

CHANGING DIMENSIONS OF SHOPPING PREFERENCES IN NAGPUR CITY

Dr. Nirzar Kulkarni

Professor and Dean (Admin and Admissions)

Dr. Ambedkar Institute of Management Studies and Research,
Deekshabhoomi, VIP Road, Nagpur-10

ABSTRACT

In the consumer packaged goods (CPG) industry, change has been more evolutionary than innovative, but digital is redefining what it means to “go for” shopping. Distances between the physical and digital worlds are distorting. Shoppers are increasing familiar to the benefits of digital in other retail settings and are ready to expect them in routine shopping. Savvy retailers are captivated by leveraging technology to improve the shopping experience and meet consumers’ budding desires.

“Consumers are no longer shopping completely online or offline; rather, they’re taking a mixed method, using whatsoever channel finest suits their needs. The most effective retailers and manufacturers will be at the juncture of the physical and virtual worlds, leveraging technology to please shoppers conversely, anywhere and whenever they want to shop.”

The researcher has surveyed 200online respondents from 37 prime areas from Nagpur city and out of these 37 areas 6 respondents from each area were selected on the cluster random sampling basis and the information is collected through the questionnaire. The major concern of the study was to understand how digital technologies will shape the retail landscape of the future. The researcher has focused on how consumers are using technology and offer insights about how retailers and manufacturers can use flexible retailing options to improve the shopping experience and initiate increased visits and sales across different channels. The researcher has also tried to examine how distribution and channel shopping preferences are changing.

Cite this Article: Dr. Nirzar Kulkarni. Changing Dimensions of Shopping Preferences In Nagpur City, *International Journal of Management*, 6(10), 2015, pp. 150-170.

INTRODUCTION

Electronic commerce or ecommerce is a term for any type of business, or commercial transaction, that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.

CATEGORIES OF E-COMMERCE

As with traditional commerce, there are four principal categories of e-commerce: B2B, B2C, C2B and C2C.

- **B2B** (Business to Business) This involves companies doing business with each other. One example is manufacturers selling to distributors and wholesalers selling to retailers.
- **B2C** (Business to Consumer) B2C consists of businesses selling to the general public through shopping cart software, without needing any human interaction. This is what most people think of when they hear "e-commerce." An example of this would be Amazon.
- **C2B** (Consumer to Business) In C2B e-commerce, consumers post a project with a set budget online, and companies bid on the project. The consumer reviews the bids and selects the company. Elance is an example of this.
- **C2C** (Consumer to Consumer) This takes place within online classified ads, forums or marketplaces where individuals can buy and sell their goods. Examples of this include Craigslist, eBay and Etsy.

DIGITAL TECHNOLOGY AND CHANGING SHOPPING PREFERENCES

Consumer no longer see a distinction between online and offline shopping. Whether it's searching on a laptop, browsing main street shops or hanging out at the mall — it's all shopping. To adapt to the competitive new reality, smart retailers are drawing on classic retailing truths of the past and augmenting them for the now.

Innovative retailers are embracing this new reality, using digital to extend their storefronts. These are my top five observations on how shopping has changed and suggestions for how marketers can adapt to join the retail revolution.

SHOPPERS KNOW AS MUCH AS SALESPEOPLE

Then:

People came into stores with little to no knowledge and relied on a salesperson to advise them on what to buy.

Now:

Today's shoppers have become accustomed to doing their own research to get the maximum value out of every dollar they spend, and to feel secure about the purchases they're making. With this power shift comes a great opportunity for retailers; those that use tools and insights from the web have the opportunity to close the gap between the smart online consumer and the offline retailer, and to stand out in a competitive marketplace. Every moment in a consumer's decision journey matters. To win these moments, smart retailers need to be there when inspiration strikes consumers and as they start researching purchases online.

RETAILERS CAN DELIVER PERSONAL, RELEVANT SUGGESTIONS AT SCALE

Then:

Retailing began with shopkeepers who would welcome in people from the neighborhood and then come to learn their customers' needs and preferences.

Now:

In our constantly connected world, a device is just a proxy for what really matters — getting to know your customers. Devices provide context, helping us learn what matters to a consumer in a particular location and at a particular time. Coupled with the intent provided by search, this is incredibly powerful. It can help retailers deliver relevant suggestions, essentially recreating those shopkeeper conversations at scale. The right message at the right moment is the next level in customer service — it can quickly and easily turn intent into action.

Context also allows retailers to better than ever anticipate what a customer might need based on when, where and how they arrive at their site and help them decide how to respond to them. People are constantly looking for product information, deals, local availability and local discounts online — and retailers who aren't there to supply the right information when people raise their virtual hand will lose out.

MOBILE DEVICES DRIVE FOOT TRAFFIC TO STORES

Then:

Finding the right store — and the product you needed — depended on familiarity, or serendipity.

Now:

As the lines blur between online and offline, innovative retailers are integrating mobile into their brick-and-mortar store experience. When shoppers search for a store name or category, they expect to see a map with directions, a phone number that they can easily click-to-call, or special offers that match their location and time of day. Adidas worked with their agency iProspect to evaluate how mobile clicks on their store locator links were driving in-store sales, and found that for a mobile investment of \$1 million, the value brought by store locator clicks in mobile ads generated an extra \$1.6 million in sales.

The search element of shopping doesn't end once the customer walks into a store. At some point, we've all been lost in the supermarket, searching the aisles for an

elusive item. Mobile can be a map, a shopping list, a personal shopper, a salesperson and a product finder all at once.

OPINIONS CARRY MORE WEIGHT THAN EVER

Then:

Retail therapy was an activity shared by friends and family — and word of mouth was a social force that transformed new products into must-haves and small shops into retail empires.

Now:

This is truer than ever. With YouTube and social networks like G+, people are now sharing their opinion on products not just with a group of friends, but with millions of people. This is why Google Shopping incorporates reviews and introduced shortlists to make it easy for people to discuss products and purchases with friends and family. Smart retailers are recognizing the opportunities that lie in digital where instead of basing campaigns on the broadest reach possible they can now zero in and speak directly with the individuals, or communities of fans, who love their products most. Retailers are also seizing the opportunities around online comments by advertising against terms like “reviews” and working to promote the positive and counteract the negative.

PRODUCTS CAN JUMP OFF THE SCREEN

Then:

The internet was fine for researching, but there was no replacement for holding, feeling, inspecting a physical product on a store shelf or showroom floor.

Now:

Interactive video, 360 views, gestural controls are just a few of the options bringing products alive on customers’ multiple screens. Each digital stride opens exciting opportunities to close the gap between an on-screen image and that experience of holding a product in a store. Google Shopping has introduced 360-degree imagery to some product sets to give shoppers a better sense of what an item really looks like. Some innovative retailers are even offering shoppers virtual try-ons. Eye-glasses retailer Warby Parker, for example, invites customers to mix and match frames against their photo. When retailers showcase products online in a unique way, they create opportunities for customers to interact with products on an emotional level. When consumers’ emotions are activated, their desire to buy is sparked. We are only beginning to see the possibilities.

A device is just a proxy for what really matters — getting to know your customers. Devices provide context, helping us learn what matters to a consumer in a particular location and at a particular time.

As digital weaves itself deeper into the fabric of our lives, smart retailers understand making the most of new opportunities is not about gadgets or technology. It’s about human nature. Forward-thinking retailers should be looking at how they are interweaving digital tools like mobile, context, and video with sales, marketing and customer service. When these things are used well, the technology becomes invisible.

Customers simply see retailers as being very good at giving them exactly what they want.

(Source: <https://www.thinkwithgoogle.com/articles/five-ways-retail-has-changed-and-how-businesses-can-adapt.html>)

In order to study these changing shopping preferences in Nagpur city this study has been undertaken.

METHODOLOGY

In this study the respondents were categorized into 5 categories as follows:

1. Generation Z : between the age group of 15-20 years
2. Millennials : between the age group of 21-34 years
3. Generation X : between the age group of 35-49 years
4. Baby Boomers : between the age group of 50-64 years
5. Silent Generation: above 65 years

Universe of the study: Nagpur has a population of 4.6 million and it is the 13th largest urban conglomeration in India, according to figures from the 2001 census.

Sampling technique: the sampling technique adopted for this study was cluster random sampling.

Cluster sampling is a sampling technique used when "natural" but relatively homogeneous groupings are evident in a statistical population. It is often used in marketing research. In this technique, the total population is divided into these groups (or clusters) and a simple random sample of the groups is selected. Then the required information is collected from a simple random sample of the elements within each selected group. This may be done for every element in these groups or a subsample of elements may be selected within each of these groups. A common motivation for cluster sampling is to reduce the total number of interviews and costs given the desired accuracy.

Sample size: out of the total population of the Nagpur city, specific areas from all the parts of the city were selected for the study, and out of those selected areas 6 respondents from each area were taken as a sample.

i.e 37 areas x 6 respondents per area = 222 total respondents

Questionnaire was distributed to all these 222 respondents and actual response were gathered from 200 and 22 questionnaires were rejected since those were not completely filled up.

Localities:

S.No.	Localities	No. of respondents
1	Dhantoli	6
2	Itwari	6
3	Sitabuldi	6
4	Mominpura	6
5	Dharampeth	6
6	Sadar	6
7	Civil Lines	6
8	Gandhibagh	6
9	Mahal	6

Changing Dimensions of Shopping Preferences In Nagpur City

S.No.	Localities	No. of respondents
10	Nandanvan	6
11	Kalamna	6
12	Wardhaman Nagar	6
13	Seminary Hills	6
14	Police Line Takli	6
15	Mankapur	6
16	Pachpaoli	6
17	Vayusena Nagar	6
18	Ravi Nagar	6
19	Byramji Town	6
20	Chaoni	6
21	Mangalwari	6
22	GaddiGodam	6
23	GittiKhadan	6
24	Pratap Nagar	6
25	Ajni	6
26	Pardi	6
27	Indora	6
28	Maskasath	6
29	Jaripatka	6
30	Ashok Nagar	6
31	Gokulpeth	6
32	Giripeth	6
33	Bajaj Nagar	6
34	Rajendra Nagar	6
35	Lakadganj	6
36	Gandhinagar	6
37	Manish Nagar	6
	Total	222

(Source: https://en.wikipedia.org/wiki/List_of_localities_in_Nagpur)

Data Collection: This study is based on the primary data collection majorly.

Hypothesis:

H01: there is a strong association between age and willingness to use E-commerce options.

H02: there is a strong association between age and use of E-commerce options.

H03: there is a strong association between gender and use of E-commerce options.

H04: there is a strong association between age and preferred stock-up products.

H05: there is a strong association between age and attributes which drives the users to switch stores.

Test of Hypothesis:

H1: there is a strong association between age and use of E-commerce options.

To test the above hypothesis chi square test is used. The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is association between two categorical variables.

Age * Ecom User Cross tabulation					
			Ecom User		Total
			Already user	willing to use	
Age	15-20	Count	23	9	32
		% within Age	71.9%	28.1%	100.0%
		% within Ecom User	38.3%	6.4%	16.0%
		% of Total	11.5%	4.5%	16.0%
	21-34	Count	0	32	32
		% within Age	0.0%	100.0%	100.0%
		% within Ecom User	0.0%	22.9%	16.0%
		% of Total	0.0%	16.0%	16.0%
	35-49	Count	0	70	70
		% within Age	0.0%	100.0%	100.0%
		% within Ecom User	0.0%	50.0%	35.0%
		% of Total	0.0%	35.0%	35.0%
	50-64	Count	29	19	48
		% within Age	60.4%	39.6%	100.0%
		% within Ecom User	48.3%	13.6%	24.0%
		% of Total	14.5%	9.5%	24.0%
64+	Count	8	10	18	
	% within Age	44.4%	55.6%	100.0%	
	% within Ecom User	13.3%	7.1%	9.0%	
	% of Total	4.0%	5.0%	9.0%	
Total	Count	60	140	200	
	% within Age	30.0%	70.0%	100.0%	
	% within Ecom User	100.0%	100.0%	100.0%	
	% of Total	30.0%	70.0%	100.0%	

The above table helps to understand that in every age group there are people who are already the users of E-commerce and also the people who are willing to use E-commerce options.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.9370 ^a	4	.000
Likelihood Ratio	117.147	4	.000
Linear-by-Linear Association	.115	1	.735
N of Valid Cases	200		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.40.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.937, p = .000$. This tells us that there is a statistically significant association between age and use of E-commerce options.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.683	.000
	Cramer's V	.683	.000
N of Valid Cases		200	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between Baby boomers and use of E-commerce options is strong.

Hence from this we can say that the alternate hypothesis H1: there is a strong association between Baby boomers and use of E-commerce options is accepted.

H2: there is a strong association between age and preferred E-commerce options.

To test the above hypothesis chi square test is used. The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is association between two categorical variables.

Age * preferred ecom options Cross tabulation							
		Preferred ecom options					Total
		Order online for delivery to home	Use online automatic subscription	Use a virtual supermarket	Order online and pick up inside the store		
Age	15-20	Count	24	8	0	0	32
		% within Age	75.0%	25.0%	0.0%	0.0%	100.0%
		% within preferred ecom options	80.0%	14.3%	0.0%	0.0%	16.0%
		% of Total	12.0%	4.0%	0.0%	0.0%	16.0%
	21-34	Count	0	32	0	0	32
		% within Age	0.0%	100.0%	0.0%	0.0%	100.0%
		% within preferred ecom options	0.0%	57.1%	0.0%	0.0%	16.0%
		% of Total	0.0%	16.0%	0.0%	0.0%	16.0%
	35-49	Count	0	16	41	13	70
		% within Age	0.0%	22.9%	58.6%	18.6%	100.0%
		% within preferred ecom options	0.0%	28.6%	100.0%	17.8%	35.0%
		% of Total	0.0%	8.0%	20.5%	6.5%	35.0%

Age * preferred ecom options Cross tabulation						
		Preferred ecom options				Total
		Order online for delivery to home	Use online automatic subscription	Use a virtual supermarket	Order online and pick up inside the store	
50-64	Count	0	0	0	48	48
	% within Age	0.0%	0.0%	0.0%	100.0%	100.0%
	% within preferred ecom options	0.0%	0.0%	0.0%	65.8%	24.0%
	% of Total	0.0%	0.0%	0.0%	24.0%	24.0%
64+	Count	6	0	0	12	18
	% within Age	33.3%	0.0%	0.0%	66.7%	100.0%
	% within preferred ecom options	20.0%	0.0%	0.0%	16.4%	9.0%
	% of Total	3.0%	0.0%	0.0%	6.0%	9.0%
Total	Count	30	56	41	73	200
	% within Age	15.0%	28.0%	20.5%	36.5%	100.0%
	% within preferred ecom options	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	15.0%	28.0%	20.5%	36.5%	100.0%

The above table helps to understand that in every age group there are people who preference of E-commerce options for different purpose.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.9700 ^a	12	.000
Likelihood Ratio	339.727	12	.000
Linear-by-Linear Association	106.634	1	.000
N of Valid Cases	200		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.70.

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.97$, $p = .000$. This tells us that there is a statistically significant association between Age and preference of E-commerce options for different purpose.

Changing Dimensions of Shopping Preferences In Nagpur City

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	1.313	.000
	Cramer's V	.758	.000
N of Valid Cases		200	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between age and preferred e-com options is very strong.

Hence from this we can say that the alternate hypothesis H2: there is a strong association between age and preferred E-commerce options is accepted.

H3: there is a strong association between gender and use of E-commerce options.

To test the above hypothesis chi square test is used. The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is a association between two categorical variables.

Gender * preferred ecom options Cross tabulation							
			Preferred ecom options				Total
			Order online for delivery to home	Use online automatic subscription	Use a virtual supermarket	Order online and pick up inside the store	
Gender	Male	Count	24	56	4	20	104
		% within Gender	23.1%	53.8%	3.8%	19.2%	100.0%
		% within preferred ecom options	80.0%	100.0%	9.8%	27.4%	52.0%
		% of Total	12.0%	28.0%	2.0%	10.0%	52.0%
	Female	Count	6	0	37	53	96
		% within Gender	6.2%	0.0%	38.5%	55.2%	100.0%
		% within preferred ecom options	20.0%	0.0%	90.2%	72.6%	48.0%
		% of Total	3.0%	0.0%	18.5%	26.5%	48.0%
Total		Count	30	56	41	73	200
		% within Gender	15.0%	28.0%	20.5%	36.5%	100.0%
		% within preferred ecom options	100.0%	100.0%	100.0%	100.0%	100.0%
		% of Total	15.0%	28.0%	20.5%	36.5%	100.0%

The above table helps to understand that gender wise the preference of E-commerce options for different purpose also changes.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.87132 ^a	3	.000
Likelihood Ratio	134.973	3	.000
Linear-by-Linear Association	63.174	1	.000
N of Valid Cases	200		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.40.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.87132, p = .000$. This tells us that there is a statistically significant association between gender and preference of E-commerce options for different purpose.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.735	.000
	Cramer's V	.735	.000
N of Valid Cases		200	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the gender and use of E-commerce options is strong.

Hence from this we can say that the alternate hypothesis H3: there is a strong association between gender and use of E-commerce options is accepted.

H4: there is a strong association between age and preferred stock-up products.

To test the above hypothesis chi square test is used. The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is association between two categorical variables.

Age * Preferred Stock up products Cross tabulation											
			Preferred Stockupproducts							Total	
			Body Wash	Shampoo/Conditioner	Toothpaste	Cosmetics	Laundry detergent	Dish Wash	Other Toiletries		
Age	15-20	Count	14	18	0	0	0	0	0	32	
		% within Age	43.8%	56.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Preferred Stock up products	50.0%	42.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%
		% of Total	7.0%	9.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%
	21-34	Count	0	3	21	8	0	0	0	0	32
		% within Age	0.0%	9.4%	65.6%	25.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Preferred Stock up products	0.0%	7.1%	51.2%	32.0%	0.0%	0.0%	0.0%	0.0%	16.0%
		% of Total	0.0%	1.5%	10.5%	4.0%	0.0%	0.0%	0.0%	0.0%	16.0%
	35-49	Count	0	0	0	17	18	25	10	70	
		% within Age	0.0%	0.0%	0.0%	24.3%	25.7%	35.7%	14.3%	100.0%	
		% within Preferred Stock up products	0.0%	0.0%	0.0%	68.0%	100.0%	100.0%	47.6%	35.0%	
		% of Total	0.0%	0.0%	0.0%	8.5%	9.0%	12.5%	5.0%	35.0%	
	50-64	Count	14	21	2	0	0	0	11	48	
		% within Age	29.2%	43.8%	4.2%	0.0%	0.0%	0.0%	22.9%	100.0%	
		% within Preferred Stock up products	50.0%	50.0%	4.9%	0.0%	0.0%	0.0%	52.4%	24.0%	
		% of Total	7.0%	10.5%	1.0%	0.0%	0.0%	0.0%	5.5%	24.0%	
	64+	Count	0	0	18	0	0	0	0	18	
		% within Age	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%	
		% within Preferred Stock up products	0.0%	0.0%	43.9%	0.0%	0.0%	0.0%	0.0%	9.0%	
		% of Total	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	0.0%	9.0%	
Total	Count	28	42	41	25	18	25	21	200		
	% within Age	14.0%	21.0%	20.5%	12.5%	9.0%	12.5%	10.5%	100.0%		
	% within Preferred Stock up products	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
	% of Total	14.0%	21.0%	20.5%	12.5%	9.0%	12.5%	10.5%	100.0%		

The above table helps to understand that age wise the preference of products with a steady also changes.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	331.156 ^a	24	.000
Likelihood Ratio	360.744	24	.000
Linear-by-Linear Association	7.707	1	.005
N of Valid Cases	200		
a. 18 cells (51.4%) have expected count less than 5. The minimum expected count is 1.62.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.87132$, $p = .000$. This tells us that there is a statistically significant association between gender and preference of E-commerce options for different purpose.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	1.287	.000
	Cramer's V	.643	.000
	Contingency Coefficient	.790	.000
N of Valid Cases		200	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the gender and use of E-commerce options is strong.

Hence from this we can say that the alternate hypothesis H4: there is a strong association between age and preferred stock-up products is accepted.

H05: there is a strong association between age and attributes which drives the users to switch stores.

To test the above hypothesis chi square test is used. The chi-square test for independence, also called Pearson's chi-square test or the chi-square test of association, is used to discover if there is association between two categorical variables.

Age * Attributes Crosstabulation										
			Attributes							Total
			Prices	Product quality	convenience	special promotion	store cleanliness	selection/assortment	staff	
Age	15-20	Count	31	1	0	0	0	0	0	32
		% within Age	96.9%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Attributes	56.4%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%
		% of Total	15.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	16.0%
	21-34	Count	0	26	6	0	0	0	0	32
		% within Age	0.0%	81.2%	18.8%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Attributes	0.0%	48.1%	17.6%	0.0%	0.0%	0.0%	0.0%	16.0%
		% of Total	0.0%	13.0%	3.0%	0.0%	0.0%	0.0%	0.0%	16.0%
	35-49	Count	2	0	11	15	13	13	16	70
		% within Age	2.9%	0.0%	15.7%	21.4%	18.6%	18.6%	22.9%	100.0%
		% within Attributes	3.6%	0.0%	32.4%	100.0%	100.0%	100.0%	100.0%	35.0%
		% of Total	1.0%	0.0%	5.5%	7.5%	6.5%	6.5%	8.0%	35.0%
	50-64	Count	22	26	0	0	0	0	0	48
		% within Age	45.8%	54.2%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		% within Attributes	40.0%	48.1%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%
		% of Total	11.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%
	64+	Count	0	1	17	0	0	0	0	18
		% within Age	0.0%	5.6%	94.4%	0.0%	0.0%	0.0%	0.0%	100.0%
% within Attributes		0.0%	1.9%	50.0%	0.0%	0.0%	0.0%	0.0%	9.0%	
% of Total		0.0%	0.5%	8.5%	0.0%	0.0%	0.0%	0.0%	9.0%	
Total	Count	55	54	34	15	13	13	16	200	
	% within Age	27.5%	27.0%	17.0%	7.5%	6.5%	6.5%	8.0%	100.0%	
	% within Attributes	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	% of Total	27.5%	27.0%	17.0%	7.5%	6.5%	6.5%	8.0%	100.0%	

The above table helps to understand that age wise the preference of products with a steady also changes.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.889 ^a	24	.000
Likelihood Ratio	354.937	24	.000
Linear-by-Linear Association	6.214	1	.013
N of Valid Cases	200		
a. 21 cells (60.0%) have expected count less than 5. The minimum expected count is 1.17.			

When reading this table we are interested in the results of the "**Pearson Chi-Square**" row. We can see here that $\chi(1) = 0.889, p = .000$. This tells us that there is a statistically significant association between age and attributes which drives them to switch stores.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	1.325	.000
	Cramer's V	.662	.000
	Contingency Coefficient	.798	.000
N of Valid Cases		200	
a. Not assuming the null hypothesis.			
b. Using the asymptotic standard error assuming the null hypothesis.			

Phi and Cramer's V are both tests of the strength of association. We can see that the strength of association between the gender and use of E-commerce options is strong.

Hence from this we can say that the alternate hypothesis H05: there is a strong association between age and attributes which drives the users to switch stores is accepted.

CONCLUSIONS

“Consumers are accepting the idea of buying certain packaged goods online, but some categories are basically better suitable for e-commerce than others, ”said Dodd. “While sure fast-moving consumer goods categories will help as ‘on-ramp starter’ e-commerce categories. Understanding what consumers are buying both on and offline allows you to arrange digital advantages and take action with the categories that drive in-store voyage calculation and basket size.”

So which categories have the most prospects for digital success? Nielsen’s research about digital shopping identified two barriers and two enablers that help to control which categories are best composed for e-commerce success. Stock-up types like personal care and domestic products are major assortments for e-commerce inventory, while instant usage things like fresh and frozen foods and beverages will be slower in acceptance. However, there is incredible opportunity among niche consumer segments particularly in the healthy eating space and other categories that may be more difficult to find on in-store shelves.

E-commerce is suitable to department retailing because it permits companies to suggest greater product choice in a category than would usually be available in stores. Online retailers can do better by satisfying exclusive customer needs, such as the aspiration for better foods. Nielsen research shows that today’s shoppers are looking

for fresh, natural and negligibly treated foods with valuable elements that help fight disease and encourage good health.

A number of department retailers have appeared in the health and wellness space, from national online grocery delivery services with wide fresh segments to local food delivery services. Moreover, specific meal delivery services have appeared to offer consumers the elements (premeasured for a family of two or four) to make particular healthy meals in their homes. There is great prospective for online retailers that offer consumers a wide variety of good-for-you foods and provide guidance for consumers seeking to better lives.

From the hypothesis which were tested the following conclusions can be drawn:

- There is a strong association between age and use of E-commerce options
- There is a strong association between age and preferred E-commerce options
- There is a strong association between gender and use of E-commerce options
- There is a strong association between age and preferred stock-up products
- There is a strong association between age and attributes which drives the users to switch stores

BRIDGING DIGITAL WITH IN-STORE

E-commerce is individual part of the digital picture. A comprehensive digital strategy comprises interface at every point beside the route to purchase, including finding stores, making lists, checking prices, researching products, sharing matters and purchasing. These touch points occur both in and out of stores, and consumers are gradually using technology to shorten and recover the process.

In-store digital enablement options can bring the comfort, accessibility and personalization of online into physical stores. Introducing digital strategies into the in-store experience is not just nice-to-have, these options can increase reside time, engagement levels, basket size and shopper satisfaction.

“At present-day, shoppers do all of the work placing the pieces together to reach at their ultimate purchase decision,” said Dodd. “In a modest retail environment, retailers and manufacturers can add value and variation by offering digital tools to help consumers take control of their shopping experience while also increasing sales potential. Mobile in particular can slant the scales in favor of increased shopper control, authorizing them to shape the shopping experience more than ever before.”

Retailers have a lot of scope to grow when it comes to in-store digital enablement options, such as mobile coupons, lists and shopping apps, and in-store Wi-Fi availability. Today, only a small percentage of consumers around the world are already using such features, but readiness to use them in the forth coming times is high.

According to the survey conducted use of online or mobile coupons and mobile shopping lists are the most mentioned forms of in-store digital engagement in use today among global respondents, with about two-thirds willing to use them in the future.

WINNING IN THE NEW RETAIL ENVIRONMENT

In one of the surveys conducted by Nielsen Company they have given the following suggestions on how can retailers bridge the gap between worlds and succeed in the new retail environment:

(Source: www.nielsen.com)

- **Remember what drives shoppers:** Regardless of format, price, quality, convenience and selection are key drivers of store choice. Retailers need to show shoppers how they're delivering these values in every interaction, no matter where it occurs.
- Add value through digital: A "build it and they will come" approach will not work in the digital world. Tech-savvy consumers can easily determine whether an application or device adds value to their lives. Those that make their lives better will be used, while those that do not will be discarded. When developing digital initiatives, retailers and manufacturers need to consider whether they're creating value and clearly communicating the benefits to consumers.
- Consider channels holistically: Online and in-store are fundamentally different channels, with unique uses, expectations, challenges and economics. When developing a strategy, retailers need to consider the entire retail landscape and respect the differences between channels. Online and offline tactics should complement each other to drive increased engagement and sales across all outlets.
- Know your shoppers: Knowing consumers' wants/needs is critical when developing a multi-channel strategy. As consumers demand a more personalized shopping experience, retailers should not strive to be all things to all people. To prioritize initiatives and investments, retailers and manufacturers need a deep understanding of the decisions that shoppers make along the path to purchase, the types of information they seek to inform those decisions, and where they choose to make a purchase. And they should use this knowledge to personalize and align touch-point content to meet shoppers' unique needs.
- Recognize that change is industry-wide: The changes taking place in grocery are not just a concern for retailers, but the entire CPG industry. Manufacturers need to adapt their marketing, merchandising, distribution, and operations models for the new retail landscape. Above all, success will require collaboration between retailers and manufacturers, with each party leveraging the strengths of the other to deliver services and offerings aligned with evolving consumer expectations.
- Measure and adjust: Retailers and manufacturers should continuously monitor performance to understand how shoppers are responding to marketing touch points and ensure they're optimizing their touch-point mix to yield the highest ROI.

REFERENCES

- [1] Business Research Methodology, by JK Sachdeva, Himalaya Publishing Pvt.Ltd.
- [2] Business Research Methods, by Satyaprasad, Sachdeva, Himalaya Publishing Pvt.Ltd.
- [3] Research Methodology for Researchers in Commerce and Management, by Jayalaxmi, Himalaya Publishing Pvt.Ltd.
- [4] Kothari (2008), Business research methods, Vikas publication
- [5] Zikmund (2005), Research methods ,PHI
- [6] R Nandagopal, K Arjun Rajan, N Vivek, Research Methods in Business, 1st Ed, Excel Books, 2007
- [7] Naval Bajpai, Business Research Methods, st Ed., Pearson publications, 2011
- [8] Kotler, P (1999). Marketing Management: The Millennium Edition, New Delhi: Prentice Hall of India. Lee, Ki-Hoon and Ball, Robert (2003).Achieving Sustainable Corporate Competitiveness: Strategic Link between Top Management's (Green) Commitment and Corporate Environmental Strategy. Greener Management International No. 44, Winter.

- [9] McCarthy, E. Jerome and William D. Perreault (1984). Basic Marketing. Homewood, Illinois: Richard D. Irwin, Inc.
- [10] <https://www.thinkwithgoogle.com/articles/five-ways-retail-has-changed-and-how-businesses-can-adapt.html>
- [11] <http://www.practicalecommerce.com/articles/4114-Ecommerce-and-Brick-and-mortar-Retail-Converge>
- [12] <http://www.slideshare.net/Expedux/5-key-io-t-trends-for-retailers-that-can-create-a-wow-factor-with-their-end-customers>
- [13] <http://myplanetbeachfranchise.com/featured-posts/planet-beach-expands-world-e-commerce/>
- [14] <http://joomlaite.com/services/e-commerce-solutions>
- [15] <http://knack.nyc/ecommerce/>
- [16] <http://www.slideshare.net/Expedux/dev-ops-in-online-retail-expedux-perspective>
- [17] <http://www.slideshare.net/Expedux/understanding-psychology-of-online-shoppers>
- [18] <http://www.freightsolved.com/index.php/e-commerce-support>
- [19] <http://www.microsatit.com/default.asp?parid=11&ID=42>
- [20] R. Sathish Kumar And Dr. S. Ramachandran, How To Facilitate Internet Shopping In Chennai Metro, *International Journal of Management*, 6(10), 2015, pp. 83 - 87.
- [21] Vijay.R.Kulkarni, A Study of Impact of Merchandise Variety and Assostment on Shopping Experience of Customer Sin Convenience Stores In Organized Retail In India, *International Journal of Management*, 4(1), 2013, pp. 85 - 94.

ANNEXURE-I

The purpose of this survey is to determine “E-commerce, digital technology and Changing shopping preferences in Nagpur city”.

Your contribution to this research is greatly appreciated. The questionnaire is used strictly for academic purpose.

Questionnaire

1. Name
2. Age

- 15-20 years
- 21-34 years
- 35-49 years
- 50- 64 years
- 65+ years

3. Gender:

Male

Female

4. Are you already using E-Commerce option?

Yes

No

5. If No, then are you willing to use E-Commerce option?

Yes

No

6. Using E-Commerce option for:

Order online for delivery to home

Use online automatic subscription

Use a virtual supermarket

Order online and pick up inside the store

7. Out of the following STOCK-UP (Products with a steady consumption rate and long life) products which you prefer to buy most in online (Rate on a scale of preference from 1 to 5, 1 representing most preferred and 5 less preferred)

S.No.	Product	Most Preferred	More Preferred	Moderately Preferred	Less Preferred	Least Preferred
1	Body Wash					
2	Shampoo/Conditioner					
3	Toothpaste					
4	Cosmetics					
5	Laundry detergent					
6	Dish Wash					
7	Other Toiletries					

Changing Dimensions of Shopping Preferences In Nagpur City

8. Out of the following PRICE (Products with a high price-to-weight ratio, having lower shipping cost, high profit margins and big discounts) products which you prefer to buy most in online (Rate on a scale of preference from 1 to 5, 1 representing most preferred and 5 less preferred)

S.No.	Product	Most Preferred	More Preferred	Moderately Preferred	Less Preferred	Least Preferred
1	Baby products					
2	Dog Food					
3	Baby Food					
4	Electronic goods					
5	Garments					
6	Consumer durables					
7	Other					

9. Out of the following INSPECTION (Spoilage is a concern) products which you prefer to buy most in online (Rate on a scale of preference from 1 to 5, 1 representing most preferred and 5 less preferred)

S.No.	Product	Most Preferred	More Preferred	Moderately Preferred	Less Preferred	Least Preferred
1	Fresh Vegetables					
2	Frozen Desserts					
3	Frozen Seafood					
4	Frozen Vegetables					
5	Frozen Appetizers					
6	Other					

10. Which in-store digital enablement you use or willing to use for shopping:

S.No.	Digital enablement	Already Using	Willing to use
1	Use online or mobile coupons		
2	Use online or mobile shopping lists		
3	Download retailers app or loyalty program app to mobile phone to receive information		
4	Login to store wifi with mobile to receive information		
5	Use in-store computers to view extended ranges of products available from that retailer online		
6	Scan QR codes with mobile phone to access more detailed product information		

11. Which technology based in-store convenience options you preferred most:

S.No.	Digital enablement	Already Using	Willing to use
1	Use self-service checkouts		
2	Use hand-held store scanner to purchase products as they shop		

12. Which of the following attributes drives you to switch from traditional stores to online stores.

S.No.	Attributes	Very Strong	Strong	Neutral	Weak	Very Weak
1	Price					
2	Product quality					
3	Convenience					
4	Special promotions					
5	Store cleanliness					
6	Selection/Assortment					
7	Staff					