



**VIRTUAL STORE VS PHYSICAL STORE: FACTORS OF  
CUSTOMERS TO CHOOSE ONLINE SHOPPING RATHER  
THAN PHYSICAL STORE**

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# Abstract

As the modern era change the lifestyle very fast, we tend to adopt with the current style and trend in suits ourselves with the lifestyle. As people getting busier day by day, they do not have much time to spare to do their routine such as shopping as there are many important things comes before shopping. Thus, online shopping replaces the traditional shopping method in order to complete their needs and wants. This research was held to determine the factors of customers to choose online shopping rather than physical store.

Through all the questions and the survey about this study this research finally able to prove that customers might look into few factors that lead them to go online shopping rather than go to physical store.

This study focusing on six main factors in determining the factors of customers to choose online shopping rather than physical store. The six factors that is customer satisfaction, product characteristics, shopping convenience, previous online shopping experience, trust in online shopping, and time saving of shopping.

Thus, this study showed that most of the respondents agree that three from six factors lead them to shop online rather than to shop at physical store.