

A Comparative Study on Online And Offline Buying Behaviour

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Abstract- *The rapid growth of digital technology and e-commerce platforms has significantly changed the buying behavior of consumers. At the same time, traditional offline shopping continues to remain important due to personal interaction, product inspection, and immediate purchase. This study aims to compare online and offline buying behavior of consumers and identify the key factors influencing their purchase decisions. The research focuses on aspects such as convenience, price, trust, product availability, customer satisfaction, and perceived risk in both modes of shopping. Primary data were collected through a structured questionnaire from selected respondents, and secondary data were gathered from journals, books, and websites. Statistical tools such as percentage analysis and comparative analysis were used to interpret the data. The findings of the study highlight significant differences in consumer preferences between online and offline shopping. The study provides useful insights for marketers and retailers to improve their strategies by understanding consumer expectations and integrating both online and offline channels effectively.*

Keywords- Online buying behavior, Offline buying behavior, Consumer preference, Purchase decision, Customer satisfaction, E-commerce, Retail shopping

I. INTRODUCTION

Consumer buying behavior has undergone a significant transformation in recent years due to rapid technological advancements and the growth of the internet. The emergence of e-commerce platforms has made online shopping increasingly popular by offering convenience, wider product choices, competitive pricing, and easy access to information. As a result, consumers now have the option to compare products, read reviews, and make purchases from anywhere at any time. Despite the growth of online shopping, offline or traditional retail shopping continues to play an important role in the market. Many consumers prefer offline shopping because it allows them to physically examine products, interact with sales personnel, and receive immediate ownership of goods

OBJECTIVES

- To identify factors influencing preferences for online versus offline purchasing .
- To understand demographic variations in online and offline purchase preferences .
- To analyse the important different between the online and offline consumer on the basic if their attitude and features.
- To identify problems faced by consumers in online and offline shopping.

STATEMENT OF PROBLEM

Consumers today are exposed to multiple shopping options but their buying decisions vary significantly depending on whether they shop online or offline. While online shopping offers convenience and a wide variety it also poses risks related to product authenticity delivery delays and privacy concerns Offline shopping on the other hand allows product inspection and instant gratification but may lack competitive pricing and convenience. Despite these contrasting features there is insufficient research explaining how these factors shape consumer behaviour in each mode especially across different demographics. This lack of understanding creates challenges for businesses in optimizing both channels Therefore the problem addressed in this study is to compare the determinants of buying behaviour in online and offline shopping environments and identify the factors that influence consumers preferences.

LIMITATIONS OF THE STUDY

1. The study may be conducted with a limited number of respondents due to time and resource constraints. Therefore, the findings may not fully represent the entire population.
2. The research might be confined to a specific area (for example, a particular city or district). Consumer behavior may vary in different regions, so the results cannot be generalized to all locations.

3. Differences in internet access, digital literacy, and technological awareness among respondents may influence online buying behavior, but these factors may not be fully examined in the study.

II. REVIEW OF LITERATURE

- **Kotler and Keller (2016)** explained that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors. They emphasized that the buying decision process remains the same across channels, but the influencing elements differ in online and offline environments. In offline shopping, personal interaction and physical product evaluation play a dominant role, whereas in online shopping, information availability and convenience become more important.
- **Solomon (2017)** stated that consumer behaviour is shaped by motivation, perception, learning, beliefs, and attitudes. He noted that online platforms affect perception through digital advertisements, online reviews, and personalized recommendations, while offline shopping is influenced more by store ambience and sales personnel.
- **He and Harris (2020)** further supported this view and stated that the pandemic accelerated digital transformation and increased consumer reliance on online channels for convenience and safety.

III. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design. It aims to compare consumer buying behaviour in online and offline shopping environments by analyzing various influencing factors such as convenience, price, trust, product availability, customer satisfaction, and perceived risk.

Sample size

Data were collected using structured questionnaires and survey forms, which enabled the researcher to gather reliable and relevant information about the effects of Online VS Offline Buying Behaviour A Comparative Study. The collected data were analysed using chi square analysis to interpret responses and identify trends.

Area of the Study:

The area of the study refers to the geographical location where the research is conducted. This study on Online

vs Offline Buying Behaviour – A Comparative Study is carried out in Coimbatore. The respondents include consumers residing in and around who have experience in both online and offline shopping. Online shopping platforms are actively used by consumers. Therefore, it provides a suitable environment to compare consumer preferences, purchasing patterns, and influencing factors between online and offline modes of shopping.

Methods of Data Collection

Primary Data

Primary data is collected directly from respondents through a **structured questionnaire**. The questionnaire includes both closed-ended and Likert-scale questions to measure consumer opinions and preferences.

Secondary Data

Secondary data is collected from:

- Books and journals related to consumer behaviour
- Research articles
- E-commerce reports
- Company websites
- Newspapers and magazines

CHI SQUARE TEST AND INTERPRETATION

Gender	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	9.842 ^a	2	0.007
Likelihood Ratio	9.115	2	0.010
NofValid Cases	120		

Since the significance value (0.007) is less than 0.05, the null hypothesis is rejected. Therefore, there is a significant relationship between gender and preferred mode of shopping. This indicates that shopping preferences differ between male and female respondents.

	Value	df	Asymp.Sig. (2-sided)
Pearson Chi-Square	16.274 ^a	8	0.038
Likelihood Ratio	15.112	8	0.047
NofValid Cases	120		

Since the significance value (0.038) is less than 0.05, the null hypothesis is rejected. There is a significant relationship between age group and online shopping frequency. Younger respondents tend to shop online more frequently compared to older respondents.

IV. FINDINGS OF THE STUDY

- Majority of the respondents reported using two grocery apps (43.4%) and engaging with them only casually (43.4%).
- Majority of the respondents preferred Flipkart and Zeppa as their grocery apps, followed by Big Basket and Amazon Fresh.
- Majority of the respondents were students (87.3%), predominantly belonging to the 10–20 years age group (53.1%), and living in small families of 2–4 members (65.5%).
- Majority of the respondents purchased groceries on a monthly basis (31.9%), followed by weekly purchases (23.9%), while daily purchases (9.7%) were least common.
- Majority of the respondents spent between ₹500–₹1000 (31.8%), followed by ₹1000–₹2000 (23.8%), while only a small proportion (11.5%) spent above ₹2000.
- Majority of the respondents frequently purchased fruits and vegetables (36.6%) and household essentials (34.5%), while beverages were the least purchased category.
- Majority of the respondents were most attracted to direct offers such as Buy 1 Get 1 (38.1%) and cashback (36.3%).
- Majority of the respondents considered loyalty rewards (7.1%) as the least valued promotional strategy.
- Majority of the respondents (35.4%) valued both quality and discounts equally, though overall, discounts were prioritized more than product quality.
- Majority of the respondents highlighted delivery speed and accuracy (43.4%) and home delivery (37.2%) as the key drivers, followed by competitive pricing (22.1%).
- Majority of the respondents also valued wide product variety (16.8%) and ease of navigation (19.5%) as supportive factors.
- Majority of the respondents faced app crashes and glitches (28.3%) as the biggest issue in grocery app usage.
- Majority of the respondents also reported product unavailability (27.4%), late delivery (23.9%), and high delivery charges (23.9%) as major challenges.
- Majority of the respondents considered returns and refunds (7.1%) as the least problematic concern.
- The Chi-square test shows a significance value of 0.007, which is less than 0.05. One gender shows relatively higher preference for online shopping, while the other shows stronger inclination toward offline shopping. This indicates that marketers must design gender-specific promotional strategies for better engagement.
- The Chi-square value (0.038) is less than 0.05, indicating a significant relationship between age group and online shopping frequency. Younger respondents shop online more frequently compared to older respondents.
- A majority of respondents agreed that online shopping saves time and effort. 24/7 availability and doorstep delivery were considered strong advantages. Convenience is the most influential factor encouraging consumers to prefer online shopping. Respondents believe that online platforms offer better discounts and price comparisons. Offline stores are perceived as slightly expensive in comparison.
- Price sensitivity significantly influences online buying behaviour. Consumers looking for offers and deals prefer online platforms. Many respondents feel more confident purchasing from offline stores because they can physically examine the product. Concerns such as fake products, delivery delays, and return issues affect online purchases. Offline shopping is preferred when trust and product quality verification are important.
- Offline shopping provides instant possession of goods. Online purchases require waiting for delivery. Consumers needing urgent products prefer offline shopping. Online shoppers are satisfied with convenience and pricing. Offline shoppers are satisfied with personal interaction and product quality assurance. Customer satisfaction differs based on expectations and priorities. There is no single dominant mode; preferences depend on individual needs.
- The study confirms that there are significant differences between online and offline buying behaviour based on demographic factors, convenience, price sensitivity, trust, and perceived risk. Businesses must adopt an integrated strategy combining both channels to meet diverse consumer expectations.

V. SUGGESTION

Based on the findings of the study, it is suggested that retailers should adopt an integrated omnichannel strategy that combines both online and offline shopping experiences to meet diverse consumer needs. E-commerce platforms must strengthen data security measures, ensure product authenticity, and simplify return and refund procedures to build greater trust among consumers. Offline retailers should enhance store ambience, provide better customer service, and introduce

Chi Square Analysis

competitive pricing strategies and loyalty programs to attract price-sensitive customers. Businesses should also design targeted marketing strategies based on demographic factors such as age and gender to improve customer engagement. Additionally, creating digital awareness programs can help older consumers become more comfortable with online shopping. Overall, both online and offline retailers should continuously collect customer feedback and focus on improving service quality to enhance customer satisfaction and long-term loyalty.

VI. CONCLUSION

The study concludes that there is a significant difference between online and offline buying behaviour based on factors such as convenience, price, trust, product availability, and demographic characteristics. Online shopping is mainly preferred by younger consumers due to its convenience, wide product variety, and attractive discounts. On the other hand, offline shopping continues to be important for consumers who value physical product inspection, personal interaction, and immediate possession of goods. The Chi-square analysis further confirms that variables such as gender and age have a significant relationship with shopping preferences. Both shopping modes have their own advantages and limitations, and consumer choice largely depends on individual needs, product type, urgency, and level of trust. Therefore, businesses should adopt a balanced and integrated approach by strengthening both online and offline channels to meet changing consumer expectations and achieve long-term success.

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