

Comparing Consumer Preferences: Offline Shopping Versus Online Shopping

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ABSTRACT

With an advent of multiple channels ranging from e commerce to mobile commerce in the digital era, today's consumers have a wide array of channels to choose for shopping. Increasing competition among physical and online shopping channels have incited consumers to buy from more channels whereas the buying. With this interesting background, the researchers have motivated to undertake this topic on consumer preferences among offline and online shopping. This study has adopted descriptive research design. 250 samples have collected by the researchers. Descriptive and inferential statistics have applied to the data collected. It was found from the study that many respondents have preferred with the online shopping comparatively with the offline shopping.

Keywords: Online Shopping, Offline Shopping, E-Commerce, Customer Preference

I. INTRODUCTION

Today's consumers heavily depend on internet to upgrade many facets of their life. This contains their buying habits too. As per the report published by Filpkart and Bain consulting, India might overcome the US in terms of online shoppers base. Currently, 190 million Indians have shopped online during pandemic. The report further states that if the same trend continues, then 450 million Indians might do online shopping by 2027. Though the trend favors more for online shopping, still many prefers for offline shopping too. This has ignited the researchers to work out a study on comparing the consumer preferences towards offline and online shopping. The rest of the paper will be presented as follows, chapter 2 presents the literature survey, chapter 3 chart down the methodology adopted, chapter 4 elucidates the analysis and discussions and chapter 5 contains conclusion and future scope of the study.

II. REVIEW OF LITERATURE

This section presents the relevant literature which supports the background of the research.

Gianfranco Walsh (2010) has studied about the list of qualitative factors which maximize the relationship between the traditional stores and customers. The research found that customer loyalty is the major factor in offline shopping. **Isabel P. Riquelme(2014)** have studied the customers' psychographic and cognitive qualities towards misleading practices of retailers. Also the study described about the various effects on the perceived misleading which could associated with online and offline shopping . It was found from the analysis that materialism and shopping enjoyment has played a significant role in elucidating the perceived misleading in the in-store shopping as against the online shopping mode. **Isabel P. Riquelme (2016)** studied about the impact of consumers' opinion towards retailers' disingenuous practices on online and offline retailers. The study found that there existed an indirect effect of consumers' insights towards retailers' misleading practices on satisfaction of product, retailers and reviews. **Ping Luo (2016)** proposed a graphical probabilistic model termed as Online-to-Offline Topic Modelling (OTOTM) which enables the relationship of the combined shopping models to maximize the behaviour of the consumers. **Jing Chen (2019)** argued that the customers can take advantage of traditional shopping channels by visiting them first and purchase the same product in online shopping channel if the price is relatively low. The researcher suggested that the in-store shopper can implement a price matching technique to stop the customers move from their base to online shopping. **YimingLi (2019)** have explored about how online reviews will be an integrated for offline channels to win in the competition. **S. Suman (2020)** have attempted to study about the online and offline shopping behavior of Lebanese people. The researcher have adopted quantitative method to carry out the research. The study found that the distinction between online and in-store shopping will be an issue for retailers not for customers. As many spend more time on internet now a days, the offline retailers to utilize the online as the medium for advertisement.

Brian Ratchford, (2022) has conducted a literature survey of various research articles published on the linkage between online and traditional shopping. The study found from about how online shoppers have removed the bottlenecks in selling and achieved operational productivity.

After reviewing the relevant literature, the researchers have identified the following as the research gap for this study. There existed a little evidence on comparison of consumer preferences towards online and offline shopping in post pandemic era.

III. METHODOLOGY

The methodology of this study is descriptive. The main objective of this study is to compare the consumer preference towards online and offline shopping. The primary data is the data collected through questionnaires by communicating with the customers. The researchers have adopted convenience sampling technique to collect the primary data. Secondary data extracted through websites and published manuals. Samples are devices for learning about large masses by observing a few individuals. 248 samples are considered for this study. Percentage analysis for the frequency, chi square, Correlation, Regression and ANOVA are applied for the data.

IV. RESULTS AND DISCUSSION

Table 1: Demographic Details of the Respondents

Variables	Options	Percentage of the Frequency
Gender of the Respondents	Male	56.4
	Female	43.5
Education of the Respondents	School	14.5
	Under Graduate	35.4
	Post Graduate	37.2
	PHD	12.9
Age of the Respondents	Below 25	22.5
	26-30	37
	31-40	22.5
	Above 40	17.7
Annual income of the respondents	Less than 2 lac	37
	1 lac – 5 lac	24.1
	3.5 lac – 10 lac	29
	4. Above 10 lacs	9.6
Influencer of Purchase Decision	Friends	33
	Family	19.7
	Advertisement	33
	Books	12.9
	other	10

Source: Data collected through structured questionnaire

It is identified from the above Table 1 that out of 248 responses collected, the majority of them (56.4%) were male respondents. 37 % of respondents were in the age group of 20 to 30 years. It could be further noticed that the majority of the respondents' (37.4%) educational qualification was PG. 37% of the respondents' annual income was below Rs.2 Lacs. In terms of family size of the respondents, the majority of the size is four (36.2%). The major (33%) purchase decisions are influenced by Friends

Table 2: Purchase Related Responses

Variables	Options	Percentage of the Frequency
Frequency of purchase	Monthly once	29
	Once in a 3 Month	29
	Once in a 6 Month	24.1
	On Special Occasions	8.06
	Based on Discounts	9.6
Purpose of purchase	Necessary	32.2
	Based on offer	29.8
	Upgradation	23.3
	Other	14.5
Purchase mode of respondents	Online	45.2
	Offline	54.8
Satisfaction level on online shopping	Highly Dissatisfied	9.6
	Dissatisfied	12.9
	Fair	25.8
	Satisfied	27.4
	Highly Satisfied	24.1
Satisfaction level on offline shopping	Highly Dissatisfied	8
	Dissatisfied	13.7
	Fair	28.2
	Satisfied	22.5
	Highly Satisfied	27.4
Factors determining online purchase	More Products	27.4
	Availability of Size	29
	Time efficiency	26.6
	Others	16.9
Factors determining offline purchase	Quality Check	29.8
	No Waiting for Delivery	23.7
	Quick return/Exchange	28.2
	Others	18.1

Source: Data collected through structured questionnaire

It is found from the Table 2 that most of the respondents purchase monthly once or once in 3 months. Majority of them purchase items to fill the necessities. Majority of the respondents use offline mode of purchase of products. Most of them (27.4%) have rated online purchase as fair regarding satisfaction while 28.2 have maintained neutral satisfaction level in off line mode. Due to availability of more products people prefer offline mode and due to quality check they prefer offline mode.

Table 3: Preference of Offline Purchase

Variables	Options	Percentage of the Frequency
Preference to purchase in offline shopping - price	Highly Satisfied	25
	Satisfied	28.2
	Fair	22.1
	Dissatisfied	16.1
	Highly Dissatisfied	8
	Highly Satisfied	7.2

Preference to purchase in offline shopping - quality	Satisfied	13.3
	Fair	24.1
	Dissatisfied	26.2
	Highly Dissatisfied	29
Preference to purchase in offline shopping – discount/ offer	Highly Satisfied	15.3
	Satisfied	27.4
	Fair	29
	Dissatisfied	16.1
	Highly Dissatisfied	12
Preference to purchase in offline shopping – availability of brands	Highly Satisfied	14.1
	Satisfied	8.4
	Fair	22.1
	Dissatisfied	25
	Highly Dissatisfied	30.2
Problem faced in offline shopping	Less Variety	32.2
	Discounts	12
	Quality	17.7
	High Price	22.5
	No Problem Faced	8
	Other	7

Source: Data Collected from structured questionnaire

It is obtained from the above Table - 3 that majority of the respondents are satisfied with price offered in offline mode and they highly dissatisfied with quality of products offered they maintain neutrality with offer or discounts offered and highly dissatisfied with availability of brands. It could be further obtained that around 22.5 percent of respondents have opined that the High price and quality are the problems faced by them in Offline shopping.

Table 4- Test of Association Between the Occasion and Purpose for Shopping

Ho: There is no significant association between the occasion and purpose for shopping.

Test	Value	df	Asymptotic Significance (2 sided)
Pearson Chi-square	419.859	9	.000**
Likelihood Ratio	434.128	9	.000
Linear-by-linear Association	208.644	1	.000
N of Valid Cases	248		

Note:**statistically significant at 5% level

As the significance value is less than 0.05, so reject null hypothesis and accept alternate hypothesis. It could be interpreted that there existed a significant association between occasion and purpose for shopping.

Table 5-ANOVA TEST BETWEEN GENDER AND OVERALL SATISFACTION LEVEL OF THE RESPONDENTS TOWARDS STORE BRANDS

Ho: There is no significant difference exists between Gender and overall satisfaction level of the respondents towards online shopping.

Variables	Sum of Squares	df	Mean Square	F	Sig

Between Groups	240.015	1	240.015	396.394	.000**
Within Groups	148.952	246	.605		
Total	388.969	247			

Note:**statistically significant at 5% level

Hence, the significance value is less than 0.05, null hypothesis is rejected and there existed significant difference between Gender and overall satisfaction level of the respondents towards store brands.

Table 6 -Effect of Satisfaction Level On Online Shopping And Offline Shopping

Ho: There is no significant impact of satisfaction level on online shopping and offline shopping.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Satisfaction at Offline shopping ^b	.	Enter

a. Dependent Variable: Satisfaction at onlie shopping

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.977 ^a	.955	.955	.266

a. Predictors: (Constant), Satisfaction at Offline shopping

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	371.507	1	371.507	5234.034	.000 ^b
	Residual	17.461	246	.071		
	Total	388.968	247			

a. Dependent Variable: Satisfaction at onlie shopping

b. Predictors: (Constant), Satisfaction at Offline shopping

Significance value is less than 0.05, therefore reject null hypothesis and accept alternate hypothesis, there is a significant impact of satisfaction level on online shopping and offline shopping.

V CONCLUSION

During the pandemic, many marketers have witnessed mammoth of increase in shopping through online. Customers have preferred to buy cloths, fitness equipment's, medicines, leisure, news papers through online. As online shopping has the

ease of selecting products, buying based on reviews, comparing products, on time delivery and quick completion of transaction through different payment modes over the traditional in-store shopping, the respondents in this study have expressed that they have highly preferred shopping through online than offline.

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