



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

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ABSTRACT:

This study explores customer preferences for online and offline shopping, specifically focusing on the purchasing of electronic products. With the rapid advancement of e-commerce and shifting consumer behaviours, understanding these preferences is crucial for both retailers and manufacturers. The research employs a mixed-methods approach, combining both qualitative and quantitative data, to assess factors that influence purchasing decisions, such as convenience, price sensitivity, product variety, customer service, and trust. The findings reveal that while online shopping is favoured for its convenience, better pricing, and ease of comparison, offline shopping retains its appeal through the tactile experience, immediate product availability, and personalized customer service. Additionally, trust in product quality and the ability to physically inspect electronic products are major determinants in the preference for offline shopping. Conversely, online shoppers tend to prioritize factors such as product reviews, ease of access to information, and the option of home delivery. The study highlights the growing trend of Omni channel shopping, where consumers increasingly blend online and offline experiences, seeking the advantages of both platforms. Retailers should, therefore, focus on enhancing their online offerings while retaining strong in-store experiences to meet evolving consumer demands. This research contributes valuable insights into consumer behaviour, helping businesses in the electronics sector to tailor their strategies and improve customer satisfaction across both shopping formats.

KEYWORDS:

CUSTOMER PREFERENCE, ONLINE SHOPPING, OFFLINE SHOPPING, ELECTRONIC PRODUCTS, RETAIL STRATEGY.

1.1 INTRODUCTION:

Online shopping has been emerging very rapidly in recent years today the internet is paying attention to the retail market millions of people shop online on the other hand the product has been buying many customers go to buy offline so check the product and own possession of the product only after paying of the product customer loyalty in this modern world depends on the ability to deliver quality value and satisfaction level. 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 knowledge and more explored to the internet are more into online shopping the increase in technology creates a favourable attitude towards the consumer for online shopping. Platform such as Flipkart amazon Snap deal 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.

1.2 STATEMENT OF THE PROBLEM:

The rapid growth of e-commerce has significantly altered consumer shopping habits, particularly in the electronics sector, where the demand for products such as smartphones, laptops, and home appliances continues to rise. While online shopping offers unparalleled convenience, broader selection, and competitive pricing, offline shopping remains popular due to the tangible experience it provides allowing customers to inspect, test, and immediately take possession of electronic products. Despite the ongoing shift toward online retail, offline stores still retain a strong customer base, especially for high-involvement products where trust, physical examination, and immediate gratification are crucial factors.

However, the factors that influence consumers' preferences for online versus offline shopping for

electronic products remain unclear. The growing competition between e-commerce platforms (such as Amazon, Flip kart, and Snap deal) and traditional brick-and-mortar stores has created a complex decision-making process for consumers. It is essential to understand the key drivers that influence this decision-making process, which includes considerations like convenience, product quality, price, customer service, brand reputation, and trust.

Thus, the problem this study aims to address is: What are the primary factors influencing customer preferences for online and offline shopping when purchasing electronic products? This includes understanding how different consumer demographics such as income levels, education, and technological proficiency affect their purchasing decisions. The findings will provide valuable insights for retailers and manufacturers to develop effective strategies that can cater to both online and offline shoppers, enhancing customer satisfaction and loyalty in an increasingly competitive market.

1.3 METHODOLOGY

1.3.1 RESEARCH DESIGN:

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

1.3.2 SAMPLING METHOD:

The sampling techniques are the convenience sampling technique those are obtained by selecting population unit for the study

1.3.3 PRIMARY DATA AND SECONDARY DATA:

Data collection is the term used to describe a process of preparing and collection data

- Primary data: The primary data are collected from working people, students and not working people by the help of the questionnaires the respondents are only just 100 members,
- Secondary data: The secondary information will be collected by the websites and online journals published reports & review of literature from published articles

1.3.4 SAMPLE SIZE

It is considered as a part of the population from Chennai city the sampling size is 100. It is a study of the attitude and the characteristics of people of a sample, rather than all the size of the population.

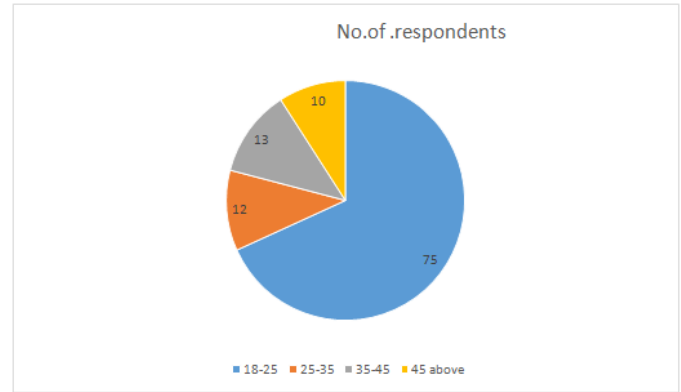
1.4 DATA ANALYSIS:

TABLE 1.7.1

RESPONDENTS OF AGE WISE CLASSIFICATION

Age	No.of.respondents	Percentage
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	70	70%
25-35	12	12%
35-45	10	10%
45 above	8	8%
Total	100	100%



INTERPRETATION:

From the above it is interpreted that 75% of the respondents are below 18-25 years, 12% of the respondents are 25-35 years, 13% of the respondents are 35-45 years, and 10% of the respondents are above 45 years.

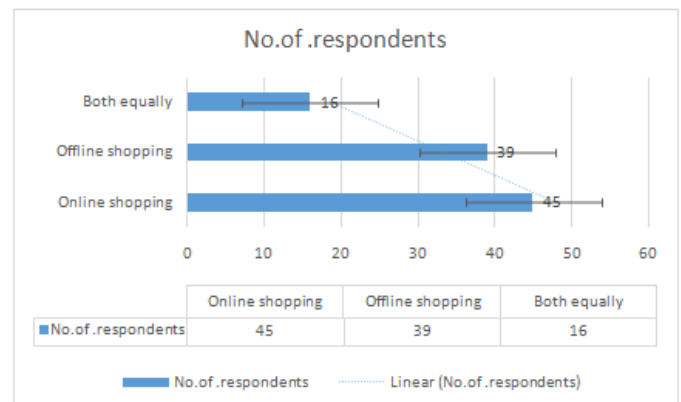
INTERFERENCE

Majority (45%) of the respondents use digital payment method sometimes only.

TABLE 1.7.2

MAJORITY OF RESPONDENTS

Particular	No.of Respondents	Percentage
Online shopping	45	45%
Offline shopping	39	39%
Both equally	16	16%
total	100	100%



INTERPRETATION:

From the above it is interpreted that 45% of the respondents use it sometimes, 39% of the years, 13% of the respondents use it often, and 16% of the respondents use it rarely.

INTERFERENCE:

Majority (45%) of the respondents use digital payment method sometimes only.

1.8 FINDING AND SUGGESTION:

- Majority (70%) of the respondents are 18-25 years.
- Majority (45%) of the respondents for online shopping.
- Majority (39%) of the respondents for offline shopping.
- Majority (16%) of the respondents for both are equally.

1.6.2 SUGGESTION

FOR ONLINE SHOPPING:

Online retailers should optimize mobile platforms, offer fast delivery, and ensure secure payment options to enhance customer satisfaction.

FOR OFFLINE SHOPPING:

Offline retailers should enhance the in-store experience with personalized service, product demonstrations, and competitive pricing to attract more customers.

FOR BOTH EQUALLY:

Retailers should adopt an Omni channel approach, offering seamless integration between online and offline shopping

experiences. Providing options like "Buy Online, Pick up In-Store" and consistent customer service across both channels will improve convenience and customer loyalty.

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 positive attitude and increased behaviour intention such as intention to recommend online shop and repurchased of the same a store. Offline shopper less today because website offers more facilities customers.

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