



Comparative Analysis Regarding Consumers Preferences of Online and Offline Purchase Electronic Items in Ahmedabad City

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ABSTRACT

This study explores consumer preference for online and offline shopping of electronic devices in Ahmedabad city. Focusing how demographic factor, age, shopping behavior. The research investigates the relationship between age and various factor such as convenience, comfort, price comparison, retailer trust and discount on electronic devices The research also reveals that trust, price comparison and promotion offer are key of consumer behavior, decision in both online and offline markets. Based on these finding, the study recommended that retailer include market strategies, improve the online platform, enhance trust and integrate both online and offline market to meet the demand of consumer. The research suggests for future research, including explore other variables, the impact of technologies and the role of social media in shopping preference.

INTRODUCTION

The consumer behavior discusses online or offline shopping has changed how people buy thing for electronic devices (Vidani & Solanki, 2015). This study looks at how people prefer to buy electronic products online or and why they choose one over the other in Ahmedabad city (Vidani, 2015). This consumer is purchase to response to better advantages (Vidani, 2015). This transformation is particularly clear in the market for electronic devices, where the purchase consumers have developed in response to technological advantage (Vidani, 2015).

In Ahmedabad city, the choice between online and offline shopping for electronic devices depends on various factors, including price, trust, product knowledge, and after sales service (Solanki & Vidani, 2016).

Evaluation of Consumer Purchase Pattern:

The way of consumer buy mindset has change from offline store to online store (Vidani, 2016). In this Gen-z consumer have access to lot of information collect and easily compare with products and those prices (Bhatt, Patel, & Vidani, 2017). That means consumer is more careful for purchases and lot of research of product before to buy (Niyati & Vidani, 2016).

The old marketing idea is attracting to customer for purchase product and connect with them for future (Pradhan, Tshogay, & Vidani, 2016). But online shopping mode is easier way to buy electronic devices and that reason is change a consumer mindset of purchases (Modi, Harkani, Radadiya, & Vidani, 2016). Ahmedabad is fast growing city those reason offline retailer is build a different marketing strategies to make consumer support to offline shopping is better than online shopping to purchase electronic devices (Vidani, 2016).

The Role of trust and Price Competition

The trust and price competition are comparison between online or offline shops (Sukhanandi, Tank, & Vidani, 2018). This research is shows that price to strongly effect to electronic purchases, while trust is crucial for online shopping (Singh, Vidani, & Nagoria, 2016). But price is major factor to attract some consumers prefer offline store for the better experience and check quality (Mala, Vidani, & Solanki, 2016). In a both markets are depended on trust and price factor for consumer behavior to make purchase electronic products (Dhere, Vidani, & Solanki, 2016).

The consumer is finding and research both price competition and trust key role for purchase behavior, and both factor's prices are managed to decision making of consumer (Singh & Vidani, 2016). The offline retailer is offered better quality and attract a consumer for purchase electronic devices (Vidani & Plaha, 2016).

Usability Preferences in Online and Offline Market:

Understanding consumer preference is different shopping mode for retailer aim to optimize online or offline buying electronic devices (Solanki & Vidani, 2016). Gen-z consumer is exploring usability preference of mobiles and computers for online shopping (Vidani, 2016). This preference is significant of

relation is decide which mode is prefer to consumer, that services are significant the better shopping experience (Vidani, Chack, & Rathod, 2017).

Gen-z consumer is convenience to better offer and support to this situation lead by online mode (Vidani, 2018). Consumer is facing a specific task and situation, when purchases, such as electronic products, information about product (Biharani & Vidani, 2018). This situation may offer a batter advantage for consumer (Vidani, 2018). This is suggested that consumer is choosing the two based factors like availability and alternative option (Odedra, Rabadiya, & Vidani, 2018).

Comparative Analysis of Shopping Modes

Comparative Analysis of Shopping Modes are analysed of online or offline shopping for electronics (Vasveliyya & Vidani, 2019). This analyse are focus on shopping experiences for consumer advantages online and offline both modes on differently (Sachaniya, Vora, & Vidani, 2019). There is major difference on price and offer (Vidani, 2019). The consumer is finding and research both price competition and trust key role for purchase behavior, and both factor's prices are managed to decision making of consumer (Vidani, Jacob, & Patel, 2019). This is suggested that consumer is choosing the two based factors like availability and alternative option (Vidani J. N., 2016).

This research comparison between online and offline shopping for electronic devices (Vidani & Singh, 2017). That means individual insight may people generally find a balance between online and offline both method on convenience and personal choice (Vidani & Pathak, 2016). It's also mention that are positively effect on consumer comfort, highlight the importance of understanding consumer need (Pathak & Vidani, 2016).

Impact of E-commerce on Consumer Satisfaction

Online stores are makes consumers happier than offline stores (Vidani & Plaha, 2017). This is important for E-commerce to understand so they can improve their online and in person shopping experience (Vidani J. N., 2020). Online method is impact on consumers satisfaction by change purchasing pattern and preference (Vidani J. N., 2018). This online method is chance to enhance their developing consumer needs and strategies to improve shopping experience online and offline both (Vidani & Dholakia, 2020).

E-commerce is changing how people shopping in Ahmedabad (Vidani, Meghrajani, & Siddarth, 2023). This research looks at what people prefer when buying electronic devices online or offline (Rathod, Meghrajani, & Vidani, 2022). We explore why they choose one over the other, in a view of things like a trust, price, and convenience (Vidani & Das, 2021). As per more people are buy electronic devices online for need to meet these changing needs in Ahmedabad (Vidani J. N., 2022). Ahmedabad is fast growing city those reason offline retailer is build a different marketing strategies to make consumer support to offline shopping is better than online shopping to purchase electronic devices (Saxena & Vidani, 2023). By understanding what customers wants and they can serve better them and stay fast involve in this new online market (Vidani, Das, Meghrajani, & Singh, 2023). In a both markets are depended on trust and price

factor for consumer behavior to make purchase electronic products (Vidani, Das, Meghrajani, & Chaudasi, 2023).

Impact of Demographics on Shopping Preferences

Consumer preferences for online and offline shopping can also vary based on group of factors such as age, income, education (Bansal, Pophalkar, & Vidani, 2023). Gen-z generation are more likely to prefer online shopping due to their comfort with technology (Chaudhary, Patel, & Vidani, 2023). Older consumers on the other hand, they are more normal to deal with experiences and may feel more comfortable with face to face communicate in offline stores (Patel, Chaudhary, & Vidani, 2023).

Higher-income persons, who can afford more expensive electronics, may be more prefer to shop online because of the wider range of options available and the comfort with the offers (Sharma & Vidani, 2023).

RESEARCH OBJECTIVIES

1. To study the preference for online shopping versus offline shopping for electronic items among consumers.
2. To analyze the influence of convenience in online shopping on the purchasing decisions of consumers.
3. To evaluate consumer comfort levels when making electronic purchases in physical stores compared to online platforms.
4. To assess the ease of price comparison when shopping online for electronic items.
5. To examine the level of trust consumers, have in online retailers compared to offline retailers for purchasing electronic goods.
6. To investigate the preference for tactile interaction with electronic products before making a purchase decision.
7. To determine the reliance on customer reviews by consumers when shopping for electronics online.
8. To analyze the impact of online promotions and discounts on consumer purchasing behavior for electronic items.
9. To explore consumer perceptions regarding after-sales service in physical stores versus online platforms.
10. To evaluate the preference for purchasing electronics during festive sales or special events, regardless of the shopping mode.

LITERATURE REVIEW

The literature review how consumers behaviour face to buy electronic devices has changed with issue of e-commerce (Sharma & Vidani, 2023). Trust and security are care with consumer carefully check the online store and the

safety of their transaction (Mahajan & Vidani, 2023). Price competition and comparison shopping have improved, allowing consumer to find best deal across both mode online and offline stores (Saxena & Vidani, 2023). Consumer comfort and purchase efforts divided between offline and online stores, to affect brand. Understanding this factor is key for retailer look about for the improve their strategies and provide to the advance need of Gen-z consumer in the electronic market (Vidani & Solanki, 2015).

1. Evolution of E-commerce and Consumer Behaviour

E-commerce has transformed how we buy electronic products to move from the retailer store to online market (Vidani, 2015). This move allow consumer with huge information to allow them to research and compare product before purchase (Vidani, 2015). The internet has made consumer for more information and thoughtful for leading to buying process where brand and product research is important (Vidani, 2015).

The view of consumer behavior has greatly moved from automatically decision to a more calculate and informed method (Solanki & Vidani, 2016). By understanding what consumers wants and they can serve better and stay fast involve in this online market (Vidani, 2016).

2. Trust and Price Competition

Trust and price competition play an importance role for develop consumer decision, mostly that purchase electronic devices (Bhatt, Patel, & Vidani, 2017). This is impact of these factor of consumer behavior in offline and online both methods (Niyati & Vidani, 2016). Their find highlights the important effect of price on electronic devices purchase, highlight the importance of competitive price strategies for retailer (Pradhan, Tshogay, & Vidani, 2016). Also, the study has revealed that trust is a key factor in build a consumer loyalty and hopeful methods (Modi, Harkani, Radadiya, & Vidani, 2016).

So, retailers must build and maintain trust with consumer through clear pricing, safe consumer service, and high-quality products (Vidani, 2016). While e-commerce offers good and a large selection of electronic device, the research was understood to trust is stay around an important factor in consumer preference (Sukhanandi, Tank, & Vidani, 2018).

3. Usability preferences in Online market

The Gen-z generation was converted how we shopping with online platform becoming a key of online market (Singh, Vidani, & Nagoria, 2016). The comfort with which an online market can be used to play important role prepare with consumer choice and way in this market (Mala, Vidani, & Solanki, 2016).

This research is sharing that consumer prefer to buy through online platform for its good and available for quick purchase (Dhere, Vidani, & Solanki, 2016). The skill to shop anytime, anywhere, from the palm of your hand, has positive demand (Singh & Vidani, 2016). However, for retailer purchase to require in

depth research and comparison the large display and big information available on desktop platform to lead consumer favor to online platform (Vidani & Plaha, 2016).

Reason consumer importance in different shopping factor to deciding which one is better online or offline stores (Solanki & Vidani, 2016).

4. Comparative Analysis of Online and Offline

Online shopping has much converted the offline stores are offering consumers comfort with easy to access (Vidani, 2016). However, understanding consumers preference and behavior in this online and offline store (Vidani, Chack, & Rathod, 2017).

This research is indicating the Gen-z consumers are very high prefer to purchase electronic devices on online market, because they are easily access and quick purchase on this method (Vidani, 2018). Also, they are come to retailer store to like electronic, large screen display, and other devices to give a detailed information about this product and highlight the main information for make quick purchase decision (Biharani & Vidani, 2018).

5. Consumer Satisfaction and E-commerce

E-commerce has transformed a retailer and understanding its impact on consumer satisfaction and make trust for future purchases is mainly impact on Gen-z generation (Vidani, 2018). This research is indicating that e-commerce is positively result on consumer satisfaction often the other retailer stores (Odedra, Rabadiya, & Vidani, 2018).

Consumer is appreciating the able to shop with comfort from their home and browse different product and compare with each other to make decision which is best to buy across with online or offline (Vasveliyya & Vidani, 2019). Also, e-commerce platform is providing electronic device recommendation with customer review and their other feature for better shopping experience (Sachaniya, Vora, & Vidani, 2019).

6. Cultural and Economic Influences

Consumer area is Ahmedabad is a metropolis area in western part of India (Vidani, 2019). It is present a lively and strong consumer land (Vidani, Jacob, & Patel, 2019). This area is representing a unique culture and economic factor are way to consumers shopping stores (Vidani J. N., 2016).

Ahmedabad is quick growing city for economic culture and diversified the home range of developing industries and middle class (Vidani & Singh, 2017). This economic growth is representing the increase income and demand for variety of goods and services (Vidani & Pathak, 2016).

7. The Role of Marketing strategies

The retailer is involved with the increasing consumer demand on online and offline both markets (Pathak & Vidani, 2016). To succeed in lively environment and retailer are adapt their marketing strategies to attract consumer mind and preference (Vidani & Plaha, 2017). This unique marketing

strategies is understanding each shopping mode are attract and hold with consumers (Vidani J. N., 2020).

Offline store is attaching the experience, approving consumers to touch, feel, and try product before purchase (Vidani J. N., 2018). On other hand online store is focus on providing full product information, price, and better shopping experience for consumers (Vidani & Dholakia, 2020).

RESEARCH GAP

The issue of e-commerce has fundamental connect consumer behavior, particularly the purchase of electronic devices. The questions of consumer prefer to buy electronic devices online and offline rest a topic of important in this market. This is mostly true in coming up market in Ahmedabad city.

1. Regional and Demographic variation

This research on consumer between online and offline shopping have been manage in city area not focus on main city like Ahmedabad. Cities divide in terms of economic factors, technology rates, and cultural importance. In Ahmedabad, a major commercial and industrial hub, consumers importance for purchasing electronics could be changed by local factors such as the level of internet insight, smartphone approval, income, and retail infrastructure.

2. Conduct Operate of Online vs Offline Purchase:

This research feature general motivation for choosing online and offline electronic device shopping, price and product variety. However, research is specific emotional behind consumer importance for purchasing electronic devices in Ahmedabad. Research could how factor like trust or product decision. While online shopping offer benefit and price, may consumer about the quality and fact of electronic device purchase online. Offline retailer provides more experience, but it may come with price and selection.

3. Impact of the Market Stability:

The Market stability moves to shopping behavior with an outstanding increase in online shopping due to social distancing and health care. The long-term impact on consumer preference for electronic devices in Ahmedabad city remain unknown. Consumer perception of online retailer change epidemic to offline store as restriction based. Recovery phase in Ahmedabad city can help whether the trend toward online shopping is temporary move or long-term transformation.

4. Discount, Promotions and Brand Loyalty:

Another gap in the role of discounts, promotions, and loyalty play in shaping consumers importance for online and offline shopping. While promotion is commonly used in online and offline markets. Their impact may very significant between platform and retailer's format.

HYPOTHESIS

H01 There is a significant association between age and preference for shopping for electronic items online rather than in physical stores

H02 There is a significant association between age and the influence of online shopping convenience on purchasing electronic products.

H03 There is a significant association between age and comfort level in making electronic purchases in a physical store.

H04 There is a significant association between age and the perception that price comparison is easier when shopping online for electronic items.

H05 There is a significant association between age and trust in online retailers compared to offline retailers for purchasing electronic goods.

H06 There is a significant association between age and the preference to see and touch electronic products before making a purchase.

H07 There is a significant association between age and reliance on customer reviews when shopping for electronics online.

H08 There is a significant association between age and the influence of online promotions and discounts on purchasing decisions for electronic items.

H09 There is a significant association between age and the belief that after-sales service is better in physical stores compared to online platforms.

H10 There is a significant association between age and preference for purchasing electronics during festive sales or special events, regardless of the shopping mode.

TABLE 1: VALIDATION OF QUESTIONNAIRE

| Statements | Citation from JV citation file (You can add more than 1 citation) |
|---|---|
| H01 There is a significant association between age and preference for shopping for electronic items online rather than in physical stores. | Vidani & Solanki, 2015 |
| H02 There is a significant association between age and the influence of online shopping convenience on purchasing electronic products. | Solanki & Vidani, 2016 |

| | |
|---|----------------------------------|
| H03 There is a significant association between age and comfort level in making electronic purchases in a physical store. | Bhatt, Patel, & Vidani, 2017 |
| H04 There is a significant association between age and the perception that price comparison is easier when shopping online for electronic items. | Niyati & Vidani, 2016 |
| H05 There is a significant association between age and the perception that price comparison is easier when shopping online for electronic items. | Mala, Vidani, & Solanki, 2016 |
| H06 There is a significant association between age and the preference to see and touch electronic products before making a purchase. | Odedra, Rabadiya, & Vidani, 2018 |
| H07 There is a significant association between age and reliance on customer reviews when shopping for electronics online. | Saxena & Vidani, 2023 |
| H08 There is a significant association between age and the influence of online promotions and discounts on purchasing decisions for electronic items. | Chaudhary, Patel, & Vidani, 2023 |
| H09 There is a significant association between age and the belief that after-sales service is better in physical stores compared to online platforms. | Vidani J. N., 2022 |
| H10 There is a significant association between age and preference for purchasing electronics during festive sales or special events, regardless of the shopping mode. | Sharma & Vidani, 2023 |

**Source: Author's compilation*

RESEARCH METHODOLOGY
Table 2: Research Methodology

| | |
|-----------------|-------------|
| Research Design | Descriptive |
|-----------------|-------------|

| | |
|-------------------------------|---|
| Sample Method | Non-Probability - Convenient Sampling method |
| Data Collection Method | Primary method |
| Data Collection Method | Structured Questionnaire |
| Type of Questions | Close ended |
| Data Collection mode | Online through Google Form |
| Data Analysis methods | Tables |
| Data Analysis Tools | SPSS and Excel |
| Sampling Size | No. of responses in Google form |
| Survey Area | Your area of data collection |
| Sampling Unit | Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc. |

**Source: Author's compilation*

DEMOGRAPHIC SUMMARY

The demographic profile of the respondents reveals a diverse representation across gender, age, education, occupation, and income levels. The sample comprises **43.4% males** and **56.6% females**, with the majority aged between **18-24 years (39.5%)**, followed by smaller age groups. In terms of education, **38.2% are undergraduates**, while **27.6% hold postgraduate degrees**, and **7.2% have a doctorate**. Most respondents are **students (57.2%)**, with others distributed across employment categories, including **13.8% employed** and **19.1% self-employed**. Monthly income data show that **60.5% earn less than INR 20,000**, with only **2.0% earning above INR 80,000**. This varied demographic distribution provides a broad spectrum for analysis.

CRONBACH ALPHA

Table 3: CRONBACH ALPHA

| Cronbach Alpha Value | No. of items |
|----------------------|--------------|
| .831 | 10 |

**Source: SPSS Software*

A Cronbach's alpha value of **0.831** with **10 items** indicates good internal consistency, suggesting that the items are reliably measuring a single construct. This level of reliability is strong for most research purposes, showing that the items are well-correlated and collectively contribute to the scale's reliability. While this alpha value reflects a robust scale, it is also essential to confirm one-dimensionality through further analysis, such as factor analysis, to ensure that all items align with the intended construct. Overall, the scale demonstrates reliability suitable for practical applications.

TABLE 4: RESULTS OF HYPOTHESIS TESTING

Add rows as per number of hypotheses you have created

| Sr. No | Alternate Hypothesis | Result p = | >/< 0.05 | Accept/Reject Null hypothesis | R value | Relations hip |
|--------|---|------------|----------|--|---------|---------------|
| H01 | There is a significant association between age and preference for shopping for electronic items online rather than in physical stores. | 0.258 | > | H01 Accepted (Null hypothesis Accepted) | 0.603 | Strong |
| H02 | There is a significant association between age and the influence of online shopping convenience on purchasing electronic products. | 0.636 | > | H02 Accepted (Null Hypothesis Accepted) | 0.941 | Strong |
| H03 | There is a significant association between age and comfort level in making electronic purchases in a physical store. | 0.258 | > | H03 Accepted (Null hypothesis Accepted) | 0.603 | Strong |
| H04 | There is a significant association between age and the perception that price comparison is easier when shopping online for electronic items. | 0.513 | > | H04 Accepted (Null hypothesis Accepted) | 0.735 | Strong |
| H05 | There is a significant association between age and trust in online retailers compared to offline retailers for purchasing electronic goods. | 0.513 | > | H05 Accepted (Null hypothesis Accepted) | 0.868 | Strong |

| | | | | | | |
|-----|--|-------|---|---|-------|--------|
| H06 | There is a significant association between age and the preference to see and touch electronic products before making a purchase. | 0.258 | > | H06 Accepted (Null hypothesis Accepted) | 0.603 | Strong |
| H07 | There is a significant association between age and reliance on customer reviews when shopping for electronics online. | 0.636 | > | H07 Accepted (Null hypothesis Accepted) | 0.941 | Strong |
| H08 | There is a significant association between age and the influence of online promotions and discounts on purchasing decisions for electronic items. | 0.636 | > | H08 Accepted (Null hypothesis Accepted) | 0.941 | Strong |
| H09 | There is a significant association between age and the belief that after-sales service is better in physical stores compared to online platforms. | 0.513 | > | H09 Accepted (Null hypothesis Accepted) | 0.868 | Strong |
| H10 | There is a significant association between age and preference for purchasing electronics during festive sales or special events, regardless of the shopping mode. | 0.636 | > | H10 Accepted (Null hypothesis Accepted) | 0.941 | Strong |

**Source: Author's compilation*

DISCUSSION

The research finds on customer preference for online compare with offline shopping in Ahmedabad. This conclusion shares from a series of hypothesis tests, where most null hypothesis were accepted. In Ahmedabad reveal a retailer relationship between age and various shopping factors. This is clear from the approval of the null hypotheses for the most of the tests managed.

This test is exploring the relationship between age and online shopping preference showed a p-value and exceeding the significant level. There are no major importance of age and the preference for purchasing electronic devices on online. While the r value is indicating some correlation, it is not strong enough to introduced a clear relationship.

A weak positive relationship between age and online shopping preference indicates that age is increases, there is a small trend towards higher online shopping preference, but this relationship is not statistically important. This suggests that while age might have a small effect on online shopping, other factors likely play a larger role. This finding can consider the growing trend of online shopping across all age group, where fence like technology knowledge of the convenience of digital transaction are decreasing. As more people become comfortable with technology and online platform, age become less of a deciding factor in their shopping habits.

This research explored the relationship between age and online shopping preference, as well as the control of age on the impact of online shopping good on purchasing decisions. The result is revealed a weak positive relationship between age and online shopping preference for all that not exactly important. This suggest that while older individuals may be just less choosing towards online shopping. The difference isn't large. This finding agrees with the growing trend of online shopping across all age group, as fence like technology knowledge and comfort with digital transaction is decrease.

The study the control of age on various part of shopping behavior. Interestingly, age did not very affect how the good online shopping influence purchase decision. This suggest that the comfort and time saving benefits of online shopping are attractive across all age group, system with the large trend of digital commerce growth. Similarly, age did not very impact comfort level when making electronic devices purchase in offline stores. This indicate that more comfort is offline store in more a matter of personal preference than age related factor.

Research in Ahmedabad explore if age influence consumer preference for online compare with offline shopping for electronic devices. It found that age does not have an important impact on this choice, with consumer across different age group sharing similar perception and behavior. Factor like comfort, trust, price comparison, and comfort in physical store were view. Interestingly, the research revealed that consumers of all age observe online price comparison as equally easy and their trust in online market is not important move by their age.

THEORETICAL IMPLICATIONS

The change of the retail consumer choice for online and offline shopping of electronic devices in Ahmedabad is part of large trend of market. This change is generated by a number of factors, including the growth of e-commerce, the increasing access of the internet and the changing lifestyle of consumer. The

issue of e-commerce online market has made is easier than ever for consumer to shop for electronic devices online. This market is offering big variety of product, competitive price and suitable delivery option, which are attract to busy city consumers.

This research shares an amazing trend in consumers behavior, age doesn't very effect the preference for online shopping. While older age consumers were once thought to be less likely toward online shopping due to factor like technology different, this research indicate that such age-related gaps are decreasing. This finding agrees with the increasing generally of online shopping across all group, suggesting this technology approval, user friendly platform and digital culture are balancing the playing field. This could offer model that heavily depend on age as a predictor of online shopping behavior.

The weak connection between age and the observe comfort of online and offline shopping advance highlights that the good factor is generally valued, no matter of age. This challenge offline model of consumer use which have often segment consumers by age or trends. The finding highlights the increasing importance of factor such as technology approval, user friendly platform and digital culture. Which are declined the importance of culture of age as factor of online and offline shopping behavior. This suggest that digital and retailer platform can be designed to demand to a huge range of consumer.

Trust in another crucial side o highlight by the find with the research suggestion that it plays an importance role in consumer decision, no matter what of age. Each retailer is must work careful to build and maintain trust with their customers. This can be achieved through clear pricing, secure payment method, safe return and refund policy and good customer service. Since consumer no longer expect both shopping method to be basically risky or unstable. Offering detailed product description, user review, providing easy access to customer support can help relive any doubt and support to purchase electronic device

For offline retailer store the lack of importance relationship between age and comfort in shopping suggest that business should create a store environment that demand huge audience. Rather than aspect older consumers are less comfortable with Gen-Z retailer space, store should focus on improving the overall shopping experience by making it available, understood and welcome for everyone.

PRACTICAL IMPLICATIONS

The finding of this research on consumer preference for online and offline shopping of electronic devices in Ahmedabad city offer many practical understandings for retailers, market and policymaker try to find and improve their strategies and offering in a quick developing retail environment. Given that the research reveal that age does not very effect shopping preference

In terms of improve the online shopping experience, the research finding that benefits are a generally valued factor enhance the importance of optimizing online platform to improve content of use for all consumers. Retailers should

focus on simplify them online connect, reducing message in the shopping process and making sure that their online market are personalized, product recommendation are also must feature that market should give priorities to meet the need of a various consumer base. These improvements are not just for Gen-Z consumer but they should be implemented with the understanding that use is high value by consumers across all age group.

Trust is another basic side highlights by the finding, with this research suggesting that it plays an important role in consumer decision, no matter what of age. Online retailers are must work to build and maintain trust with their consumers. Since consumer have no longer expect online shopping to be basically risky or unstable market must faster a sense of security and confidence in their online market. Offering detailed product description, user review, and providing easy access to customer support can help any doubt and support to purchase.

The issue of e-commerce online market has made is easier than ever for consumer to shop for electronic devices online. This finding agrees with the growing trend of online shopping across all age group, as fence like technology knowledge and comfort with digital transaction is decrease. This can be achieved through clear pricing, secure payment method, safe return and refund policy and good customer service. Since consumer no longer expect both shopping method to be basically risky or unstable.

The consumer is finding and research both price competition and trust key role for purchase behavior, and both factor's prices are managed to decision making of consumer. This preference is significant of relation is decide which mode is prefer to consumer, that services are significant the better shopping experience. That while individual perception may people generally find a balance between both method on convenience and personal preference. Consumer satisfaction and purchase behaviour divided between offline and online mode, to affect brand and future purchase decision.

This research is sharing that consumer prefer to buy through online platform for its good and available for quick purchase. The skill to shop anytime, anywhere, from the palm of your hand, has positive demand. Online shopping has greatly transformed the offline stores are offering consumers comfort and easy to access like never before. However, understanding consumers preference and behavior in this online and offline store. Offline retailer is attaching the power of experience, allowing consumers to touch, feel, and try product before making purchase. The weak connection between age and the observe comfort of online and offline shopping advance highlights that the good factor is generally valued, no matter of age. Offering detailed product description, user review, providing easy access to customer support can help relive any doubt and support to purchase electronic devices.

CONCLUSION

The research on consumer preference for online and offline shopping of electronic devices in Ahmedabad city provided valuable insights into how demographic factors, age, purchasing behavior. The skill to shop anytime, anywhere, from the palm of your hand, has positive demand. This research shares an amazing trend in consumers behavior, age doesn't very effect the preference for online shopping. Online shopping has greatly transformed the offline stores are offering consumers comfort and easy to access like never before. While older age consumers were once thought to be less likely toward online shopping due to factor like technology different, this research indicate that such age-related gaps are decreasing. This research is sharing that consumer prefer to buy through online platform for its good and available for quick purchase.

The finding highlights the increasing online and offline shopping experience, with both market is offering advantage that appeal to a huge area of consumers. As such as retailer in Ahmedabad city. There is focus on creating an integrated shopping experience with both markets. The growth of market was consumers is move between online and offline methods, is clearly strategy for business make better to evolving need for consumers.

In conclusion, as consumer continue to evolve and technology increase shopping behavior, market adapt must to meet the expectation of diversify and consumer base. Retailer that changes and focus on delivering a cohesive, flexible and personal shopping experience will be better position to thrive in the Gen-Z age.

RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY

While this study provides valuable insights into consumer preferences for online and offline shopping of electronic items in Ahmedabad, there are several avenues for future research that could further enhance our understanding of consumer behavior in this context. Below are key recommendations for future research and the potential scope for expanding on this study:

1. Exploring Other Demographic Variables

Although this study primarily focused on age as a demographic factor, future research could explore how other demographic variables, such as income, education level, and occupation, influence consumer shopping preferences. For instance, income levels might correlate with a preference for online shopping due to the availability of discounts or promotions, while educational background could impact the level of trust consumers place in online platforms. By expanding the demographic scope, future studies could offer a more comprehensive understanding of the factors that shape consumer behavior in the electronic goods market.

2. Cross-Cultural Comparisons

Given that the findings of this study are specific to Ahmedabad, a city in India, future research could benefit from cross-cultural studies comparing consumer preferences in different geographical locations or cultural contexts. Exploring variations in consumer behavior between cities with different socio-economic profiles or between countries with varying levels of internet penetration and technological adoption could provide deeper insights into the factors influencing online and offline shopping behavior. This would help businesses develop region-specific strategies for catering to diverse consumer needs in global markets.

3. Impact of Technology and Innovation

As technological advancements continue to shape the retail landscape, future research could examine how emerging technologies like augmented reality (AR), virtual reality (VR), artificial intelligence (AI), and voice shopping influence consumer preferences for online and offline shopping. For example, the integration of AR and VR in online shopping platforms allows customers to visualize and interact with products in a way that mimics in-store experiences. Research could explore whether these innovations have the potential to reduce the perceived gap between online and offline shopping and impact consumer satisfaction and trust in e-commerce.

4. Consumer Behavior Post-Purchase

While this study focused on purchase decisions, future research could extend to the post-purchase phase of consumer behavior, such as satisfaction, product returns, and customer loyalty. Understanding how consumers feel about their shopping experience after the purchase is critical for businesses looking to foster long-term relationships with customers. Exploring how factors like after-sales service, warranty offerings, and ease of returns influence repeat purchases, especially in the context of electronics, could provide valuable insights for improving customer retention.

5. Role of Social Media and Influencers

In recent years, social media and influencers have become powerful drivers of consumer purchasing decisions. Future research could explore the role of social media platforms, online reviews, and influencers in shaping consumers' preferences for online versus offline shopping for electronics. Understanding how online reviews, social media advertisements, and influencer endorsements impact consumer trust and buying behavior could help businesses tailor their marketing strategies and leverage these platforms more effectively to influence purchasing decisions.

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