

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.
