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## **A Comparative Analysis Between Online and Offline Shopping Experience of Consumer**

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### **INTRODUCTION**

Shopping is part of every day's life. There are two type of shopping that is online and offline shopping. 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. 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. development of technology has made the consumers purchase path extremely diversified. Internet has changed the way of business and consumer communication. The growth rate of use of internet is very rapid in India. Online shopping allows customer to buy goods and service directly from a seller through Internet using websites or mobile applications. Online shopping websites offer customers with a variety of product and services. It gives customers more chances to compare price from different websites and the products with lower prices. A Consumer may use both shopping channels differently. Some consumers may use physical stores as the primary shopping channel and internet as a supplementary channel whereas others may follow reverse pattern. The fundamental problem that motivated this study is what factors determine online purchasing behaviour and how is it different from offline shopping. Being the majority users, youngsters concentrate as important market segment in online retailing. As more and more websites being offered, E-commerce has significant impact on consumers buying behaviour. Therefore, it is essential to analysis consumers shopping behaviour, explore their satisfaction level through online and offline purchase and determine the factors influencing online purchasing. Shopping is found as a stress buster, a path to satisfy the urge of the mind or a path to free from our daily routines of life.

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### **STATEMENT OF PROBLEMS**

To do comparative study between online shopping and physical store shopping. To study the consumer behaviour towards each of these modes. This search may fill the gap between choosing online shopping and offline shopping What are the main reason behind choosing online and offline shopping? The study makes clear to consumer to make a choice to get more benefit from online and offline shopping

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### **OBJECTIVES OF THE STUDY**

1. To know the awareness of the consumers.
2. Study the factors that influence or motivate consumers to purchase online and offline.
3. To identify the frequently purchased products through online and offline.
4. To analysis whether the income level influences the consumer to purchase in online.

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### **SCOPE OF THE STUDY**

This study focus on shopping experience of the consumer. Identify that, which shopping are frequently used by consumer. In online and offline shopping, what are the problem that are faced by consumer in shopping online and offline. The result of this research would help consumer to analysis the problem in online and offline shopping.

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## RESEARCH METHODOLOGY

This study is based on primary data collected through questionnaires. 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,

**SAMPLING:** The target group is of different age, different age group people are considered because to know whether which group of people are involved more in the online shopping and which group of people is not confined to shop online.

**SAMPLE SIZE:** Determining the size of sample that is needed for a particular piece of research. For this research 100 sample size is taken for the interviews. From this sample size the calculation of simple percentages for each variable is done

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## STATISTICAL TOOLS USED IN THE STUDY:

Data collected through questionnaire was prepared in master table. In order to analysis and interpret the data.

- Percentage Analysis
- Chi square Test
- Rank Analysis

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## PERCENTAGE ANALYSIS

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data or reduced in the standard form with the base equal to 100 which fact facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the same size.

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## FORMULA:

$$\text{Simple percentage} = \frac{\text{No. of respondents}}{\text{Sample size}} * 100$$

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## CHI-SQUARE TEST

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the expected distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used non-parametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

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## RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranking higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

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## LIMITATIONS OF THE STUDY

- The sample size of the study is limited to 100 respondents only.
- The study is restricted to Coimbatore.
- Time factor is the main limitation, as more time was required to carry out study on other aspects of the topic
- The information can be biased due to use of questionnaire

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## CHI-SQUARE ANALYSIS

### RELATIONSHIP BETWEEN GENDER AND THE SHOPPING OPTION THEY PREFER

TABLE 1

GENDER	THE SHOPPING OPTION THEY PREFER		TOTAL
	ONLINE	OFFLINE	
FEMALE	27	37	64
MALE	17	18	35
TRANSGENDER	0	1	1
<b>TOTAL</b>	<b>44</b>	<b>56</b>	<b>100</b>

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
27	28.16	1.16	1.345	0.047763
17	15.4	-1.6	2.56	0.166234
0	0.44	0.44	0.1936	0.44
37	35.84	-1.16	1.345	0.037528
18	19.6	1.6	2.56	0.130612
1	0.56	-0.44	0.1936	0.345714
<b>100</b>	<b>100</b>	<b>0</b>	<b>8.1972</b>	<b>1.167851</b>

Chi-Square Value  $\chi^2 = \sum(O-E)^2 / E$

$$= 1.167851$$

Degree of freedom= (row-1) (column-1)

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

Significance Level = 0.05

$\chi^2$  Tabular Value = 0.166234

$\chi^2$  Calculated Value >  $\chi^2$  Tabular Value

**INTERPRETATION:** In the above analysis the calculated value (1.167851) is greater than the table value (0.166234) at the level of significance.

Hence there is no significant relationship between gender and the shopping option they prefer in percentage.

**RELATIONSHIP BETWEEN MONTHLY INCOME AND CRITERIA THEY PREFER WHILE SHOPPING IN ONLINE AND OFFLINE**

TABLE 2

MONTHLY INCOME	CRITERIA THEY PREFER WHILE SHOPPING IN ONLINE AND OFFLINE				TOTAL
	SALES	DISCOUNT	PRICE	PAYMENT	
BELOW 5000	5	14	10	14	<b>43</b>
5001 - 10,000	1	7	11	1	<b>20</b>
10,000 - 50,000	3	15	11	0	<b>29</b>
ABOVE 50,000	0	3	5	0	<b>8</b>
<b>TOTAL</b>	<b>9</b>	<b>39</b>	<b>37</b>	<b>15</b>	<b>100</b>

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
5	3.87	1.13	1.276	0.329716
1	1.8	-0.8	0.64	0.355556
3	2.61	0.39	0.152	0.058238
0	0.72	-0.72	0.518	0.719444
14	16.77	-2.77	7.672	0.457484
7	7.8	-0.8	0.64	0.082051
15	11.31	3.69	13.616	1.20389
3	3.12	-0.12	0.014	0.004487
10	15.91	-5.91	34.928	2.195349
11	7.4	3.6	12.96	1.751351
11	10.73	0.27	0.072	0.00671
5	2.96	2.04	4.161	1.405743
14	6.45	7.55	57.0025	8.837597
1	3	-2	4	1.333333

0	4.35	-4.35	18.922	4.349885
0	1.2	-1.2	1.44	1.2
<b>100</b>	<b>100</b>	<b>0</b>	<b>158.0135</b>	<b>24.290834</b>

Chi-Square Value  $\chi^2 = \sum(O-E)^2 / E$

$$= 24.290834$$

Degree of freedom = (row-1) (column-1)

$$= (4-1) (4-1) = 9$$

Significance Level = 0.05

$\chi^2$  Tabular Value = 2.195349

$\chi^2$  Calculated Value >  $\chi^2$  Tabular Value

**INTERPRETATION:** In the above analysis the calculated value (24.290834) is greater than the table value (2.195349) at the level of significance.

**Hence there is no significant relationship between monthly income and criteria they prefer while shopping in online and offline.**

## RANK ANALYSIS

**WHAT ARE THE THINGS DO YOU PREFER TO BUY IN ONLINE AND OFFLINE SHOPPING.**

TABLE NO. 3

WHAT ARE THE THINGS DO YOU PREFER TO BUY IN ONLINE AND OFFLINE SHOPPING	TOTAL	RANK
Cloths	114	1
Groceries	98	2
Electronic Appliances	76	3
Furniture	9	4
Kitchen Equipment	3	5

**INTERPRETATION:**

The above table depicts that what are the things do you prefer to buy in online and offline shopping respondents have opted, the highest rank Cloths, second rank towards Groceries; third rank towards Electronic Appliances; fourth rank towards Furniture and fifth rank has Kitchen Equipment

**Hence the highest rank in What Are The Things Do You Prefer To Buy In Online And Offline Shopping is cloth**

**ARE YOU AWARE OF SEEING ADVERTISEMENT FOR ONLINE SHOPPING AND OFFLINE SHOPPING**

TABLE NO. 4

ARE YOU AWARE OF SEEING ADVERTISEMENT FOR ONLINE SHOPPING AND OFFLINE SHOPPING	TOTAL	RANK
Tv	88	2
Newspaper	88	2
Social Media	124	1
Radio	0	4

**INTERPRETATION:**

The above table depicts that the Are You Aware of Seeing Advertisement for Online Shopping And Offline Shopping respondents have opted, the highest rank Social Media, second rank towards Both Tv and newspaper; fourth rank towards Radio.

**Hence the highest rank in Are You Aware Of Seeing Advertisement For Online Shopping And Offline Shopping is Social Media**

## FINDING

In this study, descriptive statistics have been used to analyses the social-economic profile respondents. The findings of the analysis are given below:

2. Hence the majority, 41% of respondents are Age 21-30.

3. Hence the majority, 64% of respondents are from the gender female.
4. Hence the majority, 55% of respondents are from the students.
5. Hence the majority, 43% of respondents are from monthly income below 5000.
6. Hence the majority, 54% of respondents are from under graduate.
7. Hence the majority, 46% of respondents are from the urban.
8. Hence the majority, 56% of respondents says offline shopping.
9. Hence the majority, 39% of respondents are from online shopping under choice of discount
10. Hence the majority, 32% of respondents are from online shopping under choice of 2-3 years.
11. Hence the majority, 46% of respondents are from online shopping under choice of less than 1 hours.
12. Hence the majority, 66% of respondents are from offline shopping under choice of less than 10 miles.
13. Hence the majority, 44% of respondents are from offline shopping under choice of payment through cash.
14. Hence the majority, 53% of respondents are from of sometimes.
15. Hence the majority, 44% of respondents are from online shopping under choice of 1000-2000.
16. Hence the majority, 46% of respondents are from online shopping under choice of Electronic Appliances.
17. Hence the majority, 39% of respondents are from online shopping under choice of discount.
18. Hence the majority, 29% of respondents are from online shopping Flipkart.
19. Hence the majority, 41% of respondents are from online shopping under choice of 3.
20. Hence the majority, 51% of respondents are from offline shopping under choice of Very Satisfied.

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### CHI-SQUARE ANALYSIS

1. Hence there is no significant relationship between gender and the shopping option they prefer in percentage.
2. Hence there is no significant relationship between monthly income and criteria they prefer while shopping in online and offline

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### RANK ANALYSIS

1. Hence the highest rank in What Are The Things Do You Prefer To Buy In Online And Offline Shopping is cloths.
2. Hence the highest rank in Are You Aware Of Seeing Advertisement For Online Shopping And Offline Shopping is Social Media

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### 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. Flipkart 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

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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.

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## CONCLUSION

The present literature shows that there are significant differences between consumer purchase style in online and offline medium of shopping based on certain parameters. Despite the rapid growth in online sales in India and the projection of further uptick in this medium of shopping, the majority of consumers in India still prefers the so called 'real' shopping experience of brick and mortar shops. As different studies show, it's mostly the youngsters who are fueling the amazing growth story of online shopping in India. Advent of online medium of shopping has no doubt hit the offline stores hard. Large discounts offered by the e-tailers have indeed put enormous pressure on their bottom line. Adding with that the ever increasing price of Indian real estate sector has put the viability of brick and mortar business in doubt.