

References for Shopping Online Versus in Stores What Do Customers Prefer and How Do Offline Retailers Cope with It?

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Abstract

The purpose of this study is to cover the importance of online shopping in today's' competitive markets. How offline retailers will be able to survive. And how to sustain a good relationship between customers in providing them with the finest products or services, attractive and transparent prices, deals. In a world where online retailing and modern in-store Shopping coexist and support each other through various shopping behaviors, very little is accepted regarding the possibility of an evolving reality where shopping online or offline blends into a common trend. However, the shoppers have turned upside down due to the emergence of the Internet. Moreover, a new trend has emerged in the past years, "Online shopping." The following offers a huge abundance of possibilities for buying products, news, book tickets, clothes, furniture, toys. Lebanese people are being used to this trend; however, they still visit stores to purchase, especially grocery stores and pharmacies. This study will also be directed to figure out its effect on retail shops that operate offline. In this study, a quantitative method will be adopted. Moreover, the research will develop analysis and understanding of the theoretical framework and models related to online Shopping and in-store Shopping, and the effect of online Shopping on offline retail shops. Adding customer satisfaction through service quality provided, whether online or in-store, maintains customer loyalty and satisfaction, which will help stores survive in the markets and sustain competitive advantage.

Keywords: Online Shopping; In-store Shopping; Customers satisfaction; Customers preference; Competitive advantage; Retail stores; Digital world; Technology.

Introduction

Technology has lessened distances among continents, nations, cities, and individuals. People from all over the globe nowadays have common tastes, preferences, lifestyles, and accessibility. Online Shopping has opened the gates of globalization, reduced boundaries as it enables consumers to purchase goods from all over the world. After the emergence of the Internet, people's lifestyles changed, as Internet surfing became a part of their daily routines [5]. At first, the Internet was built as an information distributing medium; however, it became an important tool in several sectors. Earlier years endorsed this network's transformation from innovative technology to a regular medium for presenting data and details, sending emails and texts and receiving them, and turning retailers into online retailers. It is expected that somehow online world and the market will expand with the growth of internet usage and give new and wider opportunities for businesses [6]. This spreading has provided consumers the benefits of purchasing products or services of various categories anytime and anywhere [7]. Consumers are shifting to e-commerce and use the internet more to order their needs, whether it is a product or service since it is considered a trend worldwide.

A point to mention is that even consumers shop online, their behaviors in perceiving and purchasing any goods or services differ widely according to their culture, habits, tastes... The online world opens a new horizon to consumers and reduces limitations and boundaries worldwide; however, some customers use this technology but don't benefit from it to shop; but instead, they prefer to visit the store and purchase their needs. What is important is customer loyalty and customer satisfaction, whether it is an online shop or not, to maximize profitability and spread the positive word of mouth towards competitors and be leaders. Moreover, customers are the key differentiators to any business, whether operating online or offline. Adding that it is important to study what affects our customers' purpose to purchase, the researcher thinks providing the customers with trust, high quality, and great service leads to satisfaction. A satisfied customer is more likely to return to order online or shop from the store [8]. This prosperity of choices available to consumers created an essential conflict and challenge to retail stores to approach them to retain a competitive edge [30]. In some countries, purchasing online has become a daily routine like the United States, as some other people still depend on visiting the stores to make their purchase.

Lebanese people are increasingly inspecting online Shopping and use it to shop anything, order food, book their tickets... Some research has been made showing that people are tended to shop online and find it easier since it is friendly, without charges for using the electronic payment

tools, and with low or no charges on the shipping when ordering online [9]. Being introduced to the online world might be useful to some, as others might be affected negatively.

The research aims to understand the difference between online shopping and store shopping regarding customer satisfaction and preference, adding how the retail shops will cope with such a situation. It will point out the importance of providing the best service to customers to survive in the markets. Moreover, a literature discussion will be developed related to the topic and its objectives, a findings analysis to authorize a clear understanding of the topic. In this research, Quantitative methods will address questions related to experience, meaning, and opinion, most likely from the respondents' viewpoints. The study will be based on Primary Data that gathers data and will be structured to capture several aspects of the following topic, gathering information from respondents to expand and reflect their views.

Background

Online Shopping nowadays is becoming a trend where customers are embracing it due to its many benefits. From the point of view of consumers, this trend offers low and clear, and transparent pricing. A point to mention, a wide range of products and services which is more convenient to shoppers than the traditional way of Shopping by visiting the store such as waiting in line at the cash window, parking space issues especially at the mall, crowded stores in sale season...So there, understanding, analyzing and learning consumer behavior is crucial for any business success whether it is operating online or offline. Whatever the market is, the main focus is to provide and ensure customers' needs. Online Shopping is becoming more frequent, using the internet to promote and market a product or service or even a store, so people might become familiar with it and visit the store.

The balanced competition between these two mediums of Shopping (online and offline) has marked the beginning of a new generation where customers can choose the desired channel that suits them more to purchase their needs [30]. The aim of online Shopping or offline Shopping is to attract consumers and delivering them the most satisfying experience to ensure that the customer will come back. Retailers are facing more diversified and more sophisticated consumer demands and need due to globalization nowadays. Globalization caused by the development and emergence of the Internet lead individuals to become connected to the world, explore different tastes, be open to new cultures, be able to improve their lifestyles, be able to connect to new markets, develop their talents... that is why retailers should always be up to date and deliver the best experience to shoppers to be able to maintain their existence and survive in such competitive markets. The main challenge here is to please customers and grab their attention since they are crucial to any business. To survive and be a leader in any industry, the retailers are operating, jewelry, fashion, and food.

Significance

Analyzing, understanding, learning about the online world will help retailers evolve and maintain their place in such a competitive world, whether operating locally or internationally. It stresses showing and balancing the importance of providing customers' latest trends and the best service quality. They are the key drivers of any business. To cope with such changes, reach an ideal profit maximization since every market aims to develop itself and offer its customers the finest goods and services. Since the digital world is spreading and people are becoming more familiar with it as it's becoming a daily use, retailers who operate online must develop themselves and provide shoppers with better services, choices, quality, and offers, as for the ones who operate offline, to survive such competition, creating a website or becoming a member of the social media would be helpful to market and advertise itself.

Objectives

The main purpose of this paper is:

- To critically reflect all the concept of online shopping in general and
- To investigate the concept of in-store Shopping in general
- To appreciate a clear reflection of what customers do prefer whether to shop online or offline
- To analyze how online Shopping affects offline retailer shops and if there is one more appreciated by customers.

Research Questions

The research questions of this study:

- What do customers prefer online Shopping or in-store Shopping, and why?
- How does online Shopping affect offline retail shops? Is it a better way to shop?

Limitation

This study should've included a defined survey. Due to the bad situation, we face the "Corona Virus" in the first place, which blocked movement, adding the bad financial and economic situation. The survey that should be done with around 40 customers couldn't be achieved, nor were respondents able to reply. There was a limited time to proceed with this study. This study will also lack data analysis due to the absence of data collection due to its crisis.

Ethical Consideration

There are several types of ethical consideration which might build influences on the results of the research. They could be estimated and examined whether through plagiarism and confidentiality along with informed authorization. Confidentiality here is important in the study since the information that is presented by the respondents should be secured and obtained properly. This point will be considered in this research, so sensitive information regarding respondents will be interpreted correctly. Moving the plagiarism problem, the following is critical and crucial in research; for that reason, this research will present the appropriate in-texted citations and appropriate referencing. Doing so is very important in every research or study since the real authors should be credited for their work, adding that their findings should be interpreted properly. Adding that all members who participated should be valued to escape any conflict that might arise while preparing the research. They should be asked to find out their authorization o that they can participate willingly in the research [10].

Theoretical Definition

Online Shopping is known as a process by which customers purchase products, services... straight from the retailer without using an Intermediary channel over the internet. Shoppers will consume less time and be more comfortable since they will sit and visit the sites from their locations [12]. Offline Shopping is the traditional medium of purchasing a product or service by directly visiting the store without using the Internet. Those two-different worlds could thrive and survive the market or even fail due to customers' preferences. Since the environment is changing and people's tastes are also changing, people might still use traditional Shopping or shift to Online Shopping. Customer preference is to know as the subjective tastes of different bundles of goods scaled by their utility. They allow those bundles of products to be rated by the customer according to the utility they provide. It describes how a customer rates a bundle of products and services or chooses one bundle over another. The following definition presumes that consumers rate products or even services according to the degree of satisfaction and utility [13].

Operational Definition

In this study, the researcher will provide a clear understanding of the topic related to online Shopping and offline Shopping regarding customer preference. It will be done through a quantitative survey that will target around 40 customers. This study will provide a clear vision of what people choose to shop for and what criteria they choose to shop online or offline and how those retailers might operate to maintain customer satisfaction specifically. After finishing the survey, results will appear through a defined analysis showing customers' preferences and what

triggers their attention while shopping. This definition will be revealed concerning this topic by surveying around 40 customers who visit the store.

Theoretical background: Literature Review and Related Studies

Online Shopping

The retail industry has witnessed and will keep on witnessing transformation through the coming years, notably as multi-channel trading and retailing has become the main operating industry [18]. The electronic world evolved to exceed the traditional and usual channels used for retail [19]. Online or digital Shopping has been used increasingly, as consumers shop diversified goods and products through the Internet. As it is estimated to grow more all over the world. The emergence of online Shopping has prompted wide-ranging research to attract and keep customers from a customer or tech-oriented perspective [15]. A point to mention that when the e-commerce competition is stepping up, it is becoming more critical for online shops to consider the way customers accept online Shopping. The following information is essential for managing the customer relationship, which has been identified and recognized as a successful business technique to achieve significant success in the e-market [36].

Moreover, through digital devices that rapidly reshape how value is generated and distributed, improving customer engagement is the best way to leverage the emerging opportunities provided online retail [14]. E-commerce platforms are increasingly offering online customers social and interactive experiences. Consequently, the gap between shoppers with diverse orientations in embracing Shopping online is supposed to dwindle [36]. As mentioned before, purchasing a specific product or service through the Internet has obtained extensive popularity in recent years since shoppers find it beneficial. It is easy to order and shop from their locations, whether home or work...adding that it also facilitates them and reduces the trouble of going from one shop to another to purchase their goods.

Despite this significant emergence, some customers still don't accept or approve of this new innovative technology, which remains a big obstacle for marketers. Online shops or retailers must attract customers to use more online Shopping and provide them with the benefits that everyone needs, time-consuming, and easier. Most consumers who experience online Shopping are positively affected and more likely to repurchase with higher amounts [20]. The lower chance of them to cancel the intended purchase [21]. A point to mention about the acceptance of this technology and its explanation is through "perceived usefulness," which refers to the extent a person accepts that using a particular system will increase the job performance [22]. The following influences online shopping aim directly and indirectly through the buyer attitude, which in return, values positively or negatively the behavior of online purchasing [1].

Also, online Shopping has advantaged that consumers can benefit from since the access is not limited to certain hours; the consumer can choose to shop in the day or at night. It provides consumers the ability to compare and match prices with several webs. Not to mention that consumers have the power to access a wide range of online stores if their needs were not found. Some shoppers avoid contact with salespersons so online. Shopping offers them the ability to purchase with no personal contact [26].

Moreover, this explosive growth was followed by concerns towards collecting and spreading personal consumer data by retailers who engage in electronic retailing. Such issues relate to the privacy and protection of aggregated customer information and the potential threats that consumers might experience due to these issues [23]. Furthermore, consumers might also find some limitations while shopping online despite the advantages it offers. Items sold online cannot be physically seen; sometimes, shoppers might be deluded by the post as it might be much better than once received. Therefore, some online sites are free of charge. Still, some other charges shipping fees negatively influence shoppers. Adding that sometimes exchange is not allowed, even if the merchant agrees to return it by trying to convince him/her the return reason, as the shoppers usually also pay for shipping the order back [27].

Over the years, technology has allowed great strides in providing customers with a greater online experience as it will remain this growth for the upcoming years. Due to this rapid growth of products and services, shoppers have speculated that the online world will replace in-store Shopping. The online world's existence has given rise to more experienced customers who can shop online without spending too much time. Above all, online Shopping offered small retailers an advantage to open a business, avoiding high paying rents for owning a store. Finally, the research thinks that online Shopping has positively influenced people, especially nowadays, with all the bad situations they live in and the difficult and busy working lives. It is a mutual benefit for the merchants as well as the buyers.

The online world is growing reasonably. It still diminishes many of its rivals because it is ranked 5th in the Middle East. However, it hasn't completely adopted online Shopping. There is still a lack of confidence in online payment service security. That is why "cash on delivery" is a prevailing payment procedure since approximately payments are made in cash even if some sites discourage the following. With the absence of any laws related to e-commerce, the Ministry of law is working on some new laws for this new digital market to move it to a new level. They are encouraging and empowering a more digital culture orientation for Lebanese citizens lacks some local giant online retailers, the "Pan-Arab Sou, Ishtar... are known as retailers. Nonetheless, e-commerce in this country is not limited to usual sites as some individuals are open to selling goods on social media (Instagram, Facebook), particularly fashion trends [28].

In-Store Shopping (Offline Stores)

While online Shopping is boosting, the demand and need for “brick and mortar” stores will keep surviving in the future. “Brick and mortar” stand for the traditional stores and businesses that have a physical existence with face-to-face contact such as banks, grocery stores, Wal-Mart... [32]. In traditional stores, suppliers can transport truckloads of almost anything easily and efficiently when it comes to these shops, turn and use warehouses as shopping centers, and add centers to help and support online stores. Stores can be full-on items through the shipping option offered at a basic cost to the supplier. The important point is that visiting a store to purchase helps people feel more satisfied since they can feel the products and see them physically before buying them, especially clothes, food, accessories... [37]. Unlike the wide variety of products that online Shopping provides, offline stores have a limitation in various products. Traditional retailers have exceptional visibility into what is occurring in their stores regarding customers' behaviors and traffic, adding that they have many new technologies to keep high standards for the overall experience. One can look at this transformation from different perspectives: “smart consumption, smart supply chain, and smart logistics” [35]. The first one is obscuring the online and offline borders for both consumers and retailers. Moving to the second point, which helps retailers increase their activities' efficiency at a rapid pace. Although regular retail needs a reasonable amount of assumption concerning customer needs, as Artificial Intelligence and data guide it, retailers have a far greater understanding of what consumers require and whenever they demand it. This will help the retailers to decide wiser and more effective concerning their brand improvement. However, if marketers won't be able to get goods easily and efficiently to customers, then there will be no use of the efficiency of the “smart consumption and supply chain” [35]. They are jumping to the third to ensure a fast and efficient way of product mobility and deliver those goods to customers by avoiding traffic and following the routes schedule. Thus, it operates in this smooth way to get goods directly to customers [35].

The shopping experience in-store is a complex concept. It claims that many store interactions through time, deluge to an average or accumulated measurement we call in-store shopping experience [31]. What is important to any retailer is understanding the store's environment and its quality to maintain a good customer relationship. Many researchers provided a study concerning the service quality experience in a retail environment, such as Dabholkar et al. [38]. whose study led to a better awareness of this concept in the retail sector. However, his study was criticized since the connection between customer experience perceived a retailer held, and the customer experience perceived delivered by the retailer was not investigated [4]. However, they were not able to overcome the restraints of Dabholker improvement. An instrument was measured to overcome those limitations from previous attempts to assess the impressions of consumers' shopping in-store experience [31]. As shown in figure (1), the in-store shopping

experience design provides a clear understanding of what an in-store experience is about consists of a five-dimensional construct.

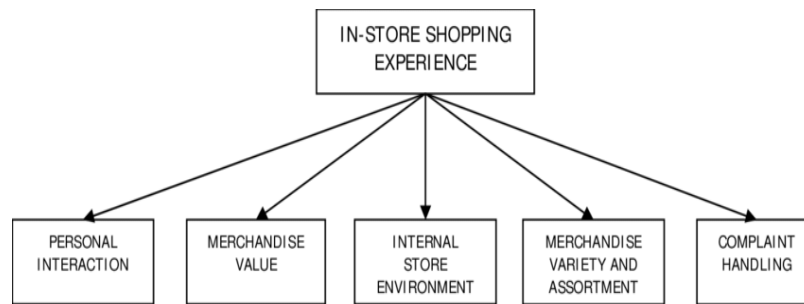


Figure 1. The structure of the in-store shopping experience (ISE) [31]

This instrument is combining the “SERVQUAL” and shop image measurements essential to customers while shopping. Store image mainly consists of three factors: “merchandise-related aspects, service-related aspects, and the pleasantness of shopping at a store” [17]. The three factors are stated captured in the ISE five dimensions, figure (1), that will impact positive outcomes regarding customer loyalty and satisfaction.

Personal interaction

It engages all personal interaction between employees and customers as it also consists of receptivity, assurance, and affinity dimensions that SERVQUAL concept captured [25].

Merchandise Value

Several researchers have stressed the importance of merchandise in consumers' perception, their evaluation of marketers, and their store image. Talking about the price has a significant impact on customers, especially their satisfaction since it results from a consumer's approach to a value earned compared to what is paid.

Internal store environment

It refers to elements that support and lead to a pleasant atmosphere while shopping like shop design, aisles that make it simpler to move through the store, display the products, shop cleanliness, and appeal décor. The retail literature indicates that shoppers value the comfort provided by physical features, such as store design and layout [31]. Furthermore, Dabholkar [38] found empirical evidence for the argument that the store design contributes to the convenience of the shoppers and thus a satisfying shopping experience. It is mentioned that the physical environment also can affect attitudes and shoppers' behaviors in the store. Concrete

attributes can often be used as the “means” which a customer can obtain a particular “end,” similar to fulfilling the Shopping being experienced in-store. Those physical appearances contribute to improving the product quality, therefore playing an important role in aiding the retail product contribution [11].

Merchandise variety and an assortment

They are elements of the typical marketing mix [29]. Products are likely to provide the most nuanced perceptions consumers have of shops, as they normally find a mix and wide range of different types of products that suit their shopping preferences and desires. The assortment is sharply connected to variety since its number of choices is provided throughout a product category. Therefore, customers wait to find a wide selection of products and various colors, labels, designs, and sizes for every product portfolio. Moreover, this point will be altered through the retailer's impression tends to project [31].

Complaint Handling

People tend to spread negative words toward a specific store, especially once having a bad experience, before spreading the positive ones. What is essential for any shop is dealing with such complaints and offering shoppers the best service to maintain a good store image and reputation. According to the ISE instrument by Terblanche and Boshoff [31], the only “store policy” elements derived as a separate aspect of shopping in-store were customer complaint handling elements. Thus, it was identified to be part of this structure. Retailers who operate offline should always serve their customers, offer their needs, and provide them with a good store image to attract them to repurchase and re-visit the store. Competition is growing rapidly as new trends are emerging, so it is important to provide shoppers with unique services to keep them satisfied and maintain and sustain survival in the market.

Customer Preference

The e-commerce world is growing at a rapid pace than traditional and ordinary retail. According to some studies, 51% of shoppers prefer to buy online, as 49% prefer to visit the store. The more the world is exposed to online and discoveries and developments, the more the traditional habits that people are used to will start to diminish slowly. Shopping online or in the store has its specialties; however, customers will always act according to what makes them feel more comfortable and satisfied. So, they will decide whether to shop online or visit the store. However, retailers should attract them through advertisements to sustain and maintain their survival since most shoppers spend their time on social media. Hence, it is very important to grab their attention. Customer satisfaction is an important tool for every business, whether it operates

online or offline. Shops try to and work on gaining customer satisfaction and loyalty. Nowadays, customers can easily shift to any other brand, due to bad service, bad product quality, lack of trust...

Consumers are becoming more demanding and sophisticated with the availability and emergence of products, facilities, data, technologies adding to that retail stores and networks [31]. According to consumers, acquiring value is a crucial consumption objective and a key factor for all productive trade transactions. Also, most retailers aim to transform shopping into the pursuit of high and sharp value and emphasize customers' value as a significant source of strategic advantage [34]. Customers must experience while Shopping, whether online or offline, is above or at least meet what is expected, to encourage them repurchase and spread positive word of mouth between relatives or keep a nice comment that expresses their satisfaction. Accordingly, customers only visit the shop to buy and purchase their needs lack an important part. Customers also visit these stores because they experienced a need and understood that this activity would satisfy their needs. Therefore, customers buy to have fun and satisfy themselves through exploring and socializing with relatives, to get cognitive and tactical stimulation by looking around and appreciating the stores' atmosphere, to enhance their good health through relaxing and alleviating tension and stress, last but not least to satisfy also their appetite for latest trends.

Shoppers act accordingly to what they desire, whether to shop online or visit the store. Some prefer to purchase online since they find it easier, faster, and can be done at any time with a variety and unlimited selection of products. Others prefer to visit the store to try or feel the product purchased and prefer to be treated and served by others having personal contact with employees. Each has its habits and lifestyle; some were used to shop by visiting the store and shifted to shopping online, especially people between 17-40 despite their gender. They have access more to social media and are more updated to new trends. Most people in their 50's and above are more likely to purchase from the store since they don't know the online world. Shopping online or visiting the store doesn't matter unless the shopper experiences a great journey in-store or good service and facilities online. Maintaining customer satisfaction should be continuous, authentic, and reliable.

Online Shopping and Offline retail shops

When it comes to shopping online against Shopping in-store, "brick and mortar" business faces a flood of disruption. Retail's current situation is like a hockey game. Shopping online or in-store is like the retail market's attack and defense. A good hockey team can easily move the puck behind the net and forth through attack and defense members; each will be involved in getting it over the goal's line. Successful retailers help consumers switch easily between their online and in-store experience, leading to reaching the goal, which is purchasing. The retail practice leaders

the offense part (in-store) and defense part (online) actively to distinguish their deals and bring value that creates consumer loyalty. A point to mention that retailers must know how to maximize their retail presence and determine how to leverage and exploit these visits in-store through the online (or the other way around), so experience and strategic advantage could be gained. Moreover, growth and sustainability in this evolving retail market are essential to finding the best balance between both in-store and online. E-shopping is a kind of e-commerce which allows customers to buy products and services through the web via a digital store. Whereas traditional ones are just a method of supplying what customers need through various distribution means. Stores can be big or small.

A way to let retailers who operate offline survive the online world is to re-create the experience customers had in-store and make their Shopping funnier, an unforgettable experience. Some customers care about service, and some others don't care. It's not because they are unsure about purchasing. It is about being clear about the reason they are shopping. They might be purchasing goods for therapy, or they just want to connect with the products. Customers have attained a position where Shopping is just an oriented experience and not goal-oriented, so salespeople are a disincentive to visit the store. Since shoppers are becoming more sophisticated, their respect and acceptance of salespeople will decrease. So, the main changes are occurring separately between a goal and experience-oriented shoppers. Therefore, shoppers with a clear buying goal are more aware of spending their time on shopping only and need to be served directly at the lowest price possible. However, shoppers who are experienced find salespeople disturbing and officious. This concept is like a polarization system in which the internet and online Shopping are contributing. Since people tend to use the Internet gradually every day, offline stores should benefit from it, in a way to create a website, so shoppers can check online the availability of the products in-store, in that way the retailer is facilitating the purchasing process to the customers. In return, customers will be more comfortable to check the website before visiting the store to ensure that their needs are available.

Organization Background

In this study, the researcher will cover a company operating in the retail toys sector. Magic tree Sal is a company with diverse trades in toys and games as it is a wholesale in the toys retail industry known as Toy Market Trading Sal (TMT). Magic tree Sal adopted a French franchise to a well-known toy store named Joué Club and opened its first branch in Verdun in 2008, later expanding all overreaching eight branches in total. Due to 's current situation being highly unstable both financially and economically, adding to the emergence of the "Corona Virus" that turned peoples' lifestyle upside down, Joué Club, in return, is also facing hard times just like any other company. Profit generation is decreasing each year due to the low purchasing power of the customers. It was neither the staff's problem nor the companies. Still, most people weren't able

to buy gifts as they used to before, knowing that the number of customers decreased by around 250 compared to the years before yet return some new customers were visiting the stores. However, they did not give up, but instead, they benefit from social media to promote the goods they are selling, which was a medium of communication with customers and knowing more about their needs and demands through direct request, adding to it, they were able to create a new website “www.joueclubliban.com” which helped customers to check the available items in stores, newest items and the best offers and deals they are providing. As being part of this organization, and being able to communicate with customers who visit the store, many were happy by this new feature they are offering, and some were not interested at all, due to their age, lifestyle, how frequently they are active on social media or use the Internet to check any specific item.

According to the website developer and manager, the website helped the sales increase. Many customers cannot visit the store due to many preoccupations; ordering online was easier for them. The website was a savior for this business; all stores were closed due to the virus for a month, customers couldn't purchase anything by visiting the store, so they were obliged to order it online. A question stands here: what if this business had not any website that allows people to purchase online? Would it be able to make any profit in any other way or even survive this situation?

Overview of Related Theories

Since the online and offline world aims the same thing, although they are different, customer satisfaction is why providing a high service quality is necessary. Providing the best product quality is a must; providing the best prices is also a must. First, product quality and service quality are key factors in customer satisfaction since offering the finest products and services will build customer satisfaction. In essence, any business aims to create a good relationship with its customers, leading to customer satisfaction. Creating customer satisfaction has many advantages, such as a coordinated relationship between companies and customers, offering a strong reason for shoppers to repurchase and create loyalty between company and customers, to benefit from positive word of mouth and stated that product quality provides the product's ability to implement its behavior like accuracy, durability, ease of use, reliability... An important point to mention concerning the product quality is that if it doesn't suit shoppers' expectations, they might move their intention to other new products.

The product's price is also an important key factor in attracting customers to create a good relationship and ensure customer loyalty and satisfaction and stated that the product's price is considered the value of money a product or service is charged for, the total amount of money the seller gets from the shopper in exchange for using or acquiring the service or product. This

concept is a dynamic marketing tactic that considers several variables: cost of communication, distribution, rivals' prices... It plays a role in shaping consumer buying behavior. Some shoppers think that high prices are directly related to high quality. Adding that customers believe that a strong relationship between the price and quality occurs, they compare products. Pricing fairly will affect consumer awareness and eventually affect their willingness to be part of the business family to be their customer.

Moving to the service quality, in which we have the traditional one and the e-service. The service evaluation is more complicated than product evaluation since goods are tangible and deficiencies can be tracked and detected easily... Instead, service is first obtained and then subsequently produced and drained, and then the potential denials are produced and observed, classifying consistency [3].

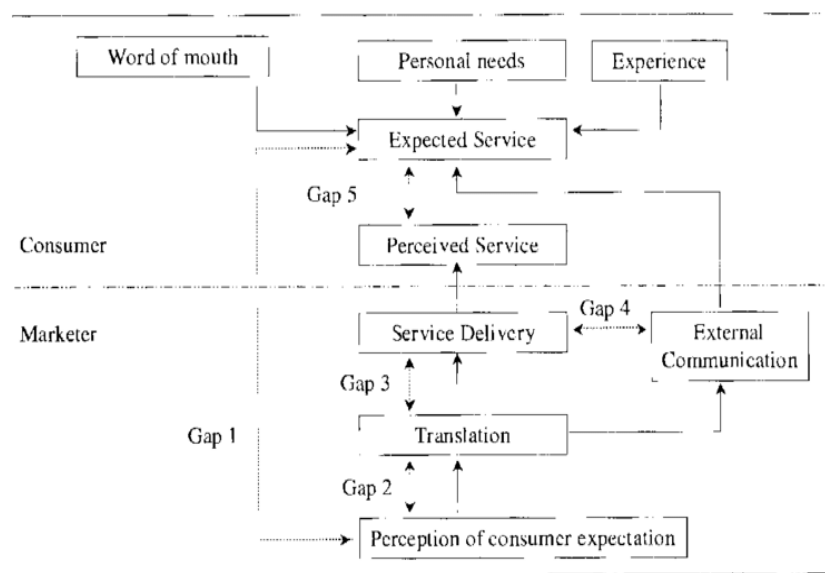


Figure 2. Gap Model developed by [24]

The following model is one of the best models for analyzing the nature of the service. As shown in figure 2, the model consists of 5 gaps where managers must end if the consumer will experience high-quality service. Ending those gaps will provide positive actions such as spreading positive word of mouth. The gaps are somehow interconnected, starting with gap one; what the consumer expects and the management approach. In this gap manager's understanding of consumers' expectations may not be available. Therefore, actions regarding the service design, resource distribution, and prioritization won't indicate consumers' needs. The second gap is between the management approach or perception and the quality of the service specification, which states that even though managers are conscious of what the consumer might need from a service, managers cannot provide them with these specifications. The third gap is between the

service quality and the service delivery, which explains that managers in this gap acknowledge consumers' needs and demands, adding that they also converted those needs into their intended service delivery requirements. The fourth gap is between the service delivery and the outer communication where customers' expectations will be driven through the organizations' means of communication. The fifth and last gap consists of what the consumer expects as a service and what they perceive. This last point is the peak of the four previous ones and explains the standard of service experience as the customer perceives. It evaluates the service quality according to the consumers' perceptions and expectations; if it exceeds what they expect, the quality of service experienced is high. If their expectation surpassed their perception, it means that the quality of service experienced is low. There, it is essential to close these gaps so consumers' perceptions could be equal to what they expect.

Moreover, e-service is known for delivering service through an online medium or electronic web. There were fundamental and divided studies concerning e-services problems, such as framing an e-service client to boost retention. This concept has several features provided to consumers, such as receptivity to consumers' inquiries, privacy and security, interactivity, and customization... A point to mention is that the performance of e-services can be measured as the consumer's overall judgment and evaluation of this service delivery in the digital market. The purpose of e-service is to provide consumers with an exceptional experience through online retailers using digital data [35].

How Theories are Related to the Proposed Research Project

These theories are the essence of this study since it is centered on consumers choice between the online and offline world. How people choice is changing due to the emergence of technology and the internet in our daily routine. How retailers should cope with such changes is to provide the best service for shoppers by providing the finest product quality, the best prices, and the most important thing is providing a high-quality service to encourage the shopper to repurchase via online or offline Shopping.

How the Researcher Benefited from the Related theories

The above theories related to product quality, price, and customer service give the researcher a good understanding and clear vision of how these features are connected. They will help provide a defined study for the audience interested in understanding how both world and different, divergent but at the same time linked and complete each other. In summary, retailers must understand their clients since their needs are becoming more complex, sophisticated, and unique. Valuing customers is very important because it is a key essential in the business's survival regardless of its industry and even if it sells goods and services through traditional stores or via

online stores. Both online and offline are needed in our daily routine since some are happy to shop by visiting the store and experiencing the purchasing journey. Some are busy and prefer to shop online because it is easy and time-consuming.

Research Methodology

Research is initiated when a man desires to be in harmony with his surroundings and understand nature. To do so, he uses the tools that were available to him. He often requires sources apart from his close surroundings. The following created questioning and hypotheses to be tested to conclude a specific result related to the study, survey... thus research is considered a mixture of experience and rationality and can be seen to be the most effective way to discover and explore facts, especially in sciences. The methodology is the theoretical, systematic analysis of the techniques used in a certain field of research. It includes the theoretical study of the collection of procedures and concepts correlated with a branch of theory. It comprises concepts like theoretical frameworks, paradigms, processes, and quantitative and qualitative methods. Research Methodology is a comprehensive collection of methods used in the analysis. That means a study guide and how it is carried. It explains and analyses approaches, sheds further light on their limits and tools, clarifies their pre-assumptions and implications, and compares their capacities to the knowledge-boundary. The researchers' general method is considered to finalize the research study. Research Methodology covers three main aspects: Research Design, Data Collection, and Sampling Methods.

Research design

Research design can be known as the research framework, is considered “Glue” that binds the entire components together in a research study; briefly, it is a schedule of the proposed research. Many social scientists in diverse terms define it; some stated that it is an arrangement of requirements for data collection and analysis to combine value for research purposes with economy and process. This process involves defining a particular problem or field of interest, turning it into a research question, collecting data, analyzing data, and reporting key findings. The three widely known research techniques are Quantitative, Qualitative, and Mixed Methods. One of these types is used by the researchers to provide the best reasoning and explanation related to their topic.

Qualitative Methods

They are used to address questions concerning experience, context, and perception, most common from the respondents' reflection. The data is usually not appropriate for calculating or measuring. To gather information or data, researchers must act verbally with respondents

through open-ended questions (interviews), gather information through focus groups since the researcher will have several opinions that might be helpful to the research, to join the community for a certain period to observe and understand more culture and attitude (ethnography). Adding that data collection could be done through previous publications (literature review) or case studies. The researcher will analyze in detail an individual, community... Qualitative Methods are used more to explain a concept, experience, or thoughts. Moreover, examining qualitative data is more difficult than quantitative data. It comprises of the document, visuals, videos rather than numbers.

Quantitative Methods

These methods aim to test hypotheses, classify evidence, verify relationships across variables, and forecast outcomes. Quantitative analysis uses scientific methods that are taken into account to ensure rationality, generalizability, and accuracy [33]. It also includes a random collection of research sample respondents in an unbiased manner, the standardized survey or mediation they obtain, and statistics used to test established theories concerning the connection between different variables. The quantitative method requires data collection to measure information and be testable to support or contradict the alternate expertise allegations. Collecting quantitative data requires researchers to do surveys, experiments (to study cause-effect connection), and content analysis... Moreover, such data is usually empirical, and the analyst prefers to use scientific models to explain the research and analyze data mathematically. Both quantitative and qualitative analysis are dominating most of the research categories, which are known to researchers. Qualitative research involves work that does not seek to measure the findings through a numerical overview or an analysis. On the other hand, quantitative research involves work that takes advantage of mathematical methods to control the results.

Mixed Methods

The following consists of gathering, evaluating, and combining quantitative and qualitative methods to explain the research question. Researchers connect approaches to collecting or evaluating data from both methods in a specific research project [16]. The methodology is essential to carry out any research; adding to it, finding a rational and analytical explanation of the processes is also important to use in the research study. Having several forms types and research design, data collection, sampling methods, the researcher will determine which of each are more suitable for the research he/she is conducting. Thus, both quantitative and qualitative methods have a specific purpose; it presents Exploratory researches, Descriptive, Explanatory, and Evaluation researches.

Exploratory Research

This type is known as the original research into a theoretical or conceptual idea. The basic groundwork for future investigations is also laid by these studies. As words imply, this type explores, which is about finding out concerning something by addressing the issue in a “how” and “what” manner. This type also contributes to tackling new topics where little or no prior work has been carried out.

Descriptive Research

This type is a tool that explains the attributes of the analyzed population. This approach emphasizes the research subject’s “what” instead of the research subject’s “why.” It focuses mainly on explaining the essence of a population group, without concentrating on why a specific phenomenon happens. However, it is identified without explaining the reason this happens.

Explanatory Research

This type is being carried out to help us identify the issue that wasn’t explored in detail before. It tries to clarify the subject that is being studied and aims to address the problem of what, how, and why. It is about understanding the addressed problem more than it is used for giving precise evidence.

Evaluation Research

This type is also known as “program evaluation” it refers to the purpose of the research rather than a particular process. It is a systematic analysis of the value or quality of the money, effort... expected goal. This study will use the quantitative method using the SPSS program to get accurate and detailed results. It allows for greater sample size, but the research chose only 40 people to survey due to time constraints. It is also helpful for the research since it provides facility while gathering information.

Research Population, Sampling Methods, and Sample Size

Research Population

This study will be covered by 40 customers visiting the store. The researcher chose the following since they are of different ages, different sexes, and different nationalities. The research will be able to gather information about the topic from different points of view, and different tastes since

they are not all from the same generation and do not have the same needs and demands as each one of them wants to be treated differently to feel valued as they have varied interests.

Sampling Methods

The research design consists of two types of sampling; the first is Probability sampling, the second Non-probability sampling. Sampling is a concept that sets the conditions and controls the process of choosing members to engage in the research and provide primary data. Sampling process selection influences the precision of the test results, accuracy, and credibility of the sample and has tremendous consequences for the study's entire quality.

Probability Sampling

This method has the greatest independence from discrimination but can be the most time and energy-consuming sample. As it is known, random sampling also means that individuals have the chance to be part of the study and not only a targeted party. Moreover, it is used whenever the community is limited and homogenous and the sampling framework. This sampling consists of Random, Cluster, and Stratified Sampling.

Random Sampling: This sampling is often known as “random sampling” it enables an equal opportunity of existence in the sample for each element in the universe. It is a random method of choosing subjects. These could involve assigning figures across all subjects, then choosing random figures as numbers through random data generator usage.

Cluster Sampling: This sampling is convenient for a wide geographic location. The population is classified into identifiable divisions, and distinct ones, a set of such components are a cluster, and they are sampled. This study will use the simple random sampling method where each individual has a chance and probability to be selected and be a part of the sample.

Stratified Sampling: It is used for a heterogeneous population. The population here is classified as homogeneous parties known as “strata.” This preserves the respondents’ characteristics feasible across the research categories. The strata allocation can be equivalent to or proportional distribution.

Non-Probability Sampling

This Sampling is also intertwined with the nature of the studies and with qualitative analysis. This approach doesn’t offer all the equivalent and non-zero probabilities to all community

participants to be picked in the sample. This kind of Sampling involves Quota Sampling, Convenience Sampling, Judgmental Sampling, and Snowball Sampling.

Quota Sampling: This is a non-random technique in which respondents are chosen based on defined features. The overall survey will have an identical distribution of features as the broader population

Convenience Sampling: It is choosing participants easily. Usually, this type tends to be a low cost and easy alternative technique across students as it enables us to solve several limitations related to the research.

Judgmental Sampling: It is a technique that deliberately chooses unique settings of individuals or activities to provide essential details that can't be accessed from other choices. The researchers involve situations or respondents in the study as they believe they deserve to be included.

Snowball Sampling: It is also a non-random sampling that uses several cases to allow other cases to participate in the analysis, thereby growing the sample studied size. This method is most relevant in small groups, hard to reach because of their restricted existence.

Research Sampling Method

In this research, Probability sampling will be used. The research used a defined target of customers who visit Joue Club since it has both sides online and offline. So, customers are not limited to one type of shopping only. Customers will be randomly selected, and not the specific target is selected.

Research Sample Size

This study will cover around 40 respondents, here females and males from different ages and several education levels, who will visit the store since the study will be conducted on Joue Club. They operate online and offline. However, due to the situation, and since the stores were closed the survey that must be done, couldn't be achieved.

Research instrument and Data Collection

Data collection is about collecting and gathering information about interest variables in a defined structured format that allows for answering specific questions concerning the research, testing the provided hypotheses, and analyzing outcomes. There are two types of data: quantitative and

qualitative data. The most convenient way to classify data is determined by who gathered the data. Therefore, Primary Data and Secondary Data are available.

Primary Data

Talking about primary data, it was obtained from first-hand experience. It is not published yet and is more accurate, practical, and objective. Additionally, its effectiveness is better than Secondary data considering that it hasn't been modified and changed by anyone. Primary data sources are somehow limited as it will be hard to acquire data because of their population inadequacy and the lack of participation and collaboration. Studies, tests, surveys, and interviews are used as primary sources to obtain primary data.

Secondary Data

Secondary data is to be the data collected and gathered from previous publications. Others gather this kind of data for many other reasons. Secondary data is necessary since a new study or a survey cannot be conducted, which can accurately capture previous changes and improvements. Books, newspapers, data archives, online articles, biographies... are considered to be Secondary data. In this paper, Primary Data will be used, which collects quantitative data. It will be structured and developed with questions on the different aspects of the topic. The following is chosen since this sort of questionnaire is used as a research tool comprised of questions or other forms of stimuli that propose gathering information from a participant. These questions normally are seen as a combination of open and close-ended questions that help the respondents expand their reflections. In this research, Primary Data will collect quantitative data and be provided with questions based on many facets regarding the topic. This type of questionnaire is helpful since it gathers information from different perspectives and diverse groups of respondents as it allows the researcher to compare participants' viewpoints.

Research Validity and Reliability

Research Validity

Research validity can be seen as a range at which scientific research tools have been fulfilled through the research findings generation process. It is mandatory for almost all types of research methods and studies. In this study, there will be no scientific measures. However, it is a quantitative study to analyze results since there will be no data collection due to the current country's situation.

Research Procedures

This research started with a brief explanation regarding online Shopping and offline Shopping, what do customers prefer, and its online Shopping affects offline Shopping. After it, the research proposed the research objectives and problem that should be handled to have an ideal study. A clear understanding of the topic is clearly explained in the literature review, mentioning what type of research design and sampling method will be used and whether primary or secondary data will be chosen. A clear survey was done for the respondents concerning online and offline Shopping. Using SPSS to analyze the result and show what they prefer more; however, the study will remain unfinished due to its situation. Due to the coronavirus, the research will present the study with the absence of results. Nevertheless, the study will summarize the entire steps through a clear conclusion to help the audience understand the main reason.

Data analysis tool

Results from analyzing data will be shown and explained using the “Statistical Package for the Social Sciences” (SPSS) program, which helps researchers, especially for complicated statistical data reports. However, as mentioned before and due to Corona Virus and since all the country is locked down, data collection was not gathered, and that is why data analysis will be absent. According to the researcher, what is expected from this survey is whether operating online or offline will not affect the customer. What will play the major role is customers' preferences, whether to shop online or offline. The retailers here must sustain a good relationship with their loyal customers to keep the positive word of mouth spreading and maintain a competitive advantage in the market. Since the research will lack results, the study will be subjective since the researcher will give what might be expected from the survey as results and previous research and studies.

Conclusion

The following study presents a clear understanding that there are major variations between online and offline shopping behavior established on certain criteria. This difference is not an issue for customers but retailers. They aim to provide the best customer service that leads to loyalty, trust, and satisfaction for shoppers. So there, retailers can survive this competition, make a profit, and spread worldwide. It does not matter whether to open an online shop or traditional brick and mortar store. What matters is to deliver and provide what customers desire and demand, to satisfy their need to repurchase and spread positive recommendations to others and encourage them to visit the store or order online. People’s lives are busy nowadays, and the more people go forward in life, it becomes more complicated and harder. The more their needs will be sophisticated and prestigious. The retailer's role is to deliver the best quality product and price and service to meet what the customer expects from the shopping experience. There is no better choice; both present benefits and disadvantages for customers, so everything depends on what

customers find easy and how he/she likes to shop and be treated. What is essential for an offline shop is creating an online website not necessary to sell their products. It would still help customers check the availability of products, hit items, newest items, and items on discount instead of visiting the shop to check them. A point to mention is that people spend half of their time scrolling on social media or the Internet, so it is a good idea for offline and online stores to promote and advertise what they offer for customers from products or services (Clothes, Hairdressers, Jewelry...).

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