



A COMPARATIVE STUDY ON ONLINE AND OFFLINE SHOPPING.

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ABSTRACT

Shopping is likely probably the most seasoned term used to discuss what we have all been doing throughout the long term. Web based shopping has turned into a well known shopping strategy since the time the web has pronounced a takeover. The expansion in innovation gives great open doors to the merchant to arrive at the client in a lot quicker, more straightforward and in financial way. Web based shopping is arising exceptionally quick lately. Many investigations have centered that the high touch items that the shopper feels when they need to contact, smell or attempt the item. It requires the disconnected shopping at the buying stage since it isn't possible in the internet shopping. This exploration paper centered to investigate the huge contrast between the on the web and disconnected shopper bunches as far as segment, innovation use, accessibility and disposition of the purchaser.

INTRODUCTION

I. INTRODUCTION

Ought to know the medium to buy whether internet shopping or the disconnected shopping. Purchaser ought to conclude the channel for them which can best suit to their need and needs and which can full fill them. In this aggressive world Shopping is important for consistently life. Some get the necessities from shopping others get something else. It is seen as a method for delivering the pressure, a method for finishing some longing in the brain, or a method for spicing up the mechanical lifestyle. Shopping is most likely perhaps the most seasoned term used to discuss what we have all been doing throughout the long term. On the other hand, in old times, the terms that would have been utilized would be 'exchanging' or 'dealing' and presumably even 'market.' So what has conventional shopping bring to the table since the web has opened up a more extensive and seriously tempting business sector to the ongoing buyers. As a rule, there are two sorts of shopping: customary shopping and On-line shopping.

OBJECTIVE OF THE STUDY

- ✚ To analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
- ✚ To examine the factors influencing the consumers to switch from the offline shopping to online shopping and online to offline shopping.

INDUSTRY PROFILE

What is online shopping?

Web based shopping or e-shopping is a type of electronic trade which permits customers to straightforwardly purchase labor and products from a merchant over the web utilizing an internet browser. Elective names are e-web-store, e-shop, e-store, web shop, web-shop, web-store, online sort, virtual store and so forth. Basically, any type of offer is done over the web. Shopping has surely gotten another definition since the appearance of the web. On account of what the web brings to the table, that is to say, any individual or organization from any region of the planet who can post and sell products on the web by means of a site can sell.

WHAT IS OFFLINE SHOPPING?

Being able to actually pick and look at what a thing or item is like, would seem to be, and its elements are the advantages of conventional shopping. Therefore a few purchasers actually incline toward the conventional kind of shopping over internet shopping in light of the fact that for one, it permits them to look at a thing carefully. E-shopping is where purchasers and venders wear not meet each other which result to absence of mindfulness about the item. However the client visit the internet shopping website, shows no interest for buying the item a portion of the reasons are absence of trust, absence of actual touch and feel, security issues and so forth.

II. REVIEW OF LITERATURE

Sivakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu State. It is to analyze the impact of consumer opinion and attitude. Questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the consumers' intention to shop online.

Koo Et.al (2008) have conducted an empirical study, they examined the motivational effects of personal values on benefits, attributes and re-patronage intention in the perspective of shopping online. The study concludes that personal values of social affiliation and self-actualization serves as underlying beliefs in shaping consumers' online shopping motives.

Javelined (2007) analyzed in her empirical study in Finland that there are many online information seekers who choose to stop the shopping process just before the finishing point of the transaction. The reason behind this is intensely routed in the internet-based trusted customers.

Cattell, K.S. Michell, K.A. Mc. Gaffin R (2019) – The purpose of this paper is to report on the findings of completed case studies of Two major multi-channel grocery retailers in South Africa. The aim of the research was to establish the potential that online grocery retail has to undermine traditional retail by decreasing foot traffic and undermining rental income.

Akalankam Krishna and Mithra Joy Kumar (2019) – This research was based on consumer pre-purchase search in online shopping : role of offline and online information sources. This study explores the factors that encourage the range of usage of different data sources in pre-purchase information search by online shoppers through an empirical research by sample size was 1079 online customers.

Graca Miranda Silva (2016) – This study investigates how travel agencies can achieve high customer loyalty through offline and online shopping experiences. The study tests whether different configurations of perceived value, customer satisfaction, perceived quality, trust affect loyalty. The results from an online survey of a travel agency 1974 offline and online customers provide the data.

Holly Wang (2020) – This research is to examine the impact of online channels on food stockpile behavior.

Dr. Milind A Marathe (2020) – The number of internet users is increasing everyday and this increased growth has created opportunities for global and regional E-commerce. This number is expected to reach 445 Million users in 2020. Amazon (amazon.com) is the world's largest online retailer. The company was originally a book seller but as expanded to sell a good sort of commodity and digital media also as its own electronic devices; Jeff Bezos incorporated the corporate as Cadabra in 1994 but changed the name to Amazon for the website launch in 1995. Amazon is headquartered in Seattle, Washington.

Urvashi Tandon, Ravi Kiran (2017) – This study aims to identify and analyze the key determinants influencing customers' satisfaction towards online shopping in India.

III. RESEARCH METHODOLOGY

NEED FOR THE STUDY

- We have to do the comparison.
- Difficulties and perspective of the shoppers both online and offline.
- It is very difficult task to know the consumer behaviour about online and offline shopping.
- So, I conduct a survey to compare online and offline shopping modes.

SCOPE OF THE STUDY

Scope was limited to the geographical boundary of the Kanchipuram district in Tamil Nadu.

RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- ✚ Primary Data – Questionnaire given to 60 respondents.
- ✚ Secondary Data – Websites and online journals, published reports and Review of literature from published articles.

STRUCTURE OF QUESTIONNAIRE

A questionnaire was construction with 30 questions to obtain the necessary information for the research.

SAMPLING TECHNIQUES

- ✚ The method of this project sampling will be conduct a survey on a convenience sampling method.
- ✚ The area of my research project is fully concentrated on a customers who are all buying and using a online shopping and the offline shopping in Kanchipuram city.

ANALYTICAL TOOLS

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: Generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHI SQUARE TEST

A Chi-square test is a hypothesis testing method. It is a statistical test used to compare observed results with expected results.

CORRELATION

Correlation is statistical term describing the degree to which two variables move in coordination with one another. If the two variables move in the same direction, then those variables said to have a positive correlation. If they move in opposite directions, then they have a negative correlation.

DATA ANALYSIS AND INTERPRETATION

SHOWING GENDER WISE CLASSIFICATION OF RESPONDENTS

Particulars	No of respondents	percentage
Male	26	43.3
Female	34	56.7
TOTAL	60	100

SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS

Particulars	No of respondents	percentage
15 to 25 years	50	83.4
26 to 35 years	8	13.3
36 to 45 years	2	3.3
Above 45 years	0	0
Total	60	100

SHOWING MARITAL STATUS WISE CLASSIFICATION OF THE RESPONDENT

Particulars	No of respondents	percentage
Un Married	52	86.67
Married	8	13.33
Total	60	

MOSTLY PURCHASED PRODUCTS FROM ONLINE?

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
FASHION	35	58.33%
ELECTRONICS	15	25%
SPORTS ITEMS	5	8.33%
BOOKS	3	5%
GROCERY ITEMS	1	1.67%
GADGETS	1	1.67%
TOTAL	60	

SATISFACTION LEVEL OF OFFLINE SHOPPING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
VERY SATISFIED	12	20%
SATISFIED	9	15%
NEUTRAL	8	13.33%
DISSATISFIED	14	23.33%
VERY DISSATISFIED	17	28.33%
TOTAL	60	

SATISFACTION LEVEL OF ONLINE SHOPPING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
VERY SATISFIED	10	16.67%
SATISFIED	11	18.33%
NEUTRAL	15	25%
DISSATISFIED	13	21.67%
VERY DISSATISFIED	11	18.33%
TOTAL	60	

CHI SQUARE

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
AGE *	6	100.0	0	0.0	60	100
PURCHASED PRODUCT FROM ONLINE	0	%		%		.0%

AGE * PURCHASED PRODUCTS FROM ONLINE Crosstabulation

		PURCHASED PRODUCTS FROM ONLINE							
		BOOKS	ELECTRONICS	FASHION	Gadgets	Grocery items	SPORTS ITEMS	Total	
AGE	15 - 25 years	- Count	2	13	28	1	1	5	50
		Expected Count	2.5	12.5	29.2	.8	.8	4.2	50.0
	26 - 35 years	- Count	1	1	6	0	0	0	8
		Expected Count	.4	2.0	4.7	.1	.1	.7	8.0
	36 - 45 years	- Count	0	1	1	0	0	0	2
		Expected Count	.1	.5	1.2	.0	.0	.2	2.0
Total	Count	3	15	35	1	1	5	60	
	Expected Count	3.0	15.0	35.0	1.0	1.0	5.0	60.0	



Chi-Square Tests

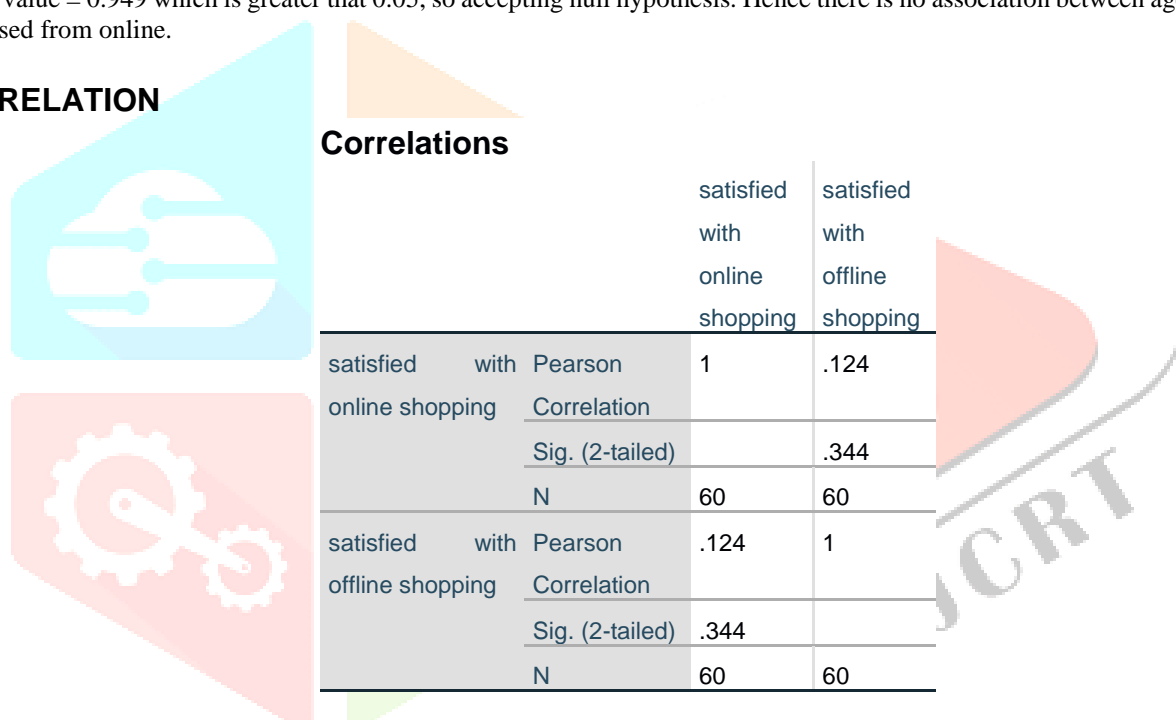
Value	df	Asymptotic Significance (2-sided)
3.971 ^a	10	.949
4.934	10	.896
1.093	1	.296
60		

INTERPRETATION

16 cells (88.9%) have expected count less than 5. The minimum expected count is .03
 Here p value = 0.949 which is greater than 0.05, so accepting null hypothesis. Hence there is no association between age and products purchased from online.

CORRELATION

Correlations



			satisfied with online shopping	satisfied with offline shopping
satisfied with online shopping	Pearson Correlation		1	.124
	Sig. (2-tailed)			.344
	N		60	60
satisfied with offline shopping	Pearson Correlation		.124	1
	Sig. (2-tailed)		.344	
	N		60	60

INTERPRETATION

Here P value=0.124 which is positive. Hence there is positive correlation between Satisfaction with online shopping and satisfaction with offline shopping.

V. FINDINGS AND CONCLUSION

FINDINGS

- ✚ 56.70% of respondents are Female.
- ✚ 83.4% of the respondents are 15 to 25 years old.
- ✚ 86.67% of respondents are unmarried.
- ✚ 58.33% of respondents mostly purchased products from online is fashion.
- ✚ 25% of respondent’s satisfaction level towards online shopping is neutral.
- ✚ 28.33% of respondent’s satisfaction level towards offline shopping is very dissatisfied.

CONCLUSION

The general outcomes demonstrate that the respondents have seen web based shopping in a positive way. This plainly legitimizes the undertaking development of internet shopping in the country. Nonetheless, the recurrence of web based shopping is somewhat less in the country. Internet shopping associations can utilize the pertinent factors and factors, recognized from the review, to form their procedures and plans in the country. The associations can focus on the shopper implied and express prerequisites in web based shopping climate. The outcomes can likewise be utilized by different associations to distinguish their objective client sections. The consequences of the review can be used by experts in relooking or patching up their systems for internet shopping. Online sites ought to focus harder on the female portions as results demonstrate that females shop more in web based shopping when contrasted with men.

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