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A Comparative Study on Online Shopping and Offline Shopping

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ABSTRACT:

Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years. 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. Many studies have focused that the high touch products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping. This research paper focused to analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.

Keyword: Online, offline, products, shopping.

INTRODUCTION:

People shop for a variety of reasons. Most people buy the products found in shops, supermarkets, grocery stores, department stores, and malls because they need them. Since 90 percent of persons living in the United States or one of the other developed nations no longer farm, they must buy their food and beverages from stores. They also buy an endless quantity of products to furnish or repair their homes, to heal themselves from illness, or to transport themselves from place to place. But people also shop for reasons that have nothing to do with keeping themselves alive, sheltered, or well. People make purchases that allow them to distinguish themselves from neighbors. Shopping provides a psychological uplift: there is a sheer enjoyment in going into a shop and making a purchase that provides a release from mundane activities. In fact, consumerism is one of the largest recreational activities in America and the most important base upon which the economy rests.

OBJECTIVE:

1. To analyse the demographic factors of the respondents.
2. To identify important factors influencing intention to do online and offline shopping.
3. To identify the amount spend on purchasing a product.
4. To identify the payment method preference in online shopping.
5. To know about the satisfaction level of consumer in online and offline shopping.

LIMITATIONS:

1. Due to resources and time constraints the study was limited to the only Coimbatore. Since the sample size was 100
2. The finding and concluding of the study are only suggestive not conclusive in spite of the best and honest efforts.
3. Lack of customer support, while asking the consumer they were behaving rudely and Ot responding to the questions.
4. Basically based on primary data, hence we cannot argue that the research is applicable in each condition, time and place.

REVIEW OF LITERATURE

1. **Selvakumar (2014)** concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online
2. **Chaing and Dholakia (2014)** carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet.

DATA AND INTERPRETATION

INTRODUCTION:

Analysis and interpretation of data is the process of assigning meaning to collected information And determining the conclusions, significance and implication of the findings. It is an important And exciting step in the process of research. In all research studies, analysis follow data collection.

The statistical tools are

1. Percentage Analysis
2. Chi-Square
3. Rank Analysis

PERCENTAGE ANALYSIS:

Percentage method refers to the specific kind which is used in making comparison between two or More series of data collected. Percentages are based on descriptive relationship. It compares the Relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitate relative comparison.

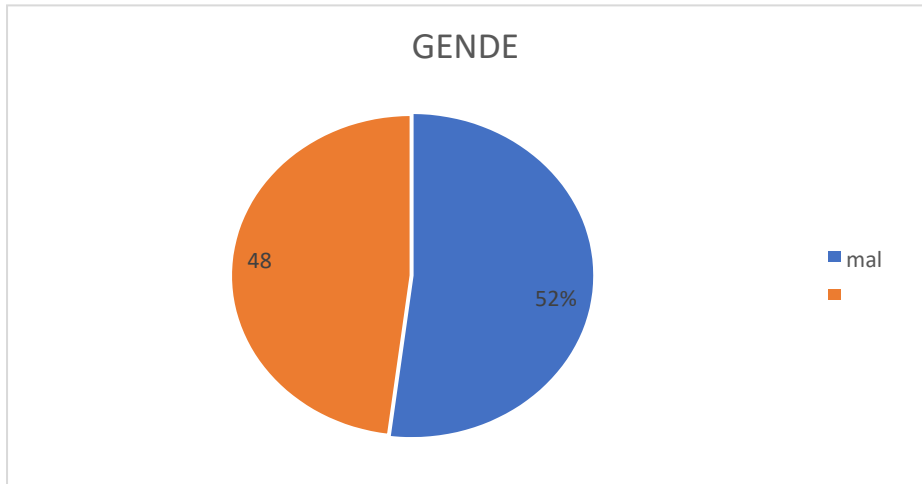
FORMULA:

$$\text{PERCENTAGE} = \frac{\text{No. Of. Respondents}}{\text{Total No. Of Respondents}} \times 100$$

PERCENTAGE ANALYSIS:

TABLE SHOWING GENDER THEY ARE BELONGING TO:

GENDER	NO. OF. RESPONDED	PERCENTAGE%
MALE	52	52%
FEMALE	48	48%
TOTAL	100	100%



SOURCE TYPE: PRIMARY DATA

INTERPRETATION:

THE ABOVE TABLE AND CHART SHOWS THE GENDER OF THE RESPONDENTS. MOST OF THE RESPONDENTS ARE BELONGING TO MALE WHICH IS 52 OUT OF 100 (53%) AND 48 OUT OF 100 (48%) ARE BELONGS TO FEMALE.

CHI-SQARE:

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 excepted 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.

CHI-SQARE FORMULA:

$$X^2 = \sum(O - E)^2/E$$

- X^2 = chi square
- O= observed value (actual value)
- E = expected value.

TABLE SHOWING RELATIONSHIP OF OCCUPATION AND ONLINE SHOPPING EXPERIENCE THEY ARE BELONGING TO:

OCCUPATION/ONLINE SHOPPING EXPERIENCE	EXCELLENT	VERY GOOD	GOOD	SATISFIED	POOR	TOTAL
STUDENT	29	29	19	8	1	86
BUSINESS	2	1	2	0	0	5
PROFESSIONAL	1	2	1	1	0	5
SALARIED	0	2	2	0	0	4
TOTAL	32	34	24	9	1	100

CHI-SQARE VALUE:

$$X^2 = \sum(O - E)^2/E$$

$$= 5.8067$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW}-1) (\text{COLUMN}-1)$$

$$= (5-1) (4-1)$$

$$= (4) (3)$$

$$= 12$$

$$\text{SIGNIFICANCE LEVEL} = 0.05 \quad \text{TOTAL VALUE} = 21.026$$

X^2 CALCULATED VALUE > X^2 TABULAR VALUE.

HYPOTHESIS:

H₀ – THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN OCCUPATION AND ONLINE SHOPPING. H₁ – THERE IS SIGNIFICANT RELATIONSHIP BETWEEN OCCUPATION AND ONLINE SHOPPING.

INTERPRETATION:

IN THE ABOVE ANALYSIS THE CALCULATED VALUE (5.8067) IS LOWER THAN THE TABLE VALUE (21.026) AT THE LEVEL OF 0.05 SIGNIFICANCE. HENCE, THERE IS NO SIGNIFICANT RELATIONSHIP BETWEEN OCCUPATION AND ONLINE SHOPPING.

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 object s can have the same rating.

TABLE SHOWING RANKING FOR EXPERIENCE IN OFFLINE SHOPPING THEY ARE BELONGING TO

RANKING FOR EXPERIENCE IN OFFLINE SHOPPING	5	4	3	2	1	TOTAL	RANK
VARIETY OF PRODUCTS	55	18	10	2	3	144	5
RETURN AND REFUND	10	54	17	5	3	204	4
QUALITY OF SERVICE	5	8	47	18	15	309	3
DISCOUNT/OFFERS	8	1	8	68	9	351	2
TIMING CONSUMING	3	5	12	5	57	354	1

INTERPRETATION:

THE ABOVE TABLE DEPICTS THAT EXPERIENCE IN OFFLINE SHOPPING THE HIGHEST RANK TOWARDS TIMING CONSUMING, SECOND RANK TOWARDS DISCOUNT AND OFFERS, THIRD RANK TOWARDS QUALITY OF SERVICE, FOURTH RANK TOWARDS RETURN AND REFUND AND FIFTH RANK TOWARDS VARIETY OF PRODUCTS.

FINDING, SUGGESTIONS AND CONCLUSIONS

FINDINGS:

1. Majority of 52% of male respondents.
2. Majority of 55% of age group is 18-20 respondents.
3. Majority of 85% of respondents are students.
4. Majority of 56% of respondents monthly income is below 15000.
5. Majority of 91% of respondents are married.
6. Majority of 57% of respondents are in rural areas.
7. Majority of 54% of respondents are in joint family.
8. Majority of 42% of respondents are in online shopping.
9. Majority of 46% of respondents are in flipkart.
10. Majority of 49% of respondents are onces in a month.
11. Majority of 58% of respondents are in 1000-3000.
12. Majority of 50% of respondents are in 0-3000.
13. Majority of 56% of respondents are in yes.
14. Majority of 53% of respondents are in discount ads.
15. Majority of 53% of respondents are in quality.

SUGGESTION:

1. Online shopping is becoming more popular day by day with the increase in the usage of World wide Web known as www.
2. Understanding customer's need for online selling has Become challenge for marketers.
3. Hence, most of the consumers are attracted towards online shopping.

CONCLUSION:

In conclusion, having access to online shopping has truly revolutionized and Influenced our society as a whole. This use of technology has opened new doors and opportunities That enable for a more convenient lifestyle today. Variety, quick service and reduced prices were Three significant ways in which online shopping and offline shopping influenced people from all over The world.

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