
Brick and mortar store vs. online shopping experience: a study

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Abstract: India is rapidly growing in its retail market with the fastest penetration in the field of online retailing. According to the Internet and Mobile Association of India (IAMAI), India's internet base which is already the third largest in the world after China and the USA, is growing by nearly 40% YOY. This growth is highlighted by some of its major online retailers like Flipkart, Jabong, Myntra, Snapdeal, and Homeshop 18. Evolution in the consumer market nurtured by demographic shifts, behavioural changes, and consumers' attitudes toward the economy has resulted in the growth of e-tailing which has affected the brick-and-mortar retailers, who are making their recovery and growth at a very low pace. The present exploratory study aims to analyse consumer's preference of shopping in brick and mortar stores vs. online shopping, and how several attributes such as ambience, gratification, experience of touch and feel, etc., are contributing to the benefits of visiting a brick-and-mortar outlet in comparison to an online shopping experience.

Keywords: brick-and-mortar shopping; omnichannel; consumer behaviour; online shopping.

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Biographical notes: Pooja Misra, an Associate Professor, has a work experience of 20 years+ in academics and the corporate industry. She has spent 12+ years in the industry with organisations such as American Express, Standard Chartered Bank and Lazard Creditcapital. She shifted to the academic world in 2008 and completed her PhD in Management from Gautam Buddha University in the area of: compensation components and its effect on employee engagement and turnover intent. Her research interests include macroeconomic dimensions of an economy, compensation, employee engagement and current trends in business environment.

Sushil Baranwal completed his PGDM in Retail Management from the Birla Institute of Management Technology. He is the Founder and Director at Morphedo Technologies Pvt. Ltd (a startup that empowers a common man to co-manufacture their own products using the revolutionary 3D printing).