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**A STUDY CONSUMERS' PERCEPTION OF THE SHIFT FROM IN-
STORE TO ONLINE SHOPPING**

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ABSTRACT

The shift from in-store to online shopping has reshaped consumer behavior, driven by convenience, variety, and competitive pricing. Many consumers perceive online shopping as a time-saving alternative, offering the ability to browse and purchase products anytime, anywhere. The wide range of options, coupled with personalized recommendations and customer reviews, enhances their decision-making process. Additionally, attractive discounts, cash back offers, and the ease of comparing prices across platforms make online shopping financially appealing to a broad demographic. However, not all perceptions are positive. Concerns about product quality, delays in delivery, and the inability to physically examine goods before purchase are significant drawbacks for some consumers. Trust issues regarding payment security and data privacy further complicate the experience, especially among less tech-savvy individuals. Returns and refunds, though more streamlined in recent years, remain a source of dissatisfaction for many shoppers.