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## A Study on Consumer Perception towards Online vs. Offline Shopping

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### Abstract:

Shopping is probably the most common term used to refer to what we have all been doing for a long time. Web shopping has become a mainstream shopping technology ever since the web was announced and took over. The innovative extension gives sellers great freedom to reach customers in a faster, easier and more affordable way. Today, shopping on the Internet is very fast. Many surveys have focused on high-touch items that shoppers must feel when they touch, smell, or try to use the item. This requires direct purchases at the purchase stage, as this is not possible with online purchases. This manuscript article focuses on the analysis of the main contrasts between Internet shopping and direct shopping bundles in terms of segmentation, innovative use, and accessibility and buyer opinion.

### I. INTRODUCTION

II. The Internet, as a mean for both corporations and people to conduct business, is today one among the foremost wide used non-store formats. With popular trends and demands the concept of the Internet because the manner forward to increase profit margins, corporations new and old are making websites here and there. The significance for retailers to having an online website is that an online site is informational and transactional in nature, because the site are often used for advertising and direct marketing; sales; client support and public relations.

III. Internet is changing the manner customers shop and get product and services, and has quickly evolved into a global phenomenon. Many corporations have started using the web with the aim of cutting promoting cost, thereby reducing the value of their products and services so as to remain ahead in highly competitive markets. Companies conjointly use the internet to convey, communicate and disseminate data, to sell the products, to take feedback and also to conduct satisfaction surveys with customers.

Offline Shopping is a way of purchasing product or service by visiting the physical shop and buy the product. Offline shopping is the orthodox way of buying goods in person. Offline Shopping means we visit any store or market. The products in offline shopping are tangible where we can actually look and feel the product and purchase it. For payment in offline shopping we can use online payment methods (like Paytm or any online options) or offline payment method i.e. Cash.

Each class has multiple digital tools/ sub-channels which will support digital marketing. These include:

- Internet- Email banner ads, dedicated websites, pop-up ads, sponsored content, paid keyword search, podcasts, etc... Newer channels comprise social networks, blogs, wikis, widgets, virtual words, online gaming etc...
- Mobile- SMS, MMS, mobile Web, mobile application and mobile video
- Digital outdoors – Stills,/ video digital display, interactive kiosks
- Interactive digital medium – interactive television channels
- Any combination of the above channels can be used to gain maximum visibility with utmost.

### 2. REVIEW OF LITERATURE:-

The report outlines about the most relevant behavioral characteristics of online consumers and examine the ways they find, compare and evaluate product information. Comparison of the newly collected survey data with the existing consumer behavior theory resulted in detection of a number of issues related to a specific consumer group. The purpose of this report is to translate these findings into a set of implementation activities on strategic and technological level. Execution of these recommendations will result in better conversion of visitors into customers and encourage customer loyalty and referrals.

According to the recent research on consumer behavior on the Internet users (Cotte, Chowdhury, Ratenshwar & Ricci, 2006), there are four distinct consumer groups with different intentions and motivations:

IV. Exploration

V. Entertainment

## VI. Shopping

## VII. Information

The following analysis presents both, focus group results and behavioral theory in a parallel fashion divided into two main research topics:

## VIII. Information Retrieval and Search Patterns

## IX. Perception of Product Information Online

X. These two areas are mutually dependent and particularly important in a market where consumers have the power to choose the right product from a number of competing suppliers. Well-structured product information that cannot be found easily online is as much of a problem as is having easily accessible information that does not meet the consumer's expectations.

**PetrovicDejan (2006)** in his study on Analysis of consumer behavior online explained that the most relevant behavioural characteristics of online consumers and examine the ways they find, compare and evaluate product information. Comparison of the newly collected survey data with the existing consumer behavior theory resulted in detection of a number of issues related to a specific consumer group. The purpose of this report is to translate these findings into a set of implementation activities on strategic and technological level. Execution of these recommendations will result in better conversion of visitors into customers and encourage customer loyalty and referrals. The focus group of this study will be young adults aged between eighteen and thirty-four interested in buying a mobile phone or a related product.

**Shun & Yunjie (2006)** in their study showed that there are product types, which are more likely to be sold online such as software, books, electronics and music. Reason for this is that when purchasing these types of products, one does not require personal inspection and most, if not all features, can be outlined in the product description and images. Most products in the mobile phone family belong to this category. According to the recent research on consumer behavior on the Internet users (Cotte, Chowdhury, Ratenshwar & Ricci, 2006), there are four distinct consumer groups with different intentions and motivations:

- Exploration
- Entertainment
- Shopping

- Information Music Videos, Lyrics

- Daily updated collection of music videos and lyrics. Majority of young adults interviewed for purpose of this research tend to be active information seekers. A high level of technological confidence within this group tends to be an encouraging factor when it comes to product information research online.

**Anders Hasslinger; Selma Hodzic; Claudio Opazo (2008-02-01)** their study they showed that developed into a new distribution channel and online transactions are rapidly increasing. This has created a need to understand how the consumer perceives online purchases. The purpose of this dissertation was to examine if there are any particular factors that influence the online consumer. Primary data was collected through a survey that was conducted on students at the University of Lovely. Price, Trust and Convenience were identified as important factors. Price was considered to be the most important factor for a majority of the students.

### 3. AIM:

- The current study is to specialize in the e-commerce Analyze differences in innovation, product availability, demographics, and customer attitudes between online and offline customer segments.
- Discusses the factors that influence customers' switch from offline to online purchases.
- Examines the factors that influence consumers' online and offline purchases.
- Research on whether customer qualification affects online purchases and offline purchases.

### 4. HYPOTHESIS

- H1: Adoption of online & shopping offline shopping platforms is positively associated with the size of growth.
- H2: There is signification and positive influence of awareness on the intention to adopt mode of shopping.
- H3: There is signification and positive influence of preference on the intention to adopt for buying behavior of consumers.
- H4: To examine the influence of factors on adoption of e-commerce platforms.

### Methodology

- RESEARCH DESIGN

“Research means different things to different people” and the intention behind it are to investigate innumerable data, theories, experiences, concepts and law. “The procedural framework within which the research is conducted” is the definition of research methodology. The two broad and distinct approaches to social research cover the Quantitative and Qualitative methods of enquiry.

- DATA COLLECTION

The data required for understanding will be collected from various online customers. In order to conduct the study digital survey was conducted through Facebook and e-mail. And those responses are collected in a spreadsheet and further analysis was done.

The data collection method in this particular research comprises of two forms: namely primary and secondary data. One needs to be careful while using secondary data as maybe the collected data may be biased as the collector of that original data might have highlighted only a partial picture or another aspect may be that data may be quite old and also the data quality could be unknown.

## 5. RESULTS

### AVERAGE MEAN OF CUSTOMER SATISFACTION OF ONLINE RETAIL OUTLETS

Attribute No.	Attribute	Mean Score	Std. Deviation
1	You are satisfied with the Value of products at E-Retail websites	4.0400	1.30868
2	You are satisfied with the quality of products at E-Retail websites	4.0200	1.44970
3	You are satisfied with the staff of E-Retail websites	3.4600	1.58062
4	You are satisfied with the price of products at E-Retail websites	3.5200	1.43200
5	You are satisfied with the cleanliness provided at E-Retail websites	3.8800	1.42342
6	You are satisfied with the offers provided by E-Retail websites	4.1600	1.03726
7	You are satisfied with daily Grocery stores of E-Retail websites	3.2200	1.60725
8	You are satisfied with medical stores of E-Retail websites	2.7200	1.56544
9	You are satisfied with behaviour of employees at E-Retail websites	3.5200	1.43200
	Total	32.54	12.83637
	Average (Total/9)	3.61	1.42626

## AVERAGE MEAN OF CUSTOMER SATISFACTION OF OFFLINE RETAIL OUTLETS:

Attribute No.	Attribute	Mean Score	Std. Deviation
1	You are satisfied with the Value of products at Offline retail	2.7200	1.64180
2	You are satisfied with the quality of products at Offline retail	2.2400	1.36367
3	You are satisfied with the staff of Offline retail	3.2600	1.66366
4	You are satisfied with the price of products at Offline retail	2.5200	1.59387
5	You are satisfied with the cleanliness provided at Offline retail	2.5800	1.19676
6	You are satisfied with the offers provided by Offline retail	2.8000	1.51186
7	You are satisfied with daily Grocery stores of Offline retail	3.8800	1.45181
8	You are satisfied with medical stores of Offline retail	2.5600	1.52744
9	You are satisfied with behaviour of employees at Offline retail	2.9200	1.67624
	Total	25.48	13.62711
	Average (Total/9)	2.83	1.51

**FINDINGS OF THE STUDY**

- 10% of the respondents strongly disagree with the statement that they are satisfied with the value of products at E-Retail outlets, 6% disagree, 4% neither agree nor disagree, 30% agree and remaining 50% strongly agree with the same.
- 12% of the respondents strongly disagree with the statement that they are satisfied with the quality of products at E-Retail websites, 8% disagree, 6% neither agree nor disagree, 14% agree and remaining 60% strongly agree with the same.
- 20% of the respondents strongly disagree with the statement that they are satisfied with the staff of E-Retail websites, 10% disagree, 14% neither agree nor disagree, 16% agree and remaining 40% strongly agree with the same.
- 14% of the respondents strongly disagree with the statement that they are satisfied with the price of products at E-Retail websites, 16% disagree, 4% neither agree nor disagree, 36% agree and remaining 30% strongly agree with the same.
- 12% of the respondents strongly disagree with the statement that they are satisfied with the cleanliness provided at E-Retail websites, 8% disagree, 10% neither agree nor disagree, 20% agree and remaining 50% strongly agree with the same.
- 2% of the respondents strongly disagree with the statement that they are satisfied with the offers provided by E-Retail websites, 8% disagree, 10% neither agree nor disagree, 32% agree and remaining 48% strongly agree with the same.

agree with the same.

- 24% of the respondents strongly disagree with the statement that they are satisfied with daily Grocery stores of E-Retail websites, 16% disagree, 4% neither agree nor disagree, 26% agree and remaining 30% strongly agree with the same.
- 30% of the respondents strongly disagree with the statement that they are satisfied with medical stores of E-Retail websites, 28% disagree, 2% neither agree nor disagree, 20% agree and remaining 20% strongly agree with the same.
- 14% of the respondents strongly disagree with the statement that they are satisfied with behaviour of employees at E-Retail websites, 16% disagree, 4% neither agree nor disagree, 36% agree and remaining 30% strongly agree with the same.
- 40% of the respondents strongly disagree with the statement that they are satisfied with the Value of products at Offline retail outlets, 10% disagree, 8% neither agree nor disagree, 22% agree and remaining 20% strongly agree with the same.

## CONCLUSION:

Liberalization of the economy in the nineties and the entry of large players in the retail business have brought the retail industry into spotlight. Big players and national retail chains are changing the rules of the game, in spite of their meagre share in the overall retail trade. E-Retailing though still in an embryonic stage has huge growth potential.

To meet the challenges of online shopping that is luring customers away from the unorganized sector, the unorganized sector is getting organized. Because of preference of middle class for these stores is going to increase day by day. The E-Retail chains, display all the products and the most attractive product catches the customer attention. Gone are the days of - customer loyalty with increasing number of products of similar quality hitting the market? The customers of the 21st century would expect to pick his/her own products from an array of choices rather than asking the local kirana walas to deliver a list of monthly groceries. Thus, the way of distribution of products has gained importance in the past decade.

The first challenge facing the E-Retail industry in India is: competition from the unorganized sector. Traditional retailing has established in India for some centuries. It is a low cost structure, mostly owner-operated, has negligible real estate and labour costs and little or no taxes to pay. Consumer familiarity that runs from generation to generation is one big advantage for the traditional retailing sector. That is the basic reason now organized sector facing more challenges from unorganized sector but this research report is also concluding that preference of middle class for E-Retail is going to increase rapidly but it is little bit slow in daily use items but the day is not so for when middle class people frequently purchased daily need items maximum from E-Retail shop.

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