

A COMPARISON ANALYSIS ON ONLINE AND OFFLINE SHOPPING

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ABSTRACT

This study examines the dynamic landscape of comparing online and offline shopping experiences. Through a comprehensive analysis, it explores factors influencing consumer choices, such as convenience, price, product variety and social interaction. The research employs both qualitative and quantitative methods, including surveys and interviews, to gain insights into the motivations and behaviors of shoppers in both realms. Findings reveals nuanced differences in consumer preferences and highlight the evolving nature of retail in the digital age.

KEYWORDS

Online shopping, offline shopping, consumer preferences, consumer behaviors, product variety, shopping experience, social interaction.

INTRODUCTION

Shopping is part of every day's life. Some get the necessities from shopping; others get something more. It is viewed as a way to release the stress, a way to complete some desire in the mind, or a way to add some flavor to the mechanical way of life. Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years. Then again, in ancient times, the terms that would have been used would be 'trading' or 'bartering' and probably even 'market.' So, what has traditional shopping have to offer now that the internet has opened up a wider and more enticing market to the current consumers. In general, there are two types of shopping: traditional shopping and On-line shopping. Nowadays, more and more people would 'go shopping' via Internet, thanks to the prevalence of the computer. Clicking in one word, thousands of items will pump out on the screen based on choice. No need to wade across a long road and nudge through hustling crowds to get a pair of fancy shoes. Just a click on the key board, make the choice and the goods will be delivered, right on the spot. Online shopping has become an increasingly common staple of life in the 21st century. Its popularity can be credited to the fact that convenience is highly valued in our world today. Shopping online offers the opportunity to

buy anything and everything you need while on a flight or getting ready for bed. Online shopping has become a popular shopping method ever since the internet has declared a takeover. The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Nowadays, the internet holds the attention of retail market. On the other hand, the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how, consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. The internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing. These are even more important than watching or getting entertained by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online.

STATEMENT OF THE PROBLEM

The rapid growth of e-commerce platforms has significantly impacted traditional retailing channels, leading to a fundamental shift in consumer purchasing behaviors. This study aims to analyse and compare the dynamics, preferences and factors influencing online and offline channels, examining the impact of factors such as convenience, trust, price sensitivity, product variety and customer experience on purchase decisions and exploring the demographic and psychographic profiles of consumers favoring each channel.

OBJECTIVES OF THE STUDY

1. To analyse the demographic profile of the consumers' doing online and offline shopping

2. To examine the factors influencing the consumers to switch from the offline shopping and vice-versa
3. To study the level of satisfaction of the consumers doing online and offline shopping
4. To study the most widely used websites for online shopping and location for offline purchasing
5. To assess the convenience factors of consumers doing the online and offline purchasing
6. To evaluate the effectiveness of advertisement towards the preferences of online and offline shopping.

On the basis of objectives, the following hypothesis were framed:

- 1.H₀: There is no significant relationship between gender and mode of shopping
H₁: There is a significant relationship between gender and mode of shopping
- 2.H₀: There is no significant relationship between gender and mode of shopping
H₁: There is a significant relationship between gender and mode of shopping
- 3.H₀: There is no significant difference between age and shopping convenient towards online and offline shopping
H₁: There is a significant difference between age and shopping convenient towards online shopping and offline shopping

RESEARCH METHODOLOGY

For the purpose of research, questionnaire was used to interview the respondents. The questionnaire was developed so as to obtain responses relevant to objects of the research. While designing the questionnaires every attempt was made to make it precise so that the purpose of filling up the responses does not consume time. To find the general attitude, perception, believes and intention of people towards their perception, a questionnaire was developed. The questionnaire, which was administered to the respondents for the purpose of collection primary data was a structured one.

Period of the study

The study was done during the period from December 2023 to April 2024. The final questionnaire was circulated from February 2024.

Area of the study

The study area is limited to Thoothukudi city, Tamil Nadu. It is identified as one of the

fast-developing cities in India. Thoothukudi is known as “Pearl city”. Data were collected among the respondents under the age group of 21-40 years of respondents in Thoothukudi city especially in the area of Lion’s Town, Mattakadai, Therespuram, Muthukrishnapuram, Andal street, Snows Colony, State Bank Colony, Teacher’s Colony, KVK Nagar, Cruzpuram.,

REVIEW OF LITERATURE

Sanin Hematic, Aleksandar Dokic, Aleksandar Jovicic, 2023. Internet-based purchasing ("online") is an alternative to traditional purchasing in a physical store ("offline"). First "online" purchasing is analysed in the context of digital transformation, as a consequence of digitization (switching from analogue to digital processes) and digitalization (introduction of computers and the internet). Secondly, "online" purchases are examined through three perspectives: (1) frequency of "online" purchasing, (2) consumer preferences during "online" purchasing, and (3) the amount of money spent on "online" purchasing. Finally, in the last two decades we have witnessed the increasing role of "online" purchasing versus the decreasing role of traditional "offline" purchasing in physical stores.

Anmol Sharma, Avinash Sharma, Harpreet Kaur (2020). The intent of this study is to present a view of online shopping decision through compare the offline and online decision making. Shopper’s shop when and where they desire, where they are contented with the products and the preference of shopping. The present paper is highlighting the distinction among online and offline shopping approach and behavior of consumers of the study. Total 30 statements have been developed. Total 500 respondents have taken part in survey out of which 316 consumers preferred online shopping over offline shopping, whereas, 184 consumers preferred offline shopping over online shopping. Descriptive statistics and t-test is used to examine if mean level of agreement or disagreement between online shoppers and offline shoppers is significant or not. As a result it has been found that response of online and offline shoppers varies significantly for statements like online or offline Shopping saves time, online or offline shopping is convenient, It is safe to give out personal information, online or offline shopping provides overall adequate information, online or offline shopping provides the other required customer services, online or offline shopping requires fewer efforts, online or offline shopping provides faster goods and services, online or offline Shopping avoids botheration, online or offline shopping offers prompt delivery of goods, online or offline

shopping allows one to look for the best price before purchasing, During online or offline shopping, one can touch the goods before I buy them, During online or offline shopping, once can try or take demo of the product, online or offline shopping raises my prestige, I often buy things online or offline because it puts me in a better mood.

(Yunji Moon, Deborah J Armstrong, 2020). In an online-to-offline (O2O) environment, a company operates multiple channels: online, mobile, and offline. A company attracts customers and triggers payments online or via mobile, and then leads customers to an offline store to receive the products or services. The authors argue that in this mixed shopping environment, customer perceptions of service quality are different from those of existing commerce environments in isolation. O2O service quality consists of perceived tangible as well as intangible factors. Specifically, perceived tangible service quality reflects not only offline servicescape like ambient conditions, but also online tangible service factors such as mobile app design. Intangible service quality includes offline factors such as empathy as well as online factors like mobility. The current paper proposes an integrated O2O service quality model using key offline, online, and mobile service quality factors. This study also investigates how O2O service quality affects customer's perceived risk and trust toward the retailer, how it affects customer satisfaction, and revisit intention. Additionally, this study explores the moderating effect of telepresence in the relationships between O2O service quality and customer perceptions.

Muhammed Muntaqheem, Satish D Raiker (2019). Shopping has changed as a result of the influence of technology with most people preferring online shopping to the traditional physical store shopping. This trend took center stage in the past decade with many retail giants integrating the two approaches to achieve maximum benefit. This research aims to understand the comparison between online shopping & physical store shopping and consumer behavior towards these modes of shopping. This paper identifies and discusses that male population tend to shop more online shopping rather than physical shopping for safety of payment more preference is given to shopping malls related to physical shopping. People are slowly going for online shopping but the majority mentality of people goes to

physical shopping as it is having trust, feel and touch of the product. In our research we have found out that Flip Kart and Jabong are the major players in the online retail and online shopping is here to stay and number of people favoring this mode is growing day by day.

DATA ANALYSIS AND INTREPRETATION

Table.No.1

Age Wise Classification of Respondents

Age	No. Of. Respondents	Percentage
Up to 20	12	9
21-40	120	87
41-60	4	3
Above 60	2	1
Total	138	100

Source: Primary data

The above table shows that the age wise classification of the respondents, out of 138 respondents, it is inferred that 87% of respondents are between 21- 40 years, 9% of the respondents are up to 20 years, and 3% of the respondents are between 41-60 years, 1% of respondents are above 60 years. Thus, it is inferred that the majority (87%) of the respondents are belong to the age group of 21-40 years.

Table.No.2

Satisfaction Level of Online Shopping and Offline Shopping

LEVEL OF SATISFACTION	AVERAGE	RANK
Return polices of online shopping	4.30	II
Return polices of offline shopping	4.28	III
Services provided by online shopping	3.95	V
Convenience of online shopping	4.32	I
Convenience of offline shopping	4.02	IV

Source: Primary data

From the above table, reveals that the respondents are satisfied with the convenience of online shopping ranked as I, the return polices of online shopping ranked as II, the return polices of offline shopping ranked as III, the convenience of offline shopping ranked as IV and the services provided by the online shopping ranked as V.

Table 3

Relationship Between Gender and Mode

of Shopping Observed Frequencies (O)

Gender/Mode	Online	Offline	Both online -offline	Total
Male	10	8	42	60
Female	15	20	43	78
Total	25	28	85	138

Expected Frequencies (E)

Gender/Mode	Online	Offline	Both online-offline	Total
Male	10.86	12.17	36.95	59.98
Female	14.13	15.82	48.04	77.99
Total	24.99	27.99	84.99	138

Chi-Square test: Relationship between gender and mode of shopping:

O	E	O-E	(O-E) ²	(O-E) ² /E
10	10.86	0.86	0.7396	0.068
15	14.13	0.87	0.7569	0.053
8	12.17	4.17	17.3889	1.428
20	15.82	4.18	17.4724	1.104
42	36.95	5.05	25.5025	0.690
43	48.04	5.04	25.4016	0.528
Total $\sum [(O-E)^2/E]$				3.871

Degree of Freedom = (r-1) (c-1)

$$= (2-1) (3-1)$$

$$= 1 \times 2$$

$$= 2.$$

Table value =

5.991 Calculated

Value = 3.871

The table value for 2 degrees of freedom at 5% level of significance is 5.991. It is found that the calculated value i.e., 3.871 is less than the table value. Thus, the result is independent. Hence it is concluded that there is no significant relationship between the gender and mode of shopping.

Therefore, Null Hypothesis is accepted.

Table. No. 4
RELATIONSHIP BETWEEN AREA AND TIME
SPENDINGOBSERVED FREQUENCIES (O)

Area/Ti me spend	Online shopping takes less time	Offline shopping takes less time	Equal time forboth	Tota l
Urban	83	1 4	12	109
Rural	15	7	5	27
Semi- Urban	1	1	0	2
Total	99	2 2	17	138

EXPECTED FREQUENCIES (E)

Area/Ti me spend	Online shopping takes less time	Office shopping takes less time	Equal time for both	Total
Urban	78. 19	17.37	13.42	108.9 8
Rural	19. 36	4.30	3.32	26.98
Semi- Urban	1.4 3	0.31	0	1.74
Total	98. 98	21.98	16.74	138

Chi-Square test: Relationship between area and time spending

O	E	O-E	(O-E) ²	(O-E) ² /E
83	78.19	4.81	23.1361	0.295
15	19.36	4.36	19.0096	0.981
1	1.43	0.43	0.1849	0.129
14	17.37	3.37	11.3569	0.653
7	4.30	2.7	7.29	1.695
1	0.31	0.69	0.4761	1.535
12	13.42	1.42	2.0164	0.150
5	3.32	1.68	2.8224	0.850
0	0	0	0	0
Total $\sum[(O-E)^2/E]$				6.288

Degree of Freedom = (r-1) (c-1)

$$= (3-1) (3-1)$$

$$= 2 \times 2 = 4.$$

Table Value =

9.488 Calculated

Value = 6.288

The table value for 4 degrees of freedom at 5% level of significance is 9.488. It is found that the calculated value i.e., 6.288 is less than the table value. Thus, the result is independent. Hence it is concluded that there is no significant relationship between the area and time spending on shopping. Therefore, Null Hypothesis is accepted.

Table. No. 5

**RELATIONSHIP BETWEEN AGE AND MODE OF SHOPPING
CONVENIENT**

Observed Frequencies (O)

Age/Convenient	Online	Offline	Both	Total
Up to 20	5	6	1	12
21-40	83	18	21	122
41-60	1	2	1	4
Above 60	0	0	0	0
Total	89	26	23	138

EXPECTED FREQUENCIES (E)

Age/Convenient	Online	Offline	Equal	Total
Up to 20	7.73	2.26	2	11.99
21-40	78.68	22.98	20.33	121.99
41-60	2.57	0.75	0.66	3.98
Above 60	0	0	0	0
Total	88.98	25.99	22.99	138

Chi-Square test: Relationship between age and mode of shopping

O	E	O-E	(O-E) ²	(O-E) ² /E
5	7.73	2.73	7.4529	0.964
83	78.68	4.32	18.6624	0.237
1	2.57	1.57	2.4649	0.959
0	0	0	0	0
6	2.26	3.74	13.9876	6.189
18	22.98	4.98	24.8004	1.079
2	0.75	1.25	1.5625	2.083
0	0	0	0	0
1	2	1	1	0.5
21	20.33	0.67	0.4489	0.022
1	0.66	0.34	0.1156	0.175
0	0	0	0	0
Total $\sum[(O-E)^2/E]$				12.208

Degree of Freedom =

$$(r-1) (c-1)$$

$$= (4-1) (3-1)$$

$$= 3 \times 2$$

$$= 6.$$

Table Value =

12.592

Calculated Value

= 12.208.

The table value for 6 degrees of freedom at 5% level of significance is 12.592. It is found that the calculated value i.e., 12.208 is less than the table value. Thus, the result is independent. Hence it is concluded that there is no significant relationship between the age and mode of shopping. Therefore, Null Hypothesis is accepted.

FINDINGS

- ☐ The majority (87%) of the respondents are between the age of 21-40 years
- ☐ The majority (57%) of the respondents are female
- ☐ The majority (50%) of the respondents are graduate
- ☐ The majority (59%) of the respondents are students
- ☐ The majority (18%) of the respondents are belongs to Lion's Town

- ☐ The majority (58%) of the respondents are shopping frequently in online mode
- ☐ The majority (63%) of the respondents are shopping frequently in offline mode
- ☐ The majority (40%) of the respondents are preferred both online and offline shopping
- ☐ The majority (52%) of the respondents are influenced by shopping websites
- ☐ The majority (43%) of the respondents are influenced by attractive advertisement for do online shopping
- ☐ The majority (74%) of the respondents are influenced by touch and feel for do offlineshopping
- ☐ The majority (69%) of the respondents are think that the both online and offline packingof goods is best
- ☐ The majority (50%) of the respondents are think that the offline mode of shopping ofgoods is durability and long lasting
- ☐ The majority (75%) of the respondents are find a wide variety of products in onlineshopping
- ☐ The majority (72%) of the respondents are perceived that the online is cheaper
- ☐ In ranking method, the majority of the respondents are satisfied with the convenienceof online shopping ranked as I, the return polices of online shopping ranked as II, the return polices of offline shopping ranked as III, the convenience of offline shoppingranked as IV and the services provided by the online shopping ranked as V.
- ☐ In chi-square test, the result is independent. Hence there is no significant relationshipbetween the gender and mode of shopping. Therefore, Null Hypothesis is accepted
- ☐ In chi-square, the result is independent. Hence it is concluded that there is no significant relationship between the area and time spending on shopping. Therefore,Null Hypothesis is accepted.

SUGESSTIONS

1. The information of the customers during the online shopping must be maintained in a well-organized way
2. Proper description must be given to the items that are kept for sale
3. The price of the items should also be mentioned along with the description to prevent any further confusion

4. The items purchased by the customers must be delivered on time without any delay. Each area must be assigned with different delivery boys who make the process easier
5. We suggest making the online store a bit more pleasant by adding back the human touch that people like so much at brick-and-mortar store
6. A marker should build up a prompt distribution channel to avoid the problem of non- availability of products
7. Give customer the option of customizing packing based on the exact size of the product being delivered
8. Manufacturers must make sure that they satisfy the changing requirements of the customers
9. The retail market has become more complicated and competitive. So, display of the products must be attractive to increase the sale of products
10. Traditional stores can play slow pop music so that the customer shop longer. A nice and pleasant music playing in the background as people keep shopping, result in more sales.

CONCLUSION

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. Online shopping has made consumers more effective and efficient in their shopping behavior and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. The results of this survey underscore the need for businesses to take the online market seriously. The survey conducted revealed a positive attitude and behavior toward online shopping even by those consumers who still like traditional stores. These consumers are mostly in low and high age groups. Those consumer groups have time to spend in traditional stores and malls and value the offline shopping experience for social reasons, such as meeting with friends. These consumers appear to be more knowledgeable by gathering information online and then purchase it from traditional stores. Rapid growth of e-commerce has resulted in a E- transformation in the global retail infrastructure. Internet has emerged as a cost-effective means of doing business. Despite being faced with numerous

bottlenecks, Thanks to rising internet and higher incomes and more savvy population. Secured online payments, better to Electronic Stores, return policies and exciting discounts could help the Perceptions of Shopping Benefits. Considering the demographic profiles of online users; gender, age and education have significant association to web shopping in the current Indian scenario. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping in the country. However, the frequency of online shopping is relatively less in the country. Online shopping organizations can use the relevant variables and factors, identified from the study, to formulate their strategies and plans in the country. The organizations can prioritize the consumer implicit and explicit requirements in online shopping environment. The results can also be used by various organizations to identify their target customer segments. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping. Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men.

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