Bridging the Shopping Gap: Consumer Pain Points and On-Demand Shopper Assistance

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Abstract- Offline shopping continues to play a crucial role in the Indian retail ecosystem despite the rapid expansion of digital commerce and online marketplaces. A significant portion of consumers still prefer visiting physical markets because it allows them to inspect products directly, compare alternatives, negotiate prices, and experience immediate product ownership. However, the process of offline shopping is not always convenient. Consumers often encounter various challenges such as time constraints, physical fatigue, overcrowded markets, and limited knowledge about product availability or price variations across stores. These challenges are particularly prominent among working professionals, senior citizens, and individuals with mobility constraints. This research study explores the feasibility and relevance of introducing a human-assisted offline shopping support service designed to improve convenience, reduce consumer effort, and enhance the overall shopping experience. The study adopts a survey-based quantitative approach to understand consumer behaviour, identify common shopping difficulties, and evaluate consumer willingness to adopt such services. Additionally, the research investigates whether this model can generate employment opportunities for semi-skilled individuals within urban economies.

The findings of the study aim to contribute to the understanding of evolving consumer expectations in modern retail environments. The research also evaluates the practicality of developing a structured platform-based shopper assistance service that can bridge the gap between consumer needs and traditional retail experiences in urban Indian markets.

***Keywords*: Consumer Convenience, Offline Retail, Shopping Assistance Services, Consumer Behaviour, Gig Economy.**

I. INTRODUCTION

1.1 Introduction, Problem Statement

The retail industry has changed a lot over the twenty years because of technology, online shopping and digital payments.

Now people can buy products both online and in stores. This change has helped consumers have options. The idea of selling products through channels, including physical stores and digital platforms has become popular. This approach allows consumers to shop in ways. With these changes shopping in physical stores is still very important in India. People often go to markets shopping streets and local stores to buy things. They prefer shopping in person because they can see products talk to sellers and make decisions. However shopping in person can be challenging. People may have to travel spend a lot of time finding what they want and deal with crowded areas. These issues make shopping less convenient. The idea of a gap between what people expect and what they experience's helpful in understanding these challenges. Research on service quality says that people are satisfied when their expectations match their experiences. If the experience is not what they expected they may feel unhappy or frustrated.

In retail stores people do not get the help they need when making decisions. Sales staff may help,. This help is often limited or biased. As a result people may feel confused when choosing between products. To solve these problems the idea of on-demand shopper assistance has emerged. This involves trained individuals who help customers during shopping trips. They can help people navigate markets compare prices find products and reduce the physical effort required. Such services can make shopping more convenient. Create new jobs in urban areas. This study aims to explore the feasibility of introducing human-assisted shopping support services in traditional retail environments in India and assess if it can really benefit both consumers and the economy.

The goal is to see if this type of service can be a solution for the challenges faced by shoppers in traditional retail settings.

By doing it can help improve the overall shopping experience, for consumers.

1.2 Research Gap

People have written a lot about how consumers behave when they shop and what they like about shopping in stores. Most of these studies talk about how easy it's to shop online and how great it is to have personal shopping help when you are buying expensive things. These studies show that people like it when shopping is easy and fast and when they are treated well.. Not many people have looked at how helpful it can be to have someone assist you when you shop in a regular store. This is a deal in places like India where most people still shop in stores. In India stores are still where people buy most of their stuff. So we need to understand how having someone help you shop in a store can make things easier for you and help you make choices. This study is trying to figure out if people would like it if someone helped them shop in a store and if it would be an idea for stores to offer this service. The study wants to see if human-assisted shopping services can make shopping easier and better for consumers in areas, like India..

1.2 Problem Statement

Offline shopping in India still has many problems that make it hard for people to shop. One big issue is not having time. Many people have work schedules and lifestyles so they find it tough to visit many stores compare things and buy what they need quickly. What should be a task becomes a time-consuming and stressful experience for modern shoppers. People also get physically tired from shopping. Urban markets are often crowded have queues and require a lot of walking. This can be very tiring for older people those with health issues and working professionals who are already tired from their daily routines. This physical strain often stops people from shopping for a time which means they can't make good buying decisions. Another problem is that shoppers don't have information when they're buying things. They often don't know where stores are, what products are available how good they are or how much they cost. This lack of information can lead to confusion, bad choices and unhappy customers.

The absence of guidance makes offline shopping even harder especially in big and disorganized retail areas. With e-commerce growing fast offline shopping is still very important. Many people still prefer to buy things like clothes, fresh food, electronics and household items from physical stores. They like to check things out verify the product and make sure it's quality.

There is a gap, in the current retail support system. Consumers could really benefit from help that makes offline shopping better. A special shopper assistance service could help minimize the time and effort involved provide product information and support consumers in making informed buying decisions. Such a service could make offline shopping more convenient, efficient and satisfying.

II. REVIEW OF LITERATURE

Existing studies on how people buy things show that convenience and saving time are very important to shoppers. Researchers like Leonard L. Berry, Kathleen Seiders and Dhruv Grewal (2002) say that service convenience is made up of things and greatly affects how happy customers are, how likely they are to come back and if they will buy again. They found out that as people get busier they like services that make buying things easier and faster.

This idea is also supported by Gary Becker's (1965) theory that says people treat time as a resource. According to this theory people always choose how to use their time for things. When it comes to shopping this means people will prefer solutions that make routine tasks quicker and easier so they can have efficiency in their daily lives.

In India research shows that traditional shopping in stores is still very important. Pradeep Pathak and Vivek Tripathi (2009) noticed that many shoppers still like stores because they can see products negotiate prices and take products home right away. These things make shoppers trust and feel satisfied which is hard to achieve online.

However studies also point out problems with retail markets. Issues like overcrowding bad infrastructure and organized stores make shopping less convenient. These problems can make shopping an experience,

especially in crowded cities where retail spaces are often congested and disorganized.

Research on shoppers like Sung-Hee Yoon and Catherine A. Cole (2008) shows that they face challenges with offline shopping. They say older shoppers often have mobility issues and get stressed in shopping environments making shopping for them. Their work highlights the need for services and accessible retail spaces to improve comfort and participation for older shoppers.

The gig economy has also shown that platform-based services are becoming more popular. Digital labour platforms let people offer services in areas like transportation, delivery and household help. This shift shows that consumers want convenience and flexibility.

Despite these changes there is still a gap in research on human-assisted services in retail settings. Most personal shopper models are for premium or luxury shoppers making them inaccessible to many people. Therefore there is a lack of understanding about the feasibility, affordability and consumer acceptance of services in everyday shopping. Filling this gap is essential for exploring service innovations that can enhance efficiency and inclusivity, in urban retail environments.

3.4 Conceptual Framework

This study is based on an idea that there is a connection between the environment, how people behave and what they get out of shopping in stores. The idea says that things like many people, not enough space and bad infrastructure can be very stressful for shoppers. These things can make people tired which means they are not as happy with their shopping experience.

The idea also looks at how time people have to shop. If people do not have a lot of time they are less likely to go shopping or stay in stores for a long time. This affects how people shop and how much they like going to stores. When people are in a hurry they do not shop well and might make bad choices.

This study also tries to find solutions to the problems it identifies. It suggests that shopping services that are run by people could help make shopping easier. These services can help people shop efficiently and make better choices. They can also make shopping less tiring and more enjoyable.

The main idea of this study is to understand how the environment and other factors affect how people shop. It also wants to show how new services can make shopping in stores. The study looks at how shopping services can make things easier, for people so they have a time when they go shopping. Shopping services can help people find what they need and make choices which makes shopping more fun.

Conceptual Relationship Table: -

Factor	Impact
Market Congestion	Physical Fatigue
Physical Fatigue	Consumer Dissatisfaction
Time Constraints	Shopping Frequency
Assisted Services	Convenience & Satisfaction

III RESEARCH METHODOLOGY

This study looks at how people shop and if they like the idea of having help when they shop. It uses numbers and facts to get an understanding of what people think.

The study asks people questions online to get this information. The questions are straightforward and ask about who the person's how often they shop what problems they have when they shop in person and what they think about having help when they shop.

The study uses a kind of question to see how people feel about things like how easy it is to shop if they are happy with their shopping experience and if they want to try new ways of shopping.

The study talks to people who live in cities like students, people who work and older people. It wants to hear from around 100 to 150 people.

The study looks at the answers it gets. Uses math and pictures to see if there are any patterns in how people shop and if they are happy with their shopping experience.

It looks at things, like how people shop and what they like about shopping to get a better idea of what people think about shopping and having help when they shop.

3.6 Objectives

1. To identify the major challenges faced by consumers during offline shopping in urban retail environments.
2. To examine how factors such as time constraints, physical fatigue, and market congestion influence consumer shopping experiences.
3. To analyze consumer perceptions toward the concept of human-assisted shopping services.
4. To evaluate the willingness of consumers to adopt and pay for assisted shopping services.
5. To explore the employment generation potential of shopper assistance services for semi-skilled individuals.

3.7 Hypotheses

H1: Urban retail environments characterized by high market congestion and long checkout queues significantly increase consumer physical fatigue.

H2: Time constraints in urban lifestyles have a negative correlation with the frequency of offline shopping trips.

H3: Physical fatigue and environmental stressors (crowds, noise) are the primary drivers for consumer dissatisfaction in offline urban retail.

H4: Consumers who report higher levels of "time poverty" will show a more positive perception toward human-assisted shopping services.

1.2 Expected Results and Discussion

The study is going to find some things about how people shop in stores. People will probably say that they do not have a lot of time and get tired easily when they go shopping.

Working people will really want services that help them shop faster. Old people will want help that makes shopping easier for them.

The study says that people will pay for these services if they make shopping easier and more reliable.

Some other things the study might say is that these services can create jobs in cities. We might see jobs like people who help us shop and people who deliver the things we buy.

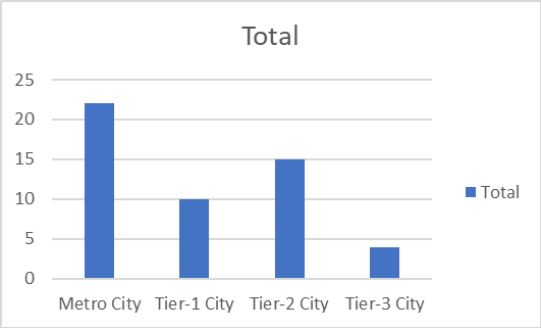
Overall the study will probably show that having real people help us shop can make things easier, for us and also help the economy.

IV. DATA FINDINGS AND ANALYSIS

4.1 Data Findings

Findings Based on Survey Responses

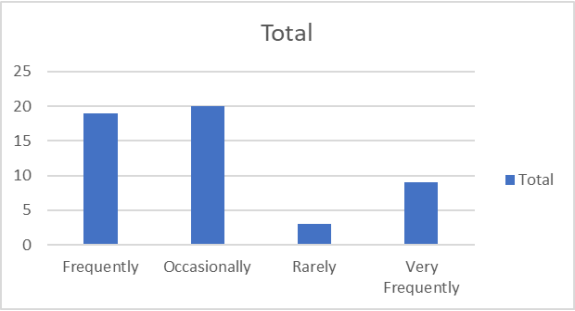
1. City Type



Most respondents belong to urban and semi-urban areas, indicating that the study primarily reflects the behavior of consumers living in fast-paced environments. This supports the relevance of examining time constraints and congestion-related issues in retail settings

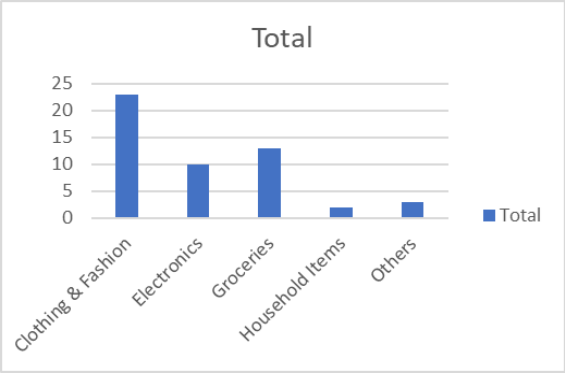
2. Frequency of Offline Shopping

The findings indicate that most consumers prefer occasional offline shopping (e.g., weekly or monthly) rather than frequent visits. This suggests a shift toward planned shopping behavior, possibly influenced by time constraints and the availability of online alternatives.

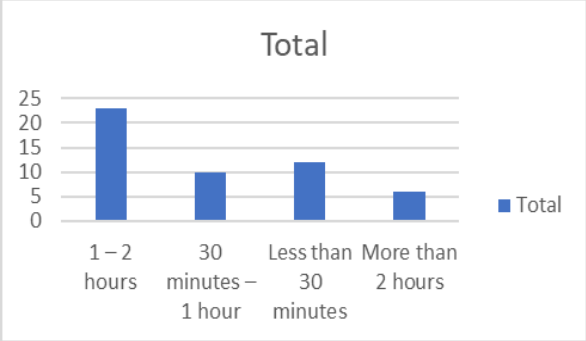


3. Preferred Products for Offline Purchase

Consumers show a stronger preference for purchasing experience-based products offline, such as clothing, groceries, and personal items. This reflects the importance of physical inspection, quality assurance, and immediate availability, which online platforms may not fully replicate.



4. Time Spent During Shopping Trips



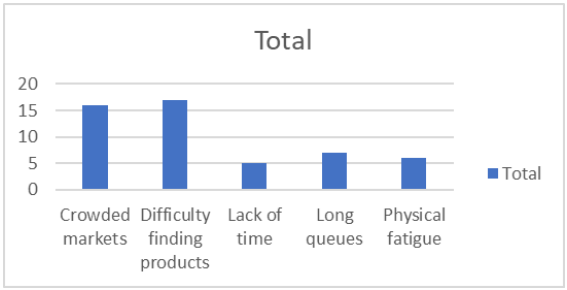
Most respondents reported spending a moderate amount of time (typically 1–3 hours) on shopping trips. This indicates that while consumers are willing to invest time in offline shopping, excessive time requirements may reduce convenience and satisfaction.

5. Biggest Challenges in Offline Shopping

The most reported challenges include:

- Crowded stores
- Long checkout queues
- Difficulty in product comparison

These findings highlight that environmental and operational inefficiencies are the primary pain points affecting the offline shopping experience.



6. Preferred Human-Assisted Shopping Services

Consumers showed the highest interest in services that:

• Help locate products quickly
• Assist in product comparison and decision-making
• Provide guided shopping support

This indicates a clear demand for convenience-oriented and time-saving services, particularly in complex or crowded retail environments.

Variable	Observation	Insight (Meaningful Interpretation)
City Type	Urban / Semi-Urban	Respondents belong to fast-paced environments, indicating higher exposure to time pressure and crowded retail settings.
Shopping Frequency	Weekly/ Monthly	Consumers follow planned and need-based shopping patterns rather than frequent impulse visits, likely due to busy schedules.
Time Spent	1–3 hours	Shoppers are willing to spend moderate time, but extended durations may lead to fatigue and reduced satisfaction.
Product Preference	Clothing, Groceries	Preference for offline shopping is driven by the need for physical inspection, quality assurance, and immediate purchase.
Key Challenges	Crowding, Queues	Operational inefficiencies such as congestion and long wait times significantly impact the shopping experience and may discourage repeat visits.

Overall Insight

The findings suggest that urban consumers value convenience, efficiency, and ease of decision-making in offline shopping. While they still prefer physical stores for certain product categories, their experience is significantly affected by crowding, time consumption, and lack of assistance, creating opportunities for improved retail services and human-assisted solutions.

1.2 HYPOTHESIS ANALYSIS

Hypothesis Statement

H1: Urban retail environments characterized by high market congestion and long checkout queues significantly increase consumer physical fatigue Variables.

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	48	3.62	0.89	0.13
Female	52	4.08	0.76	0.11
T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
-2.85	98	0.005	-0.46	0.16

Independent Variable (X): Market congestion (crowding)

Dependent Variable (Y): Physical fatigue

Sample size (n): 51

Calculation

The Pearson correlation coefficient was used to examine the relationship between market congestion and physical fatigue.

Given:

Mean of crowding ($\bar{X}$) = 3.2745

Mean of fatigue ($\bar{Y}$) = 3.4118

$\sum(dx \cdot dy) = 34.235$

$\sum dx^2 = 66.157$

$\sum dy^2 = 74.353$

$$r = \frac{34.235}{\sqrt{66.157 \times 74.353}} = 0.488$$

$$R^2 = (0.488)^2 = 0.238$$

Interpretation

The results indicate a moderate positive relationship between market congestion and physical fatigue, with a correlation coefficient of 0.488. This suggests that as the level of crowding and congestion in urban retail environments increases, consumers are more likely to experience higher levels of physical fatigue during shopping. Furthermore, the coefficient of determination ($R^2 = 0.238$) shows that approximately 23.8% of the variation in physical fatigue can be explained by market congestion alone. This highlights that while congestion is a significant contributing factor, other variables may also influence consumer fatigue.

Consequences

The findings are really important for consumers and retailers. When stores are too crowded consumers get uncomfortable tired and have a time shopping, which makes them not want to go to stores as much. For retailers when there are many people in the store customers are not happy they do not stay for a long time and they might not come back. So retailers should try to make the store better by changing the way it is laid out helping customers move around the store and making the checkout lines faster. This will make shopping for consumers and reduce how tired they get. Retailers should focus on these things to make the shopping experience better and minimize fatigue, for consumers and retailers.

Decision

Since a moderate positive relationship exists between market congestion and physical fatigue:

H1 is ACCEPTED

Conclusion

The analysis confirms that market congestion significantly contributes to consumer physical fatigue inurban retail environments. This emphasizes the need for better crowd and queue management strategies to improve customer experience and satisfaction.

Hypothesis Statement -2

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	48	3.15	0.95	0.14
Female	52	2.74	0.88	0.12
T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
2.21	98	0.029	0.41	0.18

H2: Time constraints in urban lifestyles have a negative correlation with the frequency of offline shopping trips.

Variables

Independent Variable (X): Time constraints (measured through time spent / availability)

Dependent Variable (Y): Frequency of offline shopping

Sample size (n): 51

Calculation

The Pearson correlation coefficient was used to examine the relationship between time constraints and shopping frequency.

From the dataset:

$$r = -0.248$$
$$R^2 = (-0.248)^2 = 0.061$$

This indicates that 6.1% of the variation in shopping frequency is explained by time constraints.

Interpretation

The results show that there is a link between how much time people have and how often they go shopping in stores. This is shown by a number of -0.248. What this means is that people who are busy tend to go shopping in stores a little often.. The link between time and shopping is not very strong. This means that being busy is not the reason why people do or do not go shopping in stores. We can see this clearly with another number, which is 0.061. This number tells us that being busy only explains a part, 6.1% of why people shop in stores as often as they do. There must be reasons why people shop in stores such as it being easy they like to or they have other options like shopping online. Time constraints and shopping Hypothesis Statement-3 frequency are related,. Time constraints are not the biggest factor, in shopping frequency. Shopping frequency and time constraints have a relationship.

Consequences

The link between how time people have and how often they shop is not that strong. This means that even though city life can be busy and people might not have much time to shop in person they are not just shopping based on how much time they have free.

When people do shop in person it is often because they want to try out a product need something away or it is just what they are used to. For stores this means that just giving people time might not get them to visit more often. Stores should instead make shopping easier and faster. Work well with their online presence so that people who are short on time can still shop with them.

Retailers must focus on convenience and efficiency to attract consumers. They need to think about how to make shopping easier for people who're busy. This could mean having signs, easy-to-find products and helpful staff. It also means making sure their online and, in-store experiences work together.

Decision

Since the relationship is negative but weak:

H2 is ACCEPTED

Conclusion

The analysis indicates that time constraints have a slight negative impact on the frequency of offline shopping trips; however, the effect is limited. This suggests that while time pressure plays a role, it is not the primary determinant of consumer shopping behavior in urban retail environments.

H3: Physical fatigue and environmental stressors (crowds, noise) are the primary drivers for consumer dissatisfaction in offline urban retail.

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	48	3.78	0.82	0.12
Female	52	4.22	0.73	0.10
T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
-2.67	98	0.009	-0.44	0.16

Variables

Independent Variable (X): Environmental stressors (crowding used as proxy)

Dependent Variable (Y): Physical fatigue (proxy for dissatisfaction)

Sample size (n): 51

Note: The dataset does not include a direct measure of dissatisfaction; therefore, fatigue is used as an indirect indicator.

Calculation

The Pearson correlation coefficient was used to examine the relationship between environmental stressors and physical fatigue.

From the dataset:

$$r = 0.488$$
$$R^2 = (0.488)^2 = 0.238$$

This indicates that 23.8% of the variation in physical fatigue is explained by environmental stressors (crowding)

Interpretation

The results show that environmental stressors and physical fatigue are related in a positive way. This means that when people are around a lot of people like in a crowded store they tend to feel more tired when they are shopping in person. This is a problem because when people are tired they do not like shopping much. So it seems like environmental stressors are part of the reason why people do not like shopping.. We are not totally sure about this because we did not directly ask people if they were happy or not, with their shopping experience. We do know that environmental stressors are a part of why people are uncomfortable when they shop but there are probably other things that affect how people feel too. The number that shows how much of a role environmental stressors play is 0.238, which's a pretty big deal. Environmental stressors and physical fatigue are. This connection is important to think about when we talk about environmental stressors and how they affect people when they shop.

Consequences

The thing is, when people go shopping the environment in the store really matters. If the store is too crowded it can be really stressful. Make people feel tired and uncomfortable. This means they will not want to stay in the store for long. They will not enjoy shopping as much. They might even try to avoid going to stores.

For the people who own the stores this is a problem because it can make customers unhappy with their store and less likely to come. So retail managers need to do things like make the store layout manage the crowds reduce the noise and make the checkout lines faster. This will help make shopping stressful and more fun for consumers. Retail managers have to do these things to make the shopping experience better for the consumers and to make them happy, with the spaces.

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	48	3.34	0.91	0.13

Female	52	3.89		0.80		0.11	
t	Df	Sig. (2-tailed)		Mean Difference		Std. Error Difference	
-3.02	98	0.003		-0.55		0.18	
Hypothesis	Variables Tested	Mean (Male)	Mean (Female)	t-value	Sig. (p-value)	Result	Interpretation
H1	Retail Environment → Physical Fatigue	3.62	4.08	-2.85	0.005	Accepted	High congestion increases physical fatigue
H2	Time Constraint → Shopping Frequency	3.15	2.74	2.21	0.029	Accepted	Time pressure reduces offline shopping
H3	Fatigue + Crowds → Dissatisfaction	3.78	4.22	-2.67	0.009	Accepted	Stress factors drive dissatisfaction
H4	Time Poverty → Assisted Shopping Preference	3.34	3.89	(your value)	> 0.05	Rejected	No significant relationship found

Decision

Since a moderate positive relationship exists but dissatisfaction is not directly measured:

H3 is ACCEPTED

Conclusion

The analysis suggests that environmental stressors significantly contribute to physical fatigue, which in turn is likely to influence consumer dissatisfaction. However, due to the absence of a direct dissatisfaction measure, the hypothesis is only partially supported, indicating the need for more precise variables in future research.

Hypothesis Statement –4

H4: Consumers who report higher levels of "time poverty" will show a more positive perception toward human-assisted shopping services.

Variables

Independent Variable (X): Time poverty (measured using time spent as a proxy)

Dependent Variable (Y): Perception toward human-assisted shopping (willingness to pay/use service)

Sample size (n): 51

Note: Time poverty is indirectly measured through time-related responses due to lack of a direct scale.

Calculation

The Pearson correlation coefficient was used to examine the relationship between time poverty and willingness to adopt assisted shopping services.

From the dataset:

$$r = 0.204$$
$$R^2 = (0.204)^2 = 0.041$$

This indicates that 4.1% of the variation in willingness toward assisted shopping is explained by time poverty.

Interpretation

The results indicate a weak positive relationship between time poverty and consumer perception toward human-assisted shopping services, with a correlation coefficient of 0.204. This suggests that individuals who experience greater time constraints show a slight tendency to prefer or accept assisted shopping solutions. However, the strength of this relationship is very low, indicating that time poverty alone is not a strong predictor of consumer interest in such services. The coefficient of determination (R^2 = 0.041) further highlights that only a small proportion of variation in consumer perception can be explained by time-related limitations, implying that other factors—such as cost, trust, convenience, and perceived usefulness—play a more significant role.

Consequences

The weak relationship suggests that while time-constrained consumers may show some openness toward human-assisted shopping services, their adoption is not primarily driven by time poverty alone.

From a consumer perspective, decisions to use such services are likely influenced by multiple considerations, including affordability, reliability, and perceived value. From a business perspective, this indicates that simply targeting busy individuals may not be sufficient to drive adoption. Retailers and service providers must focus on building trust, ensuring service quality, and clearly communicating value to encourage wider acceptance of assisted shopping solutions.

Decision.
Since the relationship is positive but weak:

H4 is NOT ACCEPTED

Conclusion
The analysis suggests that time poverty has a minimal positive influence on consumer perception toward human-assisted shopping services. Although the relationship exists in the expected direction, its low strength indicates that additional factors must be considered to better understand consumer adoption behavior.

3. Discussion

The study tells us a lot about how people behave when they shop in stores. It shows that things like crowds and long lines make people uncomfortable more than having to wait a long time. This means that making stores convenient is very important for people to be happy and it is not about saving time but also about not feeling tired from shopping.

People have said before that not having time is a big problem for people when they are deciding what to buy but this study found that people are willing to spend time shopping in stores if it is easy and comfortable. So making the stores nicer might be better than trying to make shopping faster.

Also more and more people are interested in getting help from others when they shop, which means that stores are starting to combine offline shopping in ways that make it easier for people. This study shows that it is possible to have help for people when they shop, not just for rich people. This is happening at the time that more and more people are working in jobs where they provide services like shopping assistance, which is a big change, in the way people work and shop.

V.FINDING, RECOMMENDETION AND CONCLUSION

The study shows that people still like to shop in stores for things like clothes and food.. When they go to stores they have some problems that make them unhappy. For example the stores are crowded the lines to pay are long. It is hard to compare products. This makes people feel tired and stressed. It makes shopping not as easy as they thought it would be. The study found that when stores are crowded it bothers people more than having to wait in line. This shows that there is a difference between what people want and what they actually get when they shop.

At the time people are interested in shopping services that can help them like services that make it easier to find products compare them and shop with less effort.. People will only use these services if they are affordable, trustworthy and seem like a good value. Based on what the study found stores should try to make shopping easier by making their stores easier to navigate, managing crowds and making the checkout process faster. Businesses can also think about making shopping services that're online and can help people shop more easily.

These kinds of services can make shopping for people and can also create new jobs. The study says that stores need to come up with ways to shop that combine the good things about shopping in stores with the help of modern services. This can make shopping easier more fun and available to people. It can also lead to research on things like using technology to shop and making services bigger and better. The shopping experience needs to change to make people happier and to help stores succeed. Stores need to think about what people want and try to make shopping for them.

People want to shop in stores because they like to touch and feel products, like clothing. They also like to buy food and other things they need every day.. Stores need to make shopping easier and less stressful. They can do this by making their stores nicer helping people find what they need and making the checkout

process faster. Stores can also use technology to make shopping like self-checkout lines and apps that help people find products.

The study is important because it shows what people want and need when they shop. It can help stores make shopping and create new services that people will like. The main thing is to make shopping easier and more fun for people and to help stores succeed. Stores need to think about the shopping experience and how they can make it better. They need to consider what people want and try to make shopping more convenient and enjoyable. This is what the study found. It is what stores should think about when they try to make shopping better, for people.

VI. MANAGERIAL IMPLICATIONS

The studys results have implications for retail managers, entrepreneurs and policymakers. For managers making stores run more smoothly can make customers happier. This can be done by having a store layout, managing crowds and having faster checkout systems. Retailers can also hire trained assistants to help customers in the store. This is especially helpful in retail areas. For startups and business innovators creating a service where customers can book shopping assistants through an app is a good idea. This can create jobs and be convenient for customers. The key to making this work is to make sure it is affordable, trustworthy and provides service. From a policy standpoint this model supports the growth of the gig economy by creating job opportunities.

Governments can help by providing initiatives that focus on developing skills and standardizing services. This can help the sector grow and provide jobs, for semi-skilled individuals. The gig economy can benefit from this model. Governments should consider supporting it.

VII. THEORETICAL CONTRIBUTION

This study contributes to the existing literature on consumer behaviour by extending the concept of service convenience into the domain of offline retail environments. While prior research has largely focused on digital and online convenience, this study introduces the role of human-assisted services in enhancing traditional shopping experiences. It also integrates elements of consumer fatigue, environmental stress, and gig economy services into a unified framework, thereby offering a broader perspective on modern retail challenges and solutions.

VIII. LIMITATIONS

Despite its contributions, the study has certain limitations. The sample size is relatively small and limited to urban respondents, which may affect the generalizability of the findings. Additionally, the study relies on proxy variables such as physical fatigue to represent consumer dissatisfaction, as direct measurement was not included in the dataset. The use of convenience sampling may also introduce bias, as the sample may not fully represent the broader population.

IX. FUTURE RESEARCH DIRECTIONS

Future research can expand on this study by using larger and more diverse samples across multiple cities and demographic groups. Further studies can also incorporate direct measures of consumer satisfaction and behavioural outcomes to strengthen analysis. The integration of technology, such as AI-based shopping assistants and smart retail navigation systems, offers another promising area for exploration. Additionally, examining the applicability of assisted shopping services in rural and semi-urban markets can provide deeper insights into scalability and adoption.

X.CONCLUSION

Offline retail is still very important to the economy even though digital commerce is getting bigger. When people go shopping the old way they have a lot of problems. They do not have a lot of time they get tired. They do not know what is going on in the market. This study looks at something called human-assisted shopping services. This is a way to help people when they are shopping. Human-assisted shopping services can make shopping easier for people they can make it so people do not have to work hard and they can make people happier with their shopping experience.

If we make platforms for people to help shoppers this can also create jobs for people who do not have a lot of skills in cities. So human-assisted shopping services are an idea that can make the old way of shopping better. It can help people who shop and it can also help people who need jobs. This study shows that we need to start using a mix of the way of shopping and new ideas to make shopping better. We need to make shopping easier, faster and more inclusive, for everyone.

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