



# An Empirical Study on Effect of Online Shopping on Offline Shopping with Special reference to Youngsters at Chennai.

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## Abstract:

The aim of the study is to identify the impulsive buying behaviour of youngsters. Nowadays online plays a vital role everywhere. After Covid the internet communications is a major source to connect people. Offline is entirely replaced by online as it connects people during this pandemic situation. Humans is considered as a major resource to the world Covid make everything dump and the human resource on these periods is entirely got freed. During this time a common man also influenced to associate with internet as it was a main connecting tool. Education industry and software industry paved a new way for online. Now without online no functions could happened. One of the worst disasters in history struck the world. As the world is in a disastrous situation and countries have been placed under lockdown, restrictions have been imposed on going out of homes, organising crowded events, going to markets, almost every business in the world has been shut down in the aftermath of COVID-19, and people are stressed to stay at home. As a result, people cannot go to markets to buy products, which is likely pushing people to do online shopping. People can fulfil their needs while staying at home and without leaving their homes by shopping online. This study reveals how online shopping influence youngsters and how its impacts the society.

*Keywords: Online Shopping, COVID-19, youngsters, internet.*

## Introduction

Online shopping is a type of electronic commerce in which consumers buy goods or services directly from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the retailer's website directly or by searching among alternative vendors using a shopping search engine, which displays the availability and pricing of the same product at different e-retailers. Customers will be able to shop online using a variety of computers and devices by 2020, including desktop computers, laptop computers, tablet computers, and smartphones. When customers make a purchasing decision based on interactions with search engines, recommendations, online reviews, and other information, the brand and firm may not be able to influence and control their buying behaviour. People are more likely to use their mobile phones, computers, tablets, and other digital devices to gather information as the digital device environment separates. In other words, the digital environment is having an increasing impact on consumers' minds and purchasing behaviour.

In an online shopping environment, interactive decisions may help customers make decisions. Each customer is becoming more interactive, and through online reviews, customers can influence the behaviours of other potential buyers. Mainly these type of online websites targets youngsters as their main customers. Various food delivery apps turn youngsters focuses towards them. Surveys revealed that the food delivery app is most influenced youngsters nowadays. According to the findings of a Western Michigan University research report published in 2005, an e-commerce website does not have to be visually appealing or be listed on numerous search engines. To make money, it must cultivate customer relationships. According to the report, a website must leave a positive impression on customers, giving them a reason to return. However, recent research has shown that sites that place a higher emphasis on efficiency, convenience, and personalised services increase customers' motivation to make purchases.

## REVIEW OF LITERATURE

**Dr. Narayan Sethi&Puja Gupta (2015)** Their finding and analysis showed that the consumer who are between the age group 18-25 are more comfortable for online shopping than rest of the group. The group which is coming under the age 35 and above are not much aware of the so many shopping sites and as well as they are not technically advanced to do online shopping, they fear whether the product they are ordering will come genuine or not so they less do online shopping rather they prefer traditional market. So, it is clear from the finding that the youth are more into e-shopping.

**Dr.R. Sivanesan et.al (2017)** expressed that male is doing less shopping than female. The young generation are more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Amazon and Flipkart are the shopping sites which are more preferable by the youngster. There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market.

**Yuxuan Liu, Lan Yang and Wei Gao(2019)** highlighted that consumer can get large information through online shopping at low-cost. Similarly, enterprises can also obtain consumers' personal characteristics such as transaction information and consumption habits based on e-commerce trading platforms.

**Nguyen Thanh Hung (2021)** suggested that the retailers should focused on quality-orientated shoppers, e-retailers can offer full online customization of item quality data and item display data through the website. To increase trust online, retailers should always provide legitimate and reliable data to prospective customers. At the same time, periodically update product information on the e-commerce website, promotions, and information about retailers.

## METHODOLOGY

A questionnaire with six different questions is created for data collection. The questionnaire was distributed on social media in order to collect responses from people. The questionnaire was sent to 254 people, and 195 of them responded.

### Statistical Analysis

All the gathered information of this survey has been shown in different charts and graphs. Percentage analysis has also been used for this study.

## DATA ANALYSIS AND INTERPRETATIONS

### a. Demographic profile of the respondents

Table.1Demographic profile of respondents

Category	Number of respondents	Percentage of respondents
Age	18-24	21%
	25-34	37%
	35-44	28%
	Above 44	14%
Gender	Male	57%
	Female	43%

The above table describes the demographic profile of the respondents. 21% of the respondents are less than 25 years ,37% belongs to 25-34 age group,28% of people belong to 35-44 age group and remaining 14% belongs to above 44.In gender 57% belongs to male and 43% belongs to female.

## Hypothesis

H<sub>0</sub>: There is no significant relationship between Online shopping is more convenient when compare to offline shopping and faced difficulties in offline when compared to online.

H<sub>1</sub>: There is a significant relationship between Online shopping is more convenient when compare to offline shopping and faced difficulties in offline when compared to online.

## Regression Analysis between Online shopping is more convenient when compare to offline shopping and faced difficulties in offline when compared to online

Regression Statistics	
Multiple R	0.878972
R Square	0.772592
Adjusted R Square	0.658888
Standard Error	3.700718
Observations	4

ANOVA	df	SS	MS	F	P
Regression	1	93.05645	93.0564	6.7947	0.425912
Residual	2	27.39063	13.6953		
Total	3	120.4471			

## Interpretations

In the above the p value for, Online shopping is more convenient when compare to offline shopping is less than 0.4. Hence, we accept H<sub>1</sub>-There is a significant relationship between Online shopping is more convenient when compare to offline shopping and faced difficulties in offline when compared to online.

## t-Test: Paired Two Sample for Means between do shopping at anywhere & anytime and get the product to their doorstep

t-Test: Paired Two Sample for Means		
Mean	14.35897	13.84615
Variance	206.7061	93.09665
Observations	4	4
Pearson Correlation	0.425912	0.851824

## Interpretations

In the above the, Pearson Correlation value is 0.425912 and 0.851824 which indicates that there is a strong relationship between doing shopping at anywhere & anytime and get the product to their doorstep.

The greater the absolute value of the Pearson Correlation coefficient, the stronger the relationship. The extreme values of 0.425912 and 0.851824 indicates that a perfect linear relationship exists between these two variables.

## Findings

- Youngsters prefer online shopping when compared to offline.
- It's a convenient way to them as they get the product in their doorstep.
- When compared to offline shopping, online shopping is more convenient and time consuming.
- Decision making is so easier when compare with offline shopping.

- Sellers can also do their sales through various shopping sites, by this they can cover large group of people when compared to offline.

### Suggestions

- Sellers can concentrate more on online shopping. They can go digital marketing.
- Innovative ideas can also be enhanced to improve the quality of shopping.
- Brand can get familiar by offers.
- Online Payment Gateways may get improved.
- Virtual Reality shopping may be introduced.

### Conclusion

We came to the following conclusions after conducting extensive research and analysis.

Yes, online shopping is very popular among youngsters. Many teenagers and bachelors now use E-Commerce to fulfil their shopping needs. Most of them are fully aware of the benefits and drawbacks of online shopping. Graduates are the most frequent users of E-commerce. Cash on delivery is still the preferred method of payment, followed by debit and credit cards. Females are marginally more interested in internet shopping due to its convenience. The majority of users shop online once or twice a week, with monthly spending ranging from Rs 100 to Rs 2500. Technology has advanced significantly in recent years to provide consumers with a better online shopping experience, and it will continue to do so in the future. People have speculated that with the rapid growth of products and brands, online shopping will overtake in-store shopping. While this has been the case in some areas, there is still a demand for brick-and-mortar stores in market areas where consumers prefer to see and touch the product before purchasing it. However, the availability of online shopping has resulted in a more educated consumer who can shop around with relative ease and without wasting a lot of time. In exchange, online shopping has given many small retailers opportunities that they would not have had if they had to incur the high costs of owning a brick-and-mortar store. In the end, it was a win-win situation for both the buyer and the seller.

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