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e-Vasthraa



Is Price everything?

Price is certainly a significant factor and has a major role to play in determining whatever you buy: be it a basket of groceries, pair of shoes, restaurant that you dine and of course, clothes that you wish to wear. In addition to the price, shoppers – the Brick & Mortar (B&M) faithful and Online loyalists – look for more aspects before they give that final tick.

Imagine these situations:

- You walk into an upmarket restaurant to be greeted by just five menu items for you to choose from.
- You take your grocery basket to the checkout counter. The store would not accept anything other than a particular credit card.
- You are eager to look for the latest trend in what you wear. Both your B&M and Online store show you only recycled designs.
- You have just purchased a pair of shoes. You were told it was calf leather only to realize that it is made of resin when you reach home.

That would make you agree that factors like Choice, Payment methods, Trends and most importantly, Quality, play a significant role in determining a shopper's decision. Is Price everything? Think again!

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