCTION

1.1 . INTRODUCTION

E-commerce platforms and physical platforms have different customer behavior patterns while choosing consumer durables. Consumers frequently rely on online product reviews, ratings, and descriptions while shopping online. Convenience, affordable prices, and a variety of choices are important to them. Customers emphasize tactile encounters, instant gratification, and the ability to physically check the goods on physical platforms, on the other hand. They might ask salespeople for qualified guidance. Businesses can modify their strategy to better serve their clients on each platform by being aware of these differences. Consumer behaviour comprises each step taken by a consumer before making a purchase of a good or service ..When it comes to selecting consumer durables, people's behavior can differ on e-commerce platforms and physical stores. On e-commerce platforms, customers can compare prices, read reviews, and have a wider variety of options. Physical stores offer the advantage of seeing and touching the product before purchasing. When a user conducts online, it begins when they switch on their computer or phone and concludes when they confirm their payment. Consumer behaviour might occasionally include recurring expenditures.. E-commerce, which is the electronic buying and selling of items via the Internet, has surpassed traditional commerce because it makes it simple to access a steady stream of information on a practical platform and offers a flexible means of contact between the buyer and the seller.The trend gained significance in the last ten years as several large retailers combined the two strategies for maximum gain. This study tries to understand the differences between online and in-person shopping.

1.2. STATEMENT OF THE PROBLEM

In the contemporary landscape of retail, consumers face a myriad of choices when making purchasing decisions, navigating both online and offline channels. In today's rapidly evolving marketplace, gaining a deep understanding of the various factors and barriers that sway consumers towards either online or offline purchases is absolutely paramount for businesses and marketers alike. This knowledge serves as the bedrock upon which effective strategies can be built, enabling them to adapt and thrive in an increasingly competitive landscape. By comprehending the intricate interplay between these factors and barriers, businesses can anticipate consumer behavior with greater accuracy. Despite the growing prevalence of e-commerce, a comprehensive exploration of the intricate dynamics affecting consumer purchase decisions in both online and offline environments is lacking. This research aims to address this gap by investigating the multifaceted factors and barriers shaping consumers' preferences and behaviors in the realm of both online and offline retail.

1.3 SIGNIFICANCE OF THE STUDY

Customers typically like e-commerce platforms because of their accessibility and convenience. They have access to the internet 24/7, allowing them to purchase from anywhere. To accommodate this behavior, organizations must concentrate on developing user-friendly, responsive, and mobile-friendly websites and applications.

Physical stores might provide a tactile experience, but their accessibility and hours of operation are constrained. Businesses must be aware of this and optimize store hours and locations based on consumer behavior patterns. Customers frequently place a lot of reliance on the product details, opinions, and ratings offered on e-commerce sites. They frequently do extensive research before

making a purchase. As a result, it's critical for companies to offer thorough and comprehensive product descriptions as well as a place for user feedback. Customers may have the chance to directly touch with things during instore interactions. They might still use online sites for reviews and additional data, though. Retailers may close this gap by giving customers in-store access to internet reviews and comparing tools. It is crucial to establish trust and guarantee security when conducting business online. Customers must have faith in the security of their financial and personal information. It is essential to offer safe payment methods and open policies. Face-to-face contact and the capacity to physically check items are two ways that trust is frequently developed. Establishing confidence requires maintaining a tidy and organized store, knowledgeable employees, and open pricing. Although it can be more difficult, developing emotional bonds online is nevertheless feasible. An emotional connection with clients can be formed through imaginative narrative, interactive content, and powerful branding. Physical establishments are better able to create a multimodal experience that can elicit feelings and strengthen brand loyalty.

1.4 SCOPE OF STUDY

- Analyse the categories of durable goods that are bought online as opposed to offline. For instance, electronics, home furnishings, and appliances.
- Examine the differences between how consumers learn about things in physical locations (interactions with salespeople, product displays) and online (via reviews, ratings, forums).
- Investigate whether internet shoppers are more price-sensitive and how they compare costs between various platforms. Examine the differences in how customers establish trust in physical businesses (brand reputation, in-person encounters) and e-commerce platforms (reputation, reviews, return policies).
- Consider the importance of ease in the decision-making process, taking into account elements like delivery alternatives, shipping charges, and the proximity of physical locations.
- Consider the function of brand loyalty and how it varies for consumers in-person vs online.

1.5 OBJECTIVES

- To study the perception of consumers towards online shopping and offline shopping
- To study the factors influencing the online and offline shopping decisions
- To analyse the barriers that affects the online and offline shopping decisions

1.6 RESEARCH METHODOLOGY

This study has adopted a mixed-methods approach, combining quantitative and qualitative research methods to provide a comprehensive understanding of consumer buying behaviour and purchase decision. The research will be conducted in both online and offline retail environments. The target population will include consumers who engage in both online and offline shopping. Convenience sampling is employed to ensure representation from different demographic groups. A structured questionnaire was designed to collect quantitative data on factors influencing consumer buying decisions. Questions cover demographics, preferences, perceptions, and barriers. Online surveys will be distributed through various channels, targeting online shoppers. Basic statistics (mean, median, mode) will be employed to summarize demographic data. Percentage analysis will be used to quantify the distribution of responses to specific questions, providing a clear picture of consumer preferences.

1.7 LIMITATIONS OF THE STUDY

- There was insufficient time for the study;
- The research was limited to the Ernakulam region.
- A few clients were hesitant to provide the information.

1.8 CHAPTERISATION SCHEME

CHAPTER 1

The first chapter deals with the introduction to the topic “ **COUSTOMER BEHAVIOUR PATTERN IN SELECTING CONSUMER DURABLES USING E-COMMERCE PLATFORMS VS PHYSICAL PLATFORMS** , Scope of the study ,Statement of problems, Objectives, Research methodology, Limitations.

CHAPTER 2

The second chapter deals with the review of literature done by the other researchers on consumers behaviour in selecting consumer durables using e-commerce platforms vs physical platforms

CHAPTER 3

The third chapter deals with the theoretical framework, it deals with general theories, advantages and disadvantages of e-commerce platforms and physical platforms

CHAPTER 4

The fourth chapter deals with the analysis and interpretation.

CHAPTER 5

The fifth chapter deals with findings and suggestions

CHAPTET 2

REVIEW OF LITERATURE

Deswal (2013) identified This study is primarily concerned with comprehending the online and offline brand personality features that influence consumer purchasing decisions, how they relate to the brand, and how these attributes differ across multiple buy channels; online and offline. The purpose of this research is to identify and gain insight into what main factors the online consumer considers when most he buys products on the internet and how this affects their shopping behaviour. The basic purpose of this research is to discover what main factors affect the online consumer when considering and making a purchase over the Internet. The increasing use of the Internet in India opens up fresh possibilities for online shopping. If E-marketers understand the elements influencing online Indian behaviour and the connections between these aspects.

Nanda, Xu & Zhang (2021) identified the purpose of this research is to investigate the influence of the COVID-19 epidemic on retail real estate and the high street scene by accelerating e-commerce and digitization. The retail industry has evolved over several decades, aided by the expansion and growth of digital technologies. Almost every corner of the world has seen changes in consumer behaviour, the nature of retail, and the remaking of the high street scene as a result of the e-commerce revolution and ongoing expansion. The findings show that physical stores must urgently reorient the functions of their multiple channels of communication business. In the post-COVID-19 world, our research provides major insights and highlights various consequences for merchants, landlords, and policy-making organizations dealing with revitalization of cities and local growth in the economy.

Esmeli, Bader-El-Den & Abdullahi. (2022) identified in recent years, online sales have been expanding quickly. Online retailers have been eager to enhance the efficiency of their e-commerce platforms in response to the increased competition by giving customers a more individualized experience and raising the "conversion rate" (i.e., the proportion of visits that result in purchases). The "conversion rate" could be greatly increased by early detection of customers who are likely to make transactions. In this article, we define a cutting-edge framework to forecast early purchases made by both registered and unregistered users during online sessions as soon as they enter on an e-commerce site. The report also offers a thorough evaluation of the efficacy of different approaches to data mining utilizing the suggested framework.

Cao et al. (2021) identified We experimentally examine the efficiency of price promotion and referral marketing in driving sales on a significant e-commerce platform. Our findings demonstrate that while price promotion weakens the impact of referral marketing, which improves sales. In a weak-tie its context, we contend that price marketing raises quality issues and diminishes the legitimacy of online paid referrals. This conclusion suggests that investing on price promotions and referral marketing will have declining marginal returns. In order to validate our claim, we do a number of experiments. Our study highlights the significance of carefully examining how marketing campaigns complement one another in the particular setting of the Internet. Promotional tactics may disagree in their ability to address customer concerns about quality, depending on the brand's persuasion and the promotional channel.

Bhat, Bapat, & Mookerjee (2021) identified The present research seeks to identify the essential personality qualities influencing and affecting consumer durables with high involvement purchase behaviour. It attempts to help practitioners choose the best marketing frameworks, consumer segments, and procedures while taking into account the peculiarities of consumer behaviour in developing countries. Positive views regarding sophisticated technology in cars have been positively impacted by personality attributes like inventiveness, agreeableness, and social factors. According to the concept of planned behaviour, it is also observed that having a favourable attitude toward advanced automobile technology and design improves the willingness to pay for it.

Bag, Tiwari & Chan (2019) identified lately Retail 4.0 has grown in the requirement for precise consumer purchase intention prediction. In this regard, an automated decision prediction model at the attribute level has been created in order to offer customers an effective e-commerce platform. The social perception score of brands and the polarity of reviews are determined for the prediction model by social network mining and sentiment analysis, respectively. In order to forecast the relevant product attributes, an acceptable regression analysis and sufficient cases have been found for each attribute. The findings of this investigation can help e-commerce merchants by creating a useful search engine that allows customers to find the necessary durable goods in a cute package. Finally, the suggested model's stability has been evaluated using an analysis of sensitivity.

Roggeveen & Sethuraman (2020) identified Retail technology that interact with customers have greatly accelerated the changing nature of the retail industry. This commentary provides a framework for categorizing technologies based on their primary influence on a customer's purchase journey: needs management and search engagement technologies in the pre-purchase stage; purchase stage technologies such as physical acquisition and purchase transaction technologies; and follow-up service and loyalty management technologies in the post-purchase stage. In order to position our new framework, we first take a look at two existing frameworks for customer-interfacing retail technology. We then explain our new, integrative framework by connecting customer-interfacing retail technology to its effects on different stages of the consumer experience. We wrap up by talking about how the COVID-19 epidemic has affected how these tools are used and offering some suggestions for future research.

Hesse (2022) identified the importance of electronic commerce (e-commerce) for logistics, physical distribution, and business-to-business and business-to-consumer trade is examined in this study. Beyond limiting analyses that exaggerate the significance of e-commerce and its ability to improve the efficiency of freight traffic, the potential repercussions of e-commerce are examined in the larger picture of structural change. In general, there is a little evidence that suggests e-commerce will likely support rather than reverse a long-standing trends of transportation growth. Future studies should look into e-commerce in greater detail, taking into account its use in both businesses and households as well as the whole distribution chain. Additionally, this would be more beneficial for addressing a general characteristic of the current economy and society: the rise in demand for flexibility, speed, and mobility.

Mu (2019) identified Cross-border e-commerce platforms have grown in importance as a means of international goods purchase for Chinese consumers in recent years. This study attempts to identify the key variables that influence customer behaviour on international e-commerce platforms and forecast food product purchases on these platforms. First, big data analysis was applied to twelve characteristics that could influence consumers' buying decisions on international e-commerce platforms. On the aforementioned platforms, seven of them were discovered to significantly affect consumer behaviour. The next step was to build a multilayer perceptron (MLP) to assess the significance of each influencing element on purchasing choices. An enhanced frequent-pattern (FP) growth method was used to calculate the fuzzy weights of the most crucial factors.

Ratchford et al. (2022) identified Consumer buying patterns are changing quickly thanks to e-commerce, which is also reshaping the retail sector's future. However, physical shops have found it difficult to compete with online retailers, and many merchants have decided to operate both online and offline. Online retailing has helped businesses overcome geographic barriers to selling and helped them gain operational savings. In this essay, the literature on the relationship between offline and online retailing is reviewed. Empirical findings and generalizable ideas are highlighted, and their managerial implications are discussed. From the beginning of the internet to the present,

studies from more than 50 academic journals across a range of fields are included in our review. Our study is structured around three major research questions.

Chewpreecha.,Prabhu & Mukhopadhyay (2021) identified Electronics System and Manufacturing Design Information technology (IT) and electronics system and design manufacturing (ESDM) play a crucial role in the nation's ability to meet consumer expectations and carry out a variety of industrial and service sector operations. The E3-India model has calculated that the government measures aimed at these two sectors will have a strong multiplier effect on the rest of the economy. Due to poor infrastructure and a large reliance on imports, India continues to underutilize its full potential for ESDM and IT services.

JAIN (2018) Identified Online purchasing is becoming more and more viable in India thanks to the country's expanding Internet usage. E-marketers can further expand their marketing tactics to turn potential customers into active ones while maintaining existing online customers if they are aware of the elements influencing online Indian behaviour and the connections between these characteristics and the types of online buyers. This project, which is a component of a larger study, focuses on the considerations that Indian online shoppers make when shopping online. According to this study's findings, the five key elements that have the greatest influence on how consumers perceive online shopping are information, perceived utility, simplicity of use, perceived enjoyment, and security/privacy. Since some decisions are greatly influenced by consumer behaviour or anticipated behaviours, it is argued that consumer behaviour is an applied discipline.

Reddy, Jagadeesan & Lakshmi (2022) identified. In this essay, we give a preliminary analysis of how the Covid-19 epidemic may affect core concepts and advancements in marketing. In our opinion, the Covid-19 pandemic presents businesses with a fantastic opportunity to switch to authentic, sincere marketing that can truly address critical environmental and social issues on a worldwide scale. We also look at some potential future directions for how the pandemic can influence consumers' ethical choices. In our marketing conversation, we outline how we believe marketing is now being done and how this epidemic may alter not only the current state of the industry but also how businesses carry out their marketing plans.

BALLI (2021) identified Due to changes in customers' social lives and consumption habits, there have been alterations in online purchasing intention and behaviour during the pandemic period. Understanding the shifts in customer attitudes towards online purchasing over the pandemic period and developing a model that will predict online purchase intentions are the main goals of this study. A digital questionnaire was used to collect data for the study, which involved 329 customers in Ankara of various ages. The results were then analysed and explained using the SPSS 25.0 package programme. It was found that during this time, consumer online purchase intentions dramatically altered, and that product variety, usability, satisfaction, experience, and innovation had a favourable influence on consumer online buy intentions.

Kolesova (2021) identified. In recent decades, there has been a significant change in how customers purchase. Technology advancements and modifications in customer behaviour are causing changes in the retailing environment (Grewal et al., 2021). The advent and growth of the online channel, one of the most significant breakthroughs in recent decades, has altered how consumers buy for products and modernised outdated methods of running the retail industry (Verhoef et al. 2015). Consumers are increasingly choosing to take advantage of multichannel opportunities, and many choose to purchase regularly across multiple online and offline channels..

Ojha. (2019) identified . The marketing industry has radically altered its prospects for luring clients with the arrival of the twenty-first century and has reformed its approach for a variety of customer segmentation to secure their reach to the consumer. In the current study, multiple

algorithm development scenarios are discussed. These scenarios show how more focused marketing is dividing the market into various levels. The paper gives a summary of how big data and data analysis are influencing the marketing industry to produce real-time customer analysis as well as demand analysis of the product, which in turn is impacted by major concern factors like time, marketing channel, product, geographical location, and others, keeping in mind the popularisation of social media.

Zhou., Song, & Wang (2018) identified A prevalent model for software-based services is emerging: the ecosystem of software platforms. Platforms that follow the open innovation trend expand the capabilities of their products by inviting a wide range of complementary apps to collaborate with them and create an innovation ecosystem to meet the demands of diverse user groups. Continuous app updates and evolution are common in these innovation ecosystems. Given the pervasiveness of software updates, researchers have looked at how they affect the market performance and dissemination of focus software. However, very few research have looked at the moderators' impact on update speed. Like living things, apps also don't exist in a vacuum.

Zhang, Hou, & Zhang (2022) identified Platforms invest heavily in promotion in an effort to make new apps stand out as the quantity of apps on mobile application markets rises. Some app developers use a sequential launch strategy, delaying the release of the app on other platforms in order to qualify for free advertising on the platform where it is first released. We simulate an app developer who takes into account two platforms. Our findings demonstrate that the developer's ideal price choices for the sequential launch strategy rely on the switching costs to encourage customers to choose various purchasing options. Surprisingly, the cost of the second launch platform may be higher than the cost of the first launch platform if switching costs are exceptionally high.

Reddy, Jagadeesan & Lakshmi (2022) identified In this essay, we give a preliminary analysis of how the Covid-19 epidemic may affect core concepts and advancements in marketing. In our opinion, the Covid-19 pandemic presents businesses with a fantastic opportunity to switch to authentic, sincere marketing that can truly address critical environmental and social issues on a worldwide scale. We also look at some potential future directions for how the pandemic can influence consumers' ethical choices. In our marketing conversation, we outline how we believe marketing is now being done and how this epidemic may alter not only the current state of the industry but also how businesses carry out their marketing plans. Therefore, marketing will be quite prevalent in all forms.

Kedah (2023) identified the intensely competitive corporate sector can anticipate earning significant benefits from the usage of Internet technologies. Businesses who are able to incorporate technology into their processes will be able to compete in the market. One-way technology is utilised to increase company competition and product sales is by using electronic commerce (e-commerce) to advertise a variety of goods and services in both physical and digital media. am. Customers can place orders and access electronic commerce (e-commerce) services from a number of locations. Due to the presence of modernity, intelligent modern consumers who wish to benefit from e-commerce don't need to be anyplace because it is already available in significant Indonesian cities. Many locations only allow access to the Internet via computers, notebooks, or personal digital assistants (PDAs).

Asbari. (2023) identified What follows are some benefits associated with e-business and e-commerce. First, a brand-new, potentially more profitable revenue source that is not present in conventional transaction systems. Due to the real-time nature of this technology and its disregard for time, space, and distance restrictions, we can Obtain important information fast to boost business profits so that, in the age of global market competitiveness, we may act swiftly and

precisely. and liberated right now. Additionally, it might boost market exposure (market share). We may connect with folks from other places online. People do not need to travel to a specific location to find us because we are not restricted to one location. Third, lower operating expenses.

Ramadan at el (2023) identified E-commerce, which refers to the electronic buying and selling of goods via the Internet, has exceeded traditional commerce because it enables easy access to a continuous information flow on a useful platform and a flexible method of communication between the buyer and the seller. Businesses must emphasise the performance effectiveness, greater transactions, and cost savings of this system over traditional commerce for e-commerce to be successful. Given the speeding up of globalisation, e-commerce has shown to have a number of advantages, including the capacity for businesses to compete on a variety of fronts, cut costs, reach new markets, and forge stronger connections with clients. Through optimisation, the internet allowed companies and shops to get international recognition.

Skare Gavurova & Rigelsky (2023) identified Businesses have a great opportunity to grow their customers by providing e-commerce services, particularly in the post-pandemic age. Increasing consumer base is greatly supported by making sure that e-commerce solutions are secure. Business organisations must first understand the concerns of their customers regarding e-commerce, as well as their view of the security and privacy of e-commerce applications, in order to design appropriate policies and secure technological infrastructures. In order to obtain insight into consumers' attitudes towards utilising e-commerce applications, we performed an empirical study of e-commerce users in Pakistan. The findings are presented in this paper. Data were gathered via an online survey and analysed with SmartPLS software using the partial least squares technique.

Wankhede identified This essay explains the value of e-commerce to the Indian economy. Since India has one of the fastest growing economies in the world, it is crucial for the government to step in and for large amounts of money to flow into the country in the form of foreign direct investment in order to stabilise and improve the growth of the ecommerce sector. Given the enormous growth in digital adoption in India, statistics data show that there are currently 429.23 million internet users in the country, with an estimated 830 million users by the year 2021. Given that India's internet economy was 125 billion dollars in 2017, there has been a considerable increase in e-commerce in India. We will review the function of government in this essay.

Sulova (2023) identified Success in e-commerce is greatly influenced by the e-commerce apps that are employed. There are numerous studies that concentrate on various technological advancements in e-commerce systems at the moment, but a thorough understanding of how to enhance them is absent. In this case, the primary The article's goal was to investigate technology options for enhancing e-commerce systems and to suggest a theoretical framework for their management and development. The methodology for the research that was chosen combines detailed scientific analyses of the most-cited advances with text mining analysis of current developments to discover key themes and trends. A conceptual framework for the maintaining and creation of e-commerce apps was consequently suggested. Publications from the scientific literature were used to test the strategy.

Basha & Murgai identified After studying the content, it can be said that e-commerce companies are well-known on the global market. This article presents the perspective of the e-commerce industry and describes the function of technology in this industry. A business may easily offer customers good services with the aid of technology. Customers were assisted by e-commerce companies during the COVID-19 pandemic, which boosted the industry enormously. It faces a few business difficulties, which have been extensively discussed here. This article has covered the significance of cloud computing. It illustrates how crucial information technology is to e-

commerce companies. This kind of business is predicted to flourish in the future and makes it simpler for customers to get things.

Petcharat & Leelasantitham (2021) identified Nowadays, the majority of consumers shop online. However, because online shopping platforms continue to have an influence on consumer usage behaviours, it is necessary to study consumer behaviours in terms of satisfaction and the intention to purchase and repurchase according to the online shopping process. This paper suggests a retentiveusing technology to integrate a consumer behaviour evaluation model for online shopping platforms Two input factors—Trust and Quality—are used in the acceptance model and the online purchase decision-making process. A The proposed conceptual model is used to develop a questionnaire that is used to gather data from a specimen crew. 384 respondents to this study who have used online shopping participated in it.platforms. Through the use of structural equation modelling, the data is used to examine causal linkages.

CHAPTER 3

THEORETICAL FRAME WORK

INTRODUCTION

The retail industry has experienced a notable shift in recent times, mainly due to technological breakthroughs and the expansion of e-commerce platforms. The manner that consumers choose and buy consumer durables has been significantly impacted by this change. Products like electronics, appliances, furniture, and other items meant for long-term use are all considered consumer durables. The purpose of this study is to look into and contrast the consumer behavior patterns that are shown when choosing consumer durables through two different channels: physical retail stores and online retailers. Businesses must comprehend these trends in order to properly customize their strategies to the tastes and requirements of their target market.

E-COMMERCE PLATFORMS

Due to their ease of use, wide range of products, and home purchasing options, e-commerce platforms have completely changed the way people shop. In-depth product descriptions, user reviews, and comparison tools are just a few of the elements that this channel provides to help customers make wise judgments.

- **Accessibility of Product Information:** E-commerce platforms are excellent at offering comprehensive product information. Customers are able to make educated decisions since they have access to thorough specs, evaluations, and even video demonstrations.
- **Personalized Recommendations:** E-commerce platforms can provide personalised product recommendations based on a customer's browsing and purchase history by leveraging algorithms and machine learning. This may affect the customer's choice in the end.
- **Convenience and accessibility:** One of the main things that draws customers to e-commerce platforms is how simple it is to browse and shop at any time, anyplace. This accessibility is especially helpful for people who lead hectic lives

Advantages ;

- **Convenience and accessibility:** You may purchase conveniently from any location with an internet connection thanks to e-commerce platforms. Customers with hectic schedules or those who would rather purchase from home may find this accessibility appealing.
- **Product Variety and Range:** Because e-commerce platforms aren't limited by physical store space, they frequently provide a greater selection of products. Customers may compare and choose from a wider range of options because to their availability.
- **Prices and Reviews:** It is simple for customers to evaluate costs on various platforms and peruse feedback left by previous purchasers. Having this openness facilitates making wise purchasing judgments.
- **Customized Suggestions:** Online retailers employ algorithms to monitor consumer actions and offer tailored product suggestions. This can improve the purchasing encounter and increase client happiness.
- **24/7 Availability:** Because e-commerce sites are always open, consumers have the freedom to shop whenever it's convenient for them, even after conventional business hours.

- **Easy Returns and Refunds:** The majority of e-commerce platforms have simplified their return and refund policies, which makes it simpler for clients to address any problems with their purchases.

Disadvantages;

- **Absence of Physical Inspection:** One of the main problems with online shopping is that buyers are unable to personally see or handle the products before making a purchase. If the goods does not live up to their expectations when it is delivered, this could cause them to become unhappy.
- **Limited Sensory Experience:** When purchasing online, customers are unable to experience the tactile, olfactory, or auditory qualities of a product. This is especially crucial for goods like apparel, fragrances, and certain electronics.
- **Delays in Delivery:** A number of factors, such as inventory management concerns, unforeseen events like natural catastrophes, or logistical difficulties, can cause delays in the delivery process. Customers may become frustrated and dissatisfied as a result of this.
- **Risk of Fraud and Scams:** Online fraud and scams can affect e-commerce systems. Consumers could come across fraudulent sellers, deceptive ads, or counterfeit goods. Trust in internet commerce is damaged by this.
- **Return and Exchange Procedure:** Compared to physical retailers, returning or exchanging an online-purchased item can be more difficult. Consumers might not receive their money back right away, be required to pay for return shipping, and have to go through a formal process.
- **Dependency on Technology:** Consumers who are not tech-savvy may find it difficult to use e-commerce apps or websites, which could irritate them and cause them to give up on the process of purchasing.
- **Privacy Concerns:** When making purchases online, customers may be worried about the security of their financial and personal information, particularly in light of previous data breaches.

PHYSICAL PLATFORMS

Physical retail stores continue to play a vital role in the consumer experience because they provide a tactile and engaging setting for purchasing. Customers can interact with things in person, get help right away from salespeople, and frequently have the choice of receiving their satisfaction instantly.

- **Tactile Experience:** Customers may physically handle, feel, and engage with things on physical platforms. The ultimate decision might be greatly influenced by this sensory experience, especially when it comes to appliances and furniture.
- **Instant Gratification:** Physical retail stores have the benefit of instant availability for customers looking to take immediate ownership of the chosen durable products. One very attractive feature is that there is no shipment wait time.
- **Expert Assistance:** Salespeople with a wealth of knowledge can help customers make decisions. They are able to handle any worries the customer may have, offer advice, and respond to inquiries.

Advantages ;

- **Tangible Experience:** Customers may touch, feel, and try out things at physical stores before making a purchase, providing a hands-on experience. This may be especially crucial for some consumer durables, such as electronics or furniture.
- **Instant Gratification:** There is no need for customers to wait for shipping because they can take their goods home right away. This immediate satisfaction may play a big role in the choice to buy.
- **Customer service and support:** Employees working in-store are available to help right away by responding to inquiries and making suggestions. This in-person communication can increase confidence and trust in the buying process.
- **Social contact and Community:** For customers, physical stores can foster a sense of social contact and community. They can get together with friends and family, take part in activities, or interact more intimately with employees.
- **Decreased Risk of Product Damage:** By allowing customers to examine products for possible damage before to purchase, the chance of acquiring a defective item is decreased.
- **Returns and Exchanges in Person:** As returns and exchanges in real stores can be handled more easily, some customers would rather process these transactions in person.

Disadvantages;

- **Limited Availability and Variety:** Physical stores may only have a certain amount of space, which may limit the selection of goods they can sell. This could be a drawback for buyers looking for specialized or large selection products.
- **Inconvenient Store Hours:** Physical stores have certain hours for operation, and clients may find it challenging to attend during these times owing to obligations at work or elsewhere.
- **Problems with Transportation and Parking:** Consumers may experience difficulties getting to and from physical stores. This can be especially troublesome in congested cities or during the busiest times of year for shopping.
- **Potentially Higher Prices:** Compared to online retailers, physical locations frequently have greater overhead costs (rent, utilities, employee salaries, etc.). The prices of the goods may occasionally include these expenses.
- **Limited Comparison Shopping:** To compare features and prices at physical stores, consumers may need to visit several different locations. Compared to online platforms where shoppers can quickly evaluate products from many sellers, this might be more time-consuming and less convenient.
- **Impersonal Customer Service:** While some physical establishments provide individualized assistance, others can have a staffing shortage or employ salespeople with less expertise, which makes for a less than ideal customer experience.
- **Restricted Accessibility for People with Disabilities:** People with mobility issues or other disabilities might not always be able to enter physical stores completely, which could mean that certain customers are left out.

With regard to the selection of consumer durables, the unique features and benefits provided by e-commerce and traditional retail platforms continue to influence consumer behavior. Businesses must comprehend these trends in order to create all-encompassing plans that satisfy a wide range of customer needs. Businesses may optimize their online presence, improve the in-store experience, and ultimately cultivate a devoted client base that is content with their preferred mode of

purchasing consumer durables by identifying the preferences and inclinations of customers in each channel.

The choice between e-commerce and physical platforms depends on various factors, including the nature of the product, customer preferences, and specific circumstances. E-commerce excels in convenience and a wide product range, while physical platforms offer a tangible experience and immediate gratification. The ideal platform may vary from one consumer to another, highlighting the importance of offering options for both online and offline shopping experiences. There are drawbacks to both physical and online platforms, and these have an impact on consumer behavior. Businesses may address customer problems and enhance the entire buying experience by having a better understanding of these drawbacks.

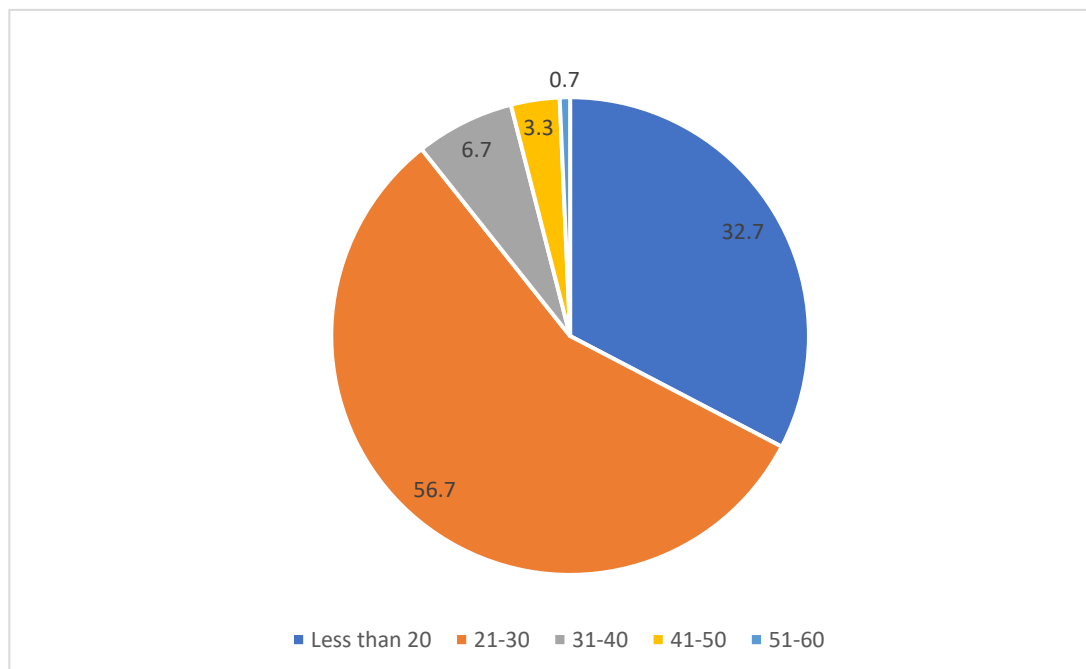
CHAPTER 4
DATA ANALYSIS & INTERPRETATION

CLASSIFICATION ON THE BASIS OF AGE

TABLE 4. 1

AGE	NO. OF RESPONDENTS	Percentage
Less than 20	49	32.7
21-30	85	56.7
31-40	10	6.7
41-50	5	3.3
51-60	1	0.7
Above 60	0	0
Total	150	100

CHART 4. 1



INTERPRETATION ;

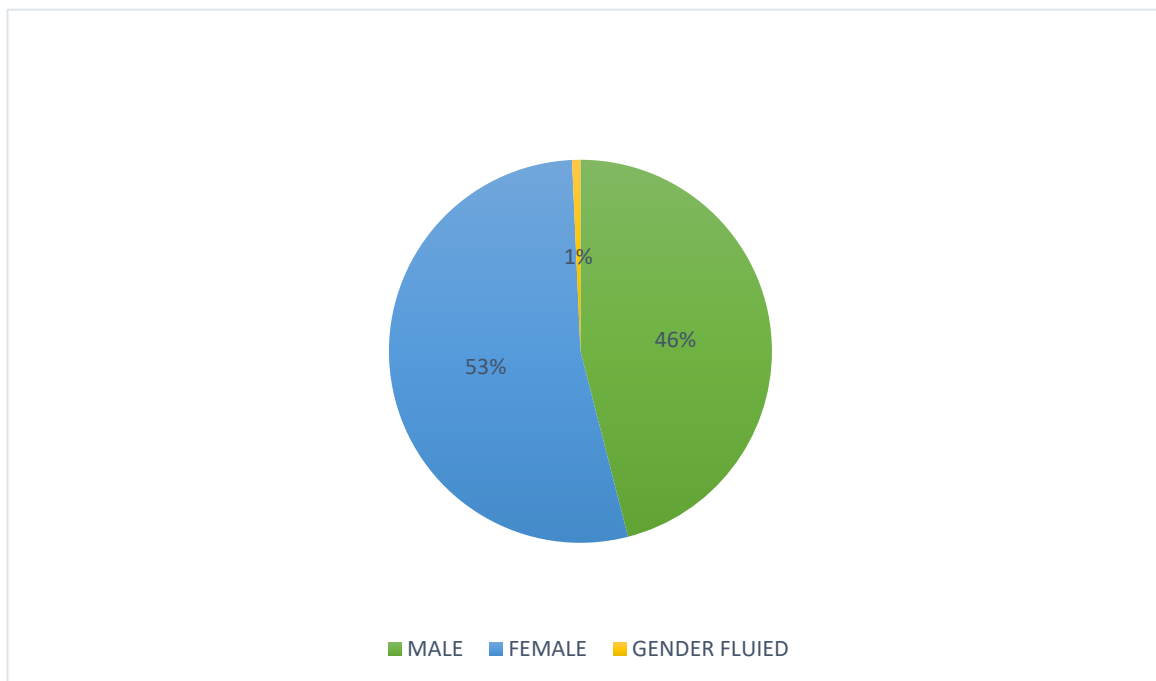
This chart shows the age group of the respondents. A majority of 56.7 % respondents are in the age group of 21-30, 32.7 % respondents are in the age group of Less than 20, 6.7 % respondents are in the age group of 31-40, 3.3% respondents are in the age group of 41-50, and 0.7 % respondents are in the age group of 51-60

CLASSIFICATION ON THE BASIS OF GENDER

TABLE 4.2

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	69	46
FEMALE	80	53.3
GENDER FLUID	1	0.7
TOTAL	150	100

CHART 4.2



INTERPRETATION ;

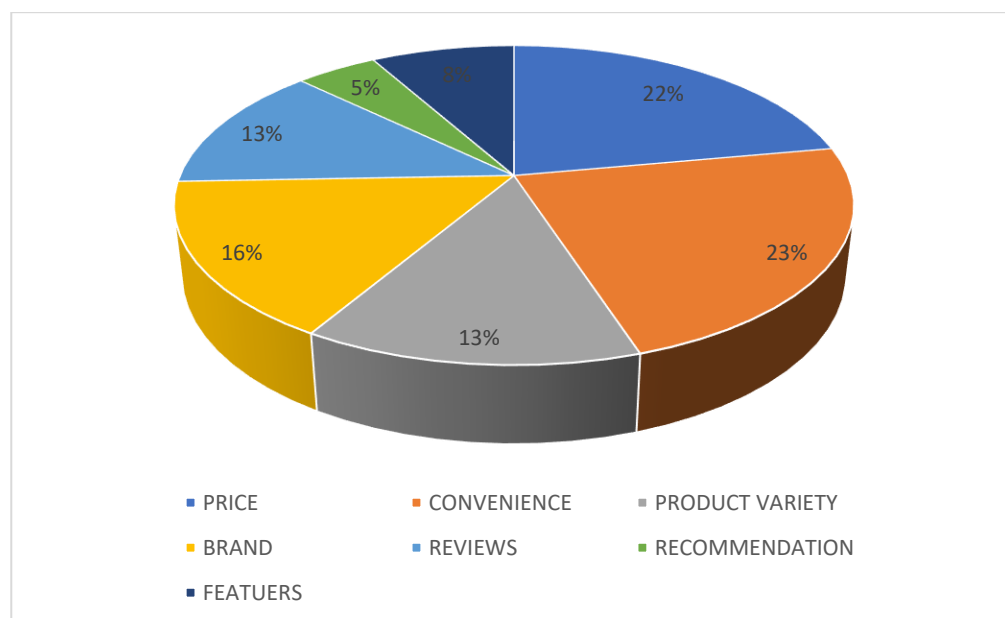
This chart shows the gender of the respondents. According to the above table 53.3% of the respondents are females, 46% of the respondents are males and 1% of the respondent is gender fluid

CLASSIFICATION ON THE BASIS OF FACTORS

TABLE 4.3

FACTORS	NO. OF RESPONDENTS	PERCENTAGE
PRICE	57	38
CONVENIENCE	59	39.3
PRODUCT VARIETY	35	23.3
BRAND	41	27.3
REVIEWS	33	22
RECOMMENDATION	12	8
FEATUERS	21	14

CHART 4.3



INTERPRETATION ;

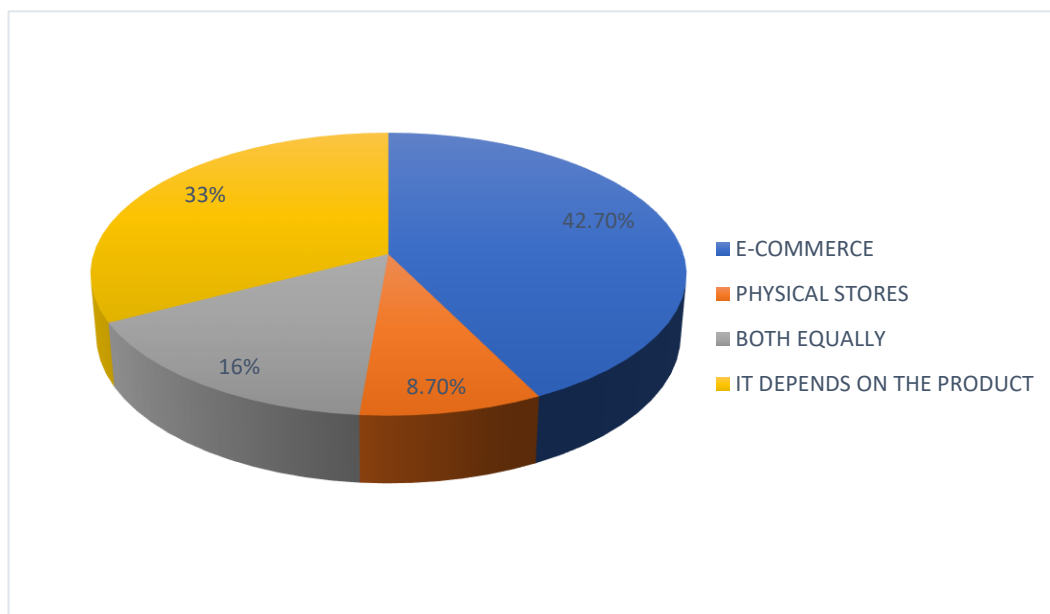
The above chart shows the classifications on the basis of factors. 39.3% of the respondents choose convenience, 38% of the respondents choose price, 27.3% of the respondents choose brand, 23.3% of the respondents choose Product variety, 22% of the respondents choose reviews, 14 % of the respondents choose features , 8% of the respondents choose recommendation,

WHICH PLATFORMS DO YOU PREFER FOR PURCHASING CONSUMER DURABLES

TABLE 4.4

PLATFORMS	NO.OF RESPONDENTS	PERCENTAGE
E-COMMERCE	64	42.7
PHYSICAL STORES	13	8.7
BOTH EQUALLY	24	16
IT DEPENDS ON THE PRODUCT	49	32.7
TOTAL	150	100

CHART 4.4



INTERPRETATION ;

According to the chart , the majority 42.7 % of the respondents prefer e-commerce ,

32.7 % of the respondents prefer depends on the product

16 % of the respondents prefer both equally (e-commerce and physical platform)

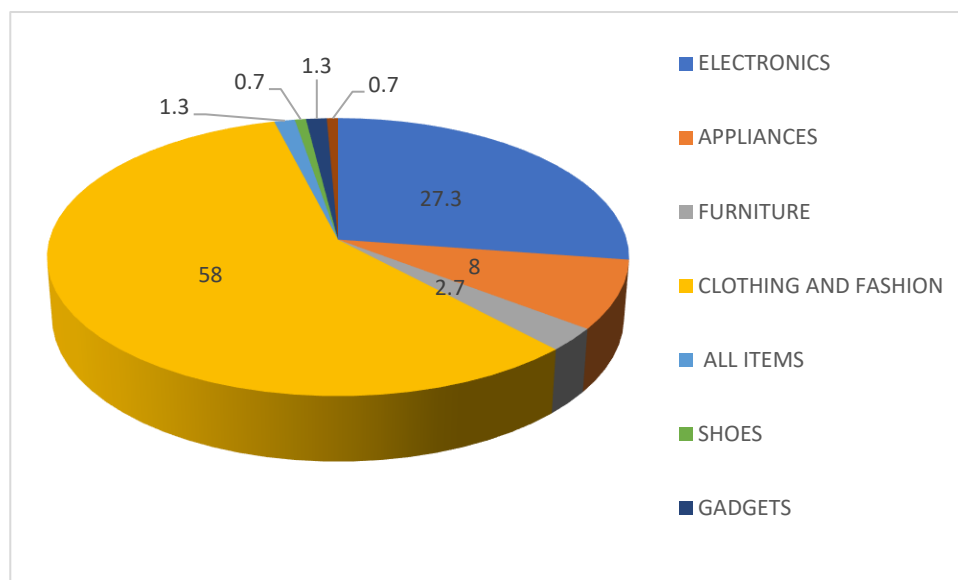
8.7 % of the respondents prefer physical stores

WHAT TYPES OF CONSUMER DURABLES DO YOU PREFER TO BUY ONLINE

TABLE 4.5

TYPES OF DURABLES	NO.OF RESPONDENTS	PERCENTAGE
ELECTRONICS	41	27.3
APPLIANCES	12	8
FURNITURE	4	2.7
CLOTHING AND FASHION	87	58
ALL ITEMS	2	1.3
SHOES	1	0.7
GADGETS	2	1.3
ACCESSORIES FOR ELECTRONICS DEVICE	1	0.7
TOTAL	150	100

CHART 4.5



INTERPRETATION ;

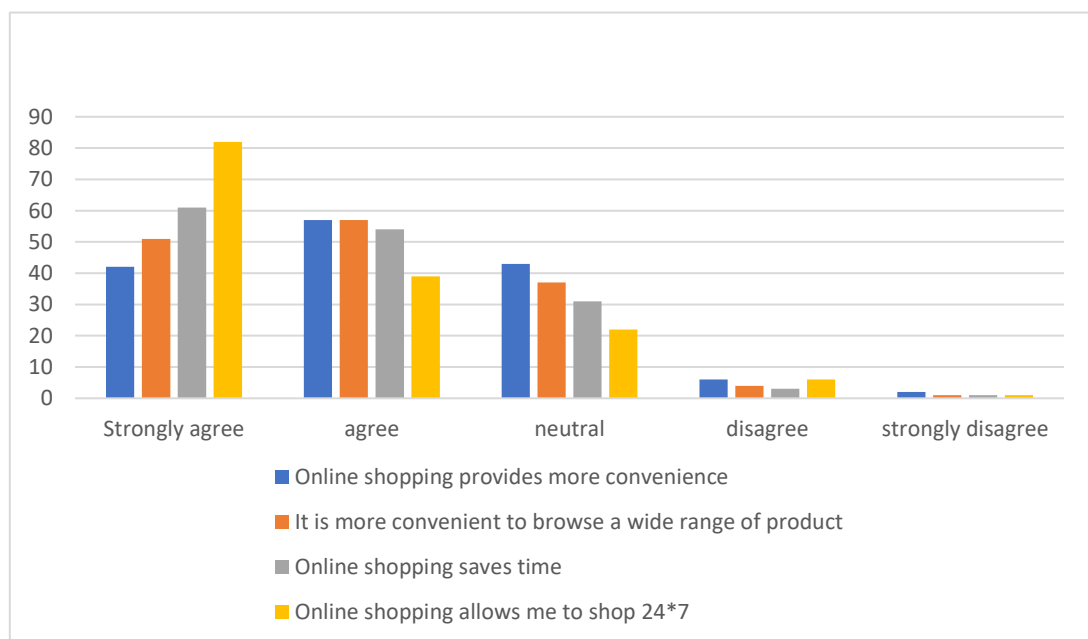
According to the chart , the majority 58 % of the respondents prefer to buy online clothing and fashion ,27.3 % of the respondents prefer to buy online electronics , 8 % of the respondents prefer to buy online appliances , 2.7 % of the respondents prefer to buy online furniture , 1.3% of the respondents prefer to buy online gadgets and all items , 0.7 % of the respondents prefer to buy online shoes and accessories for electronics device

WHAT IS YOUR PERCEPTION TOWARDS ONLINE SHOPPING

TABLE 4.6

Perception towards online shopping	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Online shopping provides more convenience	42	57	43	6	2
It is more convenient to browse a wide range of product	51	57	37	4	1
Online shopping saves time	61	54	31	3	1
Online shopping allows me to shop 24*7	82	39	22	6	1

CHART 4.6



INTERPRETATION ;

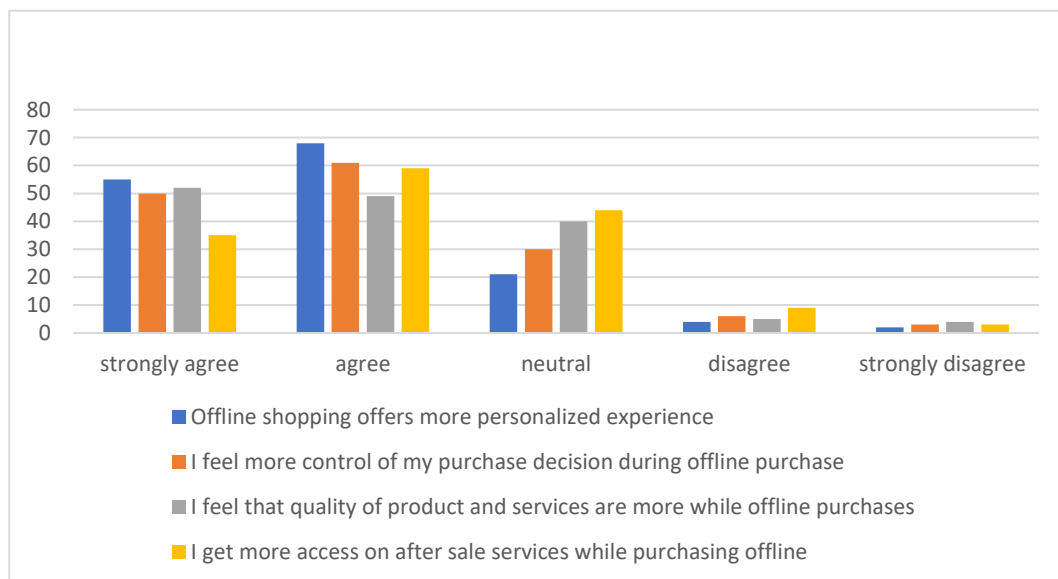
A significant majority of the respondents clearly assert that convenience plays a pivotal role in shaping and influencing the online shopping decisions of customers. The convenience factor encompasses various aspects such as easy navigation, user-friendly interfaces, hassle-free payment methods, swift deliveries, and seamless return processes. By catering to these customer preferences, businesses can effectively meet their needs and foster long-lasting relationships with their valued clientele.

WHAT IS YOUR PERCEPTION TOWARDS OFFLINE SHOPPING

TABLE 4.7

Perception towards offline shopping	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Offline shopping offers more personalized experience	55	68	21	4	2
I feel more control of my purchase decision during offline purchase	50	61	30	6	3
I feel that quality of product and services are more while offline purchases	52	49	40	5	4
I get more access on after sale services while purchasing offline	35	59	44	9	3

CHART 4.7



INTERPRETATION ;

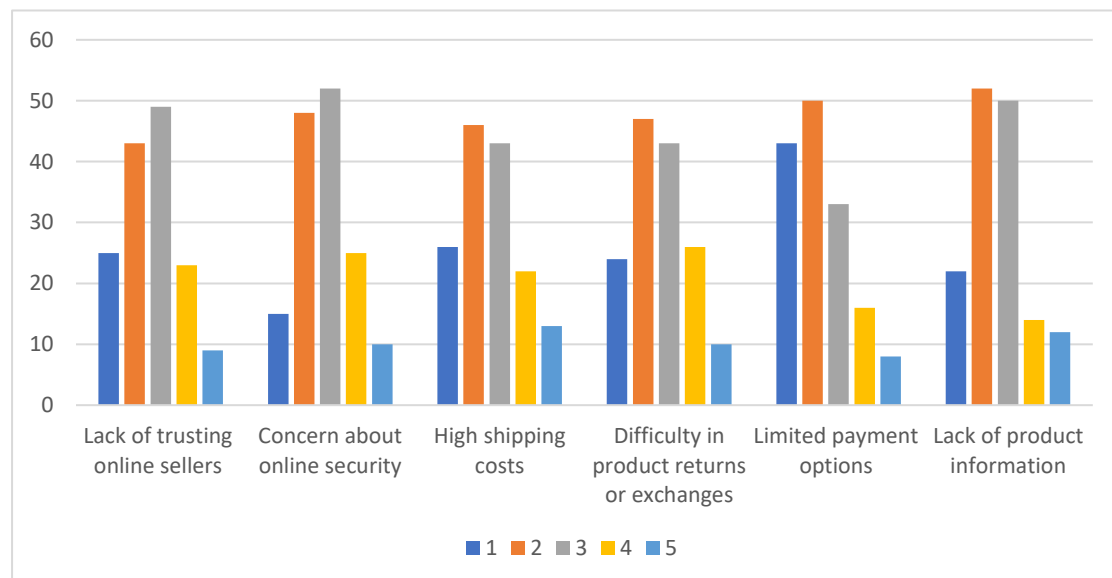
Personalised experience is the most in fluency factor that affects the consumer while offline shopping

BARRIER RELATED TO ONLINE SHOPPING

TABLE 4.8

Barriers of online shopping	1	2	3	4	5
Lack of trusting online sellers	25	43	49	23	9
Concern about online security	15	48	52	25	10
High shipping costs	26	46	43	22	13
Difficulty in product returns or exchanges	24	47	43	26	10
Limited payment options	43	50	33	16	8
Lack of product information	22	52	50	14	12

CHART 4.8



INTERPRETATION ;

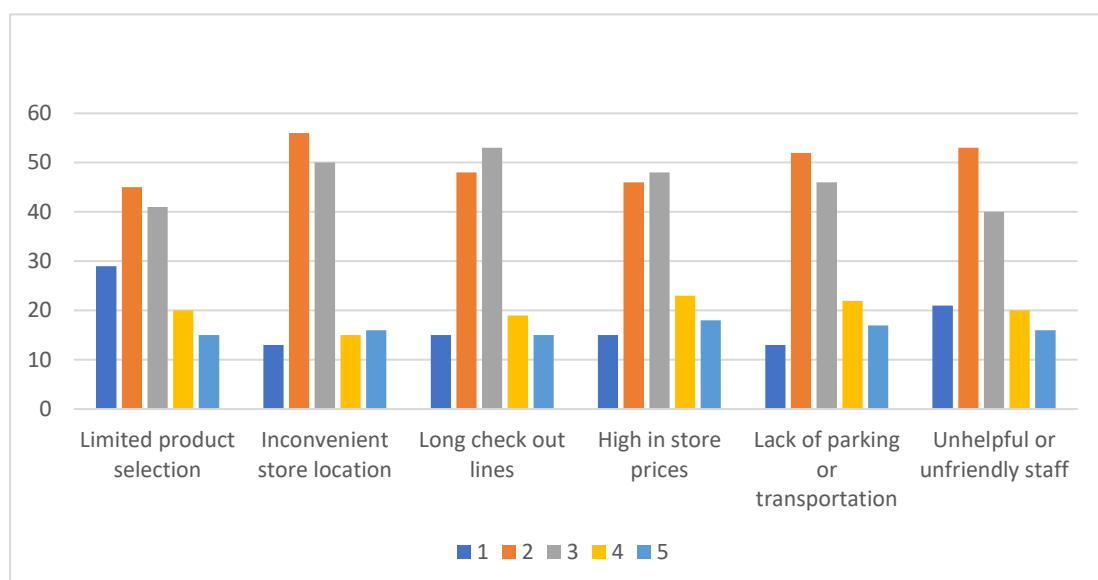
Major barrier related to online shopping is high shipping cost and lack of production information

BARRIER RELATED TO OFFLINE SHOPPING

TABLE 4.9

Barriers of offline shopping	1	2	3	4	5
Limited product selection	29	45	41	20	15
Inconvenient store location	13	56	50	15	16
Long check out lines	15	48	53	19	15
High in store prices	15	46	48	23	18
Lack of parking or transportation	13	52	46	22	17
Unhelpful or unfriendly staff	21	53	40	20	16

CHART 4.9

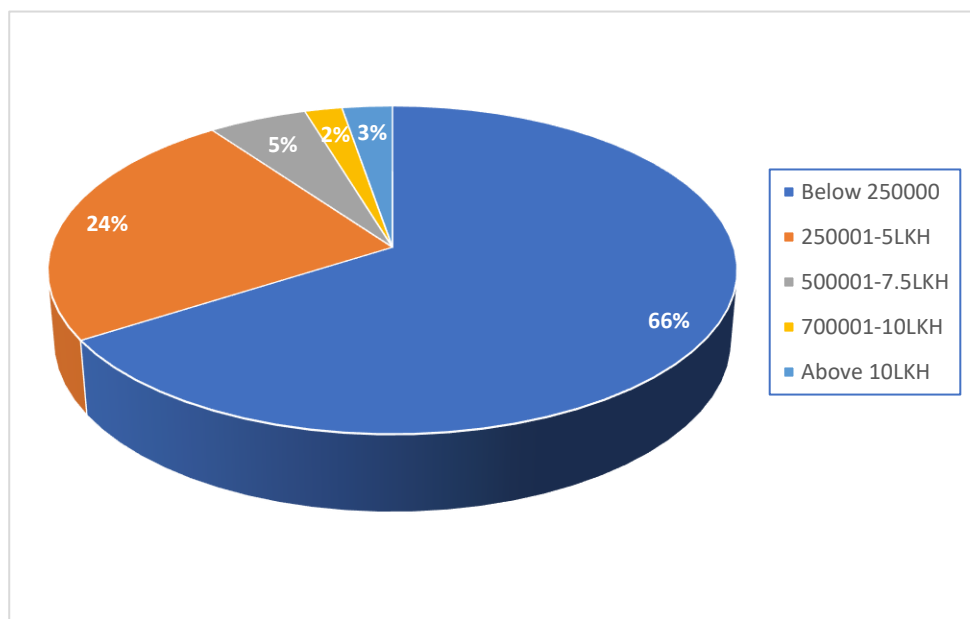


INTERPRETATION ;

Major barrier related to offline shopping is high in store price and lack of parking or transportation

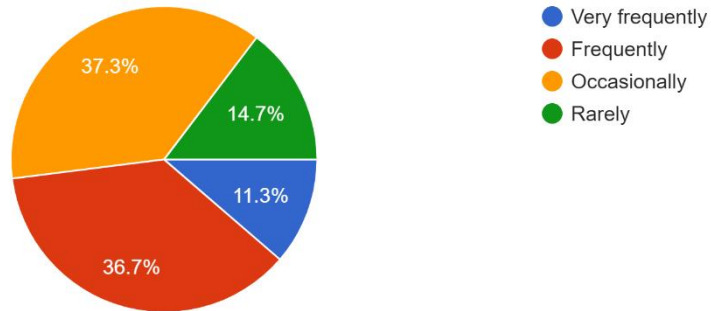
ANNUAL INCOME

INCOME	NO.OF RESPONDENTS	PERCENTAGE
Below 250000	99	66%
250001-5LKH	36	24%
500001-7.5LKH	8	5.30%
700001-10LKH	3	2%
Above 10LKH	4	2.70%



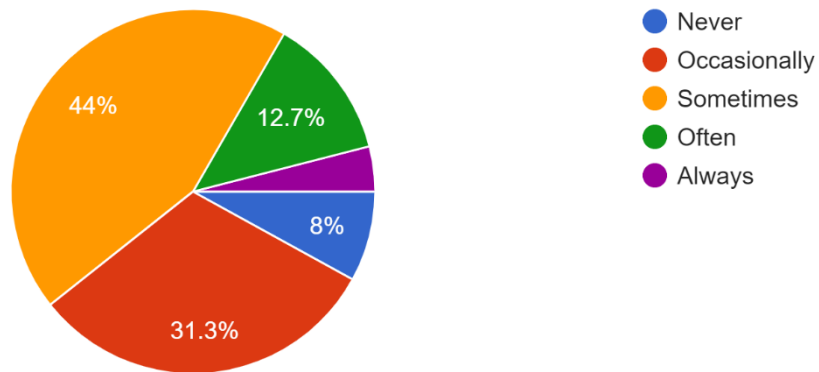
HOW FREQUENTLY DO YOU SHOP FOR CONSUMER DURABLES

	NO.OF RESPONDENTS	%
Very Frequently	17	11.30%
Frequently	55	36.70%
Occasionally	56	37.30%
Rarely	22	14.70%



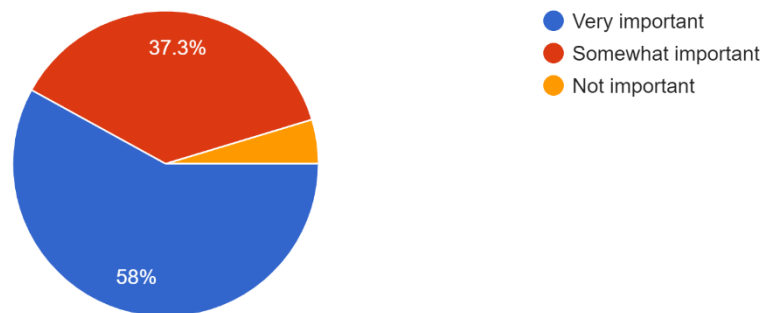
HAVE YOU EVER PURCHASED CONSUMER DURABLES ONLINE

	NO.OF RESPONDENTS	PERCENTAGE
Never	12	8%
Occasionally	47	31.30%
Sometimes	66	44%
Often	19	12.70%
Always	6	4%



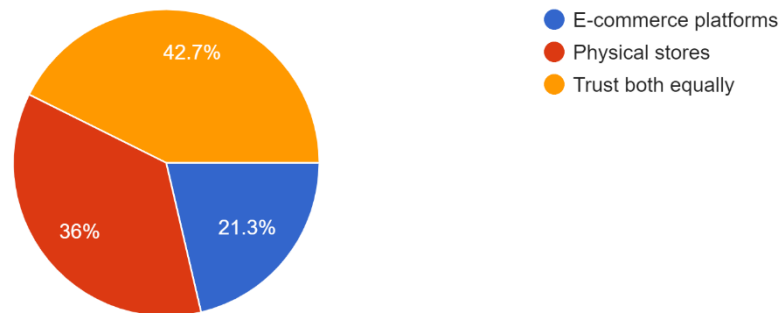
HOW IMPORTANT IS THE AVAILABILITY OF DISCOUNTS AND PROMOTION WHEN SHOPPING FOR CONSUMER DURABLES ONLINE

	NO.of Respondents	Percentage
Very important	87	58%
some what important	56	37.30%
Not Important	7	4.70%



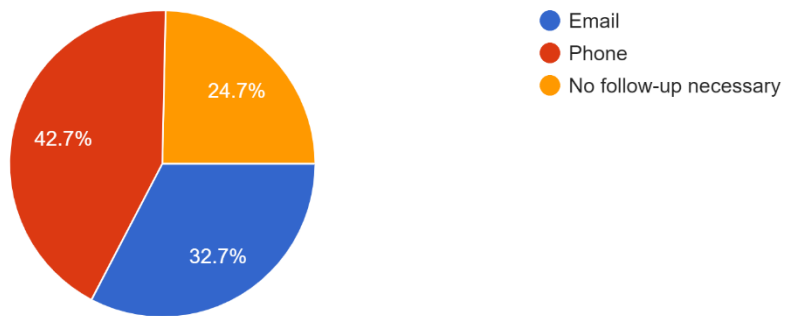
Do you find it easier to trust the information provided by e-commerce platforms or physical stores when making a purchase decision?

	NO OF REpondENTS	%
E-commerce platforms	32	21.30%
Physical stores	54	36%
Trust both equally	64	42.70%



How would you prefer to be contacted for follow-up (if necessary)?

	NO. OF RESPONDENTS	PERCENTAGE
EMAIL	49	32.70%
PHONE	64	42.70%
NO FOLLOW UP	37	24.70%



CHAPTER 5
FINDINGS, SUGGESTIONS
& CONCLUSION

5.1 FINDINGS

- According to the age group of the respondents. A majority of 56.7 % respondents are in the age group of 21-30, 32.7 % respondents are in the age group of Less than 20, 6.7 % respondents are in the age group of 31-40, 3.3% respondents are in the age group of 41-50, and 0.7 % respondents are in the age group of 51-60
- The gender of the respondents. According to the above table 53.3% of the respondents are females, 46 % of the respondents are males and 1% of the respondent is gender fluid
- The classifications on the basis of factors. 39.3% of the respondents choose convenience, 38% of the respondents choose price, 27.3% of the respondents choose brand, 23.3% of the respondents choose Product variety, 22% of the respondents choose reviews, 14 % of the respondents choose features , 8% of the respondents choose recommendation,
- The majority 42.7 % of the respondents prefer e-commerce , 32.7 % of the respondents prefer depends on the product ,16 % of the respondents prefer both equally (e-commerce and physical platform) ,8.7 % of the respondents prefer physical stores
- The majority 58 % of the respondents prefer to buy online clothing and fashion ,27.3 % of the respondents prefer to buy online electronics , 8 % of the respondents prefer to buy online appliances , 2.7 % of the respondents prefer to buy online furniture , 1.3% of the respondents prefer to buy online gadgets and all items , 0.7 % of the respondents prefer to buy online shoes and accessories for electronics device
- A significant majority of the respondents clearly assert that convenience plays a pivotal role in shaping and influencing the online shopping decisions of customers. The convenience factor encompasses various aspects such as easy navigation, user-friendly interfaces, hassle-free payment methods, swift deliveries, and seamless return processes. By catering to these customer preferences, businesses can effectively meet their needs and foster long-lasting relationships with their valued clientele.
- Personalised experience is the most in fluency factor that affects the consumer while offline shopping
- Major barrier related to online shopping is high shipping cost and lack of product information
- Major barrier related to offline shopping is high in store price and lack of parking or transportation

5.2 SUGGESTIONS

- Customers should be able to easily navigate an organizations website. Consistent navigation ease of use and helps customers to find relevant information more quickly .
- Customers should get exactly what they need . The product or services needs to reliably functions as advertised every time the consumer wants to use it .
- The pricing should be fair . From pricing to terms of services to contract length , customers expect fairness from a company
- Offer free shipping .Customers believe free shipping to be convenient and convenience shapes shoppers behaviour
- Avoid too much spam to customers mail
- To improve the online purchasing experience, use advanced search functions and filters.
- To attract in and keep customers, make dynamic and captivating in-store displays.
- Employees should receive great training in product understanding, help, and customer service.
- Provide first-rate afterwards assistance, including prompt and effective handling of client questions or concerns.
- Provide simple access to customer support channels and warranty information.

5.3 CONCLUSION

In conclusion, both online and offline shopping have their merits. Online shopping offers convenience and a wide variety of options, while offline shopping provides a tactile experience and immediate gratification. The choice depends on personal preferences, the type of product, and the overall shopping experience desired. Businesses must comprehend the complex preferences of consumers when it comes to choosing consumer durables in order to adjust their strategy and product offers. The cohabitation of physical and virtual platforms for commerce points to a diversified market whose long-term success will depend on adaptability and response to client needs. It is clear that the retail consumer durables market is changing as time goes on, with technology having a significant influence on consumer preferences. Companies must adjust to this shifting paradigm by utilizing the advantages of physical and virtual platforms to provide a comprehensive shopping experience

It's evident that as time goes on, the retail consumer durables sector is evolving, with technology playing a big role in shaping consumer choices. Businesses need to adapt to this new paradigm by combining the benefits of online and offline channels to provide customers a seamless purchasing experience. One of the main draws for customers has been the ease with which e-

commerce platforms enable them to browse, compare, and buy things from the comfort of their homes. The decision-making process was greatly influenced by the simplicity of online transactions as well as the accessibility of comprehensive product information and customer reviews.

Physical platforms, however, continue to be successful, especially when customers value having a hands-on experience before making a purchase. For many customers, having the option to physically examine and test things in-store is still quite important. Important insights into consumer preferences and trends when deciding between e-commerce platforms and physical stores have come from our study of customer behavior patterns in the selection of consumer durables. The study found that a variety of dynamically interacting elements affect how decisions are made in both contexts.

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ANNEXURE

QUESTIONNAIRE

We **Joseph Aji, Juwairiya T H, Jyothsna Tomy** students of **BHARATA MATA COLLEGE THRIKKAKARA** doing a project on the topic
" Customer behaviour pattern in selecting consumer durables using e commerce platforms vs physical platforms "

Name;

Gender*

Male
Female
Other:

Age*

- Less than 20
- 21-30
- 31-40
- 41-50
- 51-60
- Above 60

Qualification*

- Below 12th
- Under Graduate Degree
- Post Graduate Degree
- Professionals
- Others

Occupation

- Business
- Private Sector
- Public Sector
- Other:

Annually Income*

- Below 250000
- 250001- 5 LK
- 500001-7.5 LK
- 750001-10LK
- Above 10LK

1.How frequently do you shop for consumer durables?

- Very frequently
- Frequently
- Occasionally
- Rarely

2.What factors influence your decision to choose an e-commerce platform for purchasing consumer durables?

- Price
- Convenience
- Product variety
- Brand
- Reviews
- Recommendations
- Features

3.Have you ever purchased consumer durables online? If yes, how often?

- Never
- Occasionally
- Sometimes
- Often
- Always

4.Which platforms do you prefer for purchasing consumer durables?

- E-commerce platforms (e.g., Amazon, eBay)
- Physical stores (e.g., Walmart, Best Buy)
- Both equally
- It depends on the specific product

5. Do you engage in online research (reading reviews, comparing products, etc.) before making a purchase decision?

- Yes
- No

6.How important is the availability of discounts and promotions when shopping for consumer durables online?

- Very important
- Somewhat important
- Not important

7.What types of consumer durables do you prefer to buy online?

- Electronics (e.g., smartphones, laptops)
- Appliances (e.g., washing machines, refrigerators)
- Furniture
- Clothing and fashion accessories
- Other:

8.Do you find it easier to trust the information provided by e-commerce platforms or physical stores when making a purchase decision?

- E-commerce platforms
- Physical stores
- Trust both equally

9.Do you consider the return and exchange policies of a platform before making a purchase?

- Yes
- No

10. Do you feel more comfortable making a purchase from a physical store due to concerns like product quality or authenticity?

- Yes
- No

11. On a scale of 1 to 5, how likely are you to recommend online shopping platform to a friend or colleague? (1 being not likely at all, 5 being extremely likely)

- 1
- 2
- 3
- 4
- 5

12. How would you prefer to be contacted for follow-up (if necessary)?

- Email
- Phone
- No follow-up necessary

13. What are your Usual Buying patterns of online shopping ?*

- Search Offline and buy Online
- Search online and buy Online
- Search Online and buy offline

14 . What is your perception towards online shopping ? (Strongly Agree, Agree , Neutral, Disagree, Strongly Disagree)

- Online shopping provides more convenience
- It is more convenient to browse a wide range of product
- Online shopping saves time
- Online shopping allows me to shop 24*7

15. What is your perception towards offline shopping ? (Strongly Agree, Agree , Neutral, Disagree, Strongly Disagree)

- Offline shopping offers more personalized experience
- I feel more control of my purchase decision during offline purchase
- I feel that quality of product and services are more while offline purchases
- I get more access on after sale services while purchasing offline

16. Please rate the following factors on scale 1 to 5 related to online shopping (1-not a barrier,5-major barrier)

- Lack of trusting online sellers
- Concern about online security
- High shipping costs
- Difficulty in product returns or exchanges
- Limited payment options
- Lack of product information

17. Please rate the following factors on scale 1 to 5 related to offline shopping (1-not a barrier,5-major barrier)

- Limited product selection
- Inconvenient store location
- Long check out lines
- High in store prices
- Lack of parking or transportation
- Unhelpful or unfriendly staff