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

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ABSTRACT

This study compares offline and online shopping for electronic products and examines buying attitudes and preferences for online versus offline purchasing. It includes 110 respondents, with primary data collected through a simple questionnaire among college students, using basic percentage analysis. The study uses percentage analysis to identify respondents' preferences for online or offline products. Online shopping is emerging very fast in recent years. Many studies have focused on high-touch products, which consumers feel they need to touch or try. These products require offline shopping at the purchasing stage because this cannot be done in online shopping. This research paper analyzes the significant differences between online and offline consumer groups in terms of demographics, technology use, availability, and attitude of the consumer.

KEYWORDS: technology, online shopping, buying attitude, products buying online

INTRODUCTION

Online shopping has been emerging very rapidly in recent years. Today, the internet is gaining attention in the retail market. Millions of people shop online. On the other hand, for the product has been buying, many customers prefer to buy offline to check the product and take possession of it only after paying for the product; customer loyalty in this modern world depends on the ability to deliver quality, value, and satisfaction level. Some go shopping offline, some online, and many go for both types of shopping. This study focuses on the consumer's choice of the consumer to shop and stores in the period of acquisition of information; however, shopping online is easier for people and less expensive than shopping offline, while any consumer making a purchasing decision must know the broker to buy, whether shopping online or shopping offline.

In general, the population with a high level of income and a high level of learning is more likely to do

online shopping. The populations who are more knowledgeable and more exposed to the internet is more into online shopping. The increase in technology creates a favorable attitude towards the consumer for online shopping among consumers. Platforms such as Flipkart amazon Snapdeal where one can find everything, are still not able to replace offline stores completely; however, they are already in the race, trying to upgrade their services on a daily basis to provide their consumers with the offline store feel and experience.

1.2 FACTORS AFFECTING ONLINE SHOPPING

1. RISK:

When customers buy products from online shopping, they do not touch or feel the product in a physical sense; hence, we understand that a lot of risk is involved while buying an online product. Whether it will reach us on time or not is also a concern, and there may also be issues with product size and color, as it may differ from the real view; sometimes the product ordered is kind of damaged.

2. CONVENIENCE:

Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visiting a shop, you just sit at home and do the shopping. It is convenient to sit in one place and shop for the product of your choice without moving from place to place. Once you have decided on what you want to buy, the payment process is seamless, and the order is delivered to your place.

3. QUALITY:

The quality of products at online sites and offline stores varies a lot, and this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping, as consumers or buyers want to have a good quality product since they spent their huge sum of money.

4. PRICING POLICY:

Online retailers get an inherent advantage in pricing as they don't have to bear expenses like store rent bills, etc. They can pass their price directly to the consumer and generally offer a lower price to customers than the offline market, even when shipping charges are included; also, it is better than offline shopping.

5. OFFERS:

Apart from offering products at a lower price, most online shopping sites regularly come up with discount offers in association with banks, brands, etc. Which customer to get additional savings while buying products online. Offline stores only give offers or discounts during stock clearance or when the manufacturers give discounts on the products. Online shopping always provides offers at all times and every day. In every purchase, we get some offers even if there is no festival or carnival. Offers

are a great factor that attracts customers to purchase online. Offers have a great influence on shopping.

6. DELIVERY:

The product ordered by the customer in online shopping takes a minimum of six to seven days to be delivered to the customer. But in offline shopping, possession of the goods is immediately transferred to the buyer, so this is a major factor that affects online shopping. People want a good delivery time; they prefer to get a product in a desired time or in a short duration. Duration is the second major factor affecting the demand for a product.

1.3 Factors affecting offline shopping:

1. LESS NUMBER OF CHOICES:

There are limited numbers of choices when it comes to offline shopping. The number of varieties is limited. The range of products available in the shops is limited. Sometimes, the stock is old and is up for discount and sale. Basically, in offline shops or any shop, we get fewer choices as it consists of manual work. We have fewer choices due to fewer materials and manual factors.

2. TIME CONSUMING:

It takes a lot of time to go shopping at a store. The distance from home or workplace to the store is time-consuming. It is also time-consuming while trying out the outfits in a store or even go through other products. In offline shopping, customers move from one place to another and one shop to another in search of their desired product.

3. INFORMATION:

What generally happens is that the information provided by a shopkeeper isn't correct. Also, this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

4. AUTHENTICITY:

Offline shopping is more authentic than online shopping. While buying the product, we can feel the texture of it and know what it's like. We know exactly what we are buying when buying anything offline. But in online shopping, we don't always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.

1.4 OBJECTIVES:

- To analyse the differences between both online and offline customer groups in terms of innovation, product availability, demographics, and customer attitude

- To explore the factors influencing customers to switch from offline to online shopping
- To study whether customer qualification affects online shopping and offline shopping.

REVIEW OF LITERATURE

Selvakumar (2024) focused on purchasers' impressions of the item sold on the web and the issues considered essential to online shopping. This investigation was conducted among online customers; a survey was conducted to gather information from the population. These polls were given to school going understudies the total sample size is 110 respondents. The findings of this examination demonstrate that improvement and availability impact the client's expectation to shop on the web.

Hausman and Siekpe (2022) examined a study in the US on the effect of web interface features on online customer intent. The internet business model contrasts with the traditional measurement framework; it has both information systems and advertising channels. The experimental outcome proposes that knowing the persuasive components of an online customer and the intellectual and mental elements is meaningful. The study discovered that both human and pc components are basic for prior purchasing on the web.

Hahn and Kim (2022) examined the impact of shopper trust and perceived web certainty on customer clothing shopping expectations through the web or an online retailer operated by a multi-channel retailer. A total of 261 understudies in an expansive US Midwestern college took part in the paper-based review and gave usable reactions basic condition-based displaying was utilized to test theory. They found that the buyer trust in an online retailer was a critical indicator of seen web certainty and look goal for item data through web retailer scan expectation for item data through the online store and saw certainty were huge and solid indicators of this investigation propose that retailer a web channels as a feature of multi-channels retail system and give steady administration all through their different channels.

Oliver Tan (2021) found that online and offline shopping experiences are already merged. The objective of this study is to find out the varied experiences of online and offline shoppers. Based on the study, he concluded that there is no need to draw a line between online and offline shopping experience and he stressed that strategies have to be designed in such a way as to bridge the gap arising between online and offline experiences.

RESEARCH DESIGN: Customer preference for online shopping and offline shopping.

DATA COLLECTION TOOL

- Data is collected from various employees through personal interaction.
- Some other information is collected through secondary data; data was also collected through a

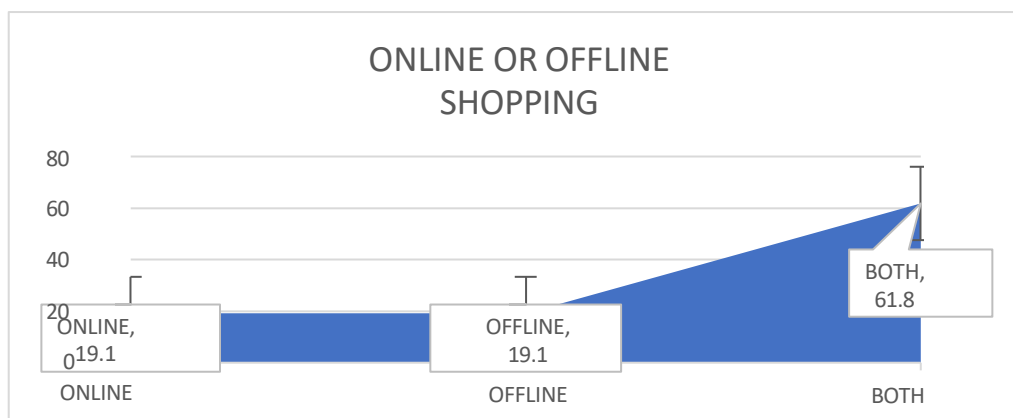
structured questionnaire.

- The convenience sampling method is used to collect data for interpretation and analysis of the research.

DATA ANALYSIS:

TABLE 4.1 TABLE SHOWING PREFER ONLINE OR OFFLINE SHOPPING OF THE RESPONDENTS

Online or offline shopping	No. of respondents	Percentage
line	21	19.1%
Offline	21	19.1%
both	68	61.8%



This study answers numerous questions Start with: who, where, how, and when. This research is very hard, as it estimates the eminent degree of highly qualified skills and employed understanding and answer the problem. In this Study, the researcher used a descriptive research design to conduct a survey in a comparative study. From the above table, 19.1% of respondents like to shop online, 19.1% of respondents choose offline, and 61.8% of respondents chose both.

TABLE 4.2 TABLE SHOWING CHOICE OF ONLINE VS OFFLINE SHOPPING OF THE RESPONDENTS

Online vs offline shopping	No. of responden	Percentage
Not a social person	6	5.5%
Time efficiency	13	11.8%
It is easier	37	33.6%
More products visibility	44	40%
My reason not listed	10	9.1%



From the analysis, 40% of the respondents chose more product visibility; 33.6% of the respondents chose it is easier; 11.8% of the respondents chose time efficiency; 9.1% of the respondents my reason not listed; 5.5% of the respondents chose not a social person.

TABLE 4.3 TABLE SHOWING CHOICE OF OFFLINE VS ONLINE SHOPPING OF THE RESPONDENTS

Offline vs online shopping	No. of respondents	Percentage
Live demo on product	24	21.8%
Sales representative guidance	9	8.2%
Clarity on product features	40	36.4%
Walk-in store offer	6	5.5%
Compare with other products at the same time	26	23.6%
My reason not listed	5	4.5%

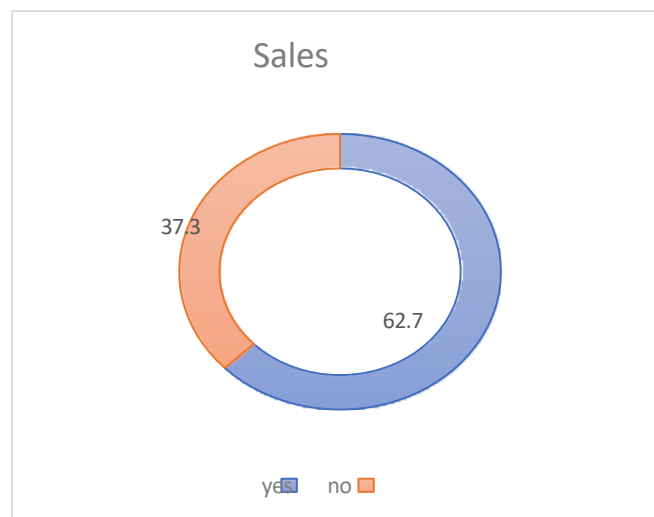


From the above table, 36.4% of the respondents' clarity on product features; 23.6% of the respondents compare with other product on same time; 21.8% of the respondents live demo on products; 8.2% of the respondents' sales representative; 5.5% of the respondents walk in store offer 4.5% of the

respondents my reason not listed.

TABLE 4.4 TABLE SHOWING DO YOU GO TO A RETAIL STORE FIRST BEFORE MAKING YOUR FINAL PURCHASE ONLINE OF THE RESPONDENTS

Before making your final purchase in online	No. of respondents	Percentage
yes	69	62.7%
no	41	37.3%



From the table above, 62.7% of the respondents answered yes, and 37.3% of the respondents chose no before making the final purchase

LIMITATIONS OF THE STUDY

- The project duration was limited to two months.
- The study was limited to Karur city
- The sample size was limited to 110 respondents.
- During the survey, most of the respondents were contacted.

CONCLUSION

The study results on the influencing factors of online and offline shoppers among users. A website or e-store leads to more targeted behaviour. So, leading to a positive attitude and increased intention,

such as intention to recommend an online shop and repurchased of the same store. Offline shoppers are less common today because websites offer more facilities for customers.

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