



CUSTOMER ATTITUDE ON ONLINE VS OFFLINE SHOPPING

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ABSTRACT

As a result of technology, purchasing has changed, many people prefer to shop online rather than regular businesses. The practice has grown in popularity over the past decade, with many store champions incorporating these two strategies for maximum benefit. This study seeks to distinguish between online shopping and in-store purchases, as well as customer perceptions about these types of shopping. This study identifies and discusses how men prefer to shop online rather than in stores. Many people prefer to shop at supermarkets that are closed for convenience. People are slowly moving into online shopping, yet most people's thinking has not changed. FlipKart and Jabong are major players in the online shopping market, according to our analysis. Online shopping will stay here, and the number of people choosing you is growing all the time.

KEYWORDS : Customer Perception, Online Purchase, Offline Purchase

INTRODUCTION

Purchasing is the activity in which a customer browses for available goods or services offered by one or more vendors for the purpose of purchasing their appropriate options. Consumer typology is developed by experts who identify the same group of consumers as recreational buyers, that is, those who enjoy shopping and view it as a hobby. Online shopping has become a major problem in the retail industry as consumers are now able to search for product information and place product orders in different regions. Kiran, K. U., & Arumugam, T. (2020, December). Online retailers deliver their products directly to the consumer home, offices and wherever they want. The business-to-consumer process (B2C) has made it easier for consumers to select any product online from the merchant's website and deliver it relatively quickly.

By using online shopping methods, consumers do not need to use energy by visiting virtual stores. This way you save time and travel costs. A seller or shop is a business that introduces a selection of goods and promises to sell or sell to customers for cash or other goods. Online shopping is a form of electronic trading that allows consumers to directly purchase goods or services from an online retailer using a web browser or mobile app. Online stores often allow consumers to use the "search" Mathai, R., & Arumugam, T. (2016). features to find specific models, types or items to make them feel comfortable and easy. Customer purchasing experience may vary from person to person. They are based on a variety of factors, including customer service, luxury, the type of goods purchased, and the attitude. This information sheet is about consumer perception of online and offline shopping.

OBJECTIVES

- To find the consumers preference towards Online and Offline Shopping.
- To understand the mindset of the consumers towards shopping.
- To know the advantages and disadvantages in online and offline shopping.
- To compare consumer behavior on online and offline shopping.

REVIEW OF LITERATURE

Tony Ahn, Seewon Ryu and Ingoo Han, (2004), explored online and offline features of Internet shopping malls and their relationships with the acceptance behaviors of customers. Web survey with 932 users was conducted in 6 shopping malls of Korea. The study validates technology acceptance model (TAM) in predicting the acceptance of the Internet shopping malls. Online and offline features have positive effects on the user acceptance, usefulness, attitude and intention to use.

Yaobin Lu (2011), focused on factors that influence users' intention to transfer their usage from the offline to the online channel that offer similar services. The study revealed that innovativeness in new technology and relative benefit had positive effects on users' intention to transfer usage. Moreover, the findings of the study also indicated that internet experience moderates the relationship between relative benefit and consumers' intention to transfer usage from offline to online services.

Isabel P. Riquelme has founded that some of the traits of human personality also have major effects on their buying intentions. Major traits which influence the buying perceptions for retailers are the cognitive skills and psychographic traits. Retailers' malpractices generally influence the cognitive trait of human brain and later on consumer act accordingly whether he/she is purchasing on internet or in traditional store.

Rick L, Hameed, S. S., Madhavan, S., & Arumugam, T. (2020). have conducted a survey through scanner panel method among various consumers. They found out in their research that there are a lot of behavioral differences among customers who shop on internet and those who shop traditionally through stores and supermarkets. Again, they found the same kind of findings that whenever customers buy on physical stores or supermarkets, they give their more concern to lot size. When they buy over internet, they opt for larger lot sizes of order because of the fact of easy home delivery. Also, it has been found out through the scanner panel that customer do more screening of brand names, prices and variety.

Yaobin Lu focused his study on identifying the causes which impose the customers to shift their desire from traditional shopping to internet shopping activities and vice versa from internet shopping to traditional shopping activities. He has founded further in his study that due to internet era, free flow of information, greater reach to customers, personalized services and product offerings nowadays etc. fosters the inclinations of customers towards internet shopping as compared to traditional shopping.

RESEARCH METHODOLOGY

The research methodology involves specific techniques used in the research process to collect, compile and evaluate data. Describes those tools used to gather relevant information from specific research studies. Surveys, questionnaires and interviews are common research tools.

Research methods do a lot of work. It applies to a number of activities performed in the research program. The research methodology identifies the research function in the true sense. It also clarifies and explains real concepts. It also outlines what measures will be required to further the investigation. In addition, how progress can be measured. The research approach provides a platform to demonstrate how we can interact with research work in a realistic way.

Ideas always need to be tested for consistency. A research approach is adopted to assess a particular theory and its application as well as a specific set of educational levels. This is mandatory for all studies to meet certain field standards. The research methodology is used for two important types of research process which includes basic research and applied research. Basic research includes work or research that has never been done before. On the other hand, applied research involves work that has already been done.

The type of research performed here is **Descriptive Research**, Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the "what" of the research subject rather than the "why" of the research subject. In other words, descriptive research primarily focuses on describing the nature of a demographic segment, without focusing on "why" a certain phenomenon occurs. In other words, it "describes" the subject of the research, without covering "why" it happens. The term descriptive research then, refers to research questions, design of the research and data analysis that would be conducted on that topic. It is called an observational research method because none of the variables that are part of the research study are influenced in any capacity. Some distinctive characteristics of descriptive research are:

Quantitative research: Descriptive research is a quantitative research method that attempts to collect quantifiable information

Uncontrolled variables: In descriptive research, none of the variables are influenced in any way. **Cross-sectional studies:** Descriptive research is generally a cross-sectional study where different sections belonging to the same group are studied.

Basis for further research: The data collected and analyzed from descriptive research can then be further researched using different research techniques. Data has been collected from various sources for this paper. The source of data in this paper can be both primary data and secondary data. To bring in a lot of information and do the research. Primary data is otherwise called raw information, the information gathered from the first source in a controlled or an uncontrolled situation. The data so collected are pure and original and collected for a specific purpose. They have never undergone any statistical treatment before. The collected data may be published as well. Methods of primary data collection are Personal investigation, collection Via Investigators, questionnaires, telephonic Investigation.

The Primary Data for this paper was collected through Questionnaire which was filled by people in Chennai city. They are collected and published already by some organization, for instance. They can be used as a source of data and used by surveyors to collect data from and conduct the analysis. Secondary data are impure in the sense that they have undergone statistical treatment at least once. Methods of secondary data collection are Official publications such as the Ministry of Finance, Statistical Departments of the government etc., data published by trade associations, articles in the newspaper, from journals and technical publications.

SUGGESTION

From this survey it is found that Festivals and Occasions are the major factors for shopping. The survey shows that there is a significant increase in the preference towards Offline shopping than online shopping. Based on the choice of the respondents it is shown that Amazon is highly preferred over Flipkart, Snapdeal, Myntra. Price is considered to be the influencing factor while shopping whereas the majority of the respondents strongly disagree that online purchasing is better than offline purchasing. From this survey it is found that 65% of the respondents prefer offline method over online though the price of the product is similar. It is found that 47% of the respondents make their payment via Debit/Credit card while shopping Online.

CONCLUSION

This study shows that there is a significant difference between the online shopping style and the offline shopping area based on specific parameters. Despite the rapid growth in online sales and speculation of continuous improvement in this shopping method, most consumers still prefer 'real' shopping information (i.e. offline method). As different studies show, especially young people are fueling the growing trend of online shopping in India. The advent of the online shopping method is no doubt very difficult for offline stores. The big discounts offered to retailers really put a lot of pressure on their main line. Offering huge discounts on products and services has proved to be an obstacle for them. The concept of omni-channel strategy has begun to take its toll as marketers try to stay afloat on both online and offline channels to meet the needs of a high number of customers.

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