

## **Modern and Traditional Methods of Consumer Buying Behaviour**

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### **ABSTRACT**

Consumers today make purchases through both traditional "brick-and-mortar" methods and modern "click-and-mortar" approaches. Brick-and-mortar refers to conventional in-store shopping, while click-and-mortar refers to online shopping. To understand how consumers choose between these modern and traditional methods during their purchasing journey, certain factors must be examined. The main goal of this study is to better understand the buying behaviors of young consumers using both traditional and modern approaches. A quantitative research methodology was used, with survey questionnaires administered in two phases to gather data. Over 100 participants completed the survey, allowing for analysis of the differences between traditional and modern shoppers and their buying frequency patterns. The study found that younger consumers prefer modern methods for browsing but still favor traditional methods for making purchases. The research focuses on four key aspects of consumer buying behavior: (i) browsing and purchasing online, (ii) browsing and purchasing offline, (iii) browsing online and purchasing offline, and (iv) browsing offline and purchasing online.

**KEYWORDS:** Consumer buying behaviour, buying methods, traditional method, modern method, brick mortar, click mortar.

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### **INTRODUCTION**

In today's dynamic retail landscape, consumers are increasingly navigating a blend of traditional "brick-and-mortar" and modern "click-and-mortar" shopping methods. Brick-and-mortar shopping encompasses conventional in-store experiences, while click-and-mortar refers to the integration of online shopping platforms that leverage technology for enhanced convenience and accessibility. Understanding how consumers choose between these distinct yet interconnected shopping methods is vital for retailers aiming to optimize their strategies in a competitive market (Piotrowicz & Cuthbertson, 2014). "IoT gadgets" and rapid technological advancements, consumer purchasing behavior has become increasingly fragmented, impacting both traditional and modern retail methods. The shift in buying preferences presents new challenges for retailers, requiring the integration of both classical and innovative

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approaches. To create a seamless customer experience, retailers must adopt unified strategies and forge strategic relationships (Piotrowicz & Cuthbertson, 2014). This study explores how young consumers, particularly millennials, navigate between traditional and modern purchasing methods, with a focus on the factors that shape their decision-making throughout the buying journey. Millennials are becoming increasingly discerning, seeking the flexibility to make purchases anytime and anywhere. They also expect personalized shopping experiences as they move between conventional retail outlets and digital platforms (Piotrowicz & Cuthbertson, 2014; Deloitte, 2015). Retail companies, now functioning as service-oriented software providers, find themselves in a complex and challenging environment. As they adapt to this fundamental shift, the traditional path-to-purchase has been largely replaced by a fragmented, multi-channel approach driven by innovative consumers. The purchasing journey now spans various platforms, from physical supermarkets to wireless services, with all channels seamlessly interconnected to meet consumer expectations (Piotrowicz & Cuthbertson, 2014; Shamala, 2015). Shoppers are becoming more tech-savvy and cost-conscious. On one hand, many are increasingly adopting smartphone apps for convenience, while on the other, they utilize a variety of traditional and modern tools that allow them to shop at any time, on any day, across multiple channels (Piotrowicz & Cuthbertson, 2014; Brynjolfsson, Hu, and Rahman, 2013; Wilson and Daniel, 2007). As the distinctions between brick-and-mortar and click-and-mortar methods blur, the world is increasingly becoming one interconnected marketplace where consumers seamlessly move between physical and digital retail experiences. This convergence of channels enables retailers to meet customer demands across platforms, creating a unified shopping environment (Piotrowicz & Cuthbertson, 2014; Brynjolfsson, Hu, and Rahman, 2013). Technology is enhancing consumers' in-store and online experiences throughout the shopping journey. Smartphones have rapidly become essential purchasing tools, allowing customers to easily access information, compare prices, and make purchases both in-store and online, creating a more seamless and efficient shopping process (Piotrowicz & Cuthbertson, 2014; Karakaya and Charlton, 2001). Clearly, a consumer's access to broadband internet and their technological proficiency play significant roles, but media also greatly influences how buyers discover, evaluate, and ultimately purchase products. Social media, online reviews, and digital advertising shape consumer preferences and decision-making across various retail channels (Piotrowicz & Cuthbertson, 2014; Bell, Gallino, and Moreno, 2014). Customers can look up product information and availability 24/7, allowing them to make informed decisions at any time, and they can also receive highly personalized discounts and coupons tailored to their shopping behaviors. This level of accessibility and personalization enhances customer engagement and loyalty, making it easier for retailers to connect with consumers in a competitive landscape (Piotrowicz & Cuthbertson, 2014; Chaffey et al., 2009).

The primary objective of this study is to investigate the buying behaviors of young consumers, a demographic noted for its technological adeptness and evolving shopping preferences. Given the rapid advancements in technology and the proliferation of mobile devices, younger consumers are often more inclined to explore digital channels for information and product discovery. However, traditional shopping methods still play a significant role in their purchasing decisions (Huang & Benyoucef, 2013).

Employing a quantitative research methodology, this study utilized survey questionnaires administered in two phases, garnering responses from over 100 participants. This robust data set allows for a comparative analysis of the differences between traditional and modern shoppers, particularly in terms of their buying frequency patterns. The findings indicate that while younger consumers prefer modern methods for browsing, they continue to favor traditional methods when making final purchases.

This research specifically examines four key aspects of consumer buying behavior: (i) browsing and purchasing online, (ii) browsing and purchasing offline, (iii) browsing online and purchasing offline, and (iv) browsing offline and purchasing online. By focusing on these dimensions, the study aims to contribute valuable insights into how young consumers navigate their purchasing journeys in an increasingly fragmented retail environment.

## REVIEW OF LITERATURE

### **Coordination of Sales Channels in Omni channel Retailing**

As consumers increasingly embrace various shopping methods, businesses must strategically align their efforts across multiple sales channels to effectively address customer needs. The integration of physical (brick-and-mortar) and digital (click-and-mortar) approaches is crucial in today's retail environment, where shoppers frequently switch between online and offline channels throughout their purchasing journey (Piotrowicz & Cuthbertson, 2014). This seamless interaction enhances the overall shopping experience and allows retailers to cater to evolving consumer preferences. Successful implementation of an omnichannel strategy demands a deep understanding of consumer behavior, particularly among younger demographics adept at navigating diverse platforms (Huang & Benyoucef, 2013). These consumers expect personalized experiences that reflect their shopping habits, making it essential for businesses to maintain consistent messaging and offerings across all touchpoints (Davenport et al., 2020). Furthermore, integrating data from various channels enables retailers to gain insights into consumer preferences and behaviors, facilitating more effective targeting and engagement (Kumar et al., 2019). By analyzing shopping patterns, retailers can anticipate customer needs, enhance inventory management, and optimize marketing strategies. As shoppers continue to adopt new methods and technologies, coordinated efforts across sales channels become increasingly vital. Businesses that successfully navigate this complexity will not only enhance customer satisfaction but also foster brand loyalty and drive sales in a competitive landscape (Noble et al., 2005).

### **The Importance of Regular Strategy Revision in Omnichannel Retailing**

In today's fast-paced market, businesses must routinely reassess their strategies as consumers shift from traditional engagement methods to a more integrated approach that encompasses both online and offline interactions. This transition has significantly boosted productivity and competitiveness, essential for both individuals and organizations navigating the complexities of the current retail landscape (Piotrowicz & Cuthbertson, 2014). The concept of "omnichannel" retailing can be interpreted in various ways, but fundamentally, it revolves around delivering a seamless experience across all available sales methods, whether traditional or modern. As consumers increasingly expect to interact with brands across multiple channels, retailers must ensure consistent messaging, offerings, and customer service throughout these touchpoints (Verhoef et al., 2015). Research suggests that a successful omnichannel strategy hinges on understanding consumer behavior, particularly as shoppers become more skilled at navigating different platforms (Huang & Benyoucef, 2013). By integrating data from diverse channels, businesses can gather valuable insights into customer preferences and tailor their offerings accordingly. This adaptability not only fosters customer satisfaction but also enhances loyalty and boosts sales in a competitive environment (Davenport et al., 2020). Ultimately, as consumers embrace new shopping methods and technologies, the need for continuous strategy evolution becomes critical. Organizations that prioritize regular strategy revisions aligned with consumer expectations will be better positioned to thrive in today's dynamic market.

### **The Evolving Landscape of Customer Connectivity and Communication**

Today's consumers are not only connected 24/7 but also increasingly inspired, leveraging a multitude of networks to enhance their shopping experiences. The dissolution of communication barriers has blurred the distinctions between various channels, signifying a transformation in how consumers engage with brands and facilitating more fluid and dynamic interactions throughout their purchasing journeys (Piotrowicz & Cuthbertson, 2014). The proliferation of communication channels has dismantled traditional geographic and informational barriers that once limited consumer access to products and services. As consumers navigate these channels, they benefit from a more integrated shopping approach that allows for real-time information exchange (Huang & Benyoucef, 2013). This interchangeability empowers consumers to utilize multiple platforms—such as social media, online reviews, and direct

brand communications—during their decision-making processes. Research indicates that this enhanced connectivity enables consumers to make more informed choices and fosters a sense of control over their purchasing experiences (Davenport et al., 2020). The ability to transition seamlessly between channels enhances customer satisfaction and loyalty, allowing consumers to engage with brands in ways that best suit their preferences and lifestyles (Verhoef et al., 2015).

### **The Impact of Information Technology on Consumer Behavior and Pricing Strategies**

The evolution of information technology is fundamentally reshaping the retail landscape, shifting the focus from hierarchical structures to market segments where product prices are increasingly dictated by real-time consumer behavior rather than managerial decisions. Over the past two decades, changes in customer buying habits have significantly influenced how goods are traded across various channels (Piotrowicz & Cuthbertson, 2014). As modern shopping methods gain popularity—especially with the rapid adoption of smartphones and internet access—traditional retail practices remain important. Both traditional and modern sales channels offer unique advantages and disadvantages, often functioning best in combination to enhance overall consumer engagement (Verhoef et al., 2015). Each channel provides distinct *quid pro quo* frameworks that complement one another, making their integration essential for maintaining a competitive edge in the marketplace. Research categorizes the distinctions between these channels based on several factors, including information sharing, interactions, and costs. Traditional channels excel at providing tangible product experiences and personal interactions, while modern channels offer convenience and accessibility (Huang & Benyoucef, 2013). Effectively navigating these factors enables retailers to tailor their strategies to better meet consumer expectations and preferences. Ultimately, understanding the interplay between traditional and modern methods is crucial for businesses seeking to thrive in a rapidly evolving environment. By leveraging the strengths of both channels and addressing their limitations, retailers can cultivate deeper connections with consumers and enhance overall purchasing experiences (Davenport et al., 2020).

### **The Role of Modern Information Sources in Consumer Decision-Making**

In the digital age, information is primarily gathered through modern methods such as websites, blogs, and social media platforms. The main goal of seeking this information is to ensure consumers can purchase the right product at the right price. The low cost of information scanning today contrasts sharply with traditional methods, where searching for information was often labor-intensive and time-consuming (Huang & Benyoucef, 2013). With the rise of online resources, consumers can efficiently access various types of information simultaneously, regardless of geographic location. This efficiency promotes a more informed decision-making process, enabling shoppers to compare prices, read reviews, and explore product specifications with relative ease (Davenport et al., 2020). The ability to quickly gather insights enhances consumer confidence and satisfaction, empowering individuals to make choices that align with their preferences. Conversely, traditional information-seeking methods often required significant effort and resources, creating barriers to informed purchasing. Searching for product information in traditional contexts was costly in terms of time and often limited by geographic constraints (Piotrowicz & Cuthbertson, 2014). Consequently, the shift to modern information channels has fundamentally transformed consumer behavior, facilitating more agile and responsive shopping practices. Overall, the transition to modern information sources highlights the necessity for retailers to adapt their strategies to meet the expectations of today's connected consumers. By recognizing the importance of accessible information, businesses can better support customers throughout the purchasing journey and cultivate lasting brand loyalty (Verhoef et al., 2015).

### **Differences between Digital and Traditional Channels in Buyer-Seller Interactions**

The nature of interactions between buyers and sellers varies significantly between digital and traditional channels. In modern touchpoints, purchases and communications are increasingly decoupled from the physical locations of both parties, allowing transactions to occur anytime and anywhere (Piotrowicz & Cuthbertson, 2014). This shift marks a departure from traditional constraints, where exchanges were often limited by geographic proximity and operating hours. While digital communication facilitates

transactions, it can also create a disconnect in personal interactions. Local retailers rely heavily on physical presence, where the connection with customers is tied to location and the overall shopping experience. In contrast, digital environments enhance individual communication, yet this can lead to a trust vacuum and diminish the personal touch characteristic of traditional retail (Huang & Benyoucef, 2013). Consumers may feel a lack of authenticity in modern channels, leading to skepticism about product quality and concerns regarding personal information sharing. Additionally, the complexities of intercultural communication become more pronounced in digital interactions, with misunderstandings regarding product quality and communication variables potentially hindering effective engagement and impacting purchase intentions (Davenport et al., 2020). Addressing these challenges through improved digital methods may bolster consumer confidence and encourage more favorable purchasing decisions. Operational costs associated with traditional and modern retail models further complicate the landscape. Traditional methods often require consumers to invest time and money in traveling to stores, while digital channels may incur lower transaction costs but also face expenses related to technology and marketing (Verhoef et al., 2015). Price differentials are particularly evident in product acquisition, where additional costs in traditional shopping can hinder competitiveness. In some cases, these costs become critical determinants of consumer outcomes, influencing final purchasing decisions.

### **The Role of Retail Innovation as a Competitive Advantage**

Retail innovation has become a crucial competitive tool in the ever-evolving marketplace. Fueled by technological advancements, modern shoppers are increasingly empowered to discover and acquire products more efficiently. The integration of digital innovations into physical retail spaces represents a significant shift, allowing businesses to bridge the gap between in-store experiences and at-home shopping behaviors. As retailers adopt cutting-edge technologies—such as augmented reality, mobile apps, and interactive displays—they enhance the shopping experience by providing consumers with more personalized and engaging interactions. This not only facilitates product discovery but also fosters a deeper connection with customers, whether they are browsing online or visiting brick-and-mortar stores (Piotrowicz & Cuthbertson, 2014). Additionally, blending online and offline channels enables retailers to create a cohesive shopping journey. For example, customers can research products online, check their availability in stores, and utilize in-store technology for seamless transactions. This integration not only improves customer satisfaction but also drives sales by offering convenience and flexibility (Huang & Benyoucef, 2013). Ultimately, the ongoing evolution of retail innovation emphasizes the need for businesses to continually adapt and invest in new technologies.

### **RESEARCH QUESTIONS**

- What are the key factors influencing young consumers' preferences for browsing and purchasing through traditional "brick-and-mortar" versus modern "click-and-mortar" methods?
- How do the patterns of browsing and purchasing behavior differ among young consumers when they engage in online versus offline shopping?

### **RESEARCH METHODOLOGY**

The investigator chose a data collection approach aligned with the research framework and informed by a comprehensive review of relevant literature.

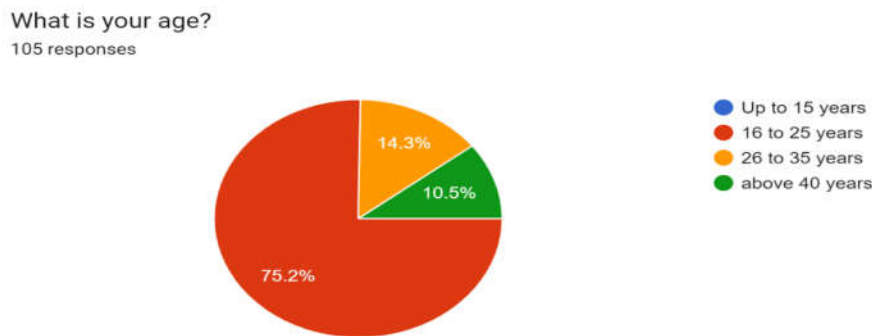
**Methods:** The study employed a descriptive survey method to gather participants' opinions. A quantitative approach was adopted, utilizing a questionnaire completed by over 100 respondents. In addition, in-depth interviews were conducted with individuals aged 20 to 50 who are interested in both traditional and modern shopping to explore their purchasing behaviors. The research design incorporated both quantitative and qualitative elements, featuring surveys and interviews. The survey sample consisted of more than 100 participants in the specified age range. Findings were analyzed using percentage analysis.

**Data Collection Instruments:** Two primary tools were utilized in this study. The first instrument gathered opinions on modern and traditional shopping habits through structured interviews. The second instrument was a questionnaire designed to assess the audience's preferences and behaviors related to both shopping platforms.

**Statistical Methods:** Results were presented using charts and bar diagrams to visually communicate the findings.

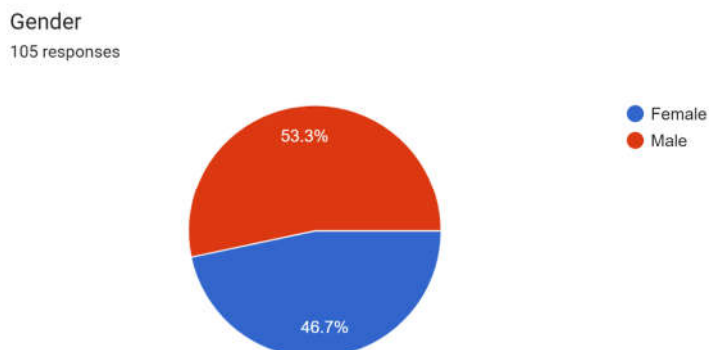
**Sampling Technique:** Convenient sampling was employed to select five individuals interested in both shopping methods. The survey was conducted at J.C. Bose University of Science and Technology, with questionnaires distributed via email and whatsapp groups to 71 respondents. Due to a lower-than-expected turnout, the sample size was deemed insufficient, as a minimum of 100 eligible respondents is typically required for such studies. Consequently, the survey was distributed to an additional group of students. Ultimately, a total of 105 respondents participated in the study after both phases were completed.

### DATA ANALYSIS AND FINDINGS



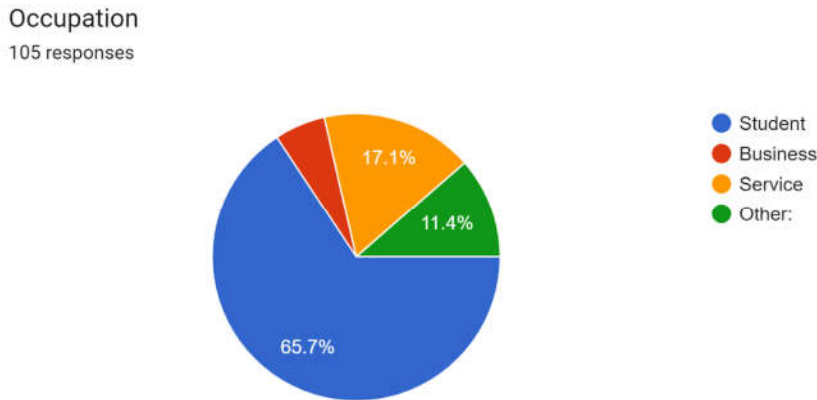
**Figure 1: Describe age factor**

**Describe age factor:** The findings revealed that the respondents were between the ages of 16 and 25. The majority of respondents were under the age of 26, with only 10.5% being over the age of 40. The participants' average age was 20.675 years old. It is worth noting that 75.2% of those polled were under the age of 25.



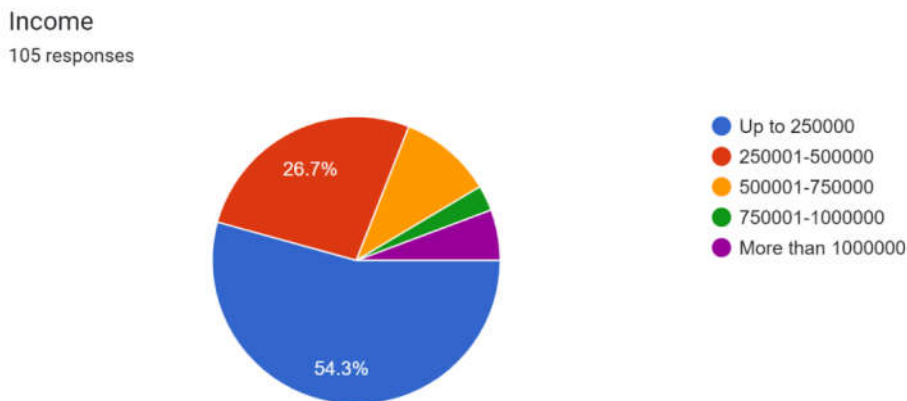
**Figure 2: Describe Gender**

**Describe Gender:** Based on the results of the survey, 46.7% of those who took part in the questionnaire were female, while the remaining 53.3% were male.



**Figure 3: Describe Occupation of the respondent**

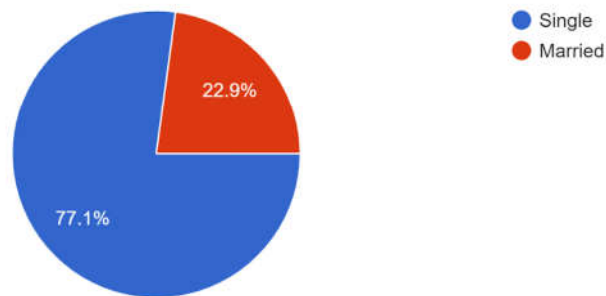
**Describe Occupation of the respondent:** According to the survey, most of the respondents are students i.e. 65.7%, only 6 are businessmen, 17.1% belong to service, and the rest 11.4% belong to other occupations.



**Figure 4: Describe income of the respondents**

**Describe income of the respondents:** This survey states that more than 50% of respondents are earning 250000 only 3 respondents is earning 1000000 and 6 respondents are earning more than 1000000 rest the candidates belong to 250000-750000.

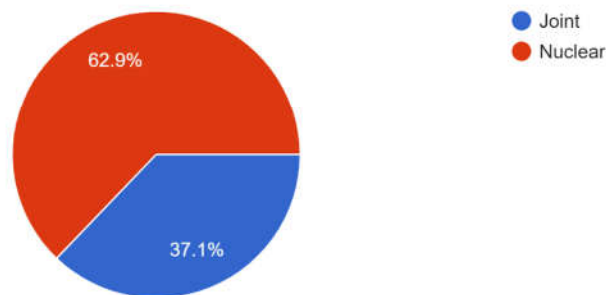
Marital status  
105 responses



**Figure 5: Describe marital status**

**Describe marital status:** According to the survey, 77.1% of the respondents are unmarried i.e. single and the rest 22.9% of the respondents are married.

Family type  
105 responses

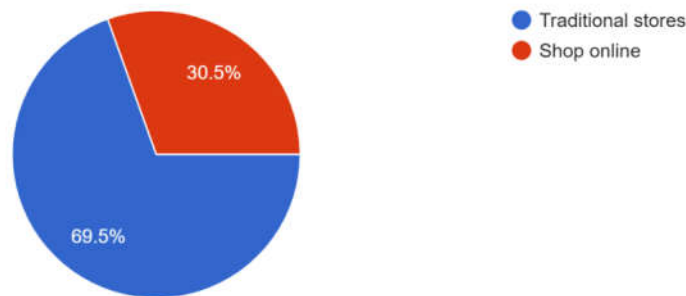


**Figure 6: Describe number of family members**

**Describe number of family members:** This survey states that 60% of the families are nuclear in India and 40% of families are joint families.



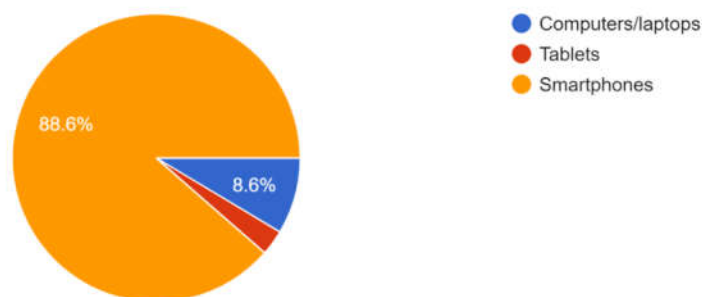
In what kind of store you generally prefer to shop?  
105 responses



**Figure 8: Describe preferred store for shopping**

**Describe preferred store for shopping:** The interviewees were requested which type of store they preferred. According to the replies received, 70% of the respondents preferred to shop in a traditional store, and the rest, 30%, preferred to shop online. It was a clear indication that most of the respondents preferred to shop offline. It was surprising that the respondents preferred offline channels to online channels, as the majority of the surveyed population was under 25 years of age and the rest all are working professionals so that is why they prefer to buy online because of the storage of time.

Which is your most preferred tool for online shopping?  
105 responses



**Figure 9: Tool used by respondents for shopping**

**Tool used by respondents for online shopping:** According to a survey, 8.6% of people surveyed trust online from their computer, 2.9% were using their tablet to order online, and 88.6% utilized their Smartphone as an online shopping tool.

Which of these statement best describe your shopping habits in general?

105 responses

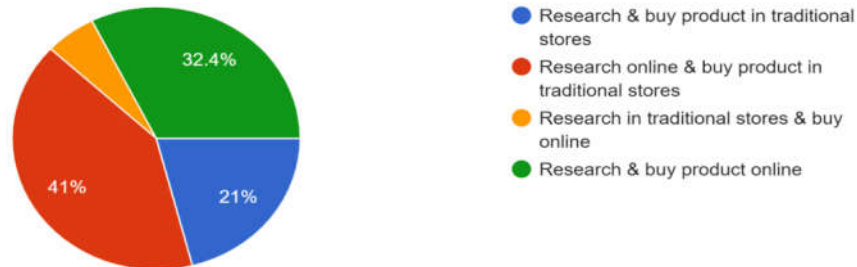


Figure 10: Describe respondents shopping habits

**Describe respondents shopping habits:** According to the survey, 21% of the Respondents typically conduct product research online but buy the product in a traditional store, 41% of the respondents usually research and buy products in a traditional store, followed by 5.7% of the respondents who prefer to research and buy products online. Only 32.4% of the respondent's research products in a traditional store but buy them online.

Which is the most important factor which influencing your choice of where yo buy?

105 responses

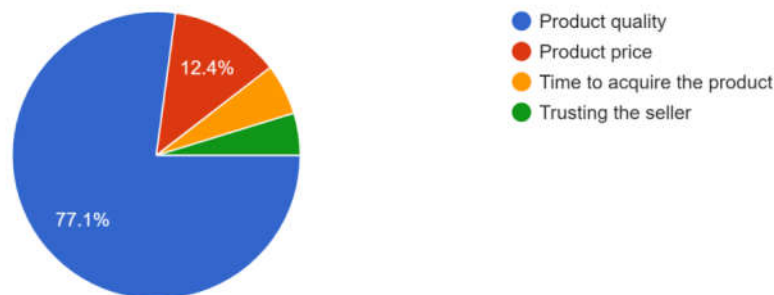


Figure 11: Influence respondent from where they can buy their products

**Influence respondent from where they can buy their products:** The research results according to the survey clearly indicated that 77.1% of the respondents considered product quality as the most important influencing factor in their decision to choose where they would buy the products. Another 12.4% of respondents considered product price, followed by 4.8% of the respondents who based it on trusting the seller, and 5.7% of respondents were influenced by time spent acquiring the product. The research further showed that product quality was the most important factor and the product price was the 2nd most important factor that influenced the choice to buy in traditional stores or online.

## CONCLUSION

In conclusion, this study highlights the complex interplay between traditional and modern shopping methods among young consumers, particularly millennials. As technology continues to reshape the retail landscape, these consumers are increasingly adept at utilizing both brick-and-mortar and click-and-mortar channels to enhance their shopping experiences. The findings reveal a distinct preference for

modern browsing methods; however, traditional in-store purchasing remains significant, illustrating the enduring value of tactile shopping experiences and immediate product availability.

The research underscores the necessity for retailers to adopt a multi-channel strategy that effectively integrates both shopping approaches. This convergence not only aligns with consumer preferences but also fosters a seamless customer journey, thereby enhancing engagement and loyalty. As young consumers navigate their purchasing decisions through a fragmented landscape, retailers must prioritize technological integration and personalization, leveraging data-driven insights to offer tailored experiences.

Ultimately, this study contributes to a deeper understanding of the evolving consumer landscape, emphasizing the importance of flexibility, accessibility, and strategic partnerships in addressing the diverse needs of today's tech-savvy shoppers. By embracing this duality in shopping behaviors, retailers can position themselves to thrive in an increasingly interconnected marketplace, ensuring they meet the demands of modern consumers while honoring the foundational aspects of traditional retail.

According to this study we have a conclusion that although civilizations have advanced and with them we have advanced quality of life, people prefer shopping locally by visiting the nearby shops. They do not want to waste their hard-earned money on things that lack logic. Although websites and apps exist for customer convenience, consumers do not entirely rely on online buying. People look for products online, but they prefer to buy from reputable suppliers in offline stores. Customers that shop online frequently experience quality problems, which may be one of the reasons why they prefer offline/physical establishments.

Customers focus on two primary factors when they make a purchase. First, people will follow products online but choose to purchase them from brick-and-mortar retailers instead because they can be assured of their quality and their trust issues will be addressed there. Second, they like shopping in physical stores yet look for things on online marketplaces. This will enable individuals to quickly monitor what's occurring across the world while they're doing nothing, ideally sitting at home.

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