

Evaluating Impact Factors for Consumer Online and Offline Shopping Behavior

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Abstract: From the point of view of customers, it is pertinent to know how they measure various channels for their purchasing. Internet now-a-days holds the attention of a major portion of retail market. Millions and millions of people are shopping online. However, on the other hand, there are many customers who go for purchasing offline so as to examine the product and hold the possession of the product just after the payment. In this contemporary world, customer's loyalty stands upon the consistent ability to deliver quality, value and satisfaction. The customer in today's era have not only many stores choice, but they also have a wide variety of channels to choose from. With the start of numerous channels and a continuous increase in the competition among both online and offline shopping modes, the understanding of what encourage customer to opt any one channel in comparison to the other become progressively important to assess. Thus, the paper progresses with a conceptual model to explore how consumers evaluate products and services within and across online and offline shopping channels. The research methodology follows the purposive sampling to acquire the required primary data for the study and concluded with a favorable inclination of consumers for the online shopping channels.

Keywords: Technology, consumer, internet, traditional shopping, online avenues.

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I. Introduction

With the advent of 21st century the technology has crept into every nook and corner of our daily life. Comprehending the change in the nature of human working even the business houses initiated the adoption of technology to impress and attract the attention of the customers. Frequent advancement in lifestyle has propelled the demand of ease in the daily routine. Constant growing belief of quick and ease in almost all the dealings have led the business houses to think differently thereby providing the customers with a wide array of facilities and products through internet which traditional market have failed to deliver. Thus, the invention of the internet has changed the traditional way of people to shop. The concept of online-shopping started in 1971 with the invention of e-mail. Then after, Micheal Aldrich has invented the concept of teleshopping which means shopping from distance. Now, internet is commercialized and navigation over the internet has become very easy. In 1995, the first online website namely, Amazon started selling books online and now it is a big giant over the internet. Following the competition, many e-sellers has been launched on a big platform like Mynta, Jabong, Flipkart, Snapdeal and are working very well in a developing but a gaint market of India.

Thornburg (1995) advocated that WWW gave customers a great control over the information search, acquisition process and allowed them to become an active part in marketing process. Kambil (1995) revealed that the use of internet and related technologies has reduced the cost and giving boost to e-commerce and its productivity. Billard (1998) concluded that e-commerce is rapidly increasing on the internet and companies are offering many facilities as an internet-shopping basket. Li & Zhang (2002) explained five antecedents of customers satisfaction i.e. logistical support, technological characteristics, information, homepage presentation and product characteristics which have been found more appropriate for online shopping. However, Chung & Paynter (2002) stated that consumers are concerned about the privacy issue which is limiting the use of internet. Sharma et.al. (2008) found that the reliability is the most pertinent factor affecting online purchase decisions of Indian consumers. Pandey et. al. (2015) highlighted that in India, internet penetration is catching up with the trend as of easy payment modes, vast use of internet and growing technology. The study revealed that time, cost, discount, offers, variety of products, home delivery and word of mouth publicity are main features of online shopping attracting customers.

The increased use of communication and internet technology, a paradigmatic shift has been recently observed in the buying pattern of the customers. Today, people are adopting a positive attitude towards online avenues of shopping. The present study is focused on the consumer perception towards online shopping in order to have a suitable and relevant understanding of their awareness usage and satisfaction with the online shopping mode. The study covers selected development blocks of Una district of Himachal Pradesh on the basis of

various demographic factors, internet using skill, convenience, variety, prior consciousness, information availability, time saving, safety and security. Therefore, the present study has been taken up for detailed empirical verification with a view to achieve the following objective:

- Factors influencing the consumer to switch from offline to online buying modes and vice-versa.

II. Research Methodology

The study is primarily empirical in nature. Taking into center the research objective, questionnaire was formed and accordingly data has been collected from 160 respondents of online shopping users from three administrative development blocks of Una districts on the basis of purposive sampling. 5-point Likert scale has been used to form study dimensions.

III. Results & Discussions

The demographic profile of the sample respondents depicts a diverse characteristic of the population under study. As far as the geographical background is concerned, the selected district i.e. Una and its respective administrative blocks i.e. Una, Amb and Gagret have been contributing towards providing a complete representation to the state of Himachal Pradesh highlighting both rural and urban strata of the population under study. Coming on to the age factor, respondents of the age group up to 25 years are giving maximum representation of 65% and but there is a gender disparity with regard to internet dealing covering almost 60.6% of the female respondents. Study also undertakes the educational qualification possessed by the respondents and makes visible that maximum percentage of 42.5 lies with respondents who are Intermediate and only 20% are there who are post-graduate. Study also reveals that 49.4% of the total respondents are living in nuclear family structure.

Table: 1 Demographic Profile of Respondents

Demographic Profile of Respondents			Percentage
District	Una	160	100.0
	Amb	50	31.3
	Gagret	50	31.3
	Una	60	37.5
Age	Up to 25	104	65.0
	25-40	48	30.0
	Above 40	8	5.0
Gender	Male	63	39.4
	Female	97	60.6
Educational Background	Intermediate	68	42.5
	Graduate	41	25.6
	Post-Graduate	32	20.0
	Any Other	19	11.9
Family Structure	Nuclear	79	49.4
	Joint	76	47.5
	Extended Family	5	3.1
Annual Income	Up to 20,000	68	42.5
	20,000-40,000	49	30.6
	Above 40,000	43	26.9
Frequency of using Internet	Daily	142	88.8
	Monthly	7	44.4
	Weekly	9	5.6
	Once in a while	2	1.3
Skill in using Internet	Not Skilful	4	2.5
	Skilful	97	60.6
	Somewhat Skilful	57	35.6
	Don't Use	2	1.3

*Source: Data collected through questionnaire/schedule

SHIFT IN BUYING BEHAVIOR OF CONSUMER FROM OFFLINE TO ONLINE SHOPPING AND VICE-VERSA

The present section deals with the analysis and interpretation of consumers’ intention of shifting their buying behavior from online to offline and vice-versa. To study, the consumer shifting behavior, the responses are measured on 5-point Likert Scale i.e. 1 Strongly Disagree 2 Disagree 3 Undecided 4 Agree 5 Strongly Agree. Further, to study whether there exists any difference between online and offline shopping mode or not, paired sample t-test has been applied.

Table: 2 Paired Sample t-test for various factors affecting Consumers’ Online & Offline Shopping Behavior

Statement	Online shopping			Traditional Shopping			Paired Difference			t-value	df	Sig
	Mean	Std dev.	Std error	Mean	Std dev.	Std error	Mean	Std dev.	Std error			
Shopping in this way is/would be:												
Convenient	3.47	1.104	0.087	3.13	1.045	0.083	0.344	1.738	0.137	2.502	159	0.013
Efficient	3.44	1.175	0.093	3.24	1.168	0.092	0.200	1.769	0.140	1.430	159	0.155
Enjoyable	3.51	1.264	0.100	3.13	1.203	0.095	0.381	1.939	0.153	2.487	159	0.014
Rewarding	3.43	1.067	0.084	3.05	0.996	0.079	0.375	1.628	0.129	2.913	159	0.004
Stressful	2.81	1.190	0.094	3.28	1.188	0.094	0.475	1.752	0.138	-3.430	159	0.001
Difficult	2.55	1.288	0.102	3.30	1.222	0.097	0.750	1.846	0.146	-5.138	159	0.000

*Data collected through questionnaire/schedule

It has been found from the table 2 that mean score for **convenience** factor in case of online shopping is 3.47 as against 3.13 for offline shopping with standard deviation of 1.104 and 1.045 respectively. By applying paired sample t-test at 5 percent level of significance it has been found that the significance value of paired sample t-test i.e. 0.013 is less than 0.05. Therefore, the rejection of null hypothesis concludes that there exists a significant difference between online and offline shopping in case of convenience factor and proves that consumer prefer to do both online and offline shopping as they feel that both are convenient now a days but there is a significant shift from offline to online mode as the mean value is case of online shopping is higher as against offline shopping.

It has been found from the table 2 that mean score for **efficient** factor in case of online shopping is 3.44 as against 3.24 for offline shopping with standard deviation of 1.175 and 1.168 respectively. By applying paired sample t-test at 5 percent level of significance it has been found that the significance value of paired sample t-test i.e. 0.155 is more than 0.05. Therefore, the null hypothesis has been accepted which concludes that there is no significant difference between online and offline shopping in case of efficient factor. Hence, it can be concluded that consumers are still in their ambiguous situation whether to switch over from traditional to online shopping mode or not.

It has been found from the table 2 that mean score for **enjoyable** factor in case of online shopping is 3.51 as against 3.13 for offline shopping with standard deviation of 1.264 and 1.203 respectively. By applying paired sample t-test at 5 percent level of significance, it has been found that the significance value is 0.014 which is less than 0.05 and hence rejects the null hypothesis. Therefore, it can be concluded that although the consumer prefer to do both online and offline shopping as they feel it is enjoyable but there is shift in their buying behavior from offline to online as the mean value is higher in case of online shopping as compared to the other.

It has been found from the table 2 that mean score for **rewarding** factor in case of online shopping is 3.43 as against 3.05 for offline shopping with standard deviation of 1.067 and 0.996 respectively. By applying paired sample t-test at 5 percent level of significance it has been found that the significance value is 0.004 which is less than 0.05. Therefore, null hypothesis has been rejected. Hence, it can be concluded that there exists a shift in the behavior of consumers from offline to online as the mean value is higher in case of online mode as far as rewarding factor is concerned.

It has been found from the table 2 that mean score for **stressful** factor in case of offline shopping is 3.28 as against 2.81 for online shopping with standard deviation of 1.188 and 1.190 respectively. By applying paired sample t-test at 5 percent level of significance it has been found that the significance value is 0.001 which is less than 0.05. Therefore, the null hypothesis has been rejected which concludes that consumers feels that the process of offline shopping is stressful as the mean value is higher in case of offline shopping (3.28) as compared to the online shopping (2.81).

It has been found from the table 2 that the mean score for **difficult** factor in case of offline shopping is 3.30 as against 2.55 for online shopping with standard deviation of 1.222 and 1.288 respectively. By applying paired sample t-test at 5 percent level of significance it has been found that the significance value id 0.000 which is less than 0.05. Therefore, the null hypothesis has been rejected in case of difficulty factor and there exists a change in the buying behavior of consumers from offline mode to online mode of shopping as far as

difficulty factor is concerned and there are some difficulties that the consumers are facing while going through the online shopping which needs to be resolved appropriately.

IV. Conclusions

Despite of developing nation, India has shown a commendable increase in the e-commerce industry in last couple of years with 426 million internet users in Asia/Pacific after China. Six factors are considerably studied to observe the shifting behavior of consumer's from offline to online shopping or vice-versa. They are convenience, efficient, enjoyable, rewarding, stressful and difficult. Despite many circumstances of the present era, the consumers are making a safe and secure step by tilting towards the online mode of shopping. With the advancement of the information technology and infrastructural development, the product and services delivery mechanism is becoming efficient day by day which is creating reliability for the online shopping avenues to grow. Customers are becoming virtually active and internet is providing them with variety of goods and services at their doorstep 24*7. Thus, it can be concluded that online shopping modes which is deriving so many benefits for the customers is surely going to hold a strong edge over the offline modes in the times to come.

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