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A Study of Customer Perception on Online and Offline Shopping

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ABSTRACT

Shopping for products and services online is known as e-shopping or online shopping. E-commerce and online buying on the internet have been increasingly popular in recent years due to the rise in the number of people who have access to the internet and use mobile phones. Without the internet, Ecommerce would not be possible. In a zero-channel distribution model, consumers buy products directly from manufacturers without the need of intermediaries or middlemen such as internet shopping, they can acquire a wide range of things, such as apparel, shoes, technological devices, and services. It saves you time, money, and effort. Because of technology improvements, the majority of individuals now prefer online shopping to conventional brick-and-mortar establishments while doing their shopping. A growing number of retail giants are combining the two tactics to achieve the best results. Online and in-store shopping, as well as customer perceptions of both, are analyzed in this study. Why do men favors online shopping over brick-and-mortar stores? Many people prefer to shop in malls that are connected to actual retail centers for safety concerns. People are gradually migrating to internet purchasing, however the majority of people's attitudes have not. Flipkart and jabbing are the two most popular online retailers, according to our findings. Shoppers are increasingly choosing to shop online, and the number of people who do so is increasing.

Keywords: Online shopping, E-shopping, E-Commerce, Perception, Preferences

I.INTRODUCTION

Many people are becoming more reliant on the Internet as a means of communication and education, as well as a way to express themselves more freely. The obvious capabilities of the Internet include the acquisition of data, the acquisition of goods, and the provision of services. It is now possible to make purchases using Internet technology, rather of the more time-consuming traditional methods. By eliminating the need for customers to physically collect information, offline shopping methods allow them to make better use of their time. When comparing pricing, for example, a customer can utilise the Internet to find and obtain useful information instead of actually visiting different locations or relying on newspaper circulars (JeyaRani & A, 2016).

The dawn of a new era in electronic technology has come with the rise of the Internet. Consumers can now utilise the Internet for a wide range of purposes, including research, communication, online banking, and even online purchasing in some instances. The Internet is rapidly replacing traditional methods of communication and commerce because of its numerous advantages. There will be a need for new technological advancements to safeguard the security of online transactions as more and more people use the Internet to buy, invest, make payments, as well as conduct online banking. Some people are still reluctant to make purchases online because of the Internet's rapid growth. Some clients are still unwilling to make the very same move as more firms establish an online presence, as they find out as they expand their online presence. A wide range of consumers are concerned about Internet security and the transfer of personal data (Thangaraja, 2016). The both number of individuals that visit a website as well as the percentage of people that actually purchase something are in a state of flux.

Fewer than 3% of Internet users actually complete a transaction even though millions use the Internet every day and visit a variety of shopping sites (Shim, S., Eastlick, M. E., Lotz, S. L., & Warrington, P., 2001). Comparatively speaking, this leaves a sizable portion of the total number of users who do not engage in any form of online commerce. Instead, those non-participants may decide to abandon or complete the purchase offline. Therefore, it is imperative for both online and offline businesses that are looking to expand into the internet market to understand their consumers' impressions and the factors that influence their purchasing decisions online as well as offline. A greater understanding of the factors that drive consumer decision-making can help retailers and enterprises better serve their customers in any of shopping venues (Thangaraja, 2015).

II. REVIEW OF LITERATURE

Increases in online purchase are occurring in countries with well-developed marketing infrastructures, particularly in countries where the Internet is widely used (Kau, A. K., Tang, Y. E., & Ghose, S. 2003). When it comes online shopping, consumers can shop when they want and also have access to products that aren't accessible in their location. In addition to personal computers, consumers can now access the Internet via high-tech digital devices like Palm Pilots and mobile phones (Kau, A. K., Tang, Y. E., & Ghose, S. 2003). Increased access to high-speed internet, cheaper connection prices, and an increase in consumer competency are all contributing to the growth of e-commerce, which will only continue as long as the Internet's accessibility and usability improves.

At least 53% of Web users in the United States have made a transaction via the Internet at some point in the past year (George, J. F. 2004). However, online shopping is not used by everyone. Despite the fact that more than half of American Internet users have made a purchase, this will not explain the discrepancy between both the number of people visiting websites and the number of transactions taking place. However many tourists a website attracts, just approximately 3 percent of those visitors end up making an online purchase. Many people forget about their online shopping carts before the transaction is completed, according to a research published in 2001 by Betts and another study published in 2001 by O'Neill (B. 2001).

The majority of customers visit online to look around before making a purchase at a more traditional brick-and-mortar store, which explains those occurrences (Forsythe, S. M., & Shi, B., 2003). The reasons why some people choose to buy goods and services offline have been examined in prior studies. Customers were reluctant to make online purchases as they were intangible, according to a survey (Cho, J., 2004). Some clients have certain sensory requirements before making a purchase decision, such as a desire to feel, taste, or smell the product. Some consumers may not be satisfied even if visual images are provided with items and services. Another study found that customers' perception of transaction risk increase as their uncertainty about purchasing products develops due to their failure to satisfy sensory demands. Since of intangible issues that could be avoided, such as hacker attacks or whether the consumers purchasing choice is adequate in light of the information ascertained, customers perceive each transactions online to have a fundamental level of risk, even when precautionary research into a good or service as well as its vending company is conducted.

There is a fundamental fear among consumers regarding the internet transactions' safety and reliability. Consumers' perceptions of increased obligations, such as those associated with motorised vehicles or computer cleaning services delivered online, can have a significant impact on overall internet purchasing decisions when intangibility is a factor. As a result of this distrust, consumers are reported to be reluctant to conduct business with internet retailers. An online study of 9700 people reveals that 3 in 5 consumers do not trust online shops (Belanger, F., Hiller, J.S., & Smith, W.J., 2002). Research shows that consumers were worried about their online privacy and security (Attran, M. & VanLaar I., 1999), as well as (Kruck, S. E., Gottovi, D., Moghadami F. & Broom, R. & Forcht, K. A. (2002). 59 percent of internet firms report at least one particular event each year, making this the case (Hopwood, W. S., Sinason, D., & Tucker, R. R. 2000). According to a new study, two-thirds of Americans are concerned about prospective Internet hacker dangers and are dissatisfied with the current measures in place to protect them from such attacks (McCrohan, K. F. 2003). Research shows that consumers are also concerned about unfavourable outcomes and the unpredictability of their purchase after making an online buy.

As a result, customers are less likely to engage in online transactions if they perceive greater risk (Choi, J. & Lee, K., 2003). (2003). There are several threat perceptions that aren't a problem in real-world situations. Personalized shopping assistance from staff, as well as instant access to a product or service, are some of the quick satisfactions and sensory perceptions that different consumers' purchasing decisions require in offline settings. This lowers the related risk perception of transactions. Customer service interactions with business workers via facial expressions are less common & immediate in the internet context. As a result, retailers are learning that some consumers prefer the ability to immediately experience the benefits of a product or service, rather than having to wait for it to arrive via mail.

Customers' purchase decisions may be influenced by this increase in the perceived risk of online transactions (Cho, J. 2004). Customers' views of the danger connected with a business and its online presence, and also their choice to make transactions without the sensory perceptions afforded in traditional brick-and-mortar locations, can be influenced by previous experiences (Thangaraja, 2016). Consumers' previous online purchase experiences (or lack thereof) can have a significant impact on the risk perception and buying intention (Dillon, T. D., & Reif, H. L. 2004). When customers have a bad experience shopping online, it raises their risk perceptions and makes it harder for competing online businesses to acquire customers (Boyer, K. K., & Hult, G. T. M. 2005).

This research assessed how customers recognise online shopping and which characteristics are perceived differently both by customers who prefer shopping online and customers who favor offline (physical store) buying (Arumugam, Thangaraja, 2014). Research from this study will help internet businesses understand better what attracts and deters customers from their websites. In order to attract customers, an internet business must have a thorough understanding of its target market's perceptions (Arumugam, Thangaraja, 2016).

III.SCOPE FOR THE STUDY:

This paper explains why understanding consumer behavior is critical to any marketing's long-term success.

- It assists organizations in regulating the smooth flow of customer needs through a variety of platforms accessible on the market.
- To create a more flexible shopping experience for customers, resulting in a higher level of consumer satisfaction.
- To learn which shopping technique is most popular and what motivates them to use it.
- To categorize the many types of goods that force buyers to choose between offline and online buying.

IV.RESEARCH OBJECTIVE:

- Determine whether customers prefer online or offline shopping.
- To comprehend the consumer's attitude regarding shopping.
- To be aware of the benefits and drawbacks of both online and offline buying.
- To compare and contrast consumer behavior when shopping online and offline.

V. Research Methodology:

In the course of conducting research, a researcher will employ several methods to collect, organise, and analyse data. A study topic's proper data collection instruments are referred to as research methods. Surveys, questionnaires, and interviews are the most frequent methods for conducting research. Methods of research can be used to accomplish a wide range of objectives. It encompasses a wide range of activities that take place over the course of research. To put it another way: Research is defined by its methodology. In the following sections, the concepts are further defined and elaborated upon. It also outlines the kinds of methods that will be used in the future. What's more, how can advancement be quantified? In order to demonstrate how research activity can be effectively communicated, a platform for research methods is provided. This study employed descriptive research as its primary methodology.

The goal of descriptive research is to provide a detailed description of the characteristics of a population or subject being studied. The "what" rather than the "how" of a research question is given more weight in this methodology. Instead of trying to figure out "why" something happens, descriptive research aims to discover the features of a certain demographic group. The research issue is "described" but not "explained," in other words. Descriptive quantitative research was performed to obtain data in the form of measurements. Descriptive research does not affect any of the variables. It's common for descriptive research to be cross-sectional research that investigates several aspects of a single population. An individual's findings from descriptive study might be used for additional research in many different ways.

Several sources of information were used to compile the data for this paper. Both sources of data of data can be used in this investigation. To amass a huge amount of information and conduct an investigation. Data obtained from the first source in a controlled or uncontrolled environment is referred to it as primary data or raw data. The information obtained is authentic and unique, and it was done so with a specific goal in mind. Statistical analysis has never been done on them before. In addition to being used internally, the data collected could be made publicly available. Primary data collection methods include personal investigation, collection by investigators, questionnaires, & telephone investigation. Residents of the city of Chennai were asked to fill out a questionnaire as part of the research for this paper. According to the questions, there was a "strongly disagree" rating of one and a "strongly agree" one of five. The survey was completed by a total of 107 persons. However, eight of the replies were not full, thus they were not included in the study.

Table 1: Demographic Profile of Respondents

Demographic Profile	Category	Frequency	Percentage
GENDER	MALE	70	70%
	FEMALE	30	30%
	TOTAL	100	100%

AGE	BELOW 30	25	25%
	30-55	60	60%
	55&ABOVE	15	15%
PROFESS ION	WORKING	90	90%
	BUSINESS	0	0
	ANY OTHER	10	10%
EDUC ATION BACKGR OUND	Less than 12th	0	0
	Graduation	0	0
	Above graduation	100%	100%

VI. ANALYSIS AND DISCUSSION:

Participants were divided into two groups: those who preferred internet shopping (the "online group"), and those who preferred to shop in a brick-and-mortar store (the "in-store group") (offline group). People were divided into two groups according to their answers to Q21: As a general rule, "I prefer to purchase online rather than in a store." It was divided into two groups: online (those who answered 4 or 5), as well as off-line (those who answered 1 or 2). Undecided respondents were not included in any of the t-tests. There is a substantial distinction groups, as shown in Table 2, with a p-value of 0.01 or 0.05.

Two groups differed significantly on five components: (1) perceived threat, (2) past internet shopping experience, (3) advantages of the internet, (4) comfort and ease, and (5) the perceived unpredictability of online shopping.

Three reasons put the online group ahead of the offline group. Customers who have had positive online shopping experiences are more likely to shop online, according to this research, which also shows that customers who believe shopping online is more convenient are more likely to shop. When compared to the face-to-face group, the online group ranked lower in both perceived risk and perceived uncertainty. Customers who consider internet shopping as riskier and more unexpected prefer to shop at a brick-and-mortar business, according to these findings. As a result of these findings, online businesses should educate potential customers about the safety precautions in place for their websites in an effort to increase their revenue. As an added benefit, customers should have greater confidence in their online transactions.

VII. CONCLUSION

The findings of this study show that there are significant differences in the purchasing habits of people who shop online and those who shop offline. Even though online sales have grown tremendously and are expected to continue to rise, the majority of customers still prefer the real experience of purchasing goods (i.e. offline approach). According to a number of studies, India's rapid growth in internet shopping is mostly driven by the country's young population. Many brick-and-mortar retailers have been adversely affected by the emergence of online shopping. Retailers' bottom lines have been put under severe strain by retailers' aggressive discounting. It turns out that offering large discounts on goods and services was the final straw for them. To reach as many people as possible, companies are embracing the concept of omni-channel marketing, in which they market to customers via both traditional and digital channels.

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