

# Consumer Behaviour towards Online and Traditional Shopping

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**Abstract:** *Shopping is certainly not another idea. It is an activity or movement of purchasing merchandise from shops. It is finished due to legitimate need or now and again it satisfies us. Albeit the entire pattern of shopping has changed because of the innovative headways with the population inclining toward internet shopping over the customary actual store shopping. With the changing requirements of the individuals, the retail goliaths likewise changed their methodology and coordinated their activities in the web-based mode also to acquire the greatest advantages and cook the necessities of the shoppers. This paper examines the inclination of the purchasers towards web based shopping and disconnected shopping. An overview was directed in such manner to recognize the populace pattern and the variables that impact shopper shopping patterns.*

**Keywords:** Perception, Consumer, online shopping, offline shopping, buying behavior, purchasing decisions, preferences

## 1. Introduction

Recent years there is a tremendous change in customer purchasing conduct. Customers are prepared to update their way of life, choice of brand and preferences. Shopping has changed because of the impact of innovation, accessibility of PDAs is affecting on internet purchasing conduct. Purchasers have assortment of choices to purchase like web based shopping and disconnected shopping.

This example turned into the staggering concentration in the past 10 years with many retail goliaths organizing the two methods for managing achieve most outrageous benefit. This exploration means to figure out the impression of customers towards internet shopping and actual store shopping. A fundamental cognizance of customer conduct inside the digital weather, as inside the actual world, cannot be performed on the off chance that the variables influencing the buy choice are disregarded or misunderstood. Many organizations have begun utilizing the Web determined to reduce advancing costs, in this way lessening the cost of their things and organizations to stay ahead in significantly merciless business areas. Furthermore, in 2020, Corona virus out of nowhere happened. Faced with this catastrophe, the majority of individuals were disengaged at home; such countless individuals have changed their shopping from disconnected to on the web. For the duration of this era, the pattern of web based buying has expanded fiercely; consisting of the stock cost of some internet shopping sites likewise the rate of increase has been substantial. Physical stores not located online steadily steeped lower and some shippers combat liquidation. Thusly, consumers buying pattern and brain science regarding web and disconnected shopping are worth to investigate, in order to help on the web and disconnected vendors better work on their administrations to draw in additional individuals, to boost their own advantages and worth. By concentrating on the assessments of various sorts of purchasers on the web and disconnected shopping, this exploration will give some

reasonable market ideas to on the web and disconnected traders.

## Objectives

- To study the preferences of consumer towards online and offline shopping.
- To research the distinctions between consumers shopping online and those who shop offline with reference to demographics, technology usage, convenience, and consumer attitude.
- To study the benefits of online shopping v/s offline shopping.

## 2. Literature Review

(Le, Carrel and Shah, 2021) Clients drawing in with both on the web and disconnected methods of shopping face specific difficulties. Items ascribable online don't permit the clients to experience the nature of the item truly. The appearance of the item is tedious and on occasion the conveyed item is misused which harms the item. Web based shopping likewise incorporates misrepresentation sites and exchanges that radically upset the expectations of the clients to draw in with an item on the web. The conveyance charges are undeniable. Clients examining every one of the elements that have a danger to their security bring about frustration among the buyers.

Sharma and Kaur (2020) saw risk adversely influences the client buy goals on the web. The arising worry about security and cash move matters creating problems has diminished the commitment of the crowd with within the process administrations. Client perspectives with regards to internet buying has replaced radically with the beginning of COVID - 19. Through imaginativeness, brand mindfulness, and "cost awareness", clients analyze the costs and buy items. The fluent course of buying and the nature of items conveyed via organizations improved consumer loyalty.

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(2018) Pasharibu, Paramita, & Febrianto: Online shops offer customers the chance to return their purchases. Customers profit from this since they are able to exchange their goods for the best alternative. An item can be tried on, just like shoes and clothing, before a consumer decides to purchase it. The procedure increases their overall pleasure and involvement. Whereas online retailers offer the greatest selection of products, traditional retailers do not. Customers can choose from a smaller selection of products and have fewer opportunities to compare pricing at an offline store.

Gairola and Yadav (2017) expressed in their review that there are two kinds of correspondence exchanges between the two gatherings going about as purchasers and merchants utilizing Web and conventional way. It includes many highlights, for example, trading items, client support, sharing of data, and so on. In India more individuals are getting leaned towards this pattern of purchasing items online due to which this industry of online business is on an edge of encountering an extremely high development in coming ten years, a vital piece of leading a business is consumer loyalty which can likewise be named as CRM Client relationship the board (CRM).

According to Pandey, B. B., Barik, and Soni (2015), the primary aspects of online shopping that draw customers in include time, price, discounts, offers, and a wide selection of goods, home delivery, and word - of - mouth advertising. The study also revealed that men are more savvy shoppers than women. Modernized technology is the cause of every advancement in online buying.

Isabel P. Enrique and sergio Romàn (2014) analyzed the occupations of a few purchasers' mental and psychographic qualities in their perspective of intermediaries' dishonest exercises (observed trickiness) and the various results for observing misdirection in regard with physical store shopping.

Dholakia (2014) did a study in which they looked at the factors that influence a customer's decision to shop online and purchase goods. In their research, the three main factors that determine whether a customer makes an online purchase or stays disconnected are listed. These are the highlights of the shopping locations' accessibility, the nature of the goods and their brand, and the actual pricing of the goods. The analysis found that a customer's decision to buy something or not is influenced by a store's openness and accommodations. When a customer encounters difficulties when trying to make an online purchase, they switch to a different buying strategy and have similar difficulties when doing so in person.

Dahiya, R. (2012) has referenced that web based shopping is extremely normal external India but its development in domestic market is not in accordance with the foreign market. Later, study revealed that segment components represent that orientation has a beneficial effect on frequency of web based purchasing and number of family members affects in general consumption on web based buying. Eventually, it is presumed that client has optimistic reaction towards web based shopping.

Dong - Mo Koo, Ji - Hoon Lee (2011) proposed a connection among predominance, blazing and tense fervor, delight and their impact on expectation. Observations after a review of 406 purchasers (217 from online stores and 189 physical store clients) revealed that capability had a optimistic as well as adverse consequence on both blazing and tense fervor, it do not affects delight and goal under both physical and web based shopping; influence of predominance on tense fervor is not measurably huge in an internet purchasing climate; the two factors: lively and tense fervor has a good or potentially adverse consequence on joy. Yaobin Lu (2011) combined all factors that influences purchasers' expectation to shift their feasibility from the physical stores to the web - based stores that gives equivalent management. The review revealed that creativity in new advancement and relative benefit decidedly impacts the purchasers' motive to shift utilization. Additionally, the uncovering of the concentrate likewise revealed that online practices directs the relation between the benefit and consumers' expectation to shift themselves from physical to web based administrations.

Koen Pauwels et. al. (2011) disclosed that the disconnected income impact of the enlightening web page fundamentally depends on the product classification and consumer fragment. The least web pursuit costs were very beneficial for tangible goods and for customers far off from the shop. Conversely, customers in a particular segment lower their shopping fares, leading to an increase in the web - based spending to some extent instead of spending in physical stores.

(Hansen, 2008) A review endeavored to examine the hypothesis of arranged conduct, customer values, and online shopping for food by putting shopper perspectives, cultural standards, individual qualities, and preparation to purchase regular food items online. They reached the determination that a buyer's earlier buying pattern is essential in figuring out the mode of purchasing. Individual qualities, then again, have a great connection with mentalities about internet shopping.

Sharma, A. also, Sheth, J. N. (2004), talked about the ramifications (effects) of web on retail hypothesis and practices. During the electronic period, promoting will be viewed as a resource and weighty in innovation will diminish exchange cost. Web is more clients engaged when contrasted with conventional advertising. Further, the review zeroed in on the idea of development that implies the client organization relation. That will benefit both for example Client as well as advertiser.

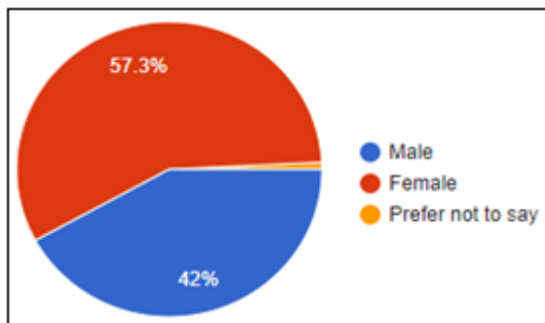
Rick L. Andrews Ourso and Imran S. Currim (2004) observed the difference between buyers drawn towards web based purchase and physical store buying concerning the real decision facts through a web - based shop and traditional scanner board information. The investigation discovered, when contrasted with traditional shops customers, we based purchasers prefer large proportions to more modest proportions, give preference based on brand names, and less preferences are given to proportions, make more realistic decision that leads to great benefits.

Lenvin et al. (2003) revealed, in physical purchasing we have a preference of gaining familiarity with the product through firsthand usage like buying a dress or any apparel. Although, fabric and apparels have found the greatest acknowledgment in web - based retail and no part of the business is impacted by the web as retail deals have.

### 3. Data Analysis and Interpretation

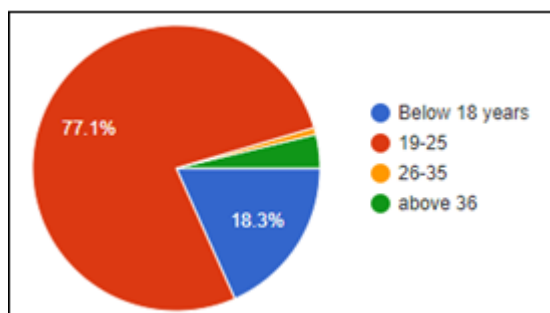
#### Q.1 Gender of the respondents

As per data, 57.3% of the total respondents are females i. e.75 and 42% are males i. e.55 and 0.7% people do not prefer to say about their gender.



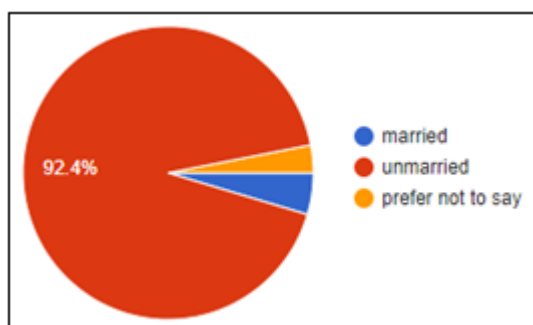
#### Q.2 Age of the respondents

As per data out of 131 respondents 77.1% belong to the age bracket of 19 - 25 years and 18.3% are below 18 years of age, 3.8% are above 36 years of age and 0.8% belongs to the age bracket of 26 - 35 years.



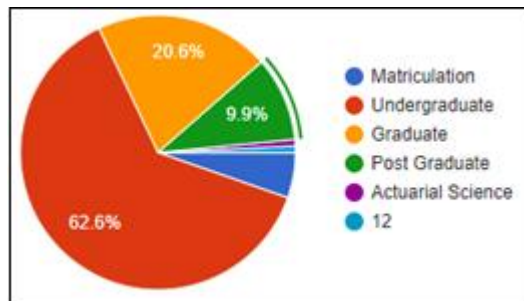
#### Q.3 Marital status of the respondents

Out of the total respondents, 92.4% are unmarried whereas 4.6% are married and 3.1% don't prefer to say about their marital status.



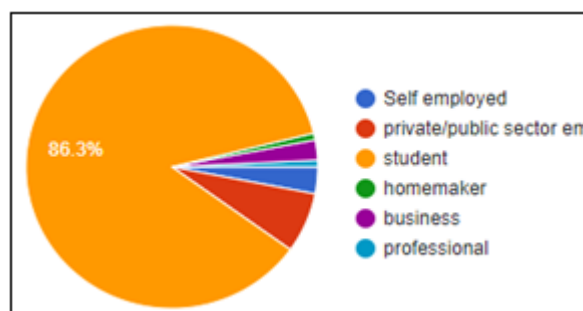
#### Q.4 Educational Qualification of the respondents

As per data 62.6% of the respondents are undergraduate and 20.6% are graduated and 9.9% are post graduate, 5.3% are matriculate and 0.8% is in 12<sup>th</sup> class.



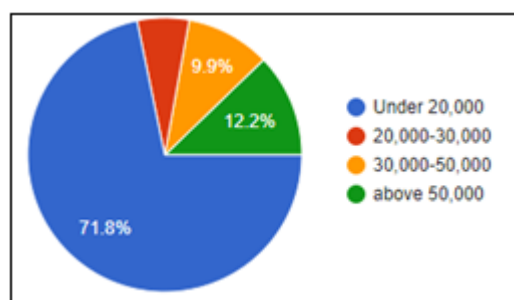
#### Q.5 Profession of the respondents

As per the responses 86.3% of the total respondents are students, 6.9% are private or public sector employees, 3.1% are self employed, 0.8% are homemaker, 2.3% do business and 0.8% are professionals.



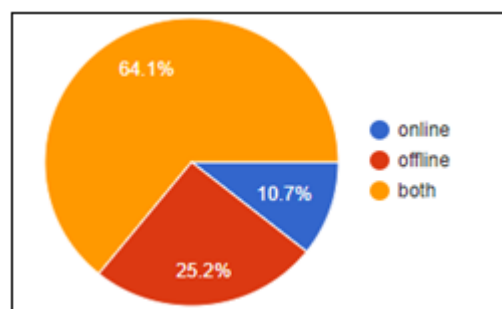
#### Q.6 Monthly Income of the respondents

According to the data 71.8% of the respondents have income under Rs 20, 000, 12.2% have income above Rs 50, 000, 6.1% have income ranging between Rs 20, 000 to Rs 30, 000, and 9.9% have income ranging between Rs 30, 000 to Rs 50, 000.



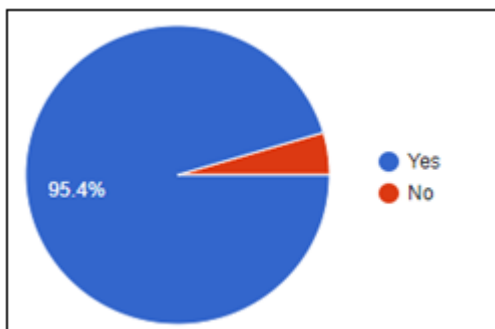
#### Q.7 what mode of shopping do you prefer the most?

As per the data 64.1% prefers both online and offline mode of shopping whereas 25.2% of the respondents prefer only offline shopping and 10.7% out of the total respondents prefer online shopping.



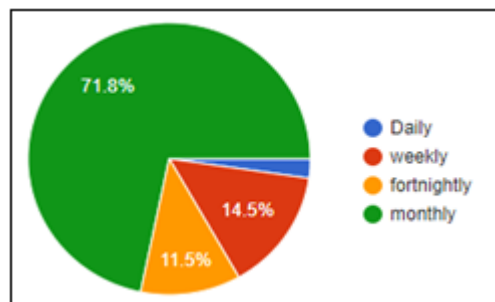
Q.8 Have you ever made online shopping?

According to the data 95.4% of the people have made online shopping at least once where as 4.6% have never made an online purchase at least once.



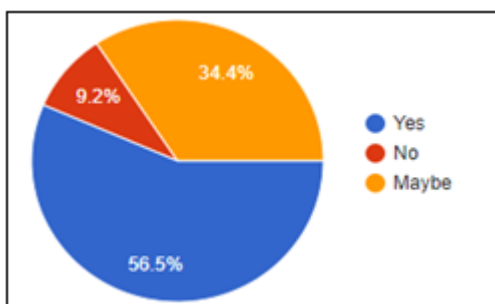
Q.10 How often do you do online shopping?

According to the data 71.8% of the people do online shopping on a monthly basis, 11.5% do it on fortnight basis whereas 14.5% do it weekly and 2.3% of the respondents prefer to shop on a daily basis.



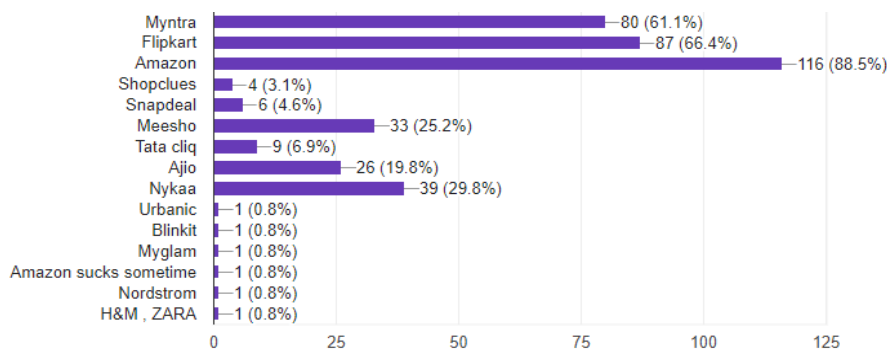
Q.9 Do you trust online shopping?

As per our data 56.5% of the people trust online shopping whereas 9.2% of the people do not trust online shopping. Also there are 34.4% of the respondents are not sure whether they trust online shopping or not.



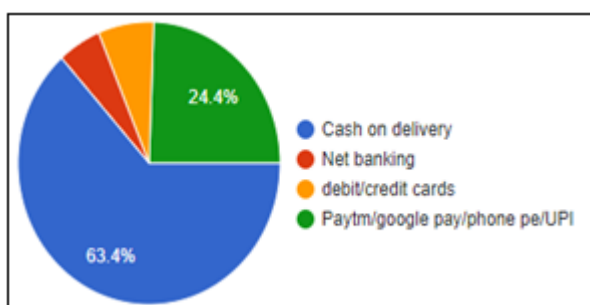
Q.11 Which apps do you prefer to shop online?

As per the data 61.1% of the people prefer to shop from myntra, 66.4% prefer flipkart to shop from, 88.5% prefer Amazon as their preferred app, 3.1% prefer shop clues, 4.6% prefer snap deal, 25.2% prefer meesho, 6.9% prefer Tata cliq, 19.8% prefer ajio, 29.8% prefer nykaa, 0.8% prefer urbanic, 0.8% from blinkit, 0.8% from myglamm, 0.8% from Nordstrom, 0.8% from H&M and Zara.



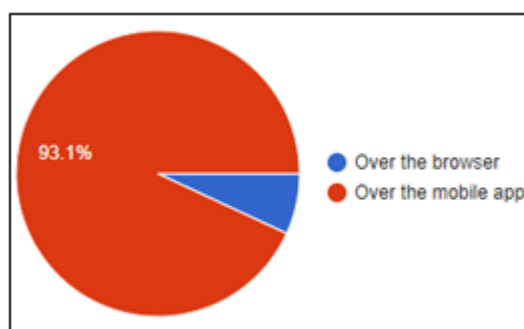
Q.12 Preferred Mode of payment

63.4% of the total respondents prefer Cash on delivery, whereas 24.4% prefer Paytm/Google Pay/ Phonepe/UPI, 6.9% prefer debit/credit card and 5.3% prefer Net banking.



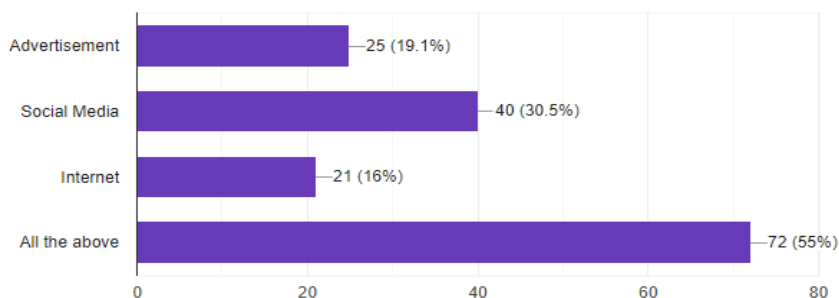
Q.13 How do you prefer to shop online?

As per our data 93.1% prefer to shop over the mobile app and 6.9% prefer to do online shopping over the browser.



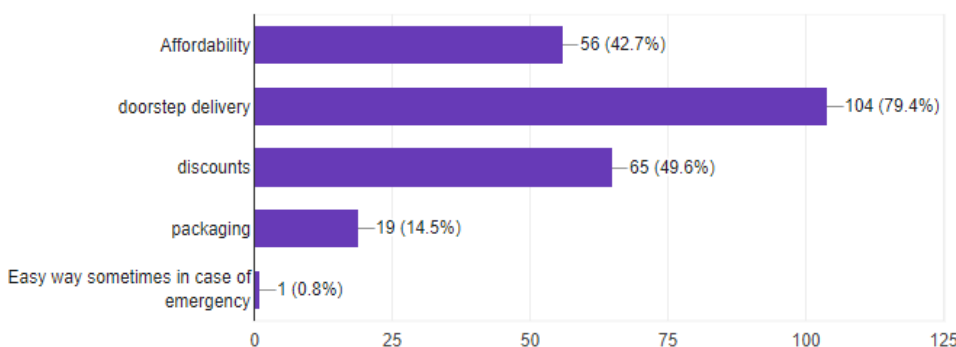
Q.14 Which factor affects you to buy online?  
As per our data 19.1% are influenced by advertisement to buy online, whereas social media influences 30.5% of the

people, internet influences 16% of the people and 55% of the respondents are influenced through all the above factors.

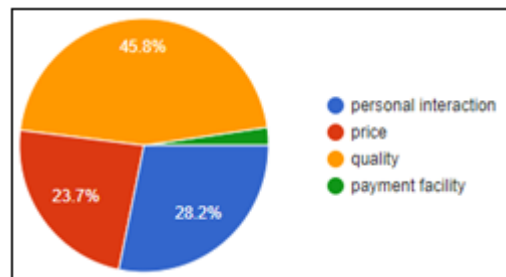
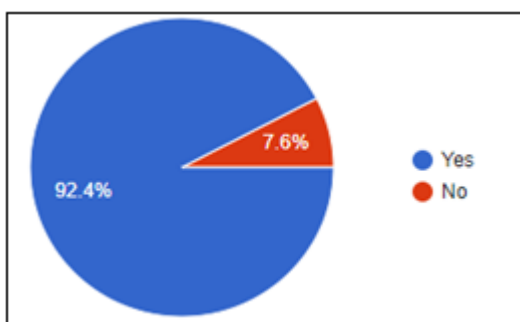


Q.15 Why you prefer to shop online?  
As per the data 42.7% people do online shopping because they find it affordable, 79.4% do it because of its doorstep delivery, 49.6% of the respondents prefer to shop due to

discounts, 14.5% prefer because of its packaging, 0.8% of the respondents find it easy and convenient in case of emergency.



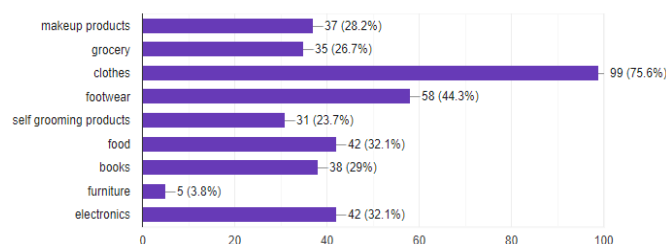
Q.16 Do you find the prices affordable on these apps?  
According to the data 92.4% of the respondents find the prices affordable on the online shopping apps whereas 7.6% of the people do not find the prices affordable.



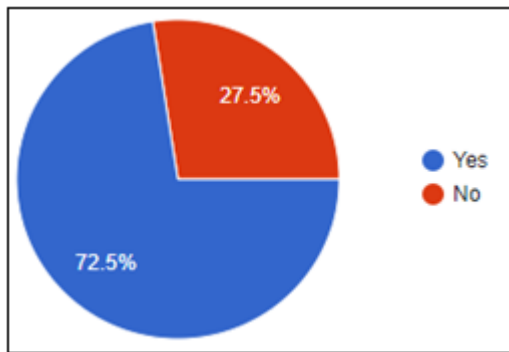
Q.17 What are the most important criterion when you buy through offline shops?

As per the data, out of total respondents 45.8% buys from offline stores in order to ensure the quality of the product, whereas 28.2% of the people do offline shopping because of personal interaction with the seller and 23.7% of the people do offline shopping because of its price factor and 2.3% prefer because of payment facilities available on the offline stores.

Q.18 what kind of products you prefer to shop online?  
According to the data, 282% of the people prefer to shop makeup products, 26.7% prefer to shop grocery, 75.6% prefer clothes, 44.3% prefers footwear, 23.7% prefers self grooming products, 32.1% prefers food, 29% prefers books, 3.8% prefers furniture and 32.1% prefers to buy electronics.

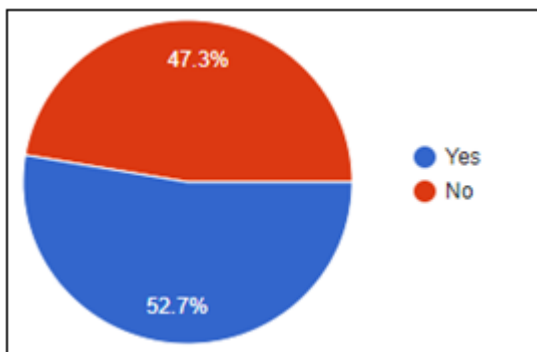


Q.19 Do you like bargaining?  
As per the data out of the total respondents, 72.5% likes to bargain while shopping whereas 27.5% doesn't like to bargain.



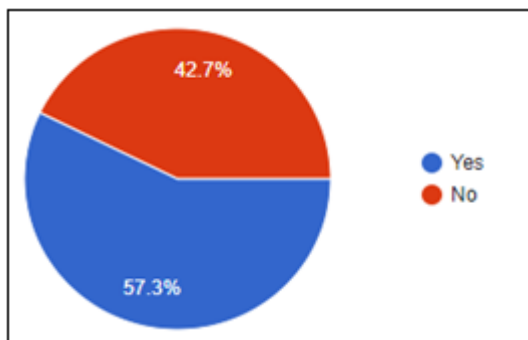
Q.20 Do you trust online payment due to privacy being breached?

According to the data, 52.7% people trust online payment whereas 47.3% people do not trust online payment.



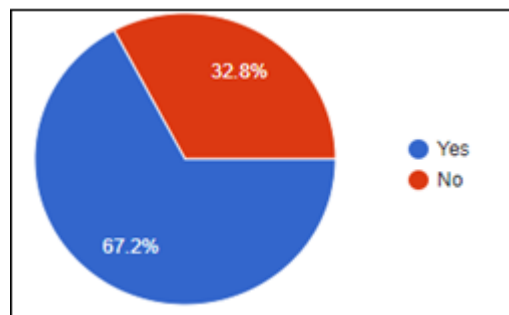
Q.21 Do you think customer care services respond to the complaints on time?

As per our data 57.3% of the people agree that customer care services respond to the complaints on time whereas 42.7% does not agree that customer care services respond to the complaints on time.



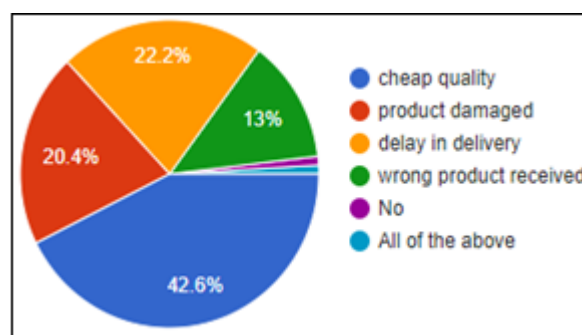
Q.22 Have you faced any problem while conducting online purchase?

According to the data, 67.2% people have faced problem while conducting online purchase and 32.8% of the respondents have not faced any issue while conducting online purchase.



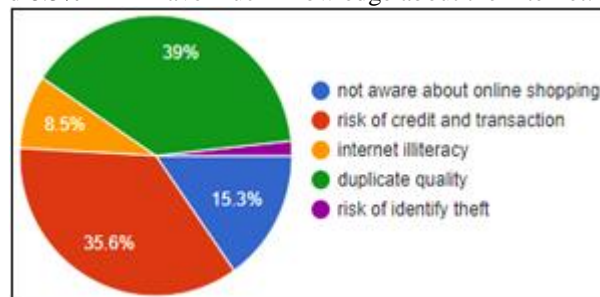
Q.23 If yes, what kind of issue you faced with the product while purchasing online?

According to the data 42.6% of the respondents found that product was of cheap quality, 20.4% of the people received the damaged product, 22.2% of the people have faced delay in the delivery of the product, 13% of the people received the wrong product, 0.9% faced all of the above issues and the rest 0.9% of the people haven't faced any issue.



Q.24 If you have never done online shopping, specify the reason why?

According to the data, 39% of the people have never done online shopping due to the risk of duplicate quality, 1.7% of the people haven't done online shopping due to the risk of identity theft, 15.3% are not aware about online shopping, 35.6% haven't done due to the risk of credit and transaction and 8.5% don't have much knowledge about the internet.



**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	27	3.1852	1.11088	.21375	2.7459	3.6245	1.00	4.00
2	84	2.8750	1.21488	.19187	2.5715	3.1785	1.00	4.00
3	31	2.7419	1.21017	.21726	2.2980	3.1858	1.00	4.00
4	9	3.0000	1.32280	.44096	1.9821	4.0169	1.00	4.00
Total	131	2.8180	1.18638	.10453	2.7092	3.1228	1.00	4.00

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.987	3	1.322	.709	.548
Within Groups	182.810	127	1.441		
Total	186.878	130			

For the following data one way anova is used for hypothesis between two variables **Factors affecting online shopping** and **Preferences for online shopping**, one is dependent and another is independent respectively. The result says that at degree of freedom 3 and 5% significance level mean square between groups is greater than 1 and the values are relatively close, and it is also observed that F value is less than significance value (Tabulated value). So the hypothesis is accepted. So there is no need of alternate hypothesis. Hence it could be concluded that the factors chosen for online shopping affects the preferences and all the parameters for online shopping almost related with the factors affecting. So it will give a normal curve for both the variables.

**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	83	2.9639	1.17334	.12879	2.7076	3.2201	1.00	4.00
2	7	2.8571	1.08904	.40406	1.8684	3.8458	2.00	4.00
3	9	2.7778	1.30171	.43390	1.7772	3.7784	1.00	4.00
4	32	2.8438	1.28787	.22943	2.3758	3.3117	1.00	4.00
Total	131	2.9160	1.18638	.10453	2.7092	3.1228	1.00	4.00

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.553	3	.184	.128	.944
Within Groups	185.523	127	1.461		
Total	186.076	130			

For the following data one way anova is used for hypothesis between two variables **Factors affecting online shopping** and **preferred mode of payment**, one is dependent and another is independent respectively. The result says that at degree of freedom 3 and 5% significance level mean square

between groups is greater than 1 and the values are relatively close, and it is also observed that F value is less than significance value (Tabulated value). So the hypothesis is accepted. So there is no need of alternate hypothesis. Hence it could be concluded that the factors chosen for online shopping affects the preferences and all the parameters for online shopping almost related with the factors affecting.

**Descriptives**

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	27	3.6448	.83317	.16409	3.4375	3.8521	1.00	4.00
2	31	2.3903	.30008	.14008	1.9679	2.8127	1.00	3.00
3	86	2.9523	.81889	.07987	2.4235	2.7412	1.00	3.00
4	3	2.8887	.57728	.30333	1.2324	4.1009	2.00	3.00
Total	131	2.8344	.88271	.08889	2.4183	2.8505	1.00	3.00

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.526	3	.842	1.841	.141
Within Groups	58.870	127	.467		
Total	61.396	130			

For the following data one way anova is used for hypothesis between two variables **mode of shopping that is most preferred** and **important criteria while buying through offline shops**, one is dependent and another is independent respectively. The result says that at degree of freedom 3 and 5% significance level mean square between groups is greater than 1 and the values are relatively close, and it is also observed that F value is less than significance value (Tabulated value). So the hypothesis is accepted. So there is no need of alternate hypothesis. Hence it could be concluded that the factors chosen for online shopping affects the preferences and all the parameters for online shopping almost related with the factors affecting.

**Research Methodology**

Data collection: Primary data has been collected through questionnaires. Total respondents are 131 from Delhi NCR. Non parametric and non probabilistic sampling technique has been used. Null hypothesis has been used and test applied is one way anova and test has been accepted by one dependent and one independent variable. SPSS has been used for testing.

**4. Scope of the Study**

We have studied the factors affecting consumer preferences towards online shopping and compared it with the preferred mode of payment and security issues in online shopping, offline shopping is also considered to compare for the same factors. A researcher can further study over the topic taking factors such as sales and promotion or advantages and disadvantages of online shopping.

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