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Study on Consumer Behaviour towards Online and Offline Shopping

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ABSTRACT: Consumer behavior research has been paying more attention to the issue of consumer behavior in both online and offline purchasing for some time now. Many studies that address both offline and online purchasing are included in this report. Following comprehensive evaluation of many study articles, it was determined that several variables impact customer buying choices for both online and offline transactions. The goal of this research is to determine the characteristics that impact customer choices for both online and offline purchases. In the study, it was found that many factors have an impact on consumer purchase decisions for both online and offline purchases. The results of previous research in both the offline and online worlds are compiled in this report, along with a research plan and organizational structure. Managers and legislators will thus be better able to develop policies and regulations that address consumer shopping trends in both online and offline transactions. For researchers trying to understand consumer purchasing behavior, the findings of this study will be of great use.

I. INTRODUCTION

Consumer behavior describes how people or groups of consumers select, purchase, and use products to satisfy their needs and wants. It examines the effects of preferences, attitudes, and emotions on consumer behavior. To understand what customers want and how they buy, the study of consumer behavior examines human aspects such as personality and lifestyle, as well as behavioral characteristics such as frequency of use, occasion of use, loyalty, brand, etc. Purchase, consumption, and disposal behaviors are all examples of consumer behavior. The processes that customers use to acquire products and services are called buying activities. Consumption activities are influenced by the who, where, when, and how of consumption, as well as the user experience. Resale and how customers get rid of products and packaging are referred to as disposal activities. Thank you to the Internet, customers today have a very special experience when searching for product information. The Internet provides a communication channel for direct marketing, which has opened up markets and created a very competitive business. Companies use the Internet as the main channel for their transactions in the online market.

II. LITERATURE REVIEW

The intent of the present study is to clarify all aspects which impacts the behavior of consumers. A summary of past study could be relevant if one desired to grasp the elements impacting online shopping's increased popularity compared to conventional forms of retail.

Researchers R., C., P.V., and S.A. (2017) carried out research to understand more about how buyers judge different sales channels when making product purchases. Their study intended to convey a sense of the decision-making process for online purchases by analyzing the both online and offline purchase judgment processes and determining the aspects that impact consumers' choice between the two. The study's results reveal that women are more likely than guys to purchase online.

According to Sarkar's (2017) results, there are considerable differences between customers' purchasing patterns for physical media and online media, and these differences are driven by a variety of factors. Although it is anticipated that Internet sales would increase even further in India, the bulk of consumers still favor the more "authentic" shopping experience provided by brick-and-mortar stores. The extraordinary expansion of online purchasing in India is being driven in particular by younger generations. It is undeniable that the growth of internet retail has negatively impacted conventional brick-and-mortar retail. The fact that online shops provide such steep discounts has unquestionably considerably reduced their profit margins.

Chandra and Devendra (2015) studied the variables influencing customers' online buying choices. This may be among the most significant problems now impacting the marketing and e-commerce sectors. 100 questionnaires were



distributed to Bhilai-Durg (Twin City) inhabitants who completed in-person or online shopping. These inhabitants were recognized as clientele by both firms. Regression analyses were applied to the data in order to assess the validity of the hypotheses. The study's results indicated a substantial association between demographic parameters like age, income, and educational achievement and Internet purchases.

Andrian and Sihombing (2014) performed study to understand more about the components affecting customers' plans for making purchases while shopping online. They evaluated the link between the intention to buy and four distinct variables, which were utilitarianism value, hedonic motivation, safety, and secrecy (the dependent variable) (the dependent variable). Information acquired from 200 college students who used Traveloka.com to buy online to use a sample technique that removes chance. A variety of regressions were used in the data analysis. The results of this study show how factors like security and utilitarian value influence consumers' willingness to purchase. Yet, neither the degree of privacy nor the hedonic value were factors that affected the desire to buy.

In 2014, Ms. Jain, Ms. Goswami, and Ms. Bhut investigated how consumer's online buy behaviour in Delhi was impacted by risk perception, demand satisfaction, perceived advantages, and traits of utility and simplicity of use. 160 online users in Delhi make up the study's group. The interviewees had previously made online purchases and ranged in age, socioeconomics position, and profession. The factors that influencing the respondent's choice for make a digital transaction were investigated using a pre-structured question and a Likert scale with five points. Consequently, the study findings, only one factor—perceived risk—had a significant influence on Delhi customers' online purchase behavior, while perceived pleasure, effort expectancy of use, and felt pleasure prevented consumers from doing so. The study proposed should firms concentrate on risk perception in order to win over customers' confidence in online purchasing.

Drs. Sharma, Mehta, and Sharma (2014) looked examined the internet buying patterns of Indian customers. They additionally made an effort so understand more about how websites for online retailers may be enhanced. They noticed that Indian customers are increasingly hooked to online shopping and that they take use of many of the same benefits as individuals throughout the globe.

Dr. Nagra and Dr. R (2013) investigated the impact of customer demographics using qualitative as well as quantitative study techniques, characteristics on online shopping metrics such as happiness with online shopping, long term buying behaviour, frequent online shopping, numbers of products bought, and total spending on online shopping. The study's findings found that a variety of demographic parameters, including ages, sexual identity, relationship status, number of dependents, and wealth, had a substantial effect on internet shopping in India and demonstrated that respondents' attitudes of the practice were largely favorable.

In 2012, Dr. Hooda and Mr. Aggarwal explored major consumer behavior patterns and their linkages from an e-marketing approach. They looked studied consumer acceptability of e-marketing in Rajasthan as well as its influence on customers' purchasing behaviors. Their study indicated that internet usage is ubiquitous among individuals of all ages and genders. Yet, there are apparent differences in age and online buying habits that are unrelated to gender. Owing to security concerns, the majority of respondents are apprehensive about conducting online purchases.

III. OBJECTIVES OF THE STUDY

The present study's broad comparison of online and offline purchasing aims to:

- Discover the reasons behind customers' decisions to buy online rather than in-person.
- To compare the perceived benefits and drawbacks of online and in-person shopping.
- To find out how content consumers are with their online vs in-person shopping experiences.
- To be informed about the factors affecting consumers' purchase choices.

IV. RESEARCH METHODOLOGY

Research methodology is concerned with the method used to conduct the investigation.



A study design describes the processes and techniques to be followed for acquiring the necessary data, in accordance with Green and Tull. The fundamental operational structure or pattern of the project outlines what info needs to be obtained from what resources using what processes. Both main and secondary sources were used in the study, information gathering methodologies.

Primary data is information that has been collected directly from a source. In this study, primary data were gathered using questionnaires and an observational method. The necessary information for the form is obtained with the use of staff interviews that are done using the questionnaire approach. The main data was acquired using a questionnaire derived from a poll. The number of survey respondents is referred to as the sample size. Personal interviews are used in order to collect primary data from respondents utilizing a questionnaire.

Type of research	DESCRIPTIVE
INFORMATION TYPE	PRIMARY
Sampling technique	QUESTIONNAIRE, INTERVIEW
AREA OF SAMPLING	GREATER NOIDA
SUBMISSION SIZE	100
RESPONDENTS	73

Primary data: They were gathered using a survey-based questionnaire approach. The data that were used to produce our study gave us clear direction and beneficial guidelines.

Secondary data: The secondary sources of data was acquired from publications as well as the internet.

Data Source:

Direct information from a source is referred to as primary data. In this study, questionnaires and an observational approach were used to collect the raw data. In addition, we developed our analysis using the secondary data. This information was gathered online.

Staff interviews that are done utilizing a questionnaire method are used to collect the data for the form.

Sampling method: A poll based on a questionnaire was used to collect the major data. It was created with the aid of information, which also provided useful instructions and the study's goal.

The responder to the survey is referred to as the sampling unit. As was already indicated, the representative unit is made up of potential candidates.

Sample size: The number of participants needed to conduct a survey is known as the sample size. There are 73 people in the entire group, and they are all citizens of Greater Noida.

Methods of selection:

For this study, we use careful and practical sampling.

Data collection Reach:

Personal interviews are utilized to obtain the primary information from participants, which is subsequently compiled into something like a questionnaire.

Research tools:

After deciding on the source of the data, the data collecting or research instrument is chosen. An open-ended questionnaire was used as part of the polling technique. Based on the in-person interactions with the potential candidates, this is Philip.



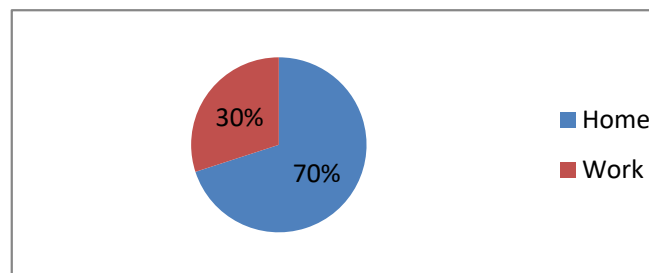
Methods of selection:

For this study, we use careful and practical sampling.

V. DATA ANALYSIS AND INTREPRETATION

Q1. What websites do you frequently visit?

- Home
- Work

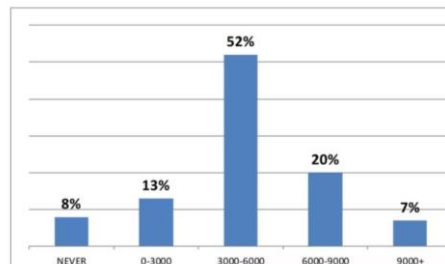


INTREPRETATION:

According to this pie chart, 30% of individuals just use internet while working and 70% do so at homes.

Q2. How much money do you waste each month on shopping online?

- I don't make online shopping
- \$0 – \$3000
- \$3000 – \$6000
- \$6000 – \$9000
- \$9000 +

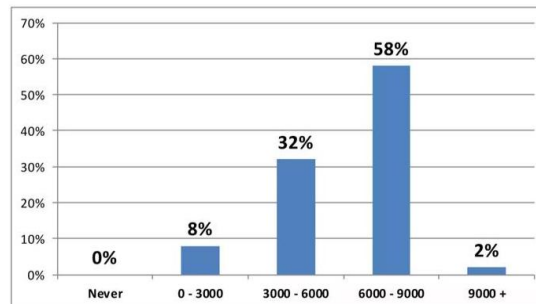


INTREPRETATION:

The data reveals the 52percent of respondents spent probably \$3000-6,000 monthly, 20percent spent \$6,000 to \$90,000, 13% spent \$3,000, and 8percent were not interest in purchasing. The remaining 7percent spent the largest sum, which is \$9,000 or more.

Q3. What amount of money do you spend each month on physical stores?

- I don't make online shopping
- \$0 – \$3000
- \$3000 – \$6000
- \$6000 – \$9000
- \$9000 +

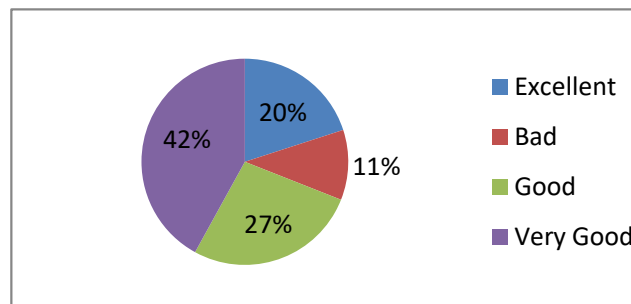


INTREPRETATION:

The data demonstrates the 58percent of respondents spent probably \$6,000–\$9,000 per month, 32% spent \$3,000–\$60,000, 8% spent \$3,000, 0% said they were not interested in shopping, and the other 2% spent \$9,000 or more.

Q4. How will someone rate the access to the Internet?

- Bad
- Good
- Very Good
- Excellent

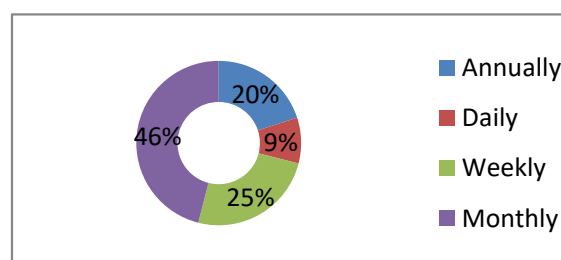


INTREPRETATION:

According to this pie chart, 42% of respondents had very good internet connections, 20percent had excellent connections, and 11percent had bad connections.

Q5. On what basis you typically browse e-commerce sites?

- Daily
- Weekly
- Monthly
- Annually



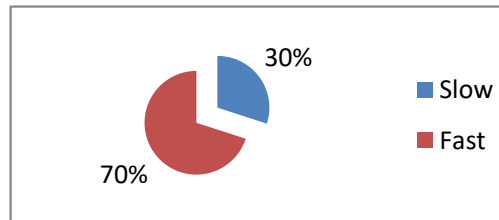
INTREPRETATION:

The data reveals that 9percent of respondents reaches an e-commerce website daily, 46percent reaches per month, and the remaining 25percent do so annually.



Q6. How does an online store operate on your device?

- Fast
- Slow

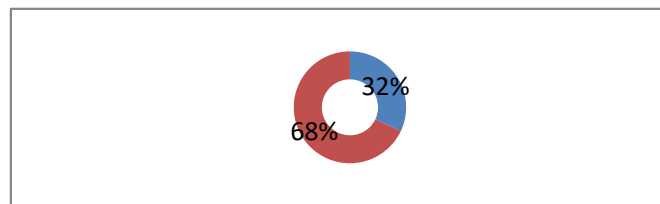


INTREPRETATION:

According to the data, 30% of respondents thought that e-commerce websites were slow, while the other 70% claimed they were quick.

Q7. Are you pleased with the shipment of the items provided by an e-commerce business?

- Yes
- No

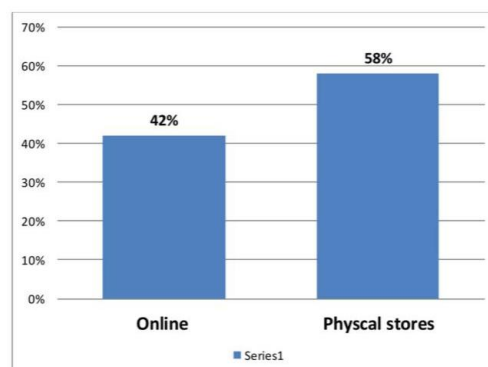


INTREPRETATION:

68percent respondents are happy from company's distribution method, whereas 32% of respondents are dissatisfied with the delivery of the items.

Q8. Which type of purchasing would you prefer?

- Digital
- Offline

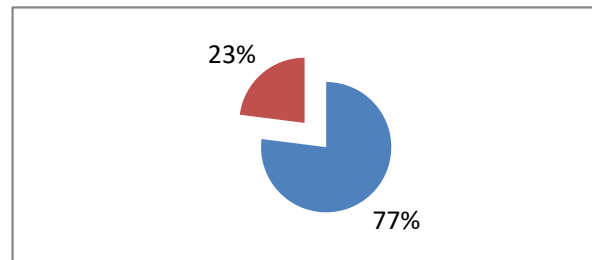


INTREPRETATION:

The data demonstrates that 42percent of customers offer internet buying while the remaining 58% choose in-store purchases.

Q9 Is the supplier does not accept the damage resulting consistently?

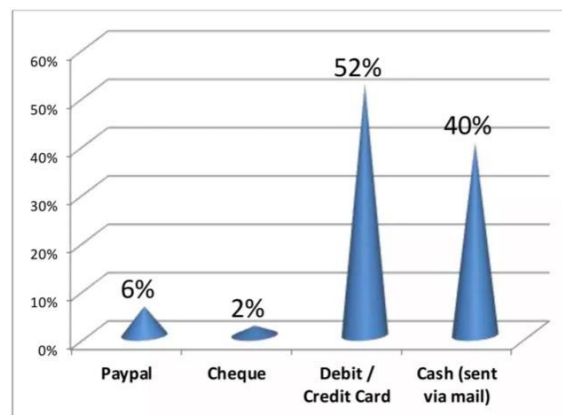
- Yes
- No

**INTREPRETATION:**

According to the data, 23% of customers claim that distributors do not routinely accept losses, and the remaining 77% do not agree with the distributor's regular damages policy.

Q10. If you made a buy online, what kind of financing method would you prefer?

- Paypal App
- Cheque Book
- Cards (Credit/Debit)
- Cash Payment

**INTREPRETATION:**

According to data, 6% of customers paid with PayPal, 52% used a debit or credit card to buy the products, and the remaining 40% paid with cash.

VI. FINDINGS

Many factors, including the lack of transportation, the absence of in-depth customer interaction, the lack of innovation in products and services, the delayed shipment of products due to a slow distribution network, the low prices of goods, and an increase in the amount of money spent online, can be attributed to the rise in the popularity of purchasing goods online. This trend has also been impacted by other factors, such as a decline in the total amount of time spent on it and a rise in the overall quantity of time spent on technology. Additionally, this tendency has been affected by a rise in the total quantity of time spent utilizing technology.

VII. CONCLUSIONS

The results of the poll indicate that women are far more likely than men to make online purchases. Online shopping is more common among women than conventional shopping since they generally like buying, both offline and online. Due to the technological revolution in this generation, more and more younger people are making purchases online. This is the case because younger people, irrespective of their age group, are more adept at using technology to improve their health than older people. Flipkart is preferred by the younger generation over all other e-commerce platforms. Online shopping is becoming more and more popular because it provides clients with a wide range of purchasing alternatives at prices that are both acceptable and, in some cases, even less expensive than those offered by traditional businesses. When it comes to online shopping, consumer demand for technology goods is smaller than it is for clothing.

It has been demonstrated that as technology advances, an increasing number of people prefer to purchase online. Despite the fact that some items can't be delivered by shopping websites to the intended area, online shopping is growing in popularity. Early generations tended to rely more on conventional forms of payment. Those who lack a



strong computer background and are unfamiliar with the many online shopping platforms are now less likely to make online purchases.

This research led to the establishment of an ideal that increases our assessment of channel choice via the use of consumer value judgments. According to prior study, one of the most crucial elements affecting a buyer's choice to make a purchase is how much value they perceive they are gaining for their money. This article improves on past studies by asking consumers who purchase both online and in physical shops to score both platforms in terms of functionality, products, and prompt dispatch, reliability, and also other associated offline as well as online shopping-related aspects. Based on how they stack up against online buying, the results of these evaluations are compared to traditional purchasing. If they use this method, researchers and business experts will be able to get crucial insights into the factors that lead clients to select a certain channel for making purchases, a catalog of all interactions made by customers with particular items, services, or persons. Another problem that needed to be addressed was the conceptual framework, which offers the theoretical background again for exploration of the underlying principles on which all of the research that uses it is founded. Communicating with investors about buying consumer items and using customer behavior theories along the process are all part of the consumer behavior process.

VIII. SUGGESTIONS

Companies should put a high premium on the proper implementation of websites components like information visualization, functionality, interaction, protection, and safety in order to create consumer confidence and increase the possibility that consumers will make a purchase. This will increase the likelihood that customers will do business with the company. The demands of the country's female customers, who place the highest importance on the security of their personal information and the preservation of their data in order to develop trust, should be given more consideration by businesses operating there. Complaints must be taken seriously, and regulatory frameworks must be implemented, to eliminate internet fraud. Because internet connectivity and awareness of online buying are still poor, it is the obligation of businesses to educate their customers about these issues. Businesses must also make an effort to improve consumers' views of the value of the products they sell and lessen the degree of risk they associate with making online transactions.

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IX. QUESTIONNAIRE

1. Where do you mainly use the internet?

- ❖ Work
- ❖ Home

2. How much money do you spend on Shopping online in a month?

- ❖ I never buy Online



- ❖ 0-3000
- ❖ 3000-6000
- ❖ 6000-9000
- ❖ 9000+

3. How much do you pay on Physical shop in a month?

- ❖ I never buy Online
- ❖ 0-3000
- ❖ 3000-6000
- ❖ 6000-9000
- ❖ 9000+

4. How would you evaluate your Internet Connection?

- ❖ Bad
- ❖ Good
- ❖ Very Good
- ❖ Excellent

5. How frequently do you visit e-commerce websites?

- ❖ Daily
- ❖ Weekly
- ❖ Monthly
- ❖ Annually

6. How does an e-commerce site run on your device?

- ❖ Fast
- ❖ Slow

7. Are you pleased with the shipment of the items provided by an e-commerce business?

- ❖ Yes
- ❖ No

8. What way of Shopping do you favour?

- ❖ E-Retailing (Online)
- ❖ Retailing (High Street)

9. Is the supplier does not accept the damage resulting consistently?

- ❖ Yes
- ❖ No

10. What would be your ideal payment option if you purchase online?

- ❖ Paypal
- ❖ Cheque
- ❖ Debit / Credit Card
- ❖ Cash (sent via mail)



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