

A Study on The Increasing Preference For Online Shopping Over In-Store Shopping

Kanishkaa. G

Dept of CSE

PSG College Of Arts & Science

Abstract- *The rapid advancement of digital technology and the widespread use of the internet have significantly transformed consumer shopping behavior. This study examines the increasing preference for online shopping over traditional in-store shopping. It focuses on key factors such as convenience, trust, perceived risk, and lifestyle changes influencing consumer decisions. The research also compares customer experiences across both shopping modes and identifies reasons for the decline in in-store shopping. Using statistical tools such as percentage analysis, correlation, regression, ANOVA, and Chi-square tests, the study provides insights into evolving consumer preferences in the digital retail environment.*

Keywords: Online shopping, Consumer behavior, E-commerce, In-store shopping, Convenience, Trust, Perceived risk

I. INTRODUCTION

The evolution of information technology and internet accessibility has revolutionized the retail industry. Traditional brick-and-mortar shopping is increasingly being replaced by online shopping due to its flexibility, accessibility, and time efficiency. Consumers now prefer purchasing products through digital platforms, enabled by advancements in mobile technology, secure payment systems, and personalized recommendations.

Despite these advantages, concerns related to trust, privacy, and security continue to influence online purchasing decisions. This study aims to analyze the factors contributing to the shift from in-store to online shopping, particularly in the Indian context.

II. OBJECTIVES OF THE STUDY

- To examine factors influencing consumers to shop online
- To identify reasons for the decline in in-store shopping
- To compare consumer experiences between online and physical shopping

III. STATEMENT OF THE PROBLEM

The rise of e-commerce has significantly altered consumer purchasing patterns. While online shopping offers benefits such as convenience, variety, and competitive pricing, it has also reduced footfall in physical stores. Existing studies focus primarily on online shopping adoption but provide limited insight into the shift away from in-store shopping. This study addresses this gap by analyzing both formats comparatively and identifying the combined impact of key factors influencing consumer behavior.

IV. REVIEW OF LITERATURE

Previous studies highlight several determinants of online shopping behavior:

- Convenience, trust, and perceived value significantly influence online shopping adoption (Jarvenpaa & Todd, 1997).
- Mobile accessibility and personalization drive online shopping growth (Groß, 2015).
- Trust and perceived risk remain critical in shaping consumer decisions (Pavlou, 2002; Kim et al., 2008).
- Price, product variety, and time-saving are major motivating factors (Singh & Sinha, 2014).
- Security concerns and privacy issues act as barriers (Chang & Wang, 2011).

Overall, literature indicates a growing preference for online shopping but lacks comprehensive comparative analysis with in-store shopping.

V. RESEARCH METHODOLOGY

5.1 Tools Used

- Simple Percentage Analysis
- Correlation Analysis
- Regression Analysis
- ANOVA
- Chi-Square Test

VI. SCOPE OF THE STUDY

The study focuses on understanding consumer preferences toward online shopping and the decline of in-store shopping. It examines factors such as convenience, trust, risk perception, pricing, and technological advancements. The research is limited to consumer perspectives and does not include retailer viewpoints.

VII. RESEARCH GAP

Although extensive research exists on online shopping behavior, there is limited focus on:

- The transition from in-store to online shopping
- Combined effects of trust, convenience, and risk
- Comparative analysis in the Indian context
- Updated empirical studies reflecting current digital trends

VIII. OVERVIEW OF SHOPPING BEHAVIOR

8.1 In-Store Shopping

In-store shopping allows consumers to physically inspect products, receive immediate delivery, and interact with sales personnel. However, it is time-consuming and limited by store hours and product availability.

8.2 Online Shopping

Online shopping enables consumers to purchase products anytime and anywhere. It offers advantages such as:

- Convenience
- Wide product variety
- Price comparison
- Time efficiency

However, it also involves risks such as:

- Product uncertainty
- Delivery delays
- Security concerns

IX. FACTORS INFLUENCING ONLINE SHOPPING PREFERENCE

- Convenience and accessibility
- Time-saving benefits
- Competitive pricing

- Product variety
- Trust and security systems
- Social influence and reviews
- Technological advancements

X. CONSUMER SWITCHING BEHAVIOR

Consumers shift from in-store to online shopping due to better value, convenience, and positive digital experiences. Increased familiarity with online platforms reduces perceived risk and encourages repeat purchases.

XI. LIMITATIONS OF THE STUDY

- Based on self-reported data
- Limited geographical scope (Coimbatore)
- Rapid technological changes may affect relevance
- Potential bias in responses

XII. CONCLUSION

The study concludes that online shopping is increasingly preferred due to its convenience, efficiency, and technological advancements. While in-store shopping still holds value for experiential and immediate purchases, the overall trend indicates a significant shift toward digital retail. Retailers must adapt to changing consumer preferences by integrating online and offline strategies to remain competitive.