



## A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONICS PRODUCTS

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### ABSTRACT:

This study is about the comparative study of offline vs online shopping of electronic shopping towards behavior or buying attitude towards preference of products buying online or offline the total respondents for this study is 50 primary data is collected by using the simple questionnaire methods among college students in and around basic percentage analysis is done to know about the percentages of respondents wish to choose the products online or offline. Online shopping is emerging very fast in recent years many studies have focused that the high touch products that the consumer feels when they need to touch or try the product it requires the offline shopping at the purchasing stage because it cannot be done in the online shopping this research paper focused to analyze the significant difference between the online and offline consumer groups in terms of demographic technology use availability and attitude of the consumer.

### KEYWORDS:

**CUSTOMER PREFERENCE, ONLINE, OFFLINE, SHOPPING, PRODUCTS.**

### 1.1 INTRODUCTION

Online shopping has been emerging very rapidly in recent years today the internet is paying attention to the retail market. Some go shopping offline some online and many go for both type of shopping this study focuses on the choice of the consumer to shop and stores in the period of acquisition of information however shopping online is easier for people and less expensive than shopping offline while any consumer purchasing decision must know the broker to buy whether shopping online or shopping offline. In general the population from high level of income and high level of learning are more favourable to do online shopping. The populations who are more knowledgeable and more explored to the internet are more into online shopping the increase in technology increases the online shopping by the consumer the increase in technology creates a favourable attitude towards the consumer for online shopping. Platforms such as Flipkart amazon Snapdeal where one can find everything are still not able to replace offline stores completely however they are already in the race trying to upgrade their services on daily basis to provide their consumers offline stores feel and break. It is very evident that Indian consumer are getting more and more comfortable about online shopping due to easy payment options return policies and faster delivery time and various types of discounts.

### 1.2 STATEMENT OF THE PROBLEM

A Comparative Study between online and offline shopping to study consumer behavior towards each of these modes of shopping. Customer preferences are hard to find these days online and offline shopping reviews differ in term of the product, price and quality. Not being able to touch, feel, and test features like screen quality or build quality before buying can lead to dissatisfaction with the product upon delivery. Images and descriptions on websites may not accurately depict the product appearance or functionality.

### 1.3 OBJECTIVES OF THE STUDY

- To Analyses the different between both online or offline shopping customer groups in terms of innovation product availability demographics and customer attitude.
- To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping .
- To analyses whether the qualification of the consumer affect the online shopping and offline purchasing.
- The factor influencing the consumer to shop solely online and solely offline.
- To analyses the significant difference between the

online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.

**1.4 METHODOLOGY**

This study is answering numerous question Start with who where how and when this research is very hard as well as it estimate eminent degree of high qualified skills and employed understand and answer the problem. In this Study, the researcher used descriptive research design to the conduct a survey on a comparative study on customer preference online shopping and offline shopping.

**1.5 SAMPLESIZE**

The study is conducting with a sample size of 50 respondents.

**1.6 METHODS OF DATA COLLECTING**

**PRIMARYDATA**

The primary data are collected from working people, students and not working people by the help of the questionnaires the respondents are only just 50 members,

**SECONDARYDATA**

The secondary information will be collected by the websites and online **journals published reports & review of literature from published articles.**

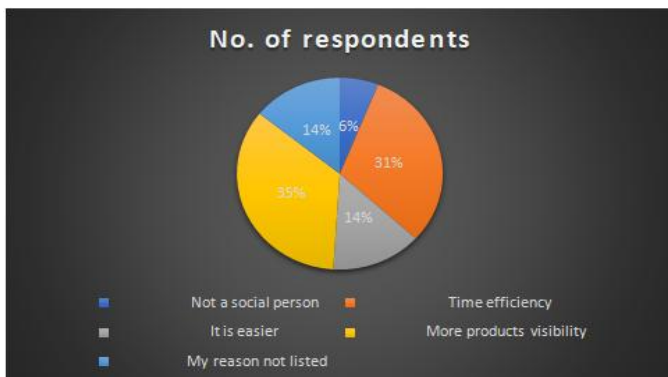
**1.7 DATAANALYSIS AND INTERPRETATI**

**4.6: TABLE SHOWING CHOOSE ONLINE VS OFFLINE SHOPPING OF THE RESPONDENTS**

Online vs Offline Shopping	No. of respondents	Percentage
Not a social person	3	6.10%
Time efficiency	15	30.60%
It is easier	7	14.30%
More products visibility	17	34.70%
My reason not listed	7	14.30%

Source: Primary Data

**CHART 4.6: CHART SHOWING CHOOSES ONLINE VS OFFLINE SHOPPING**



**INTERPRETATION**

From the analysis 34.70% of the respondents more products visibility 14.30 of the respondents it is easier 30.60% of the respondents time efficiency 30.60% of the respondents my reason not listed 14.30% of the respondents not a social person.

**INFERENCE**

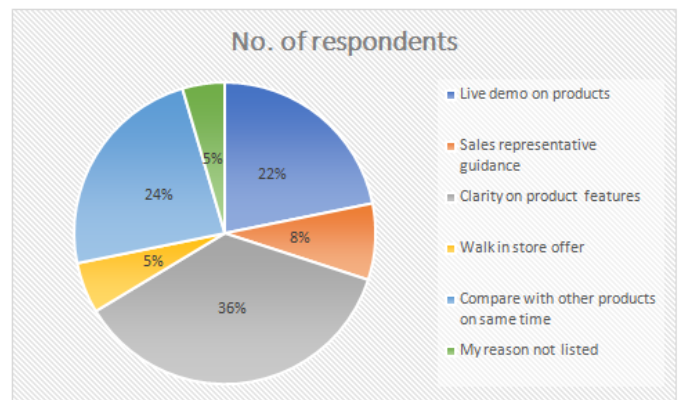
Majority (34.70%) of the respondents more product visibility

**4.7: TABLE SHOWING CHOOSE OFFLINE VS ONLINE OF THE RESPONDENTS**

Offline vs online shopping	No. of respondents	Percentage
Live demo on products	24	21.80%
Sales representative guidance	9	8.20%
Clarity on product features	40	36.40%
Walk in store offer	6	5.50%
Compare with other products on same time	26	23.60%
My reason not listed	5	4.50%

SOURCE: PRIMARY DATA

**CHART 4.7: CHART SHOWING CHOOSE OFFLINE VS ONLINE SHOPPING**



**INTERPRETATION**

From the above table 36.4% of the respondents' clarity on product features 23.6% of the respondents compare with other product on same time 21.8% of the respondents live demo on products 8.2% of the respondents sales representative 5.5% of the respondents walk in store offer 4.5% of the respondents my reason not listed

**INFERENCE**

Majority (36.4%) of the respondents clarity on product.

**FINDINGS**

- Majority (40%) of respondents comparative online vs offline shopping Choosing more product visibility
- Majority (36.4%) of respondents comparative offline vs online choosing shopping clarity on product features
- Majority (82.7%) of respondents electronics device purchase in online wireless headset
- Majority (77.3%) of respondents electronic device purchase in offline refrigerator
- Majority (46.4%) of respondents prefer electronic device which is the best website Flipkart.
- Majority (62.7%) of respondents do you go to retail store first before making your final purchase online yes

**CONCLUSION**

A study result on the influencing factors online and offline shoppers in user. A website or E store that leads to more behaviour target. So leading to a positive attitude and increased behaviour intention such as intention to recommend online shop and repurchased of the same a store. Offline shoppers less today because website offers more facilities customers the youth population and they are able to use this technology for their well Being more than other age group category Flipkart is the shopping site which is more preferable by the youngster. The questionnaire format have three main segment such as general identified variables then in last customer concern in online shopping. From the question what electronic

device you purchase mostly in online majority (82.7) of respondents headset (Wireless, Airpots Bluetooth headset) what are the most important criteria when you prefer online shopping? Majority (36.4) of the respondents choosing Quality and why would you choose online vs offline shopping? Majority (40%) of the respondents more product visibility in online.

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