



STUDY OF CONSUMER BEHAVIOUR TOWARDS ONLINE AND OFFLINE SHOPPING

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Abstract: Earlier consumer or customer buying behavior depends on the market scenario or in which mode they are comfortable, but after the covid-19 pandemic everything is changed. The customers buying or rather say spending patterns has changed to both online and offline. This study shows the buying behavior of customers and the modes they are comfortable in shopping, traditional way of going to retail, shopping mall or online mode where various platforms are running in the race to compete with each other. In this survey, it shows that the male ratio chooses to do online shopping more compared to females. Where's female chooses offline shopping by going to the shopping mall or flea market. People slowly going for online shopping more but also on the other hand few of them want to go for physical mode as it gives a real buying experience, secure payment. The various factors of different technologies have impacted massively on consumer's desire to the mode of shopping.

Key words: Consumer, e-commerce, online, retailer, internet

Introduction: This study is expected to enhance our understanding of online and offline consumer buying behavior. It is extremely vital to understand and analyze consumer's needs and buying perceptions for any business to success. Nowadays shopping has changed the consumers buying nature. Earlier customers used to go for traditional way of shopping as various factors were affected by this mode of shopping like, it permits to give real buying experience, a touch of product, interpersonal communication, trust, safety for payment. In contrast, online shopping involves various factors. In consideration with covid-19 scenario online mode was the most effective as it provides no contact with fast delivery, offers and discount can lead this mode very treasured. In addition to that, it gives varieties of products with lesser amount of time. The Internet plays a crucial role as it has changed the consumer's way of shopping, buying goods and services. Social media like Instagram and Facebook plays crucial role in advertising the product which attracts the potential customer. Because of that, many retailers have also started to sell their products online by cutting down the price and giving discounts to attract more customers. But in a country like India people still choose to go offline shopping in the majority with the female ratio as they love to shop from a flea markets while hanging out with their friends, also teenagers wants to shop in shopping malls which provides more realistic experience while buying as compared to online shopping.

Literature review:

A comparative study on consumer behaviour towards online and offline shopping

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The complete study was focused on the consumers

According to research, countries such as India continue to prefer offline shopping, relying on real and mortar establishments to make purchases. Although, in the previous two years, there has been an increase in the number of young people and teenagers that purchase online. This study also reveals that women are more likely than males to shop. There are other elements that influence internet purchase, such as product risk because customers cannot touch or feel the merchandise. Along with pricing policy, convenience, delivery time, income, and offers, income also plays a crucial impact in online purchasing, with consumers with higher incomes spending more online and vice versa. There are also other elements that influence offline shopping, such as a limited number of options, authenticity,

negotiation, and the declaration of a problem. According to the research, persons who are technologically savvy, well-informed, and have a high income level are more likely to shop online.

Objectives:

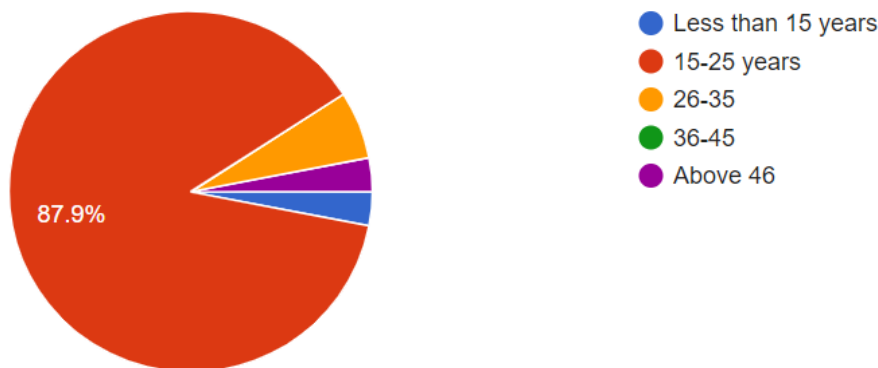
- The main motive of the research is to understand the most preferred buying mode of the consumer whether its online or offline.
- Advantages of both online and physical purchasing.
- A comparison of shopping on the internet vs. shopping in a store.
- To analyse which are the factors affecting upon the consumer’s mode of buying.
- Study of buying nature of different age group.

Limitations of study:

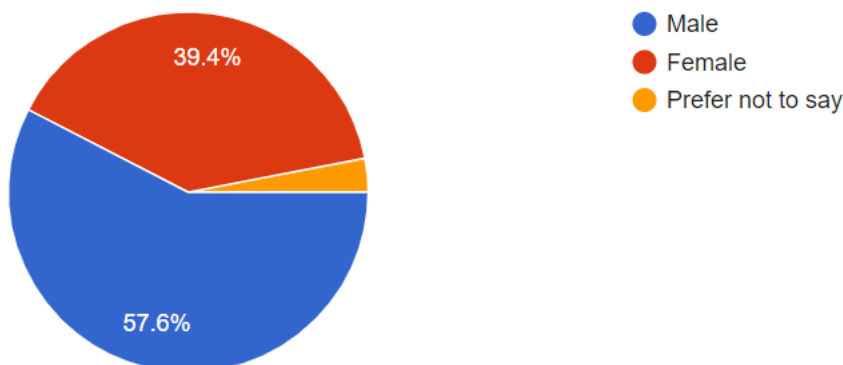
The study's limitations are as it was performed via an online Google form, it does not include in-depth interviews. As a result, this may not provide a complete picture of customer buying perception towards online and offline mode. There is obviously a restriction in terms of ages as well because consumers of various ages were not taken into account However, every attempt will be taken to gather the most accurate information possible.

Finding:

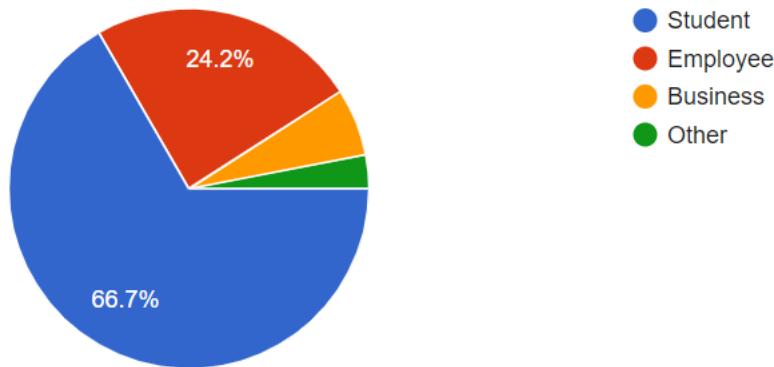
Age: As the results shows there are 87.9% of customers who is from 15 to 25 age group. This is the group of teenagers and youngsters who is either could be student or doing their job. Next highest portion of demographics the 26 to 35 years where most of the customers have their own job and money to spend.



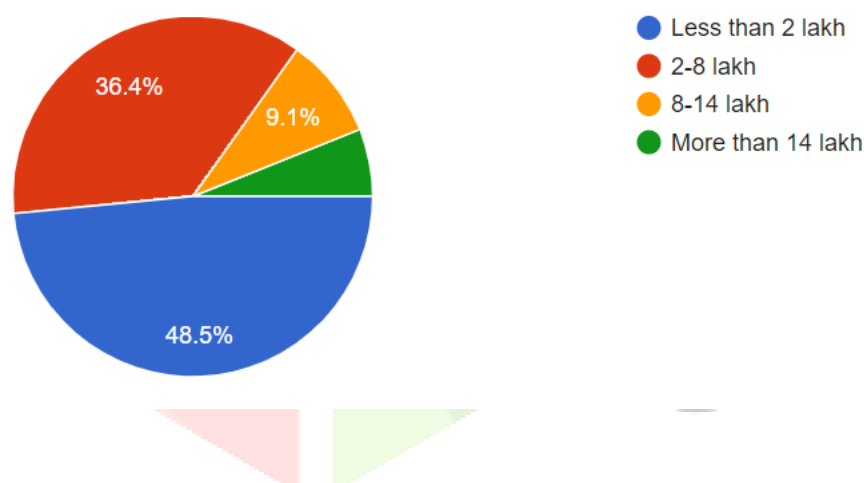
Gender: In this demographic segment there are 56.6% of male. Male preferred to shop online than going out and buy physically. Whereas female loves to go on offline shopping.



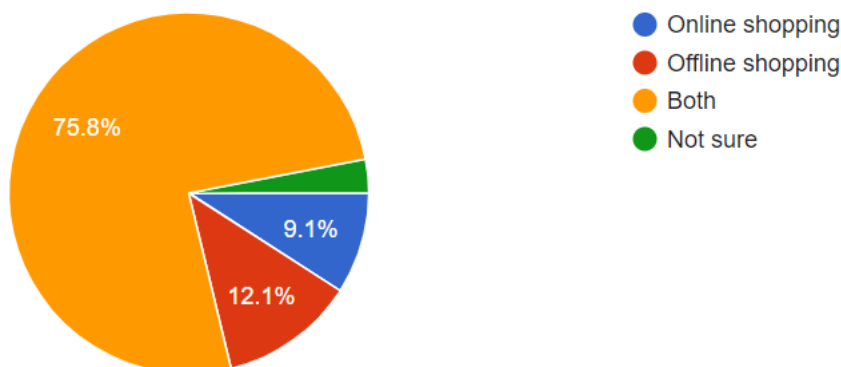
Occupation: The majority of respondent is students, which is 66.7%. this is group of teenagers and youngsters who loves to shop. Mainly they preferred to do online shopping but sometimes while hanging out they also go to shopping mall. Followed to that there are employee which consist of 24.2% who has well job and love to spend their money by doing shopping both mode.



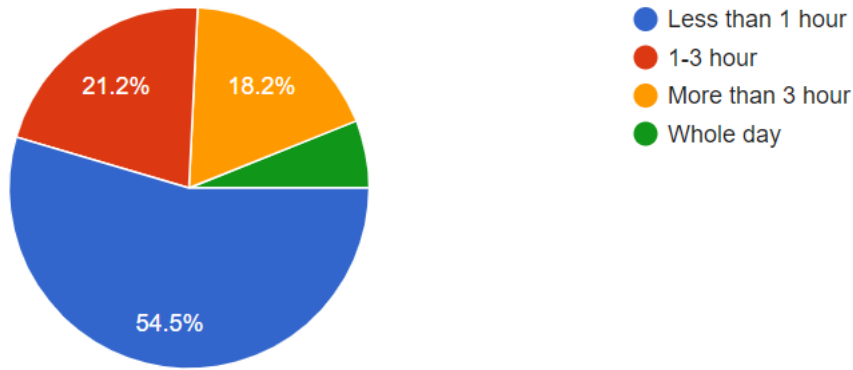
Income: The majority of respondents are students with a low annual income. 48.5 % of respondents had an annual income of less than 2 lakh rupees. Also, 36.45 % of persons with an annual income of 2-8 lakh prefer to shop online rather than in person. People with an income of 8-14 lakh like to shop online because they don't have much time to go out and buy offline.



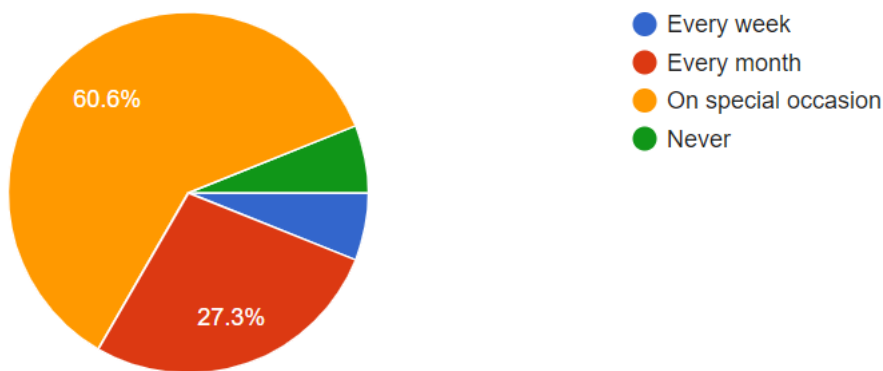
Preference: 75.8% of consumers wants to do shopping by both of the ways which is online as well as offline. After that there are consumers which is 12.1% who loves to do shopping by offline way followed by 9.1% consumers wants to do by online shopping. While remaining 3%of consumer not sure about way of shopping.



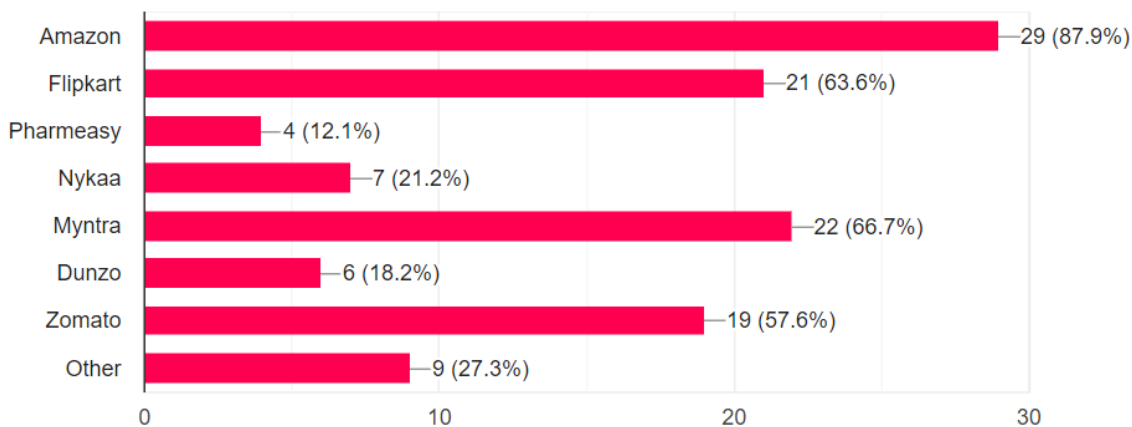
Time spend on internet: Respondent use internet less than an hour are 54.5%. In this segment mostly working consumers are three who don't have much time to spend on internet. Following that there are consumers 21.2% who spend 3 to 4 hours online on daily basis. Here in this segment most of the youngsters and teenager are there.



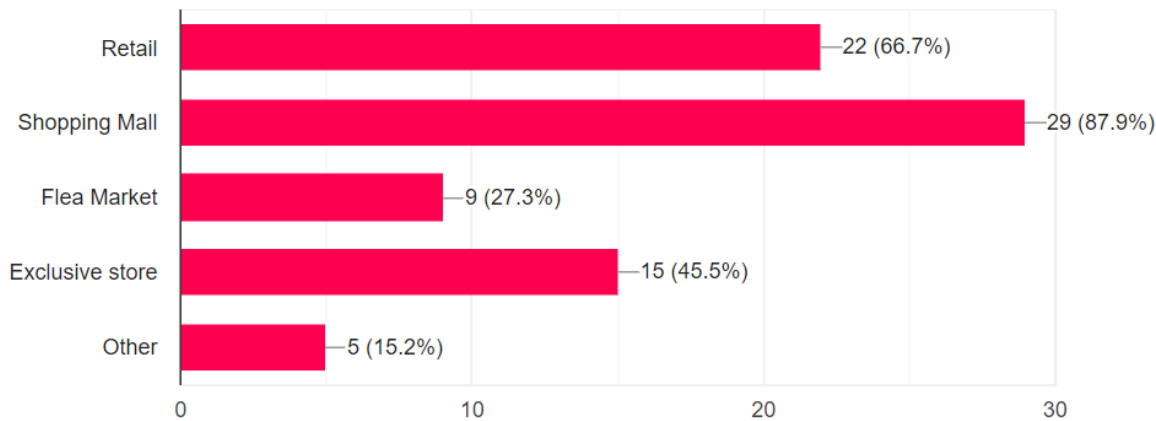
How often shop online: The majority of people, 60.6 % of customers, reported that they purchase online on special occasions since there are more people in the market during festival seasons, making things more chaotic. People who don't like crowds prefer to shop online. There are also various discounts and offers available at that time. Consumers shop online on a monthly basis in 27.3 % of cases. and 6.1% do it on a weekly basis.



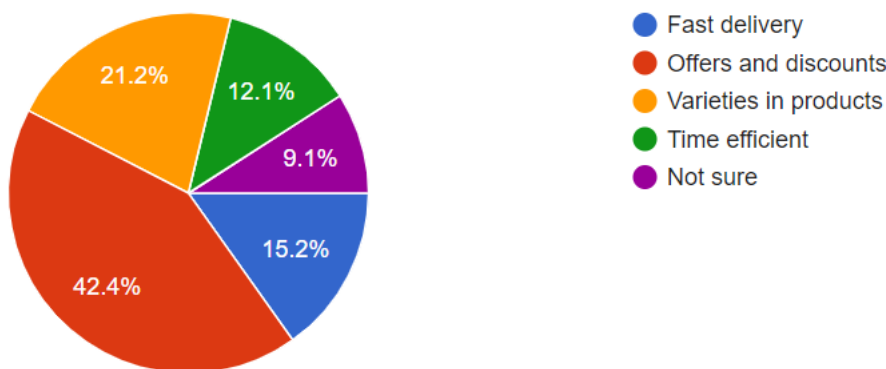
Favourite online platform: Most popular online platform has reported in the survey which is about 87.9%. people love to shop from amazon as it gives more offers and discount on various types of product, whether it may be clothes or electronics. After that people shows their interest in flipkart which is about 63.3%. followed that zomato the online food delivery which reported 57.6%. The most loved online cosmetic website which is Nykaa, reported 21.2%.



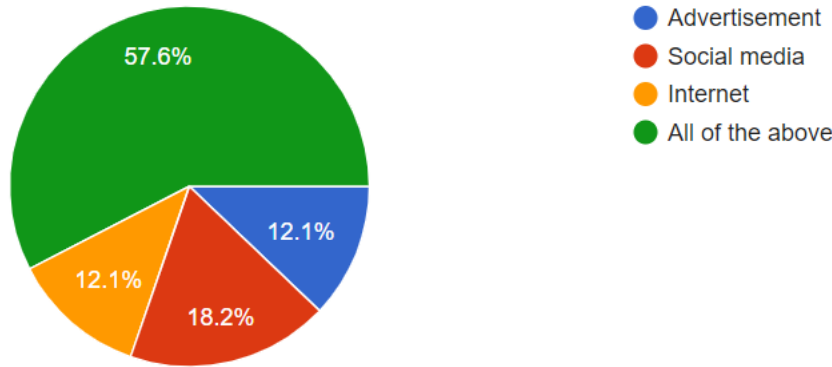
Favourite offline platforms: Who doesn't enjoy going shopping with their loved ones? Everyone enjoys it. People like to go to a few offline platforms, according to the report. For example, when it comes to shopping malls, the majority of individuals (87.9%) like to go there. Shopping malls provide entertainment as well as opportunities for social interaction. Despite this, the shopping mall offers a wide range of products to customers, including groceries, electronics, household items, clothing, and children's toys. Customers visit a retail store in 66.7% of cases. People go to exclusive store 45.5 %of the time and a flea market 27.3%of the time. In this sector, women prefer to go shopping since it offers greater variety and lower prices than shopping online. Whereas 15.2% goes for other mode of offline shopping.



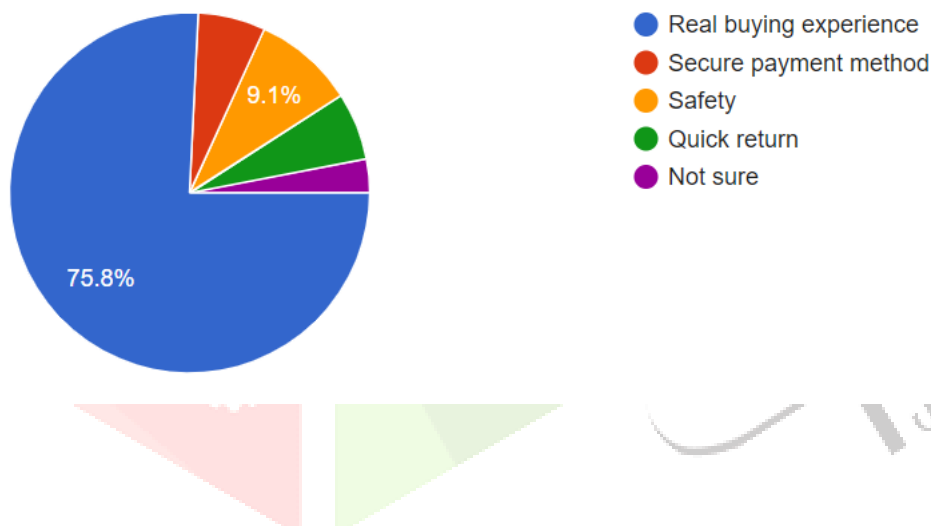
Advantages of online shopping: Customers can now shop more easily and conveniently thanks to the internet. There are numerous advantages to shopping online. Consider why customers prefer online shopping to traditional shopping. According to the report, 42.4 % of consumers believe that having deals and discounts might entice them. Following that, 21.2 % of consumers believe that a variety of products can be featured on a website, causing them to buy online. It allows analytical purchasers to purchase a product after completing thorough research. Around 12.1 % of customers say that buying online saves them time because they don't have to wait in queue for long periods of time to pay for their items. They can shop from the comfort of their own home or place of employment, reducing commute time.



Factors affecting on online shopping: Internet made online shopping so easy. There are so many factors that affects the consumers mind and attract them toward it. Some of the parameters are advertisement where 12.1% consumers think it affect them. Another one is social media where 18.2% people have responded. And around 57.6% consumers thinks all of these factors are main reason for affecting on online shopping.



Advantages of offline shipping: Nothing compares to the thrill of entering a store and trying on new clothes. According to the survey, the majority of buyers about 75.8% believe that purchasing a product offline provides them with a more authentic shopping experience because they can touch the object and verify its size, colour, and any defects. Before making a purchase, you can inspect the item. Furthermore, 6.1 % of consumers believe that safe payment is an advantage of shopping offline. Some individuals are unaware of the online payment method, therefore when we buy offline, we pay cash directly to the merchant. One of the benefits of buying offline, according to 9.1% of consumers, is safety. If you don't like a product you bought offline, you don't worry about returning it.



Conclusion: Consumer purchasing nature toward online and traditional way of shopping has changed dramatically throughout the years. According to the research, individuals who are aware of technology, who has a knowledge of internet and also who has high income level are more likely to engage in online buying. Also the different parameter, different strategies of two mode of shopping impacted widely on the buying behaviour of consumers.

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