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A COMPARATIVE ANALYSIS OF OFFLINE AND ONLINE SHOPPING BEHAVIOR AMONG CUSTOMERS IN TIRUPATTUR DISTRICTN. KARPAGAM¹, Dr. T. BHARATHI²¹Assistant Professor, Marudhar Kesari Jain College for Women, Vaniyambadi²Assistant Professor & Research Supervisor, DKM College for Women (Autonomous), Vellore

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DOI: <https://doi.org/10.59415/mjacs.v3i1.218>**Abstract**

The rise of online shopping, alongside advancements in technology, has reshaped the retail landscape, offering sellers efficient means to reach customers globally. Despite the prevalence of e-commerce attracting millions of consumers, traditional offline shopping persists, particularly among those who value tangible experiences. This study explores consumers' choices between online and traditional shopping during the information-gathering phase, recognizing the importance of understanding their preferences in a competitive market. While online shopping offers convenience and lower prices, consumers' decision-making hinges on selecting the channel that best aligns with their needs and preferences. Insights from this research can inform strategies for online shopping organizations, enabling them to address consumer demands effectively and identify target segments. Practitioners can utilize these findings to adapt their online shopping strategies, particularly in catering to the female demographic, which exhibits higher online purchasing behaviors.

Keywords: Online shopping, traditional shopping, consumer preferences, e-commerce, retail landscape, consumer behaviours, target segmentation, online purchasing behaviours, technology advancements.

1. Introduction

Advancements in technology have greatly facilitated sellers in reaching customers more efficiently, economically, and on a larger scale. The emergence of online shopping has rapidly gained prominence in recent years, with the internet dominating the trading market. E-commerce has attracted millions of consumers globally. However, traditional offline shopping remains prevalent, with many customers opting to physically inspect and acquire goods immediately after purchase.

In today's dynamic market, product loyalty hinges on the ability to deliver quality, value, and satisfaction. Some consumers prefer offline shopping, some opt for online, and many engage in both. This study aims to understand consumers' choices between online and traditional shopping during the information-gathering phase. Although online shopping offers convenience and lower prices compared to offline shopping, consumers must decide which channel best suits their needs and preferences.

In this competitive landscape, understanding how consumers select the appropriate medium for purchasing goods is crucial from a managerial perspective. Online shopping ranks as the third most popular activity on the internet, following email usage and web browsing. Despite its popularity, offline shopping remains essential for many consumers who value the tangible experience of examining goods before purchase.

The behaviour associated with online shopping is also referred to as online purchasing behaviour. It involves the process of buying goods over the internet using web services provided by internet service providers. Understanding this behaviour is vital for both sellers and consumers navigating the evolving landscape of retail.

2. Review of literature

Andrew and Currim (2000) in their study on “Behavioral Differences Between Consumers Attracted to Shopping Online Versus Traditional” have concentrated on anticipated variances in consumer choice behavior for two product categories, uncovering statistically significant differences between consumers drawn to online shopping versus traditional supermarkets regarding parameters delineating the decision-making process. The research revealed that, compared to traditional supermarket patrons, online shoppers exhibit lower price sensitivity, a preference for larger-sized items over smaller ones, and a stronger inclination towards brand loyalty. Additionally, online consumers demonstrate a greater propensity for broadcasting choice set effects.

Degeratu et al. (2000) in their study on “Consumer Choice Behaviors in Online and Traditional Shopping” have shown that in certain product categories, the significance of brand names tends to be heightened in online shopping compared to traditional retail settings, although this could vary depending on the availability of attribute information. Online channels possess unique attributes distinct from physical stores, such as the lack of tactile product examination experiences. Previous research indicates that items consumers perceive as necessitating physical interaction or trial are more suited for offline channels or at least for initial purchase decisions.

Aron M. Levin, Irwin P. Levin, and Joshua A. Weller (2005) in their study “Multi Attribute Analysis of Preference for Online and Offline Shopping” have utilized two samples, each consisting of 199 individuals, sourced from a prominent mid-eastern American University and an online survey panel. Results indicated that preferences for online or offline shopping varied depending on the product, consumer characteristics, and stage of the shopping process. Online shopping was preferred when attributes like a wide selection and convenience in shopping were prominent. Conversely, offline shopping was favored when attributes such as personalized service and the ability to physically interact with the product were prioritized.

Jarvelainen (2007): in his study on “Online Purchase Intentions for Online and Offline Shopping”. In her empirical study conducted in Finland, the researcher identified a significant number of online information seekers who opt to halt the shopping process just before completing the transaction. This behavior is strongly influenced by trust-related outcomes associated with internet-based transactions. The study primarily examines the e-commerce landscape, particularly focusing on issues of security, confidentiality, and how consumers choose their purchasing channels. The findings of this study highlight the importance of factors such as reliability, trustworthiness, usefulness, and ease of system use. Additionally, the initial impression of the online seller plays a crucial role in shaping consumers' behavioral intentions.

3 Objective of the study

1. To know the demographic profile of the respondents
2. To compare consumer behavior for online and offline shopping

3. To know consumer motivations to engage in online shopping VS offline
4. To know about the frequency level of purchase through offline and online mode.
5. To know about the satisfaction level of consumer in online VS offline shopping

4 Research Methodology

The present study is based on the primary and secondary data too. A well-structured questionnaire was utilized for the purpose of collecting primary data from the respondents. The secondary data were obtained from books, e-journals and articles.

Sample size

A sample of 100 respondents was taken for this study. The researcher has applied convenient sampling for selection. The sample respondents the researcher has taken proper care to include respondents from all senses of the society.

Type of study	Descriptive
Type of data	Primary & Secondary Data
Sampling method	Questionnaire
Sampling area	Tirupattur District
Sampling size	100

5 Limitations of the study:

- Time factor was the main limitations.
- The study was restricted to Tirupattur District.
- Only 100 respondents were taken for the study.

6 Analysis and interpretation of the data

6.1 Gender of the respondents

In order to study the gender details of the respondents the researcher has studied the following table.

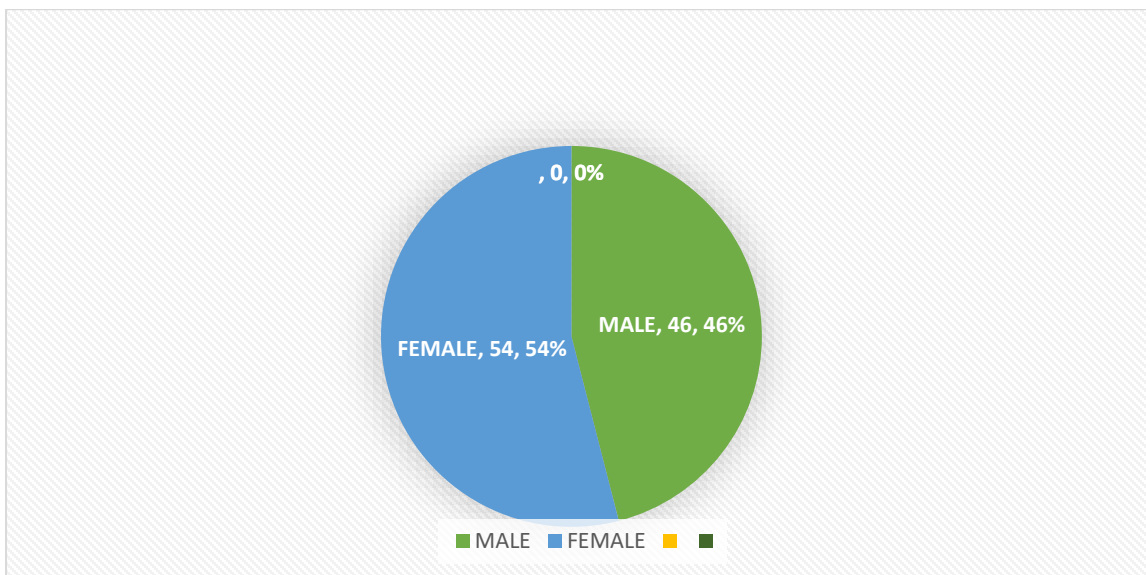


Fig 1. Gender of the respondents

Interpretation: From the above chart, it is clear that 54% of the respondents are female and 46% of the respondents are male.

6.2 Age of the respondents

In order to study the age details of the respondent the researcher has studied the age group distribution of respondents. The table shows the age group distribution of the respondents.

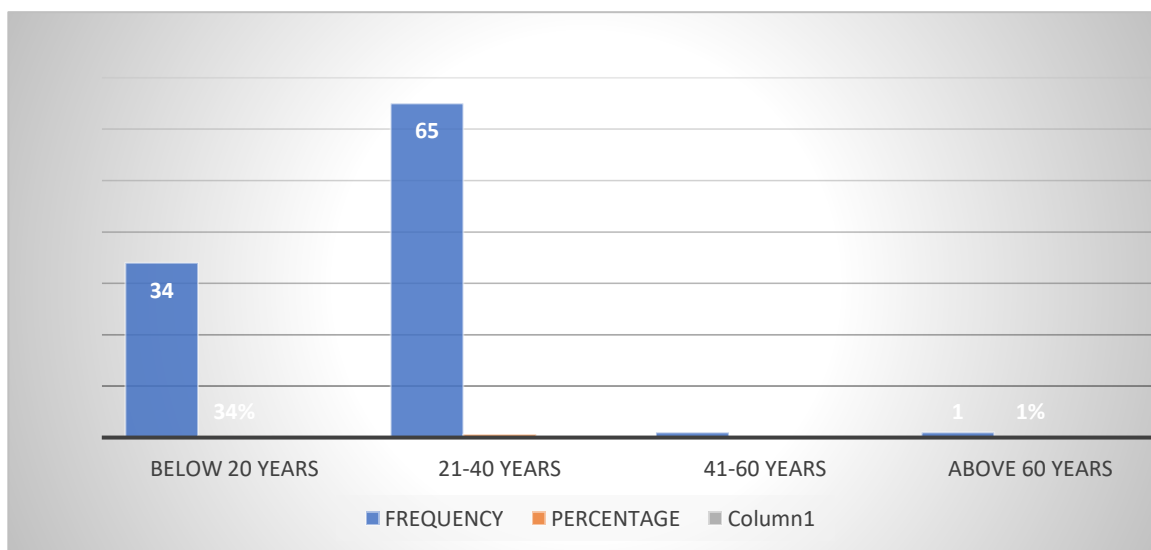


Fig 2. Age of the respondents

Interpretation: From above chart it is understood that 65% of the respondents using online and offline shopping are in the age of 21-40 years.

6.3 Age of the respondents

In order the study education details of the respondents, the researcher has studied the following table.

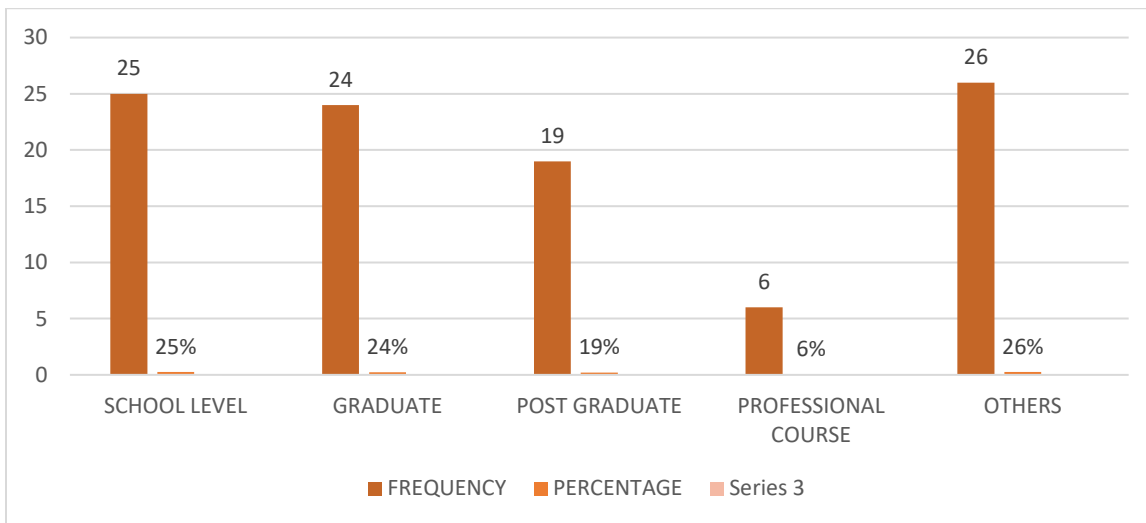


Fig 3. Education of the respondents

Interpretation: The above chart found that 26% of respondents to the others in online and offline shopping.

6.4 Marital status of the respondents

In order to study material status of the respondents, the researcher has studied the following table.

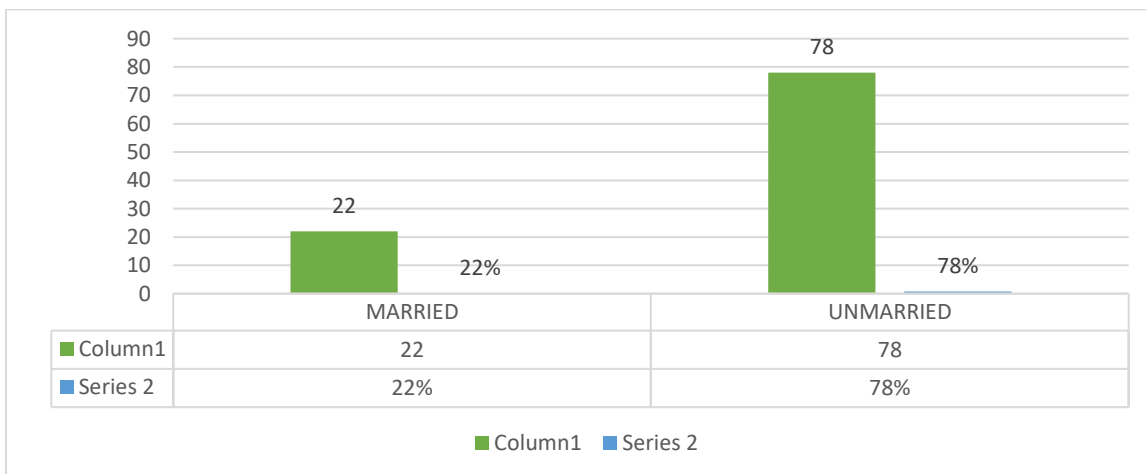


Fig 4. Marital status of the respondents

Interpretation: From the above chart found that 78% respondents were unmarried are using online and offline shopping.

6.5 Occupation of the respondents

In order to study the occupation details of the respondents, the researcher has studied the following table.

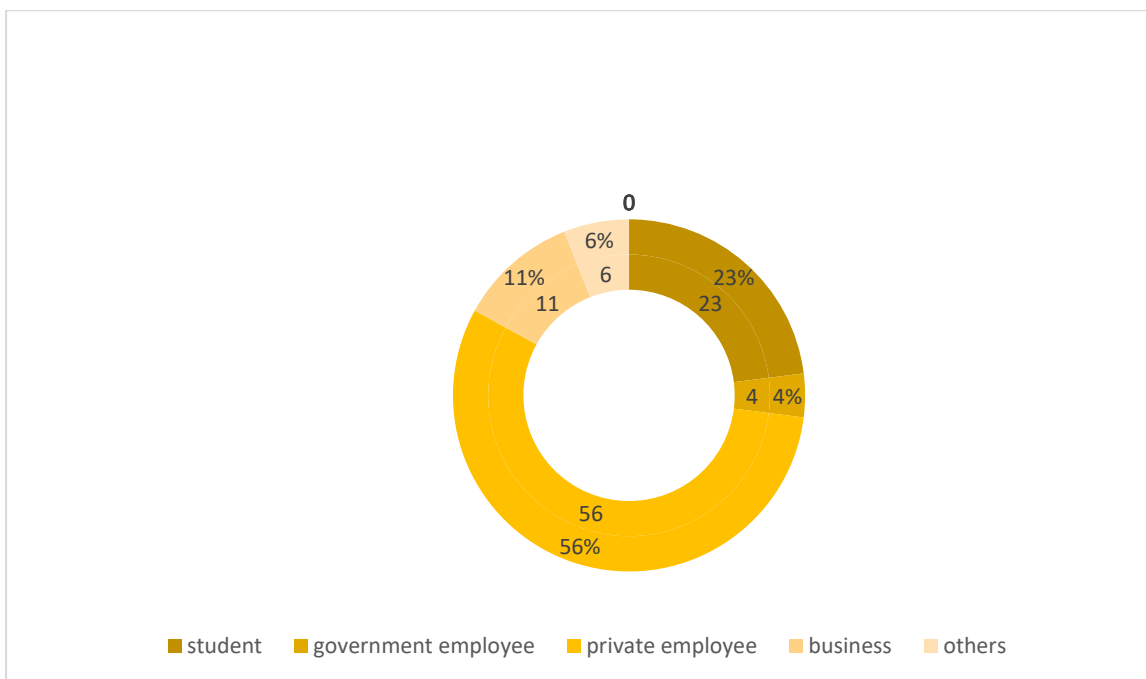


Fig 5. Occupation of the respondents

Interpretation: The above figure represents that 56% of the respondents are private employee.

6.6 Family member of respondents

In order to study the number of family details of the respondents, the researcher has studied the following table.

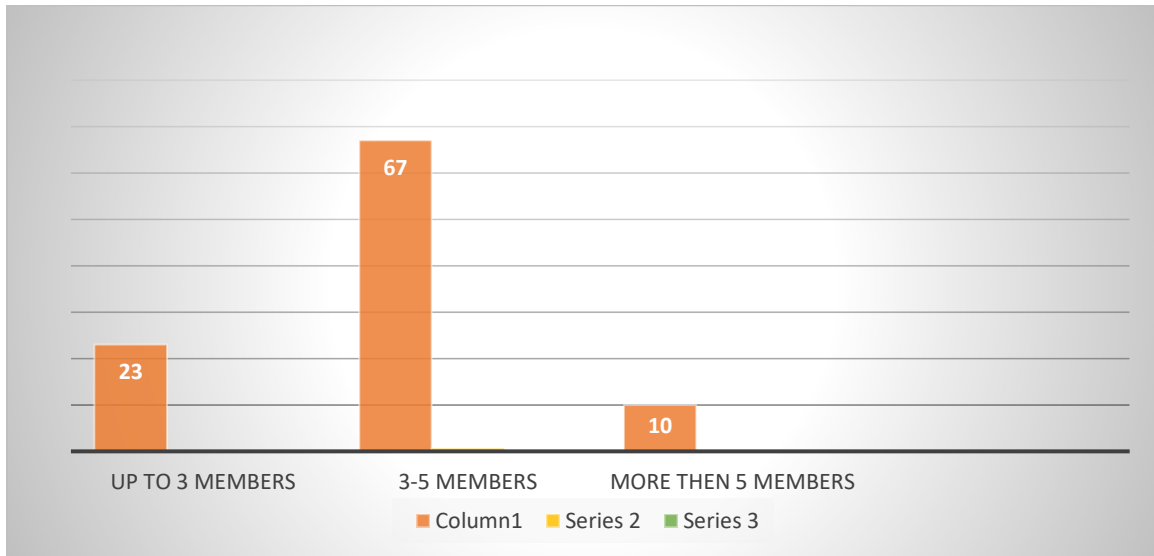


Fig 6. Family members of respondents

Interpretation: From the above chart found that 67% respondents for the 3-5 members of the family.

6.7 Monthly income of the respondents

In order to study the family income detail of the respondents, the researcher has studied the following table.

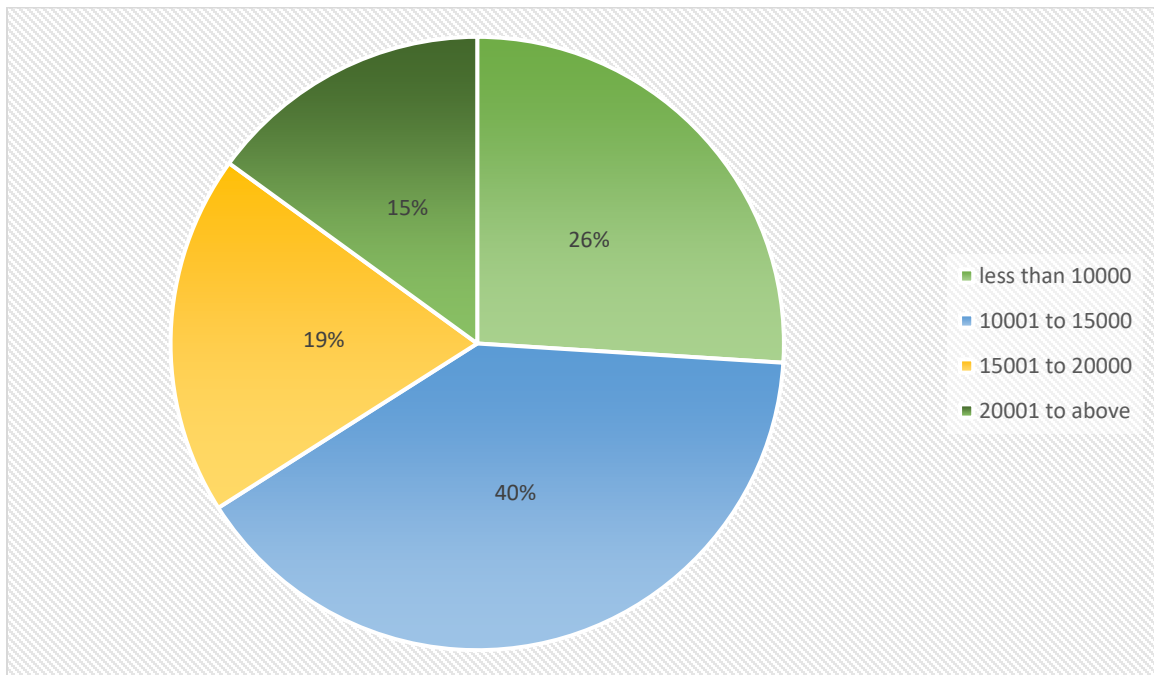


Fig 7. Monthly income of the respondents

Interpretation: The above figure represents that 40% of the respondents are using online and offline shopping are in the level of the monthly income of RS.10001 to 15000.

6.8 Area of the respondents

In order to study the area details of the respondents the researcher has studied the area of the respondents.

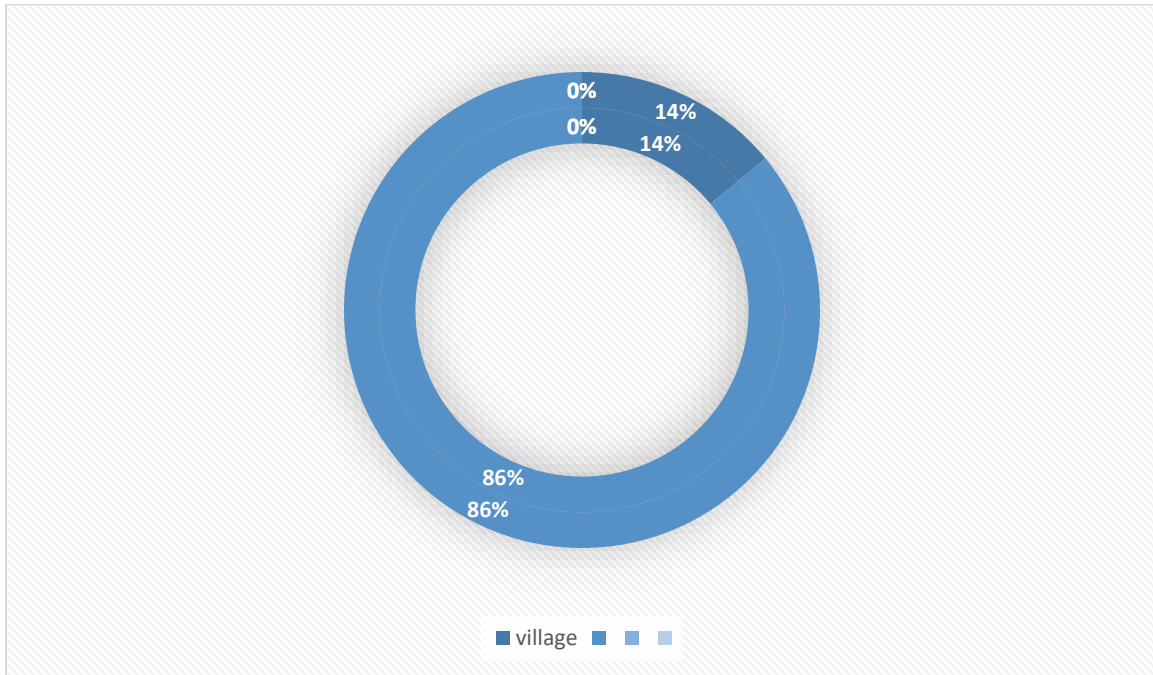


Fig 8. Area of the respondents

Interpretation: From the chart we can say that majority of the 86% online and offline shopping users in town area.

6.9 Type of family of the respondents

In order to study the family details of the respondents the researcher has studied the below details.

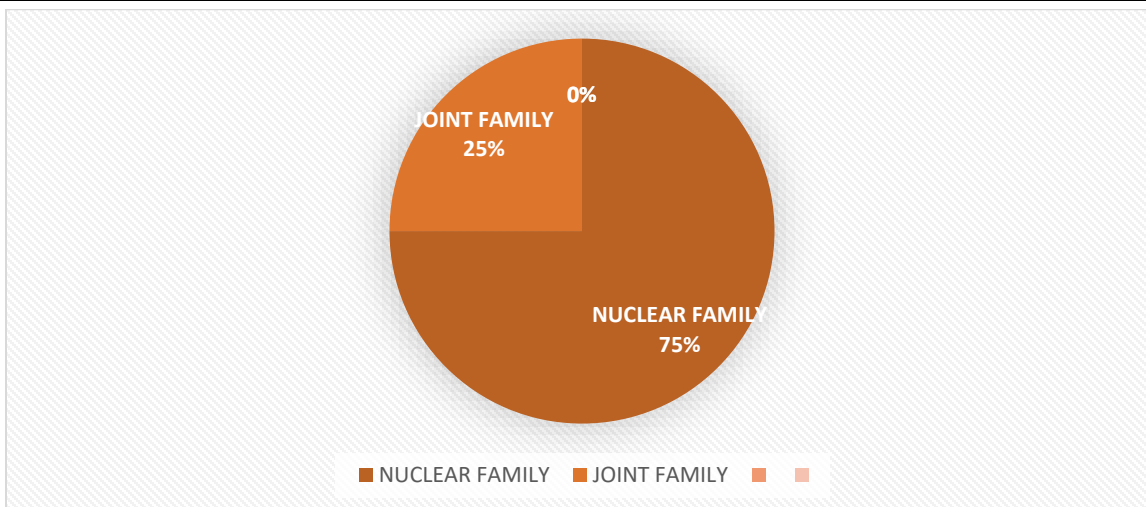


Fig 9. Type of family of the respondents

Interpretation: From the chart we can say that majority of the 75% respondents are nuclear family.

6.10 Type of family of the respondents

In order to study the buying the product usage of the respondents, the researcher has studied how long respondent are buying the products? The following table shows the buying the products distribution of the respondents

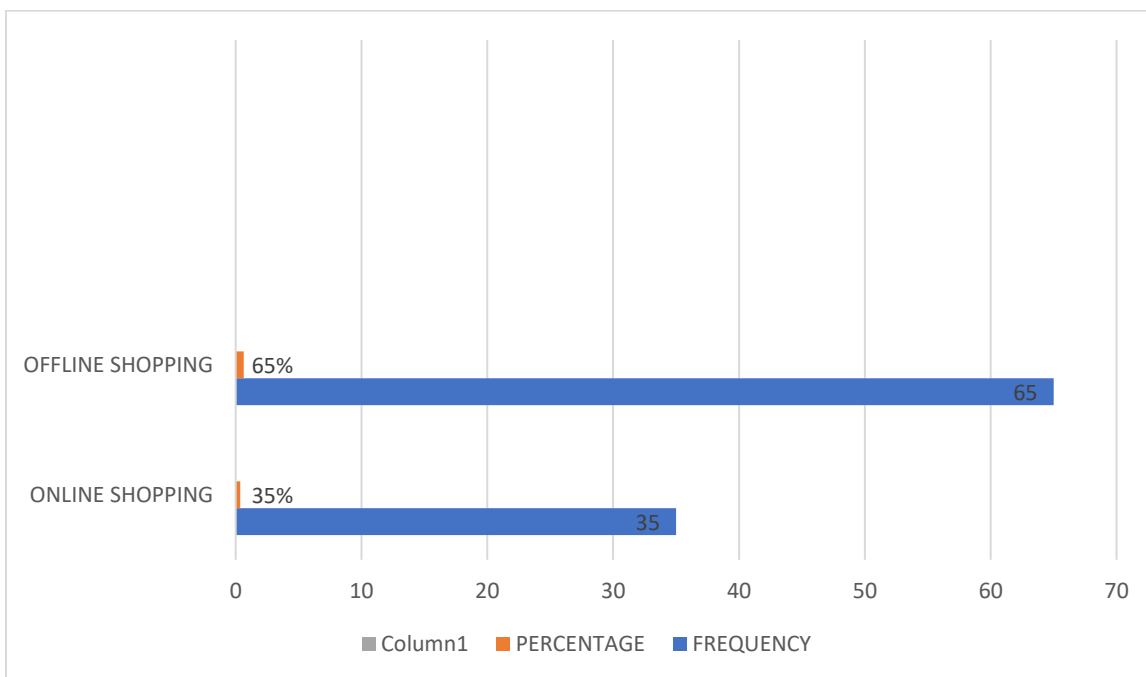


Fig 10. Shopping preference for buying the products

Interpretation: From the above chart we can say that majority of the 65% respondents are buying of the products in offline shopping.

6.11 Favorite shopping of the respondents

The favorite shopping was given to respondents to know their online and offline shopping. The following table describes about the sources influences for online and offline shopping in favorite shopping.

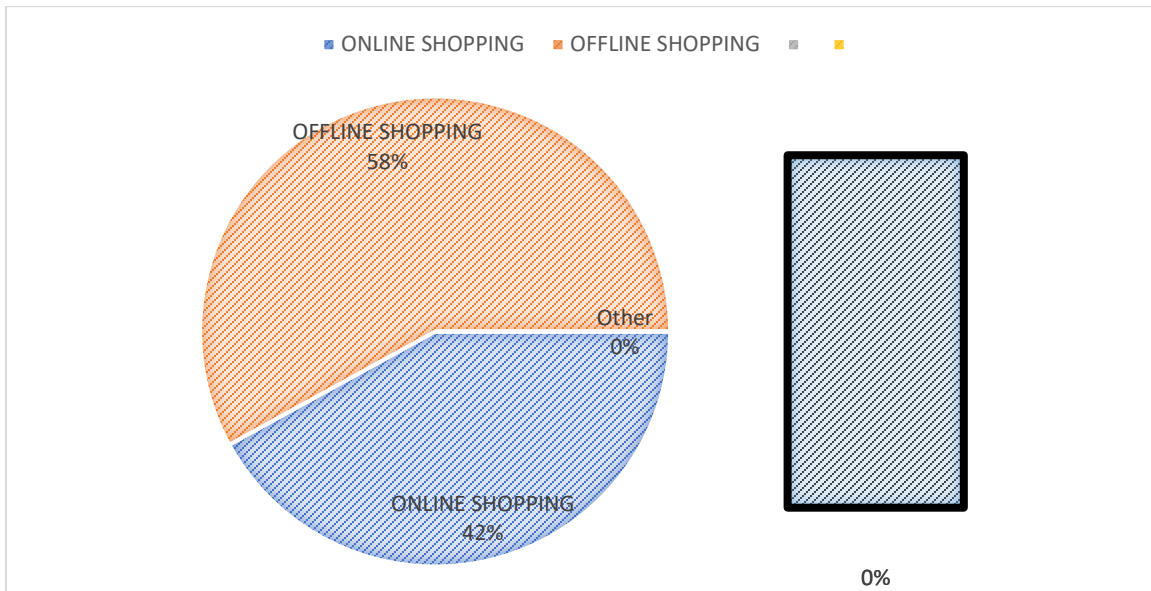


Fig 11. Favorite shopping of the respondents

Interpretation: From the above chart we can understand the majority of the 58% respondents are frequently using the offline shopping in favorite shopping.

6.12 Frequency of purchase level in offline mode by respondents

The purchasing to the product of online and offline shopping it is respondents' level of purchase to the following of the table.

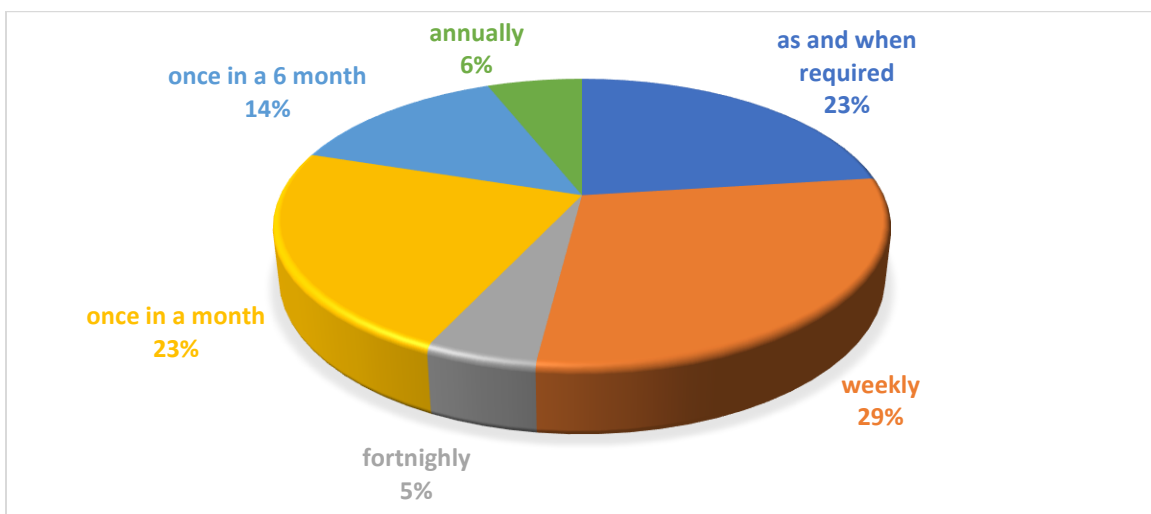


Fig 12. Frequency of purchase level in offline mode by respondents

Interpretation: From the above chart we can understand the majority of the 29% respondents are frequency using

offline shopping mode in weekly.

6.13 Frequency of purchase level in online mode by respondents

To know the respondents of level of purchase in online mode, the following comes has been given and the respondents is given in the following in table.

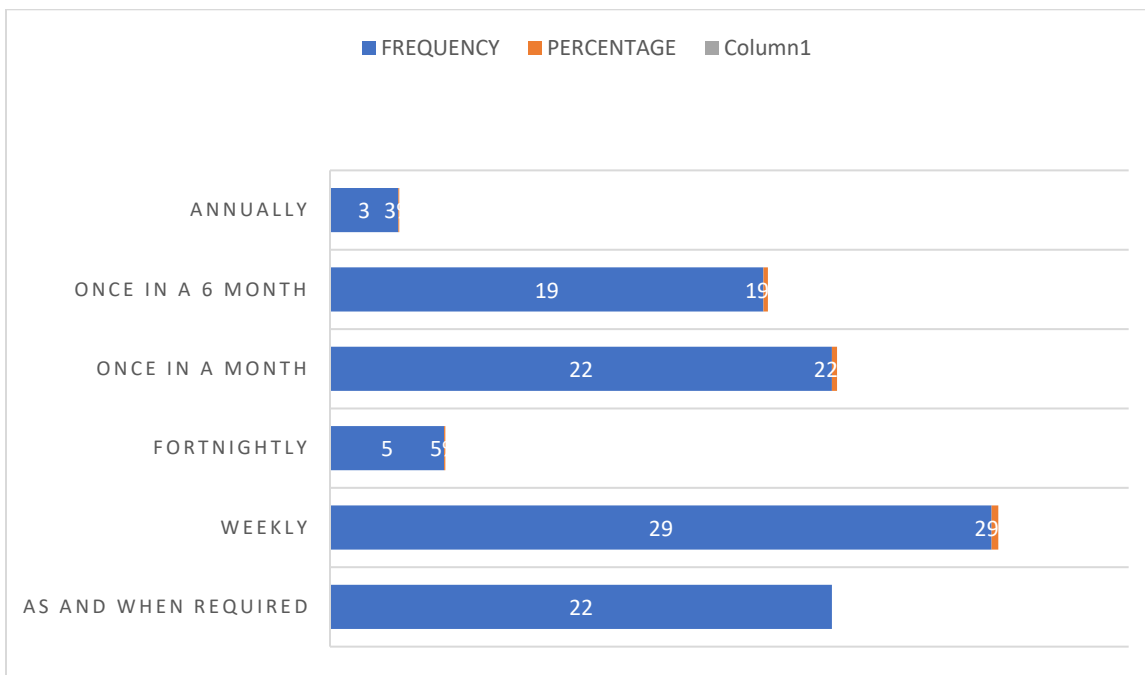


Fig 13. Frequency of purchase level in online mode by respondents

Interpretation: From the above chart we can understand the majority of the 29% respondents are frequency using online and offline shopping in level of purchasing in online mode.

6.14 Payment methods used by respondents for offline shopping

To understand the payment methods used by respondents for offline shopping, the following categories have been provided, and the responses are presented in the table below.

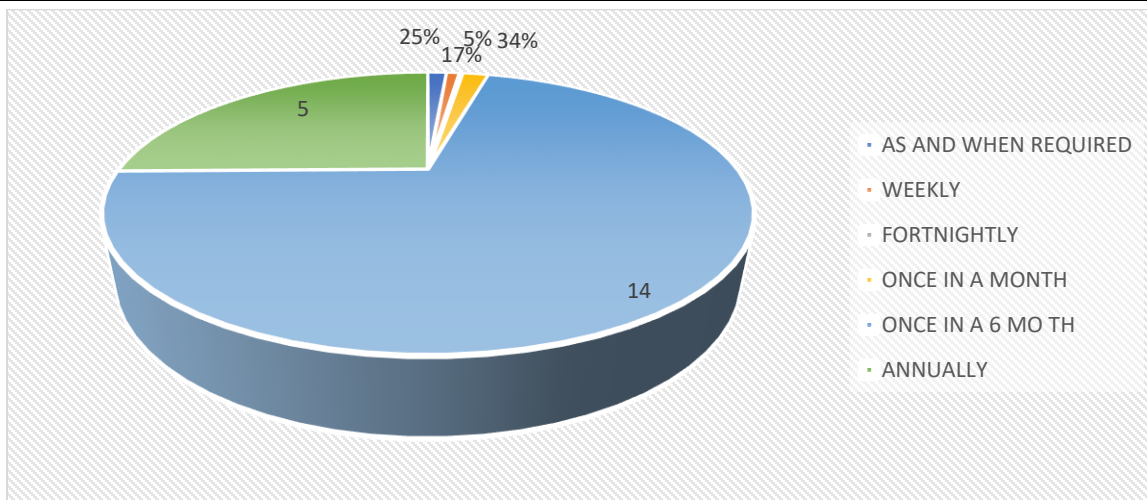


Fig 14. Payment methods used by respondents for offline shopping

Interpretation: From the above chart, it is shown that 34% of the respondents make offline purchases once a month, based on their preferred payment method.

6.15 Payment methods used by respondents for online shopping

To understand the payment methods used by respondents for online shopping, the following options were provided, and the responses are presented in the table below.

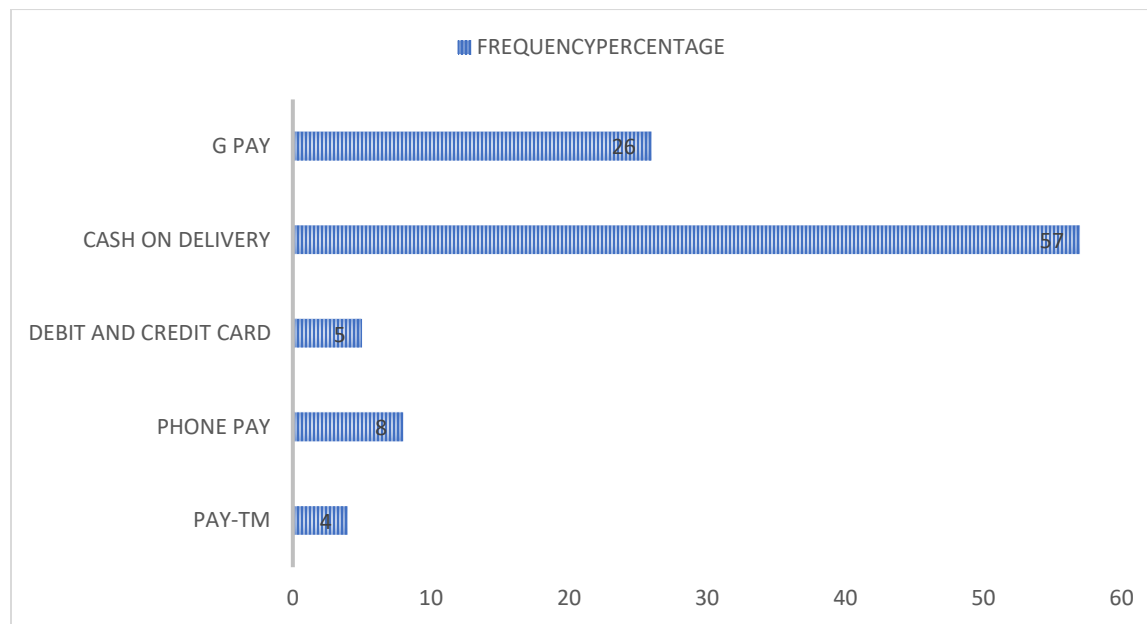


Fig 15. Payment methods used by respondents for online shopping

Interpretation: From the above table, it is found that 57% of the respondents prefer the cash-on-delivery payment method, indicating a very high level of usage in offline shopping.

6.16 Payment method of the respondents in offline shopping

To understand the respondents' favorite payment methods in offline shopping, the following options were provided, and the responses are presented in the table below.

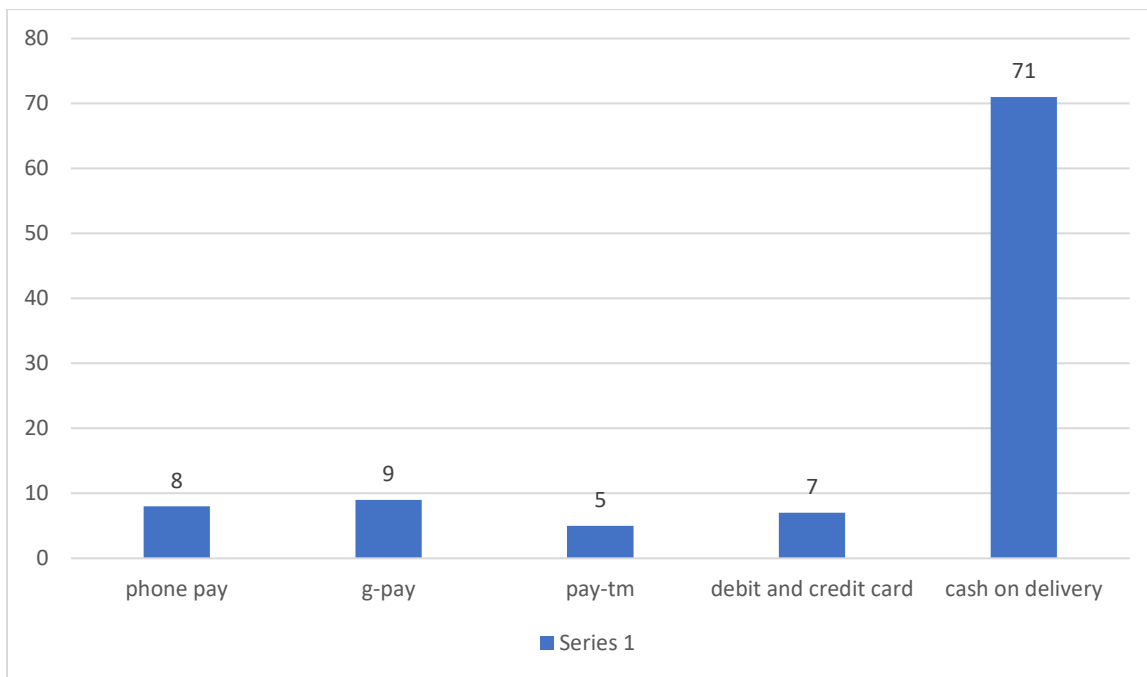


Fig 16. Payment method of the respondents in offline shopping

Interpretation: From the above table, it is found that 71% of the respondents prefer cash on delivery for both online and offline shopping.

6.17 Comparison between offline shopping and online shopping

To understand the respondents' level of satisfaction with offline and online shopping, the following factors were considered, and the responses are presented in the table below.

Factors	Strongly agree	Agree	neutral	Disagree	Strongly disagree	Total
Offline shopping is safer than since there is a risk online fraud and security issues like hacking in online shopping	50	33	13	0	4	100
Online shopping is more efficient than offline shopping	18	49	21	6	6	100
Offline shopping is more						

efficient than offline shopping.	28	33	23	11	5	100
Online shopping is more convenient than offline shopping	23	34	21	12	10	100
There is no opportunity to compare prices and products in offline shopping like online shopping	24	35	20	11	10	100
There is no opportunity to receive the same product in online shopping as shown in catalogue like offline shopping	24	32	26	12	6	100
There is variation of the product price in offline shopping and online shopping	25	32	24	11	8	100
Feel and touch options are missing in online shopping than offline shopping	23	30	27	13	7	100
Consumption time more in offline shopping than online shopping.	23	35	22	18	2	100
Free order delivery can be easily available in online shopping compare to offline shopping	26	30	25	10	9	100

Table1. Comparison between offline shopping and online shopping

Interpretation:

The findings reveal that 50% of the respondents strongly agree that hacking is a concern in online shopping, highlighting security apprehensions among consumers. Additionally, 49% agree that online shopping is more efficient than offline shopping, emphasizing its convenience and time-saving benefits. However, 33% of the respondents agree that offline shopping may not offer as vast a range of products as online shopping, indicating a perceived limitation in product variety.

Furthermore, 34% of the respondents agree that online shopping is more convenient than offline shopping, reinforcing

the appeal of digital platforms. On the other hand, 35% agree that there is no opportunity to compare prices and products in both online and offline shopping, suggesting a need for better price transparency. Similarly, 32% of respondents agree that products received through online shopping may not always match their catalog images, unlike offline shopping, where customers can physically inspect items before purchasing.

Moreover, 32% of the respondents agree that product prices vary between offline and online shopping, reflecting inconsistencies in pricing strategies across platforms. 30% of the respondents agree that the feel-and-touch experience is missing in online shopping, making offline shopping more appealing for those who prefer physical product inspection. Additionally, 35% agree that online shopping consumes more time than offline shopping, likely due to browsing, decision-making, and delivery wait times. Lastly, 30% of the respondents agree that free order delivery is more easily available in online shopping compared to offline shopping, further enhancing the attractiveness of e-commerce.

These insights provide a comprehensive understanding of consumer perceptions and preferences regarding online and offline shopping experiences.

6.18 Type of shopping preferred for buying products in the future by respondents

To understand the respondents' preference between online and offline shopping, the following options were provided, and the responses are presented in the table below.

Type of shopping	Frequency	Percentage
Online shopping	33	33%
Offline shopping	57	57%
Both	10	10%
Total	100	100%

Table2. Type of shopping preferred for buying products in the future by respondents

From the above table, it is shown that 57% of the respondents prefer offline shopping for buying products in the future, while 33% prefer online shopping. Additionally, 10% of the respondents choose to purchase through both online and offline shopping.

6.19 Customer satisfaction in the mode of shopping

To understand the respondents' satisfaction with online and offline shopping for purchasing products, the following options were provided, and the responses are presented in the table below.

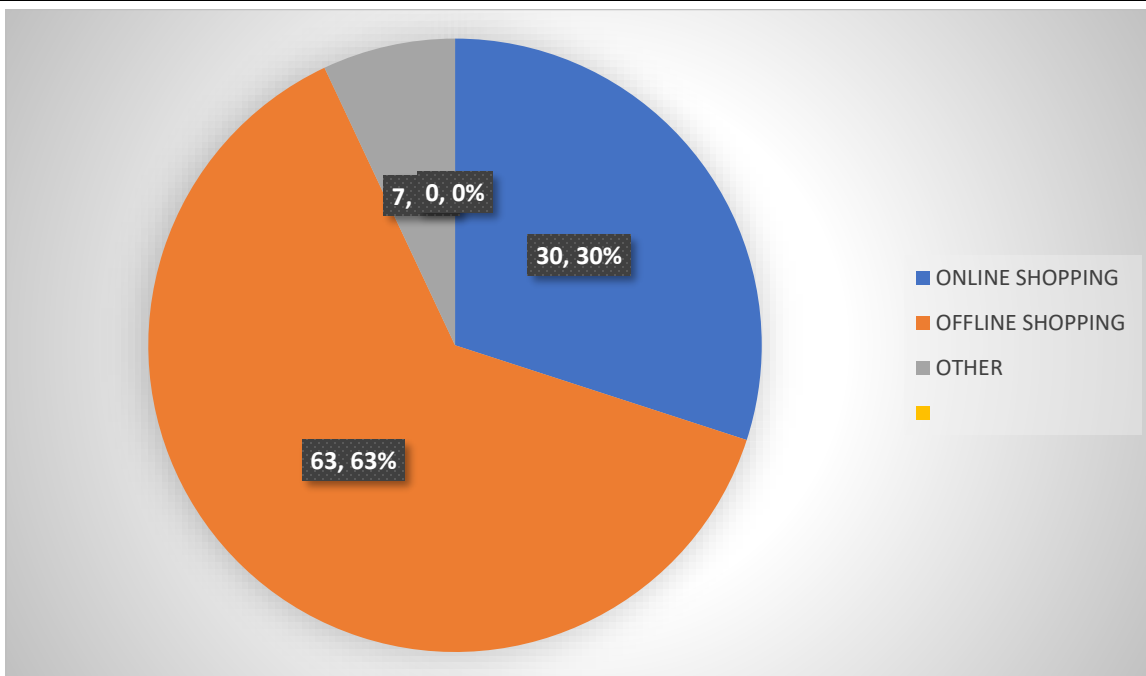


Fig 17. Customer satisfaction in the mode of shopping

Interpretation: From the above chart, it is found that 63% of the respondents prefer offline shopping for purchasing products.

6.20 Respondents' level of happiness in different shopping modes

To understand the respondents' preference between online and offline shopping, the following options were provided, and the responses are presented in the table below.

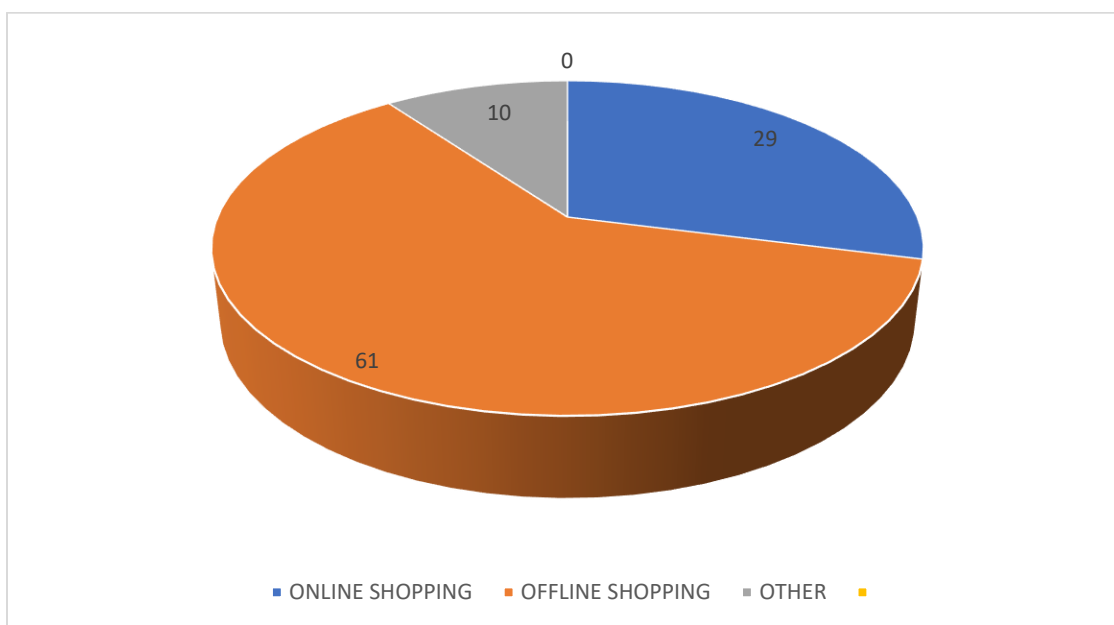


Fig 18. Respondents' level of happiness in different shopping modes

Interpretation: From the above chart, it is found that 61% of the respondents experience more happiness with offline shopping.

7 Major Findings

- 54% of the respondents using online and offline shopping are female.
- 65% of the respondents using online and offline shopping are between the ages of 21-40 years.
- 26% of the respondents fall under the "Others" category in online and offline shopping.
- 78% of the respondents using online and offline shopping are unmarried.
- 56% of the respondents using online and offline shopping are unmarried.
- 67% of the respondents using online and offline shopping are unmarried.
- 40% of the respondents using online and offline shopping have a monthly income of Rs. 10,001 to 15,000.
- 86% of the respondents using online and offline shopping reside in town areas.
- 75% of the respondents belong to nuclear families.
- 65% of the respondents prefer buying products through offline shopping.
- 58% of the respondents frequently use offline shopping as their favorite shopping method.
- 29% of the respondents frequently purchase through offline shopping.
- 34% of the respondents purchase once a month using offline payment methods.
- 57% of the respondents prefer cash on delivery as their payment method for offline shopping.
- 71% of the respondents use cash on delivery for both online and offline shopping.
- 50% of the respondents strongly agree that online shopping is prone to hacking.
- 49% of the respondents agree that online shopping is more efficient than offline shopping.
- 33% of the respondents agree that offline shopping may not offer as vast a range of products as online shopping.
- 34% of the respondents agree that online shopping is more convenient than offline shopping.
- 35% of the respondents agree that there is no opportunity to compare prices and products between online and offline shopping.
- 32% of the respondents agree that online shopping may not always deliver products as shown in the catalog, unlike offline shopping.

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- 32% of the respondents agree that product prices vary between offline and online shopping.
 - 30% of the respondents agree that the lack of a feel-and-touch option is a drawback of online shopping compared to offline shopping.
 - 35% of the respondents agree that online shopping consumes more time than offline shopping.
 - 30% of the respondents agree that free order delivery is more easily available in online shopping compared to offline shopping.
 - 57% of the respondents prefer offline shopping when buying products, considering it the better option.
 - 63% of the respondents prefer purchasing through offline shopping.
 - 61% of the respondents feel more happiness when shopping offline.

8 Conclusion

The survey findings highlight a positive perception of online shopping among respondents, indicating substantial support for the growth of online shopping ventures within the country. However, the frequency of domestic online shopping remains relatively low. By leveraging the identified variables and factors from the survey, online shopping organizations can develop tailored strategies to address both implicit and explicit consumer demands in the digital marketplace. Additionally, these insights can help organizations effectively pinpoint target customer segments. Practitioners can utilize the study results to refine and adapt their online shopping strategies accordingly. Notably, there is a significant opportunity for online platforms to cater more to the female demographic, as findings indicate that women engage in online purchases more frequently than men.

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