

# A COMPARATIVE STUDY ON ONLINE V/S OFFLINE SHOPPING FOR PURCHASING ELECTRONIC PRODUCTS

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## ABSTRACT

*Nowadays, online shopping is not a new concept but for few people it is a new phenomenon. Well, shopping is the most used term in everybody's life, but online shopping is trending in this era. Some get the necessities from shopping, others get something more. It is viewed a way to complete some desire in the mind. If someone wants to talk to their closed one, they can, they see then they can send message free of cost, they can search anything on Google, they can find someone, they can send their love with gifts to their special ones and so on. This is the power of technology enhancement. This study is for shopping of electronic products whether consumer buys it online or offline. With the takeover of online market traditional market has down but some consumers are there who still prefer to shop offline. Electronic goods are the goods which one cannot easily buy from online and hence most of the people prefer offline shopping and some prefer online shopping. The purpose of this whole study is to find out that how many consumers prefer shopping electronic goods online and offline.*

**Keywords:** Consumer, Electronic products, Online Shopping, Offline Shopping

## I. INTRODUCTION

Shopping is part of every day's life. In today's world no one can think to live without internet, even on villages. Everywhere it is spread like a wind. the power of advancement of technology. The advancement of technology is also the part of shopping, and the online shopping is the result of this advancement.

Online shopping brings a lot of changes into the traditional market. This facility provides a lot of choices in product, convenience, comparison between the product category and very easy to find anything at one place. Online shopping occur when a customer buys through digital platform or buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery.

As there are always two faces of every coin, there are some consumers, who still feel uncomfortable in online shopping because of security issue, trust issue and sometime because it is very much convenient. They believe in touch and feel concept, which is not allow them to go for online shopping. They want to touch the product, get an idea about it with friends and family, and then they will invest on it. Offline shopping is a shopping process, wherein consumers purchase their desired products and brands by visiting a store. It can be any local stores nearby, or a big departmental store.

**Electronic Products:** These products are used in daily life or as professional purposes by the consumers; consumer electronics are the products which helps the consumer to ease their life with the aim of entertainment. This includes the broad set of electronic devices that provide one or more functionalities the consumer electronics and appliances industry in India is projected to cross about

\$30 billion by 2020. Consumer electronics are the electronics devices that are meant for everyday usages, typically in the communications, entertainment and the office productivity sector. It includes computers, Smartphone, cameras, video recorders, game consoles, and GPS navigators, musical recordings, playback equipment, video media and wearable devices.

**Purchasing of Electronic Products in Offline:** The product has been buying from the traditional market for years. Many customers go to buy offline so check the product and own possession of the product only after paying for the product. The offline experience, however, can not only effectively prevent the differentiation of psychological expectations, but also decreases the psychological gap in consumer's cognition of products.

**Purchasing of Electronic Products in Online:** In the last five years, India has undergone a phase of digital transformation that transforms customer shopping experience at a different level. With ever- increasing Internet

connectivity and greater demand for online shopping, the Indian consumer electronics environment is expected to evolve in the next five years. This is highly critical that consumer goods and appliances businesses understand this transition and start redefining their marketing approaches to profit in the long run. Many people buy the products online because it is more convenient and less time consuming.

## II. LITERATURE REVIEW

**Dholakia (2014)** completed an examination in which they inspected the reason the client to buy products web based amid their shopping. Principally there are three variable in their investigation those influences the purchaser to buy on the web or to go disconnected. Those are the availability highlights of the shopping destinations, the sort of the items and their trademark, and the genuine cost of the item. The investigation uncovered that the openness and the accommodation of the shopping destinations makes the goal in the client to buy or not. At the point when there is trouble looked by a shopper to buy online then the client changes to the disconnected looking for the buy conduct and the purchaser face trouble in disconnected acquiring then they go to the web based buying. Subsequent to relating both the mechanism of shopping the buyer said that the web based shopping is progressively helpful for them and gives more fulfillments which rouse the shopper to buy online in the web.

**Gairola & Yadav (2017)** is stated in their study that there are two types of communication transactions between the two parties acting as buyers and sellers using Internet and traditional way. It includes many features such as buying and selling products, customer service, sharing of information, etc. In India more people are getting inclined towards this trend of buying products online because of which this industry of e-commerce is on an edge of experiencing a very high growth in coming decade, an integral part of conducting a business is customer satisfaction which can also be termed as CRM Customer relationship management (CRM).

(Study: Why 92% of Retail Purchases Still Happen Offline) It should come as no surprise that the chief reason consumers don't like virtual shopping is because you just can't *feel* pixels. Gauging the quality, fit, ergonomics, or weight of a product is simply easier in person – and this obviously isn't something that can be simulated 1:1, at least not yet. Same day delivery may not be realistic for every company, but even light offerings can make a big difference for your business. You don't love it when companies constantly mail, text, or generally creep on you, so why would your prospective audience? People want to feel secure while browsing and buying, so anything you can do to bolster a sense of privacy helps. This study tells that why purchasing of electronic products are mostly offline. **Executive (2021)** with the growth in online shopping, one wonders if it still makes sense to put up a retail store. Over the years, the number of mobile shoppers continues to rise. While the trend in online shopping continues to grow, it doesn't mean that retail store shopping is dead. The truth of the matter is that a huge number of consumer's shop both online and offline. As the name implies, offline shopping is not done online. The consumer visits and purchases goods from the shop. While shopping online continues to be popular, some people still prefer offline shopping. This study implies that which mode of shopping is good for consumers.

**Malviya (2022)** Electronic products, the market share of organized retail stores has increased 4-7 percentage points in the last two years, according to latest data from market researcher GfK India. Listed apparel manufacturers Aditya Birla Fashion & Retail and Page Industries said sales from large chains and their exclusive stores have already exceeded pre-pandemic levels, but small stores are yet to catch up. Despite lockdowns and other restrictions on the movement of people during the pandemic and shopping increasingly shifting online, many consumers still preferred visiting showrooms to purchase large-ticket products, where seeing and feeling is a major factor in decision-making. Many small retailers selling discretionary items, however, suffered a loss of business and had shut shop. This study examines the consumer behavior that how they affected with the shopping mode and the growth of the electronic products in online platform.

**Jain (2022)** Shopping is something that can never go out of style. One is always going to have to buy new things; hence shopping is inevitable in one's life. When once shopping meant dressing up and going to malls, today it can be done from the comfort of your house. Online shopping was already booming, but with the corona virus making stepping out of your house a tricky thing, online shopping took a front seat and became the preferred method for the majority of the market. One of the major benefits of online shopping is that it can save you a ton of time. It can be done at home, in

bed, in a car, between work calls, sometimes even in the bathroom! For a parent, time is of the essence with little kids. The process of going to the mall can take hours, while the same thing can be achieved within minutes from your couch and Smartphone!

### III. OBJECTIVES

- To study the demographic profile of the respondents.
- To identify the purchase behavior of the respondents with respect to electronic products.
- To know the satisfaction level of the consumers, whether they get satisfied or not.
- To find the growth of electronic goods on online platform.

### IV. SCOPE OF THE STUDY

The scope of the study is limited to Ahmadabad city; this project is to find out the idea that how the shopping of electronics product entices the perspective of consumers and in which mode of shopping they buy it.

### V. RESEARCH METHODOLOGY

*Research Design:* It is an arrangement of plan, which guides the collection of data and analysis of data. The purpose of research design is to provide a clear plan of the research, and the data which is yet to be collected should be precise, accurate and relevant for the research.

*Selection of Population:* The study has been conducted in the area of Ahmadabad. The population for this research is students, job consumers and home consumers and the persons who use the electronic products frequently.

*Research Instruments:* For the purpose of research, questionnaire was used to interview the respondents. The questionnaire was developed so as to obtain responses relevant to objects of the research. While designing the questionnaires every attempt was made to make it precise so that the purpose of filling up the responses does not consume time. Questionnaire was created to find the different perceptions and beliefs of the consumers, what they think about the shopping criteria and which platform they mostly prefer for buying the electronic products or goods.

*Sampling Method & Size:* We will circulate the questionnaire and it will get the responses around 200 and our sampling method is random.

*Data Collection Method:* Basically there are two methods for collecting the data;

*Primary data:* In this questionnaire will be circulated among the consumers with specific questions which are related to the research, and then they fill questions and with that we can find the relevant information regarding the project.

*Secondary data:* It will be collected to add the value to the primary data. This may be used to collect necessary data and records by different websites, magazines, annual reports, journals, reference books, and newspapers etc.

*Limitations of the Survey:* The questionnaire that was being used for conducting the survey had certain limitations. Due to resources and time constraints the study was limited to the only Ahmadabad area only. It also has a certain limitation like, people above age of 55-60 they do not buy or purchase an electronic good, neither from online nor from offline.

### VI. DATA INTERPRETATION AND ANALYSIS

Table 1. Age of consumers

Age of Consumer		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	149	74.5	74.5	74.5
	26-35	31	15.5	15.5	90.0
	36-45	14	7.0	7.0	97.0
	46-55	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

(Sources: Research Output)

Interpretation:

From the above table the age of consumers for purchasing the electronic products, it can be concluded that majority of the respondent are falling under the age group of 18-25 years, i.e. 149 (74.5%). Followed by the category of 26-35 years, i.e. 31 (15.5%). The respondents who are falling under the age group of 36-45 years are 14 (7.0%) in total and 46-55 years are 6 (3.0%) in total.

Table 2: Gender

Gender of Consumer		Frequency	Percent	Valid Percent	CumulativePercent
<b>Valid</b>	Male	99	49.5	49.5	49.5
	Female	101	50.5	50.5	100.0
	Total	200	100.0	100.0	

(Sources: Research Output)

Interpretation:

From the above table the gender of consumers for purchasing the electronic products, majority of the respondents are Female, i.e. 101 (50.5%) and Males are 99 (49.5%) in total.

### Descriptive Analysis

Table 3: Modes of Shopping

Mode of shopping		Frequency	Percent	Valid Percent	CumulativePercent
<b>Valid</b>	Online	53	26.5	26.5	26.5
	Offline	46	23.0	23.0	49.5
	Both	101	50.5	50.5	100.0
	Total	200	100.0	100.0	

(Sources: Research Output)

Interpretation:

From the above table it is concluded that the frequency of purchasing from both the modes whether it is online or offline is very high it is 101 (50.5%), then it followed by the online category which is 53 (26.5%), and at last it is offline which is 46 (23.0%).

Table 4: Challenges while shopping in online:

Challenges for online shopping		Frequency	Percent	ValidPercent	CumulativePercent
<b>Valid</b>	Payment/Transaction	29	14.5	14.5	14.5
	Delivery time	60	30.0	30.0	44.5
	Security	44	22.0	22.0	66.5
	Poor packaging	24	12.0	12.0	78.5
	None	43	21.5	21.5	100.0
	Total	200	100	100	

(Sources: Research Output)

Interpretation:

From the above table it is given that while shopping online various challenges are there which have to be faced so delivery time is the major issue with the frequency having 60 (30.0%) in total, it is followed by security which is 44 (22.0%), none which is 43 (21.5%), payment/transaction which is 29 (14.5%) and last is poor packaging which is 24 (12.0%).

Table 5: Growth of the electronic products in online platform:

Growth		Frequency	Percent	ValidPercent	CumulativePercent
<b>Valid</b>	Young consumers	55	27.5	27.5	27.5
	Reasonable price	59	29.5	29.5	57.0
	Easy to access	38	19.0	19.0	76.0
	Variety of products	48	24.0	24.0	100.0

<b>Valid</b>	Total	200	100.0	100.0	
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(Sources: Research Output)

Interpretation:

From the above table it is concluded that the growth of electronic products on online platform is considered through the reasonable price which is 59 (29.5%), followed by young consumers which is 55 (27.5%), variety of products 48 (24.0%) and lastly it is easy to access 38 (19.0%) in total.

**Inferential Analysis:**

Chi-Square Test:

Table 6: The age of consumer and with that which shopping mode they select

<b>Crosstab</b>			Mode of shopping			Total
			Online	Offline	Both	
<b>Age of consumer</b>	18-25	Count	40	30	79	149
		%within Age of consumer	26.80%	20.10%	53.00%	100.00%
		%within Mode ofshopping	75.50%	65.20%	78.20%	74.50%
		%of Total	20.00%	15.00%	39.50%	74.50%
	26-35	Count	8	7	16	31
		%within Age of consumer	25.80%	22.60%	51.60%	100.00%
		%within Mode ofshopping	15.10%	15.20%	15.80%	15.50%
		%of Total	4.00%	3.50%	8.00%	15.50%
	36-45	Count	5	5	4	14
		%within Age of consumer	35.70%	35.70%	28.60%	100.00%
		%within Mode ofshopping	9.40%	10.90%	4.00%	7.00%
		%of Total	2.50%	2.50%	2.00%	7.00%
	46-55	Count	0	4	2	6
		%within Age of consumer	0.00%	66.70%	33.30%	100.00%
		%within Mode ofshopping	0.00%	8.70%	2.00%	3.00%
		%of Total	0.00%	2.00%	1.00%	3.00%
<b>Total</b>		Count	53	46	101	200
		%within Age of consumer	26.50%	23.00%	50.50%	100.00%
		%within Mode ofshopping	100.00%	100.00%	100.00%	100.00%
		%of Total	26.50%	23.00%	50.50%	100.00%

(Sources: Research Output)

Chi-Square Tests				
	Value	df	Asymptotic	Significance(2-
<b>Pearson Chi-Square</b>	10.422 <sup>a</sup>	6	0.108	sided)
<b>Likelihood Ratio</b>	10.442	6	0.107	
<b>Linear-by-Linear Association</b>	0.527	1	0.468	
<b>N of Valid Cases</b>	200			

1)5 cells (41.7%) have expected count less than 5. The minimum expected count is 1.38.

(Sources: Research Output)

Interpretation:

The value of the chi square statistic is 10.422a. The p-value appears in the same row in the “Asymptotic Significance (2-sided)” column (.108). The result is significant if this value is equal to or less than the designated alpha level (normally .05).

Here the value of Chi-Square P -value/Likelihood ratio (0.107) is less than value of alpha (0.05)  
In this case, the  $p$ -value is smaller than the standard alpha value, so we'd reject the null hypothesis that asserts the two variables are independent of each other. Thus,  $H_0$  is rejected.

**Correlation:**

Correlations			
		Age of consumer	Mode of shopping
Age of consumer	Pearson Correlation	1	-0.051
	Sig. (2-tailed)		0.469
	N	200	200
Mode of shopping	Pearson Correlation	-0.051	1
	Sig. (2-tailed)	0.469	
	N	200	200

(Sources: Research Output)

**Interpretation:**

The correlation is significant at the 0.01 level. The first is the value of Pearson's  $r$  – i.e., the correlation coefficient. That's the Pearson Correlation figure which in this case is (-0.051). Pearson's  $r$  varies between +1 and -1, where +1 is a perfect positive correlation, and -1 is a perfect negative correlation. 0 means there is no linear correlation at all. Our figure of -0.051 indicates a very weak negative correlation.

The 2-tailed significance value – which in this case is < .000. The standard alpha value is .05, which means that our correlation is highly significant.

**One Sample Test:**

One-Sample Kolmogorov-Smirnov Test		
		Growth
N		200
Normal Parameters <sup>a, b</sup>	Mean	2.40
	Std. Deviation	1.129
Most Extreme Differences	Absolute	0.207
	Positive	0.207
	Negative	-0.162
Test Statistic		0.207
Asymp. Sig. (2-tailed) <sup>c</sup>		0.000
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

(Sources: Research Output)

**Interpretation:**

In the above table the number of respondents is 200.

In the Most Extreme Differences absolute and positive differences were same which is 0.207 and negative is -0.162. Test statistic will be 0.207 The Sig. value is reported to be 0.000. This indicates that it is less than 0.001 (but not exactly 0), which, in turn, means that it is less than significance level of 0.01. It can be considered the null hypothesis which is  $H_0$ .

**VII. FINDINGS**

This project is mainly concerned with the analysis of online and offline purchasing electronic products among the consumers. Majority of consumers prefer the online mode and some are still there they still prefer the traditional method of shopping for electronic products.

The survey showed the age group of 18-25 years, i.e. 137 (37%). Followed by the category of 26-35 years, i.e. 31 (8%). The respondents who are falling under the age group of 36-45 years are 14 in total and 46-55 years are 6 in total.

The survey showed that the gender of consumers for purchasing the electronic products, it can be concluded that majority of the respondents are Female, i.e. 101 (25%) and Males are 99 (25%) in total.

## VIII. CONCLUSION

Consumer Electronics brands have never fully utilized the potential of social media in its entirety, except for sponsored ads and brand page posts. The actual key to successfully using social media lies in understanding how, where and what the consumers use social media for. The study revealed attitude of different set of consumers is different towards online purchase and offline purchase. Preferences regarding products and online contents and also the style of browsing vary across the age groups.

It establishes age plays a very crucial role in shaping consumers' online purchase behavior, though it completely rejects the hypotheses, there is a significant difference in behavior regarding brand own pages and not all the age groups take interests in following online consumer's comments. It is conducted to find about the behavior of the customer what they feel about the mode of shopping. However, the electronic products mainly purchased offline but some people tend to buy online also, it's a comparative study about the purchasing of electronic goods whether it is online or offline.

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