This research will utilize a mixed approach in which both the primary and secondary sources of information will be utilized. The secondary sources of information used will include published sources such as books, articles and web resources. For the primary data, the research will utilize a questionnaire. This questionnaire will be used to find out what advantages consumers get from buying online. Additionally, it will also be utilized to find out what they perceive as the risks related to online shopping. The questionnaire is important because it provides firsthand information. For those online shoppers who have had an opportunity to purchase product(s) online, the questionnaire will be designed to find out what their experiences have been in terms of efficiency, convenience and safety. In addition, online leisure shoppers will also give their opinion concerning the safety, convenience and generally the advantages and the disadvantages of online shopping. Finally, the questionnaire will seek to determine how consumers compare it with traditional brick-and-mortar shopping and if they think that online shopping will be able to effectively replace traditional brick-and-mortar stores.

In order to recruit participants for this research, advertisements were placed in the social media asking for people who were willing to take part in research aimed at finding the benefits and risks of online shopping in Hong Kong. The researcher restricted the age of participation to those aged 18 and older, which was confirmed by presenting a form of identification. The range of information requested by the will be disclosed such that the willing participant can make informed consent as research ethics dictates. To ensure that participants do not drop out in the course of the research and hence stalling it, the researcher also ensured that all the information required was obtained through fielding
only one questionnaire. The questionnaire was sent online via Survey Monkey to 500 respondents, the respondents were requested to fill out the questionnaires and submit them.

After receiving all the information required from the primary source, the researcher analyzed it to derive the required meaning pending discussion, analysis and interpretation. The researcher will discuss these results using the information received from the secondary sources. Finally, the researcher will use the information to draw the conclusion for this research inquiry.