

II LITERATURE REVIEW

Bettina von Helversen et. al. [19] looked into how hypothetical online shopping decisions made by younger and older persons were influenced by product qualities, average customer ratings, and single affect-rich positive or negative consumer reviews. Younger adults used all three forms of information, which is consistent with other studies, and they overwhelmingly favored goods with superior features and higher average consumer evaluations. The majority of younger adults opted for the higher-rated product when making a decision was difficult due to trade-offs between product features. Yet, a single affect-heavy positive or negative review could override the preference for the product with the higher rating. However, elderly persons did not regard average consumer ratings or single affect-rich good reviews. Instead, they were substantially influenced by a single affect-rich unfavorable review and also took into account product features. These findings imply that older persons are easily persuaded by reviews describing unpleasant experiences and do not take into account aggregated consumer information or positive reviews concentrating on good experiences with the product.

With an emphasis on mobile devices for buying, **Rakhi Thakur [20]** intends to examine the function of customer interaction in online reviews published by consumers. Mobile devices are increasingly serving as consumers' primary screens, and marketers are utilizing them to have interactive conversations with customers, making them better suited for increasing customer engagement. Yet, this area of research is still extremely young. This study is one of the first few empirical studies studying the role of consumer interaction in writing online reviews. The study investigates the mediating role of customer interaction in links between satisfaction and online review intention as well as trust and online review intention. It is also investigated how trust and satisfaction levels influence consumer participation and the likelihood of online reviews. This study adds to the body of knowledge in marketing related to consumer interaction, online reviews, and mobile buying habits. Also, this study offers managers a framework for encouraging customers to leave online evaluations. Also, suggestions for retailers are given to help merchants and advertisers better manage a new technology by maximizing consumer involvement on mobile platforms.

According to **Wang S et. al. [21]**, despite the global e-commerce industry's ongoing expansion, shopping cart abandonment is still a problem for many online shops. The problem of online shopping cart abandonment (OSCA), meanwhile, hasn't been thoroughly discussed in the literature. This study investigates a sequential mediation model, which includes consumers' wait for lower prices as an antecedent, hesitation at the register and OSCA as mediators, perceived transaction

inconvenience as a moderator, and decision to buy from a land-based retailer (DBLR) as an outcome. The study is grounded in the stimulus-organism-response (S-O-R) model. 883 online shoppers in Mainland China were given a questionnaire to complete online. The survey data was analyzed using partial least squares-structural equation modelling (PLS-SEM). The results demonstrated that waiting for reduced prices has a favourable impact on hesitancy at the register, which in turn impacts both OSCA as well as DBLR. On the framework path, OSCA and hesitation at the checkout both play sequential mediating roles. The association between waiting for lower pricing and reluctance at the checkout is further strengthened by perceived transaction inconvenience. Overall, this study adds to the body of theory and provides e-retailers with guidelines for alleviating the OSCA rate.

HeliHallikainen et. al.[22] studied that Convenience in shopping can give online grocery retailers a competitive edge. , we investigate how individualized price promotions (algorithmic pricing) and product recommendations (recommendation agents) offset the detrimental effect that consumers' perceived cognitive effort has on loyalty. Our findings show that although there is a negative correlation between perceived cognitive efforts and behavioral and attitudinal loyalty by default, personalized price discounts can mitigate this effect whereas personalized product recommendations do not. The results help us understand how personalized marketing initiatives work in today's data-driven online grocery retailing.

According to **Maslowska, E et. al.[23]**, Online consumer reviews assist customers make decisions, such as purchasing products, joining a sports club or watching movies. Online reviews are a typical occurrence on many websites and have grown to be a substantial marketing force. Because it is reportedly produced by other customers rather than brands, information from other consumers is seen to be more compelling and is therefore regarded as being more reliable. One example of this is internet reviews.

Thaker, T., &Thaker, M et. al. [24] looked at how consumers evaluate various buying channels. In particular, it encourages an applied model that leans towards a consumer-value perspective on using the Internet in comparison to the conventional, or physical, channel. Views of value, the quality of the product, the administration's quality, and risk have a clear impact on apparent value and purchase objectives in both offline and online channels. The proposed study will be advantageous to retailers for their channel migration and to consumers for making wise channel choices based on the value of their purchases. Results may demonstrate how value is created in the two channels and how it is presented directly to customers. Perceptual disparities between web and disconnected consumers can reveal the motivations

for choosing a particular channel. A researcher could think about rates as engaging measurable instruments while Chi-square will be an inferential factual apparatus.

Daroch, B., et. al. [25] intends to investigate how consumers behave when purchasing online and further investigates the numerous issues that may restrict this behaviour. Finding out the reasons why consumers have when purchasing at online retailers was the goal of the study. For this study, a survey of people who use online shopping sites was conducted using a quantitative research methodology. According to the study's findings, consumers are deterred from purchasing from online stores by a total of six concerns, including distrust, insecurity, and a lack of confidence coupled with their fear of bank transactions and traditional retail being more convenient than online retail. This study is helpful for e-retailers engaged in potential consumer-to-consumer e-commerce activities or consumer-to-the business. Managerial implications are suggested for improving marketing strategies for generating consumer trust in online shopping. In contrast to previous research, this study aims to focus on identifying those factors that restrict consumers from online shopping.

According to Samecha, **M. S. F., &Milhana, U. L. [26]**, The development of the internet has led to a significant shift away from conventional methods of shopping. These days, online commerce is expanding quickly, and more people are using the internet. Notwithstanding the fact that the majority of consumers still purchase in traditional ways. In this study, traditional and online purchasing are compared with particular emphasis on Dharga Town. As a result, 188 samples were chosen using the snowball sampling technique for this study, and the people who participate in both traditional and internet shopping provided information via questionnaire. Graphs and an arithmetic mean model were also used in this study, along with a descriptive analysis of the data using SPSS software. Online shopping has more opportunities for price comparison than traditional shopping, and traditional shopping is safer due to the reason that there is a risk of online fraud and security issues like hacking in online shopping, according to the research's conclusion. These are the main differences between traditional and online shopping. Also, there are pricing differences between these purchasing options, and traditional shopping cannot match the prices offered by internet retailers. This study therefore recommends that traditional retail boost shopping convenience. Online shopping should offer return options and should guarantee security at the same time.

III PROPOSED METHODOLOGY

Here is a brief detail about the broad framework with flowchart for this research study using a survey method:

- (a) Specify the research problem and research questions.
- (b) Establish the primary goal of the study.
- (c) Formulate precise, quantifiable research questions.
- (d) Perform a review of the literature
- (e) Compile and analyze pertinent literature on the research topic.
- (f) Identify research gaps that the study can address.
- (g) Develop hypotheses
- (h) Create hypotheses that the research study can use to test.
- (i) Create the questionnaire for the survey
- (j) Create a precise and concise survey questionnaire that addresses the study's objectives and hypotheses.
- (k) Ensure that the questions are clear and objective.
- (l) To make sure the questionnaire is useful, run a pilot test.
- (m) Decide on the study's sample size and population.
- (n) Identify the target population for the purpose of study.
- (o) Choose a sampling strategy that will yield a sample of the population that is reflective of the whole.
- (p) Use a survey to gather data
- (q) Make sure the sample is diverse and representative of the population.
- (r) Deliver the survey to the chosen sample.
- (s) Analyze the data.
- (t) Prepare the data for statistical software and enter it.
- (u) Analyze the data using descriptive and inferential statistics
- (v) Conclude and offer suggestions
- (w) Evaluate the analysis's findings in light of the study's questions and hypotheses.
- (x) Conclude the study's problem and offer suggestions for additional investigation.

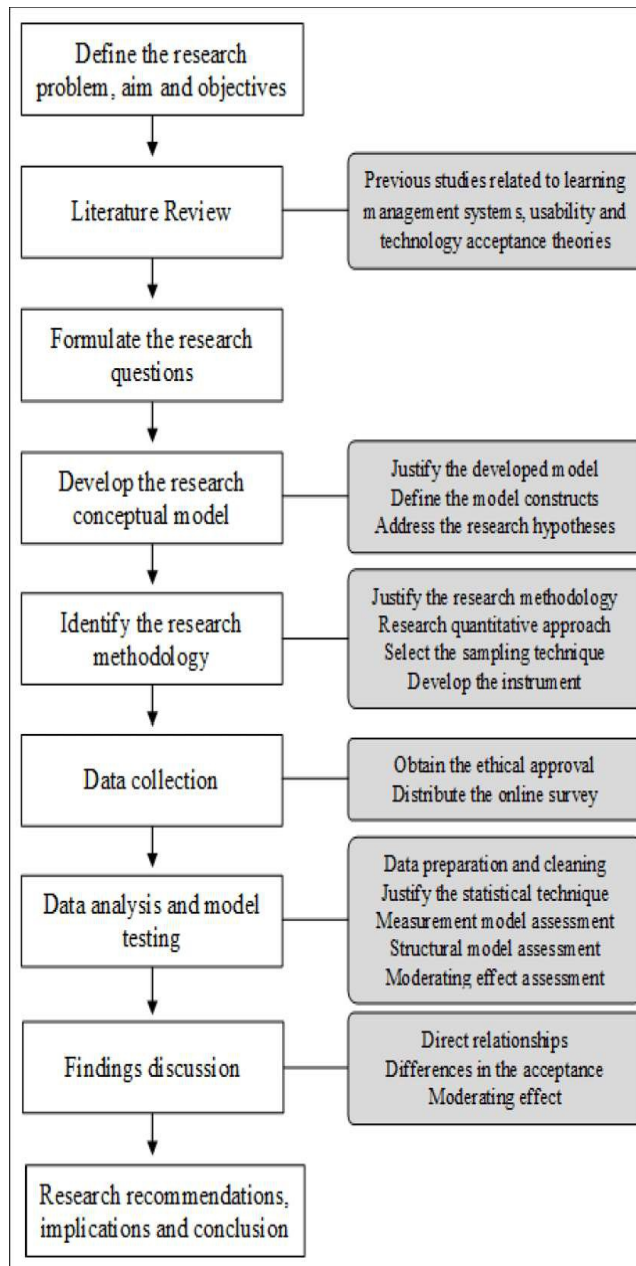


Fig.3 Broad Framework to show research flow

Different statistical tests and methods can be used to analyze data collected from a study. First, the null and alternative hypotheses for a chi-square test and a t-test, that are used to determine the association between variables and the difference between means of two groups, respectively. The descriptive statistics can be used, such as mean, standard deviation, and weighted average, to analyze data related to customer reviews, brand, purchase intention, and attitude. It highlights the importance of calculating standard deviation to measure variability in responses.

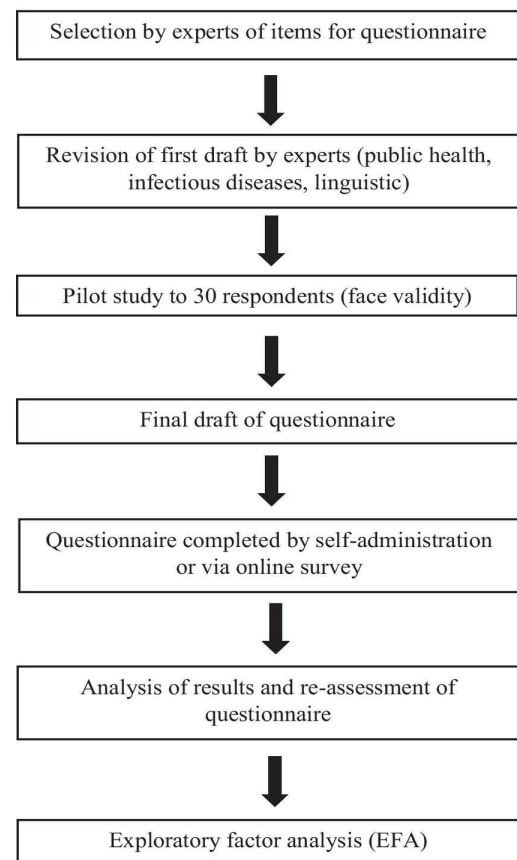


Fig.4 Flow of questionnaire development

Overall, it can be provided that the statistical methods can be used to analyze data and draw conclusions from a study.

IV TRADITIONAL VS ONLINE SHOPPING-MODES

(a) **Traditional Shopping Mode** - The traditional method of shopping involves a vendor and a consumer exchanging commodities and items. Face-to-face interactions are essential for buying products from traditional stores, warehouses, manufacturers, and outlets [27]. The traditional way of doing business "thrives on word of mouth," successful networking, and referrals. Effective customer services encourage both repeat business from existing consumers as well as attract new ones. According to [27], buyers feel secure before making a choice when they actively engage with the product's quality. Also, the delivery of the purchased goods occurs during the period that online purchasing does. Good consumer and seller communication improves consumer knowledge of the products. When products are well communicated to customers, they can determine if the item is required or not. Traditional stores provide a return option. Consumers can be benefitted from this since they can exchange their items for the best option for them. Before a consumer decides to buy a

product, they can test it out, such as with shoes and clothing [28]. The whole procedure promotes their engagement and satisfaction. Traditional retail establishments, on the other hand, do not provide as many product options. Customers have fewer options and fewer opportunities to evaluate costs in a traditional store because there is a smaller selection of products available.

- (b) Online Shopping Mode** - Online shopping is the electronic mode of making purchases of products via the internet. Considering the simplicity of accessibility and availability of a large range of products, consumers all over the world are using online means of buying. A successful firm relies on maintaining its customer base. According to [28], management may provide better services by better knowing how customers interact with brands. Consumer feedback explains their opinions and pleasure with the products based on their experiences. Developing relationships with consumers has a favourable effect on their purchase intentions. E-commerce companies frequently carry out surveys to generate consumer feedback and examine their responses. As stated in [29], consumers' online buying intentions are negatively impacted by perceived risk. The audience's interest in online services has decreased as a result of growing privacy and money transfer concerns. After the beginning of the pandemic, consumer attitudes towards online shopping have seen a paradigm shift. Consumers can compare prices and buy products thanks to innovation, brand awareness, and "price consciousness". The companies' capacity to offer high-quality products and a simple purchasing process increased consumer satisfaction

V CHALLENGES FACED BY CONSUMERS

Consumers that use both traditional and online shopping modes face few challenges. Products that can be purchased online prevent consumers from physically feeling the product's quality. The delivery of the product takes some time, and periodically it is handled improperly, culminating in product damage [30]. Internet shopping also involves fraudulent websites and transactions, which severely thwart users' aspirations to interact with a product there. The delivery fees must be paid. When consumers consider every aspect that could harm their privacy, they become discouraged. With the old method of purchasing, consumers are unable to compare costs and end up paying more because there is a less selection of products. Traditional shopping takes a lot of time. For a product, consumers incur additional travel costs. Holidays pose a problem to make purchases because most stores are closed. The inconvenience-free internet buying has become the consumers' preferred

mode of shopping as a consequence of these time-consuming approaches.

VI OUTCOMES/ SUGGESTIONS

The study recommends conducting a larger and more diverse study to ensure representative findings. It also suggests exploring the impact of different types of reviews, analyzing the impact on brand loyalty and satisfaction, and investigating potential biases in reviews to help mitigate negative effects. These recommendations aim to provide a more comprehensive understanding of the impact of customer reviews on product selection. The study on the impact of customer reviews on product selection has several limitations, such as a small sample size, sampling bias, and self-report bias. It is important to consider these limitations when interpreting the results. Future recommendations include conducting a similar study on a larger and more diverse sample, exploring the impact of different types of customer reviews, analyzing the impact on other aspects of the purchase process, and investigating potential biases in customer reviews. These recommendations would help to provide a more comprehensive understanding of the role of reviews in shaping consumer behavior. Overall, while this study provides valuable insights into the perceptions of customers towards customer reviews, it is important to consider these limitations when interpreting the findings.

VII CONCLUSION

The comparison between traditional shopping and online shopping is made easier by the contribution of this study. Word of mouth (WOM), successful networking, and referrals are key components of the traditional shopping mode. Effective consumer services both entice new consumers and encourage consumers' intentions to make recurring purchases. Also, the purchased products are delivered promptly in traditional shopping mode. On the other hand, whereas, online shopping takes time. The interest of audience in online services has alleviated as a consequence of emerging privacy and money transfer concerns. In the wake of the pandemic, consumer attitudes towards online shopping have substantially shifted. Consumers can compare costs and purchase products thanks to brand recognition, innovation as well as "price consciousness". Hence, this paper concludes that each shopping mode has advantages as well as disadvantages. The purpose of this study is to critically analyze the various shopping-modes and how online and traditional modes affect the consumer preferences.

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