A COMPARATIVE STUDY BETWEEN ONLINE AND OFFLINE SHOPPING PATTERN OF CUSTOMERS IN DEHRADUN REGION

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Abstract

The objective of this research paper is to find and compare the various attributes which are helpful in understanding the pattern of consumers and their satisfaction level on online and offline shopping. The research conducted on the basis of survey done to highlight the experience of both online and offline shopping. The study is done to find the various factors contributing in deciding the pattern of consumers in terms of online and offline shopping modes. The various research conducted in this field have also been discussed in this research paper. Analysis has been done between online and offline shopping variables in experiencing the behavior of consumers. The findings depict various advantages of using online and offline shopping either of the each other. The samples collected by forming demographic base of age, gender, income levels etc. The choice of shopping depends on situation. Like, a coin has two faces, the online and offline shopping have their own advantages and disadvantages.

This research paper throws light on the significant difference between online and offline shopping on various attributes which have been discussed below in this paper.

Keywords: attributes, satisfaction level, survey, shopping variables, demographic

Introduction

In general, there are two types of shopping means- Online shopping and Offline shopping. In Current scenario people in metro or tier 2 cities are more inclined towards online shopping comparing with offline shopping. With the changing lifestyle, shortage of time, internet penetration and choices available the significant growth has been witnessed specially after Post-covid. Online shopping is much popular but at the same time traditional shopping is still

on demand and has not lost its existence because customers prefer to examine the products by visiting personally to the shops. They do so to check the utility and keep possession of the products. The India online shopping market has witnessed a significant rise since the last past decade due to transformation of economy to the new era of digital world where digital transactions have occupied prominence in Indian economy. These all has happened due to the Governments' initiatives like 'Digital India'. Moreover, high internet penetration found mostly in all the remote areas especially in Tier 2 and Tier 3 cities. With rising awareness and changing lifestyles, online shopping has now become a new trend. The increasing demand and wide surge in choices, convenience, and comfort provided by E-commerce has empowered emerging young aspirants to shop more online, and to fulfil their aspirations. Major players like **Amazon** and **Flipkart**, niche market players such as **Meesho** and others, and conglomerates like **Tata** and **Reliance** are fiercely competing in these markets.

Among e-commerce platforms **Amazon** has topped with **73%** is the most preferred platform followed by **Flip cart 70%, Meesho 30%** and **Jio-mart 20%** and others.

Consumers have two choices online shopping and offline shopping for purchase preferences to satisfy either of these two. Besides, online shopping offline shopping also offers various advantages like benefits to personally visit the shops to touch and inspect the goods of its own. As the items are tangible they can be touched and seen. A conscious consumer could remove the doubts before making purchase and the salesperson or shop owner removes the doubts arises in the mind of consumers on the spot. This social component generates a sense of bonding between a consumer and a retailer and enhances the overall experience.

A consumer derives benefits from both online and offline shopping in terms of price, affordability, acceptance, product availability and many others. Nowadays lot of consumers prefers both methods of shopping depends upon their choice of preferences and looking benefits in each.

Online Shopping

Online shopping is well known as electronic shopping where shopping takes place through online mode or you can say web or internet. Due to advancement in technology and intensive internet user online shopping has got a new pace of development. One can buy anything from anywhere by sitting at one place just by clicking the button. The online shopping provides the virtual market where buyer and seller interact with each other to share common words by clinching deal online in exchange of goods with money. Goods and services are

delivered at the doorstep of consumer conveniently as per requirements. There are plenty of advantages an online shopping offer:

Advantages:
- Time saving
- Money saving
- Convenient
- Doorstep delivery
- Availability of various payment modes
- Exchange the goods facility

Offline Shopping / Traditional Shopping

Offline shopping is traditional way of shopping which mostly Indians prefer. Here, the consumer personally visits the market or shop and clinch the deal. Both buyer and seller interact personally to close the sale deed. This method offers satisfaction to consumer as his/her doubts are removed on the spot. She/he can personally see, touch and feel the product or service.

Advantages:
- Physically check the product
- Make assurance and acceptance of the product
- Instant removal of doubts
- Replacement of Goods
- Easy Accessibility

Literature Review

Mehta, S. (2014) studied the influence of promotional offers on online buying 220ehavior. According to the research, sales based on discounts during festive seasons hugely impacted buying decisions, especially in Tier 2 cities.

Agarwal, K. (2015) offered a comparative analysis of shopping 220ehavior both online and offline and reported that Tier 2 consumers utilized online sites for product search but made the majority of purchases offline due to concerns of trust.

Singh, D. (2017) researched the social media platforms' contribution to driving consumers' purchase decisions. In its findings, social media recommendations were seen to contribute substantially towards consumers' purchase decision-making, particularly among youth.

Patel, A. (2018) analyzed consumer trust in e-commerce, highlighting the importance of brand reputation and return policies in building consumer confidence in online transactions.

Nair, R. (2019) examined why cash-on-delivery is increasing popularity in Tier 2 cities, and why it is emerging as a significant enabler of first-time online consumers.

Khan, M. (2020) analyzed delivery timelines and logistics, demonstrating that Tier 2 consumers would be more likely to leave carts behind if delivery timelines were longer than expected.

Verma, H. (2021) evaluated the contribution of vernacular interfaces to e-commerce adoption among consumers who do not speak English, a driver of increased penetration within Tier 2 markets.

Red Seer (2022) covered the boom in e-commerce in smaller cities, crediting better internet penetration and the availability of digital modes of payment.

Statista (2022) gave insight into the market share of key e-commerce giants in India and consumer buying choices in various city tiers.

Amazon India (2023) explained changes in consumer 221ehavior, such as a higher demand for grocery and essential items in Tier 2 cities.

Flipkart Insights (2023) identified the rising trend of affordability-driven shopping with an emphasis on EMI and budget-friendly products in non-metro areas.

Reserve Bank of India (2023) analyzed digital payment trends and the increasing reliance on UPI transactions across both metro and Tier 2 cities.

Research Objectives

- To study the pattern of shopping among customers in Dehradoon region only.
- To study the variables effecting the consumers' behavior.
- To identify the needs and expectations of consumers.

- To examine the purchase frequency pattern of a consumer in terms of online and offline shopping.

Research Methodology

The explorative and descriptive research methodologies have been conducted with the use of secondary sources which includes reports from Red Seer, Statista, Amazon India, Flipkart Insights, RBI. The research utilizes information from various sources including research journals, business periodicals etc.
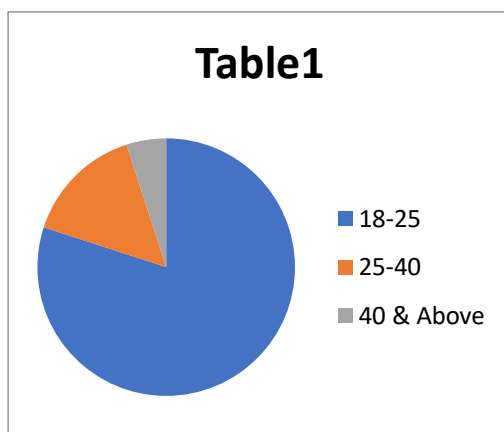
Sample Size- 50 responses have been collected.

Sampling Area- Dehradun and nearby areas.

Primary data has been collected through structured questionnaire and there by responses has been sought.
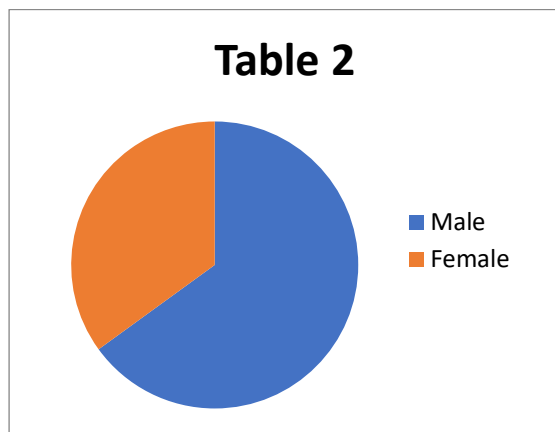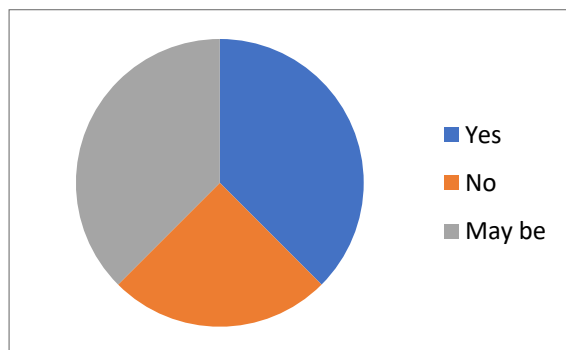
Data Analysis & Interpretation

1) **Age**

Options	Respondents	Percentage
18-25	40	80
25-40	7	15
40 & Above	3	5
Total	50	100

2) Gender

Table 2

Options	Respondents	Percentage
Male	33	65
Female	17	35
Total	50	100

3) Do you trust on Online shopping?

Options	Respondents	Percentage
Yes	19	37.5
No	12	25
May Be	19	37.5
Total	50	100

4) How frequently do you prefer online shopping?

Table 4
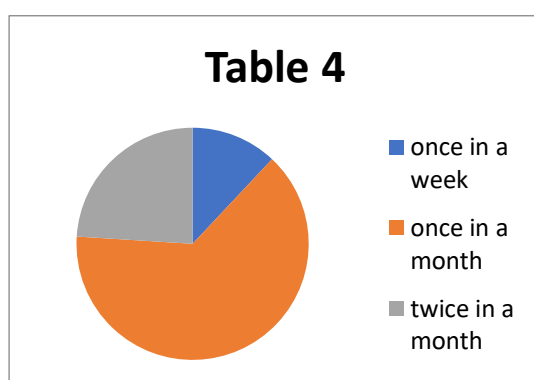
Options	Respondents	Percentage
Once in a week	7	14
Once in a month	31	62
Twice in a month	12	24
Total	50	100

5) Which option do you prefer most?
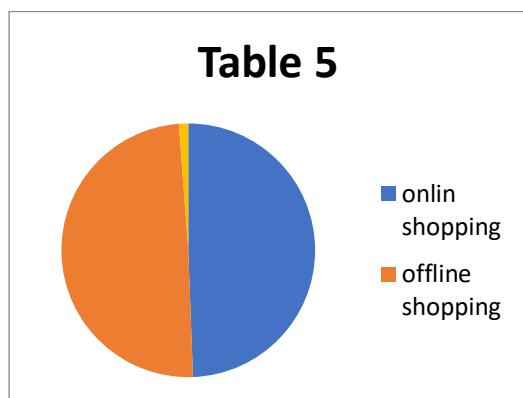
Options	Respondents	Percentage
Online Shopping	25	50
Offline Shopping	25	50
Total	50	100

6) Is online shopping is better than offline shopping?
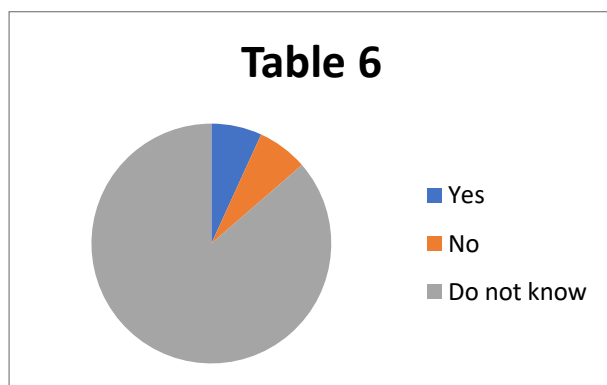
Options	Respondents	Percentage
Yes	6	12
No	6	12
Do not Know	38	76
Total	50	100

7) Is online shopping has far reaching effects on the minds of customers than offline shopping?
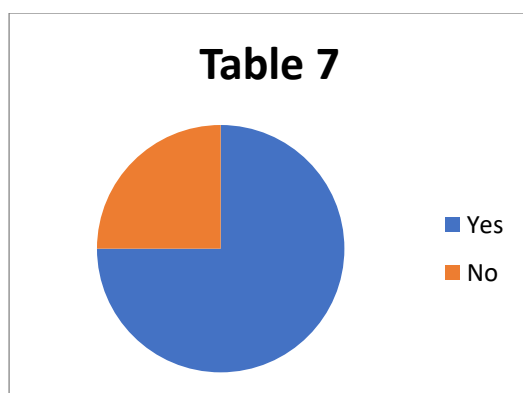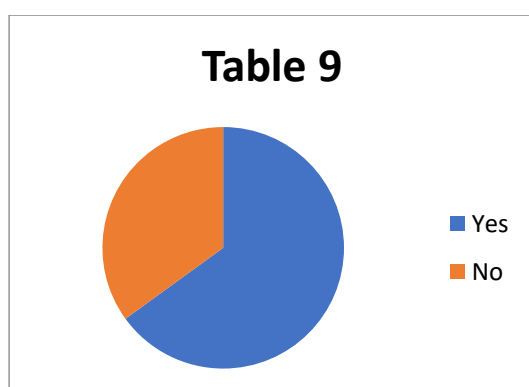

Options	Respondents	Percentage
Yes	38	75
No	12	25
Total	50	100

8) Is online shopping is better in terms of convenience?

Table 8
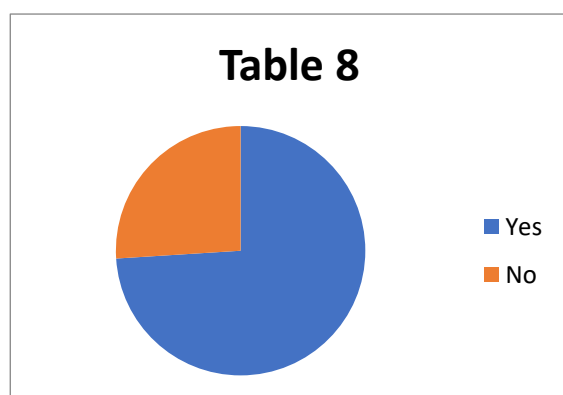
Options	Respondents	Percentage
Yes	38	75
No	12	25
Total	50	100

9) Is Online shopping is cheapest in terms of price?

Table 9

Options	Respondents	Percentage
Yes	33	65
No	17	35
Total	50	100

10) Is quality of products or services is better in terms of offline shopping?

Table 10
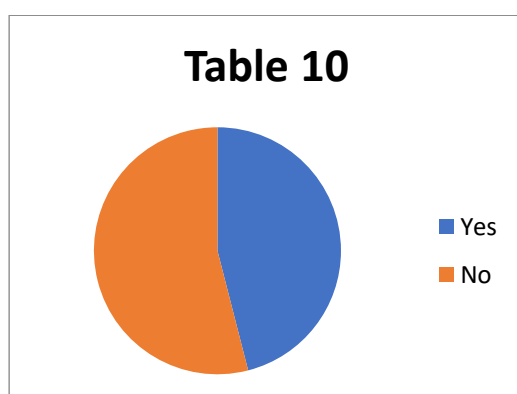
Options	Respondents	Percentage
Yes	23	45
No	27	55
Total	50	100

11) The reasons why do you choose offline shopping?
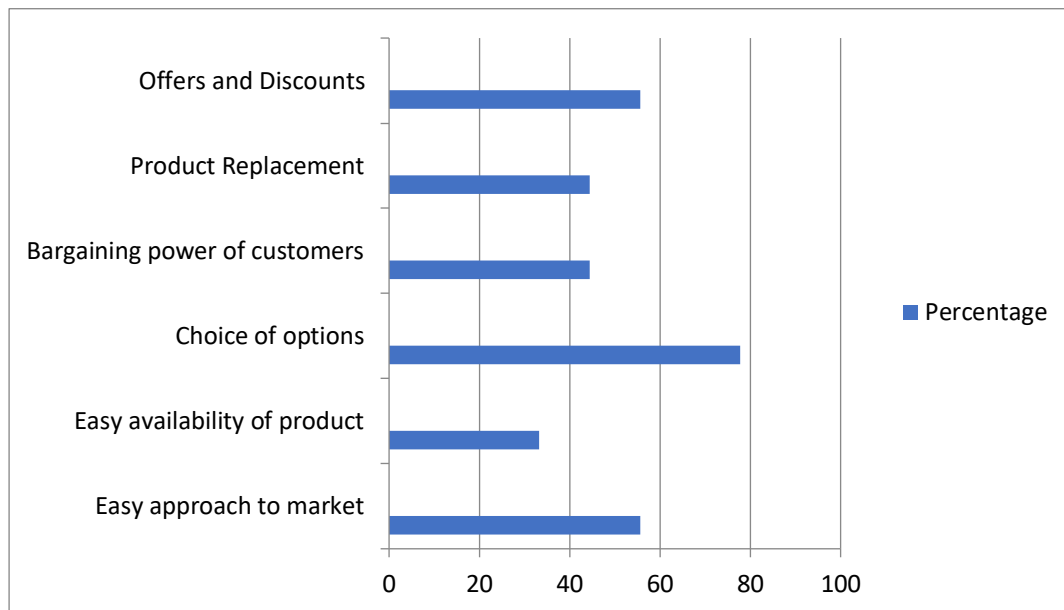
12) The reasons why do you choose online shopping?
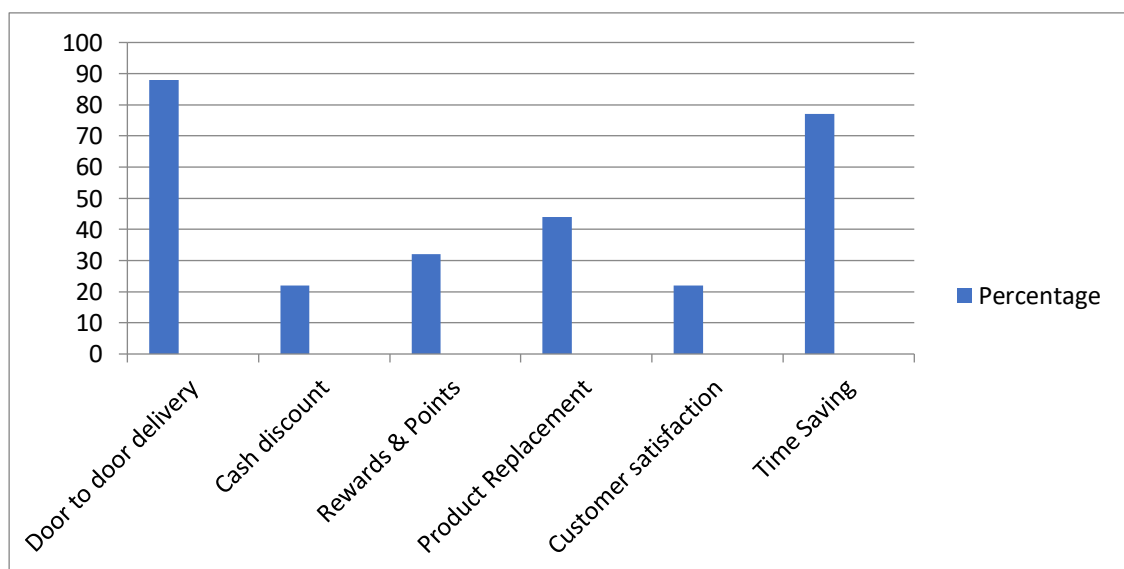
Interpretation

- According to age differences, 80% of the customers are between the range of 18-25 years, while who responded 15% of the total is in the range of 25-40 years and only 3% above 40 years are considered for study.

- As per the basis of responses on gender basis 65% males and 35% responded.

- 37.5% shown interest in online shopping while 25% did not show any interest and 37.5% could prefer either online or offline shopping.

- On the basis of frequency of online shopping 62% do shopping online once in a month, 24% do twice in month and only 14% prefer to do online shopping once in a week.

- According to the choices of preference 50-50% prefer equally online and offline shopping.

- 76% respondents do not know which shopping mode is better. 12% go for online shopping while rest 12% prefer offline mode.

- 75% customers admit that online shopping has good impact on the minds of the customers.

- 65% of the total respondents show online shopping as a cheapest mode while only 35% suggests offline shopping is cheaper.

- In terms of quality of products or services 45% like offline shopping and 55% respondents think online shopping is good.

- In terms of offline shopping nearly 78% have better choices of options available, followed by easy approach to market as another factor stands nearly 56% and same percentage is for offers and discounts too. While, product replacement and bargaining power of consumers have the same percentage of nearly 42%. On the other hand nearly 36% responded any shortage of product.

- Nearly 88% respondents like delivery at door-step following 78% timesaving. Less than 45% respondents only give priority to product replacement. While only 30% perceives rewards and points better option in online shopping. Cash discount and customer satisfaction factors put at the last.

Conclusions

Online and offline shopping each have their unique advantages and disadvantages. The choice between the two depends upon individual preferences, the type of products being bought, and the overall shopping experience sought. The choice of preferences of the mode of

shopping varies from customer to customer. Though due to large internet penetration and changing lifestyle consumers are more inclined towards online shopping. But still offline shopping occupies its position which is not much as less far behind online shopping in terms of customer involvement, accessibility, bargaining e.t.c. Mostly the youngsters and youth like to do shopping online in comparison to elders. There are various factors considered under online and offline shopping actually decides the pattern of shopping. These patterns keep changing from time to time according to the preferences of the consumers. So it could not be say that which way of shopping is most preferable as circumstances decide the buying habits and motives of consumers. The consumer likes one factor of particular mode of shopping while ignoring the other one of different shopping mode. He/she might also do comparison among various factors before making any purchase. But overall as keen of interest online shopping is most preferable in comparison to offline shopping.

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