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A Comparative Study On Customer Preference To Online And Offline Shopping With Special Reference To Groceries In Coimbatore City

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Abstract:

The purpose of this study is to compare the online and offline grocery shopping experiences and identify the advantages and disadvantages of each method. This study aims to provide a comprehensive understanding of the online and offline grocery shopping experiences and their impact on consumer behaviour, satisfaction, and loyalty. The findings of this study may help grocery retailers to develop effective marketing strategies to attract and retain customers in an increasingly competitive market.

***Keywords* –** Grocery shopping, Online shopping, Offline shopping, Growth, Advantage and Disadvantage.

Introduction:

the growth of the e-commerce industry has led to a significant shift in the way consumers shop for products, including groceries. in recent years, online grocery shopping has gained immense popularity due to its convenience, time-saving benefits, and availability of a wider range of products. on the other hand, traditional brick-and-mortar stores have always been the primary source of grocery shopping for consumers. coimbatore city, located in tamil nadu, india, is a rapidly growing metropolitan city with a diverse population. it is home to several supermarkets and grocery stores, both online and offline, that offer a variety of products to consumers. given the changing dynamics of the retail industry, it is essential to understand the consumer behaviour and preferences towards online and offline shopping for groceries in coimbatore city. For this study secondary data has been collected. From the website of KSE the monthly stock prices for the sample firms are obtained from Jan 2010 to Dec 2014. And from the website of SBP the data for the macroeconomic variables are collected for the period of five years. The time series monthly data is collected on stock prices for sample firms and relative macroeconomic variables for the period of 5 years. The data collection period is ranging from January 2010 to Dec 2014. Monthly prices of KSE -100 Index is taken from yahoo finance.

The study aims to identify the factors that influence consumers' shopping decisions, including price, product range, convenience, and product quality. The research will also examine the perceived benefits and drawbacks of online and offline shopping methods from the consumer's perspective. The findings of this study will provide valuable insights to both online and offline retailers in Coimbatore city to understand the changing preferences. The study aims to investigate and compare the consumer behaviour and preferences between online and offline shopping for groceries in Coimbatore city. With the rise of e-commerce platforms and technological advancements, online shopping has become increasingly popular among consumers. However, traditional brick-and-mortar stores still dominate the retail industry.

The study will focus on understanding the advantages and disadvantages of online and offline shopping from the consumer's perspective and examine factors influencing their shopping decisions. The research findings will provide insights into the future of grocery shopping in Coimbatore city and help retailers better understand consumer preferences and tailor their strategies accordingly. The retail industry has undergone significant changes in recent years with the advent of e-commerce platforms and technological advancements. Online shopping has become increasingly popular among consumers due to its convenience, accessibility, and wider range of products.

Literature Review :

Aniket Khatwani (2022) conducted the comparative study of online shopping and traditional shopping. They stated that online shopping was concerned with e-commerce. He done both Empirical and Doctorial research. The researcher had done questionnaire which consists of 10 question and so researcher decided to a subject in which he could get 100 range of sample size. They concluded that people were not likely to use online shopping every time but only prefer it sometime. **Dr. SRINATH T K and SOWMYA N,(2022)** conducted the comparative study between online and offline purchase of consumer. Their objectives were to determine the characteristics of sample taken from the whole population and to establish new research to contribute to program planning and evolution. Their scope was to analyze whether online shopping is more convenient way of shopping or mall shopping is considered convenient. Their research was a comparative research. They used both primary data and secondary data. They concluded that after having detail study on Online Shopping one can see a great change in the behaviour of people in many manners like their attitude, buying pattern. **Himanshi Prajapati et.al. (2022)**, conducted the comparative study on online vs offline shopping for purchasing electronic products. Their objectives were to study the demographic profile of the respondents, to know the satisfaction level of the consumers and to find the growth of electronic good son online platform. The scope of their study was limited to Ahmadabad city. The population for their research was students, job consumers and home consumers and the persons who used the electronic products frequently. They used both primary and secondary data. Their study revealed attitude of different set of consumers was different towards online purchase and offline purchase. **R. Dinesh Kumar and Dr M. Sudha Paulin (2022)**, conducted the comparative study on online and offline shopping. Their objectives were to analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer and to examine the factors influencing the consumers to switch from the offline shopping to online shopping and online to offline shopping. Their scope was limited to the geographical boundary of the Kanchipuram district in Tamil Nadu. They used both primary data and secondary data. They used convenience sampling method. Their results demonstrated that the respondents have seen webbased shopping in a positive way. Miss. **Jayashri Sadanand Lokhande (2022)**, conducted the comparative study on online and offline shopping. Her objective was to analyses the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer. Her scope was limited to the geographical boundary of the Kolhapur City. The population for her research was student, job consumers and home consumers. They used both primary data and secondary data. She used online questionnaire to collect data offrespondents. She analysed the data and gave interpretation. The overall results of her study indicated that respondents had a positive perception of online shopping**.** **Mrs. B. Lakshmi and Dr. Hansa Lysander Manohar (2021)** , conducted a comparative study on online shopping vs offline vs offline shopping. Their objective was to analyze the difference between both online and offline customer groups in terms of innovation, product availability, demographics and customer attitude and to find out the differences of consumer behavior after the COVID-19 pandemic towards both online and offline shopping. Their study had been conducted in the Chennai area and the population for their research was student, job consumers and home consumers.

They used both primary data and secondary data for their study. The results of their survey underscored the need for business to take the online market seriously. **Mrs.R.Rajalakshmi and Faiz jahan.A (2021)** , conducted a comparative analysis between online and offline shopping experience of consumers. Their objectives were to study the factors that influence r motivate consumers to purchase online and offline and to analyze whether the income level influences the consumer to purchase in online. Their study was based on primary data collected through questionnaires from respondents through online questionnaires due to COVID- 19 situation. The sample size for their study was one hundred and eighty-eight respondents and the direct interview could not be adopted due to the pandemic situation. They found that there was a relationship between the pandemic COVID-19 and the preference of shopping mode. **Sameeha M.S.F. and Milhana U.L. (2021)** The invention of internet has caused a massive turning on traditional way of purchasing. The main objective of this study is to compare and understand the differences between traditional shopping and online shopping in Dharga Town area. This study was based on primary data sources and data was collected through well-structured questionnaire from the persons who involve in both traditional shopping and online shopping. According to the data analysis, 53.7% of respondents agreed that online shopping has the best price. The study suggests that traditional shopping should increase the shopping convenient to the customers like showing the availability of the goods, showing their prices of goods in their specific websites or any other ways to giving facility of comparing the prices of the goods in different shops**. Devender Kumar and Kirti Khurana (2019)** , E-commerce refers to the trading of goods and services through digital mode. B2C (Business-to-consumer) or online shopping is a major part of Ecommerce. The primary objective was to analyse the trend of online shopping. The whole study was based on both primary and secondary data sources. It was concluded that to improve the satisfaction level of online shopping, it must be more secure and more products should be added by sellers to fulfil the needs of customers. **Dr. N Sivakumar and G Kavin Prasath (2019)**, The study tries to recognize that, how consumer measure channels for their purchasing. The objective of this study was to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. It was found that the people from the age group 35 and above are less likely to do online shopping because they are less aware of the technology. The study revealed that it is fairly important to go for e-shopping**. A. Prasanth and J. M. Antonyraj (2019)**, conducted the comparative study of online shopping vs offline shopping of electronic products. Their objectives were to study the demographic profile of the respondents and to understand the satisfaction level of the respondents with respect to online and offline. The scope of their study was to find out the idea of which shopping would be better for the consumer's perspective. Their study was based on a combination of qualitative and quantitative knowledge. Their sample size was 100. They conducted the descriptive research. Their study resulted on the influencing factors Online and offline shopper's. **Ms. Sukhwinder Kaur and Dr. Vikramjit Kaur (2018)**, conducted a comparative study on online shopping vs offline shopping. Their objective was to analyse the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer. Their study had been conducted in the Moga area and the population for their research is student, job consumers and home consumers. They used both primary data and secondary data. They concluded that the respondents had perceived online shopping in a positive manner. **Amanjyoti Kaur (2018)** , conducted the comparative study on online shopping vs offline shopping. The objectives of his study were to analyse the preferable medium of shopping by consumers in recent times and to find the attributes that drive consumers towards online shopping. He had done exploratory research to analyse the attributes that drives consumers towards online and offline shopping. The tool used by him for data collection was Questionnaire consist of 25 questions related to consumers purchasing behavior and factors influencing including multiple choice, open and close ended questions. He had taken sample size of 100 people. He found that majority of buyers are more likely to purchase Online in recent times**. Dr. Sushmita and Vishnu Prajapat (2018)**, conducted the comparative analysis of online and offline shopping. Their study tried to identify the factors that influence online shopping and the factors that influence offline shopping. Their objectives were to identify important factors influencing intention to do online and offline shopping and to identify demographic factors relevant to online shoppers' purchasing intentions. They concluded that consumer behaviour was vast and predictions would become difficult but not impossible to do. **Raja Sarkar and Dr. Sabyasachi Das (2017)** , conducted the comparative study on online shopping vs offline shopping. Their objective was to throw some light on the differences emerging out of online shopping behaviour and offline shopping behaviour. They stated that the consumer choices vary based upon their preference towards online shopping versus offline shopping. Their study showed that there were significant differences between consumer purchase style in online and offline medium of shopping based on certain parameters.

Objective :

- To know about consumer perception for online and offline grocery shopping in Coimbatore.
- To determine the factors that consumers consider while buying groceries online and offline.
- To study and compare the online and offline shopping of groceries shopping in Coimbatore.
- The goal of the study is to raise awareness about the impact of OGS over brick-and- mortar store.

Research Methodology :

The study adopts a **descriptive research design** to compare customer preferences for online and offline grocery shopping in Coimbatore city. Descriptive research is used to describe characteristics of the population being studied and helps in understanding the behaviors, attitudes, and preferences of customers regarding both shopping modes. Data is collected through primary and secondary data. a) Primary data: The primary data of this research study constitute the consumers. Primary data are the raw data which is not subject to any processing or manipulation. It is collected freshly and its originalin character primary data has been collected directly from the respondents through a structured questionnaire. b) Secondary data: The secondary data has been collected from various websites, reference e-books, articles, and business journals, newspapers and internet.

TOOLS AND TECHNOLOGY

- Simple Percentage Analysis
- Likert scale Analysis

Analysis :

1.Simple Percentage Analysis

TABLE:1.1

AGE OF THE RESPONDENTS

Age	No of respondents	Percentage
15-19	13	10.83
20-29	89	74.17
30-44	12	10
45-59	5	4.17
60+ years	1	0.83
Total	120	100

INTERPRETATION:

It is clear from the table 1.1 that 89 (74%) of the respondents are 20-29, 13 (11%) of respondents are 15-19, 12 (10%) of the respondents are 30-44, 5 (4%) of the respondents are 45-59, 1 (1%) of the respondents are 60 and above.

TABLE:1.2

AREA OF RESIDENCE

Area of residence	No of respondents	Percentage
Urban	61	50.83
Semi-urban	48	40
Rural	11	9.17
Total	120	100

INTERPRETATION:

It is clear from the table 1.2 that 61 (51%) of the respondents are residing in urban , 48 (40%)of respondents are residing in semi-urban ,11 (9%) of the respondents are residing in rural area.

TABLE:1.3

GENDER OF THE RESPONDENTS

Gender	No of respondents	Percentage
Male	88	73.33
Female	32	26.67
Total	120	100

INTERPRETATION:

It is clear from the table 1.3 that 88 (73%) of the respondents are male and 32 (27%) ofrespondents are female.

TABLE:1.4

EDUCATION QUALIFICATIO OF THE RESPONDENTS

Education qualification	No of respondents	Percentage
Illiterate	7	5.83
HSC	9	7.5
Graduate	85	70.83
Professional	16	13.33
Other	3	2.5
Total	60	100

INTERPRETATION:

It is clear from the table 1.4 that 85 (71%) of the respondents are Graduates, 16(13%) ofrespondents are professional,9(8%) of the respondents are HSC, 7 (6%) of the respondents are illiterate,3(3%) of the respondents belong to other qualifications.

TABLE:1.5

OCCUPATION OF THE RESPONDENTS

Occupation	No of respondents	Percentage
Self employed	46	38.33
Government employee	34	28.33
Private employee	26	21.67
Home Maker	3	2.5
Other	11	9.17
Total	120	100

INTERPRETATION:

It is clear from the table 1.5 that 46 (38%) of the respondents are Self employed,34 (28%) of the respondents are government employee, 26(22%) of the respondents are private employee, 11 (9%)of the respondents are other occupation ,3(3%) of the respondents are Home Maker.

TABLE:1.6

FREQUENCY OF SHOPPING GROCERIES BY RESPONDENTS

Occupation	No of respondents	Percentage
Once	29	24.16
Twice	62	51.67
Thrice	23	19.17
More than thrice	6	5.00
Total	120	100

INTERPRETATION:

It is clear from the table 1.6 that 62 (52%) of the respondents shop twice a month,29 (24%) of the respondents shop once a month, 23 (19%) of the respondents are shop thrice a month, 6 (5%) of the respondents are shop more than thrice a month.

TABLE:1.7

MONTHLY BUDGET OF RESPONDENTS

Monthly budget	No .of respondents	Percentage
Upto 2000	21	17.5
2000-5000	74	61.67
5000-10000	18	15
More than 10000	7	5.83
Total	120	100

INTERPRETATION:

It is clear from the table 1.7 that 74 (62%) of the respondents spend 2000-5000 p..m, 21(18%) of the respondents spend upto 2000 p.m, 18 (15%) of the respondents spend 5000-10000 p.m and more than 10000 p.m ,7 (5%) of the respondents.

TABLE:1.8

DISTANCE TRAVELLED BY RESPONDENTS

Travel distance	No of respondents	Percentage
Within 1 km	61	50.83
1 km-2 km	37	30.83
2 km-3 km	17	14.17
More than 3 km	5	4.17
Total	120	100

INTERPRETATION:

It is clear from the table 1.8 that 61 (51%) of the respondents travel within 1 km , 37 (31%)of the respondents travel 1 km – 2 km, 17 (14%) of the respondents travel 2 km – 3 km, 5 (4%) of the respondents travel more than 3 km.

TABLE:1.9

ONLINE GROCERY PURCHASE EXPERIENCE OF RESPONDENTS

Purchase experience	No of respondents	Percentage
Yes	101	84.17
No	19	15.83
Total	120	100

INTERPRETATION:

It is clear from the table 1.9 that 101 (84%) of the respondents have purchased groceriesonline, 19 (16%) of the respondents not purchased groceries online.

TABLE:1.10

ONLINE PURCHASING PERIOD OF RESPONDENTS

Purchasing period	No of respondents	Percentage
Less than 6 months	70	58.33
6 months-1 year	19	15.84
1 year -2 years	13	10.83
2 years- 3 years	3	2.5
Above 3 years	3	2.5
Not shopped yet	12	10
Total	120	100

INTERPRETATION:

It is clear from the table 1.10that 70 (58%) of the respondents are purchasing for less than 6 months, 19(16%) of respondents are purchasing for 6 months – 1 year,13 (10%) of the respondents arepurchasing for 1 year – 2 years ,12 (10%) of the respondents are purchasing 2 years - 3 years,3(3%) of the respondents are purchasing above 3 years and 3 (3%) of the respondents not shopped yet.

2. LICKERT SCALE ANALYSIS

TABLE:2.1

TABLE SHOWING AWARENESS OF ONLINE GROCERY SHOPPING

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL(FX)
1	HIGHLY AWARE	41	4	164
2	AWARE	49	3	147
3	NEUTAL	26	2	52
4	NOT AWARE	4	1	4

TOTAL	**120**		**367**

INTERPRETATION:

As a result of Likert Scale analysis, it was determined that the consumers are satisfied aware ofonline grocery shopping.

TABLE:2.2

TABLE SHOWING RECOMMEDATION OF ONLINE AND OFFLINEGROCERY SHOPPING

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	UNLIKELY	45	4	180
2	VERY UNLIKEY	39	3	117
3	LIKELY	25	2	50
4	VERY LIKELY	11	1	11
	TOTAL	**120**		**358**

INTERPRETATION:

As a result of Likert Scale analysis, it was determined that they recommend online andoffline grocery shopping.

TABLE:2.3

TABLE SHOWING THE SATISFACTION OF THE QUALITY OFPRODUCTS WHEN SHOPPING GROCERIES ONLINE

S.NO	FACTORS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Neutral	47	5	235
2	Unsatisfied	43	4	172
3	Satisfied	12	3	36
4	Very dissatisfied	10	2	20
5	Extremely satisfied	8	1	8
	TOTAL	**120**		**471**

INTERPRETATION:

As a result of Likert Scale analysis, it was determined that the consumers are satisfied withthe quality of products when shopping groceries online.

Findings :

1.Simple Precentage :

- 89(74%) of the respondents are in the age group 20-29.
- 61 (51%) of the respondents are residing in urban area.
- 88 (73%) of the respondents are male.
- 85(71%) of the respondents are Graduate.
- 46 (38%) of the respondents are self employed.
- 62 (52%) of the respondents are salaried persons.
- 74 (62%) of the respondents spend 2000-5000 p.m.
- 61(51%) of the respondents travel within 1 km.

- 101 (84%) of the respondents have purchased groceries online.
- 70 (58%) of the respondents are purchasing for less than 6 months.

2.Likert Scale Analysis :

- Likert Scale value 3.05 is greater than mid value (2.5). So, the consumers are aware of online grocery shopping.
- Likert Scale value 2.98 is lesser than mid value (2.5). So, they recommend online and offline grocery shopping.
- Likert Scale value 3.92 is more than mid value (2.5). So, the consumers are satisfied with the quality of products when shopping groceries online.

Suggestions :

- Target marketing efforts towards the age group of 20-29, as they represent the majority of respondents.
- Consider the location of the respondents when designing marketing campaigns or selecting store locations, as more than half of the respondents reside in urban areas.
- Focus on attracting more female customers, as they represent a smaller proportion of respondents.
- Offer discounts or promotions that cater to self-employed individuals, government employees, and private employees, as these groups are the top three occupations among respondents.
- Consider the frequency of shopping when designing promotions, as the majority of respondents shop twice a month.

Conclusion :

In conclusion, the tables provided information about the demographics, shopping behaviour, and preferences of the respondents regarding online and offline grocery shopping. Most of the respondents werein their 20s, residing in urban areas, and were male graduates. The majority of the respondents shopped for groceries online, with most of them shopping twice a month and traveling within 1 -2 km. The respondents were generally satisfied with the quality of products when shopping both online and offline. Furthermore, thestudy indicated that the consumers were aware of online grocery shopping and recommended both online and offline grocery shopping. Overall, the tables provided valuable insights into the consumer behaviour and preferences in the grocery shopping market.