

A Comparative Analysis of Online and Offline Shopping

Dr. H. Christy Cynthia¹, Dr. A. Chella Durai²

¹M.Com., M.Phil., PGDCA., Ph.D., Associate Professor, Department of Commerce (CA/EC/SF) and M.Com (CA), Ayya Nadar Janaki Ammal College, Sivakasi

²M.Com (CA)., M.Phil., PGDCA., Ph.D, Assistant Professor, Department of Commerce (CA/EC/SF) and M.Com (CA), Ayya Nadar Janaki Ammal College, Sivakasi

Abstract

The advancement of technology in modern times has led to a highly varied purchasing path for consumers. The internet has transformed consumer and business communication. In India, the rate of increase in internet usage is extremely swift. Online shopping, sometimes referred to as "E-Shopping," enables consumers to make direct purchases of goods and services from sellers via websites or mobile applications. Websites for online shopping provide a wide range of goods and services to users. Customers have greater opportunities to compare prices across many websites and find products at reduced costs because to this.

The practice of purchasing goods from marketplaces, shops, and stores dates back to the beginning of civilization. The Internet has supplanted physical stores as the primary means of shopping these days. Still, a lot of customers choose to buy from markets since they would rather inspect the item before making a purchase. Indian youth make up more than 75% of the country's internet users. More products and information are easily accessible when shopping online, seven days a week, around the clock. Young people who have used the internet can search and obtain information fast, and since most of them don't have time to go shopping in person, they try to make purchases online. Customers are influenced to shop online by a number of variables, including price selection, privacy, reviews, convenience, and information.

There are a lot of portals available online. The websites Amazon.in, flipkart.com, snapdeal.com, jabong.com, and myntra.com are among the Top 5 Ranking Online Shopping Sites.

Keywords: technological advancement, in-person shopping, internet portals, online shopping

Methodology

The purpose of the exploratory research was to analyze the factors that influence consumers' decisions to shop online and offline. By comparing online and offline shopping, the exploratory research aims to understand customer purchasing behavior. Surveys are carried out in order to achieve the study's goals. By contrasting them, this approach has been used to investigate the idea of online and offline buying. The instrument that has been employed to gather data is there are twenty-five items on the questionnaire, which includes multiple choice, open-ended, and closed-ended questions about the purchasing behavior of customers and the factors that influence it. This technology facilitates the rapid gathering of data from a wide audience. Examined were males and females in the age group under 30

and over 30. The amount of the sample that a sample of fifty individuals was selected, of which twenty-five are older than thirty and twenty-five are younger.

Review

A recent poll conducted by THE ECONOMIC TIMES (2018) found that over 120 million Indian consumers browse websites to make purchases online. The data analysis from 2017 shows how India's internet consumer base changed between 2016 and 2017. In order to better understand university students' internal usage and online buying habits in India, Chawla, Kha, and Pandey (2015) performed a study. Most people who shop online are students. According to Tulsi Raval (2014), Indians are shopping online more frequently since they use smartphones and desktop computers more frequently. The buyer's behavior is the most obvious factor.

In India, consumers search for low-cost items that generate the most sales during the holiday season. Karim (2013) studied how consumers behaved when they shopped online. Yaobin Lu (2011) concentrated on elements that influence consumers' decisions to switch from offline to online media. According to the report, customers are switching from offline to online channels because of the benefits that technological advancements offer. Analyzing and Interpreting Data

Table – 1 Use internet per day

INTERNETUSAGE PER DAY	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
More than 4 hours	25%	5%	30%
3-4 hours	15%		15%
2-3 hours	10%	10%	20%
1-2 hours		10%	10%
Less than an hour		25%	25%

According to the above chart, most customers under the age of 35 use the internet for more than four hours per day, while most customers over that age use it for less than an hour. The majority of respondents reported using the internet for longer than four hours in the past.

Table – 2 Most preferable medium for shopping

MOST PREFERABLESHOPPING MEDIUM	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
ONLINE	45%	10%	55%
OFFLINE	5%	40%	45%

The graph shows that among young people (those under 30), online shopping is a more preferred medium. Conversely, the older individual primarily enjoyed shopping at markets, stores, or retail establishments.

All things considered, the majority of respondents said that they preferred to shop online.

Table – 3 Browse the shopping websites

TIME CONSUMING WHILE BROWSING WEBSITES	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
DAILY	10%		10%
EVERY ALTERNATE DAY	10%	10%	20%
TWICE A WEEK	15%	5%	20%
ONCE A WEEK	10%	5%	15%
RARELY	5%		5%
NEVER		30%	30%

This inquiry was posed in order to examine consumer behavior on e-commerce platforms. The majority of respondents under 30 said they visit shopping websites twice a week, then take a break. The aforementioned data also makes it evident that most elderly customers prefer to shop offline, never visiting any websites.

Table – 4 Purchasing online

YEARS SPENT IN PURCHASING ONLINE	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
More than 4 years	5%		5%
3-4 years	30%		30%
2-3 years	10%	10%	20%
1-2 years		10%	10%
NOT AT ALL	5%	30%	45%

According to the above graph, the majority of young customers make purchases online since they are between the ages of three and four, while the least amount of customers fall into the category of being older than four or not at all. Elderly consumers, however, exhibit the reverse behavior.

Table – 5 Purchase each month on an average from online shopping Websites

NUMER OF ITEMS PURCHASED ON AN AVERAGE PER MONTH	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
More than 10			
7-10	5%		5%

4-7	5%	10%	15%
Less than 4	20%	10%	30%
Can't Say	15%		15%
Not At All	5%	30%	35%

The amount of products that internet shoppers typically purchase each month is displayed in the above graphical illustration. Because responders under 30 are more likely to purchase online, they typically buy up to four products a month.

Table – 6 The following shopping website you like to shop from

PREFEERABLE SHOPPING WEBSITES	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
AMAZON and FLIPKART (I)	25%	15%	40%
SNAPDEAL, JABONG and MYNTRA (II)	10%	5%	15%
CLUB FACTORY and SHEIN (III)	5%		5%
EBAY (IV)			
NONE OF THEM (V)	10%	30%	40%

According to the chart, respondents under the age of 35 strongly prefer Amazon and Flipkart among online retailers, with Snapdeal, Jabong, and Myntra coming in second and third, respectively. Amazon and Flipkart are the most preferred online retailers among the older age of consumers.

Table – 7 The following Ads that triggers your behaviour towards online shopping.

MOST APPEALING ADSTO BUYERS	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
DISCOUNT ADS	20%	10%	30%
FESTIVAL and SALE ADS	15%	10%	25%
ONE ON ONE OFFER	5%		5%
FREE GIFT ADS			
NONE OF THEM	10%	30%	40%

The purpose of this inquiry was to ascertain what elements influence internet purchasing. Furthermore, it has been discovered that among respondents in both age groups, Discount Ads, Festival Ads, and Sale Ads serve as stimulants for consumers to shop more from online businesses.

Table – 8 Think online shopping is a platform that save your time and energy

BUYERS OPINION	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
YES	35%	20%	55%
NO		30%	30%
CAN'T SAY	15%		15%

This inquiry was made in order to examine the buyer's viewpoint regarding internet buying. Furthermore, the majority of consumers across all age groups have been seen to concur that making purchases online saves time and effort. However, the majority of senior respondents do not concur with this overall.

Table – 9 Believe online shopping is less expensive as compared to offline shopping

BUYERS OPINION	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	
YES	35%	20%	55%
NO	5%	30%	35%
CAN'T SAY	10%		10%

The majority of youthful consumers think that purchasing online is less expensive than shopping in person. There is a contradiction, too, as the older respondents think that purchasing online is more expensive than purchasing in markets or physical stores.

ABOVE 30:

Offline shopping is the favored method of purchasing for the older generation. These are their opinions about shopping online:

- The majority of customers think it's essential to inspect the merchandise before making a purchase.
- Customers mentioned that they enjoy speaking with suppliers to get their opinions.
- They also acknowledged that one of the things that promotes offline shopping is haggling.
- The practice of visiting different shops or retailers to compare prices.
- Going shopping helps the mind feel refreshed.
- In addition to concluding that offline shopping is always successful in meeting consumer satisfaction, respondents judged offline shopping to be more authentic and credible than online shopping.

Table – 10 Lack of internet knowledge encourage offline shopping?

BUYERS OPINION	RESPONDENTS		TOTAL
	BELOW 30	ABOVE 30	

YES	50%	45%	95%
NO	_____	_____	_____
CAN'T SAY	_____	5%	5%

The aforementioned information has been gathered to ascertain whether or not the ability to purchase online influences the medium and the purchasing behavior of consumers.

Furthermore, not a single respondent disputed the idea that ignorance about the internet discourages offline shopping. Customers' responses are overwhelmingly positive.

Major Findings:

- It's been noted that lately, internet shopping has taken on the characteristics of an addiction. This is agreed upon by 85% of respondents.
- Seventy percent of respondents under the age of thirty-five say they purchase up to four products every month on average.
- Not only do 50% of younger respondents rank Amazon and Flipkart as their top preferred shopping websites, but 30% of middle-aged respondents also agree.
- Approximately fifty-five percent of online shoppers are influenced by discount, sale, and festival advertisements.
- Forty percent of offline shoppers concur that online buying is a platform that saves time and energy, notwithstanding the younger respondents.
- Of those who shop online, 30% don't agree that online shopping will eventually surpass offline shopping. Nevertheless, 10% of Offline

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