A STUDY OF FACTORS THE IMPULSIVE BUYING BEHAVIOUR OF ON E-COMMERCE PLATFORM VS STORE SHOPING

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ABSTRACT

The study looks at Consumer purchase behavior has been profoundly altered by the quick development of digital technology, resulting in a dynamic transition between traditional in-store shopping and e-commerce platforms. The purpose of this study is to examine the main variables affecting consumers' decisions between these two retail channels. The study offers insights into how contemporary customers make decisions by looking at factors including price, convenience, trust, product availability, and customer service.

Using a quantitative research methodology, the study gathers information from 251 participants via structured questionnaires. To find trends, correlations, and variations in shopping preferences, statistical analysis approaches are used. The results demonstrate how internet purchasing is driven by elements like discounts, accessibility, and tailored suggestions, but in-store purchases are influenced by elements like social connection, quick gratification, and physical product inspection.

The study also looks at how demographic factors like age, income, and lifestyle affect consumers' purchasing decisions. Retailers may enhance their sales tactics across digital and physical platforms by using the study's data to inform strategic decision-making.

Businesses looking to better marketing strategies, incorporate omnichannel retail solutions, and increase customer happiness must have a thorough understanding of these consumer preferences. In order to meet changing customer expectations, the study ends by advising shops on how to balance their online and offline presence.

Keywords: Purchase Decisions, Convenience, Pricing, Trust, Customer Experience, Discounts, Accessibility, Product Availability, Personalization, Demographics, Digital Transformation, Omnichannel Retail, Marketing Strategies, Shopping Preferences, Retail Channels, E-Commerce, In-Store And Online Shopping, And Consumer Behavior.

I. INTRODUCTION

The emergence of e-commerce platforms has significantly changed the retail landscape and the way that consumers shop. Traditional in-store shopping still draws customers who value in-person product inspection, quick transactions, and individualized treatment, even though online shopping offers convenience, competitive pricing, and a large selection of options. Researchers and companies seeking to identify the primary determinants of purchasing decisions in both contexts are becoming interested in this change in customer preferences.

Examining the key factors influencing consumers' decisions between in-person and online buying is the goal of the study. Purchasing decisions are heavily influenced by a number of factors, including price sensitivity, convenience, trust, product availability, and overall shopping experience. These choices are also influenced by demographic factors like age, income, and lifestyle.

Retailers must create strategic methods to meet the varied needs of their customers as a result of the growing use of digitalization and shifting market dynamics. This study aims to offer insights that assist companies in improving customer satisfaction and sales tactics by examining these influential elements.

Retailers must comprehend how customers behave both online and offline in order to stay competitive and enhance their omnichannel presence. This study will add to the growing body of knowledge regarding strategic business adaptation and retail consumer preferences.

1.1 Background:

E-commerce's explosive expansion has transformed the retail sector by giving customers an alternative to conventional in-store buying. Online shopping platforms are a popular choice for contemporary consumers since they provide convenience, affordable prices, and a wide range of products. But because of the physical shopping experience, instant product availability, and individualized customer care they offer, physical stores are still quite successful.

A number of factors, such as price sensitivity, convenience, trust, and shopping experience, affect consumer purchasing decisions. Consumer preferences have also changed as a result of demographic changes, lifestyle changes, and technological improvements. Knowing what influences consumers' purchasing decisions has become essential as companies fight to keep and grow their clientele.

The purpose of this study is to investigate the fundamental causes of consumer preferences for in-person and online buying. Through the analysis of these variables, the study aims to offer retailers useful information for creating winning strategies in a changing market.

1.2 Problem Statement:

Customers are increasingly choosing between traditional in-store purchasing and e-commerce platforms, which is causing a big upheaval in the retail sector. In-store shopping offers rapid product availability, in-person examination, and individualized service, whereas online buying offers convenience, competitive pricing, and a greater selection of products. However, the variables affecting customer choices are still complicated and differ depending on shopping, cost, trust, and demography.

In order to stay competitive and enhance their strategy, retailers must comprehend these changing behaviors. Reduced customer satisfaction and unsuccessful marketing campaigns might result from a lack of understanding of how consumers make decisions. In order to assist businesses in creating strategies that increase customer engagement, boost sales performance, and provide a seamless omnichannel shopping experience, this study attempts to uncover the major elements influencing consumer purchase behavior in both retail environments.

1.3 Objectives of the Study:

Analyzing the primary determinants of customer purchasing behavior while deciding between in-store and online shopping is the aim of this study. It looks at how pricing, ease of use, trust, product availability, and technology affect people's decisions to buy.

To identify the key factors influencing consumer buying behavior in e-commerce and   in-store shopping.

To analyze the impact of convenience, pricing, trust, and customer experience on shopping preferences.

To examine demographic factors such as age, income, and lifestyle in shaping consumer choices.

To compare consumer satisfaction levels between online and offline shopping experiences.

To provide insights for retailers to enhance their marketing and sales strategies.

1.4 Hypothesis:

Hypothesis 1 (Price Competitiveness)

- **Null Hypothesis (H_0):** Price competitiveness does not significantly influence consumer preference for e-commerce platforms over in-store shopping.

- **Alternative Hypothesis (H_1):** Price competitiveness significantly influences consumer preference for e-commerce platforms over in-store shopping.

Hypothesis 2 (Convenience and Accessibility)

- **Null Hypothesis (H_0):** Convenience and accessibility do not play a major role in the shift towards e-commerce shopping.

- **Alternative Hypothesis (H_1):** Convenience and accessibility play a major role in the shift towards e-commerce shopping.

Hypothesis 3 (Trust and Security Concerns)

- **Null Hypothesis (H$_0$):** Trust and security concerns do not negatively impact consumer willingness to shop online.

- **Alternative Hypothesis (H$_1$):** Trust and security concerns negatively impact consumer willingness to shop online.

Hypothesis 4 (Sensory Evaluation in In-Store Shopping)

- **Null Hypothesis (H$_0$):** In-store shopping is not preferred for products requiring sensory evaluation.

- **Alternative Hypothesis (H$_1$):** In-store shopping is preferred for products requiring sensory evaluation.

Hypothesis 5 (Personalized Promotions & Customer Service)

- **Null Hypothesis (H$_0$):** Personalized promotions and customer service do not enhance consumer loyalty in both e-commerce and in-store shopping.

- **Alternative Hypothesis (H$_1$):** Personalized promotions and customer service enhance consumer loyalty in both e-commerce and in-store shopping.

II. LITERATURE REVIEW

1. Kotler & Keller (2016) explored the role of **consumer decision-making** in retail shopping, emphasizing how **price, convenience, and trust** impact purchasing behavior in both online and offline channels.

2. Hernandez, Jimenez, & Martin (2011) studied how **perceived convenience and ease of use** influence online shopping preferences, suggesting that a **user-friendly interface and fast delivery** enhance consumer trust.

3. Punj (2011) analyzed consumer **search behavior** in e-commerce, highlighting that online shoppers tend to compare prices across multiple platforms, leading to **price wars among e-retailers**.

4. Gefen & Straub (2004) emphasized the importance of **trust in online shopping**, stating that **secure payment methods, customer reviews, and brand reputation** significantly influence e-commerce purchases.

5. Rohm & Swaminathan (2004) categorized online shoppers into **convenience shoppers, variety seekers, and balanced buyers**, demonstrating how personal preferences shape e-commerce adoption.

6. Zeithaml (1988) introduced the concept of **perceived value**, explaining that consumers weigh **quality, price, and service reliability** before making purchase decisions in both online and offline settings.

7. Grewal et al. (2012) analyzed the **impact of omnichannel retailing**, suggesting that retailers integrating online and offline experiences achieve higher customer satisfaction and brand loyalty.

8. Dholakia et al. (2005) examined the **role of impulse buying in e-commerce**, revealing that targeted advertisements and **personalized recommendations** significantly drive unplanned purchases.

9. Parasuraman, Zeithaml, & Malhotra (2005) introduced the **E-S-QUAL model**, highlighting that website **efficiency, privacy, and responsiveness** are key factors influencing online consumer satisfaction.

10. Hansen (2005) studied in-store shopping behavior, showing that **sensory experiences, social interactions, and physical store layouts** impact purchasing decisions.

11. Chevalier & Goolsbee (2003) found that **price discounts and promotions** influence consumer decisions, with e-commerce platforms benefiting from dynamic pricing strategies.

12. Laudon & Traver (2019) explored the growth of **e-commerce ecosystems**, stating that AI-driven personalization and **customer data analytics** enhance online shopping experiences.

13. Chiu et al. (2014) analyzed how **mobile commerce** has accelerated due to smartphone penetration, making **on-the-go purchases more convenient** for consumers.

14. Hennig-Thurau et al. (2004) discussed **electronic word-of-mouth (eWOM)**, highlighting the impact of **customer reviews and social media recommendations** on e-commerce trustworthiness.

15. Keeney (1999) identified key **motivational factors for online shopping**, including **time-saving benefits, product variety, and price transparency**.

16. Baker et al. (2002) emphasized the importance of **in-store atmospherics**, such as **lighting, music, and layout**, in influencing purchase decisions in physical retail.

17. Smith & Anderson (2016) found that **free shipping and hassle-free return policies** are major factors contributing to the rise of e-commerce over traditional retail.

18. Holbrook & Hirschman (1982) introduced the concept of **experiential consumption**, suggesting that **emotional engagement in physical stores** plays a key role in consumer satisfaction.

19. Statista Report (2023) highlighted that India's **e-commerce market** is projected to grow at a **CAGR of 18%**, driven by increasing smartphone usage and digital payments.

20. Forrester Research (2022) stated that **hybrid shopping models (BOPIS - Buy Online, Pick Up In-Store)** are gaining popularity as they combine the best features of both retail formats.

2.1 Trends, Gaps, and Areas for Future Research

A rising demand for convenience is evident in recent research comparing customer behavior on e-commerce platforms to in-store buying, with a notable movement towards online shopping. E-commerce influences consumer choices by providing personalization, a wide range of products, and ease of comparison. This change was also sped up by the COVID-19 epidemic, which increased the frequency of internet purchases. However, because of the tactile experience, social engagement, and instant satisfaction it offers, in-store buying is still popular.

Current research gaps include the influence of AI-driven customisation in e-commerce and a more thorough examination of consumer motivations across different groups, including generational and cultural disparities.

The integration of omnichannel experiences—where customers effortlessly engage with both online and offline platforms—should be the main emphasis of future research. Businesses may also find useful information by examining post-purchase behaviors, loyalty factors, and sustainability choices in relation to traditional versus e-commerce.

III. RESEARCH METHODOLOGY

3.1 Study Design:

This study compares the purchasing habits of consumers who shop in-store and those who purchase online using a quantitative research methodology. A systematic survey was used to gather information from 251 respondents, with an emphasis on aspects including product availability, affordability, convenience, and trust. The study employed a descriptive research design to examine consumer trends and preferences.

To find significant differences across shopping modes, statistical techniques such as frequency distribution and hypothesis testing were used. The study is to give merchants useful information to improve consumer experiences and maximize marketing tactics for both online and physical retail settings.

3.2 Data Collection:

Data Sources:

This study compares customer purchasing behavior on e-commerce platforms to in-store shopping using primary and secondary data sources.

Primary Data: Gathered from 251 respondents via a structured survey, with an emphasis on aspects including price, convenience, trust, and shopping experience. First-hand knowledge of consumer preferences and decision-making is provided by the survey responses.

Secondary Data: Obtained from market assessments, industry publications, research papers, and previously published works. These resources aid in comprehending theoretical frameworks, comparative research, and historical trends pertaining to online and offline purchasing habits.

Data Collection Methods:

- **Survey Method**: A structured questionnaire was used to gather primary data from 251 respondents.
- **Quantitative Approach**: To gauge customer preferences, the survey used Likert scale ratings and multiple-choice questions.
- **Secondary Research**: For more information, academic publications, industry reports, and literature reviews were examined.
- **Mixed-Method Analysis**: A thorough grasp of purchasing behavior was guaranteed by combining primary and secondary data.

3.3 Sampling Techniques:

People:

251 respondents with prior e-commerce and in-store shopping experience participated in the survey. Under the supervision of an academic supervisor, the researcher collected and analyzed data. Trends in customer behavior were analyzed by industry specialists. A thorough grasp of the elements impacting consumer choices in both retail formats was guaranteed by this partnership.

3.4 Sampling Unit:

Individual customers with prior e-commerce and in-store shopping experience make up the sampling unit for this study. These participants shared information about the elements affecting their decisions to buy in both retail formats.

3.5 Sample Size:

251 respondents make up the study's sample size, which was chosen to examine customer purchasing patterns in both in-person and online retail.

3.6 Sampling Method:

Techniques for choosing a representative subset from a broader population for study are known as sampling methods. Convenience sampling, stratified sampling, and random sampling are common techniques. By ensuring that the sample accurately represents the population's diversity, each technique makes it possible to draw findings that may be applied broadly. The goals of the study, the resources at hand, and the kind of data needed for analysis all influence the technique selection.

3.7 Data Analysis:

Descriptive Statistics: Use fundamental statistics such as mean, median, mode, and standard deviation to begin summarizing your data. This will provide you with a brief summary of the data's variability and primary patterns.

Visualizations: To illustrate important features of your data, think about utilizing pie charts, bar charts, and histograms. Visualizations make it simple to spot trends and patterns.

Correlation Analysis: Examine the relationship between factors such as age, income, and purchase patterns using correlation analysis. This can shed light on the relationship between these variables and purchasing preferences.

Segmentation: To determine whether particular groups of customers are more inclined to make in-person or online purchases, try dividing your client base into distinct groups if your data contains demographic information (age, income, etc.).

Comparative Analysis: Use ANOVA or t-tests to compare purchasing patterns on e-commerce sites and in-store to determine whether there are any notable variations between the two retail methods.

IV.   RESULTS AND DISCUSSION

Based on information gathered from 251 respondents, this study investigates the variables impacting customer purchasing behavior on e-commerce platforms as opposed to in-store shopping. The main conclusions provide light on the distribution of ages, buying habits, determinants, and the effects of sales and discounts.Below are the main conclusions:

4.1. Age:
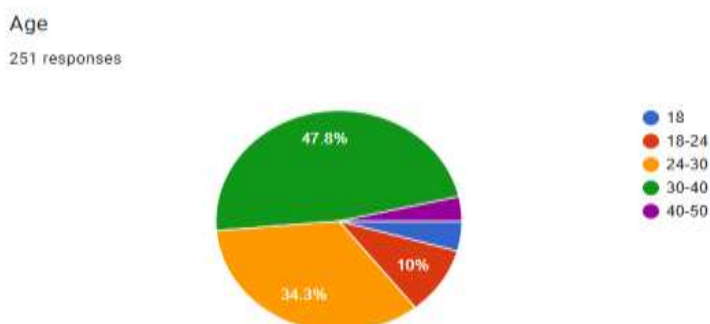
Analysis and Interpretation:

251 respondents' age distribution reveals that the 30–40 age range (47.8%) predominates, suggesting strong levels of in-person and online shopping participation. Young professionals (34.3%) who favor online shopping make up the 24–30 group, while students (10%) who are looking for deals make up the 18–24 group. The 40–50 demographic is still the smallest and prefers conventional purchasing.

4.2. Gender:
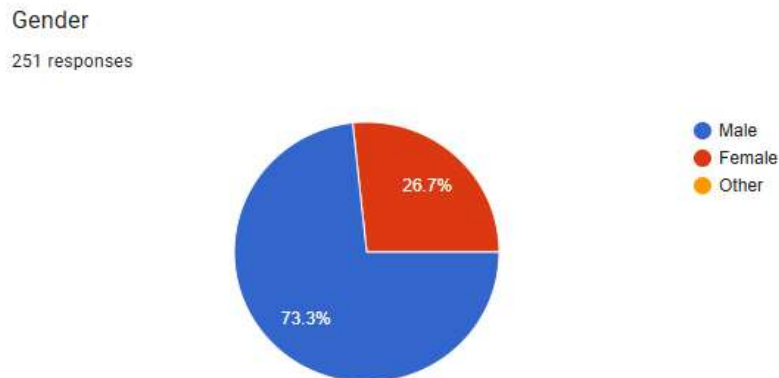
Analysis and Interpretation:

According to the study's gender distribution, 73.3% of respondents are men and 26.7% are women. This implies that most survey respondents are men, which can be indicative of a greater degree of e-commerce and in-store shopping participation among men. The information emphasizes how crucial it is to comprehend how customer behavior is influenced by gender-based preferences.

4.3. Occupation:
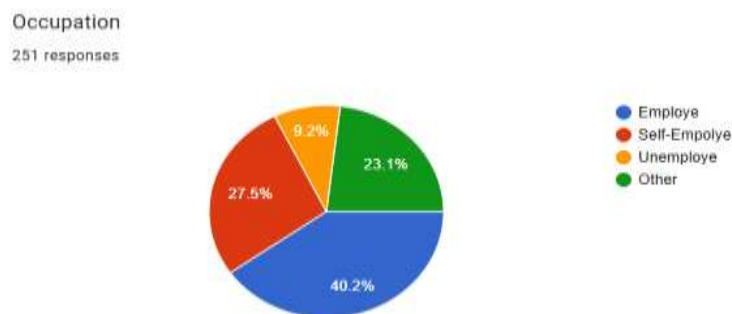
Analysis and Interpretation:

According to the respondents' occupation distribution, the largest group—40.2%—are employed, followed by self-employed people (27.5%). In addition, 9.2% are unemployed and 23.1% are classified as "Other." The preponderance of employed people indicates that working professionals actively participate in both in-person and online shopping.

4.4. Do you prefer online or offline shopping:
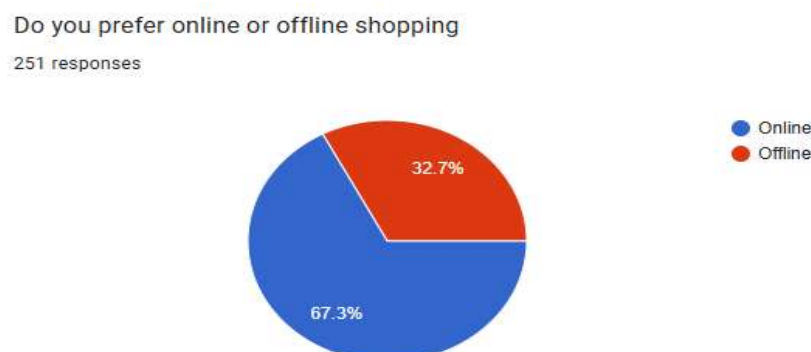
Analysis and Interpretation:

Based on 251 responses, the pie chart shows the preferences of consumers for online and offline purchasing. There is a clear preference for e-commerce platforms, as evidenced by the noteworthy 67.3% preference for online purchasing and the 32.7% preference for offline buying.

4.5. How often do you shop offline:-

How often do you shop offline
251 responses
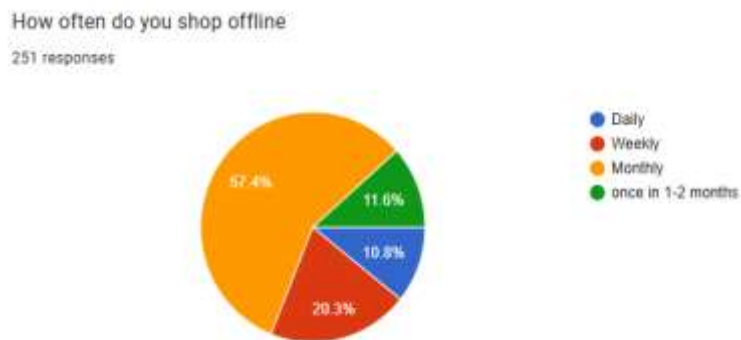
Analysis and Interpretation:

According to the pie graphic, the majority of 251 respondents—57.4%—shop offline once a month. At 20.3%, weekly shopping comes in second, followed by daily at 10.8% and once every one to two months at 11.6%. This indicates that among the group studied, monthly offline purchasing is most prevalent.

4.6. Which E-Commerce platform do you generally visirt and like to use:

Which E-Commerce platform do you generally visirt and like to use
251 responses
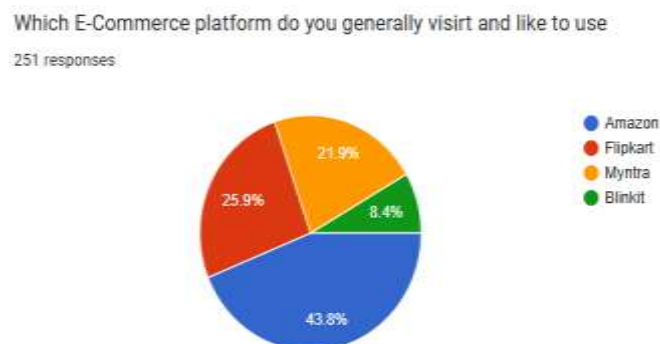
Analysis and Interpretation:

Amazon is the most popular e-commerce platform, according to 251 respondents (43.8%). Myntra comes in second at 21.9%, followed by Flipkart at 25.9%. At 8.4%, Blinkit has the lowest preference. This suggests that well-known, all-purpose e-commerce sites like Amazon and Flipkart are strongly preferred over niche ones.

4.7.   Do look for deals or compare price before you make your online purchase or offline purchase:-

Do look for deals or compare price before you make your online purchase or offline purchase?
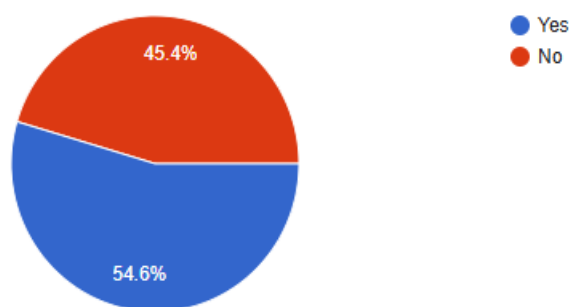251 responses
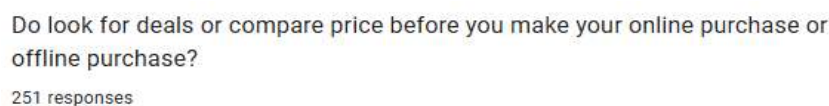
Analysis and Interpretation:

An nearly equal distribution is depicted in the pie chart: of the 251 respondents, 34.7% always search for discounts or compare prices, 34.7% never do, and 30.7% occasionally do. This suggests that while a sizable part of consumers are price aware, a sizable portion either don't prioritize or aren't able to compare.

4.8. Do look for deals or compare price before you make your online purchase:-

Do look for deals or compare price before you make your online purchase ?

251 responses

Yes
No

45.4%

54.6%

Analysis and Interpretation:

Of the 251 respondents, a tiny majority (54.6%) do compare prices or search for sales before making an online purchase. 45.4% don't. This implies that although many online customers consider price comparison, a sizable percentage place a higher value on other factors like convenience or brand loyalty.

4.9. Do you usually purchase offline products?

Do you usually purchase offline products ?

251 responses

Groceries
Clothes
Electronics
Other

48.2%   16.3%   11.6%   23.9%
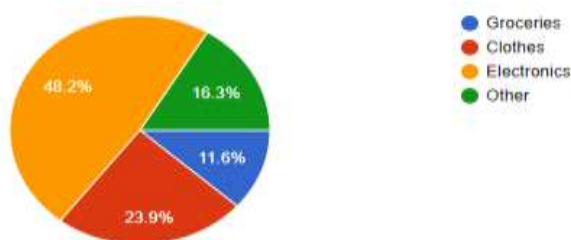
Analysis and Interpretation:

Of the 251 respondents, 48.2% prefer to buy gadgets offline, which leads the category. At 23.9%, clothes come next, followed by food at 11.6%. The remaining categories make up 16.3%. This indicates a significant preference for in-person electronics purchases, either for inspection or instant satisfaction.

5.10 What is your satisfaction level when you online shopping?

What is your satisfaction level when you do online shopping ?

251 responses

Satisfied
Very Satisfied
satisfied or dissatisfied
dissatified

41.8%   13.1%   12.4%   32.7%
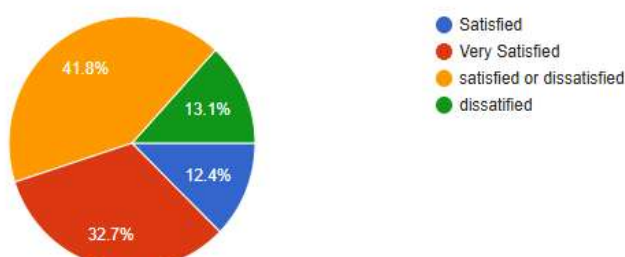
Analysis and Interpretation:

The biggest percentage of respondents—41.8%—are either satisfied or dissatisfied with internet purchasing. 32.7% of consumers are very satisfied, compared to 12.4% who are satisfied. 13.1% of users are dissatisfied. This implies a wide range of experiences, with a sizable portion feeling neutral to unfavorable.

4.11. Why would you choose online shopping ?
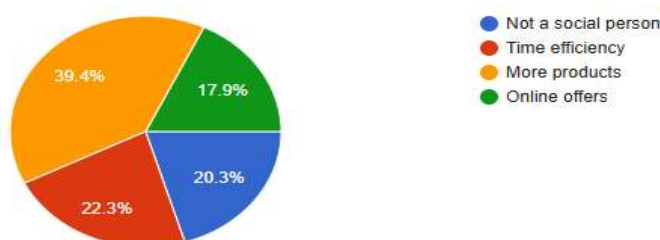
Analysis and Interpretation:

The primary motivation for internet purchasing, as reported by 39.4% of 251 respondents, is time efficiency. Not being a social person comes in second at 20.3%, followed by more products at 22.3%. At 17.9%, online deals had the least impact. This demonstrates that the main factor influencing the adoption of internet buying is ease.

**4.12. Would you like to go for luxury product online ?**
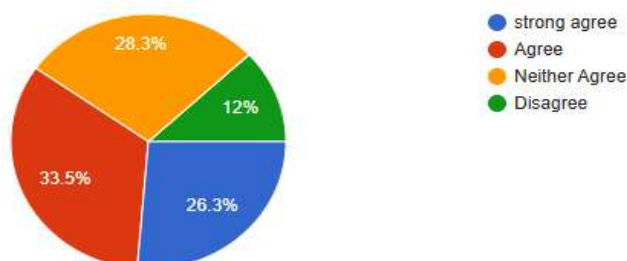
Analysis and Interpretation:

The biggest percentage of 251 respondents—33.5%—agree that luxury goods can be purchased online. Strongly agree at 26.3%, followed by neither agree nor disagree at 28.3%. At 12%, disagree is the lowest. This indicates that online luxury purchases are moderately accepted, with a sizable portion remaining undecided.

**5.13. Do you get offers and deals at online shopping?**
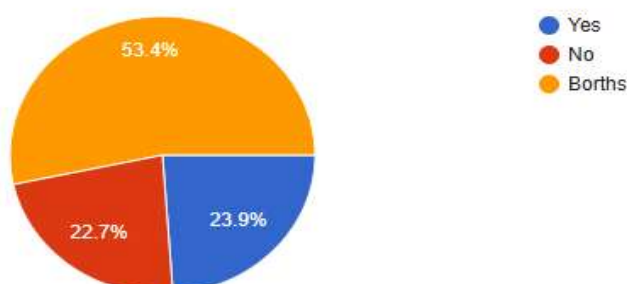
Analysis and Interpretation:

Of the 251 respondents, 53.4% said they receive discounts and incentives when they purchase both online and offline. 22.7% get none at all, while 23.9% only get them online. This shows a minor preference for mixed experiences and a belief that offers are common in both purchasing contexts.

4.14. Do you privacy and security concern in online shopping?

Do you have privacy and security concern in online shopping ?

251 responses
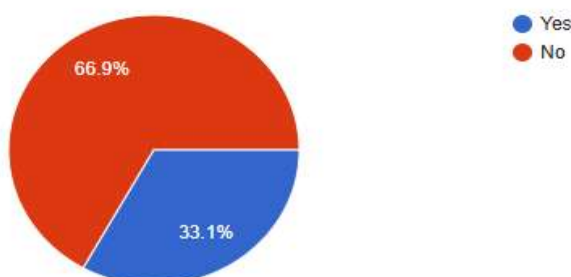
Analysis and Interpretation

Of the 251 respondents, 66.9% had privacy and security worries about online buying, compared to 33.1% who do not, according to the pie chart. This suggests a widespread problem that needs to be addressed.

4.15. Do you purchase the products online shopping is good quality?

Do you purchase the products online shopping is good quality?

251 responses
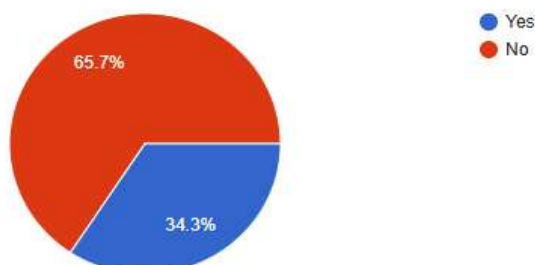
Analysis and Interpretation

Of the 251 respondents, a noteworthy 65.7% do not think that things purchased online are of high quality. Just 34.3% believe they are. This indicates a significant belief that internet transactions have quality problems, which could prevent further adoption.

4.16. Which E-Commerce plat form do you generally give the right products?

Which E-Commerce plat form do you generally give the right products?

251 responses
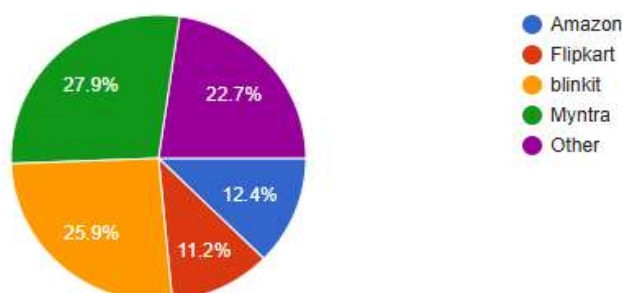
Analysis and Interpretation

With 27.9% of 251 respondents saying it provides the proper products, Myntra is in the lead, followed by Amazon with 25.9%. Flipkart is at 12.4%, Blinkit is at 11.2%, and other platforms are at 22.7%. This implies that Myntra's focus on fashion can help explain why product delivery is thought to be more accurate.

4.15. Result and Finding:

Significant disparities in the characteristics influencing purchasing behavior on e-commerce platforms and in-store shopping were found by the data analysis. Important conclusions include the fact that e-commerce customers strongly value ease and variety, whereas in-store customers place a higher value on in-person product inspection and individualized attention. While in-store customers were swayed by instant product availability and proximity to the store, e-commerce shoppers also preferred price comparison and discounts. According to the report, younger customers are more likely to purchase online, whilst elderly consumers prefer in-store shopping since it provides them with greater tactile sensations. All things considered, each platform offers distinct benefits, and companies should take customer preferences into account when creating marketing plans.

4.16. Critical Analysis: limitations and potential biases.

In contrast to traditional in-store buying, the study explores the factors influencing consumer behavior on e-commerce platforms. Shopping has been transformed by e-commerce, which provides convenience, individualized experiences, and a wider range of products. The freedom to shop from anywhere, product reviews, and price comparison tools are all having a growing impact on consumers. However, because in-store purchasing allows for instant product availability and sensory experiences like touch, it continues to be important. Face-to-face contacts, immediate satisfaction, and the opportunity to physically inspect things are valued by consumers.

According to the report, younger consumers are more likely to shop online since they value speed, convenience, and less costs. However, older customers prefer in-store buying because it allows them to receive individualized care, try things before they buy them, and avoid the uncertainties that come with internet shopping. E-commerce purchase decisions are heavily influenced by elements including website user experience, return policies, and trust in online platforms.

In conclusion, in-store purchasing still has benefits in terms of quick gratification and sensory engagement, even though e-commerce's appeal is growing as a result of technology developments. To increase customer happiness, businesses must strike a balance between the two platforms and accommodate a range of consumer preferences.

V.   CONCLUSION

According to the survey, there are unique aspects that influence customer behavior when it comes to e-commerce platforms and in-store shopping. In-store purchasing is motivated by the sensory experience, in-person engagement, and instant product access, but e-commerce decisions are heavily influenced by price, product variety, and convenience. While in-store shoppers place more value on in-person interactions with products, online shoppers consider aspects like trust, shipping convenience, and return policies. These results emphasize how companies must modify their tactics to accommodate these disparate customer demands.

5.1 Practical Implications:

The study's conclusions have important ramifications for marketers and retailers alike. Companies must improve their online presence while preserving excellent in-store experiences in order to adjust to changing consumer preferences. E-commerce platforms should focus on improving website usability, personalized recommendations, and secure payment systems to build consumer trust and engagement.

For brick-and-mortar stores, leveraging experiential retail strategies such as personalized customer service, in-store promotions, and interactive product displays can attract consumers who value physical shopping experiences. Retailers can also integrate omnichannel strategies, allowing consumers to seamlessly transition between online and offline shopping.

Understanding consumer behavior across both platforms helps businesses design targeted marketing

campaigns and optimize pricing strategies. Businesses may increase client loyalty and boost sales in both physical retail and e-commerce settings by catering to consumer preferences.

5.2. Suggestions for Future Research:

Future studies can examine how changing technologies, such virtual reality shopping and AI-driven suggestions, affect customer behavior over the long run. More focused insights into how younger and older consumers adjust to the digital transition can be obtained by conducting a more thorough examination of the variations in shopping habits between generations. Additionally, businesses may be able to improve their marketing efforts by researching the psychological aspects that affect online trust and purchase decisions.

Studies comparing consumer behavior across cultures would shed light on how cultural factors affect both in-person and online purchasing patterns. Research on how digital marketing trends and social media influencers affect e-commerce choices may also be pertinent.

Finally, examining the effects of hybrid shopping models, including augmented reality shopping and buy-online-pick-up-in-store (BOPIS), can provide insights into the direction of retail. Knowledge in this area can be further improved by combining qualitative and quantitative research methodologies.

VI.   REFERENCES

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[12]   Laudon & Traver (2019) explored the growth of e-commerce ecosystems, stating that AI-driven personalization and customer data analytics enhance online shopping experiences.

[13]   Chiu et al. (2014) analyzed how mobile commerce has accelerated due to smartphone penetration, making on-the-go purchases more convenient for consumers.

[14]   Hennig-Thurau et al. (2004) discussed electronic word-of-mouth (eWOM), highlighting the impact of customer reviews and social media recommendations on e-commerce trustworthiness.

[15]   Keeney (1999) identified key motivational factors for online shopping, including time-saving benefits, product variety, and price transparency.

[16]   Baker et al. (2002) emphasized the importance of in-store atmospherics, such as lighting, music, and layout, in influencing purchase decisions in physical retail.

[17] Smith & Anderson (2016) found that free shipping and hassle-free return policies are major factors contributing to the rise of e-commerce over traditional retail.

[18] Holbrook & Hirschman (1982) introduced the concept of experiential consumption, suggesting that emotional engagement in physical stores plays a key role in consumer satisfaction.

[19] Statista Report (2023) highlighted that India's e-commerce market is projected to grow at a CAGR of 18%, driven by increasing smartphone usage and digital payments.

[20] Forrester Research (2022) stated that hybrid shopping models (BOPIS - Buy Online, Pick Up In-Store) are gaining popularity as they combine the best features of both retail formats.