



## **A Study on Impact of Trust and Convenience on The Equilibrium State of Physical and Online Retail in Nagpur**

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### **Abstract**

This study investigates how convenience and trust affect Nagpur's physical and online retail equilibrium. Retail buying habits are changing dramatically as a result of growing customer expectations and the digitisation of business. The study uses a descriptive methodology and administers a structured questionnaire to 100 convenience-selected respondents. The results show that physical retail maintains customer confidence through product assurance and in-person service, even if online retail is chosen for its high degree of convenience, especially in terms of time efficiency, choice, and delivery. According to the report, there is a rising tendency towards hybrid buying habits, indicating that customers are deliberately weighing their options across both mediums. To fulfil consumer expectations and stay relevant in the market, retailers must concentrate on incorporating digital convenience into physical shopfronts and bolstering trust-building processes in online platforms.

