



SHOPPERS CHOICE TOWARDS ONLINE SHOPPING VS OFFLINE SHOPPING IN COIMBATORE - SCENARIO OF POST COVID

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Abstract

2020 will be reminded in history, as COVID-19 has influenced our lives in every field. On the first day of the lockdown, almost all the services and factories were suspended and the Offline shopping becomes difficult as well as risky and that attracted the shoppers to take the advantages of internet technology by shopping online. Hence, there exists a need to understand the influence on online shopping of the shoppers. After the post pandemic, the Shopping behaviour has changed. As a result of the influence of technology most of the shoppers prefer online shopping rather than traditional physical store shopping. This trend took center stage with many retail giants integrating the two approaches to achieve maximum benefit.

Coimbatore is a populated district with various retail outlets and shopping options. Online market is a trend today than off line. Still some people were not attracted to online shopping as they lack trust. This makes the researcher to find out the shopping trends. The main objectives of the study include the shoppers preference towards offline and online shopping, the satisfaction level of the shoppers on their shopping. The main factors influencing the shoppers to switch shopping.

Data collected from the shoppers during June 2022- August 2022. For this study Descriptive research design is followed. Through purposive sampling the sample size collected is 150. The study is based on shoppers whom shop solely on online and offline. Basically, the study is based on primary data. This research aims to understand the comparison between online shopping & the physical store shopping and the shoppers mentality towards these modes of shopping.

Key Words: Online Shopping, Shoppers Interest, Offline shopping, Shoppers preference.

Introduction

2020 will be reminded in history, as COVID-19 has influenced our lives in every field. On the first day of the lockdown, almost all the services and factories were suspended and the Offline shopping becomes difficult as well as risky and that attracted the shoppers to take the advantages of internet technology by shopping online. Hence, there exists a need to understand the influence on online shopping of the shoppers.

Online shopping is a form of electronic commerce which allows the shopper to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. The shoppers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

The relationship of seller and the buyer has great significance in offline retailing. Many studies have been done on this relationship, and even today every retailer tries to make their relationship better so that they can induce buyer for purchase.

A shoppers can very well interact with the product in offline, so it helps to build trust. Shoppers can check the product up to their satisfaction and then take a buying decision.

After the post pandemic the Shopping behaviour has changed. As a result of the influence of technology most of the shoppers prefer online shopping rather than traditional physical store shopping. This trend took center stage in the past decade with many retail giants integrating the two approaches to achieve maximum benefit. This research aims to understand the comparison between online shopping & the physical store shopping and the shoppers mentality towards these modes of shopping.

Methodology

Coimbatore is a populated district with various retail outlets and shopping options. Online market is a trend today than off line. Still some people were not attracted to online shopping as they lack trust. This makes the researcher to find out the shopping trends. The following are the objectives of the study:

- To analyse the shoppers preference towards offline and online shopping.
- To find out the satisfaction level of the shoppers of online and offline shopping.
- To examine the factors influencing the shoppers to switch from the offline shopping to online shopping and online to offline shopping.
- To examine the shoppers buying behaviour in Coimbatore.

Data collected from the shoppers during June 2022- August 2022. For this study Descriptive research design is followed. Through purposive sampling the sample size collected is 107. The study is based on shoppers whom shop solely online

and offline. Basically, the study is based on primary data, hence we cannot argue that the research is applicable in each condition, time and place of Coimbatore district.

INTERPRETATION:

A study on Shoppers preference towards online shopping vs offline shopping in Coimbatore

district has been conducted for 107 members; in which 80 members are males and rest 27 are females. 81 shoppers are below 30 ages, this clearly shows youngsters are more interested in shopping than old age peoples. The study has been conducted in both rural and urban areas but the number shoppers shopping highly are from urban. Especially undergraduates are more interested in shopping than other education qualification shoppers. In addition to this both in rural and urban only undergraduates are interested in shopping either online or offline than others. This clearly shows youngsters are very much fascinated to rendering themselves into the society.

The study shows that, unmarried peoples are shopping more than married people. Particularly students are the most purchasing community among other professional and followed by working professionals in Coimbatore city. Above all house wives are least shopping peoples among different occupation status in Coimbatore city. It is found that, "As per need" occupies top position which clearly shows whenever people needed any particular product, they go it irrespective of their salary or monthly income. In addition to this second majority people go for purchase during festival time. There are 51 percent people loving offline purchases and 49 percent of the people's wishes to purchase products from online. There is not much difference between online shoppers and offline shoppers. So offline and online purchases equally attract peoples and having unique characteristics on their own. 78% of the people selecting their shopping method based on the advertisement and only 22% of the people selecting their shopping methods based other factors. Hence, obviously advertisement plays an important role for deciding the method of shopping. Now a day's social media plays a vital role in all the issues and spreading the information. Similarly social media is the primary sources of the advertisement and followed by television. Hence Information Communications Technology (ICT) tools are playing crucial role in an advertisement part. Offline shopping is always special due to its transparency, uniqueness and trust. Similarly in this study also depicts that, interaction with the product and trust factors are the key factors for offline shopping and also relations with the seller are also one of the factors for attracting shoppers for offline shopping. Offline shopping's always special as discussed earlier because of its uniqueness, interaction and trust that are invites the people to the shop. So, the products like food and groceries and clothes are the most selling products, since all these products are using in a day-to-day life and it must have good fit to use regularly. Hence offline shopping alone will ensure the good fit of the products. Recent days shopping malls are the growing sector were all the goods and services are available under the one roof. Shopping malls, chain store and departmental stores are the primary pick for offline shopping. Since it obvious when going out,

enjoying with family and shopping is done only in shopping malls.

Though offline shopping is very transparent and unique but after buying any products, around 83% of the people are comparing the price and features of the product to other dealer of an offline shopping to ensure the market price and quality of the product. The overall satisfaction level towards offline shopping shows very much satisfied for the majority of the shoppers and only few shoppers feel very much dissatisfied. In addition to this especially the factors real hand experience, trust and tangibility satisfies maximum shoppers and only 10% of the shoppers feel not satisfied with offline shopping. Most of the people's choice is offline shopping and they have no issues related to the same but at the same time few factors are inconvenient for offline shoppers such as Limited variety, travelling distance and time consuming. In particular the factors travelling distance and time consuming will be the key for inconvenience causes to the offline shopping. The shop is regularly doing sanitization, then positively the salesmen or women also wearing mask. People are shopping online within 1 – 2 years for huge variety, discount and offers and convenience. 1-2 years of online shopping, majority of the people purchasing through online after 2- 4 years for the reasons. Moreover, people are purchasing through online within year of time during discounts and offers. Amazon is the top of the table when think about online shopping with overall 28% followed by Flipkart with 24%. Third choice of online shopping platform is Myntra with 9%. Amazon and Flipkart online shopping platforms cumulatively attracts around 50% of the total online shopping shoppers and the rest are using by only few shoppers. This shows that only Amazon and Flipkart are very well-known online shopping platforms among the shoppers. Cloths and electronic items are the most selling products through online shopping based on discounts ads and festive ads. It is clear that, not all the products selling through online shopping are based on different types of ads. In addition, beauty products are going well through online shopping. Delivery of the product is based on the availability on different pin codes and if the product is available on particular pin code, then it always reaches the shoppers in time. Suppose the product is not available on pin code mean product cannot be purchased. So obviously will not be delivered in time. The overall satisfaction level towards online shopping shows very much satisfied for the majority of the shoppers and only few shoppers feel very much dissatisfied. In addition to this especially the factors price, offers, convenience and value for money satisfies maximum shoppers and only 11% of the shoppers feel that not satisfied especially with replacement and COD option in online shopping. As knew that, online shopping doesn't cost much time and money for purchasing any products. Since 20% of the people doesn't have any issues with online shopping but at the same time majority of the people having some issues with online shopping such as quality issues, Payment's criteria, return or exchange policies and delivery time are the important thing that causes the online shopping shoppers.

Chi Square test showing the monthly income vs shopping habit of the family:

Null hypothesis: No association between monthly income and how often purchasing product. Alternative hypothesis: There is association between monthly income and how often purchasing product.

		Monthly income of the family				Total
		Less than Rs.25000	Rs. 25,001 to 50,000	Rs. 50,001 to 75,000	More than Rs. 75,000	
How often do you purchase	Once a week	3	1	3	3	10
	Once a month	5	7	4	5	21
	Occasionally	6	8	5	3	22
	Only on festivals	3	5	10	4	22
	Once a year	2	2	1	0	5
	As per need	7	8	8	4	27
Total		26	31	31	19	107

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.816 ^a	15	.831
Likelihood Ratio	10.862	15	.762
Linear-by-Linear Association	.304	1	.581
N of Valid Cases	107		

SYMMETRIC MEASURES					
		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	-.054	.100	-.549	.584 ^c
Ordinal by Ordinal	Spearman Correlation	-.040	.101	-.415	.679 ^c
N of Valid Cases		107			

INTERPRETATION:

From the above analysis, the value of chi square is 9.816 and significant value is 0.831, which is not significant and greater than P- value (0.05). Since, we may accept null hypothesis and concluded that there is no association between monthly income and how often purchasing product. The correlation value is - 0.054 and it is very closer to 0. This is also shows that there is no relation between monthly income and how often purchasing product. More over from the table and graph it is obvious that, "As per need" occupies top position which clearly shows whenever people needed any particular product, they go it irrespective of their salary or monthly income. In addition to this second majority people go for purchase during festival time.

Chi Square test showing time of Delivery of the Product and Product Availability:

Null hypothesis: There is no relation between time of delivery of the product and product availability on pin

codes.

Alternative hypothesis: There is some positivity between time of delivery of the product and product availability on pin codes.

		Whether product available on pin code		Total
		Yes always	Not always	
Time of the delivery of the product	Always in time	60	22	82
	Never on time	14	11	25
Total		74	33	107

CHI-SQUARE TESTS					
	Value	Df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.648 ^a	1	.104		
Continuity Correction ^b	1.904	1	.168		
Likelihood Ratio	2.543	1	.111		
Fisher's Exact Test				.138	.086
Linear-by-Linear Association	2.624	1	.105		
N of Valid Cases	107				

INTERPRETATION:

From the above analysis, the value of chi square is 2.648 and significant value is 0.104, which not significant and greater than P- value (0.05). Since, may accept null hypothesis and concluded that there is no positivity between time of delivery of the product and product availability on pin codes. Since delivery of the product is based on the availability on different pin codes and if the product is available on particular pin code, then it always reaches the shoppers in time. Suppose the product is not available on pin code mean product cannot be purchased. So obviously will not be delivered in time.

SUGGESTIONS:

- Shoppers should go through the review of products before purchasing anything online as well offline shopping.
- Most of the shoppers purchase products as per their needs and mostly during festival times. This is a good way of shopping. Both Offline and Online Shopping methods can be used for this type of shoppers.
- In Offline shopping the trust factor and relations with the shoppers are very important for the sellers to gain regular shoppers.
- Sellers should increase the variety of products in offline shopping, because shoppers prefer

to choose and buy large number of varieties.

- Regular sanitizing of the shop and the sales person should wear mask in offline shopping to make sure about safety of the shoppers during the COVID-19 situations.
- In Online shopping apart from Amazon and Flipkart other companies are not popular among people. So, other e-commerce companies should concentrate more on their promotional strategies to attract more shoppers.
- Nearly half of the shoppers got the information about online shopping through social media. It is a cost-effective way for e-commerce companies to advertise their products. But the companies should also concentrate on other advertising media to increase their sales.
- Improvisation of On-Time delivery and Cash on Delivery (COD) option in all areas including rural ones, the frequency of shoppers for online shopping will show an alarming increasing trend.

CONCLUSION:

The present study reveals that shoppers preference towards online shopping vs offline shopping in Coimbatore district has been conducted for 107 members; in which 80 members are males and rest 27 are females. It is clear that, male shoppers are in greater part of in this study comparatively female shoppers. In addition to these 81 shoppers are below 30 ages, this clearly shows youngsters are more interested in shopping than old age peoples. It is found that, "As per need" occupies top position which clearly shows whenever people needed any particular product, they go it irrespective of their salary or monthly income. In addition to this second majority people go for purchase during festival time.

There are 51 percent people loving offline purchases and 49 percent of the people's wishes to purchase products from online. There is not much difference between online shoppers and offline shoppers. So offline and online purchases equally attract peoples and having unique characteristics on their own. Offline shopping is always special due to its transparency, uniqueness and trust.

Similarly in this study also depicts that, interaction with the product and trust factors are the key factors for offline shopping and also relations with the seller are also one of the factors for attracting shoppers for offline shopping. The overall satisfaction level towards offline shopping shows very much satisfied for the majority of the shoppers and only few shoppers feel very much dissatisfied. In addition to this especially the factors real hand experience, trust and tangibility satisfies maximum shoppers and only 10% of the shoppers feel not satisfied with offline shopping. Most of the people's choice is offline shopping and they have no issues related to the same but at the same time few factors are inconvenient for offline shoppers such as Limited variety, travelling distance and time consuming. In particularly the factors travelling distance and time consuming will be the key for inconvenience causes to the offline shopping.

Amazon is the top of the table when think about online shopping with overall 28% followed by Flipkart with 24 %. Third choice of online shopping platform is Myntra with 9%. Amazon and Flipkart online

shopping platforms cumulatively attracts around 50% of the total online shoppers and the rest are using by only few shoppers. This shows that only Amazon and Flipkart are very well-known online shopping platforms among the shoppers. Cloths and

electronic items are the most selling products through online shopping based on discounts ads and festive ads. It is clear that, not all the products selling through online shopping are based on different types of ads. In addition, beauty products are going well through online shopping.

Delivery of the product is based on the availability on different pin codes and if the product is available on particular pin code, then it always reaches the shoppers in time. Suppose the product is not available on pin code mean product cannot be purchased. So obviously will not be delivered in time. The overall satisfaction level towards online shopping shows very much satisfied for the majority of the shoppers and only few shoppers feel very much dissatisfied. In addition to this especially the factors price, offers, convenience and value for money satisfies maximum shoppers and only 11% of the shoppers feels that not satisfied especially with replacement and COD option in online shopping. As knew that, online shopping doesn't cost much time and money for purchasing any products. Since 20% of the people doesn't have any issues with online shopping but at the same time majority of the peoples having some issues with online shopping such as quality issues, Payment's criteria, return or exchange policies and delivery time are the important thing that causes the online shopping shoppers.

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