A Comparative Study and Factors Affecting Online and Offline Shopping Behavior of Consumers in Bareilly, Uttar Pradesh, India

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Abstract

This paper uses a Google forms questionnaire survey to gather data, which is then analyzed to study consumer behavior and the relationship between consumer characteristics and online and offline shopping in order to make predictions about how to best serve both online and offline businesses' interests.102 questionnaires in total are gathered. To compute frequency, percentage and examine the relationships between different variables spss, Google forms are utilized. The relationship between the two is inferred by examining the linear relationship and the data distribution. Analysis reveals that despite becoming a trend, most individuals still like internet purchasing. However, individuals continue to use an offline method of shopping that is comparable to online shopping. While offline products typically consist of clothing, groceries, snacks, skincare, and make-up products, etc., internet products are typically comprised of clothing, cosmetics, skincare, and snacks. Online purchasing has also become popular in the future. To increase the number of people who buy offline, offline retailers can enhance the overall shopping experience for customers by focusing more on the sensations and actual consumption that shopping brings about.

INTRODUCTION

To purchase products and services, people used to visit the market or a retail establishment (Tauber, 1972). During the purchasing process, they go through many stages (Engel *et al.*, 1995). Because of evolving lifestyles and the accessibility of modern technology, consumer behavior

Has altered Consumers now use technology to aid them in performing daily actions, including obtaining, consuming, and discarding goods and services (Cho *et al.*, 2006). Is online shopping more popular than offline shopping (Bidhuri, 2020)? Or, to put it another way, do people prefer to purchase offline or online when it comes to their purchasing habits? This is crucial to understand from the standpoint of a retailer and marketer (Kacen, Hess, & Chi, 2013). For a marketing company to survive and succeed in the current marketing environment, it is essential

To voice certain concerns and look for solutions any person who purchases goods or services for personal use is referred to as a "consumer." This shopping style has been practiced throughout the world since ancient times. The majority of business operations follow this mode

The development of Internet technology has given marketers and retailers new business opportunities. Marketers want to give customers a wide range of channel buying options throughout a shopping excursion. Online shopping is anticipated to significantly increase in importance in consumers' daily lives. Online shopping describes buying and selling goods and services over the internet. It encourages merchants to make their products and services available online in order to expand their customer base. Marketers develop cutting-edge advertising campaigns for their products and services. Customers now have new options at traditional stores as well. Some companies give their customers the opportunity to shop both online and offline.

A wide range of factors affects people's purchasing choices. In the past, numerous researches have been conducted to better understand consumer behavior and pinpoint all the factors that affect it. Technology is developing quickly, which significantly impacts people's purchasing decisions (Cho *et al.*, 2006). In addition, COVID-19 unexpectedly occurred in 2020. Since most of them will be stranded at home due to this catastrophe, many people have shifted their shopping from offline to online. The popularity of online purchasing has skyrocketed throughout this time. The number of offline physical stores is steadily declining, and some businesses are in financial trouble. Therefore, it is important to study consumer attitudes and psychology regarding online and offline shopping to help online and offline retailers enhance their offerings and draw more customers to maximize their interests and value. This research will offer some useful market recommendations to online and offline merchants by examining the views of various customer types on online and offline shopping, as well as the categories of items they consume and some suggestions made to create a comprehensive arrangement.

Literature Review

Aron M. Levin, Irwin P. Levin, and Joshua A. Weller all noted that consumer preferences for various items, customers, and shopping experience phases would vary between online and offline buying. Their study's sample reveals that while males are more inclined than women to purchase electronics and computer equipment online, women are more likely to do so when purchasing apparel. Additionally, Chayapa asserts that consumers' decision-making processes are remarkably similar whether they shop offline or online. However, some variations in the retail environment and marketing practices could affect consumers' decisions. Additionally, in the Bukola Olamidun Falode study,

the main focus is on the online and offline shopping motivations of consumers of apparel in Nigeria's Ibadan Metropolis. They think that the majority of people prefer to shop locally. The proportion of consumers that just purchase online is quite modest because consumers shop both offline and online. They think that because people love to buy as a pleasurable pastime, some offline ambient elements would also influence how they shop. Retailers still need to understand how to combine online and offline marketing methods to optimize their worth even while Internet technology can help businesses increase service quality, cut costs, increase production efficiency, and boost profitability. To optimize our interests and value from target to all clients, a business should operate online and offline. However, shopping online is preferable since it offers individuals convenience and speed that offline shopping does not. Additionally, certain issues with offline stores need to be resolved. Since consumers believe that buying makes them happy, offline businesses should focus more on making customers happy when they shop and have a positive shopping experience to attract more customers. In the Indian consumer group, there are notable disparities between how customers shop through online and offline media based on particular criteria, according to a study by Raja Sarkar and Dr. Sabyasachi Das. The majority of Indian shoppers still favor the supposedly "genuine" shopping experience in brick-and-mortar stores, despite the fact that internet sales are increasing quickly in India and are predicted to continue growing. According to Aron M. Levin, Irwin P. Levin, and C. Edward Heath's research, various products are required to boost their online or offline presence. However, consumers' ongoing use of online shopping may allay their concerns and alter their current position. While some aspects of the offline shopping experience are preferred, some aspects of the internet shopping experience are thought to be superior (Yan, 2020).

Factors Affecting Shopping

Attitude

Online grocery shoppers' judgments are influenced by their personal values (Hansen, 2008). According to a survey, consumer opinions toward online grocery shopping are crucial to how often they will utilize the service (Jasti & Syed, 2019). Perceived benefits and consumer trust influence consumer attitudes (Al-Debei *et al.*, 2015). Consumer mindset influences consumer behavior (Kanade & Kulkarni, 2020). The primary determining factor for internet shopping was found to be attitude (Jadhav & Khanna, 2016). The survey's findings showed that customers' past experiences substantially impacted their intention to repurchase (Lodorfos *et al.*, 2006). In addition to the simplicity of use, enjoyment, and usefulness, Exogenous factors, including product qualities, consumer traits, prior online buying experiences, situational considerations, and trust in online purchasing also have an impact on attitudes toward and intention to shop online (Monsuwe *et al.*, 2004). Consumer perceptions of the benefits of online shopping have been found to have a significant impact (Al-Debei *et al.*, 2015). According to a study, situational factors have an impact on customer decision-making about the purchasing channels. A number of factors affect attitudes toward internet shopping and the willingness to do so (Huang & Oppewal, 2006). Although this association depends on whether the consumer has previously made an online purchase or an online grocery buy, personal values are related to views toward online food shopping (Monsuwe *et al.*, 2004). The consumer's prior experience with online shopping also has an impact on this relationship (Hansen, 2008).

Demographic variables

Demographic traits and brand preferences differ significantly from one another (Shamshuddi *et al.*, 2020). Male respondents are more inclined to shop for technical items, but female respondents are more interested in online shopping and more likely to buy clothing and accessories (Saluja *et al.*, 2018). Because they don't understand technology as well as younger people, those over 35 are less likely to shop online. (2017) Sivanesan etal there is a correlation between gender and online shopping, but not between online shopping and education (Choudhury & Dey, 2014). It was shown that the consumer desire to switch from physical to online buying is strongly moderated by gender (Handayani *et al.*, 2020). The findings show that offline gendered behavior significantly impacts females' hedonic shopping motivation and purchase intentions across all product categories (Davis *et al.*, 2014). A study conducted in the Jorhat region of Assam to identify the factors that influence online purchasing behavior discovered a positive and substantial relationship between family income and online shopping services (Dutta, 2020).

Trust

Online shopping services positively and significantly correlate with users' trust in websites and risk aversion (Dutta, 2020). The results show that trust is the main determinant of consumers' attitudes toward internet buying (Al-Debei *et al.*, 2015). Trustworthiness was shown to be the key factor influencing factors for internet purchases (Jadhav & Khanna, 2016). During offline buying, the most important consideration was a manufacturer's reputation (Gupta & Sharma, 2018). The results show that trust significantly influences online purchasing decisions (Napitupulu & kartavianus, 2014). Customers' judgments of the importance of trust were significantly influenced by their interactions with an online brand (Lodorfos *et al.*, 2006). Trust positively and significantly influences online purchasing decisions (Irawan, 2018). Consumers' perceptions of e-commerce are influenced by the quality of e-commerce, which determines trust (Ha & Stoel, 2009).

Perceive Risk

The respondents' risk aversion is positively and significantly correlated with their use of online shopping services (Dutta, 2020). The results imply that perceived channel risk is one of the elements influencing customers' intentions to switch from offline to online purchasing in Indonesia. People may avoid making online purchases due to perceived risk (Handayani *et al.*, 2020). Risk perception influences Internet purchasing (Forsythe & Shi, 2003). People are cautious about making online purchases due to the perceived risk (Yousaf *et al.*, 2012). Risk perception is impacted by the delivery cost (Wiryawan, 2009). In the study, the researcher discovered factors that affect consumer behavior, including perceived risk (risk associated with the product, money, information, debit or credit card, non-delivery, poor delivery, and so on) (Kanade & Kulkarni, 2020). The most important factors, according to a study on consumers' opinions of online buying, our privacy, the company's reputation, and accurate product information (Shanthi & Kannaiah, 2015) When it comes to return, exchange, and refund procedures, online businesses are thought to have a competitive disadvantage (Kacen *et al.*, 2013).

Convenience

The study identified access, search, assessment, transaction, and possession/post-purchase convenience as the components of online shopping convenience (Jiang *et al.*, 2013). Convenience is an element that affects online shopping (Yousaf *et al.*, 2012).

A study found that consumers remain unwilling to do it despite the perceived ease of buying online. The perceived convenience is influenced by delivery costs (Wiryawan, 2009). Convenience is the main factor pushing customers to make purchases online (Baubonien & Guleviit, 2015). The most significant influencing factor for internet purchases was identified as convenience (Jadhav & Khanna, 2016). Consumers' contact with an e-brand significantly impacted how they perceived the value of convenience in the online world (Lodorfos *et al.*, 2006). The results showed that convenience positively and significantly impacts online shoppers' decisions (Irawan, 2018).

Delivery

According to the study, one element influencing consumers' intentions to switch from offline to online shopping in Indonesia is the perceived difference in delivery time (Handayani *et al.*, 2020). Customer sensitivity to delivery delays is very high (Bauerová, 2018). Delivery time is one of the most crucial factors in online shopping (Shanthi & Kannaiah, 2015). Respondents are reluctant to shop online for three reasons: perceived convenience, perceived danger, and perceived fun. The delivery price affects a person's satisfaction and risk (Wiryawan, 2009).

Perceived Enjoyment

Perceived enjoyment affects online purchases, claims research (Yousaf *et al.*, 2012). Respondents are reluctant to make online purchases because they want to feel like they're having fun. The delivery price has an impact on how much pleasure is felt (Wiryawan, 2009). The quality of online shopping affects consumers' opinions of it, which in turn affects how much they enjoy it (Ha & Stoel, 2009). Perceived enjoyment was demonstrated to affect attitudes toward online purchasing and the propensity to shop online (Monsuwe *et al.*, 2004). Perceived enjoyment was demonstrated to affect attitudes toward online purchasing and the propensity to shop online (Monsuwe *et al.* 2004).

Price

According to Baubonien and Guleviit (2015), the main factor influencing people to shop online is the lower price. If the price of the goods was less than the going rate, they would choose to shop online. According to a study, online buying is crucial (Sivanesan *et al.*, 2017). According to another study, price is the most crucial factor (Shanthi & Kannaiah, 2015). Price was found to be the most important consideration while shopping online. There is a significant association between online purchasing and product pricing (Jadhav & Khanna, 2016; Choudhury & Dey, 2014). Price plays a big role in people's decision to shop online (Liao & Cheung, 2001). Perceived cost impacts online shopping more than physical shopping (Yousaf *et al.*, 2012). Repurchase intent and perceived cost are positively correlated (Wu *et al.*, 2014). The results of a study show that consumers' intentions are impacted by the perceived cost of converting from offline to online buying (Handayani *et al.*, 2020).

Security

The product's security factors were found to be the most crucial component (Shanthi & Kannaiah, 2015). Interactions with an e-brand significantly impacted how consumers perceived the importance of security (Lodorfos *et al.*, 2006). Security has a little and unfavorable impact on online purchasing decisions (Irawan, 2018). Transaction security has a significant impact on consumers' initial propensity to shop online (Liaoa & Cheung, 2001).

Ease of use

The study found that factors like usability have an impact on consumer behavior (Kanade & Kulkarni, 2020). The ease of use was identified as the primary determining factor for online shopping (Jadhav & Khanna, 2016). The results suggest that perceived ease of payment significantly influences online purchasing decisions (Napitupulu & Kartavianus, 2014). However, perceived ease of use has little impact on opinions of e-commerce (Ha & Stoel, 2009). People's opinions toward online purchasing and desire to shop online are influenced by how easy it is to use (Monsuwe *et al.*, 2004).

Variety of Product Choice

Product availability was thought to be the factor that affected online shopping the most (Jadhav & Khanna, 2016). A survey found that most respondents preferred internet shopping because it gave them access to a broader selection of goods (Saluja *et al.* 2018). Product variety was thought to be the factor that most affected internet shopping (Jadhav & Khanna, 2016). When purchasing offline, the variety of products available was incredibly important (Gupta & Sharma, 2018)

Technology

The study discovered that factors related to technological adoption had an immediate positive effect on customer satisfaction and e-loyalty (Lin & Sun, 2009). According to a different study, while new technology may enhance the shopping experience, apps must be customized to meet the unique requirements of various consumer segments and product categories (Burke, 2002).

Purchase Intention

Consumers' prior experience with online shopping is crucial in deciding which mode to use since it ties personal values to attitudes about attitudes toward online food buying (Hansen, 2008). Another study found that consumer experiences with an e-brand significantly impacted how important ease and trust were to them in the online environment (Lodorfos *et al.*, 2006). According to research by Monsuwe *et al.* (2004), exogenous factors like prior online buying experience can affect attitudes about and intentions for online shopping. Website service quality may directly influence customer e-loyalty and e-satisfaction, according to Grace T.R. Lin and Chia-Chi Sun's 2009 study on the factors influencing consumer happiness and loyalty in online buying (Lin & Sun, 2009). According to research, the level of customer service positively and significantly influences people's online shopping decisions (Irawan, 2018). The results of a study indicate that the material's caliber significantly influences online purchasing decisions (Napitupulu & kartavianus, 2014). IT Education significantly impacts the initial desire to shop online, according to a study carried out in Singapore to ascertain Singaporeans' initial inclination to do so (Liao & Cheung, 2001). The results of this study show that consumers' perceived value and each cost factor are positively related to their propensity to make another purchase (Wu *et al.*, 2014). The investigation found that guarantees have the largest influence (Shanthi & Kannaiah, 2015). The results of a study indicate that the benefits of online shopping significantly influence those selections (Napitupulu & kartavianus, 2014). The study claims that online shops offer a wider variety of brands (Kacen *et al.*, 2013). The product's brand had a significant impact on offline purchases (Gupta & Sharma, 2018).

RESEARCH METHODOLOGY

Study Area

This research based on primary data that was gathered by a Google Forms in Bareilly city, Uttar Pradesh, India.

Population, Sample size, and Technique

The target population used in this survey belongs to Bareilly city and the sample size used here is 102, which was collected by random sampling method.

Data Collection and Procedure

Data collection for this research was done through Google Forms in which 15 multiple-choice questions were prepared and the link to Google form was sent to different people to take the responses from the people of Bareilly City.

Data Analysis

Statistical Package for the Social Sciences (spss) version 25 and Google Forms was used to analyze the data using Descriptive statistics such as frequency, percentage, and relationship between different variables. And 102 questionnaires were administered.

RESULTS

Social Demographics and Preferred Retail Setting

Table 1 shows the descriptive statistics of the samples and information about the respondents' demographic characteristics, including sex, education, marital status, and income. More men (54.9%) than women responded overall (45.1%). 92.2% of people reported being single (not married), and 7.8% reported being married. People with school level education (5.9%),

College undergraduates (49%), graduate students (40.2%), and people with other levels of education (4.9%). According to the statistics results in this survey, 13.7% of respondents prefer internet shopping, 5.9 percent prefer offline shopping, and 80.4 percent use both methods of purchasing.

Description of Consumer's Shopping Frequency

The descriptive statistics of the samples are shown, which provide information about the shopping frequency of consumers. In online shopping 40.2% of consumers shop about once a month, 23.5% once a quarter, 23.5% once a week, and less than 10% once a year and others. In offline shopping 36.3% of the consumer shop about once a week, 32.4% once a month, 17.6% on daily basis, and less than 10% once a quarter and year.

Description of Characteristics of Consumers Related to Shopping Online and Offline

The descriptive statistics of the samples are shown in the following figures, which provide information about the relationship between consumers' characteristics and their preferences for online and offline. As can be seen from the chart, online shopping has become a trend in males and females, marital status, and educational backgrounds. Consumers of any type are more likely to shop online or both ways of shopping. Male tends to do more shopping than female and also choose both ways of shopping more than female. Single are choosing to shop more than married people as per the data collected. Undergraduates, postgraduates, and people with other educational levels tend to do more online shopping than offline. People with higher income shop more online than offline and allover people do more online shopping than offline shopping as per the data collected in Bareilly.

Table 1: Socio-demographic characteristics of respondents

|		Frequency	Percentage (%)
Sex	Male	56	54.9
	female	46	45.1
	Total	102	100
Marital status	Single	94	92.2
	married	8	7.8
	Total	102	100
Educational level	School level	6	5.9
	Undergraduate	50	49.0
	Postgraduate	41	40.2
	Others	5	4.9
	Total	102	100
Income per month	10000–20000	33	32.4
	20000–30000	10	9.8
	30000–40000	8	7.8
	40000–50000	5	4.9
	Others	46	45.1
	Total	102	100
Preferred-shopping shopping	Online environment	14	13.7
	Offline shopping	6	5.9
	Both	82	80.4
	Total	102	100
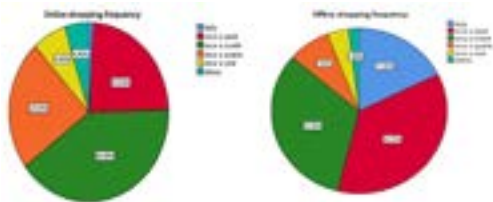
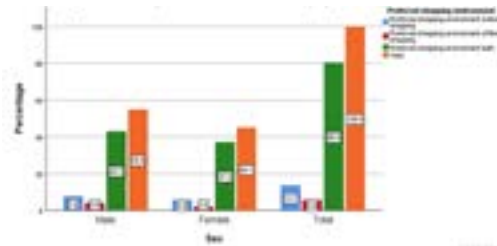**Figure 1:** Online and offline shopping frequency of consumers

Figure 2: Relationship between Sex and Preferred shopping environment
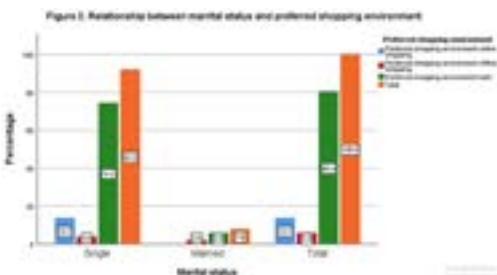

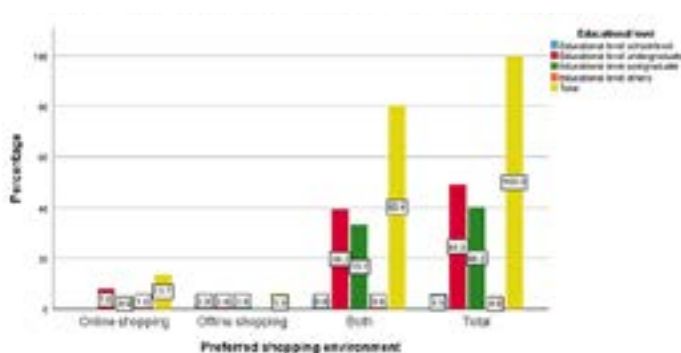**Figure 3:** Relationship between marital status and preferred shopping environment

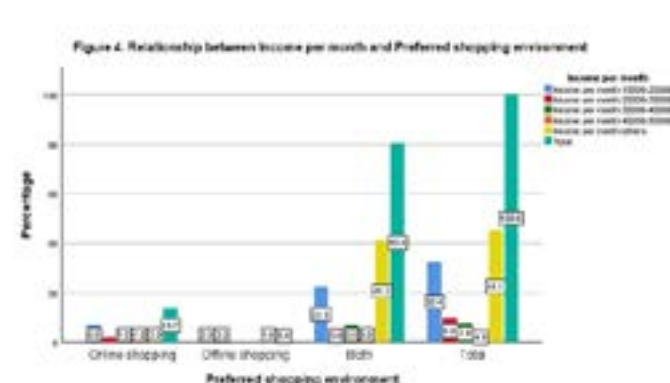**Figure 4:** Relationship between Educational level and Preferred shopping environment

Figure 5: Relationship betwe en Income per month and Preferred shopping environment

Description of Consumers' Motivation for Shopping Online and Offline

The samples' descriptive statistics are shown in Figures 6 and 7, which provide information about consumers' motivations online and offline consumption. More than 50% like online shopping because it saves them time, so they can buy the products they like very quickly and conveniently. Another 45.1 and 47.1% are
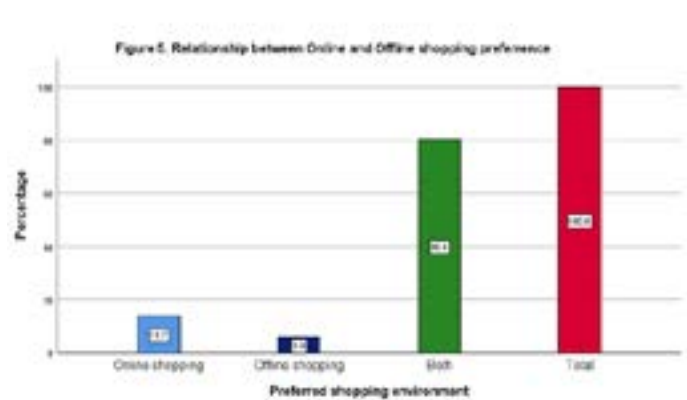

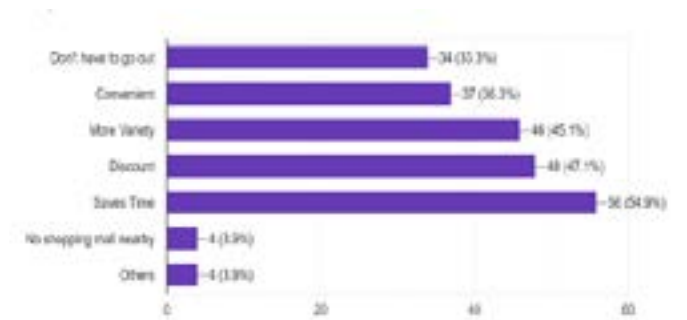**Figure 6:** Relationship between Online and Offline shopping preference

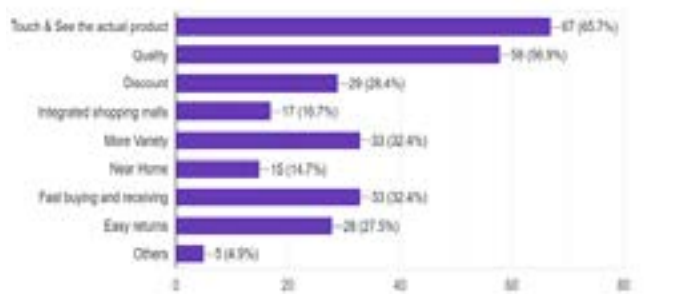**Figure 7:** Consumer's motivation for shopping online

Figure 8: Consumer's motivation for shopping offline

due to the greater variety and discounts offered online. More than 60% of people like offline shopping because they can touch and feel the actual quality of the product, and they can try on clothes and buy clothes that fit them better. Part of the reason is that there are quality and easy returns.

Description of Consumer's Preferred Shopping Categories of Shopping Online and Offline.

The descriptive statistics of the samples are shown in Figure 8 and 9, which provides information about consumers' online and offline consumption products. Most online shoppers prefer to buy clothing products, skincare, make-up, and readymade food. Most offline shoppers prefer to buy clothes, groceries, snacks, skincare and make-up, readymade food, and jewelry.

Implications

Managerial implications

The findings have significant ramifications for businesses that already offer or intend to offer online and offline retail services. The initial conclusion is that online modes must to be dependable, easy to use, pleasurable, and in keeping with customers' ideals and lives. This can be accomplished by working with influencers who can persuade other customers to use the new technology (Siyal, Ding, Siyal, 2019). Marketers and retailers must
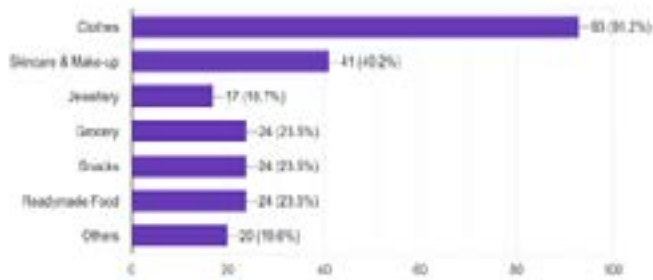
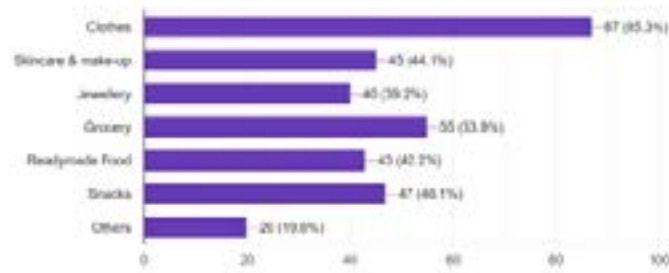**Figure 9:** Consumer's shopping categories for shopping online

Figure 10: Consumer's shopping categories for shopping offline

therefore concentrate on infrastructure that is relevant to security (Giovanis, Assimakopoulos, & Sarmaniotis, 2018).

Policy implication

According to the study's main policy suggestion, the government should spend a lot of money fostering digital literacy (Rastogi & E, 2018). Governmental organizations and service providers from the commercial sector should be encouraged to foster digital literacy, especially in rural areas. The user must be instructed as well as electronic services. The digital divide and illiteracy must be closed, which calls for a friendly atmosphere. The institutional design should make sure that the internet is properly connected, even in isolated areas. The government should seek to foster an atmosphere that will increase internet access, motivate businesses to accept digital payments from their customers and increase awareness of their availability and use (Sobti, 2017).

Theoretical Contribution

By outlining what is now understood about the relationship between factors and consumer purchasing behavior as well as what isn't; this study contributes to the body of knowledge in this area. The study closes the gaps by identifying the underlying barriers consumers face while making purchases, whether offline or online. It talks about some of the most crucial ramifications for the studied field. Research in the topic is also advanced by studying the central concepts that have served as the basis for inquiries.

Recommendation for Future Research

We are happy to provide new opportunities for future research, which indicates a potential for future investigation given the expanding interest in the subject of consumer behavior. Conducting thorough empirical investigations on applying various strategies/approaches to comprehend customer purchasing behavior is another important recommendation. Additionally, as this article indicates, there is not much research on this subject. Similar to that, no research on user post-adoption behavior was discovered. Researchers need to focus more on the factors that persist even after adopting an offline or online mode. Lastly, we underlined the need for future research to appropriately take into account the existence of retailers and service providers as well

as their impact on customer purchasing decisions. We encourage academics to investigate how companies and marketers provide answers to their offerings.

Limitations of Study

Due to the time, the number of questionnaires is only 102, which is not enough to represent the views and experiences of the majority of consumers and the research covers only the geographical area of Bareilly. Additionally, additional information is required to draw a fair conclusion, and single-blind and double-blind trials are necessary to gather accurate data and make ideas for improvement.

CONCLUSION

Online shopping has become commonplace. People are more likely to shop online, regardless of their career, gender, or educational level. Customers can purchase the most desirable things in the shortest amount of time thanks to online shopping's increased convenience for consumers in terms of the brands offered and the variety of products. Online buying offers a higher discount than physical purchasing because of how convenient Internet technology is for retailers. Online shopping is becoming increasingly popular due to its convenience and competitive pricing for online retailers. According to the findings, the advantage of offline shopping is that customers can avoid waiting by grabbing the goods as soon as they are purchased. To truly understand a product's quality, you need to touch and feel it. You may also try things on in real stores to select the best outfits and lessen the likelihood of changing and returning them, which saves time and energy. The types and brands of offline shopping are gradually expanding thanks to the construction of large shopping malls, and they are on par with those of internet shopping. Additionally, in order to get consumer feedback on how offline shopping may be improved, consumers are asked if they have any issues with local parking lots and shopping guides' customer service. Therefore, offline purchasing is still necessary. Therefore, offline businesses should focus more on the customer's shopping experience, and retailers can hold some offline activities that are appropriate, exclusive, or guided or use tools like artificial intelligence (AI) to change clothes to enhance our offline shopping experience. At the same time, advertisements can also persuade you to go out and shop with friends, using the lens of social media to encourage people to do so; likewise, online shopping can make people feel more social.

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