



# ANTECEDENTS AND CONSEQUENCES OF ONLINE AND OFFLINE SHOPPING BEHAVIOUR OF YOUNG INDIAN FEMALES

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**Abstract:** To sustain in the market the retailers are using online and offline platforms strategically to facilitate the good shopping experience. With the fierce competition in retailing industry, the channel selection is considered as the top priority of the growing number of retailers in maintaining competitiveness. Previous studies investigate that perception of value of money, quality of the products and services and risk strongly influence apparent value and buying intentions in the offline and online platforms of shopping. This study is piloted to identify antecedents that influence online and offline preferences of young female consumers. The choice of fashion apparel is related to the self-image in case of young Indian females and to get the apparel of their choice they can opt to buy from e-tailers and retailers. With the availability of these two modes of shopping this study is attempted to identify the factors which influence the shoppers to opt for online or offline shopping for fashion apparel category and to compare online and offline buying behaviour of the females. The findings of the survey inferred that young female fashion shoppers engage with high involvement so as to get the latest designs with good quality and value for money. Understanding the expectations and behavior of these females will help the retailers in taking practical approach to facilitate good experiences of females in retail outlets by reducing the hiccups and enhancing the product and service offerings.

**Keywords-** Behavior, Expectations, Offerings, Offline shopping, Online shopping, Retailer

## I. INTRODUCTION

Retailing is the most prominent sector in India for doing business as of emergent economy opportunities and exponential growth prospects. The retail industry in India is one of the fastest growing and most dynamic industries in the world. It is expected to increase by 60 per cent reaching US\$1.1 trillion by 2021 (IBEF, 2019). The Indian retailing industry will become an encouraging market for fashion retailers due to large young customer base, increasing urbanization, increase in disposable income, change in their demographic profile and change in their taste, preferences and lifestyle.

The apparel industry in India is the second largest market in retail industry. The apparel share in Indian market is 8% (retail.com, 2019) and the growing demand for apparel makes the Indian apparel market more exciting and productive. There are various facets that need to be explored to understand consumers buying preferences.

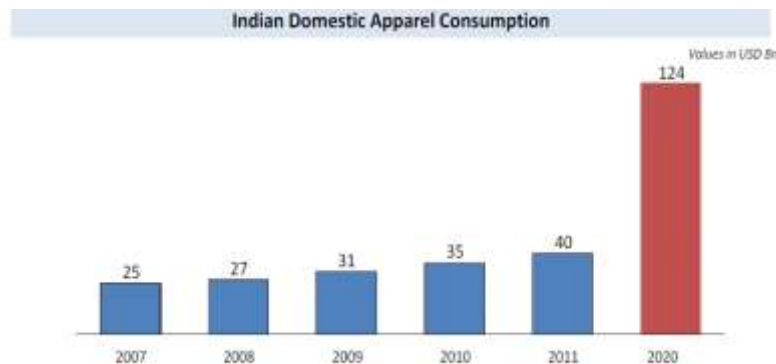
The female's contribution in the apparel market is almost 38% and is generally dominated by ethnic wear. Whereas, western wear is the prompt growing segment for female fashion apparel (livemint.com, 2019). The strong growth in the age group of 15-29 years female is observed because of high disposable personal and household income, awareness, role of media, education and working status of women.

The young Indian female has new expectations and is more open to experimenting with apparels brands as they are concerned of their self-image and believe in boosting the confidence with the choice of fashion apparel they are wearing. To possess the latest fashion apparel they search both online and offline modes to buy the best and the latest. This creates a challenge for retailers to understand the taste and preferences of females regarding their choice of shopping channels. The scope of the study is to makes a relevant contribution in its comparison of online and offline behaviours of female fashion shoppers in relation to their channel choice and its value lies in finding the antecedents which influence females to shop online or offline.

## Relevance of Study

- There is a wider scope of potential growth in the apparel industry as in 2020 India's apparel market share will grow up to 8 percent in comparison with the previous year (mckinsey.com). The main category of apparel market are ethnic wear, indo-western and western wear.
- The contribution of the female wear in the apparel market is 38%.
- As we can see the consumption of apparel market in India is shown in Figure 1, the growth in the Indian economy has led to a substantial growth in the apparel market. In India, the domestic consumption of the apparel market is USD 124 billion by 2020

(Wazir Advisor).



**Figure 1:- Indian Domestic Apparel Consumption**

Source: Wazir Advisor

- The frequency of launching new products in the market is very fast and every week a new product is introduced or imported from other countries.
- Increase in the number of female employment has enhanced their concern for self-image and grooming attentiveness.
- Demand of the fashion apparel is increased due to the customer travel from one country to another country. Indian customer gain exposure of fashion apparel by way of media and travel.
- Establishment of the offline and online setting in the market has boosted the apparel segment. This has become very popular and profitable as it has various categories as per occasions i.e. ornate wear, formal wear, casual wear, sportswear etc.
- Increase in the disposal income of the customers, change in the lifestyle, preferences and taste of the customers and availability of the variety of products has increased the demand of the apparel products.
- Every woman naturally wants to look beautiful and gorgeous without losing the essence of her uniqueness that makes her attractive.
- Females always prefer quality apparel and clothes and they are ready to pay higher price for the apparels that meet their expectations.
- However, there is more demand for traditional or ethnic apparel, the small portion of working female population would like to go for formal apparel and mostly choose western wear which will increase a market share in the consumption of the same.

## II. LITERATURE REVIEW

In this chapter, the study describes the main concept of this research which include offline and online shopping behavior of the young Indian females. Many researches have been done to understand the online and offline shopping behavior of the customers, there is a limited work on to identify the antecedents which influence them to shop online or offline. Previous studies investigate that perception of value of money, quality of the products and services and risk strongly influence apparent value and buying intentions in the offline and online platforms of shopping. To understand the reasons which change the shopping preferences following studies have been investigated:

The only channel partner in the distribution chain that directly contacts with the customers is retailer and retailers need to make concentrated efforts between shopping channels to serve their customers (Noble *et al.*, 2005). Retailers are required to update their tactics from time to time and move their business towards omni-channel in the present times which is necessary in present economic conditions for both retailers and consumers. According to Frazer *et al.* (2011) Omni-channel can be defined in many ways, the core concept is that customer may use both in-store and web-based channels in a unified way.

Customers prefer to buy as per their own convenience. The shopping habits of the consumers have changed gradually which had a great impact on the way products were traded over online and offline channels (Trendz, 2015). Customers regularly search through physical and digital channels i.e. offline and online store for information that fulfil their shopping interest. Information in web-based store is acquired from blogs, websites and social media. In the offline channels, information is collected through friends, family or retailers' staff. As suggested by Bergmanna and Bonatti (2011), the cost of searching the information in online store is less as compared to offline store which charge high search cost. Also offline shopping required more time and efforts than offline shopping. Degeratu *et al.* (2000) analysed that name of the brand is very important in online shopping as compared to store based shopping, but this would be based on the availability of the information about attributes. The characteristics of web-based channels are different from store based channels (Wang *et al.*, 2013) such as checking and trying the product physically is absent in web-based channel. As per Lenvin *et al.* (2003) found that physically examining the products is the supreme factor of the choices for a store-based channel. Yet, apparels being the major acceptance in web-based retailing as no other industry is influenced by the web-based as retailing have (Heinemann and Schwarzl, 2010). Web-based shopping provides more happiness to young consumers because of speed and convenience but there are many consumers who still buy from retail offline store (Falode *et al.* 2016). Their study provides information on fashion apparel shopping motivation and found that consumers preferred to shop offline more as compared to online shopping platforms.

The insights of quality, price and threat had strong impact on the purchase intention of the consumers in the online and offline network (Siyanesan, Monisha *et al.*, 2017). They find that females shopped more form online platform than men. There are numerous factors which influence the consumers toward online shopping and there are various faults/problems in traditional way of shopping due to which customers prefer to shop online (Reddy and JayaLaxmi, 2014). Attractive offers, gifts and discounts, huge variety of products, 24/7 shopping facility, cost and time saving attracts most of the customers toward online shopping. As suggested by Diaz *et al.* (2017), the values and lifestyles are the major aspects that affect the behaviour and intentions of the customers. In India, the consumers are very specific about their products, and their choices depend upon their choices toward offline or online shopping (Sarkar and Das, 2017). Both channels have their own pros and cons and customers may use both modes of shopping which results in profoundly different behaviors across the offline and online mode of shopping.

Mahajan and Saini (2018) explored that in India, working people did more shopping on online platforms than offline because they do not have enough time to go the market and shop the products. According to Gligorijevic and Barbara (2011) consumers are shifting between

offline and online channels of shopping based on various factors. The research is qualitative and conducted the in-depth interviews of 22 shoppers in Australia. The result of the study showed that online shopping is more accessible and convenient way of shopping goods. The convenience and availability of the web-based shopping sites make the intention in the consumers to buy or not (Chaing and Dholakia, 2014). When there are troubles felt by shoppers to buy online then they change to offline store to purchase the fashion products and if the customers face trouble in offline shopping then they go to web shopping. This study also reveals that web-based shopping is more comfortable for customers and gain more satisfaction which encourages them to shop online (Fung *et al.* 2018). The customers in the rural or smaller areas were more inclined to web-based shopping than customers in urban or larger cities.

As suggested by Kalra and Holani (2019), the process of making choice is fundamentally the same whether the customer is offline or online however some significant differences are shopping condition and showcasing correspondence. In their study Scarpi *et al.* (2014) concentrated on the factors that impact the consumers' intentions to move their usage from offline to online channel of shopping that offer comparable facilities. The research reveals that innovation in new technology and relative advantages had progressive impact on consumer's to shift their channel of shopping. As suggested by Katia and Breugelmanns (2015), retailers were progressively found that they should develop their channel in a manner that make it simpler and advantageous for their customers to get what they need without overlooking anything which result that convenience itself might be the most inventive and vivacious case of retail advancement (Nielsen, 2014).

Shopping has become an inescapable viewpoint in one's life as human needs are voracious (Ofori *et al.*, 2019) and it must be done either as the conventional/retail shopping or by means of internet shopping. Both medium of shopping channel accompany various benefits, but the essence of sparing had prompted buyers, particularly the adolescent, to favor web-based shopping to in-store shopping. Web-based shopping had become a rapidly developing trend (Kumar *et al.*, 2016) and had seen gigantic development essentially due to existence of ICT, updated technology and extensive access of the internet (Johnson, 2015). Innovation in technology has improved the nonstop development in web-based shopping and this has been driven by the new age of customers who want more extravagant encounters, more convenience, better choice and good value for money. Because of this, online shopping has made huge open door in allowing the buyers to buy/shop constantly all the time and anywhere in a really worldwide online commercial center. It has been found that people who are more intelligent, well-educated and those who are familiar with the technology and have a positive attitude in the direction of internet and web-based sites are more interested in online shopping (Iyer and Eastmen, 2006) whereas people who are less or not responsive towards internet and web-based sites are not much interested in online shopping as they have no encouraging attitude in the direction of online shopping fairly they are mostly involved in offline shopping. Tabatabaei (2009) inquired the views of customers who use online and offline shopping channels to purchase the product. He wanted to identify the factors which influence the customers to shop from both shopping channels. For this he conducted a survey of intelligent and educated respondents in a small mall and found that respondents of offline stores have positive perception for online shopping, they gather information from online sites but may prefer to shop in traditional way as they feel more satisfied when they touch and try the products. The customer identifies that shopping from outlets stores was inconvenient (Chaing and Roy, 2003) as compared to web-based shopping where customers were expected to be more prominent to find the products than experience the product physically.

Demographic factors, beliefs and attitude of the consumers toward online shopping influence the choice of customers to use online shopping channels (Sopramanian and Robertson, 2007). The study classified internet purchasing attitude as the person who shop from online sites and the person who just surf online and shop from offline store and the individuals who do not shop from online sites. People buy from web-based site and practice internet service to save time (Johnson *et al.* 2009). It has been found that consumers who spend additional money on online platform have a stranger way of living, are spending more time browsing and receive more emails as compared to other users of email and internet. According to Savila *et al.* (2019) motivational belonging of individual features and values on beliefs in the viewpoint of web-based shopping and established that individual values assist as primary beliefs in influencing the consumers towards online shopping motive. The buyer's trust the internet sites, particularly with respect to marketing; both legitimately and by implication affected the expectation to purchase for traditional products in the future (Kacen *et al.* 2013).

As discussed by Broekhuizen and Jager (2003) well understanding of channel preference shows that association between the factors and perceived intermediaries and buying intent in both shopping channels. The study reveals that major factors of channels preference and enable comparison concerning offline and online buyer's observation. The outcome shows the determinants that boost or avert shoppers to involve in online shopping. The above literature review had shown that most of the studies accompanied exterior the country and there has been very fewer study in the framework of India. However majority of the studies have concentrated on the swapping behavior of the customers from online to offline and offline to online. This literature uncover that consumers who are familiar with technology, who are knowledgeable and high salary level populace are involved in web-based shopping.

### III. OBJECTIVES OF THE STUDY

- To identify the factors influencing online and offline apparel shopping.
- To compare online and offline buying behaviour.

### IV. RESEARCH METHODOLOGY

To determine the buying behaviour of consumers, well-structured questionnaire on the google form has been prepared. The questionnaire was presented to young Indian females consumers. Purposive and Judgment sampling method has been used in this study which is based upon selecting those female consumers who buy fashion apparels from both online and offline stores.

**Sampling Size:** In this study, 210 respondents have been taken as a sample size with the help of formula  $p(p+1)/2$  where p being the number of variables (items that are present in the scales) that is 20 items can be used to determine the number of participants (Bayram, 2010, Schermelleh-Engel *et al.*, 2003).

**Sources of data:** The primary data has been collected with the help of female customers by using well-structured questionnaire and observations and secondary data was collected from various sources like published books, magazines, journal, web-links, internet sources and industry reports.

#### Research Instrument:

The questionnaire was administered for gathering the information related to the profile of the respondents and their buying preferences. This report is exploratory in nature and is aimed to discuss the identified antecedents which influence shoppers to opt for online or offline mode for fashion stores in the apparel category. The survey also compared online and offline buying behaviour of the consumers. The



questionnaire was prepared from the available literature and discussions with experts and comprises 5 demographic and 6 customer preferences related items in online and offline stores..

## V. RESULTS AND DISCUSSIONS

**Table 1: Demographic Profile of the Respondents**

Demographic Variable	Frequency	Percentage
<b>Age Group</b>		
Below 20 years	74	35%
21-23 years	86	41%
23-26 years	37	18%
Above 27 years	13	6%
Total	210	100%
<b>Status</b>		
Unmarried	131	62%
Married	79	38%
Total	210	100%
<b>Education</b>		
10th pass or below	11	5%
12th pass	54	26%
Graduate	89	42%
Post-graduate or above	56	27%
Total	210	100%
<b>Monthly household Income</b>		
Less than 40,000	58	28%
40,000 to 60,000	49	23%
60,000 to 80,000	22	10%
80,000 to 1,00,000	37	18%
Above 1,00,000	44	21%
Total	210	100%
<b>Occupation</b>		
Service	30	14%
Self-Employed	21	10%
Student	115	55%
Family Business	19	9%
Home maker	25	12%
Total	210	100%

**INTERPRETATION:** The above table shows the age group, marital status, education, income and occupation of the female customers who choose both online and offline platform of shopping. It is evident from the table that majority of the females who use both shopping platforms to satisfy their requirements lies in the age group of 21-23 comprising of 41% of the total respondents and this is mainly seen among females due to rising technology access among young females. 62% of the females are unmarried and 38% are married females. The maximum education qualification of the respondents who shop from both online and offline platforms are graduate and 27% of females are post-graduated. Qualification is a main consideration for web-based and in-store shopping, if the individual is not sufficiently qualified they cannot do online or web-based shopping. Above data also reveals that majority of the females (28%) fall under monthly income of less than Rs 40,000 and 23 % of the respondents having monthly household income between Rs 40,000- Rs 60,000. It is also indicated that 55 % of females are students who do shopping from both platforms, 14% of respondents are doing service (Govt. or Private) followed by 12% who are homemakers.

**Table 2: Preferred Channel of Shopping.**

Options	Number of Respondents	Percentage
OFFLINE	124	59%
ONLINE	86	41%
<b>TOTAL</b>	<b>210</b>	<b>100%</b>

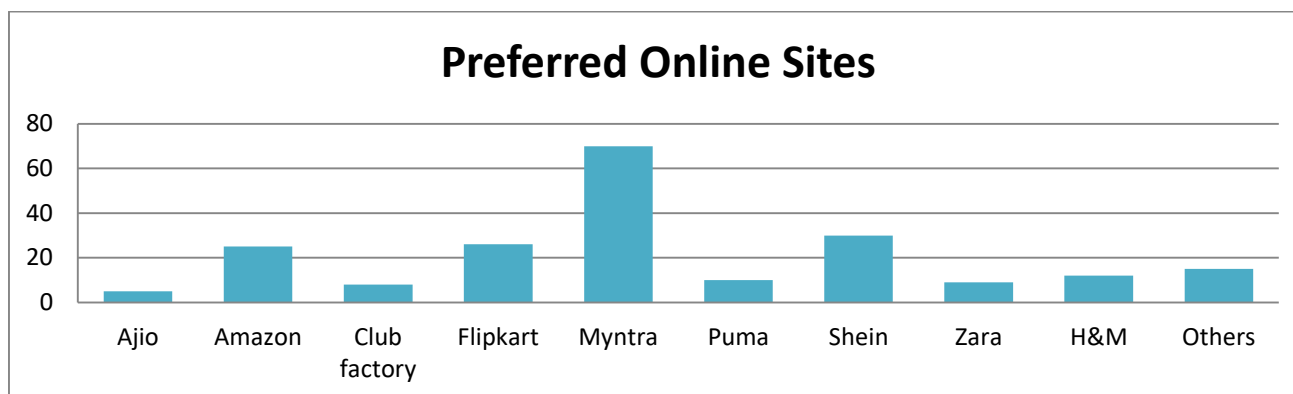
**INTERPRETATION:** The above table shows that amongst 210 females, 59% of the females preferred offline channel of shopping i.e. from retail outlets, shops and showroom and 41% of the female's preferred online platform for shopping. The above figure shows that females prefer to shop offline as it is easier to search the products and compare the prices. Also they can physically touch, feel and try the products and give more importance to special offers and discount which were offered by the offline store. The result of the present study also corroborate with the result of Lalwani (2016) in which the study analysis that 80.3% of the consumers love to shop from offline store and 19.7% preferred online shopping.

### Favorable Offline Shopping Store and Online Shopping Websites

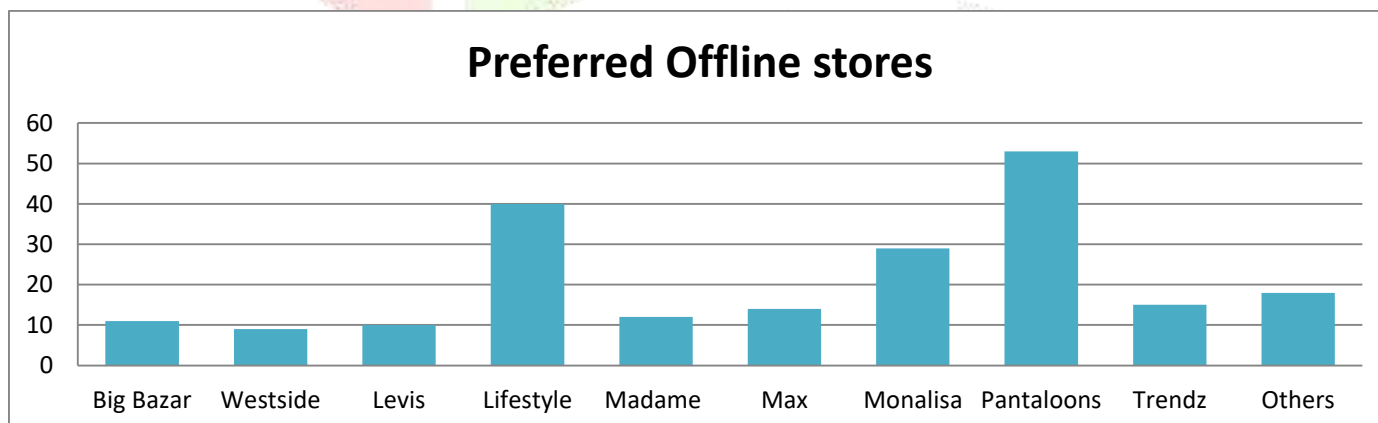
Favored retail outlets/shops/showroom shopping stores and web-based shopping sites are assuming significant job on factors impacting on the web and in-store shopping. The following table shows that the favored online shopping sites and offline shopping stores in India.

Table 3:- Favorable offline shopping store and online shopping websites

Online			Offline		
Preferred Online Sites	Total score	Rank	Preferred Offline Stores	Total score	Rank
Ajio	5	X	Big Bazar	11	VII
Amazon	25	IV	Westside	9	X
Club factory	8	IX	Levis	10	IX
Flipkart	26	III	Lifestyle	40	III
Myntra	70	I	Madame	12	VII
Puma	10	VII	Max	14	VI
Shein	30	II	Monalisa	29	III
Zara	9	VIII	Pantaloons	53	I
HandM	12	VI	Reliance Trends	15	V
Others	15	V	Others	18	IV



**INTERPRETATION:** The graph shows that Myntra is the most preferred e-tailer as 70 out of 210 female respondents choose it. It is able to retain the market because of the fast update, superior quality of the products and services against other online sites. Also it ensures the consumers with quick delivery of products and provides different variety of products at reasonable price. The second most preferable online site of female is Shein, preference of 30 respondents because of the new strategies of marketing and guarantee of quality products and services. And the third most favorable site is Flipkart as it provides fancy offers and discount which attract the consumers the most. Next online site favored is Amazon as it is site of outside country but still work hard to market its product in the country. The least preferred online sites are Ajio and Clubfactory.



**INTERPRETATION:-** From the above figure we can see that most preferred offline shopping store is Pantaloons that obtained first rank as 53 out of 210 female respondents choose it. The second most preferable offline store of female is Lifestyle comprises of 40 respondents because of the new strategies of marketing and guarantee of quality products and services. And the third most favorable store is Monalisa which covered 29 females as it provides fancy offers and discount which attract the consumers the most. And the least preferred offline stores for shopping are trendz, Max and others.

**BUYING BEHAVIOUR OF FEMALES IN ONLINE AND OFFLINE SHOPPING**

This segment deals with the analysis and interpretation of buying behavior of the consumers regarding their preference of buying fashion clothes from online and offline channels. In this study, the responses are measured on 5-point Likert scale i.e 1. Strongly agree 2. Agree 3. Neutral 4. Disagree 5. Strongly disagree. Further, to analysis this, paired sample t-test has been applied to identify whether there occurs any difference between online and offline shopping channels in terms of various factors.

**Table 4:- Paired Sample t-test for various factors affecting Consumer's Online and Offline Shopping**

Statements	Online Shopping			Offline shopping			Paired Difference			t-value	df	Sig
	Mean	Std dev.	Std error	Mean	Std dev.	Std error	Mean	Std dev.	Std error			
Trust	2.933	1.2200	.0842	3.576	1.1052	.0763	.6429	1.5898	.1097	5.860	209	.000
Quality	3.833	1.0562	.0729	4.400	.8976	.0619	.5667	1.3153	.0908	6.243	209	.000
Time saving	3.471	1.1745	.0811	3.738	1.2691	.0876	.2667	1.9032	.1313	2.030	209	.044
Price	3.686	1.1764	.0812	3.510	1.2688	.0876	-.1762	1.9025	.1313	-1.342	209	.181
Variety	3.829	1.1020	.0760	3.443	1.2136	.0837	-.3857	1.8763	.1295	-2.979	209	.003
Value for money	3.457	1.1027	.0761	3.486	1.1206	.0773	.0286	1.7902	.1235	.231	209	.817
Convenience	3.681	1.0752	.0742	3.495	1.1121	.0767	-.1857	1.7713	.1222	-1.519	209	.130
Difficulty	3.605	1.1661	.0805	4.171	.9378	.0647	.5667	1.1932	.0823	6.882	209	.000
Customer review	3.448	1.0670	.0736	3.324	1.1024	.0761	-.1238	1.4848	.1025	-1.208	209	.228
Requirement	2.990	1.2754	.0880	3.429	1.2593	.0869	.4381	1.5799	.1090	4.018	209	.000

**INTERPRETATION:-** It is evident from the above table that mean score of online shopping for trust factor is 2.933 as compared to 3.576 for offline shopping. By using paired sample t-test, it has been found that the significance value of paired sample t-test is 0.000 which is less than 0.05. Hence, it concludes that there exists a variation in buying behavior of consumers between both channels of shopping in case of trust factor. Females can interact with the seller in offline platform and due to this personal contact, it gives a sense of confidence among consumers and build trust among them whereas in online shopping, lack of this personal contact effects the trust factor among consumers which results in lack of confidence among them.

It has been found that the mean score for quality factor in case of offline shopping is 4.400 as compared to 3.833 in case of online shopping with standard deviation of 0.8976 and 1.0562 respectively. Here the significant value of paired sample t-test is 0.000 which is less than 0.05. Thus the outcome of the table showed that there exists a significant difference of quality factor between offline and online shopping. As per the study of Mahajan and Saini (2018), concludes that females need to ensure good quality of apparels as they paid huge amount of money on it.

The above that also show that the significant value of paired sample t-test is 0.044 which is more than 0.05 in case of time saving factor. It can be concluded that there exists an insignificant difference between in-store and web based shopping in case of time saving factor. According to Nicholson, Clarke and Blakemore (2002), the urgent need of the product and time of the day plays an important role in the selection of shopping channel.

The result of the t-test reveal that there was no significant difference was found by the females in case of price factors as the value of p is 0.181 which is more than 0.05. It was reported in the study of Sarkar and Das (2017) that young consumers prefer to shop online because they offer their product and services at an extensive amount of discounts as against store based shopping. It provides benefits to consumers to compare prices of the product attributes and after sale services.

It has been observed that the mean score of for variety factor is 3.829 in case of online shopping compared to 3.443 for offline shopping. This indicates that females prefer to shop offline as it provides wide variety of products against online shopping. By applying paired sample t-test at 5 percent level, it has been found that the value of p is 0.003 which is less than 0.05 in case of variety factor. Hence, it can be determined that there is a significant difference of variety factor in online and offline shopping. The result of the present study matches with the Rajput, Khanaa *et.al.* (2012) in which the study made analysis that there is a significant difference between offline store and variety of product. Females were more anxious about store based shopping facilities in terms of convenient trial rooms with sufficient mirrors and lighting as it is important for them that they go for shopping in offline store which has a widespread variety of stock of apparel so that it could be easier for them to make choice of apparel that best suit their personality.

From the above table, it has been evident that the value of significance at 5 percent level of significance in case of value for money is 0.817 which is more than 0.05. Thus, it concludes that there exists an insignificance difference between online and offline shopping of value for money. Females enjoy to shop from both shopping platforms as both provides good quality of apparel at reasonable price. According to Sethi (2015, consumers prefer to shop from retail stores as they can do bargaining with retailers which is absent in online sites and the prices of the product in online sites are fixed.

By using paired sample t-test at 5 percent level of significance, it has been observed that the significance value is 0.130 which is more than 0.05. Thus, it can be concluded that convenience factor has insignificant difference between online and offline shopping. From the study of Daniel (2014), it was reported that web-based sites are open 24\*7 and the products are provided at their residents as per convenience of the consumers. The consumers can waken up middle of the night and placed an order on their devices. This is the reason why web-based shopping is more convenient today. In offline shopping, consumers does not need to wait for the product which they want, they can just carry out product from the shop which feels them good.

By using paired sample t-test, the significance value is 0.000 which is less than 0.05 which indicate that there exists a significant difference of difficulty factor between online and offline shopping. It reveals that there were certain issues and difficulty that the females were facing while go through online shopping. The result of the present study is consistent with Khandelwal, Bajpai, Sharma and J.P (2012), in which reveals that in brick and mortar store, buyers especially females like to visit few shops before buying a product, they can touch the product, check out the product and get a first-hand demo of the product. But in case of web based store, the portals only

demonstrate the images and specifications about the product that might be insufficient for buyers. This is the reason that offline shopping is better than online and has advantage over against online stores.

It has been found that the value of paired sample t-test for customer review factor is 0.228 which is more than 0.05 which reveals that there exist an insignificant difference between online and offline shopping in case of customer review factor. According to Iranmanesh and Hadi (2013), customer review is one of the major factors that benefits online shopping. It can help the buyers to know more about the performance of the product from other buyers so that they can make decision of whether to buy the product or not and help them to select the best products for their selves.

It is also evident from the table that the mean score of requirement factor in online shopping is 2.990 and 3.429 for offline shopping which clearly indicate that females were like to shop more than they required on offline platform of shopping as against online platform. The result of the t-test at 5 percent level of significance reveals that there is a significant difference of requirement factor between online and offline shopping as the significant value is 0.000 which is less than 0.05. When consumers physically present in the offline store and they have a chance to try any of the products, most of the time they shop more than they required as per their personality but online shopping do not have this facility.

Therefore, the outcome of the model shows that there are statistically significant difference in various factors between online and offline shopping which effect the buying behavior of the consumers that need to be caters by the retailers as per the needs and preferences of the consumers.

### CROSTABULATION AND CHI-SQUARE TEST FOR TESTING HYPOTHESIS OF THE STUDY

**Table 5 Association between Frequency of Shopping and Mode of Shopping**

What is your preference for shopping fashion clothes? * How often do you buy new clothes? Crosstabulation						
		How often do you buy new clothes?				Total
		Every month	Once in 3 months	Once in 6 months	Once in a year	
What is your preference for shopping fashion clothes?	Offline	36	57	25	6	124
	Online	30	45	8	3	86
Total		66	102	33	9	210

**INTERPRETATION:** Here we are trying to establish an association between frequency of shopping and mode of shopping. It is evident that females were like to buy new clothes once in every 3 months from both offline and online mode of shopping i.e. 57 females buy new clothes from offline mode and 45 buy from online mode of shopping.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.002 <sup>a</sup>	3	.172
Likelihood Ratio	5.259	3	.154
Linear-by-Linear Association	2.986	1	.084
N of Valid Cases	210		

**INTERPRETATION:-** From the obtained data, the value of significance is 0.172 which represents that there no statistically significant association between frequency and mode of shopping because the p-value >  $\alpha$ -value (0.172 > 0.05) which means we reject the null hypothesis.

### VI. FINDINGS

- According to the survey of 210 respondents, it has been found that 41% of females which use both online and offline shopping lies in the age group of 21-23 years. It was also determined that the maximum education qualification of the respondents is graduation. And 55% of the female respondents are students.
- The study shows that majority of the females i.e. 59% prefer offline shopping and 41% prefer online shopping for buying fashion apparels.
- It has been observed that the most preferable online site is Myntra which obtained first rank and the most preferable offline store of females is Pantaloons for shopping fashion apparels.
- The antecedents of online shopping are trust, price, quality, time, variety, convenience, difficulty, customer review, value for money and requirement and maximum number of females are highly influenced by variety and price of products. Although the antecedents



of offline shopping are same but the majority of respondents are highly satisfied by quality of the products and they do not find any difficulty to visit in offline retail outlet.

- On comparison of the online and offline shopping it is observed that there are statistically significant differences in various antecedents like trust, quality, variety, difficulty and requirement which consequence the buying behavior of the consumers.

## VII. SUGGESTIONS

The retail industry has to take necessary steps to improve product and service offerings. Secure online platforms and return policies need to be implemented to attract potential shoppers. The offline retailers can take the help of online platform for generating positive customer reviews. Fashion means latest and unique and the retailers have to innovate by mix and match of their offerings. This way there will be more variety and specialty. Special offerings on special occasions will help in attracting more customers and more sales. Because of COVID-19 pandemic, retailers need to improve their business strategies and plan for omni-channel platform for their customers. Retailers are now encouraging their customers to shop online instead of going outside the home and buy clothes. They are shifting their offerings to direct-to-consumers by digital platforms and e-commerce.

## VIII. MANAGERIAL IMPLICATIONS

This study was an attempt to identify what influences the online and offline apparel shopping and to compare the online and offline buying behavior of the young females. The exploration of the preferences may help the retailers to market the fashion apparel according to the choice of the consumers. In the face of the pandemic COVID-19 crisis, there is going to be a huge impact on the fashion industry in India and abroad. The world is getting closer to online shopping platform. The impact of coronavirus epidemic has forced the industries to move at unparalleled speed to assist their customers with quality of product at affordable price and as per their convenience. The global COVID-19 pandemic has changed the business experience forever as workers, customers, citizens, humans and their attitude and behavior are varying as a result. As most of the cities in the world are going under lockdown, nonessential businesses are being closed which also include fashion apparel business. It became difficult for the consumers to go outside and buy clothes of their choice, but some of the online retailers like Amazon during this pandemic, provide their product and services to the customers in containment zones and is functioning with local authorities and residents across the country to scale this program by providing contactless delivery of product and services so that people do not face any difficulty. To face these challenging situation retailers need to improve their business strategies and plan for omni-channel platform for their customers. Retailers are now encouraging their customers to shop online instead of going outside the home and buy clothes. They are shifting their offerings to direct-to-consumers by digital platforms and e-commerce.

The findings of the study helped to understand the buying behavior of consumers in online and offline platform. The study reveals that females are more inclined to shop from shops, stores and showrooms because of the ease to search the apparel and compare the prices of them in offline platform. They can physically touch, feel and try them which enhance the customer experience.

The critical implications for the retailers are to understand the choice preferences of females belonging to different age groups, occupation, education and lifestyle. This study also contributes to the scholars and academia by giving them a conceptual framework to comprehend the apparel buying behavior of young Indian females. The retailing strategies can be improved to raise their retail sales by providing well maintained retail services, facilities, and quality products. They must emanate with new and better business models and have a whole new alignment to meet the demand of the consumers.

## IX. FUTURE SCOPE OF THE STUDY

Further studies to understand the antecedents of offline and online shopping can be conducted on a sample from different regions, different product categories, different age groups and males. Quantitative exploration can be conducted along with qualitative exploration to understand the shopping preferences. Online and Offline shopping practices pre and post lockdown (due to COVID-19 Pandemic) can also be compared to ascertain the changes in the decision making process and preference for buying online or offline.

## X. CONCLUSION

Inclination of shopping mode whether it is on the web or retail store depends upon their demographic factors and the antecedents of shopping preferences. It can be concluded that questionnaire method not only provide a clear picture of the female preference towards both shopping mode but also helps the retailers to discover needs, tastes, preferences and expectations of the customers. The present study reveals that majority of the respondents prefer to shop from offline platform instead of online because of various factors. These factors are trust, quality, time saving, convenience and requirement. Even though the sale of online shopping is growing rapidly, the majority of the females in India still prefer to shop from the brick and mortar stores. In the face of the pandemic COVID-19 crisis, there is going to be a huge impact on the fashion industry in India and abroad. The world is getting closer to online shopping platform. It became difficult for the consumers to go outside and buy clothes of their choice. In the times of Covid-19, the apparel industry plans to emphasis on online sales with properly drawn safety rules for offline shopping. To face these challenging situation retailers need to improve their business strategies and plan for omni-channel platform for their customers. Retailers are now encouraging their customers to shop online instead of going outside the home and buy clothes. They are shifting their offerings to direct-to-consumers by digital platforms and e-commerce. The retailing strategies can be improved to raise their retail sales by providing well maintained retail services, facilities, and quality products. They must emanate with new and better business models and have a whole new alignment to meet the demand of the consumers. Fashion retailers need to implement and develop retail strategies for omni-channel which delivers reliable retail experience than sole online and offline store as majority of the respondents like to shop from both shopping platforms. Online and offline modes have to be considered together to keep the young Indian females updated in fashion!



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