Customer Preference Towards Online or Offline Shopping

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ABSTRACT: We live in a time of rapid technological improvement in all spheres of life, which has a direct impact on how we view our way of life. We will inevitably have to rely on making purchases online to meet our necessities. We are forced in one way or another by technological development to become active users of the services provided by online merchants. The advantages that a customer is anticipated to receive from using the internet platform are also numerous. Given the difficulties a client encounters while purchasing a product offline, it could be preferable to look into purchasing it online. The scenario of the study is to know the significance, changes in a various factors between the online and offline shopping, and also to compare the customer preference for online and offline shopping. To examine the interchange faced by the customer.

Keywords: Technology development, Online merchants, Physical counter purchasing.

INTRODUCTION
Life includes shopping every day. While some people only purchase necessities when they shop, others purchase more. It is seen as a means of relieving tension, of fulfilling some mental need, or of adding some flavour to the mechanical way of life. One of the oldest expressions used to describe what we have all been doing over the years is undoubtedly shopping. Yet, in the past, terms like “trade,” “bartering,” and possibly even “market” would have been employed. So what does conventional shopping have to offer now that the internet has made the industry more appealing to the present consumers and wider? There are generally two styles of shopping: conventional from a management perspective, it is crucial to comprehend that consumers have the power to choose the specific channel through which they will acquire things. After online shopping, e-mail use, instant messaging, and web browsing rank as the top three best and most popular internet activities. These are the two extremely typical ideas that occur to people’s minds when thinking what internet users do when they are online, and they are even more significant than viewing or being entertained by the internet or acquiring any information or news. Online buying behaviour and internet shopping are other names for the online shopping behaviour. The term “buying behaviour” refers to the act of purchasing goods through a web browser. Attitude and behaviour connected to online purchasing. The convenience of online buying is its primary advantage. Online shoppers can buy at their convenience while lounging in their homes, unlike traditional shoppers who must brave traffic and long queues to make purchases. You only need to key in the thing you’re looking for to find it. Once you’ve found the item, you can order it whenever you want because online shops are open 24/7. It becomes far less complicated and stressful. Although traditional consumers must walk, drive, or can’t get to the places they want due to lack of time, online customers can jump from store to store with the touch of a mouse. The convenience of online buying Is its primary advantage. Online shoppers can buy at their convenience while lounging in their homes, unlike traditional shoppers who must brave traffic and long queues to make purchases. You only need to key in the thing you’re looking for to find it. Once you’ve found the item, you can order it whenever you want because online shops are open 24/7. It becomes far less complicated and stressful. Although traditional consumers must walk, drive, or can’t get to the places they want due to lack of time, online customers can jump from store to store with the touch of a mouse. In today’s world, shopping has become quite important. Few people shop for necessities, while others purchase something different. It can be used as a stress reliever, a way to state mental cravings, or a way to break out from our regular routines. In terms of what we have all been doing over a long period of time, shopping is probably the most ancient term. Terms like trading, bartering, and even market were in use back then. The internet has given present customers access to a larger and genuinely fascinating business sector. Shopping can be divided into two categories: traditional shopping and online shopping. Due to the widespread use of computers today, a rising number of individuals are buying online.

OBJECTIVE OF THE STUDY
➢ To analyze the significant of differences in a various factors between the online and offline shopping.
➢ To compare the customer preference for online and offline shopping.
➢ To understand the changes faced by the customer.

STATEMENT OF THE PROBLEM
Some people love shopping the old-fashioned way, others enjoy shopping online, still others prefer both, and still more are just dimly aware of the growing popularity of online shopping and still favour in-store shopping. Nowadays, internet shopping has become so popular that many businesses are choosing to invest in e-commerce rather than purchasing real estate or mall space. Anyone with internet access may now reach every store in the globe thanks to technological advancements. Because we are buying items for the people we care about or going shopping with them, shopping makes us happy. When opposed to online shopping, conventional methods of buying are frequently considerably more enjoyable and exciting.

SCOPE OF STUDY
Corporate transformation to a more digital economy. This pandemic also brought about modifications in internet shopping habits that will probably continue for a long time. People were obliged to shop online due to COVID-19 infection risk and lockdown regulations. Several studies have demonstrated how this pandemic influenced the rising trend in the online buying curve. The
practices of e-commerce have been permanently altered by the virus’s proliferation. According to numerous research, customer behaviour has changed the most recently from physical to online transactions, and they are increasingly migrating towards cashless transactions.

RESEARCH METHODOLOGY
Research methodology refers to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of Due to the limited period of study, only 50 customers selected as sample unit from the population. The study is conducted on the basis of the responds of the selected sample and findings are drawn based on their responds.

Resource of data
Primary data
The first-hand information was collected by the researcher after finalizing the study area. Through well-structured questionnaire primary data was collected. It was collected from 50 respondents.

Secondary data
The secondary data was collected from the study related websites, journals, and magazines. It was collected through the library to facilitate proper understanding of the conceptual frame work about the study.

Area of the study
The study is conducted in Coimbatore city.

Area of period
The study is conducted period for a period 2nd Jan to March 31, 2023

Sample size
Due to the limited period of study, only 50 customers selected as sample unit from the population. The study is conducted on the basis of the responds of the selected sample and findings are drawn based on their responds.

Tools used by Analysis
➢ Percentage analysis
➢ Chi square

Limitation of study
➢ Selected Sample is limited to 50. Hence findings cannot be generalized.
➢ Respondents may be biased. So the collected data may not be reliable.
➢ Customers’ preferences and opinions are supposed to change from time to time.

REVIEW OF LITERATURE
Management (2021) One may wonder if opening a retail store still makes sense given the rise of online purchasing. Mobile shoppers are becoming more and more prevalent over time. While internet shopping is becoming more and more popular, this does not mean that brick-and-mortar stores are no longer relevant. The fact is, a sizable portion of consumers conduct their shopping both online and offline. Offline purchasing is not done online, as the term suggests. The customer enters the store and buys products there. Some people still like offline buying even if online shopping is still very common. Which shopping method is best for consumers is implied by this study.

Jain (2022)Shopping is a pastime that will always be popular. Since one will constantly need to purchase new items, shopping will always be a part of life. Today, shopping can be done from the comfort of your home, unlike the past when it required dressing up and visiting malls. Internet sales were already flourishing, but when the Corona virus made leaving the house difficult, the bulk of the market decided that online buying should take center stage. You may save a tonne of time by shopping online, which is one of its main advantages. It can be done while driving between business calls, at home, in bed, or occasionally even in the restroom! A parent needs time to.

OVERVIEW OF THE STUDY
SHOPPING
Markets, malls, and high streets have been used by humans for shopping for ages. Shopping was a need in the past because not everyone had the means to create their own food. People would thereafter purchase vegetables from farmers, bread from bakeries, and so forth. But in modern times, shopping has become a completely different world. Many individuals consider shopping to be more than just a need. It is now frequently seen as an enjoyable hobby to undertake with friends or family. Although many people still throng town centers to shop in person, the growth of online shopping has made business more accessible than ever. At the press of a button, you can now purchase practically anything and have it delivered directly to your door.

ONLINE SHOPPING
Online shopping is the practice of utilizing our laptops or mobile devices to make purchases from internet retailers. Several conventional physical establishments have been transformed into online stores via technology. All of the things that are sold in physical stores may also be found online and bought there with only a few clicks. Many websites, including Amazon.com, e-Bay, Flipkart, Paytm Mall, Snapdeal, Myntra, Jabong.com, BigBasket.com, Urbanclap, and others, offer the ability to shop online. Using our computer or mobile device, we only need to go to these online stores, choose the item we want to buy, and then place our order. As soon as feasible, a delivery person will deliver our products. Online shopping is one name for this type of shopping. Online shopping benefits are convenient, better price, more variety, more control, easy to price comparison, no crowd, no pressure and saving our time.

Customers can locate a product of interest by going to the retailer’s website directly or by searching among other vendors using a shopping search engine, which shows the availability and cost of the same goods at various e-retailers. Customers will be able to shop online starting in 2020 utilizing a variety of computers and gadgets, including desktop, laptop, tablet, and smartphone models. Business-to-consumer (B2C) online shopping is the act of purchasing goods or services from an online store using the analogy of visiting a physical store or shopping mall. When a website is created for a store.
ADVANTAGES OF ONLINE SHOPPING
Time savings and finding the greatest goods at the lowest price are just two of the benefits of shopping online. Access to a huge selection of products is provided by online purchasing. Online stores offer a wide range of goods that we can compare with similar goods to determine which is best for us. These goods include clothing, electronic devices, kitchen utensils, daily necessities, and more. Selecting things at an online store is simpler than choosing them in a physical store since we can quickly scroll through a variety of items that are similar. Internet shopping also saves us time that we may utilize for other beneficial activities. Internet shopping helps to reduce environmental pollution by cutting down on driving and saving money on fuel. Online shopping also has the advantage of being accessible around-the-clock, so we don’t have to wait till we have a day off to go to a real store. Internet shopping also offers the option to exchange or return things that don’t fit you. Also, purchasing goods online is more affordable than doing it offline. Online shopping offers the best deals, cash backs, fortunate draws, and holiday sales on a variety of occasions, enabling us to purchase the best goods for the lowest prices.

DISADVANTAGES OF ONLINE SHOPPING
Customers find internet shopping unnecessary when buying electronics and clothing because they cannot physically touch or try the items on to determine their exact size. Ineffective inventory management and lengthy periods cause product delays for several internet stores. The process of choosing, purchasing, and paying is straightforward, however it takes one to two weeks for the merchandise to arrive at your door. The offline showroom salesperson offers individualized assistance and helps us select the ideal one. Also, the ability to speak with a sales professional might occasionally be problematic because it seems like there are always lines open.

OFFLINE SHOPPING
The traditional method of shopping is offline, which involves physically visiting the counter, store, or shop. Online purchases are made from your home using a computer and a network. Offline shopping is a traditional method of making purchases by going directly to the retailer or seller. The primary advantage of purchasing offline is that customers can see the products in person, eliminating any chance of product quality disappointment. You may utilize the products right away, unlike when you order online. Some advantages of offline shopping include instant use and no waiting period. It can be exhausting and time-consuming to visit several stores. On sometimes, you may spend hours searching the area for a dress without success. With offline purchasing, simply visit the store and purchase what you need. As opposed to internet purchasing, where you must wait 5–7 days to receive the item, you do not have to. Using your unique experience, choose any product. Get a feel for the product, learn how it works, and then decide whether or not to buy it. You don’t have this choice when shopping online. In offline buying, returning any item is just as simple as quickly receiving it. Immediately return or exchange the item by going to the store on the day they accept returns. As I already said, shopping with friends, relatives, or a loved one is different than buying alone and might bring greater happiness. Online shopping can never bring you that sense of fulfillment or delight.

DISADVANTAGES OF OFFLINE SHOPPING
It may take time and effort to visit each store separately. Sometimes you can browse for a dress for hours on end without finding anything. Deals and discounts are only made accessible for a certain period of time. Most likely, the reduction won’t be as substantial as it would be in an online retailer. Markets and malls can occasionally be crowded to the point where it is difficult to move about. If you hate crowded places and sweaty people, imagine being tugged along (a nightmare).

DATA ANALYSIS AND INTERPRETATION
This chapter analyzes and interprets changes in consumer behavior patterns. A sociological study of people visiting a mall, particularly in the city of Coimbatore. A specimen of 50 respondents selected from Coimbatore city is presented. The opinion and relevant information of respondents were collected through a questionnaire consisting of personal and learning factors. The collected data were classified and tabulated and completed according to the research objectives by using statistical tools.

Percentage analysis
Table No.1 Describes the Socio-economic background of the respondents.

<table>
<thead>
<tr>
<th>Demographic variable</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 to 25</td>
<td>37</td>
<td>74.0</td>
</tr>
<tr>
<td>25 to 34</td>
<td>5</td>
<td>10.0</td>
</tr>
<tr>
<td>35 to 40</td>
<td>5</td>
<td>10.0</td>
</tr>
<tr>
<td>Above 40</td>
<td>3</td>
<td>6.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>27</td>
<td>54.0</td>
</tr>
<tr>
<td>Female</td>
<td>23</td>
<td>46.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>24</td>
<td>48.0</td>
</tr>
<tr>
<td>Professional</td>
<td>7</td>
<td>14.0</td>
</tr>
<tr>
<td>Business others</td>
<td>15</td>
<td>30.0</td>
</tr>
<tr>
<td>others</td>
<td>4</td>
<td>8.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100.0</td>
</tr>
<tr>
<td><strong>Marital status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>6</td>
<td>12.0</td>
</tr>
<tr>
<td>unmarried</td>
<td>44</td>
<td>88.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>50</td>
<td>100.0</td>
</tr>
</tbody>
</table>

From the above table 1, it is clear that the general profile of the respondents shows that
➢ 74% of the respondents are 18 to 25, 10% of the respondents are 25 to 34 years, 10% respondents are 35 to 40 years, 6% of the respondents are above 40.
➢ 54% of the respondents are male and 46% of the respondents are female.
➢ 48% of the respondents are student level, 14% of the respondents are professional, 30% respondents are business peoples, 8% of the respondents are others.
➢ 12% of the respondents are married and 88% of the respondents are unmarried person.

Chi-Square analysis
Chi-Square Analysis is one of the simplest and most widely used non-parametric tests in statistics. He is used to the independents of attributes or factors. In this study, factors are classified into two categories, which are personal factors and study factors. Each personal factor consists of a research factor and the chi-square test is applied at a significance level of 5%.

Table no:2 describes the overall shopping experience and preference to online or offline shopping.

Ho: There is no significant relationship between online or offline shopping preference which types of groups.
H1: There is a significant relationship between online or offline shopping preference which types of group.

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp.sig(2sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi– square</td>
<td>8.232</td>
<td>3</td>
<td>.041</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linear - by -linear association</td>
<td>6.734</td>
<td>3</td>
<td>.081</td>
</tr>
<tr>
<td>N of valid cases</td>
<td>.781</td>
<td>1</td>
<td>.377</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a .4 cells (50.0%) have expected count less than 5. The minimum expected count is 84. From the above table it is found that the hypothesis is rejected (significant) in two cases.

It is concluded that overall shopping experience have significant influences Preference to easy refund and returning policy.

Table no: 2: describes the comparative study based on easy refund or returning policy between guarantee and warranty

Ho: There is a no relationship between easy refund or returning policy between guarantee and warranty
H1: There is a relationship between easy refund or returning policy between guarantee and warranty

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig (2 sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson chi– square</td>
<td>97.454</td>
<td>9</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood ratio</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>N of valid cases</td>
<td>84.960</td>
<td>9</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>50</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a.13 cells (81.3%) have expected count less than 5. The minimum expected count is 50. From the above table it is found that the hypothesis is rejected (significant) in two cases.

It is concluded that overall shopping experience have significant influences Preference to easy refund and returning policy.

FINDINGS
➢ Most (74%) of the respondents are belonging to the age group between 18 to 24.
➢ Majority (54%) of the respondents are male.
➢ Most (48%) of the respondents are students.
➢ Majority (88%) of the respondents are others.
➢ It is concluded that the respondents have given top priority to online shopping.
➢ It is concluded that overall shopping experience have significant influences Preference to online or offline shopping.
➢ It is concluded that overall shopping experience have significant influences Preference to easy refund and returning policy.

SUGGESTIONS
➢ Personalization:
Advancements in artificial intelligence and machine learning can enable retailers to provide more personalized shopping experiences for customers. For example, retailers could use data from previous purchases and browsing history to make personalized product recommendations, offer customized promotions, and tailor marketing messages to individual customers.
➢ Social Commerce:
Social media platforms can be used to create new shopping experiences for customers. For example, retailers can leverage social media platforms to showcase products and allow customers to purchase directly through social media channels. Overall, there are many areas for advancement in both online and offline shopping, and retailers that invest in innovation and new technologies will be better positioned to meet the evolving needs of customers.

CONCLUSION
Both online and offline shopping have their own advantages and disadvantages. Online shopping offers convenience, a wider range of options, and the ability to compare prices easily. On the other hand, offline shopping allows customers to physically touch and inspect products, receive personal assistance from salespeople, and avoid shipping costs. Also worth noting that the COVID-19 pandemic has accelerated the shift towards online shopping, as many people have been forced to avoid physical stores due to health concerns and restrictions. Regardless of whether customers choose to shop online or offline, it’s important for businesses to prioritize customer satisfaction, provide high-quality products and services, and offer competitive pricing and promotions to remain competitive in today’s market.

REFERENCE

WEBSITES
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