

A Comparative Analysis Between Online and Offline Shopping Experience of Consumers

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INTRODUCTION

Online shopping is the process of buying goods and services over the internet. It was first invented by Michael Aldrich in 1979 and books were the first product that was sold via online. Online and offline shopping both provides a sense of satisfaction of to the customers. Due to the revolution in the field of technology and the covid-19 pandemic online shopping has become widespread among buyers and paved the way for sellers to grab the market potentials to the fullest extent. The objective of profit maximization is achieved easily and economically. Huge investment needed for the establishment of a business is avoided and economies of large-scale buying are enjoyed in online selling by attracting and maintaining huge customers to their side. The traditional method of Brick and Mortar” sellers also able to maintain its show by excelling in their unique areas such as good personal customer relationship, physical touch of the product, visual impact, bargaining, and installment facilities.

OBJECTIVES OF THE STUDY

1. To study the factors that influence or motivate consumers to purchase online and offline.
2. To identify the frequently purchased products through online and offline.
3. To analyze whether the income level influences the consumer to purchase in online.
4. To analyze the mode of shopping satisfied during COVID-19.

LIMITATIONS OF THE STUDY

- The present study is related to the shopping experience of consumers.
- The sample size of the study is limited to 188 respondents only.
- The study is restricted to Chennai.
- The respondents may be subjected to bias and influence of other respondents.
- This study is purely based on the responses which are obtained from the respondents.

RESEARCH METHODOLOGY

This study is based on primary data collected through questionnaires from respondents through online questionnaires due to COVID- 19 situation. The questionnaire was designed to know the type of shopping mode whether online or offline, to identify the frequently purchased products using the preferred shopping mode, the influence of income on their mode of shopping, and mode of shopping and satisfaction derived during the covid-19 pandemic period.

Sample size: The sample size for the study was one hundred and eighty-eight respondents and the direct interview could not be adopted due to the pandemic situation.

REVIEW OF LITERATURE

Oliver tan, (August 2018), researched the topic “What divide? Online and offline shopping experiences are already merged”: The objective of this study is to find out the varied experiences of online and offline shoppers and based on the study he concluded that there is no need to draw a line between online and offline shopping experience and he stressed the fact that strategies have to be designed in such a way that the gap arising between online and offline experiences have to be thoroughly investigated to keep the

shopping experience remains constant in both distances.

Ms.Supriyamahajan, (2018), “A comparative study on online and offline shopping”, The main objective of this research is to find the factor which influences the respondents to purchase in online and offline. Offers, discounts, and convenience attract them to purchase online. Due to above mentioned positive factors, 62.6% of respondents prefer to buy online which indicates a fact that suitable changes to be made in offering products to customers.

Ashishbaghla, (2018), “A study of consumer behaviour towards online shopping”, The main objective of this research is to ascertain the level of satisfaction from online shopping. The study reveals that the customer gets satisfaction from cash back offers, free-e-cash, like Paytm cash or goibibo cash, discounted prices, freebies, etc...

Dr.Srinivasan .R, July (2017), “Comparative study on factors influencing online and offline shopping”, This study revealed the factors influencing offline and online shoppers, and surprising result of the study is that there is a significant relationship between factors influencing online shopping and repeated purchase through sites. Due to technological development online shopping is found to be more among purchases.

TABLE SHOWING SOCIO-ECONOMIC STATUS OF THE CONSUMERS

S. No		Frequency	Percentage
1	AGE(Years)		
	Up to 20	60	31.9
	21-30	41	21.8
	31-40	62	33.0
	Above 40	25	14.9
	TOTAL	188	100.0
2	GENDER		
	Male	43	22.9
	Female	145	77.1
	TOTAL	188	100.0
3	MARITAL STATUS		
	Married	77	41.0
	Unmarried	111	59.0
	TOTAL	188	100.0
4	EDUCATIONAL QUALIFICATION		
	Up to HSC	24	12.8
	Graduate	110	58.5
	Professional	54	28.7
	TOTAL	188	100.0
5	OCCUPATION		
	Student	44	23.4
	Employed	77	41.0

	Business	51	27.1
	Housewife	16	8.5
	TOTAL	188	100.0
6	FAMILY MONTHLY INCOME		
	Below 10000	38	20.2
	10000-20000	33	17.6
	20000-30000	69	36.7
	Above 30000	48	25.5
	TOTAL	188	100.0
7	PREFERENCE OF SHOPPING MODE		
	Online	14	7.45
	Offline	58	30.85
	Both	116	61.70
	TOTAL	188	100.0
8	FACTOR THAT MOTIVATES TO PURCHASE ONLINE		
	Convenience	48	25
	Wide range of products	46	24
	Offers and discounts	64	35
	Speed delivery	30	16
	TOTAL	188	100.0

Source: Primary data:

From the above table it is observed that 25% of the respondent have said that the convenience factor motivates them to purchase online as it saves time, cost of travelling expenses, etc. whereas 24% of the respondent said that a wide range of products motivates them to purchase online where consumers can select their choice of the brand with just one click, 35% of the respondents have said that they purchase online only during offers and discounts given as it attracts the consumers’ mind and 16% of the respondent motivated with the factor speed delivery in online shopping. Hence it is concluded that most of the respondents were motivated due to the factors like offers and discounts and instant cash back offers.

9	FACTOR THAT MOTIVATES CONSUMERS TO PURCHASE OFFLINE	FREQUENCY	PERCENTAGE
	Feel of physical touch	118	63
	Bargain	42	22
	Separate attention of the staff	18	10
	Moderate	10	5
	TOTAL	188	100.0

Source: Primary data

From the above table, it is found out that the major factor which motivates the consumer is the feel of physical touch as the consumer can feel and experience the product in a physical sense and it gives satisfaction to them. The second major factor which motivates the consumer is a bargain where the consumer can bargain if they feel the price of the product is higher than the quality of the product. 10% of the respondents are motivated with the service provided by staff in the shop and 5% of the respondents are motivated with all the positive factors present in offline shopping.

TABLE SHOWING RANK ANALYSIS FOR THE FREQUENTLY PURCHASED PRODUCT THROUGH ONLINE			
10	FREQUENTLY PURCHASED PRODUCT THROUGH ONLINE	FREQUENCY	RANK
	Book	5	6
	Clothes	60	2
	Railway ticket	6	5
	Recharge	73	1
	Electrical Appliance	8	4
	Food items	36	3
	TOTAL	188	

Source: Primary data

The above table represents that recharge is the topmost frequently purchased product through online shopping followed by it is clothes. Out of 188 respondents, 36 of them purchase food items online and only 5 of the respondents prefer to buy books. Other things like Electrical appliances and railway tickets have been ranked according to their need and performance.

TABLE SHOWING RANK ANALYSIS FOR THE FREQUENTLY PURCHASED PRODUCT THROUGH OFFLINE			
11	FREQUENTLY PURCHASED PRODUCT THROUGH OFFLINE	FREQUENCY	RANK
	Mobile	29	3
	Clothes	54	1
	Groceries	37	2
	Movie tickets	20	6
	Cosmetics	21	5
	Food items	27	4
	TOTAL	188	

Source: Primary data

From the table, it is observed that clothes ranked as the topmost frequently purchased the product through offline as it requires the feel of touch and visual impact of the product. Groceries ranked as the second most frequently purchased product via offline and the mobile ranked as the third most frequently purchased product the other items like movie tickets, cosmetics, food items have been ranked according to their need and performance.

12. CHI-SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN INCOME AND THE PREFERENCE OF SHOPPING MODE			
Pearson Chi-square	CHI-SQUARE TEST		
	Value	Df	Asymp. sig. (2 sided)
	8.319	3	.040

PREFERENCE OF SHOPPING MODE

Source: Primary data

H0: Null Hypothesis: There is no relationship between Income and the preference of shopping mode.

H1: Alternate Hypothesis: There is a relationship between income and the preference of shopping mode.

From the table, it is found out that the calculated value of Chi-Square is 0.040 which is lesser than the table value of 0.05. So, the null hypothesis is rejected, and the alternate hypothesis is accepted at a 5% level of significance. It is found that the income level and the preference of shopping mode have a significant relationship.

13. CHI-SQUARE TABLE SHOWING THE RELATIONSHIP BETWEEN THE PANDEMIC COVID - 19 AND THE PREFERENCE OF SHOPPING MODE			
Chi-Square Tests			
Pearson Chi-Square	Value	df	Asymp. Sig. (2-sided)
	12.836 ^a	1	.000

Chi-Square Tests

Source: Primary data

H0: Null Hypothesis: There is no significant relationship between the pandemic COVID-19 and the preference of shopping mode

H1: Alternate Hypothesis: There is a significant relationship between the pandemic COVID-19 and the preference of shopping mode.

From the above table, it is found that the calculated value of the chi-square test .000 which is lesser than the table value 0.05. Hence reject the null hypothesis and accept the alternate hypothesis at a 5% level of significance. It is concluded that pandemic COVID-19 has a significant relationship with the preference of shopping mode.

FINDINGS

- 65% of the respondents are aged below 40.
- 77% of the respondents are female.
- 59% of the respondents are unmarried.
- 78 % of the respondents are educated.
- 68 % of the respondents are employed.
- 63 % of the respondents prefer both online and offline shopping.
- 67 % of the respondents prefer online shopping only during offers and discounts.
- 52% of the respondents come to know online site through social media.
- 67 % of the respondents use cash on delivery for payment in online shopping.
- The majority of the respondents say that offers and discounts are the major factor that motivate them to do online shopping.
- The majority of the respondents say that feel of physical touch is the major factor that motivate them to do offline shopping.
- It is found that Amazon is the preferred website by respondents for online shopping.
- The majority of the respondents preferred online shopping during COVID -19
- Recharge is the frequently purchased product through online.
- It is found out that there is a relationship between the income level and the preference of shopping mode.
- It is also found out that there is a relationship between the pandemic COVID-19 and the preference of shopping mode.

SUGGESTIONS

1. Online shopping is not as safe as the traditional method has been stated by the respondents. So, steps should be taken by online service providers to improve the security measures concerning payments and supply the products to the fullest satisfaction of online buyers.
2. Cash on delivery is the mode of payment preferred online and offline shopping. Though the government encourages the public to use digital payments it is not preferred by all. So digital literacy to be encouraged and the benefits behind the same to be highlighted to have a cashless economy like western countries.

3. Amazon is found to be the customer's preferred website followed by other websites. To improve the customer's attention in other websites inviting options to be introduced by other online shopping service providers to attract the customer towards their websites.

4. Online purchase is found to be more among the respondents when offers and discounts are given. Offline purchases are found to be periodical among the respondents which indicates the fact that their inclination about the purchase is offline. When the price is proportionate to quality offers and discounts not going to influence the purchases. So offline shop keepers must live up to the expectations of buyers to maintain the sales at all times.

5. Most of the respondents come to know about the websites via social media. Message providers of social media must give the real facts and experiences about their purchases in sites, to convert the prospective online buyers to customers. Word of mouth advertisement is found to be prevalent among respondents offline. To have the continuous purchase through offline sharing of information among the members must be fair and genuine.

6. The time involved in doing online purchases is minimum and offline is more. But the satisfaction that they get from the physical touch and ambiance of the shop compensates the buyers for the loss of time which occurs due to travel, queue for billing, and lack of doorstep delivery. The benefits they get from offline shopping must be included in websites and improved digital marketing techniques to be used to attract and retain online customers.

CONCLUSION

In the present-day context learning and analyzing consumer behavior is important for the survival of business whether online or offline. Online purchase is the most prevalent and popular form of buying in western countries, whereas in developing countries like India offline shopping is the most preferred form of buying. The technological revolution in western countries is tremendous. This helps the online sellers to promote the products digitally and get continuous improvement in online sales. Although in the last few years online buying has become popular among teenagers, In India getting the attention of buyers towards this mode of buying is not that much attractive

due to inherent advantageous factors like physical touch, examining the products before purchase, immediate delivery, etc. During the COVID-19 pandemic situation to avoid the pandemic spread, a shift from offline to online was seen among buyers, Health and safety products like Sanitizers, Gloves, Hand wash, Masks, and other health-related products were most sought online.

Out of 188 respondents, 126 prefer online shopping when offers and discounts are given. Whereas respondents prefer to do offline shopping where the availability of free time is more. Out of the total respondents (188) taken for study 83 have stated that the preference for offline shopping is due to the influence of family in the decision-making process relating to purchases. In online purchases, the influence of social media is found to be more.

A wide range of products is available in online shopping which also exerts pressure to prefer online. In a nutshell, it can be concluded that offers and discounts, and savings in time are the most influential factors behind online purchase whereas free time and feel of physical touch is the most influential factor which satisfies offline shopping. Though a wide range of products is available online only a very few products are preferred by the buyers.

It is found that recharge of mobiles is the product most sought after online due to instant cash back offers, savings in time, and no disruption to work. It is also found out that the income level has a positive influence on online shopping. Internet users in the high-income group are more compared to lower-income brackets. The lower-income category prefers offline due to factors like credit facility, installment option, and discounts and offers which they get due to long-standing relationships with the seller. On the other hand, people in the high-income bracket have the facilities of owning costly personal computers, tablets, cells and can get high-speed net facilities. In offline shopping, the income level has nothing to do with shopping.

COVID-19 Pandemic led the consumers to try new channels, products, and brands which resulted in a change in consumer behavior. In the study, it is found out that 55% of the respondents preferred online during the COVID-19 pandemic period. Whereas 45% of the respondents were not ready to shift their shopping mode from offline to online. A shift in purchase mode was seen among consumers during this

period. Many countries were facing problems in making a shift from offline to online due to poor infrastructure, reluctance, the inability of consumers in doing bank transactions. COVID-19 disruption became a cause for a rapid temporary shift from offline to online mode.