Factors Influencing Consumer Perception to Buy Online & Offline

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Abstract

Smart-phones, tablet computers, social networking sites and the enormous challenges posed by savvy e-tailers have forced brick-and-mortar retailers to deal with the Internet and the broadband communication revolution. When a business offers multiple sales channels (a hybrid model), the customers are free to compare products and their respective prices with the competitors. There's no doubt that the invasion of retail stores by these mobile enablers of virtual shopping is costly not just in sales, but in customer loyalty, too. At the same time, however, E-commerce technologies reduce consumer search costs, making it easier to (virtually) compare different producers' products and prices. On the supply side, E-commerce enables new distribution technologies that can reduce supply chain costs, improve service, or both. Both the reduction in consumer search costs and the new distribution technologies combine to change the geography of markets. The purpose of this research is to determine the parameters that influence customers to buy a product from online or offline channel. The study will be limited to specific sectors like apparel, and lifestyle products.

Keywords: E-tailers, Virtual Shopping, E-commerce & Online Trend.