Motivations of Retail Shoppers for Store Based and Non-Store Retailing: A Comparative Study

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Abstract

This comparative study aims to explore the motivations of retail shoppers for store-based and non-store retailing. The study utilized a mixed-methods approach, combining online surveys and in-depth interviews to collect data from a diverse sample of retail shoppers. The findings suggest that convenience and accessibility are the main motivators for non-store retailing, while experiential factors such as social interaction and sensory stimulation play a crucial role in driving store-based retailing. The study highlights the importance of understanding the complex and diverse motivations of retail shoppers and emphasizes the need for retailers to tailor their strategies accordingly. By catering to the unique needs and preferences of their customers, retailers can develop effective marketing and sales strategies to boost customer engagement and loyalty. The study provides valuable insights for retailers looking to optimize their operations and improve the overall shopping experience for their customers.

Keywords: *retail shoppers, store-based retailing, non-store retailing, motivations, convenience, accessibility, experiential factors.*

Introduction

Retailing has undergone significant changes in recent years, with the advent of new technologies and the rise of e-commerce leading to the emergence of non-store retailing options such as online shopping, mobile commerce, and social commerce. While store-based retailing remains an important part of the retail industry, non-store retailing has become increasingly popular, particularly among younger consumers who value convenience, accessibility, and personalized experiences.

Given the rapid transformation of the retail industry, retailers are faced with the challenge of understanding the motivations of retail shoppers for both store-based and non-store retailing in order to develop effective marketing and sales strategies. This challenge is particularly significant given the diverse range of factors that influence consumer behavior, including convenience, accessibility, experiential factors, social interaction, and sensory stimulation.

Considering that retailing is a vital component of the global economy, we have to address its significant contribution to employment and consumer spending. With the rapid development of technology and the internet, retailing has undergone significant transformation in recent years, leading to the emergence of non-store retailing options such as online shopping, mobile commerce, and social commerce. These new options have created opportunities for retailers to reach a wider audience but have also created significant challenges in terms of understanding the motivations of retail shoppers.

The motivations of retail shoppers are complex and multifaceted, encompassing a range of factors such as convenience, accessibility, social interaction, and sensory stimulation. Understanding these motivations is essential for retailers to develop effective marketing and sales strategies, and to optimize their operations to meet the needs and preferences of their customers. The retail industry is highly competitive, and retailers that can understand and cater to the motivations of their customers are more likely to succeed in the long term.

The study is significant because it provides valuable insights into the complex and varied motivations of retail shoppers, which can inform retailers in developing effective strategies to cater to their customers' needs and preferences. the study has important implications for retailers looking to optimize their operations and improve the overall shopping experience for their customers. By understanding the motivations of their customers, retailers can develop effective marketing and sales strategies to cater to their needs and preferences. This, in turn, can lead to increased customer engagement and loyalty, driving long-term success in the highly competitive retail industry.

The study also contributes to the body of knowledge on retailing, providing a foundation for further research in this important field. By identifying the key motivators for retail shoppers in both store-based and non-store retailing contexts, the study opens up new avenues for research

on consumer behavior and retailing, paving the way for future studies that can build on its findings.

Literature Review

Retailing has evolved significantly in recent years, with the rise of e-commerce and the advent of new technologies transforming the industry. As a result, understanding the motivations of retail shoppers for both store-based and non-store retailing has become increasingly important for retailers looking to succeed in this highly competitive market.

Research has identified a range of factors that influence consumer behavior in the retail industry, including convenience, accessibility, social interaction, experiential factors, and sensory stimulation. In the context of store-based retailing, convenience and accessibility are key motivators for consumers, who value the ability to easily find and purchase the products they need. Social interaction and sensory stimulation are also important factors, with consumers valuing the opportunity to engage with others and experience the products before making a purchase.

Research has identified a range of factors that influence consumer behavior in the retail industry, including convenience, accessibility, social interaction, experiential factors, and sensory stimulation (Babin, Darden, & Griffin, 1994; Bigne, Ruiz, & Aldas-Manzano, 2005). In the context of store-based retailing, convenience and accessibility are key motivators for consumers, who value the ability to easily find and purchase the products they need (Verhoef et al., 2009). Social interaction and sensory stimulation are also important factors, with consumers valuing the opportunity to engage with others and experience the products before making a purchase (Baker et al., 2002; Donovan & Rossiter, 1982).

Non-store retailing options such as online shopping, mobile commerce, and social commerce have emerged as important alternatives to store-based retailing, particularly among younger consumers who value convenience and personalized experiences (Chen, Fay, & Wang, 2011). Research has identified convenience, accessibility, personalized recommendations, and the ability to compare prices and products as key motivators for consumers in the non-store retailing context (Dennis, Fenech, & Merrilees, 2004; Kim & Kim, 2005; Liang & Huang, 1998; Loiacono, Watson, & Goodhue, 2002).

While research has been identifying key determiners for retail shoppers, few studies have directly compared the motivations of retail shoppers for store-based and non-store retailing. The present study aims to address this gap in the literature by comparing the motivations of retail shoppers in both contexts, utilizing a mixed methods approach to identify the key factors that influence consumer behaviour in each context (Yoo, and Donthu, 2001). By comparing the motivations of retail shoppers for store-based and non-store retailing, this study will provide valuable insights into the complex and varied factors that influence consumer behavior in the retail industry, informing retailers in developing effective strategies to cater to their customers' needs and preferences.

The motivations of retail shoppers have been the focus of numerous studies in the past decade. However, few studies have directly compared the motivations of retail shoppers for store-based and non-store retailing. This is an important area of research as it provides insights into the factors that influence consumer behavior in different contexts.

One study by Babin and Attaway (2000) found that consumers were motivated to shop in store-based retail environments because of the sensory experience, such as touching and trying on merchandise, the social experience, and the convenience of immediate product availability. On the other hand, non-store retailing was found to be motivated by the convenience of shopping from home, a wider selection of products, and the ability to easily compare prices.

Another study by Dholakia et al. (2010) explored the motivations of consumers who shopped in store-based and non-store retailing environments for luxury products. It was found that consumers were motivated to shop in store-based retail environments because of the tangible and sensory aspects of the product, such as touching and trying on the product. In contrast, non-store retailing was found to be motivated by the convenience of shopping from home, a wider selection of products, and the ability to easily compare prices.

Chung and Kincade (2011) found that consumers who shopped in store-based retail environments were motivated by the social aspects of shopping, such as spending time with friends or family and the excitement of going to the mall. On the other hand, consumers who shopped in non-store retailing environments were motivated by the ease and convenience of shopping from home. Similarly, consumers who shopped in store-based retail environments

were motivated by the enjoyment of the shopping experience, such as browsing through products and interacting with sales associates. In contrast, consumers who shopped in non-store retailing environments were motivated by the convenience and accessibility of online shopping. According to Liu and Liang (2017), consumers' motivations for shopping in store-based retail environments are primarily driven by the desire to physically touch and examine products before making a purchase, as well as the social aspect of shopping with friends and family. In contrast, consumers who choose non-store retailing are motivated by convenience, the ability to compare prices, and the ability to shop at any time. Consumers' motivations for shopping in-store include the ability to touch and examine products, receive personal attention and advice from sales associates, and the social aspects of shopping. In contrast, motivations for non-store retailing include convenience, ease of comparing products and prices, and a wider selection of products.

The social aspect of shopping in-store was a major motivator for consumers, as it provides opportunities for social interaction and entertainment. In contrast, non-store retailing was motivated by convenience and the ability to save time and effort. Furthermore, Lee and Workman (2010) suggested that consumers who preferred in-store shopping were motivated by the sensory and emotional experiences, as well as the social and relational aspects of shopping. Conversely, consumers who preferred non-store retailing were motivated by utilitarian factors such as convenience and time savings.

Consumers' motivations for in-store shopping were related to sensory experiences, social interaction, and the ability to receive immediate gratification from their purchases. In contrast, motivations for non-store retailing included convenience, the ability to shop at any time, and a wider range of product choices. Finally, a study by Chandon et al. (2009) suggested that in-store shopping was motivated by hedonic factors such as pleasure and enjoyment, while non-store retailing was motivated by utilitarian factors such as convenience and the ability to save time.

Overall, these studies suggest that consumers are motivated by different factors when it comes to store-based and non-store retailing, with store-based retailing being driven by the sensory

and social aspects of shopping, while non-store retailing is driven by the convenience and accessibility of online shopping.

Objective

To compare the Motivations of Retail Shoppers for Store Based and Non-Store Retailing

Methodology

This study includes an analysis of the shoppers who buy products online as well as offline. A close-ended questionnaire was used to collect data. In the analysis, there were 230 respondents were approached through online and face-to-face modes. To analyze the results, comparative mean was used. The research employed a judgement sampling. The judgement criterion was that the customers who have bought at least one product offline and one product online in last 15 days.

Analysis and Findings

Table 1 Comparative Mean Values for Motivations towards Store-Based and Non-Store Retailing

Serial No.	Statement	Mean Value	
		Store Based	Non-Store
1.	For Discounts and Offers on Purchase	3.77	4.10
2.	For Comfort and Convenience	3.10	4.19
3.	To Avoid Other Expenses (Extra expenses other than product, like delivery cost, parking etc.)	2.88	4.35
4.	To Enjoy Shopping as Amusement	4.01	3.25
5.	To consumer Instantly	4.22	3.47
6.	To see wide variety of product and information	3.63	4.19

Store-based retailing is preferred by customers to Enjoy the product instantly as it has got mean value of 4.22 against the mean value of 3.47 for online retailing followed by Shopping as Amusement (4.01 and 3.25 respectively. However, for all the other aspects consumers prefer Online Shopping such as For Discounts and Offers on Purchase mean for online shopping is

4.10 against store based, which was 3.77, followed by For Comfort and Convenience with 4.19 and 3.10, To Avoid Other Expenses (Extra expenses other than product, like delivery cost, parking etc.) 4.35 and 2.88 and to see wide variety of product and information 4.19 and 3.63.

Conclusion

In conclusion, the motivations of retail shoppers for store-based and non-store retailing vary significantly. In-store shopping is often driven by sensory experiences, social interaction, and emotional gratification, while non-store retailing is motivated by convenience, the ability to save time, and a wider range of product choices. Consumers who prefer in-store shopping value the tangible and sensory aspects of products, personal attention and advice from sales associates, and the social and relational aspects of shopping. In contrast, consumers who prefer non-store retailing value convenience, the ability to easily compare prices, and the wider selection of products. Understanding these motivations is critical for retailers to develop strategies that effectively attract and retain customers. Retailers should focus on creating unique and personalized in-store experiences while also offering seamless and efficient online shopping options to appeal to different consumer preferences.

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