







Research Article

The Preferences of Senior High School Students of Siena College of Quezon City in Traditional and Online Shopping: A Mixed Method Study

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Abstract

The study investigates the shopping preferences of senior high school students at Siena College of Quezon City, focusing mainly on traditional shopping (TS) and online shopping (OS) as purchasing methods. Specifically, it aims to seek the consumer respondents' assessments of their behavior in terms of both shopping lifestyles, preferences in terms of a broad range of choices in products, safety, convenience, prices, and promotions, the significant association between shopping preferences and their age and gender, and the disadvantages and advantages of both shopping methods. In meeting these objectives, the research employed quantitative and qualitative data gathering and analysis through online surveys and virtual interviews. The results indicated that most respondents prefer online shopping in terms of its broad range of choices of products available, safety, convenience, prices, and promotions rather than traditional shopping. Moreover, the study shows no significant association between the age and gender of the respondents and their shopping preferences. Future researchers who undertake a similar study may acquire more knowledge about contrasting traditional and offline purchasing through the data and analysis this research will provide. As a result, this study might support other investigations while gathering relevant literature.

Keywords

consumer preferences, online shopping, traditional shopping

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INTRODUCTION

Background of the Study

Shopping is a part of everyone's daily routine. When a buyer decides to buy something, one question that comes to mind is which mode of purchase they should use to suit their needs. Today, there are online and traditional options available, which are reflections of the two existing types of shopping modes: online and traditional shopping. The current body of knowledge produces various themes in the comparative analysis of these shopping modes.

First, the literature shows myriad factors that affect buyers' intentions to shop either online or through the traditional approach. For instance, Schulze (2020) claims that the positive factors that affect consumer behavior toward online shopping (which will be referred to as OS throughout the paper) are convenience, accessibility, limitless choice, product comparison, and reviews. On the other hand, shipping time, cost, intangibility, and unsafe payments negatively impact OS. Meanwhile, the factors affecting consumer behavior towards traditional shopping (referred to as TS throughout the paper) are privacy and safety, professional assistance (salesperson), and instant delivery. Conversely, limited stock-time consumption has a negative impact on TS. Similarly, Ferreira (2015) stated that factors such as low search costs, multichannel digital information acquisition, personalized shopping experiences, social shopping, avoidance of queues, e-payment, price comparison, and augmented reality influence consumer behavior toward both purchasing methods.

Second, in terms of consumers' preferences between the two modes of shopping, the existing literature has mixed conclusions. According to Silpa et al. (2016), consumers believe that OS is better than TS and agree that the former will be used more in the near future. Similarly, Jayalaxmi et al. (2014) claimed that OS has many advantages and benefits, which is why many people prefer it over TS. In support of this, Devender & Kirti (2019) learned that OS is becoming more popular due to the reduced time consumption, the variety of items offered, and the ease with which customers can compare product pricing. However, the latter study also found that people regarded TS as more satisfying, for they could inspect the quality of products in person and easily purchase domestically produced goods through this mode. Similarly, according to Gupta (2015), some people still prefer traditional TS over the alternative option because, in the former, they could physically check the quality of products.

Third, the unexpected rise of the COVID-19 pandemic had an impact on the business environment. Prebreza and Sahala (2021) concluded that TS has been unsatisfactory for specific people due to technological

advancements, particularly during the pandemic. According to the study by Joshi et al. (2021), OS had supplanted consumers' typical offline purchase patterns. However, according to Choe et al. (2021), customers who do not diligently conduct social distancing, particularly those in their 20s and 30s or those convinced that they can effectively manage COVID-19, are very likely to use TS.

Although there are abundant empirical studies comparing OS and TS, investigating the consistency of the emerging findings during post-pandemic times appears lacking. The present study aims to fill this niche, particularly by examining the perspectives of senior high school students from Siena College, Quezon City. Moreover, the researchers aim to provide ideas and solutions for online and offline business owners to improve their marketing and services, as well as individuals who are planning to start a business and which purchasing methods will be most appropriate for their business.

Theoretical Framework

This study consulted the following theories in analyzing the shopping preferences of Siena College senior high school students after the pandemic:

First is the *Theory of Planned Behavior* (TPB). This theory tackles the responses and behaviors of people in order to predict their future actions. Accordingly, this theory claims three main factors could predict people's behaviors: *attitude* toward behavior, *subjective norms*, and *perceived behavioral control*. TPB started as an extension of the theory of reasoned action (Ajzen & Fishbein, 1980), which remedies the latter theory's inability to deal with behaviors over which people have incomplete volitional control by having an approach toward the target behavior. When applied to shopping, attitude toward behavior refers to a consumer's evaluation, approval, or disapproval of acting on the behavior in question. On the other hand, subjective norms are related to social pressure or consumers' beliefs about whether most people approve or disapprove of the behavior. Finally, perceived behavioral control refers to the presence of factors that may permit or hinder the performance of behavior based on the consumer's perception of how difficult or easy the behavior will be to perform. The consumer's previous experiences also influence the last factor.

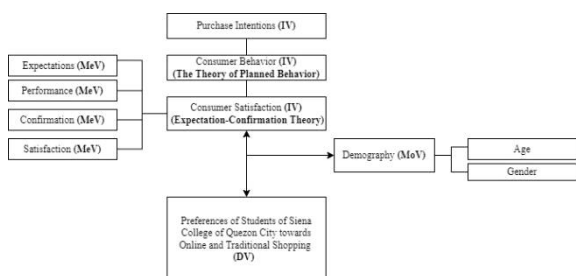
The second is the *Expectation-Confirmation Theory* (ECT) proposed by Oliver (1980). This theory indicates that consumers acquire goods and services with pre-purchase expectations regarding expected performance. This model's four primary constructs are *expectations*, *performance*, *confirmation*, and *satisfaction*. According to this approach, satisfaction results from a comparison process in which consumers evaluate product satisfaction against their expectations for product performance. In relation to this study, ECT explains how

shoppers compare their expectations for a particular product or brand to the actual product they receive. It ensures that stores or sellers must always consider the image or reputation they may have with their customers. If the shoppers' expectations are not met, this could set a bad example for future shoppers, especially when they get reviewed.

Conceptual Framework

The visual representation of the predicted relationships among the study's variables is presented in Figure 1. The figure shows how each variable plays a role in the study: *Purchasing intention* is the first independent variable that affects *Consumer Behavior*, which also affects *Consumer Satisfaction*. Moreover, the ECT variables (*Expectations, Performance, Confirmation, and Satisfaction*) serve as the mediator variables of the study. Furthermore, the moderator variable that directly affects the study is the respondents' demographic profile, which includes information on *age, sex, and year level*. Hence, the interrelationship of the variables will influence the study's dependent variable in determining students' preferences toward OS and TS.

Figure 1
Conceptual Framework of the Study



Note. DV stands for the dependent variable; IV is the independent variable; MeV is the mediating variable; and MoV is the moderating variable.

Statement of the Problem

As the primary concern of this study is to scrutinize the preferences of senior high school students at Siena College of Quezon City in terms of shopping methods, the following research questions were sought:

1. What is the demographic profile of the respondents in terms of age, gender, grade level, and academic track?
2. What are the consumers' assessments of their behaviors in terms of TS and OS?
3. What is the consumers' preference in terms of a broad range of choices of products, safety, convenience, and prices and promotions?
4. Is there a significant association between the shopping preferences of consumers and their age and gender?
5. What are the advantages and disadvantages of both TS and OS?

Concerning the fourth question, below are the null hypotheses tested at the significance level of 0.05:

- a. H_{01} : There is no significant association between the shopping preferences of the consumers and their age.
- b. H_{02} : There is no significant association between the shopping preferences of the consumers and their gender.

METHODS

Research Design

The study utilized a mixed-methods approach as its research design. As the study focuses on the student's preferences based on the participant's experiences, the researchers used the phenomenology research method for the qualitative approach. Phenomenological research methods involve garnering insight into a person's past and lived experiences as they recollect them.

Furthermore, descriptive and inferential methods have been applied as the study's mode of quantitative data analysis. Descriptive research design is a process that outlines the population's features or phenomena under investigation. This approach is primarily concerned with characterizing the nature of a demonstration. In other words, it "describes" the subject of the study without explaining "why" it occurs. On the other hand, in an inferential research design, hypotheses are drawn about the population based on the sample (Salkind, 2014). Inferential statistics are used in hypothesis testing to assess correlations between variables and perform population comparisons using sample data.

Sample and Sampling Technique

215 is the total population of the senior high school students at Siena College of Quezon City during the study's data collection phase. Using the Raosoft sample size calculator for the quantitative data collection, the study's sample size is 139 respondents. On the other hand, the total number of participants for the qualitative data collection is five (5) interviewees. The former data collection was accomplished using the snowball sampling method, while the latter was conducted using the convenience sampling approach.

Research Instrument and Data Gathering Procedure

Because the study's data collection transpired when mobility was still restricted, giving out physical surveys to prospective respondents was impossible. In this case, survey data was collected through Google Forms. The survey questionnaire, composed of four sections, includes closed-ended researcher-made items using the Likert scale and multiple-choice questions.

The first section collects the respondent's socio-demographic information, including age, gender, grade level, and academic track. The second and third sections contain five items measuring the respondent's TS and OS behaviors, respectively. Items 1, 3, and 4 of these sections are measured on a five-point Likert scale. The last section comprises four recognition-type questions measuring the respondent's shopping preferences in terms of a broad range of product choices, safety, convenience, and prices and promotions.

For the same reason, a series of structured interviews were conducted virtually through Zoom to gather qualitative data. During this qualitative data gathering, an interview guide was prepared composed of ten researcher-made questions about the preferences of the interviewees in terms of TS and OS as well as their recommended shopping method based on their own experience.

To check the validity of the study's quantitative and qualitative research instruments, two experts were asked to evaluate the content of the tools. In so doing, the questions were ensured to be appropriate measurements of the study's research questions.

Data Analysis

The survey data were analyzed using percentages, weighted means, and the Pearson chi-square test. Percentage analysis was employed to determine the demographic profile of the respondents, the reasons for using either of the two shopping modes, the amount spent on OS and TS, and the respondents' preferences in terms of a broad range of products, safety, convenience, and prices and promotions. The Likert scale responses were treated using the calculation of weighted means, while the chi-square analysis was utilized to test the study's null hypotheses.

On the other hand, the mode of analysis for the qualitative data used a thematic approach to the five interview transcripts. Before analysis, the interview data underwent a system of coding and organization. The emerging patterns and themes from the interview responses were investigated in this thematic analysis.

Ethical Considerations

As ethics safeguards the research participants' rights, enhances research validity, and maintains scientific integrity, the following ethical considerations were implemented during the conduct of this study's data collection:

- a. Risks and Inconveniences. The researchers ensured that the survey would only run for three (3) to five (5) minutes to avoid taking too much time from the respondents. If accepted to be interviewed, the process only took 20–30 minutes of the

respondent's time. There are no foreseeable extreme risks to participating in this research.

- b. Benefits for the Participants. There was no direct benefit to the respondents' participation in the study. However, it will benefit various businesses regarding their service towards the reasoning behind a customer's decision, which can improve business performance and gain customer feedback in supporting their products and services.
- c. Compensation. The data gathering for this study did not involve any financial matters as far as the respondents were concerned.
- d. Provision for Injury or Related Illness. The respondents' participation in the study was limited to the completion of the survey questionnaire or interview. Hence, there was no possibility of harm or injury as the information collection was accomplished in school or in the comfort of their homes.
- e. Voluntariness of Participation. Participation in the study was completely voluntary. The respondents were given the right to withdraw at any point in any case of discomfort.
- f. Conflict of Interest. The researchers do not have any close relatives or friends among the respondents. Hence, no potential sources of conflict of interest may bias the results of the study.
- g. Confidentiality. The researchers guarantee that the respondent's personal information will not be disclosed without permission. The respondents may or may not place their names on the questionnaires and interview notes, as they will be de-identified and anonymized by assigning code numbers. The study abides by the provisions of the Data Privacy Act of the Philippines.
- h. Disclosure of Publication Rights. The results may be presented at a conference or published in an academic journal. However, the respondents' identities will remain private and confidential.

RESULTS AND DISCUSSION

Demographic Profile of the Survey Respondents

Table 1 summarizes the survey respondents' demographic profile, including their age, gender, grade level, and SHS academic track. As shown by the same table, most respondents are 17 years old ($n = 66$), followed by ages 18 ($n = 40$) and 16 ($n = 34$). Moreover, the responses show a 16 percent gender difference, with the female population having relatively more



representation in the study ($n = 81$). Regarding grade level, there are relatively more Grade 12 respondents ($n = 89$) than Grade 11 respondents ($n = 55$). Furthermore, most respondents were taking the STEM academic track ($n = 58$), with a slight difference from the other two tracks: ABM ($n = 44$) and HUMSS ($n = 42$).

Table 1
SHS Student Respondents' Demographic Profile

Demographic Indicators	Frequency (N = 144)	Percentage (%)
Age		
15 years old	3	2.10
16 years old	34	23.60
17 years old	66	45.80
18 years old	40	27.80
20 years old	1	0.70
Gender		
Female	81	56.30
Male	58	40.30
Prefer not to say	5	3.50
Grade Level		
Grade 11	55	38.20
Grade 12	89	61.80
Academic Track		
ABM	44	30.60
HUMSS	42	29.20
STEM	58	40.30

Note. ABM stands for Accountancy, Business and Management; HUMSS stands for Humanities and Social Sciences; and STEM means Science, Technology, Engineering and Mathematics

Consumer Behavior in Traditional Shopping (TS)

Table 2 summarizes the select SHS student respondents' overall TS behaviors and experiences. In terms of their TS frequency and satisfaction levels, these respondents often go to TS, rarely encounter problems in TS, and are satisfied with their overall TS experience. The same table also shows that the majority of the respondents go to TS mode due to the following reasons: the possibility of products on sale being examined ($n = 127$); the absence of delivery time ($n = 90$); and the assistance and recommendations they receive from sale staff ($n = 77$).

Similar to the findings of Das and Sarkar (2017), one of the advantages of TS is that buyers can touch and feel the products, get a firsthand display, and, in the case of garments, try them on before purchasing items. It might be enjoyable for consumers to examine products and feel their colors, textures, and other characteristics while shopping. Kaur and Kaur (2018) also claim that one of the advantages of TS that consumers prefer is that they do not have to wait for the services or products they purchase. Because they purchase it straight from the seller, their services or products are immediately available. Moreover, personnel behavior influences customers' experiences in various ways, such as their readiness to assist and professional knowledge and skills, as well as their attitude and ways of handling in-store consumers (Backstrom & Johansson, 2017).

Table 2 also enumerates and describes the common problems encountered by select SHS student respondents in TS. Most of them reported that travel time ($n = 78$) and the unavailability of desired products ($n = 83$) were the main issues they observed while in TS mode. Similarly, Jayalaxmi et al. (2014) observed that one of the apparent disadvantages of physical shops is their limited product selection. The stores can only hold a limited number of items, and numerous regulations frequently impact product availability. Moreover, the travel distance from home or work to the store requires time (Bagla, 2018). Shopping in traditional stores has physical restrictions wherein shoppers must go through multiple stores to find a product, which takes time and effort. Simply put, TS is a strenuous task because shoppers need to leave the comfort of their homes (Kaur & Kaur, 2018).

Table 2
SHS Student Respondents' Traditional Shopping Behavior and Experiences

Indicators	Frequency (N = 144)	Percentage (%)	Weighted Mean	Verbal Interpretation
Frequency and Satisfaction Levels				
1. Frequency of use of TS			3.74	Often
2. Frequency of encountering a problem in TS			2.43	Rarely
3. Level of satisfaction with the overall TS experience			3.97	Satisfied
Reasons for Choosing TS Mode (Multiple Response)				
1. Can examine products physically	127	88.19		
2. No delivery time	90	62.50		
3. Assistance & recommendations from sale staff	77	53.47		
4. Quick return	48	33.33		
Problems Encountered in TS (Multiple Response)				
1. Travel time	78	54.17		
2. Limited time of operating hours	48	33.33		
3. Unavailability of desired product/s	83	57.64		
4. Long queues before payment	70	5.56		

Note. Never (or Very unsatisfied) 1.00–1.49; Rarely (or Unsatisfied) 1.50–2.49; Sometimes (or Neutral satisfaction) 2.50–3.49; Often (or Satisfied) 3.50–4.49; and Always (or Very satisfied) 4.50–5.00.

Consumer Behavior in Online Shopping (OS)

Table 3 shows the behaviors and experiences of select students from SHS while in OS mode. It shows that respondents who have already experienced OS often choose this shopping mode, sometimes encounter issues

in OS mode, and report being satisfied with their overall OS experience. In terms of these respondents' reasons for choosing OS mode, the majority of them affirmed the following: having the opportunity to shop from home; consuming less time; not being vulnerable to contracting the virus during the pandemic; and having the ability to compare prices of similar products and choose products from international stores. These findings support selected previous studies' findings and claims. For instance, according to Schulze's (2020) study, one factor influencing OS is consumers' ability to purchase from the safety of their home or while on the go and avoid having to make a time-consuming journey to the store. Moreover, Devender & Kirti (2019) remarked that OS is becoming more popular due to the reduced time required, the wide range of products offered, and the ease with which customers can compare prices.

Table 3
SHS Student Respondents' Online Shopping Behavior and Experiences

Indicators	Frequency (N = 144)	Percentage (%)	Weighted Mean	Verbal Interpretation
Frequency and Satisfaction Levels				
1. Frequency of use of OS			3.99	Often
2. Frequency of encountering a problem in OS			2.63	Sometimes
3. Level of satisfaction with the overall OS experience			3.78	Satisfied
Reasons for Choosing OS Mode (Multiple Response)				
1. Shop from home	121	84.03		
2. Timesaving	102	70.83		
3. Safe from the crowd	82	56.94		
4. Easy price comparison of product/s	82	70.14		
5. Can purchase from international stores	91	63.19		
Problems Encountered in OS (Multiple Response)				
1. Delivery time	89	61.81		
2. Risk of fraud or scam	77	53.47		
3. Unresponsive customer service	57	39.58		
4. Cancellation of order	43	29.86		

Table 4
SHS Student Respondents' Preferences Between TS and OS

Preference Indicators	Traditional Shopping		Online Shopping		p-value	Age Verbal Interpretation	p-value	Gender Verbal Interpretation
	n	%	n	%				
Broad range of product options	57	39.6	87	60.4	0.354	No significant association	0.560	No significant association
Safety	70	48.6	74	51.4	0.826	No significant association	0.354	No significant association
Convenience	45	31.3	99	68.8	0.339	No significant association	0.296	No significant association
Prices and promos	40	27.8	104	72.2	0.259	No significant association	0.299	No significant association

Note. Tested at an alpha level of 0.05.

5. Unavailability of desired products	54	37.50
6. The product received is not the same as photos	82	56.94
7. Wrong items are received	63	43.75

Note. Never (or Very unsatisfied) 1.00-1.49; Rarely (or Unsatisfied) 1.50-2.49; Sometimes (or Neutral satisfaction) 2.50-3.49; Often (or Satisfied) 3.50-4.49; and Always (or Very satisfied) 4.50-5.00.

In the same table, the usual problems encountered by the respondents are enumerated. Accordingly, more than half of them have experienced the following issues while in OS mode: delivery time; receiving products dissimilar to their description and image on the OS platform; and the risk of encountering fraudsters or scammers. These findings support the results of Dai et al.'s (2011) study, which discovered that the quality of service delivery is a major determinant and is strongly associated with customer service satisfaction. Similarly, Kaur and Kaur (2018) claim that while selecting, purchasing, and paying for online goods may take less than 50 minutes, delivery to customers' doorsteps can take up to 1-3 weeks, discouraging customers from purchasing online. Further, another disadvantage of OS is that electronic photographs of a product might be deceiving. It is considered an example of performance risk, and it can result in a loss for the buyer if they receive a product that does not work as expected or if the actual features do not match the ones advertised on the website (Nepomuceno et al., 2014).

Consumer Preference Between TS and OS

Table 4 summarizes the study's findings on the respondents' preferences between TS and OS in terms of selected indicators. The results suggest that the respondents prefer OS over TS in terms of a broad range of product options (supporting the findings of Matz, 2021; Bagla, 2018); safety (similar to the results of Jiang et al., 2013); convenience (supporting the study of Gupta, 2015; Dekimpe et al., 2019; Matz, 2021); and prices and promotions (agreeing to Das & Sarkar, 2017). Moreover, the current study's findings suggest no significant association between the respondents' shopping preferences and age (supporting Matz, 2021) or gender (agreeing with Kacen et al., 2013).



Qualitative Results

The interview questions were grouped into three sets: items 1-3 on TS, items 4-6 on OS, and items 7–10 on comparing TS and OS. In response to the question about their most liked features of TS, interviewees stated that they like on-site buying, the sense of being in a real store, and on-display products the most. When purchasing products or services, their primary concerns have been product safety, supply monitoring, discovering alternatives, and timeliness. Stock was mentioned as a TS improvement by interviewees 1 and 2, implying that establishments should ensure product quality and availability. Interviewee 3 concentrated on retail price, Interviewee 4 on marketing, and Interviewee 5 on operational time.

Moving on to OS questions, interviewees 1, 2, and 3 stated that their favorite aspect of online shopping is accessibility and comfort, while interviewees 4 and 5 preferred convenience and efficiency. Their main concerns about OS include receiving defective items, poor quality, illegitimacy, and counterfeiting. According to the interviewees, online purchasing might improve by ensuring that products are clear and using suitable product tags. They also included improved management, quality control, and more responsive communication between customers and sellers. In comparing TS and OS modes, interviewees 1 and 5 favor TS, while interviewees 2, 3, and 4 prefer OS. The former interviewees claimed that they prefer TS because it is more convenient and allows on-site testing. On the other hand, Interviewee 2 claimed that he does not go out to shop. At the same time, interviewee 3 preferred online shopping due to its convenience and extensive selection of items, and finally, interviewee 4 preferred online shopping due to their hectic schedule.

Participants have similar viewpoints and opinions on both TS and OS. However, they are more inclined to choose OS over the latter because it offers more benefits and advantages, such as convenience in buying and selling products, supporting the study's quantitative findings. On the other hand, most participants would still recommend traditional shopping as a buying method as it allows on-site testing and buying and provides an experience different from just buying from an online store, which is also aligned with the study's quantitative findings.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The study surveyed 139 senior high school students at Siena College from different academic tracks. As identified, the study's main research problem concerns investigating the selected respondents' different shopping preferences. In so doing, the following findings are determined:

In terms of the demographic data of the respondents, most of them are under the age of 17, while the minority are 20 years old. While most respondents are female, the minority preferred not to disclose their gender. Moreover, most of them are Grade 12 students. Lastly, in the academic track, the majority are from the STEM strand, while the minority are from the HUMSS strand.

Regarding TS, the survey shows that respondents often use and prefer this method of shopping as their method of purchasing as it allows them to examine the products physically. Although the majority rarely encounter problems with this method, their most common issue is the unavailability of their desired products in physical stores. Overall, the respondents reported being satisfied with their TS experiences. On OS, the survey also indicates that most respondents often use this method to purchase. Most also prefer this shopping mode because it enables them to shop from home. Moreover, the survey indicates that most respondents seldom encounter problems with this shopping mode, specifically with the delivery time of the product. Overall, the majority of respondents reported being satisfied with their OS experiences.

Regarding the preferences between the shopping lifestyles, the majority prefers OS to TS in terms of the broad range of choices of products available, safety, convenience, prices and promotions. Moreover, with the association of the demographic data to their shopping preferences, the results show no significant association between the respondent's age and gender and their shopping preferences. As a result of triangulating the quantitative and qualitative data of the study, both OS and TS have advantages and disadvantages based on the consumer respondents' experiences.

Recommendations

After comparing both purchasing methods, it is suggested that traditional stores offer lower prices, discounts, and promotions to attract more customers. Furthermore, while most people prefer OS, they sometimes encounter problems. It is advised that online merchants and businesses strategize a means to address and resolve consumer product delivery concerns, particularly shipment time. The research shows that age and gender do not influence consumers' preferences between online and traditional shopping. As a result, it may be advantageous for both online and traditional merchants to develop marketing strategies and shopping features that target a broad audience of all genders and ages.

Moreover, most interviewees stated that when starting a business, it is preferable to go hybrid, with both online and physical stores, so that the business can accommodate more customers by offering both purchasing options.

For future similar studies, it is recommended to conduct quantitative data gathering with a larger sample size and a more diverse age group to better compare preferences towards online and traditional shopping. It is also recommended to conduct the study over a broader geographical area. More in-depth research and additional literature are also advisable, as this paper may only partially support future studies as it only represents a specific population and context.

IMPLICATIONS

In a nutshell, TS mode is commonly used by consumer respondents because it allows them to inspect the product physically, and they rarely experience problems

with it, which are mostly related to the travel time from their location to the stores. Although consumer respondents encounter problems in OS more frequently than TS, OS is preferred by the majority over TS due to its variety of products, convenience, safety, discounts, and promotions. These findings imply that despite the differences between the two shopping modes, both TS and OS have a fair share of advantages, which consumers may want to maximize, and disadvantages, which consumers might want to avoid. Moreover, the study shows no significant associations between consumers' age and gender and their purchasing preferences, implicating the need for online sellers to develop a single marketing strategy for both brick-and-mortar and virtual markets without worrying about age and gender-based strategies.

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