



A Study on Consumer's Perception on Online and Offline Shopping

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ABSTRACT

As a client peruses the goods and services on offer at one or more retail establishments with the intention of making a purchase, shopping is an activity. Through the use of many platforms, it allows businesses to regulate the smooth flow of customer demands. As a way to categories the various products that force buyers to select between online and brick-and-mortar retail. A key infiltrator in the retail industry, online shopping allows customers to look up product details and place orders from anywhere in the world. Deliveries from online retailers are made to the customer's house, business, or any other location the customer specifies. The typical method of purchasing is to go to a physical store and purchase the item we desire. Because the Indian population is so culturally and religiously diverse, it's critical to understand how people shop in India and how to influence them. To better understand how consumers' purchasing habits differ when they shop online vs in-store or in-person. To gain a better understanding of how consumers decide what to buy to meet their wants and needs. According to the results of the poll, people prefer to shop in stores rather than online. According to the results of this poll, festivals and special occasions are the most important driving force behind holiday purchasing. After a surge in online sales and a predicted increase in future sales, most consumers still prefer a "real" shopping environment (i. e. offline method). Shopping online in India is a huge success story thanks to a large number of young people, according to several research. The rise of online shopping has undoubtedly taken a toll on brick-and-mortar establishments.

Keywords: Customers Perception, Online shopping, Purchase Decision, Consumer Experience, Retailing.

INTRODUCTION

As technology advances, sellers now have more options than ever before to get their products to customers faster, easier, and cheaper than ever before. In the last few years, online shopping has become increasingly popular. The retail market is more focused on the internet these days. Millions of other people purchase online every day. The traditional market, but at the other hand, continues to be a source of products for many years now. Many clients prefer to buy products offline so that they can inspect them and take control of them immediately after making a purchase. The capacity to consistently deliver quality, value, and satisfaction is critical in today's market if you want to keep your customers. As a result, some people prefer to purchase offline, others prefer to shop online, while still others want to do both.

Research focuses on how consumers choose to shop online and at brick-and-mortar establishments throughout the information-gathering phase. Despite this, many individuals prefer internet shopping because it is more convenient and cheaper. Regardless of whether they shop online or in stores, consumers should be aware of their purchasing options before making a purchase. Consumers should select the channel that best meets their needs and desires and provides them with the gratification they seek. Understanding how consumers choose the exact medium through which they purchase goods is critical for managers in today's competitive market. (Laing and Lai, 2000) reported that following online shopping, e-mail, instant messaging, and web browsing are the most popular internet activities. When people think about what online consumers do when they're online, these are two of the most popular thoughts that come to mind: watching or being entertained by the internet, and getting information or news. Online buying behaviour and internet shopping are other terms for this type of online shopping activity.

The act of making an online purchase while using a web browser is referred to as "buying behaviour." As with traditional buying, online shopping follows the same five-step process. According to (Chiang and Dholskia, 2003; Lynch, Kent, and Srinivasan, 2001), consumers typically use the internet to browse or search for the products or services they need and the information they require. However, rather than actively looking, many potential customers are drawn to the information they want about the product. They look at a variety of things online before making a final decision. Transactions are completed and customer service is offered by internet retailers following their sale of a product. It is the consumer's online buying habits and attitudes that determine how successful they are. Previous research has focused on why online shopping's products are distinct from those of brick-and-mortar stores. There have been numerous studies focusing on the high touch commodities that the consumer experiences whenever they need that touch, smell, or try the product.

It's impossible to buy it online, so you have to go out and do it in person. Despite the fact that internet shopping is on the rise and that it is more likely than not to put pressure on conventional offline shopping. There is a lack of research in this sector. Consumers can buy things directly from the seller using their web browsers when they shop online, or e-shopping, a form of electronic purchasing. Alternative terms for online shopping include e-web store, e-shop, e-store, internet shop, web-store front, and virtual store. These all refer to the same thing: purchasing online.

M-commerce, also known as mobile commerce, refers to the act of making an online purchase through a mobile-optimized website or application (app). The Aldrich Collection, 1982 In 1979, an English entrepreneur named Michael Aldrich came up with the concept of online buying. "(Palmer & Kimberly, 2007), A Global Internet server was first developed by Tim Berners-Lee in 1990. It was used for commercial purposes when it was first opened. In 1994, significant technological advancements appeared, including online banking, the opening of an online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for safe data transport, and Inter store's first online purchasing system. It was in 1994 that the first secure online transaction occurred, either through a Net market or online shopping. The world's first online shopping site, Amazon, was created in 1995, followed by eBay in 1995. Online shopping is now popular in many nations, but it is still a relatively new phenomenon in others. The merchants account was introduced in 1987, which made it easier for software companies to sell their products on the internet. The first and oldest piece of software still in existence goes by the name of Swreg. The book "Future Shop" explores how and what customers will buy as a result of technological advancements. This book was released in 1992.

The book covers a wide range of topics, including what e-commerce will look like in the future as well as how the web will affect society as a whole. The year 1994 marks the beginning of the era of online commerce, and it is during this year that Yahoo is launched. As of 1995, over 12000 internet domain names have been registering. Yahoo 4 established its online yahoo store in 1998, when Google entered the e-commerce market. For online purchases, a customer must have access to a computer with an active internet connection and a functioning payment method. Successful internet shopping sites like Amazon, Myntra, and Flipkart leverage low prices and vast stock sizes to entice customers. When it comes to internet buying, those with a higher income and educational level are more likely to do so. Online shopping is more popular among those who have greater access to and familiarity with the internet. Consumers are increasingly turning to internet purchasing as a result of the advancements in technology. Online purchasing is becoming more popular because of the rise in technology.

OBJECTIVES OF THE STUDY

The present study broadly compares the online and offline shopping, specifically the objectives are:

- To analyses the significant difference between the online and offline consumer groups interims of demographic, technology use, availability and attitude of the consumer.
- To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.
- The factor influencing the consumer to shop solely online and solely offline.
- To analyses whether the qualification of the consumer affect the online shopping and offline purchasing.

Review of literature

An investigation on customers' reasons for shopping online has been conducted by Chaing and Dholakia (2014). In their study, there are three main variables that influence whether or not a consumer chooses to shop online or offline. In addition to that, there are factors such as ease of use, product kind, and actual pricing to consider when buying. According to the results of the research, whether or not a customer decides to make a purchase is influenced by how easily and conveniently they can shop. Customer behaviour shifts from online to offline buying when they have difficulties making an online purchase. Conversely, when customers encounter difficulties making an offline purchase, they return to online shopping. Consumers who were asked about their preference for buying online cited convenience and a greater sense of fulfilment as the primary reasons they choose to make their purchases online.

Tabatabaei (2009) investigated the viewpoints of both online and offline market buyers in his research. The goal of the study is to learn why conventional customers shop online as well as what influences them to do so, as well as what influences them not to do so. He carried out a survey on 264 people at a local mall and then examined the results. There are no illiterate or inexperienced customers in this survey. The poll includes questions about demographics, computing skills, and internet familiarity. Customers of online shopping shop more than once a month, while customers of offline shopping buy from shopping sites once to five times per year.

During the period of gathering information, Chaing and Roy (2003) looked at consumers' decisions to shop online and in brick-and-mortar stores. A sampling of 34 undergraduate marketing students was used to choose the products for testing, and 56 products were generated based on the growth of online shopping. Online purchasing intention was projected to be higher for various categories of products than for experience products, as the results reveal that consumers find it cumbersome to buy in stores.

Soopramanien and Robertson (2007) conducted research in the United Kingdom on online buying acceptance and practise. According to their findings, online shoppers make decisions based on what they appear to believe. found that sociodemographic factors, attitudes, and ideas about online shopping influence both the decision to utilise the channel and the use of the channel itself. They divided online shoppers into three groups: those who make purchases directly from websites, those who look but do not buy, and finally, all those who don't shop online at all. There is no information in this study about customers who buy things both in stores and online.

Customers' happiness and purchase intentions were explored by Lee and Lin (2005) in regard to the quality of internet service. 297 internet shoppers provided the information for this study. Analysis of both advantages and disadvantages was carried out to determine whether the model used to measure the factors was accurate or not. It is used to test the model of the research using the structural equation modelling technique. The results reveal that the total service quality and customer satisfaction are influenced by the website design, reliability, responsiveness, and trustworthiness. According to. Customers' purchasing habits and intentions are reflected in the seal. The quality of e-service and customer happiness are closely linked to the size of the purchasing experience. According to a study, online shopping companies should implement various methods and build consumer trust in order to increase the likelihood of a customer making a purchase. Websites should ensure that web-based services can be relied upon.

Research Methodology:

This section of the study lays out the entire procedure of collecting data. As a general rule, researchers employ either the main or the secondary methods to gather information. Observation, interview/questionnaire, and case study are the primary methods. An example of a secondary approach would be one that uses previously obtained data. Primary and secondary data are combined in this study. Qualitative data is gathered from the consumer by sampling. For the purpose of sampling, a random consumer is chosen. Individuals of varying ages, genders, and geographic locations in Rourkela make up the sample population. The study uses a wide variety of people as a sample, including students, workers and non-workers, housewives, and so on. For this paper, information was gathered from a variety of sources. This paper can use both primary and secondary sources of data. To sift through a lot of data and conduct thorough investigation.

Information acquired from the original source in a managed or uncontrolled setting is referred to as "primary data." Data gathered in this manner is untainted and obtained for a specific objective. They've never been subjected to any statistical analysis. In addition, the obtained data may be made available to the general public. Personal investigation, collecting via investigators, questionnaires, and telephone investigation are key data collecting methods. People in Chennai filled out a questionnaire that served as the primary source of this paper's primary data. For example, they have previously been compiled and published by an organisation. Surveys can be used to gather information and conduct the analysis, or they can be utilised as a source of data. Because they've been statistically processed at least once, secondary data are not pure. Secondary data sources include government agencies, trade associations, newspapers, journals, and technical publications, as well as information provided in official publications. This work relies on secondary sources like websites and journal papers to gather its secondary data.

A sample plan is a word commonly used in research investigations to describe an outline on which research is carried out. It specifies the type of survey, the sample size, and how the selection is made from the general population. There are three important decisions that must be made while developing a sampling plan: I.e. the population and sampling unit, as well as the sample size and process for sampling. All of the people in the population are considered to be a sample, and all the people in the sample are considered to be in the population at large. Students and families from Chennai who purchase both online and in person make up the bulk of my study's participants. The city of 'Chennai' is the sampling unit. The number of samples or observation used in a study or experiment is known as the sample size. The size of the market research sample He fined the variety of subjects in the sample size Forde was penalising If you're talking about a sample size, you're talking about how many people you can get to participate in a certain study. My study will use a sample size of 100.

sampling is the process of picking a subset of the population for participation in the research; it is the process of choosing of people for a study so that they represent the broad group from which they have been chosen (Ogula, 2005). In research, there are primarily two methods for selecting samples: purposive sampling and convenience sampling. Probability sampling and non-probability sampling are two examples of this. Non-probability sampling-Convenience sampling is the sampling method employed in this survey. The information was gathered by hand by questionnaires distributed to the people of Chennai City, India. This research's data was gathered by handing out a questionnaire to participants who either shop online or offline. There were three sections to the questionnaire's design. There were inquiries about demographic information in the first section. True and false questions were included in the second section of the questionnaire. In the third section of the survey, respondents were asked to rate statements on a scale of 1 to 5 using a Likert-style scale (1 being strongly disagree, 2 being disagree, 3 being neutral, 4 being agree, and 5 being strongly agree). There were a total of 20 questions on the survey. Accordingly, the answers to the questions were designed to reflect what the respondent had to say.

Discussion:

According to the results of this poll, festivals and special occasions are the most important driving force behind holiday purchasing. According to the results of the poll, people prefer to shop in stores rather than online. It's clear from the responses that people prefer Amazon to other online retailers like Flipkart, Snapdeal, and Myntra. While most people believe that price is the most important consideration when shopping, a sizable majority of those polled disagreed, stating that they believe online purchases are superior than those made in stores. Despite the fact that the price of the goods is the same, the majority of individuals prefer the offline method over the online one, according to this survey. When buying online, the vast majority of individuals use a debit or credit card to make their purchases.

CONCLUSION

When it comes to online versus offline purchasing, the study found that there are considerable disparities in the way consumers shop based on specific characteristics. Many people still prefer a 'real' shopping experience, despite the enormous growth in online sales and predictions that this medium of purchasing will continue to rise (i.e. offline method). Internet shopping in India is a huge success story thanks to a large number of young people, according to several research. The rise of online shopping has undoubtedly taken a toll on brick-and-mortar establishments. Retailers' bottom lines have been severely strained as a result of the steep discounts they've offered. They've learned the hard way that offering huge discounts on goods and services is a recipe for disaster. In order to meet the needs of as many customers as possible, merchants are adopting an omni-channel strategy, which entails being present both in online and offline channels.

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