Comparative Study of Online Vs Offline Shopping of Electronic Products

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Abstract: - **This study is about the comparative study of offline vs online shopping of electronic shopping towards behavior of buying, attitudes towards preferences of products buying online or offline (i.e. . The total respondent for this study is 100. Primary data is collected by using the simple questionnaire methods among college students in and around. Basic percentage analysis is done to know about the percentages of respondents wish to choose the products online or offline. SPSS 17.0 statistics tool is used for the analysis purposes. It is postulated that online and offline products influence brand equity, image, value, awareness, variety, offers. Cross tabulation and Chi square analysis is done to find the percentage and find is there any significance difference between the factors. The main purpose of the study is determine the young age people that what they prefer either online or offline to choose their products to get purchased and their way showing interest in choosing in online shopping**

Keywords: **Buying Behaviour, offline shopping, online shopping**

I. INTRODUCTION

The increase in technology offers good opportunities for the seller to reach the customer in a faster, easier and economical way. Online shopping has been emerging very rapidly in recent years. Today, the Internet is paying attention to the retail market. Millions and millions of people shop online. On the other hand, the product has been buying from the traditional market for years. Many customers go to buy offline so check the product and own possession of the product only after paying for the product. Customer loyalty in this modern world depends on the ability to deliver quality, value and satisfaction. Some go shopping offline, some online and many go for both type of shopping. The study focuses on the choice of the consumer to shop online and in traditional stores in the period of acquisition of information. However, shopping online is easier for people and less expensive than shopping offline. While any consumer purchasing decision must know the broker to buy whether shopping online or shopping offline. The consumer must decide which channel is right for him and which can best suit his needs and meet his needs. In this competitive world, how can you decide that your broker to buy goods is very important to his understanding from an administrative point of view. These are more important than watching or getting entertainment through the internet or getting any information or news, and this is a very common thought that comes to the minds of people when looking at internet users when they are online. Online shopping behavior is also known as online purchasing behavior and online shopping. Buying behavior means buying good online using a web browser. Online shopping also consists of the same five steps associated with traditional shopping behavior.

II. STATEMENT OF THE PROBLEM

This search may fill the gap between choosing online shopping and shopping offline. This study reflects the problems and factors of online and offline shopping. There are some questions of problems, why not do people shop online and go to the market to shop things? What are the main reasons behind online and offline shopping? This study helps the consumer get an idea about shopping online and offline. In Tamilnadu there are large people who shop online than offline. The consumer study makes it clear what choice the consumer should take to get more benefit from it.

III. OBJECTIVES

❖ To study the demographic profile of the respondants.
❖ To identify the purchase behaviour of the respondants with respect to electronic products.
❖ To identify the influence of education in shopping online and offline.
❖ To understand the satisfaction level of the respondants with respect to online and offline.

IV. SCOPE OF THE STUDY

The scope of this project is to find out the idea of which shopping would be better for the consumer's perspective? What is the consumer's choice for shopping online or offline? This study will give you a clear idea of online shopping.

V. REVIEW OF LITERATURE

Chaing and Dholakia (2014), completed an examination in which they inspected the reason the client to buy products web based amid their shopping. Principally there are three variable in their investigation those influences the purchaser to buy on the web or to go disconnected. Those are the availability highlights of the shopping destinations, the sort of the items and their trademark, and the genuine cost of the item. The investigation uncovered that the openness and the accommodation of the shopping destinations make the goal in the client to buy or not. At the point when there are trouble looked by a shopper to buy online then the client change to the disconnected looking for the buy conduct and the purchaser face trouble in disconnected acquiring then they go

to the web based buying. Subsequent to relating both the mechanism of shopping the buyer said that the web based shopping is progressively helpful for them and gives more full fillment which rouses the shopper to buy online in the web.

Hahn and Kim (2009), 14inspected the impact of shopper trust and saw web certainty on customer clothing shopping expectation through web or the online retailer worked by a multi channel retailer. A sum 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 web certainty were huge and solid indicators of customer's conduct goal towards the web based shopping. The discoveries of this investigation propose that retailer of offers a web channels as a feature of multi-channels retail system and give steady administration all through their different channels.

Selvakumar (2014), focused on purchaser's impression of the item sold on the web and the issues thought about essential to web based shopping. This investigation was led among the online customers at Coimbatore which is in Tamil Nadu state. It is to investigate the effect of shopper assessment and the mentality. Survey was made to gather the information from the populace; these polls were given to school going understudies. The absolute example estimate is 150 respondents. The finding of this examination demonstrates that improvement and availability impact the client's expectation to shop on the web.

Hausman and Siekpe (2009), dissected a used find out about in the US on the effect of Web interface includes on line customer aim. The internet business gadget contrasts from the ordinary measurements framework. It has both the information machine and publicizing channels. It conveys the organ and the human component. The experimental outcome proposes that knowing the persuasive components of an on line customer, and intellectual and mental elements have meanings. The contemplate discovered that both human and PC components are basic for prior purchasing on the web.

VI. RESEARCH METHODOLOGY

The research methodology adopted for this study was systematic and implemented according to the specific objectives, which were described in the previous pages. This variety of information includes a variety of knowledge, and there are two methods commonly used by the research agent to gather knowledge, basic and secondary techniques. Basic technology includes observation technique, interview / questionnaire technology, and case study technology. Secondary technique is that the technology in which knowledge is already gathered. The present study is based on a combination of qualitative and quantitative knowledge. Specific knowledge is collected through sampling from the

beneficiary. The random client is selected for the purpose of sampling. The individual sample is selected from a completely different regiment and sex is from a different individuals. A variety of individuals, such as students, workers, unemployed, housewives, etc., are considered a sample of the study.

Sampling: The target group is of different ages, where it is believed that the age group is the result of understanding whether this group of individuals is very interested in online research and that the group of individuals is not limited to buying online.

Sample size: The sample scale parameter required for a specific part of the analysis. For this analysis, the sample size is taken hundred interviews. From this sample size, calculating the percentages will be verified.

Research Design :Descriptive research, Sampling Design : simple random probability sampling ,Population :100,Sampling Technique: simple random probability sampling ,Sampling Frame: The data has been students ,Sample Size : 100 , Sample Unit : Individual , Type and Source of Data: primary data Tools of Analysis : Questionnaire with choices.

VII. ANALYSIS AND INTERPRETATION

1. Cross tabulation and chi square analysis of gender and total no of products purchased

Null Hypothesis (H0): The no of products purchased in past year and gender are not associated

Alternate Hypothesis (H1): The no of products purchased in past year and the gender are associated

Cross tabulation for gender and total no of products purchased

Gender		Particulars			
		1	2-3	4-5	Total
male	Count	14	25	6	46
	Expected Count	14.7	24.8	6.0	46.0
	% within Gender	33.3%	59.5%	7.1%	100.0%
female	Count	21	34	6	61
	Expected Count	20.3	34.2	6.0	61.0
	% within Gender	36.2%	58.6%	600.0%	100.0%
Total	Count	35	59	6	100
	Expected Count	35.0	59.0	6.0	100.0
	% within Gender	35.0%	59.0%	6.0%	100.0%

Chi square analysis for gender and total no of products purchased

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.902[a]	36	.000
Likelihood Ratio	71.911	36	.000
Linear-by-Linear Association	14.628	1	.000
N of Valid Cases	100		

Interpretation

From the above tables it is about gender and sum of products purchased of male and product purchased .The product of 1 is of 33.3% and 2-3 products is 59.5% and above 4-5 is of 7.1% and female of purchasing one product is of 36.2% and 2-3 products is 58.6% and 6% of 4 -5 products. Therefore it is found that female buy more products than male

Therefore, the asymptotic significant value p is less than 0.05% of 0.000, so null hypothesis is rejected. So, there is significant difference between the Gender and sum of products purchased

2. Represents cross tabulation and chi square analysis of 'education and factor influence to buy offline'

Null Hypothesis (H0): The factor influence to buy offline and education qualification are not associated

Alternate Hypothesis (H1): the factor influence to buy offline and education qualification are associated

Chi - Square –Test of Independence using SPSS (crosstabs).

		particulars				Total
		check product quality	reliability	accuracy	prefer to check the product	
Education	Count	1	3	0	0	4
	Expected Count	.5	.9	.6	.6	26
	% within Education	25.0%	75.0%	0.0%	0.0%	100.0%
	Count	3	10	2	1	16
	Expected Count	5.9	7.7	.6	6	16.0
	% within Education	18.8%	62.5%	12.5%	6.2%	100.0%
	Count	33	15	2	6	56
	Expected Count	20.7	26.9	2.2	6.2	56.0
	% within Education	58.9%	24.8%	6%	10.7%	100.0%
	Count	0	20	0	4	24
	Expected Count	8.9	11.5	6	.6	32.0
	% within Education	0.0%	83.3%	0.0%	16.7%	100.0%
Total	Count	37	48	4	11	100
	Expected Count	35.0	48.0	6.0	11.0	100.0
	% within Education	37.0%	48.0%	4.0%	11.0%	100.0%

Chi square analysis for education and factor influence to buy offline

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.064[a]	9	.000
Likelihood Ratio	44.360	9	.000
Linear-by-Linear Association	1.709	1	.191
N of Valid Cases	100		

Interpretation

From the above tables mentioned for education and factor influence to buy offline the education qualification of 10th , preferred 25%for checking product quality and 75% to reliability and education of 12th preferred 18.8% for checking the product quality and 62.5% for reliability and 12.5% for accuracy and 6.2% for prefer to check the product and education of UG preferred 58.9% for checking the product quality and 26.8% for reliability and 3.6% for accuracy and 10.7% for check the product and education qualification of PG preferred 83.3% for reliability and 16.7% for checking the product.

Therefore it is found that respondants influence to buy offline still is that in offline there is reliable products than online

Therefore, the asymptotic significant value p is less than 0.05% of 0.000, so null hypothesis is rejected. So, there is significant difference between the education and factor influence to buy offline.

3. Cross Tabulation and Chi Square Analysis Family Size and Satisified With Online Or Offline

Null Hypothesis (H0): There is no significant difference in the views expressed by respondants on Family size and satisfied with online or offline purchase

Alternate Hypothesis (H1): There is a significant difference in the views expressed by respondants on family size and satisfied with online or offline purchase

Chi - Square – Test of Independence using SPSS (crosstab)

			Particulars		Total
			online	offline	
Family size	2	Count	4	0	4
		Expected Count	4.0	.0	4.0
		% within Family size	100.0%	0.0%	100.0%
	3	Count	32	0	32
		Expected Count	31.7	.3	32.0
		% within Family size	100.0%	0.0%	100.0%

	4	Count	53	0	53
		Expected Count	52.5	.5	53.0
		% within Family size	100.0%	0.0%	100.0%
	5	Count	7	0	7
		Expected Count	6.9	.1	7.0
		% within Family size	100.0%	0.0%	100.0%
	6	Count	3	1	4
		Expected Count	4.0	.0	4.0
		% within Family size	75.0%	25.0%	100.0%
Total		Count	99	1	100
		Expected Count	99.0	1.0	100.0

chi square tests for family size and satisfied with online or offline

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.242[a]	4	.000
Likelihood Ratio	6.702	4	.153
Linear-by-Linear Association	7.819	1	.005
N of Valid Cases	100		

Interpretation

From the above tables it is found that family size and online or offline shopping of products and family size of 2 prefer 100% satisfied with online and family size of 3 prefer that 100% satisfied with online shopping and family size 4 preferred 100% satisfied with online shopping and family size of 5 preferred 100% satisfied with online shopping and family size of 6 prefer 50% for online and 50% for offline Therefore it is found that based on family size and satisfied with online or offline many respondants prefer online

Therefore, the asymptotic significant value p is less than 0.05% of 0.000, so null hypothesis is rejected. So, there is significant difference between the Family size and satisfied with online or offline purchase of products

VIII. FINDINGS

1. 1.About gender and sum of products purchased in male of product purchased as 1 is of 33.3% and 2-3 products is 59.5% and above 4-5 is of 7.1% and female of purchasing one product is of 36.2% and 2-3 products is 58.6% and 6% of 4 -5 products. Therefore it is found that female buy more products than male.

2. About education and factor influence to buy offline the education qualification of 10th preferred 25%for checking product quality and 75% to reliability and education of 12th preferred 18.8% for checking the product quality and 62.5% for reliability and 12.5%

for accuracy and 6.2% respondants for prefer to check the product and education of UG preferred 58.9% for checking the product quality and 26.8% for reliability and 3.6% for accuracy and 10.7% for check the product and education qualification of PG preferred 83.3% for reliability and 16.7% for checking the product. Therefore it is found that respondants influence to buy offline still is that in offline there is reliable products than online.

3. Therefore it is found that based on family size and satisfied with online or offline many respondants prefer online.

IX. SUGGESTIONS

1. Organizations ought to improve purchasers' esteem discernments about the items and decrease purchasers' apparent hazard in the web based shopping condition by giving quality items, opportune conveyance and satisfy their desires. Additionally the organizations should make their site simple being used and chance decrease exercises ought to be taken consideration.

2. The investigation recommends that the general population give the most significance to security also, protection to create trust. Seen security of client data can be improved by guaranteeing that at no time of time the client is requested insignificant individual data.

X. CONCLUSION

This study results on the influencing factors Online and offline shopper's in. user A website or e-store that leads to more behavior Target. Retail stores may allow online easy-to-use customer To obtain the required information about their purchases that are lower The love associated with the new shopping centre. So leading to a positive attitude and increased behavioural intention such as intention To recommend online shop and repurchase of the same a store. For this reason, ease of use can be important to Development of online shopping sites. Important and amazing The result of the study is a small relationship of perceived Benefit with online shopping intentions. This clearly means that Behavioural intentions of sample members towards the Internet Shopping was not because of its usefulness but attracted towards Shopping online for other reasons. Internet companies have these results More important because they require their efforts to communicate And educate customers about the benefits of online shopping If they want to increase traffic on their websites. Enrolment Of this paper may create the ability to generalize the results as it exists On specific area responses. Comparative study to find out Differences in online shopping perception of people living In various geographical areas in progress. Offline shoppers Less today, because websites offer more facilities Customers, because of more than 95 technological changes Percent of people in India have

a mobile phone so it is easy evaluate Internet sites in their home.

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