

Online Shopping Vs Offline Shopping Customer Preference In Salem District

Dr.D.Suthamathi, Mr.S.Jeeva

Abstract : The study tries to recognize and progress a conceptual that addresses customer's value opinion for using the internet shopping versus offline shopping. Observations of online and offline buyers or customers can be evaluated to see how value is constructed in both channels. It is either to recognize what factors influence online and offline choice progression. The factors affecting online shopping are risk of purchase; delivery product varied the buying product, delivery time very delay, quality. The factors affecting direct shopping are the bargaining; time spends for purchasing, less number of choice. The study showed that perceptions of price, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Main Objective of the study is to analyze the significant difference between the offline and online customers group in terms of demographic, technology use, availability and attitude of the customers. The research is based on primary information's obtained from the customers of online and offline shopping. Overall, customers, however the respondent and purchasing for online and offline shopping.

Keywords: Customer satisfaction, Shopping preference, Customer attitude, Buying Behaviour

1. INTRODUCTION

Shopping is an action in which a customer fined the obtainable goods or services. It is the process of purchase items in swap for money. Now days there are two medium available for shopping. These medium are online and offline shopping. Online shopping is one of the most well-liked ways to make purchase. It is act of purchase products or services over the Internet. An offline shopping is a traditional way of trade armed forces or products. It depends upon a person which medium they go after for shopping. It's an era of technology so people want to take the advantage of that thing and prefer online shopping but still there are some persons who don't trust online sites and prefer offline shopping. This document shows the Customer awareness towards online and offline shopping and also find out those factor which power the shopping medium of the consumer whether it is online or offline shopping.

1.1. Online Shopping

Customers can browse a Goods or services of interest by visiting the website of the retailer directly or by searching among another option using a shopping search engine. As of 2016, customers online shopping usage a range of different computer devices, including laptops, tablet computers and smart phones.

Factors Affecting Online Shopping

Online shopping becomes related in the last decade. The type of business online seller are doing is proof sufficient that they are given that some benefits to customer which offline shopping does not provide to the customer. These are the factor distressing online shopping:

Risk: When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we know that lot of risk is involve while trade an online product whether it will reach us on correct time or not is also a concern and also there may arise a risk of product size and color as it may be different in real view or sense. Sometimes the product ordered is kind of damaged.

Convenience: Online shopping is much more suitable than offline shopping. Instead of taking out your motor vehicle and visit shop to shop you can just sit at your house and do the shopping. It is suitable to sit at one place and shop the

product of our choice without moving from place to place. Once you have decided on what you want to buy the payment procedure is seamless and the order is delivered to your place. Online shopping makes things more convenient. We can have a lot of option over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributors. Online shopping is convenient in its real sense as it do not carry any dealing with issue of ask for necessary items or issues of asking for desired kind of items which help in avoiding the part of coming up, asking, questioning about the product.

Pricing strategy: Online retailer gets an inherent advantage in pricing as they don't have to bear expenses like store rental fee, bills etc. They can pass their price straight to customer and generally offer a lower price to buyer than offline market. Even when delivery charge are included than also it is better than the offline shopping. Therefore, determine the stage of online shopping. Lower the price- superior the mood to demand, higher the price – lower the demand. Price of any product also influences the purchasing power of any specific buyer. Consumer usually prefers kind or standard price with good quality and do not want to pay out or expense lot for any kind of things. So buying and selling both are concurrently affected by the cost of manufactured goods.

Quality: The quality of product at online site and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good distressing nature over any kind of shopping. As customer or buyer want to have a good quality of product as they spent their huge sum of currency. In general, qualities is a primary need over any variety of purchasing as it somewhat safe or give a good sense of buying or type of assurance about the product chosen.

Online trust: It depends on buyer perception whether they trust a particular site and its product and services. Therefore the frequency of online shopping also depends upon whether they trust a particular site or not. People are unusual in their nature and thoughts, some kind of people trust online trade some kind of people is in fear of online dealing. Trust carries a lot of points example- trust

regarding the same product size quantity weight and security etc.

Delivery time: The product ordered by the buyer in online shopping take a minimum of six to seven days to deliver the product to the buyer. But in offline shopping the control of the goods is immediately transfer to the buyer. So this is a main issue which affects the online shopping. People want a good delivery time; they prefer to get a product in a preferred time or in short time of period. Duration is the second major issue affecting the demand of product.

Variety: The kind of selection that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the whole major brand and a customer can find any product in their listing no matter how hard to find it is in the offline store. Online and offline together shopping provide variety of choice from various brand.

1.2. Offline Shopping

Offline is a traditional way of purchasing services or products by directly visiting to the store/shop/ or vendor. Factors Affecting Offline Shopping

Less number of choices: present are limited numbers of choice when it comes to offline shopping. The lot of variety is limited. The range of goods available in the shops are limited. Sometimes, the stock are old and are up for reduction and sale. Basically in offline or any store we get less numbers of options as it consists of manual work. We have to choice in that less number of equipment due to manual factor.

Time consuming: It takes a lot of time to go shopping to a store. Distance from house or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other goods.

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

Bargaining: In offline store a buyer can do physical bargaining to the seller unlike shopping online. In online shopping a buyer cannot do bargain as the price of the product is fixed. a few of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

2. REVIEW OF LITERATURE

Kim, D., Yang, Z., Jun, M. (2003). have studied Customers' perceptions of online retailing service quality and their satisfaction. The objective of their study was to identify key underlying dimensions of online retailing service quality as perceived by online customers. For the research purpose they have identified 6 key online trading service quality extent as apparent by online customers which were

reliable/prompt response, access, ease of use, special treatment, security, and trustworthiness. They have prepared questionnaire as data collection tool and done the survey of 260 full time and part time MBA students and undergraduate students of USA. The finding of this research confirmed that there is a strong and positive relationship between online retailers' service quality and their customer satisfaction. They found that 3 scope, reliable/prompt response (service), ease of use, had significant impacts on both customers' perceived overall service quality and their satisfaction. They also suggest online retailers implement information systems that integrate all their online and offline operations to improve their delivery performance. Along with that online retailers must have enough staff members to answer customers' diverse questions via telephones and email. Chaing and Roy (2003) focused on the customer choice to shop on the online and at the offline during the information acquisition period. A convenience sample of 34 students enroll in undergraduate marketing group to select the product for testing, 56 products were developed based on the popularity of online shopping. The outcome shows that the consumer perceives shopping offline as inconvenient, online shopping intention was expected to be greater for search products than experience product. Riley et.al (2009) addressed to know why the people and from where they get influence to buy grocery from online shopping. This research aims to know the role of all the factors which are situational in the process of change of grocery shopping from online. Qualitative research is passed out by the researcher which helps the researcher to increase the knowledge about the depth of the consumer of grocery product and their behavior. Researcher also includes the quantitative method in his study to find the factors which influence them to purchase grocery from online shopping. By merging both the qualitative and quantitative study the researchers find the importance of the detailed type of institution. Many shopper are found that they starts discontinuing the online shopping of grocery once there initial point of shopping of grocery created a problem for them they stop doing online shopping.

2.1. Statement of the Problem:

After through study from international and national, now a day's customers preference is very difficult to find. Reviews the product, price, quality they all difference between the online and offline. Lots of benefits get which kind of shopping. This study helps to know the priority and preference of customers. Which mode they would select the shopping.

2.2. Significance of the Study:

Online marketers has not only to compete with traditional shopkeepers but are also facing stiff competition from many fast emerging online companies which are fast and swift in their customers approach. This study will be an effective guideline for any online business startup.

2.3. Objectives of the Study:

The present study generally compare the online and offline shopping, specifically the objectives are:

- To analyze the significant difference between the online and offline customers groups in various factors.

- To compare the customers preference towards online and offline shopping.
- To examine the factor influencing the customer to switch from the offline shopping to online shopping and online to offline shopping.

3. RESEARCH METHODOLOGY

The Primary data would be collected keeping in view the research objectives and hypothesis to be tested. Structured questionnaires have been collected from the respondents of public. The study involves collection of primary data through structured questionnaire from publics and analysis of the data done with SPSS descriptive application of various statistical tools.

3.1. Primary and Secondary data:

Primary data were collected by using well – structured questionnaires prepared by the researcher. It was sample collected Salem districts. Secondary data plays a vital role, so the researcher collected the secondary data through visiting libraries, official website, newspaper, overview the magazines and journals for updated articles which will help to arrive review of the literature.

3.2. Sampling Design

Descriptive methodology is to be adopted for this study. It is an indefinite population, so that totally 200 questionnaires were distributed, out of that only 150 samples are shortlisted for this study. Non-probability sampling, techniques used for this study which will further involve structured random sample. The data collected through various measures processed and a number of statistical tests would be applied on that which may include the Cross tabs, Chi-square, correlation, using SPSS package.

4. DATA ANALYSIS AND INTERPRETATION

Table 4.1: Gender of Respondents

S. No	Gender	Frequency	Percentage	Cumulative Percentage
1	Male	95	64	64
2	Female	55	36	100
Total		150	100	

Source: Primary data

Interpretation

From above the table reveals that 64% of the respondents are male. 34% of the respondents are female.

Table 4.2: Occupation of the Respondents

S. No	Particulars	Frequency	Percentage	Cumulative Percentage
1	Student	78	52	52
2	Private Employee	55	36.7	88.7

3	Government Employee	1	0.7	89.3
4	Business	5	3.3	92.7
5	Household	10	6.7	99.3
6	Un Employee	1	0.7	100
Total		150	100	

Source: Primary data

Interpretation

From above the table shows that 52% of respondents are student, 36.7% of respondents are private employee, 6.7% respondents are household, and 3.3% of respondents are business people. It shows that only a minimum of 0.7% respondents are government employee & an employee.

Table 4.3: Age of the Respondents

S.No	Particulars	Frequency	Percentage	Cumulative Percentage
1	below 18 years	10	6.7	6.7
2	18 -25 years	102	68	74.7
3	26 - 35 years	30	20	94.7
4	36 - 50 years	8	5.3	100
Total		150	100	

Source: Primary data

Interpretation

From above the table shows that 68% of respondents are 18-25years, 20% of respondents are 26-35 years, 6.7% of respondents are below 18 years,. It shows that only a minimum of 5.3% respondents are 36-50 years.

Table 4.4: Crosstab analysis

Age * Prefer to go direct shopping Cross tabulation							
Count							
		Prefer to go direct shopping					Total
		Daily	3 days once	Weekly	Monthly	whenever required	
Age	below 18 years	0	0	4	5	1	10
	18 -25 years	6	5	15	50	26	102
	26 - 35 years	1	0	8	18	3	30
	36 - 50 years	0	0	3	4	1	8
Total		7	5	30	77	31	150

Source: Primary data

Interpretation

From the above table is found that 6 respondents are in the age of 18-25 years,1 respondents are in the age of 26- 35

years in category of daily. 5 respondents are in the age of 18-25 years in category of 3 days once. 4 respondents are in the age of below 18 years, 15 respondents are in the age of 18-25 years, 8 respondents are in the age of 26-35 years, 3 respondents are in the age of 36 – 50 years category of daily. 5 respondents are in the age of below 18 years, 50 respondents are in the age of 18 – 25 years, 18 respondents are in the age of 26 -35 years, 4 respondents are in the age of 36- 50 years in category of monthly. 1 respondents are in the age of below 18 years, 26 respondents are in the age of 18 – 25 years, 3 respondents are in the age of 26-35 years, 1 respondents are in the age of 36 – 50 years in category of whenever required.

Chi- square analysis:

Hypothesis test:

HO: Null hypothesis: There is no significant difference between Gender and what do you like most about online shopping.

H1: Alternative hypothesis: There is significant difference between marital Genders what do you like most about online shopping.

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.154a	6	0.656
Likelihood Ratio	4.827	6	0.566
Linear-by-Linear Association	0.453	1	0.501
N of Valid Cases	150		

8 cells (57.1%) have expected count smaller than 5. The minimum expected count is .37.
 From the above chi-square analysis the table value of 5% is 3.94 and calculated value of chi-square analysis is 0.656, So the Null Hypothesis is Accepted. Therefore there is No Significance difference between Gender and What do you like most about online shopping.

5. FINDINGS & SUGGESTIONS:

5.1. Findings

- Gender of the respondents is male with 64% and 36 percentage of female.
- age of the respondents, maximum percentage of respondents are 68% of 18-25 years, 20%of respondents are 26-35 years, 6.7% of respondents are below 18 years and minimum percentage of respondents are 36-50 years.
- Education qualification of the respondents maximum percentage of 54% are under graduate, 18% respondents are post graduate, 17.3% of respondents are HSC, 8.7% respondents are up to SSLC and minimum percentage of 1.3% respondents are others.

- Living area of the respondents 65% of respondents are urban area and 35% of respondents are rural area.
- Aware of online shopping for respondents 92% percentage respondents are says yes, and 8% of respondents are says no.
- Prefer to go direct shopping of the respondents 51%of respondents are monthly, 20% of respondents are weekly & whenever required and minimum 3.3% percentage of respondents daily.
- Prefer to go online shopping of the respondents 73% of respondents are whenever required, 16% of respondents are monthly 7.3% of respondents are weekly, 2.7 percentage of respondents 3 days once and minimum 0.7 percentage of respondents are daily. Normally spends money of direct shopping in a time 51.2% of respondents are 501-1000, 24% of respondents are 1001 – 1500 , 10% of respondents are less than 500 & 1501 – 2000, and minimum percentage of respondents are more than 2000. Normally spends money of online shopping in a time 56%of respondents are 501- 1000, 24% of respondents are less than 500, 7.3 of respondents are 1501-2000, 6.7 of respondents are 1001 – 1500 and minimum of 6% percentage of respondents are more than 2000. Rate of experience in direct shopping, 66% of respondents are 4, 19.3% of respondents are 5, 8.7% of respondents are 3, 4% of respondents are 2 and minimum 2% are 1. Rate of experience on online shopping 46.7% of respondents are 3, 31.3% of respondents are 4, 14% of respondents are 2 and minimum percentage of respondents are 1 & 5. New styles and design available at 65% of respondents online, and 35% of respondents are direct shopping. Products difference of direct and online shopping 66.7% of respondents are agree, 25.3% of respondents are strongly agree, 7.3% of respondents are moderate and minimum 0.7% of respondents are strongly disagree.

5.2. Suggestions

- Web based technologies upgrade creative conceptualization that improves the response from technology. Internet environment has to improved in the area of art, dynamics and interactive techniques. This improvement will give more visual appeal. One of the risks that the respondents have felt is no proper returning policy to the product. Offline purchase products choosing the best products, and touch and feel good one, but we buy only the pictures and videos available on the online shopping. Maybe we lose money if those products are unfair. Online shopping, to develop the return option. Day to day lot of offers give the online shoppers, lot of customer's bur the products on online. It's on the reason in developing the economy and country. Quality as compare offline shopping better than online.

6. CONCLUSION

The customers had sufficient time visit the shopping centers, searching the various products, many customers prefer the bargaining and decide the purchase after physical examinations of the commodities. The entire process can change from a few hours to weeks depending the products, quality, quantity and source of purchase. E - Commerce is exchange of information using net based

technologies. In current situation, E-commerce can be used a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and service. Online shopping is a growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. Salem city population is highly tech savvy, and the city is dotted with the firms of many successful entrepreneurs. Many industries, hospitals, colleges in future, online shopping is bound to grow in the big way, given the growing youth population.

7 REFERENCES:

- [1] Ahn, T., Ryu, S & Han, I, (2004). The effect of the web and offline capabilities on the person acceptance of internet shopping department shops. *Electronic commerce studies and application*, 3, 405-420.
- [2] Bartelt, A. And Lamersdorf, W. (2001). A multi requirements taxonomy of business enterprise fashions in digital commerce. *Proceedings of IFIP/ACM International Conference WS on Electronic Commerce*.
- [3] Bhatnagar, A., Misra, S and Rao, RH (2000). On chance, comfort and internet buying behavior. *Association for Computing Machinery. Communication of the ACM*. Forty three, ii, ABI/IN FORM Global pg. Ninety eight.
- [4] Centre of Retail Research Limited, (January 2015). *Online Retailing in Europe, the U.S. And Canada 2015-2016. A Research Report for Retail MeNot (Online)*. Available: https://www.Census.Gov/retail/mrts/www/facts/pdf/ec_current.Pdf
- [5] Dey, S. K., Nabi, M. N., and Anwer, M. (2009). Challenges in Building Trust in B2C E-Commerce and suggestion to mitigate them: Developing international locations perspective. *Proceedings of 2009 twelfth worldwide conference in Computer and Information Technology*, 21-23 December, Dhaka, Bangladesh.
- [6] Grewal, D., Iyer, GR. & Levy, M, (2002). Internet retailing: Enablers, Limiters and Market consequences. *Journal of Business Research*, 5743, pp-1-eleven.
- [7] Gurau, C., Ranchod, A & Hackney R (2007). Internet transactions and physical logistics: Conflict or Complimentary? *Logistic Information Management*, 14(1/2), 33-40 three.
- [8] Jubayer Suhan, (Jan. 2015). Acceptance of Online Shopping in Bangladesh: clients Perspective. *Journal of Business and Management (IOS-JBM)*, e- ISSN: 2278 - 487X, p- ISSN: 2319 - 7668. Volume 17, Issue 1. Ver. II, PP 14-24
- [9] Laisuzzaman, I. M., Imran, N., Nahid, A. A., Amin, M. Z. And Alim, M. A. (2010). The framework for implementing E-commerce: The feature of Bank and Telecom in Bangladesh. *Journal of Telecommunication*, Vol. 1, Issue-1, pp 57-sixty .
- [10] Lee, MKO and Turban E L (2001). A do not forget model for patron net buying. *International Journal of Electronic Commerce* 6, pp 75-ninety one.
- [11] Liu, C & Arnett K.P. (2000). Exploring the factors related to net website fulfillment in the context of electronic commerce. *Information & Management*, 38, pp-23-33.
- [12] Swinyard, W. R. & Smith S. M. (2003). Why People (Don't) Shop on-line: A life-style test of the net customer, *Psychology & Marketing*, Vol. 20 (7), pp 567-597.
- [13] Valarie A Zeithaml, (1998). Delivery of Service Quality. *Journal of Marketing* Vol. Fifty two.