

# CONSUMER BUYING BEHAVIOUR TOWARDS OFFLINE SHOPPING AND ONLINE SHOPPING

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## CHAPTER-1 INTRODUCTION

### INTRODUCTION

Shopping is shopping, right? Well, not necessarily. At one time, the only way to shop was to leave your home and visit a store. But the invention of the internet has created a paradigm shift of the traditional way people shop. Earlier people used to shop traditionally, like you can just go to the store or shopping center or and buy what you need. But now a day's consumer is no longer bound to opening times or specific locations; more and more numbers consumers are becoming active at virtually any time and place and purchase products and services. With the rapid development of internet and network technology, electronic commerce and e-marketing had been formed and developed gradually, thereby forming new business model and business chance which exerted an important influence on the country's economic future development and international competitiveness. E- Shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. The rise in the number of households possessing computers and the ease of Internet access has led to this widespread acceptance of ecommerce. Electronic commerce has become one of the essential characteristics in the Internet era.

In offline or traditional shopping, you simply take a ride in your car to your favorite shopping center or store and you buy what you want or need. You can pay cash or use credit card. In some instances you can pay with a check. You do get the opportunity to see the product before you purchase it and you can keep an eye on your credit card if you decide to pay with that method. All of this seems rather great, doesn't it? However, there are always cons to the pros when it comes to anything and everything.

The cons that you may run into when it comes to offline shopping are that the store you are shopping at may not accept your payment method. There is also the fact that they may not have what you want. You may even find that the item they have is more expensive than what you want to pay. You may know that another store carries it, but they are out of it because they sell it at a cheaper price.

Yes, there are instances in which you must shop the traditional way. For example, you may need an item right now, which is true of grocery shopping. When you need milk or you need formula for the baby, you have to be able to go to the store and get those things immediately.

When it comes to online shopping, the development of the Internet has strongly impacted the worldwide marketing environment. The internet is considered as a mass medium that provides the consumer with purchase characteristics as no other medium. Certain characteristics are making it more convenient for the consumer, compared to the traditional way of shopping, such as: First of all, the internet offers different kind of convenience to consumers, Obviously, consumers do not need go out looking for product information as the internet can help them to search from online sites, and it also helps evaluate between each sites to get the cheapest price for purchase. Secondly, the internet can enhance consumer use product more efficiently and effectively than other channels to satisfy their needs. Moreover, through the different search engines, consumers save time to access to the consumption related information, and which information with mixture of images, sound, and very detailed text description to help consumer learning and choosing the most suitable product. Besides this, the ability to view and purchase products and services at any time, visualize their needs with products and discuss products with other consumers. Oppenheim and Ward (2006) explain that the current primary reason people shop over the internet is the convenience.

However, internet shopping has potential risks for the consumers, such as payment safety, and after sales service. Due to the internet technology developed, internet payment recently becomes prevalent way for purchasing goods from the internet. Internet payment increase Consumptive efficiency, at the same time, as its virtual property reduced internet security. After service is another way to stop customer shopping online. It is not like traditional retail, customer has risk that some after service should face to face serve, and especially in some Complicated goods..

So which seems better to you? Do you prefer the offline or the online way for shopping various goods and services? It is a personal preference when it comes down to it. Really, all you need to do is shop the way you feel comfortable, but know that you are going to find some great deals online that you may not be able to get in offline shopping.

## **WHAT IS OFFLINE SHOPPING?**

In common parlance, offline shopping is the process of buying, selling or exchanging products; services or information is physical probably with the existence of a physical store. In other words, traditional shopping or outline shopping means you can simply go to the store, shop or mall and buy what you need.

## **WHO ARE OFFLINE SHOPPERS?**

Offline shoppers comprised of the continuously diminishing group of individuals, who do not use the resources of the internet either for information gathering or for shopping purposes.

## **ADVANTAGES OF OFFLINE SHOPPING:**

- **Touch and feel**
- **Able to do a physical bargaining**
- **Able to take merchandise home right away**

- **Better quality product**

**Touch and Feel:** The first and foremost advantage of offline shopping is that you can touch the products or commodities in physical form and you can feel also by using them. That gives a real hand experience to the consumers.

**Able to do a physical bargaining:** In offline shopping consumers can do bargaining with the shopkeeper and purchase a product or services in somewhat reasonable price.

**Able to take merchandise home right away:** Another benefit of offline shopping is that once you have taken the decision to purchase the product and made a payment, you can straight away take product or commodity with you.

**Better quality product:** As in offline shopping you can see and use the product before purchase, you can check and be sure of quality of the product. This helps the consumers to purchase better quality goods and services.

#### **DISADVANTAGES OF OFFLINE SHOPPING:**

- **Time consuming**
- **Sometime merchandise is out of stock**
- **Limited variety of option**

**Time Consuming:** Offline shopping requires lot of time to travel, find a parking space, go to the shop or mall, select the product etc. So offline shopping is very time consuming in nature.

**Sometime merchandise is out of stock:** Many a time it happens that the goods or commodities are out of stock, and then in such situations consumers have to wait for a long period to get their product.

**Limited variety of option:** Compare to online shopping in traditional shopping consumers will have limited options for selection. Except in malls or big showrooms limited variety of options are available to the consumers for shopping.

#### **WHAT IS ONLINE SHOPPING?**

In common parlance, we can define online shopping as the act of purchasing products or services over the Internet. In other words, online shopping can be defined as a form electronic commerce whereby consumers directly buy goods or services from a seller over the Internet without an intermediary service.

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and mortar retailer or shopping center, the process is called business-to-consumer online shopping. In the case where a business buys from another business, the process is called business-to business online shopping. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

### **SPECIFIC FEATURES OF ONLINE SHOPPING:**

- 1.It is based on the concept of flexi time.
- 2.It can be accessed from anywhere.
- 3.One can evaluate many online shopping stores at a time.
- 4.Comparison can be made in real time.
- 5.There is provision of replacement of product if it is not as
- 6.Per the aspiration of the customer.
- 7.Casual shopping.

### **WHO ARE ONLINE SHOPPERS?**

In simple words online shoppers, are those consumers who purchase various goods and services regularly online. In other words online shoppers are those consumers who use internet facility to shop various goods and services to satisfy their requirements.

### **HISTORY OF ONLINE SHOPPING:**

English entrepreneur Michael Aldrich invented online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. He believed that videotext, the modified domestic IV technology with a simple menu-driven human-computer interface, was a 'new, universally applicable, participative communication medium the first since the invention of the telephone.' This enabled 'closed corporate information systems to be opened to 'outside' correspondents not just for transaction processing but also for e-messaging and information retrieval and dissemination, later known as e-business. His definition of the new mass communications medium as participative' was fundamentally different from the traditional definitions of mass communication and mass media and a precursor to the social networking on the Internet 25years later.

In March 1980 he went on to launch Redifon's Office Revolution, which allowed consumers, consumers, agents, distributors, suppliers and service companies to be connected on-line to the corporate systems and allow business transactions to be completed electronically in real-time.

During the 1980s he designed, manufactured, sold, installed, maintained and supported many online shopping systems, using videotext technology. These systems which also provided voice response and handprint processing pre-date the Internet and the World Wide Web, the IBM PC, and Microsoft MS-DOS, and were installed mainly in the UK by large corporations.

The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Inter shop's first online shopping system. The first secure transaction over the Web was either by Net Market or Internet Shopping Network in 1994. Immediately after. Amazon.com launched its online shopping site in 1995. and eBay was also introduced in 1995.

#### **PAYMENT MECHANISM IN ONLINE SHOPPING:**

Online shoppers commonly use a credit card or a PayPal account in order to make payments.

However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery
- Cheque
- Debit card
- Direct debit
- Electronic money of various types
- Gift cards.
- Postal money order
- Wire transfer/delivery on payment
- Invoice, especially popular in some markets/countries, such as Switzerland.

Some online shops will not accept international credit cards. Some require both the purchaser's billing and shipping address to be in the same country as the online shop's base of operation. Other online shops allow consumers from any country to send gifts anywhere.

The financial part of a transaction may be processed in real time or may be done later as part of the fulfillment process. .

## DESIGN OF ONLINE SHOPPING:

Consumers are attracted to online shopping not only because of high levels of convenience. but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost compared to offline shopping or conventional shopping, but also because it offers access to a worldwide market, increases customer value, and builds sustainable capabilities. The following points are of utmost important while designing online shopping website or portal:

- **Information load**
- **Consumer needs and expectations**
- **User interface**

**Information load:** Designers of online shops are concerned with the effects of information load. Compared with conventional or offline shopping, the information environment of online shopping is enhanced by providing additional product information such comparative products and services, as well as various alternatives and attributes of each alternative, etc.

**Consumer needs and expectations:** A successful web store is not just a good looking website with dynamic technical features, listed in many search engines. In addition to disseminating information, it is also about building a relationship with consumers and making money. It is important that the website communicates how much the company values its consumers. Customer needs and expectations are not the same for all consumers. So at the time of designing the webs portal or web site all such needs and expectations of the consumers should be considered.

**User interface:** The most important factors determining whether consumers return to a website are ease of use and the presence of user-friendly features. Thus this is also one of the factors which should be considered while preparing online web store or portal.

## ADVANTAGES OF ONLINE SHOPPING:

- **Convenience**
- **Variety**
- **Pricing**
- **Discreet shopping**
- **Offers**
- **Time saving**
- **Information and review**

**Convenience:** Online shopping is much more convenient than offline shopping. Instead of taking out your car and visiting shop to shop you can just sit in the comfort of your home, office or any other place of your convenience and shop. Once you have decided on what you want to buy the payment process is seamless and the orders are delivered right at your doorstep.

**Variety:** The kind of variety that a customer gets online is hard to match in traditional or offline shopping. The online retailer's stock products from all the major brands and a customer can find any product in their listing no matter how hard to find it is in the offline stores. With no constraints regarding physical space or display online retailers features as many products as they can eater.

**Pricing:** Online retailers get an inherent advantage in pricing as they don't have to bear expenses like paying rent of a store, bills etc. they can pass these price savings directly to consumers and generally offer products at a lower price than the offline retailers. Even when shipping costs are included the prices are generally better than offline stores if one includes the additional transportation and other cost involved in going to a store.

**Discreet shopping:** While buying some products like lingerie consumers don't feel comfortable at an offline store, shopping online is discreet and some online portals also provide discreet shipping.

**Offers:** Apart from offering products at lower prices most of the online websites also regularly come up with discount offers in association with banks, brands etc. which entails consumers to get additional savings while buying products online.

**Time saving:** in today's fast moving world everyone is running short of time. Online shopping helps to solve this problem by saving the time of consumers as the consumers are not suppose to go to the shop, store or super market, no need to face road traffic, do not have to find a parking space, etc. Form your convenient place only shopping can be done.

**Information and reviews:** Online stores describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection. Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations. manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy.

#### **DISADVANTAGES OF ONLINE SHOPPING:**

- **Instant gratification**
- **Absence of touch and feel experience**
- **Return or exchange constraints**
- **Fraud and security concern**
- **Lack of full cost disclosure**
- **Privacy**

**Instant Gratification:** Consumers buying offline get their products as soon as they pay for it but those who buy online have to wait for their products to get delivered. Under normal circumstances waiting a day or two doesn't

matter much but when a customer wants instant gratification or in emergency situations buying through an offline mode or traditional store becomes necessary.

**Absence of touch and feel experience:** In offline shopping a customer gets to see, touch and in some cases also try the product before buying which helps the customer in making an informed decision as to whether the product will suit their need or not. But in online shopping this experience is not available. Just by seeing the images or videos of the product buyers are supposed to take purchase decision.

**Return or exchange constraints:** Due to non availability of touch and feel experience chances of return and exchange will also increase. While buying a product online many a times it happens that a customer doesn't get the product they expected due to which they are supposed to either return the product or exchange the product and the process of return and exchanges can be quite time consuming and frustrating.

**Fraud and security concerns:** Given the lack of ability to inspect merchandise before purchase in online shopping, consumers are at higher risk of fraud than face-to-face transactions. Merchants also risk fraudulent purchases using stolen credit cards or fraudulent repudiation of the online purchase.

**Lack of full cost disclosure:** The lack of full cost disclosure may also be problematic while shopping online. While it may be easy to compare the base price of an item online, it may not be easy to see the total cost up front. Additional fees such as shipping are often not visible until the final step in the checkout process.

**Privacy:** Privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant..

## **PRODUCT SUITABILITY IN ONLINE SHOPPING:**

Many successful online companies or online stores deal with digital products such as music, movies, office supplies, education, communication, software, photography, and financial transactions. Some non-digital products have been more successful than others for online stores. Profitable items often have a high value-to-weight ratio in online shopping. Items which can fit in for online shopping includes music CDs, DVDs and books are particularly suitable for a virtual marketer.

Products such as spare parts, both for consumer items like washing machines and for industrial equipment like centrifugal pumps, also seem good candidates for selling online. Retailers often need to order spare parts specially, since they typically do not stock them at consumer outlets in such cases, e-commerce solutions in spares do not compete with retail stores, only with other ordering systems. A factor for success in this niche can consist of providing consumers with exact, reliable information about which part number their particular version of a product needs, for example by providing parts lists keyed by serial number. Products less suitable for online shopping or e-

commerce include products that have a low value-to-weight ratio, products that have a smell, taste, or touch component, products that need tall fittings most notably clothing and products where color integrity appears important. Nonetheless, some web sites have had success delivering groceries and clothing sold through the internet is big business in the U.S.

## **WHO IS A CONSUMER?**

Any individual who purchases goods and services from the market for his/her end-use is called a consumer. In simpler words a consumer is one who consumes goods and services. available in the market.

## **WHAT IS CONSUMER BUYING BEHAVIOUR?**

Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, sports, reference groups, and society in general.

Consumer Behaviour study is based on consumer buying Behaviour, with the customer playing the three distinct roles of user, payer and buyer. Research has shown that consumer Behavioural dishful to predict, even for experts in the held. Relationship marketing is an influential assertor customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management. Personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

## **NATURE OF CONSUMER BEHAVIOUR:**

- **Influenced by various factors :**
  1. **Marketing factors**
  2. **Personal factors**
  3. **Psychological factors**
  4. **Situational factors**
  5. **Social factors**
  6. **Cultural factors**

- **Undergoes a constant change**
- **Varies from consumer to consumer**
- **Varies from region to region and country to county**
- **Information on consumer behaviour is important to the marketers**
- **Leads to purchase decision**
- **Varies from product to product**
- **Improves standard of living**
- **Reflects status**

**Influenced by various factors:** The various factors that influence the consumer.

behavior are as follows:

- **Marketing factors** such as product design, price, promotion, packaging, positioning and distribution.
- **Personal factors** such as age, gender, education and income level.
- **Psychological factors** such as buying motives, perception of the products and attitudes towards the product.
- **Situational factors** such as physical surroundings at the time of purchase, social surroundings and time factor.
- **Social factors** such as social status, reference groups and family.
- **Cultural factors**, such as religion, social class-caste and sub-castes.

**2. Undergoes a constant change:** Consumer behaviour is not static. It undergoes a changeover a period of time depending on the nature of products. For example, kids prefer colorful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear. The change in buying behaviour may take place due to several other tractors such as increase in income level, education level and marketing factors.

**3. Varies from consumer to consumer:** All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behavior are due to individual factors such as the nature of the consumers, lifestyle and culture.

**4. Varies from region to region and country to county:** The consumer behaviour varies across states, regions and countries. For example, the behavior of the urban consumers is different from that of the rural consumers. A good number of rural consumers are conservative in their buying behaviours.

**5. Information on consumer behaviour is important to the marketers:** Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target consumers. The knowledge of consumer behaviour enables them to take appropriate marketing decisions in respect of the factors such as Product design/model. Pricing of the product, Promotion of the product, Packaging. Positioning. Place of distribution etc.

**6. Leads to purchase decision:** A positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases.

**7. Varies from product to product:** Consumer behaviour is different for different products. There are some consumers who may buy more quantity of cream items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones, but may not spend on general and academic reading. A middle aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on.

**8. Improves standard of living:** The buying behaviour of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprives themselves of higher standard of living.

**9. Reflects status:** The consumer behaviour is not only influenced by the status of a consumer, but it also reflects it. The consumers who own luxury cars, watches and other items are considered belonging to a higher status. The luxury items also give a sense of pride to the owners.

## NEED TO UNDERSTAND CONSUMER BUYING BEHAVIOUR:

Consumer Buying Behaviour raters to the buying Behaviour of the ultimate consumer. A term or marketer needs to analyze buying Behaviour for the following purposes:

- i. Why consumers make the purchases that they make?
- ii. What factors influence consumer purchases?
- iii. The changing factors or trends in society.
- iv. Buyer's reactions to a hrms marketing strategy.
- v. The marketing concept stresses that a firm should create a Marketing Mix that satisfies consumers, therefore need to analyze the what, where, when and how consumers buy.
- vi. Marketers can better predict how consumers will respond to marketing strategies.

## STAGES OF THE CONSUMER BUYING PROCESS:

There are five Stages to the Consumer Buying Decision Process. Before making final purchase consumer passes through different stages they are as follows:

1. **Need recognition / Problem recognition**
2. **Information search**
3. **Alternative evaluation**
4. **Purchase decision**
5. **Post-purchase Behaviour**

**1. Need recognition / Problem recognition:** The need recognition is the first and most important step in the buying process. If there is no need, there is no purchase. This recognition happens when there is a lag between the consumer's actual situation and the ideal and desired one. However, not all the needs end up as a buying Behaviour. It requires that the lag between the two situations is quite important. The Maslow's hierarchy of needs: Developed by the eponymous psychologist, this is one the best known and widely used classifications and representations for hierarchy of needs. It specifies that an individual is "guided" by certain needs that he wants to achieve before seeking to focus on the following ones:

- A. Physiological need
- B. Safety needs
- C. Need of love and belonging
- D. Need of esteem (for oneself and from the others)
- E. Need of self-actualization

**2. Information search:** Once the need is identified, it's time for the consumer to sack information about possible solutions to the problem. He will search more or less information depending on the complexity of the choices to be made but also his level of involvement. Then the consumer will seek to make his opinion to guide his choice and his decision-making process with: Internal information: this information is already present in the consumer's memory. It comes from previous experiences he had with a product or brand and the opinion he may have of the brand. Internal information is sufficient for the purchasing of everyday products that the consumer knows including Fast-Moving Consumer Goods. But when it comes to a major purchase with a level of uncertainty or stronger involvement and the consumer does not have enough information, he must turns to another source i.e. External information: This is information on a product or brand received from and obtained by friends or family, by reviews from other consumers or from the press. Not to mention, of course, official Business sources such as an advertising or a seller's speech.

**3. Alternative evaluation:** Once the information collected, the consumer will be able to evaluate the different alternatives that offer to him, evaluate the most suitable to his needs. and choose the one he think it's best for him. In order to do so, he will evaluate their attributes on two aspects. The objective characteristics (such as the features and functionality of the product) and subjective (perception and perceived value of the brand by the consumer or its reputation).

**4. Purchase decision:** Now that the consumer has evaluated the different solutions and products available for respond to his need, he will be able to choose the product or brand that seems most appropriate to his needs. Then proceed to the actual purchase itself. His decision will depend on the information and the selection made in the previous step based on the perceived value, product's features and capabilities that are important to him.

**5. Post-purchase Behaviour:** Once the product is purchased and used, the consumer will evaluate the adequacy with his original needs in terms of whether he has made the right choice in buying this product or not. He will feel either a sense of satisfaction for the product or, on the contrary, a disappointment if the product has fallen far short of expectations. If the product has brought satisfaction to the consumer, he will then minimize stages of information search and alternative evaluation for his next purchases in order to buy the same brand, which will produce customer loyalty. On the other hand, if the experience with the product was average or disappointing, the consumer is going to repeat the 5 stages of the Consumer Buying Decision Process during his next purchase but by excluding the brand from his "evoked set".

## CHAPTER 2

### LITERATURE REVIEW

For the survey of existing literature, the research papers and articles published in Journals, Reference books, Magazine, government report, websites, newspapers and library resources were referred, as the basis for understanding as well as for exploring possible research gaps as the starting point. The observation and findings presented in this section are based on this literature review.

#### RESEARCH PAPERS REVIEWED:-

1. Alok Gupta, Bo-chuanSu and Zhiping Walter (2004): In the research paper titled: "An Empirical Study of Consumer Switching from Traditional to Electronic Channel: A Purchase Decision Process Perspective" researchers have tried to examine the connections between the characteristics of the consumer buying Behaviour and the selection of offline or online channel intentions of consumers. A theoretical model was constructed and tested based on a sample of 337 consumers. The analysis indicates that the overall channel-switching tendency from offline to online is approximately 52% across four product categories, including books, flight tickets, wine, and stereo systems and is consistent with their search and experience attributes. Although consumers attracted to offline channels also perceive lower search cost and higher price search intentions online than offline, their perceived online search effort and price search intentions are significantly lower than those attracted to online channels.

2. Anker Kumar Rastogi (2010): In the research paper titled: "A study of Indian online consumers & their buying Behaviour", researchers have undertaken the study to determine features related to the buying Behaviour of online shoppers. In his study he used different socio-economic variables to determine Consumer buying Behaviour in respect of online shopping. In his research he has also come up with drivers of consumers 'attitude and goal while online shopping, and consumers' perceptions regarding ease of use and usefulness.

Findings and conclusions derived from the study can be used as platform for market orientation. The results of the study advocate that considering consumer buying Behaviour can contribute to a better understanding of consumer buying Behaviour in respect of online shopping.

3. Sarbapriya Ray (2011): In the research paper titled: "Emerging Trend of E-Commerce in India: Some Crucial Issues, Prospects and Challenges", researchers have focused on emerging trends of E-commerce in Indian economy. Economic reforms took place in India with a view to integrate Indian economy with the global economy, the need to facilitate international trade both through policy and procedure reforms has become the foundation stone of India's trade and fiscal policies. With advancements in technology, there have been changes in methods of business transactions. E-commerce as part of the information technology revolution became widely used in the world trade and Indian economy was not an exception. This research paper throws light on the progress

and advancement of ecommerce business in India, advantages obtained by using e-commerce, critical evaluation of barriers and constraints involved in application of e-commerce businesses in India and finally to develop a effective framework for implementation of e-commerce in India.

4. Ankur Kumar Rastogi (2011): In the research paper titled: "Online shopping: a modern approach of buying", researchers have tried to analyze online shopping as a new tool for purchasing various products and services. In this research paper author has first highlighted the concept of online shopping with the methodology most of the online shopping website uses. Then the discussion moves on various reasons or necessities to buy various products and services online. Then the Indian scenario towards online shopping is discussed in detail. Online shopping has become a significant part of our life as a result of the growing internet and our busy schedule. Online degrees will become more common. Cheap. This automated internet socializing saves time and money. Study reveals that in online shopping products like Art, Books, Clothes and Apparel, Dolls & Bears, Jewelry, Motorcycles, Musical Instruments, DVDs and Videos, Sports items, Tickets, Toys, Coins & Currency, Cosmetics and Health Products, Video Games, Flowers and other gift items. Computer related items, Domestic and small electronic appliances, Real Estate etc. are the mostly traded.

5. Dahiya Richa (2012): In the research paper titled: "Impact of demographic factors of consumers on online shopping Behaviour: a study of consumers in India", researchers have highlighted various demographic factors having influence on consumers buying Behaviour while shopping online. In Indian Market which is a large and strategic consumer market growth of online shopping is still not in line with the global market. The budding growth of on-line shopping has triggered the idea of conducting a research study on online shopping in developing countries with special reference to India. The present research paper has used Qualitative and Quantitative research methods to study the impact of Demographic factors of consumers on on-line shopping Various factor like satisfaction. Future purchase intention, frequency of shopping, numbers of items purchased, and overall spend on online shopping were considered while undergoing the study. The data was collected through Questionnaires on a sample of 580 respondents from Delhi, Mumbai, Chennai, Hyderabad and Bangalore. The findings of study reveal that various demographic factors like gender, family size, income, status, age etc. plays vital role in consumer buying Behaviour while online shopping.

6. Rajesh Faldu (2013): Research paper, titled: "Study on Buying Behaviour of Internet Shoppers in Gujarat", researchers focused on buying Behaviour of consumers while shopping online with special reference to Gujarat. Due to revolution in the field of technology, access to online shopping has truly revolutionized and influenced our society. Due to use of technology numerous dimensions and opportunities have emerged and that enable for a more convenient lifestyle today. For the study, sample size of 300 respondents were selected from five major cities covering Central, South and Saurashtra region in the state of Gujarat. The study shows that electronic goods and Airline or Railway ticket reservation tend to be the most sought after products bought online. Study reveals that online shopping is an all together different experience. Study also reveals that most of the respondents were aware about internet shopping but not shopping online. This research study has helped in understanding how many people are buying products and services through online shopping and what is their buying Behaviour. Online shopping is a new phenomena but it is not a threat to traditional shopping because still today many consumers prefer going out for shopping. This may be due to lack of trust and perceived risk in online shopping.

7. La Guo (2011): Research paper titled: "A Research on Influencing Factors of Consumer Purchasing Behaviours in Cyberspace", researcher has highlighted the factors which influence the consumer's buying Behaviour. In this research author has used theoretical studies of domestic and foreign scholars on influencing factors of online consumer purchasing Behaviours. This paper focuses on various factors influencing consumers' online purchasing Behaviours. By using tools of questionnaire survey and AHP (Analytic Hierarchy Process), the author performs an analysis of the hierarchy model of influencing factors of online shopping tried to find the relative importance of these influencing factors. The findings are as follows: security of online shopping, prices, and commercial credits are prime factors influencing consumers' purchasing Behaviours. On the other side genders education levels of consumers, and designs of store are the secondary factors influencing consumer Behaviour. Lastly, the author has suggested numerous suggestions for online retailers to influence consumers buying Behaviour while online shopping.

8. George N. Lodorfos, Tom A. Trosterud, Chris Whitworth (2006): Research paper titled: "Econsumers' attitude and Behaviour in the online commodities market", is an attempt to find out the factors determining e-consumers purchasing Behaviour. This paper has covered venous products like CD, Books, music, magazines and DVDs. The study reveals that consumers attitude towards past e-purchases had significant impact on their intention to re-purchase and that the consumers' experience with a brand mainly affects their beliefs regarding the importance of trust, security and convenience in the online environment.

9. Dr. B.B Singla and Pawan Kumar (2011): Research paper titled: "E: shopping: a paradigm shift in buying Behaviour", emphasizes on changing scenario in shopping and in buying Behaviour. Due to development of technology, the scope of e-marketing has been widened. The development of the Internet has strongly impacted the marketing environment. Online shopping has been a growing phenomenon in all four corners of the world, in particular amongst countries possessing highly developed infrastructure available for marketing activities through the internet. Internet usage has grown rapidly over the past years and it has become a common means for information transfer, services and trade. Thus, due to modernization, came the constraints of time and dependence on online shopping. So the future scenario of online shopping is bright.

10. Constantin ides, (2004) Research paper titled: "Influencing the online consumer's Behaviour: the Web experience", the study is conducted with an objective to find out how the consumer buying Behaviour is influenced through web experience. In this research work the attempt is made to study factors affecting the online consumer behaviour identifying the Web experience components. Then it focuses on developing attractive online presence strategy to influence the consumer Behaviour while online shopping Study reveals that delivering superior Web experience influence customer's perceptions and attitudes, converting additional traffic to traditional sales outlets. Lastly, research highlights various factors influencing the online consumer's Behaviour and outlines some noticeable similarities and differences between the traditional i.c.offline and online shopping.

11. Wolfinbarger, Mary, and Mary Gilly (2000): Research paper titled: "Consumer Motivations for Online Shopping", is a study undertaken to determine the motivational factors which influences consumer's for online

shopping. This research study shows that there are basically three different reasons are there for consumers to shop online they are goal oriented, instrumental reasons, and for experiential reasons. Out of three reasons goal oriented motives is more common among consumers going for online shopping. Based on exploratory research of online shopping using 5 offline and 4 online focus groups conducted researchers determine and discuss attributes that facilitate goal-oriented online shopping, including accessibility, selection, information availability etc. lastly, researcher have offered managerial implications for developing goal-oriented and experiential online buyers Behaviour.

12. Velayutham, C. Muthu. (2011): Research paper titled: "Consumer Buying Behaviour -A Literature Review", researcher highlights the importance of consumer Behaviourintoday's highly competitive era. In Present global and cut thought competitive scenario; the Study of Consumer Behaviour has become very vital. Consumers are like life blood of any business organization. Each and every business operations are revolving around consumers and their satisfaction. Generally any consumer is playing the three different roles of user, payer and buyer. For cultivating structure for the study of consumer Behaviour it is necessary to consider the development of the field of consumer research. In this study researchers have developed a set of dimensions which can be used to distinguish the diverse perceptions on consumer research. The field of consumer Behaviour is characterized by two broad categories, the positivist and the non-positivist. The positivist model, which is still the dominant one, focuses on the economic, Behavioural, cognitive, motivational and situational perspectives. On the other side non-positivist model, envelops the interpretive and postmodern perspectives, which have emerged more recently. In short this research paper intends to recognize diverse category of thought that could guide future consumer research.

13. Vipul Patel and Mahendra Sharma (2009): In the research paper titled: "Consumers' Motivations to shop in Shopping Malls: A Study of Indian Shoppers", is research work with an objective to investigate the shopping motivators of Indian shoppers for offline shopping or shopping in Mall. Sample of 162 offline consumers were taken by there searchers to study the motivational factors for offline shopping of shopping in mall. Researchers find nine motivational factors which really induces consumers to shop offline or in shopping mall. They are convenient shopping, economic shopping. achievement shopping, shopping enjoyment, satisfaction, idea shopping, shopping for artistic environment, roll shopping, and social shopping. This study will help the managers of shopping malls to understand the motivational factors which motives consumers for offline shopping or shopping in mall and help them to formulate their marketing strategies.

14. Lakshmi Narayana K. AjataShathruSamal and P Nagaraja Rao (2009): In the research paper titled: "A study on Consumer Buying Behaviour towards Organized and Unorganized Retail Stores in Bangalore city", has been a key contributor in determining consumer buying Behaviour towards online and offline shopping with special reference to Bangalore city. The main objectives of this study is to understand consumer Behaviour towards organized and unorganized retail stores and to find out the consumers satisfaction level from organized retail stores as well as unorganized retail stores. Researchers have used primary data collected method to collect data including the sample size of 200 respondents to represent organized and unorganized retails sectors respectively in Bangalore city. Findings and conclusions reveals that in India organized and unorganized retail sectors can co-exist and grow simultaneously. The growth in the Indian organized retail market is mainly due to the change in the consumer's Behaviour. Researcher came with a conclusion that change has come in the consumer buying Behaviour mainly

due to increased income, changing, lifestyles, and patterns of demography which are favorable with specific reference to Bangalore city.

15. Shivakumar R. Sharma (2012): In the research paper titled: "Customer Attitude Towards Shopping Malls in Mumbai", is a research carried out with an intention to determine consumer buying Behaviour or attitude towards offline shopping i.e. shopping malls with special reference to Mumbai city. The basic objective of this research study includes assessing the overall customer satisfaction, response of consumers with regard to the availability and quality of products and services offered at shopping malls and the comfort level of the respondents towards shopping in the shopping malls with special reference to Mumbai city. For this study researchers have covered 5 different shopping malls of Mumbai. Study reveals that factors like socio-economic profiles, income, frequency of visit, and period of relationship between the respondents and shopping malls, purpose of visit, occasion to visit shopping malls are influencing the customer to shop in the shopping mall so it is advisable to consider all such factors while selling products and services in offline scenario.

## CHAPTER-3

### RESEARCH METHODOLOGY

#### RATIONALE OF STUDY:

Now a day's shopping is becoming a buzz word due to changes taking place in the way consumers are purchasing various products and services. Up till now offline shopping was the only preferred and available medium to large number of consumers but with the advent and accessibility of Internet, a new generation of consumers is diverted to shop online. Just with a click of the button from your convenient place consumers are able to purchase any type of products or services. Online shopping is easiest and fastest way of shopping and due to these and many more benefits more and more numbers of consumers slowly and gradually are turning towards online shopping.

At any given time there are millions of people who want to purchase products and services offline and online and each of them is a potential customer for a company providing various goods and services. Due to the rapid development of the technologies surrounding the internet, a company which is interested in selling products from its web site will constantly have to search for an edge in the fierce competition. Since there are so many potential consumers, it is of the most importance to be able to understand what the consumer wants and needs.

The importance of analyzing and identifying factors that influences the consumer when he or she decides to purchase via offline or online is vital. Especially in case of India where most of the consumers are still dependent on offline shopping or traditional way of shopping and since the internet is a new and developing medium for there have been new demands set by the consumer. That is why it is crucial for the manufacturers to know what influences the buying Behaviour of Indian customer while offline and online shopping. These factors need to be identified and taken into account by marketers in order to satisfy consumer demands and compete in the both the type of market online and offline (traditional way of shopping).

## STATEMENT OF THE PROBLEM:

The literature review has revealed that very limited amount of researches are undertaken in this field. There have been hardly any studies which talks about comparative analysis on consumer buying Behaviour while shopping in both the context i.e. offline shopping and online shopping with special reference to Mangalore region. Moreover, Prior researches have been done either in foreign context or at very miniature level. The researchers have not found any substantial literature available in the Indian context regarding consumer buying behaviour towards offline shopping and online shopping.

The survey of literature also reveals that most of the studies in this area are related to NonIndian context and hence there is an urgent need to analyze changing habits, Behaviour and patterns of consumers in offline and online shopping. The present study is aimed to fulfill this requirement. This study helps to understand the changing Behaviour of consumers while shopping whether it is offline shopping or online shopping. Therefore statement of the problem under the study has been selected as: "A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS OFFLINE SHOPPING AND ONLINE SHOPPING".

## OBJECTIVES OF THE STUDY:

Following are the major objectives of the study:

- To analyze consumer Behaviour towards offline shopping.
- To analyze consumer Behaviour towards online shopping.
- To know the recent status related to offline shopping and online shopping.
- To know consumer motivation to engage in online shopping and offline shopping.

## SCOPE OF STUDY:

The study would be conducted in Mangalore city.

## Post-purchase Behaviour

A research design is a framework or blue print for conducting the research project. It details the procedure necessary for obtaining the information needed to structure and/or solve research problem. A research design lays the foundation for conducting the project. To identify the problem, to develop and approach to the problem & to formulate an appropriate research design, primary & secondary data has been used for this study. To collect information for the study from consumers, primary research i.e. questionnaire is used.

## RESEARCH METHODOLOGY

- **Sampling Element**
- **Sampling Technique**
- **Sample Size**
- **Sampling Unit**
- **Data Source**
- **Data Preparation**
- **Analysis and Interpretation of Data**

### 1. Sampling Element:

The study would be conducted in Mangalore city.

### 2. Sampling Technique:

The researcher has applied multistage sampling and convenient sampling technique which is carried out in various stages. Here Non-Probability convenient Random sampling technique based on judgment of surveyor has been used for the purpose of data collection. The populations elements have been selected on the basis of researcher own judgment.

### 3. Sample Size:

The sample size of 100 respondents was selected from special reference to Mangalore region.

### 4. Sampling Unit:

Qualified Respondents include, students, workers, women, middle age and adult people, who are undergoing the process of shopping through online mode. Data will be collected through structured questionnaire.

### 5. Data Source:

Structured questionnaire was used as instrument for collecting the primary data looking into the nature of study the questionnaire mainly contented questions which were closed ended. The responses were recorded and measured various methods. To collect qualitative information certain observation were made and data collected were noted. The data collected thus was both qualitative and quantitative in nature. The questionnaire was pretested before final use. Secondary data has been collected from different websites, magazines, journals and several other sources like Library of Mangalore University, Internet etc.

## 6. Data Preparation:

Data preparation begins with preliminary check of the entire questionnaire for its completeness. The collected data was edited, coded, tabulated, grouped and organized according to the requirement of the study.

## 7. Analysis and Interpretation of Data:

The entire set of data & information proposed to be collected from primary & secondary sources shall be analyzed using appropriate statistical tool. Besides, computer aided programmers will also be used for analyzing and interpreting the data wherever it is applicable.

### Limitation of the study:

All efforts have been made to ensure that the research is design and conducted to optimize the ability to achieve the research objective. However there are some limitations or constrains that do not validate the research but made to be acknowledge. The following are constrains of this research study:

1. This study is restricted to the Mangalore region only.
2. This evaluation is based on primary data generated through questionnaire and collected from the respondents undergoing shopping through offline or online mode so the findings depend on accuracy of data provided by the respondents.
3. The sample consists of only 100 consumers from with special reference to Mangalore region. So this study can't be generalized to whole Dakshina Kannada district.
4. As the primary data and observational method of research have its own limitations so that also applies over here in this research study.
5. The study is based on the response of the customer who is highly subjective in nature and hence generalization made may not be totally true.
6. Certain issues in the study concentrate on both perceptions and attitude of respondents.

## CHAPTER -4

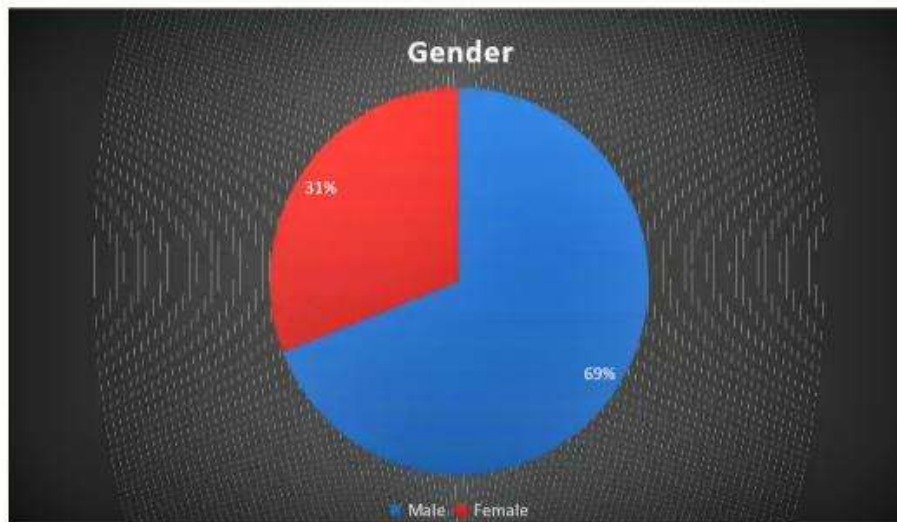
### DATA ANALYSIS & INTERPRETATION

#### 1. Gender

**Table no.4.1: Gender wise distribution of samples**

Particular	Number of Respondents	Percentage (%)
Male	69	69%
Female	31	31%
Total	100	100%

**Chart no.4.1 : Gender wise distribution of samples**



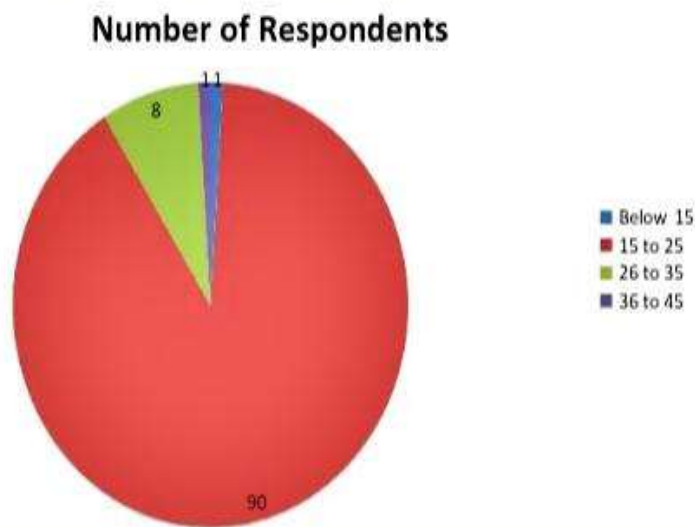
The analysis of data indicates that 69% of the total respondents are male and 31% of the total respondents are female.

## 2. Age

**Table no.4.2: Age wise distribution of samples**

Particular	Number of Respondents	Percentage (%)
Below 15	1	1%
15 to 25	90	90%
26 to 35	8	8%
36 to 45	1	1%

**Chart no.4.2: Age wise distribution of samples**



The analysis of data indicates out of the total respondents are 1% from age group below 15 and 90% of respondents are from the age group of 15 to 25 and 8% from 26 to 35. 1% respondent from 36 to 45.

### 3. Qualification

**Table no.4.3: Qualification wise distribution of samples**

Particular	Number of Respondents	Percentage (%)
Below Graduation	5	5%
Graduation	27	27%
Post Graduation	61	61%
Others	7	7%
Total	100	100%

**Chart no.4.3: Qualification wise distribution of samples**



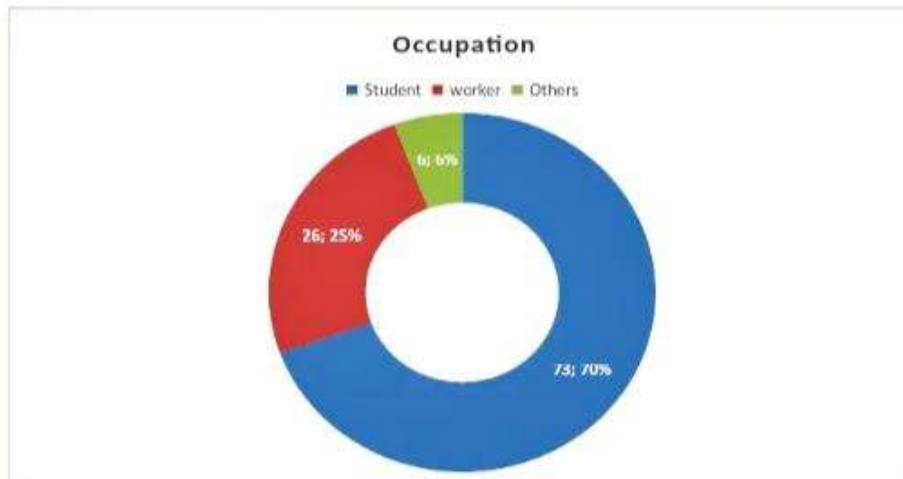
The analysis of data indicates that out of the total respondents 61% and 27% of the respondents are having qualification of post graduation and graduation respectively while 5% of the respondents are having below graduation qualification. 7% of the respondents falls under the category of others.

#### 4. Occupation.

**Table no.4.4: Occupation wise distribution of samples**

Particular	Number of Respondents	Percentage (%)
Student	73	73%
Worker	21	21%
Others	6	6%
Total	100	100

**Chart no.4.4: Occupation wise distribution of samples**



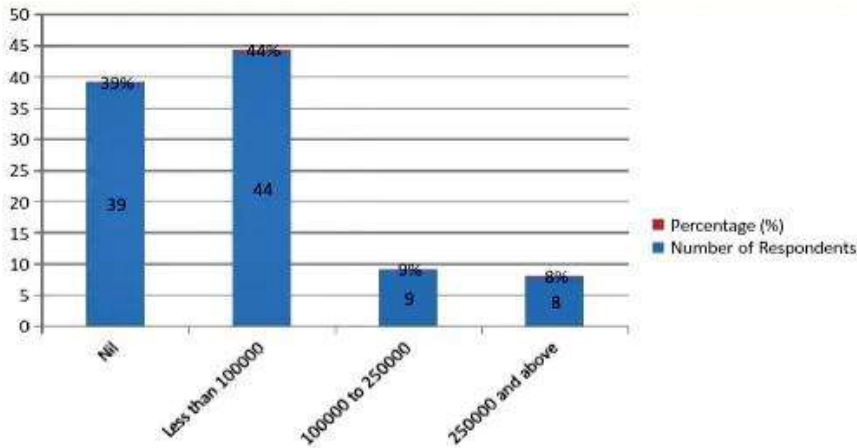
The analysis of data indicates that out of the total respondents 69% of the respondents are students. 25% of the total respondents are workers. Only 6% respondents are there in the category of others.

## 5. Annual Income

**Table no.4.5: Annual income wise distribution of samples**

Particular	Number of Respondents	Percentage (%)
Nil	39	39%
Less than 100000	44	44%
100000 to 250000	9	9%
250000 and above	8	8%
Total	100	100

**Chart no.4.5: Annual income wise distribution of samples**



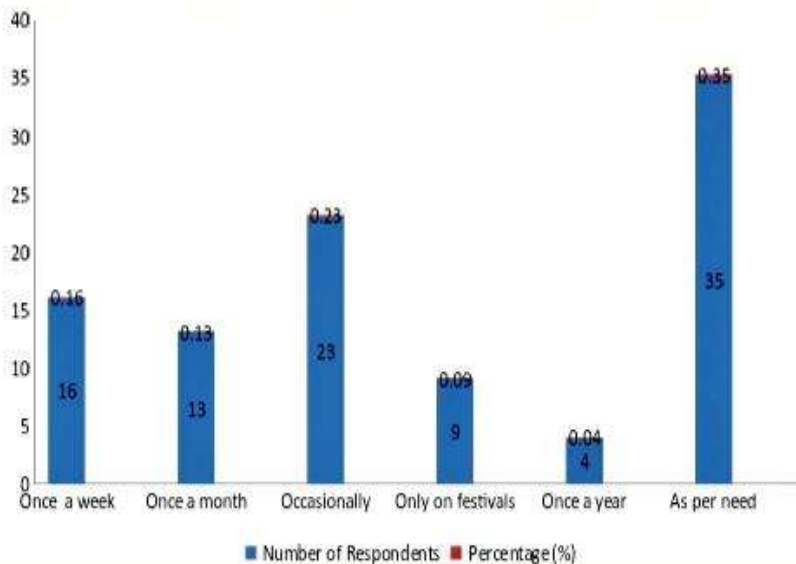
The analysis of data indicates that 39% of the respondents are having no source of income. 44% and 9% of the total respondents are having income of less than 1,00,000 and 1,00,001 to 2,50,000 rupees of income. Under the category of 2,50,001 and above is 8% of the total Respondents respectively are there.

## 6. Frequency of shopping:

**Table no.4.6: Frequency of shopping**

Particular	Number of Respondents	Percentage (%)
Once a week	16	16%
Once a month	13	13%
Occasionally	23	23%
Only on festivals	9	9%
Once a year	4	4%
As per need	35	35%
Total	100	100%

**Chart no.4.6: Frequency of shopping**



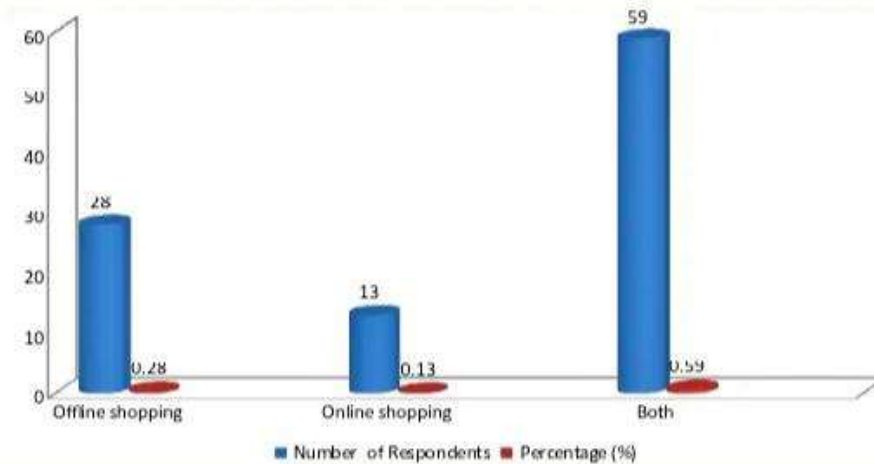
The analysis of data indicates that 35% of the total respondents go for shopping as per their needs while 13% of the respondents go for shopping once a month. 23% and 16% of the total respondents prefers shopping occasionally and once a week respectively, whereas only 9% and 4% of the total respondents go for shopping only on festivals and once a year respectively.

### 7.Method of shopping generally preferred by the respondents:

**Table no.4.7:Preferred shopping method**

Particular	Number of Respondents	Percentage (%)
Offline shopping	28	28%
Online shopping	13	13%
Both	59	59%
Total	100	100%

**Chart no.4.7:Preferred shopping method**



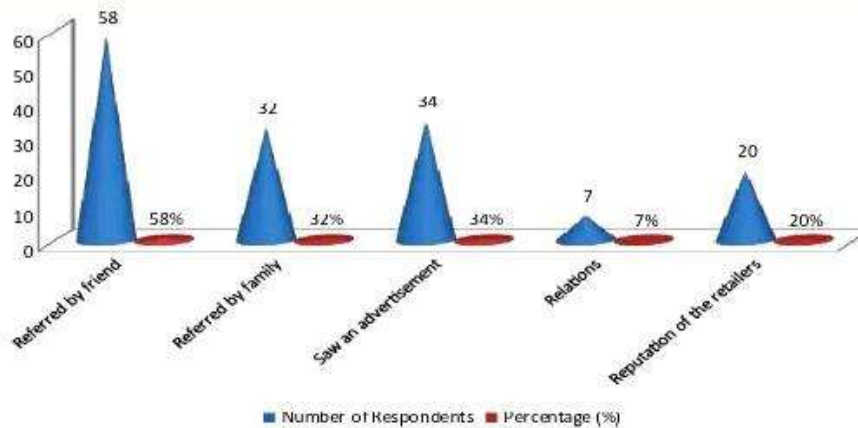
The analysis of data indicates that 28% of the total respondents generally prefer offline shopping methods while 13% of the respondents generally prefer online shopping method whereas 59% of the users prefer online and offline shopping depending on the product or services.

### 9. Preferred factors in select of the retailers or shopkeepers while making offline shopping:

**Table no.4.9: Preferred factors in selection of retailers or shopkeepers in offline shopping**

Particular	Number of Respondents	Percentage (%)
Referred by friend	58	58%
Referred by family	32	32%
Saw an advertisement	34	34%
Relations	7	7%
Reputation of the retailers	20	20%

**Chart no.4.9: Preferred factors in selection of retailers or shopkeepers in offline shopping**



The analysis of data indicates that 58% and 32% and 20% of the total respondents follows friend and family member's advice and reputation of the retailers respectively to go for offline shopping while 7% and 34% of the respondents depends on relations and advertisement respectively for offline shopping.

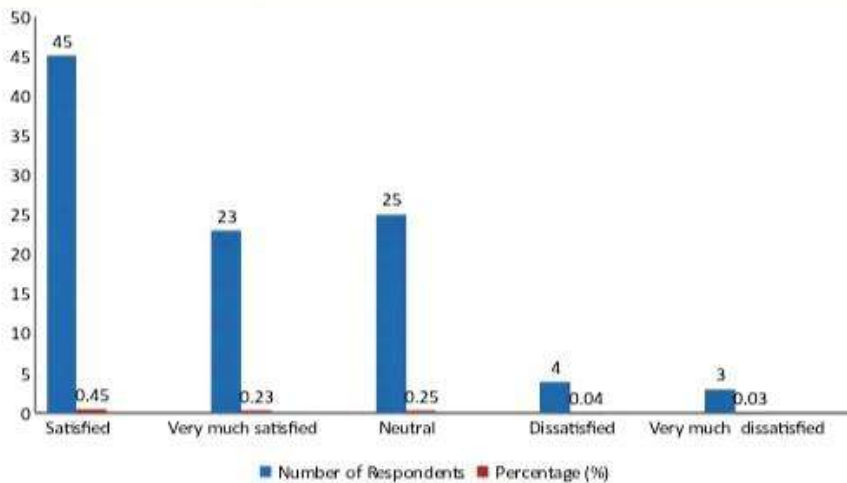
**10. Factors considered by respondents while shopping offline:**

**B. Tangibility:**

**Table no.4.10.2: Respondents' level of satisfaction towards tangibility in offline shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	45	45%
Very much satisfied	23	23%
Neutral	25	25%
Dissatisfied	4	4%
Very much dissatisfied	3	3%

**Chart no.4.10.2: Respondents' level of satisfaction towards tangibility in offline shopping**



The analysis of data indicates that 45% and 23% of the total respondents are satisfied and very much satisfied respectively with the tangibility factor in offline shopping while 3% and 4% of the respondents are very much dissatisfied and dissatisfied respectively with the factor of tangibility in offline shopping. 25% of the total respondents are neutral about the factor of tangibility in offline shopping.

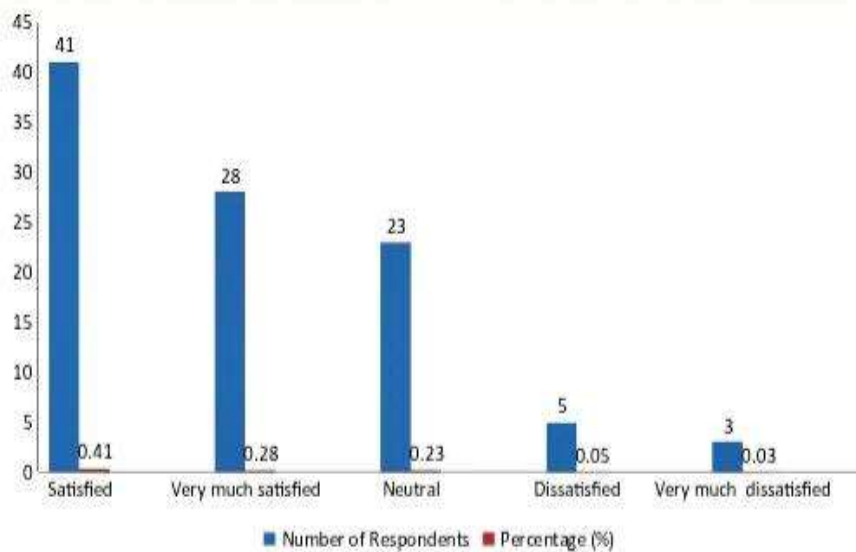
the personalize relation in offline shopping. 30% of the total respondents are neutral towards the personalize relation in offline shopping.

**10. Factors considered by respondents while shopping offline:  
 E. Real hand experience:**

**Table no.4.10.5: Respondents' level of satisfaction towards Real hand experience in offline shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	41	41%
Very much satisfied	28	28%
Neutral	23	23%
Dissatisfied	5	5%
Very much dissatisfied	3	3%

**Chart no.4.10.5: Respondents' level of satisfaction towards Real hand experience in offline shopping**



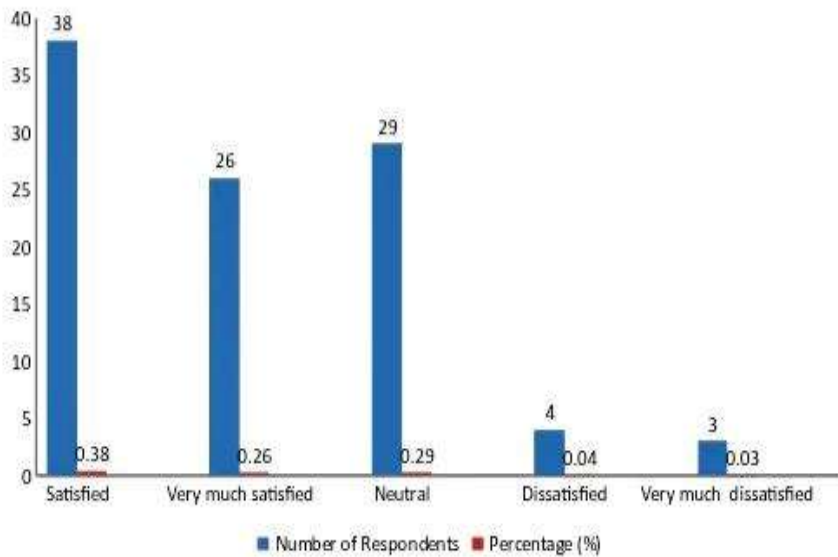
The analysis of data indicates that 41% and 28% of the total respondents are satisfied and very much satisfied respectively with real hand experience in offline shopping while 5% and 3% of the respondents are dissatisfied and very much dissatisfied respectively with real hand experience in offline shopping. 23% of the total respondents are neutral with real hand experience in offline shopping.

**10. Factors considered by respondents while shopping offline:  
 F. Large variety of options:**

**Table no.4.10.6: Respondents' level of satisfaction towards variety of options in offline shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	38	38%
Very much satisfied	26	26%
Neutral	29	29%
Dissatisfied	4	4%
Very much dissatisfied	3	3%

**Chart no.4.10.6: Respondents' level of satisfaction towards variety of options in offline shopping**



The analysis of data indicates that 38% and 26% of the total respondents are very much satisfied and very much satisfied respectively with variety of options available in offline shopping while 4% and 3% of the respondents are dissatisfied and very much dissatisfied respectively with variety of options available in offline shopping. 29% of the total respondents are neutral with variety of options available in offline shopping.

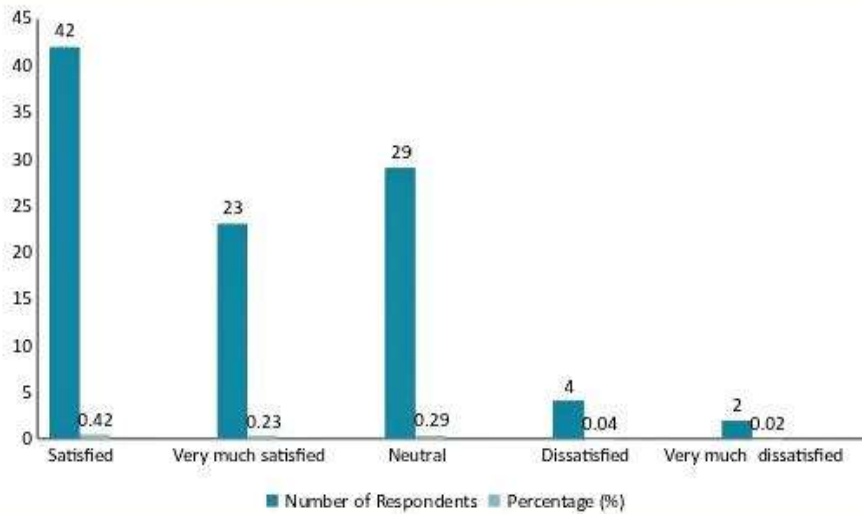
## 10. Factors considered by respondents while shopping offline:

### G. Trust:

**Table no.4.10.7: Respondents' level of satisfaction towards trust in offline shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	42	42%
Very much satisfied	23	23%
Neutral	29	29%
Dissatisfied	4	4%
Very much dissatisfied	2	2%

**Chart no.4.10.7: Respondents' level of satisfaction towards trust in offline shopping**



The analysis of data indicates that 42% and 23% of the total respondents are satisfied and very much satisfied respectively towards trust in offline shopping while 4% and 2% of the respondents are dissatisfied and very much dissatisfied respectively with trust in offline shopping. 29% of the total respondents are neutral with trust in offline shopping.

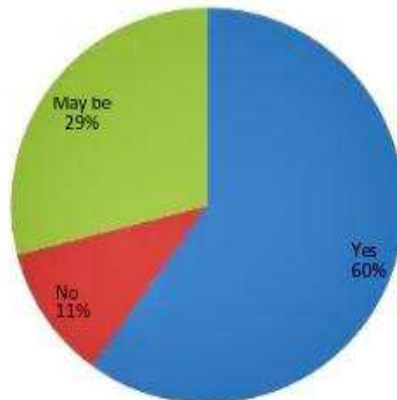
### 11. Respondents' preference towards comparing the price and other features offered by one dealer with the other while offline shopping:

**Table no 4.11: Respondents' preferences towards comparing a price and other features of product offered by one dealer with the other in offline shopping**

Particular	Number of Respondents	Percentage (%)
Yes	60	60%
No	11	11%
May be	29	29%
Total	100	100%

**Chart no. 4.11: Respondents' preferences towards comparing a price and other features of product offered by one dealer with the other in offline shopping**

#### Number of Respondents



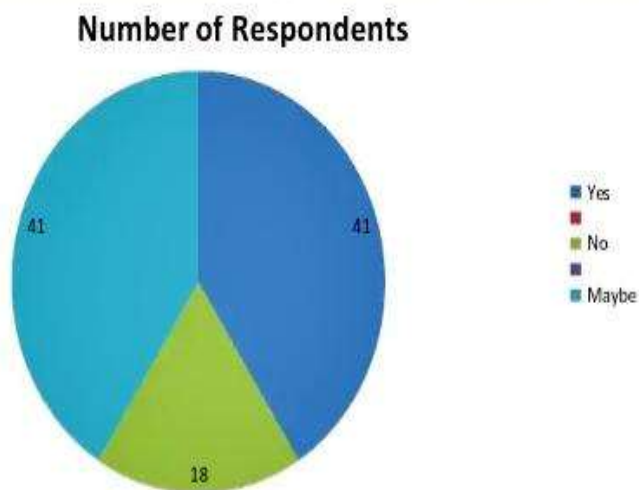
The analysis of data indicates that 60% of the total respondents prefer to compare the price and other features offered by other dealers in offline shopping while 11% of the respondents are not interested in comparing the price and other features offered by other dealers in offline shopping. 29% of the respondents are maybe interested in comparing the price and other features offered by other dealers in offline shopping.

### 13. Respondents' preference towards upgrade to online shopping for your day to day requirements:

**Table no. 4.13: Respondents' preferences' towards upgrading to online shopping**

Particular	Number of Respondents	Percentage (%)
Yes	41	41%
No	18	18%
Maybe	41	41%
Total	100	100%

**Chart no. 4.13: Respondents' preferences' towards upgrading to online shopping**



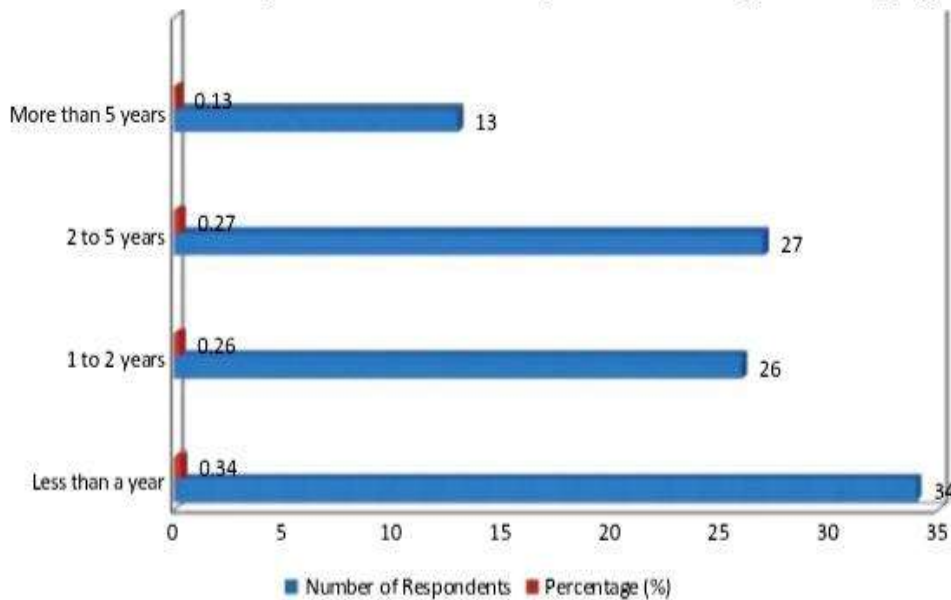
The analysis of data indicates that 41% of the total respondents want to upgrade to online shopping for its day to day requirements while 18% of the respondents are not interested to upgrade to online shopping for their day to day requirements.

**15. Number of years or months since respondents are doing online shopping:**

**Table no 4.15: No. of years or months since respondents are doing online shopping**

Particular	Number of Respondents	Percentage (%)
Less than a year	34	34%
1 to 2 years	26	26%
2 to 5 years	27	27%
More than 5 years	13	13%
Total	100	100%

**Chart no 4.15: No. of years or months since respondents are doing online shopping**



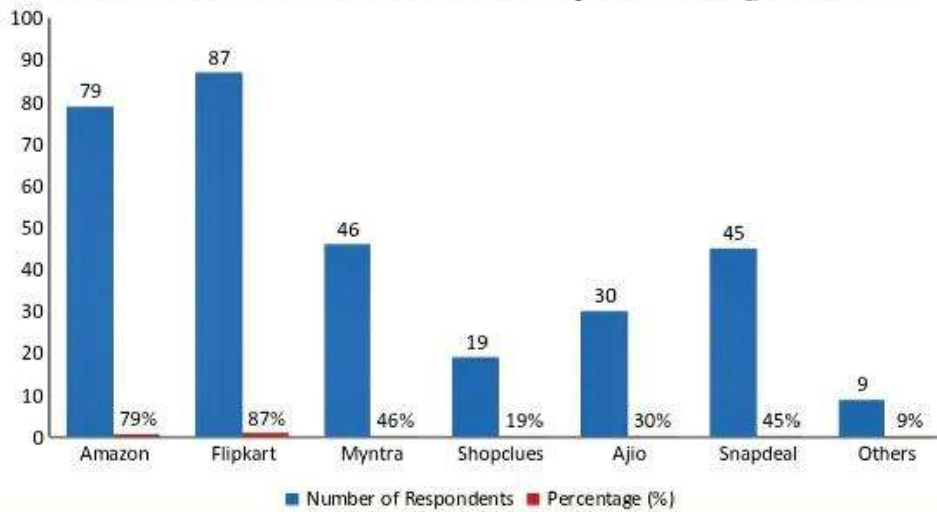
The analysis of data indicates that 34% of the total respondents have started online shopping since less than one year whereas 26%, 27% and 13% of the total respondents have started online shopping since 1 to 2 years, 2 to 5 years and more than 5 years respectively.

**16. Respondents awareness about online portals:**

**Table no 4.16: Awareness about online portals among consumers**

Particular	Number of Respondents	Percentage (%)
Amazon	79	79%
Flipkart	87	87%
Myntra	46	46%
Shopclues	19	19%
Ajio	30	30%
Snapdeal	45	45%
Others	9	9%

**Chart no 4.16: Awareness about online portals among consumers**



The analysis of data indicates that 87% of the total respondents have information about Flipkart portal. 79%,46%,19% of the total respondents have know about Amazon, Myntra, Shopclues respectively. 30%, 45% of the total respondents have information about Ajio and snapdeal .9% of the respondents know other website.

**18. Preferred factors in select of the retailers or shopkeepers while making**

**17. Respondents' preferences towards comparing products' features and prices on more than one portal:**

**Table no 4.17: Respondents' preferences towards comparing a price and other features of product offered by different portals in online shopping**

Particular	Number of Respondents	Percentage (%)
Yes	86	86%
No	14	14%
Total	100	100%

**Chart no 4.17: Respondents' preferences towards comparing a price and other features of product offered by different portals in online shopping**

**Number of Respondents**



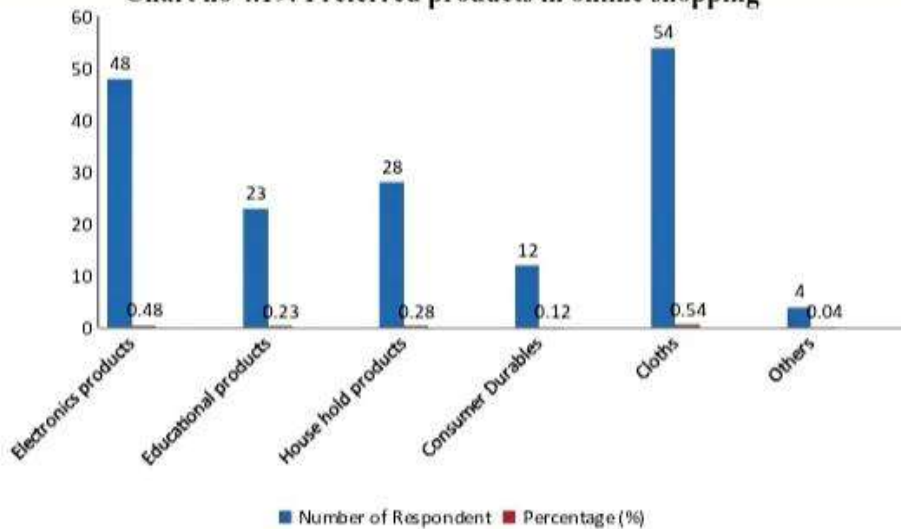
The analysis of data indicates that 86% of the total respondents prefers to compare the product features and prices on other web portal whereas 14% of the total respondents are not comparing the product features and prices on other web portal.

**19. Products normally purchased by the respondents in online shopping  
 (You can select more than one option):**

**Table no 4.19: Preferred products in online shopping**

Particular	Number of Respondent	Percentage (%)
Electronics products	48	48%
Educational products	23	23%
House hold products	28	28%
Consumer Durables	12	12%
Cloths	54	54%
Others	4	4%

**Chart no 4.19: Preferred products in online shopping**



The analysis of data indicates that 54% and 48% of the total respondents normally buy clothes and electronics products respectively using online shopping method. Whereas the percentage of respondents buying consumer durables, house hold products, educational products and other products using online shopping method are 12%, 28%, 23% and 4% respectively.

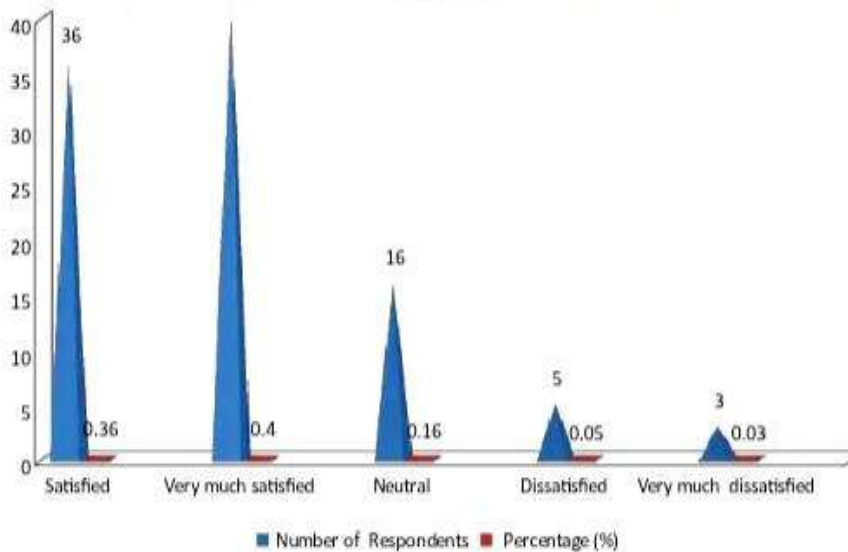
very much satisfied respectively with the price factor in online shopping while 4% and 2% of the respondents are dissatisfied and very much dissatisfied respectively with the price factor in online shopping. 20% of the total respondents are neutral towards price factor in online shopping.

**20. Factors considered by respondents while shopping online:  
 B. Offers:**

**Table no 4.20.2: Respondents' level of satisfaction towards offers in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	36	36%
Very much satisfied	40	40%
Neutral	16	16%
Dissatisfied	5	5%
Very much dissatisfied	3	3%

**Chart no 4.20.2: Respondents' level of satisfaction towards offers in online shopping**



The analysis of data indicates that 36% and 40% of the total respondents are satisfied and very much satisfied respectively with the offers in online shopping while 5% and 3% of the respondents are dissatisfied and very much dissatisfied respectively with the offers in online shopping. 16% of the total respondents are neutral towards offers in online shopping.

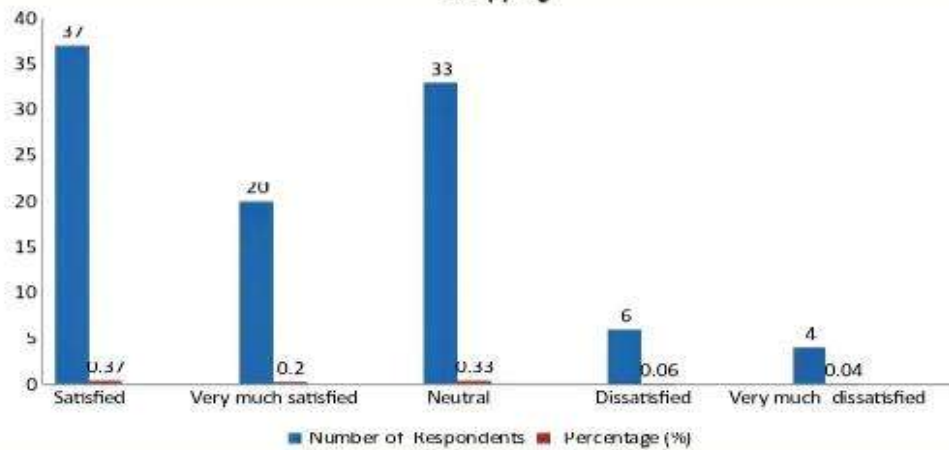
## 20. Factors considered by respondents while shopping online:

### C. Replacement:

**Table no 4.20.3: Respondents' level of satisfaction towards replacement in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	37	37%
Very much satisfied	20	20%
Neutral	33	33%
Dissatisfied	6	6%
Very much dissatisfied	4	4%

**Chart no 4.20.3: Respondents' level of satisfaction towards replacement in online shopping**



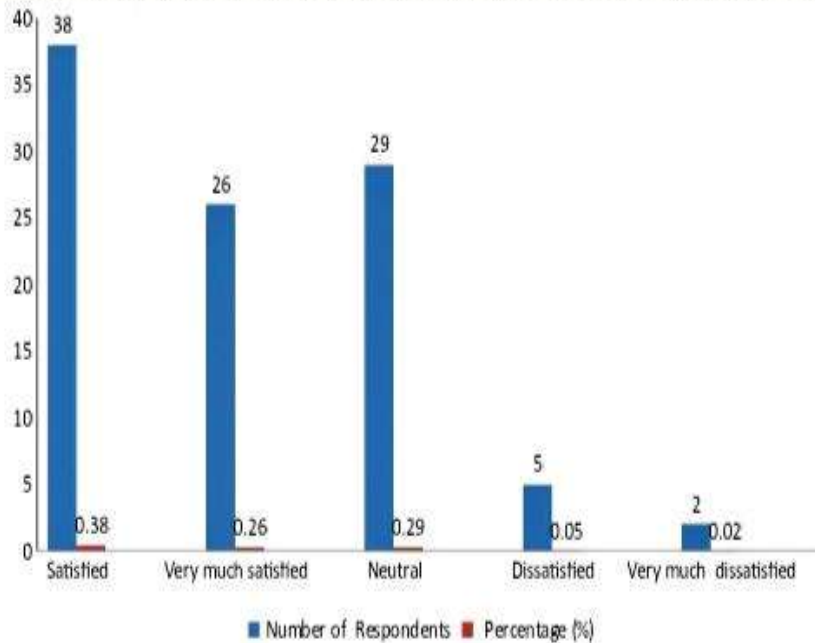
The analysis of data indicates that 37% and 20% of the total respondents are satisfied and very much satisfied respectively with the replacement facility available in online shopping while 6% and 4% of the respondents are dissatisfied and very much dissatisfied respectively with the replacement facility available in online shopping. 33% of the total respondents are neutral towards replacement facility available in online shopping.

**20. Factors considered by respondents while shopping online:  
 D. Quality:**

**Table no 4.20.4: Respondents' level of satisfaction towards quality in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	38	38%
Very much satisfied	26	26%
Neutral	29	29%
Dissatisfied	5	5%
Very much dissatisfied	2	2%

**Chart no 4.20.4: Respondents' level of satisfaction towards quality in online shopping**



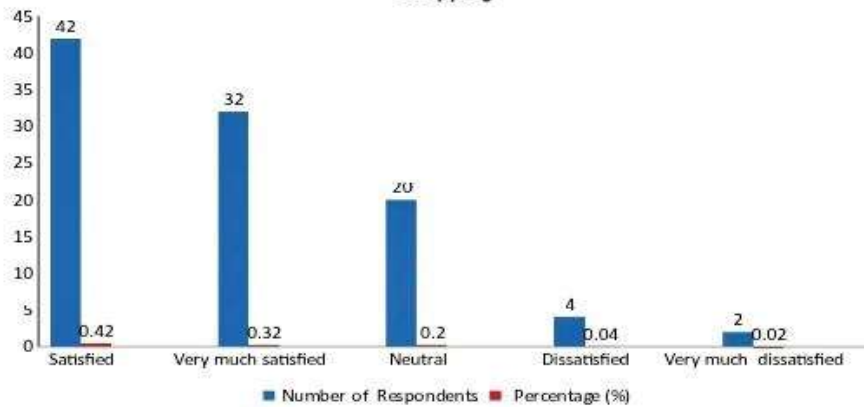
The analysis of data indicates that 38% and 26% of the total respondents are satisfied and very much satisfied respectively with the quality available in online shopping while 5% and 2% of the respondents are dissatisfied and very much dissatisfied respectively with the quality available in online shopping. 29% of the total respondents are neutral quality available in online shopping.

**20. Factors considered by respondents while shopping online:  
F. Value for money:**

**Table no 4.20.6: Respondents' level of satisfaction towards value for money in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	42	42%
Very much satisfied	32	32%
Neutral	20	20%
Dissatisfied	4	4%
Very much dissatisfied	2	2%

**Chart no 4.20.6: Respondents' level of satisfaction towards value for money in online shopping**



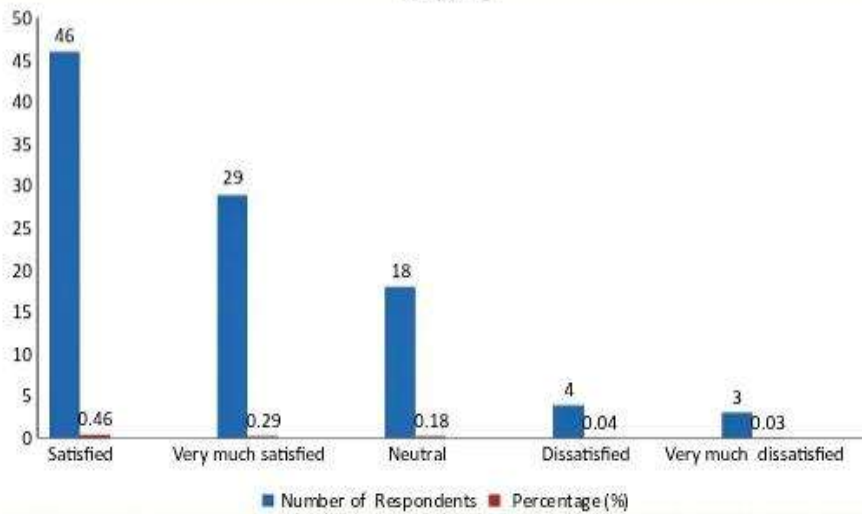
The analysis of data indicates that 42% and 32% of the total respondents are satisfied and very much satisfied respectively with the benefit of value for money available in online shopping while 4% and 2% of the respondents are dissatisfied and very much dissatisfied respectively with the benefit of value for money available in online shopping. 20% of the total respondents are neutral towards benefit of value for money available in online shopping.

**20. Factors considered by respondents while shopping online:  
 G. Transaction security:**

**Table no 4.20.7: Respondents’ level of satisfaction towards Transaction security in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	46	46%
Very much satisfied	29	29%
Neutral	18	18%
Dissatisfied	4	4%
Very much dissatisfied	3	3%

**Chart no 4.20.7: Respondents’ level of satisfaction towards Transaction security in online shopping**



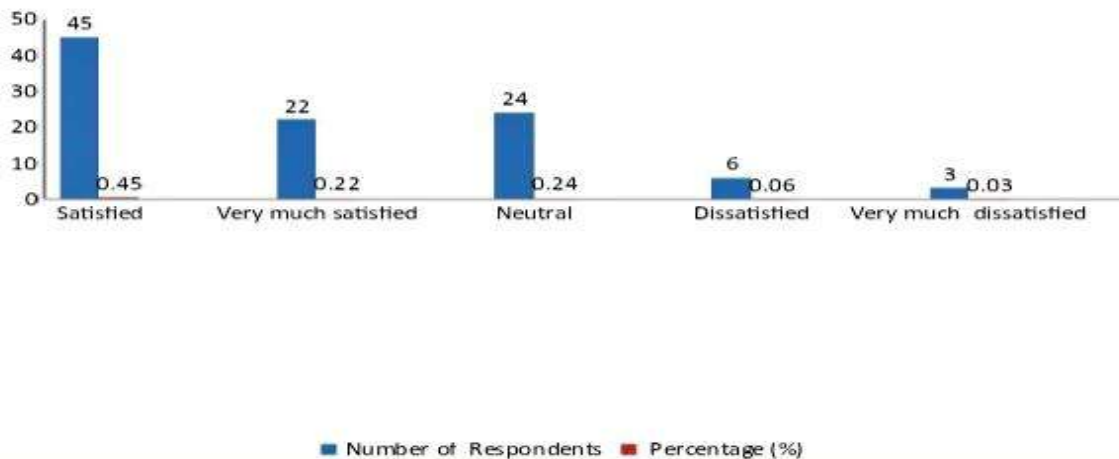
The analysis of data indicates that 46% and 29% of the total respondents are satisfied and very much satisfied respectively with the transaction security available in online shopping while 4% and 3% of the respondents are dissatisfied and very much dissatisfied respectively with the transaction security available in online shopping. 18% of the total respondents are neutral towards transaction security available in online shopping..

**20. Factors considered by respondents while shopping online:  
 H. Convenience:**

**Table no 4.20.8: Respondents’ level of satisfaction towards convenience in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	45	45%
Very much satisfied	22	22%
Neutral	24	24%
Dissatisfied	6	6%
Very much dissatisfied	3	3%

**Chart no 4.20.8: Respondents’ level of satisfaction towards convenience in online shopping**



The analysis of data indicates that 45% and 22% of the total respondents are satisfied and very much satisfied respectively with the convenience available in online shopping while 6% and 3% of the respondents are dissatisfied and very much dissatisfied respectively with the convenience available in online shopping. 24% of the total respondents are neutral towards convenience available in online shopping.

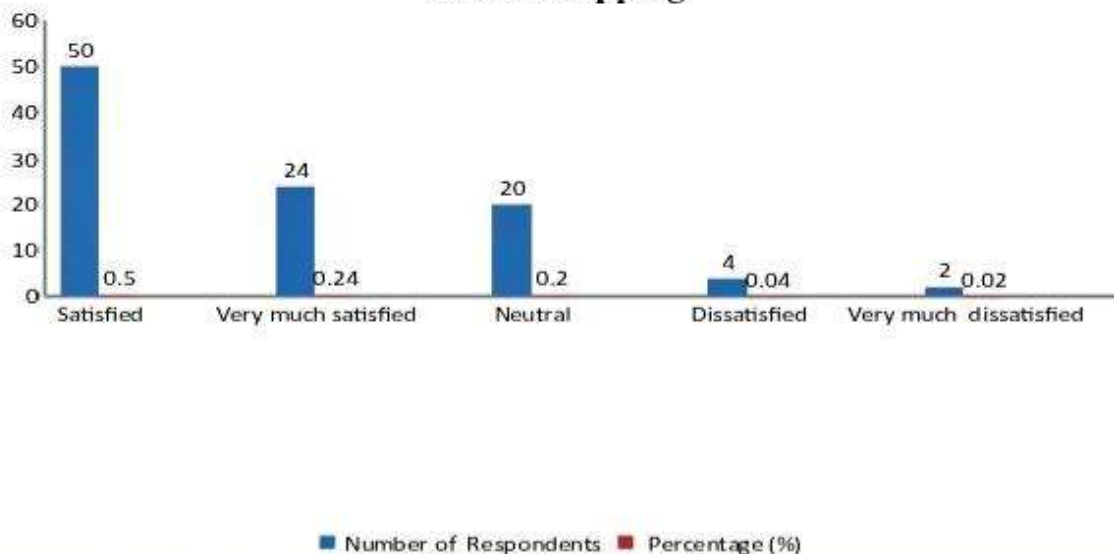
## 20. Factors considered by respondents while shopping online:

### I. COD option:

**Table no 4.20.9: Respondents' level of satisfaction towards COD option in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	50	50%
Very much satisfied	24	24%
Neutral	20	20%
Dissatisfied	4	4%
Very much dissatisfied	2	2%

**Chart no 4.20.9: Respondents' level of satisfaction towards COD option in online shopping**



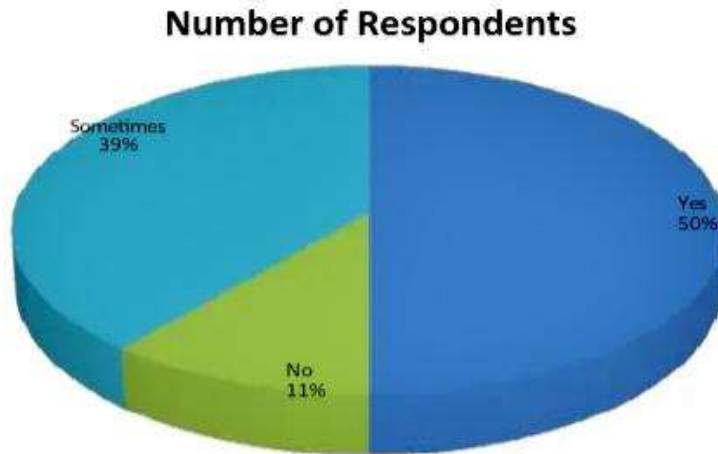
The analysis of data indicates that 50% and 24% of the total respondents are satisfied and very much satisfied respectively with the COD option available in online shopping while 4% and 2% of the respondents are dissatisfied and very much dissatisfied respectively with the COD available in online shopping. 20% of the total respondents are neutral towards COD available in online shopping.

**21. Respondents preferences towards checking retail store before making your final purchase online:**

**Table no 4.21: Respondents’ preferences towards checking a price and other features of product offered by retailers and shopkeepers while shopping online**

Particular	Number of Respondents	Percentage (%)
Yes	50	50%
No	11	11%
Sometimes	39	39%

**Chart no 4.21: Respondents’ preferences towards checking a price and other features of product offered by retailers and shopkeepers while shopping online**



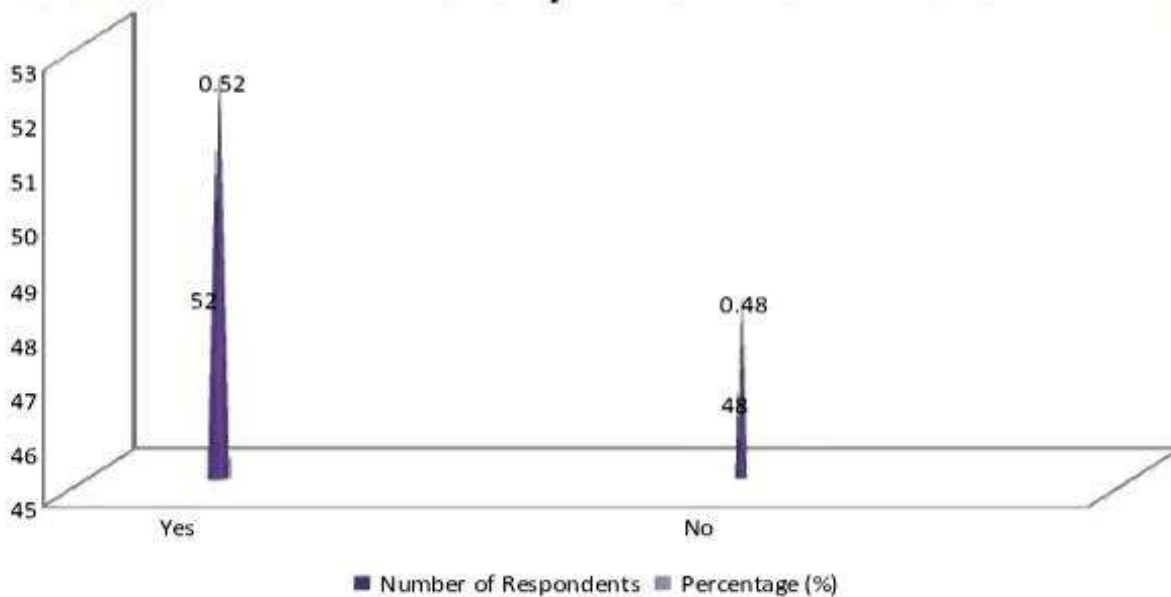
The analysis of data indicates that 50% of the total respondents prefer to compare price and other features of the products offered by retailers and shopkeepers while shopping online. 11% of the total respondents do not prefer to compare price and other features while shopping online. 39% of the total respondents prefer to compare price and other features of the product offered by retailers and shopkeepers only sometimes while shopping online.

## 22. Respondents preferences towards real life shopping experience in online shopping:

**Table no 4.22: Respondents’ preferences towards online shopping experience**

Particular	Number of Respondents	Percentage (%)
Yes	52	52%
No	48	48%

**Chart no 4.22: Respondents’ preferences towards online shopping experience**



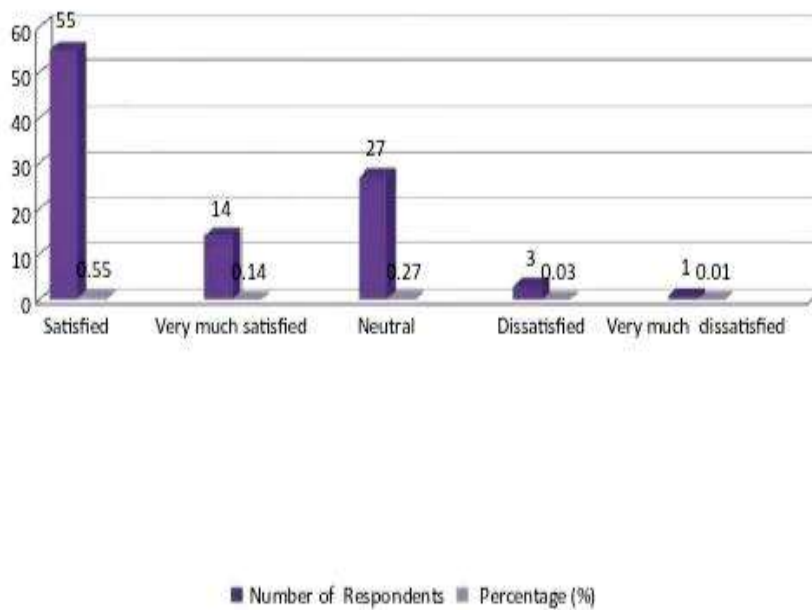
The analysis of data indicates that 52% of the total respondents agree with the statement that online shopping gives real life shopping experience whereas 48% of the total respondents feel that online shopping does not give a real life shopping experience.

### 23. Satisfaction level of the respondents in online shopping:

**Table no 4.23: Respondents' level of satisfaction in online shopping**

Particular	Number of Respondents	Percentage (%)
Satisfied	55	55%
Very much satisfied	14	14%
Neutral	27	27%
Dissatisfied	3	3%
Very much dissatisfied	1	1%

**Chart no 4.23: Respondents' level of satisfaction in online shopping**



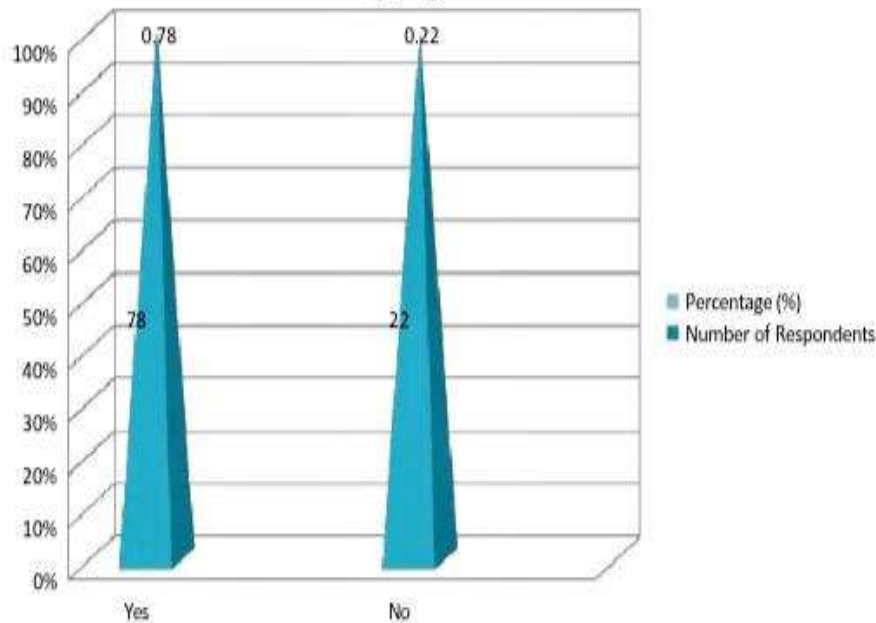
The analysis of data indicates that 55% and 14% of the total respondents are satisfied and very much satisfied respectively with online shopping while 3% and 1% of the respondents are dissatisfied and very much dissatisfied respectively with online shopping. 27% of the total respondents are neutral in terms of satisfaction in online shopping.

## 24. Respondents preferences towards suggesting online shopping to offline shoppers:

**Table no 4.24: Respondents' preferences towards suggesting online shopping to others**

Particular	Number of Respondents	Percentage (%)
Yes	78	78%
No	22	22%
Total	100	100%

**Chart no 4.24: Respondents' preferences towards suggesting online shopping to others**



The analysis of data indicates that 78% of the total respondents prefer to suggest offline shoppers to shop online whereas 22% of the total respondents prefer not to suggest online shopping to offline shoppers.

## CHAPTER – 5

### FINDINGS,

### SUGGESTIONS & CONCLUSION

#### MAJOR FINDINGS OF THE RESEARCH

As per gender criteria there is a no significance difference in consumer buying behavior between male consumer and female consumer in online shopping. Further the data clearly indicates that more number of males are involved in online shopping than female.

With reference to gender in offline shopping there is no difference between male and female consumers in buying behaviour. It means both male and female consumer have dominant role in offline shopping.

As per the criteria of age in offline shopping the age groups above 45 mostly prefer offline shopping compared to other age group.

With reference to online shopping the youngsters between the ages of 15 to 45 are more interested in online shopping.

By applying qualification criteria it is found that in offline shopping as well as online shopping the average trend of others ie, worker are found to be different than different qualification groups.

As per the income criteria the income group from 2,50,000 and more are as per their income more effective consumers in offline as well as online shopping.

The study also reveals the fact that now a days due to technological development there is an increasing trend in online shopping compared to offline shopping.

The researcher of the study comes across a generalized conclusion that due to recent demonetization more emphasis is put on cashless economy as result of that online shopping is growing compared to offline shopping.

The study helps the researcher to anticipate increase in the craze of online shopping in near future in rural areas also due to digital India concept, free internet service and cash net accessibility to the villagers.

During this study, it is also observed that the consumers who are generally using offline shopping method are also comparing product, prices and feature online before going for offline shopping.

During this study, the researcher observed that risk element can't be ignored in online shopping compare to offline shopping.

During the research, researcher also found that Real hand experience and Personalize relation with shopkeepers play a vital role in offline shopping.

Researcher during his study marks that while online shopping consumers prefer to compare products' features and prices on more than one web portal to get best deal.

The data depicts that consumers prefer to purchase electronic products, House hold products and fashion products while shopping online.

Research also reveals that Convenience, offers and prices are the key motivators to induce consumers towards online shopping.

## SUGGESTIONS

### Implications:

This study has both practical and theoretical value. It provides increased insight into the buying Behaviour of consumers towards online and offline shopping, dimensions of customer preference towards online and offline shopping, perception of consumer towards online and offline shopping, influence of various factors on consumer in online and offline shopping, etc. Moreover, this research has also helped in analyzing reasons for going online or offline method for shopping.

By providing more refined understanding of all these things, this research will make useful contribution not only to the small segment, but also to the overall ambit of marketing. This study takes into account number of factors regarding consumer Behaviour while shopping online and offline which has been missing in many researches till date as most of the studies have focused on consumer Behaviour towards offline shopping independently, however in this research consumer Behaviour towards offline shopping as well as Online shopping both have been taken into consideration. This research marks its usefulness because the existence of both the facets of shopping will never replace one another rather rule the market hand in hand.

Certain managerial implications both for online shopping and offline shopping can be derived from the resulting research work. Firstly, the research draws attention towards consumer's perceptions towards online and offline shopping. Secondly, it draws attention towards consumer's preferences of products while shopping online and offline. Thirdly, it focuses on frequency of shopping by consumers. Fourthly, it focuses on methods of purchasing used by consumers while shopping online and offline and various factors influencing the consumer.

perception while shopping online and offline. The dimensions of consumer's perception. Preferences, frequency of shopping, methods of shopping and various influencing factors in this research can help managers to formulate business strategies and plans in a superior manner. Researches like this can help the e-vendors to track the online shopping Behaviour of the consumer and increase the future market by providing suggestions for future purchase and notify in case of arrival of related products that will click their taste buds.

Online shopping has many unexplored areas that can increase the penetration of consumers in the online shopping market. Online shopping would be the most preferred option apart from electronics and durables for transactions

like ticket booking, accommodation booking. Reservations, recharges, net banking, mobile banking, etc. The suggestion lays an emphasis on coverage of online shopping options for the above mentioned areas.

With easy internet access to make the most of the available opportunities and get people from rural areas, senior citizens addicted towards online shopping seminars catering to the basic guidance sessions on how to use these facilities will be a vital force driving them towards online shopping patterns.

With more cash on delivery options and quick response time in all areas including remote ones the frequency of consumers for online shopping will show an alarming increasing trend.

## CONCLUSION

Up till now only one option of shopping was available i.e. offline shopping but having access to online shopping has truly transformed the way people shop. Application of technology has unlocked new ways and opportunities that enable for a more convenient lifestyle today Electronic goods and consumer durables and many other products tend to be the most sought-after products bought online. Online shopping is a different experience than offline shopping as many of the factors which are present in offline shopping are missing while shopping online. There can be a lot of hesitation about online shopping when one gets in to it for the first time. As people experience more and more of it, those hesitations get disappeared slowly.

This research is an evidence that though people are preferring offline shopping without any hesitations, still slowly and gradually moving towards online shopping. The internet has become a major resource in modern business, thus online shopping has gained significance not only from the entrepreneur's but also from the customer's point of view. This research is an indication for increasing trend and bright future of online shopping in India. With the development of internet facilities, technological development and government initiatives, awareness and use of online shopping is increasing in India. In online shopping consumers can shop anywhere, anything and anytime with easy and safe payment options compare to offline shopping. Consumers can do comparison shopping between products, as well as, online stores.

Online shopping has a long way to go however, it is not a threat to traditional shopping because many consumers still value some of its features like quality of customer service, the experience of trying and buying products, how products are displayed, real hand experience, relations with shopkeepers and so on. However, we can say that most of the respondents are aware about internet shopping but not shopping online as they enjoy going out for shopping and they don't like providing personal information.

No doubt future will be conquered of online shopping only but it is also important for all of us to understand how to shop online safely and wisely. This research study has helped in comparing consumers buying Behaviour in online shopping as well as offline shopping. This research study has provided precise knowledge about buying Behaviour, preferences. risk perception etc. of consumer in online shopping and offline shopping which will be a key contributor to the avenues of online shopping in the future times to come.

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- ❖ <http://pages.ebay.co.uk>

## ANNEXURE

### QUESTIONNAIRE

#### STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS OFFLINE SHOPPING AND ONLINE SHOPPING

1. name .....

2. Gender?

- a. Male
- b. Female

c. Other

3. Age?

- a. 15 to 25
- b. 26 to 35
- c. 36 to 45

4. Qualification?

- a. School level
- b. Under graduate
- c. Post graduate
- d. Professional degree

5. Occupation?

- a. Student
- b. Worker
- c. Homemaker
- d. Others

6. Annual Income?

- a. Nil
- b. Less than 10000
- c. 10000 to 25000
- d. 25000 and above

7. How often do you go for shopping?

- a. Once a week
- b. Occasionally
- c. Once a year
- d. Once a month

- e. Only on festivals
  - f. Asper the need
8. Generally, which method of shopping do you prefer?
- a. Offline shopping
  - b. Online shopping
9. What products do you normally buy offline?
- a. Educational products
  - b. Electronic products
  - c. Household products
  - d. Consumer durables
  - e. Others(Please specify)
  - f. Clothes
- 10.How do you select the retailers or shop keepers while making offline shopping?
- a. Referred by friend
  - b. Relations
  - c. Sawan advertisement
  - d. Referred by family
  - e. Reputation of the retailers
- 11.Do you compare the price and other features offered by one dealer with the other while offline shopping?
- a. Yes
  - b. No
12. How much are you satisfied with offline shopping?
- a. Very much satisfied
  - b. Not satisfied
13. Do you intend to continue shopping offline only or want to upgrade to online shopping for your day today requirements?
- a. Yes
  - b. No
14. Have you ever shop online?
- a. Yes
  - b. No
15. Since how long have you been shopping online?
- a. Less than a year
  - b. 1 to2 years
  - c. 2 to5 years
  - d. Morethan5years

16. How many online portals do know?

- a. Amazon
- b. Filpkart
- c. Myntra
- d. Shop clues
- e. Ajio
- f. Naaptol
- g. Other
- h. Snap deal

17. Do you compare products features and prices of the products on more than one portal?

- a. Yes
- b. No

18. How did you get the information of buying products through an online portal?

- a. Referred by friend/family
- b. Newspaper
- c. Sawan advertisement
- d. Others (Please specify)

19. What products do you normally buy online?

- a. Educational products
- b. Electronic products
- c. Household products
- d. Clothes
- e. Consumer durables
- f. Others (Please specify)

20. Do you check with a retail store before making your final purchase online?

- a. Yes
- b. No
- c. Sometimes

21. Does online shopping give a real life shopping experience?

- a. Yes
- b. No

22. How much are you satisfied with online shopping?

- a. Very much dissatisfied
- b. Dissatisfied
- c. Neutral
- d. Very much satisfied
- e. Satisfied

23. Would you suggest offline shoppers to shop online?

- a. Yes
- b. No



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