Major Research Project on
Comparative Study on Changing Behavior of Consumers from Offline Shopping to Online Shopping

Submitted By

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Under the guidance

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Declaration

I hereby declare that the work titled "**Comparative Study on Changing Behavior of Consumers from Offline Shopping to Online Shopping**"as part of the final year Major Research Project submitted by me in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University, during January-May 2022 under the guidance of Prof. P.K. Suri is my original work and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not my original work has been duly and appropriately referred/ cited/ acknowledged.

Akansha Kumari
(Roll No. 2K20/DMBA/12)

CERTIFICATE

This is to certify that the work titled "**Comparative Study on Changing Behavior of Consumers from Offline Shopping to Online Shopping**" as part of the final year Major Research Project submitted by Akansha Kumari in the 4th Semester of MBA, Delhi School of Management, Delhi Technological University during January-May 2022 is her original work and has not been submitted anywhere else for the award of any credits/ degree whatsoever to the best of our knowledge.

The project is submitted to the Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

_____   _____

Prof. P.K. Suri   **Dr. Archana Singh**
Faculty Advisor   HOD, DSM

Acknowledgment

This project work was possible only with the support of my mentor who has put in so much effort and cooperation and made this project completion possible.

I am especially grateful to **Dr. P K Suri**, DSM, who has been supportive throughout the project and who has provided us the help whenever needed.

I am also sincerely thankful to every person with whom we had worked for this major research project on the "**Comparative Study on Changing Behavior of Consumers from Offline Shopping to Online Shopping**".

Every member has provided me with extremely personal and professional guidance.

As our mentor, he has always been very supportive.

I hereby manifest our immense respect and admiration for the regular support and encouragement even though when we were lacking somewhere.

At last, we would like to say thanks to Dr. P K Suri.

Akansha Kumari
(Roll No. 2K20/DMBA/12)

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Executive Summary

Through this major research project, it has been explored why people are shifting more towards online shopping from traditional shopping methods and the reasons behind this shift have been measured and analyzed.

This study attempts to understand the relationship between concern, awareness and actions and looks at the interdependence between gender and the above variables. The study builds upon the literature review on how to measure the behavior of people regarding their changing preferences and perception towards online and offline shopping, awareness levels of people, their concern levels towards the pros and cons of online shopping and the behavior change brought in by concern and awareness in form of actions that is shifting their preferences in form changing behavior.

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Chapter 1

Introduction

1.1 Background

Behavior is the fictitious, observable response to a given target in a given context. The use of the Internet for retail purchasing has grown dramatically in recent years, and it has had a significant impact on many consumers' shopping experiences. Customers show their online buying behavior while visiting e-website tailers in order to find, choose, and buy goods and services to meet their requirements and needs. It's essentially a buyer's behavior that shows itself during the process of making an online purchase. Online shopping, on the other hand, offers convenience, speed, cost savings, and the ability to compare products, among other things. It's not that these features aren't there in traditional software.

Shoppers' perceptions of these traits have shifted. Due to their altered lifestyles, people are finding it difficult to shop through traditional methods. As a result of all of these concerns, as well as technological advancements, a new method of shopping has emerged: internet shopping, sometimes known as electronic shopping. Traditional shopping methods do not have these features. (Mani, 2019)

The way many Indian consumers purchase is rapidly changing, and the shift from offline to online shopping has prompted many shops to adjust or adapt how they market their goods. With progress in technology and resources, the sellers' welcome new openings and opportunities thus making the process of reaching out to customers much more effective, faster, effortless, and less error-prone services. Online purchasing has been increasingly popular in recent years. In recent years, the internet has become quite an interesting aspect of the retail industry. There are commercials for online stores on television, and social media sites are overflowing with eye-catching promos from companies that have made

the conversion to online shopping, as well as new ones that appear to have appeared out of nowhere.

The study's focus is on consumers' internet shopping habits. As a result, People prefer online shopping since it is more convenient and less expensive.

Buying from small enterprises and local merchants – Small and local companies are increasingly going online. Customers can now buy items from nearby retailers that were previously only available offline, as well as products from smaller businesses.

Purchasing new product lines – Essential commodities such as food, prescriptions, hygiene products, and other domestic products have witnessed an increase in online sales, as have non-essential items such as home gyms, exercise equipment, video games, and leisure products.

Larger cart size, less frequent shopping — Customers are avoiding direct interaction with stores and sterilizing or storing their purchases for a few days. As a result of this tendency, people are ordering in bulk and less frequently.

Spending that is not required Has Dropped — Discretionary spending has dropped across all age groups. Consumers are reducing or deferring their discretionary and luxury spending items because there are no clear schedule and its impact on economies and jobs. Fashion and beauty are two industries that have seen a decrease.

Personalized shopping via a plethora of digital channels Customers is making increasing purchases via virtual backing, message platforms, and internet community like social media platforms in addition to their mobile devices. The need for an omni-channel buying experience is growing as well as mobile and social media engagement, is likely to grow. Furthermore, tailored buying and suggestions have enhanced consumer loyalty to ecommerce over physical retail in the years ahead.

Customer loyalty is at an all-time low, with buyers switching brands at an all-time high.

Gone are the days when you could capitalize on a burgeoning market and make a quick cash. Consumers are value-conscious since there are so many items and services to choose from. They understand how to compare things in terms of quality and price. Because the eCommerce industry is so crowded with goods and services these days, the only way to stand out is to provide value. Consumers will choose your brand over and over again if you provide quality at a reasonable price. Because most individuals are for those who lack spare time in the day because of work and can not invest time in offline visiting which makes online shopping essential while proving satisfactory services and quality in the present times. In this situation, online shopping became for them, the most convenient and appropriate mode of shopping is. The internet has revolutionized how people purchase and has swiftly become a worldwide phenomenon. This is a well-known type of shopping as business-to-consumer online shopping since buying products and using services via online mode when compared or studied with respect to physical mode, then this analogy will justify the name 'online shopping'.

When making any purchase decision, whether online or offline, consumers should be cognizant of the medium of purchase. Buyer should take in consideration the best suited method for their requirements. Online purchasing behavior is often referred to as online purchasing habits or online shopping. The term "buying behavior" refers to the act of making a purchase over the internet via a web browser.

Previous research has focused on the reasons why online products exhibit a variation when compared to other goods. Many research has concentrated on high-touch things that clients come into contact with when they need to touch, smell, or test anything. Because it is not possible to do so online, it needs offline shopping at the time of purchase. Despite the surge in online purchasing and the knowledge that it is more likely to exert pressure on physical shopping, offline commerce continues to suffer.

Digital Payments Adoption, is one of the important factors that led people to shift more easily from traditional methods the to new modern way of shopping.

Google entered the e-commerce market in 1998, while Yahoo debuted its online store, the yahoo store. To purchase things through the internet, a consumer must have access to the internet and a valid form of payment.

Amazon, Flipkart, Snapdeal, and Myntra are just a few examples of popular online shopping sites that entice customers with low prices and big inventories.

In general, those with a high degree of education and a high level of income are more likely to shop. People with a higher level of education and familiarity with the internet are more likely to use it. likely to shop online. The advancement of technology has resulted in a more favorable attitude toward internet buying among consumers. This mostly refers to the qualitative methodology that is to be utilized to gather information so as to identify the problems expressed and to learn more about the perception and thought process while choosing the online mode for buying goods instead of physically visiting the store. During the buying decision process, a number of attributes to be taken in consideration for online, offline, and channel switching behavior are required can be obtained by exploratory and descriptive study.

This usually entails taking a sample of the population, surveying them, and analyzing the results via inferential statistics. The analysis' main goal is to predict the determining elements that influence what consumers buy in physical and virtual mode, also the reason behind their switching from one mode to another, are all factors to consider.

1.2 Objectives of the research

1. To find how gender and age reflect the change in consumer behavior towards shopping.

2. To understand the preference between online and offline modes of shopping

3. To find the relation between age, gender, and perceptions & preferences.

4. Scope and future need for the online shopping platforms and their opportunities.

1.3 Scope of the research

The scope the research is limited to the general relation between the gender, age and their preferences towards shopping behavior. The study aims at millennials and Generation Z people and understands that how they have been continuously changing their perception towards offline and online shopping in this digital era.

It also tends to look at the factors that prompt them to make a choice and build their perception towards specific shopping method and their preferences to buy certain goods from specific mode considering other important factors.

The scope this study limits itself to an inferential approach rather than going for an exploratory one. Also, the study does not implore on the psychological reasoning about the changing pattern of people's behavior towards shopping.

1.4 Structure of the research

Chapter 1 discusses the introduction followed by chapter 2 that brings out a review of the existing literature about consumer behavior towards online and offline shopping. Chapter 3 presents the research methodology discussing the tools and techniques used. Chapter 4 brings out the empirical analysis followed by chapter 5 recommendations and conclusions. Finally, chapter 6 presents the limitations and scope of future research.

Chapter 2

LITERATURE REVIEW

Consumer Buying Behavior is an area of interest for all firms, according to a study conducted by Muhammad Faisal Sultan. Not only for their future offers, but also for their current ones. Its continual analysis is essential in order to meet client needs as well as compete successfully in the face of rising direct and indirect competition. There are various elements that can influence consumer purchasing behavior, but when it comes to pricey and fast-moving consumer goods (FMCG), packaging has been demonstrated to play a substantial effect in influencing customer purchasing behavior.

People from all walks of life are affected by economic downturns, property market crashes, food recalls, and environmental calamities all around the world. (Sultan, 2016)

Based on an analytical literature assessment, Li and Zhang looked at the representative extant research on people's internet buying habits and behavior. This study is oriented to present a complete picture of the state of this subfield while also highlighting limits and opportunities for further research. They opted to limit their research paper search to the months of January 1998 through February 2002. They searched three primary IS conference proceedings volumes: International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), and Hawaii International Conference on Systems Science. The other two criteria for selection are that the articles are empirical in nature and that th/e articles measure at least one of the identified factors in our taxonomy (HICSS). They also looked through the reference sections of the papers they chose to see if there were any other noteworthy articles in this field that they might include. Three of the five dependent variables (customer attitudes, intentions, and purchasing behaviour) receive the most attention, as do three of the five independent factors (personal traits, vendor/service/product attributes, and website quality). This appears to be the main line of inquiry in this field. Personal factors, vender/service/product features, and website quality are found to have a substantial effect on online shopping ahbits, intentions, and behavior. (Jarvenpaa, 2000)

These results have the direct information that targeting more appropriate consumer groups, improving product and/or service quality, and improving website quality can all have a positive impact on consumer attitudes and behavior, potentially leading to increased 13 frequency of early purchase and replication purchases on the part of customers. This methodological issue will be addressed in future research in order to produce a validated instrument for assessing consumer online buying techniques and behavior. (Cai, 2006)

Liu et al. conducted an empirical study on Chinese online shoppers. In the e-commerce arena, they proposed a satisfaction process model. The study was limited to a particular country and may not be immediately applicable to western nations. The findings of this study suggest that customer service is a key predictor of customer satisfaction with online shopping. In the Chinese market, shipping and customer service are extremely crucial. Because internet customers may compare prices in one click, a large selection of commodities and competitive prices are vital. Because purchase decisions are only made with the information available online, detailed and complete product information should be provided. The first impression is made by the website's design and content. Customer satisfaction may improve as a result of this. To conduct a transaction, a website's transaction capabilities is required. Consistency and ease of use can help you save time and increase your pleasure. Finally, security and privacy are highlighted in their findings due to the lack of ID identification while doing online transactions and the lack of a credit system in China. (Li, 1999)

Bhatt et al. stated in their article "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management that online shopping is gaining popularity among people, particularly the younger generation, but that in today's scenario, e-marketing will have to cover a longer distance to become equally popular among all age groups. According to the survey, the form of payment is determined by the respondents' income. Online shopping is done on a regular basis by people of all ages. Consumer attitudes are shifting with the passage of time. Consumers in India find online shopping incredibly convenient due to a variety of factors such as cash on delivery, website customization or personalization, home delivery, and so on. (Mani, 2019)

In his study "Consumer's Buying Behavior towards Online Shopping," Singh et al. The future of e-retailers in India seems quite bright, according to a case study of Flipkart.Com users in Lucknow City published in Abhinav. Consumers can save money and time by shopping online within their financial range, thanks to e-retailers. Flipkart.com offers some of the most competitive prices as well as a Purchase experience that is 100% hassle-free. In terms of client purchasing or buying behaviour, the entire concept of online shopping has altered, and E-retailers' performance in India is reliant on their popularity, branding image, and unique policies. (S Sudheer, 2021)

In their work "A Study of Internet Purchase Behavior of Customers in India," published in the ICTACT Journal on Management Studies in 2015, Kanchan Naveen Kumar and Abhishek Gupta noted that online buying is increasing popularity among the younger generation. E-commerce purchases are increasing among higher-income categories and educated persons. People are cautious to shop online due to concerns about security. People, on the other hand, are hesitant to change because making an online purchase is technologically challenging. Focus on building trusted relationships between providers and customers for online commerce.. (Upasana Kanchan, 2015)

Consumer behavior, is the study of how individuals, groups, processes, and organizations obtain, select, and arrange events, products, services, experiences, or ideas to please the consumer and society. a reasonable pricing comparison It achieves a good blend of sociology, psychology, management, and economics. It aims to comprehend customers' individual and group decision-making processes. It focuses on individual customers and their attributes such as demographics and behavioural data to discover what they want. It also aims to investigate the impact of family, friends, groups, and society as a whole on consumers. (Rahman, Islam, & Esha, 2018)

Consumers who buy from internetstores more regularly are more appropriateness orientated and less practise worried, according to Li, H., Kuo, C., and Russell, M. G.. Because they are time-determined and do not focuses purchasing things without seeing or

physically touching or feeling, these buyers consider genuiness as the most important factor in purchase decisions throughout their shopping experience. (Li, 1999)

According to Shun and Yunjie (2006), there are several types of products that can be offered online in addition to books, software, electronics, and music. The cause for this is that while buying these types of things, one does not need to do an independent investigation because most, if not all, of the items can be found in the items explanations and descriptions. The majority of products in the cell phone family fall under this category. According to a new study on customer behavior, there are four distinct client groups, each with its own set of goals and motives. They also discovered a consistent and efficient collection of music videos. When it comes to product evidence research online, a higher level of technical assurance inside this cluster is a promising aspect. (Cai, 2006)

In her paper E-tailing is the process of selling retail items over the Internet, explains that e-marketing is a simplified version of "electronic retailing," which essentially develops business to customer relationships. While the topic of e-tailing is no longer in its infancy, it will continue to grow as progressive-commerce requests serve as a strong motivator in the development of e-marketing. In comparison to direct purchasing, the concept of e-marketing differs from a varied range of items and services. As a result, e-commerce/online marketing isn't limited to consumer purchases. Consumers can make excellent judgments because they are well-informed. This involves Price comparison, product research, and establishing the e-online store's shopping reputation are all important chevaliers. (Jarvenpaa, 2000)

Jarvenpaa & Tractinsky, and Vitale (2000) investigate how consumers' perceptions of risk, attitudes, and readiness to buy from a certain store are influenced by the store's size and status. They recognise that there is a link within customer trust in online retailers and the store's ostensible reputation and breadth. Higher customer belief lowers taken risks associated with online purchasing and promotes more reliable attitudes toward shopping at a given store, which boosts readiness to buy from that store. (Jarvenpaa, 2000)

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Chapter 3

RESEARCH METHODOLOGY

3.1 Methodology

Research Methodology involves systematically studying the research problem and setting up the specific techniques, methods, models, sequences and procedures in order to find out the solution of the research problem. This section of the research defines the entire data collection method. When it comes to data gathering, researchers typically utilize one of two methods: primary or secondary data collection. The methods of observation, interview/questionnaire, and case study are all fundamental methodologies. The second method takes advantage of previously collected data.

The current research is based on quantitative data and entirely primary research. For the purpose of sampling, the convenient sampling method is used. The sample person is drawn from a variety of age groups and genders. The study uses a sample of people from various groups, such as students, employees, jobless people, housewives, and so on.

The study should be logical, systematic, empirical, and replicable in nature.

Also, the purpose of the study must be clearly defined and the data collection shall not suffer from any biasness.

The task of defining the research problem is of due importance in the whole research process.

The problem to be investigated must be defined clearly and shall be visible so that it will help collect relevant data from the respondents.

Proper attention is given to the reconciliation of the reliability and validity of the data collected as a contribution to research methodology being its crucial part that cannot be

neglected.

3.2 Tools and techniques

Sampling is a technique in which responses of individuals are collected within a statistical population in order to draw conclusions for the whole populations.

Under this research, a convenient sampling method is adopted which means selection of individuals with unbiasedness and in which all individuals have equal chance to get selected.

Sampling is a fundamental method of inferring information about an entire population instead of measuring every member of the population. Developing the proper sampling technique can greatly affect the authenticity of the results. Non-probability Sampling was used. A questionnaire was distributed to respondents and they were also given detailed instructions for completing the survey.
A **sample** of 100 respondents of varying age groups, education qualifications and gender were taken, comprising undergraduates, graduates, working and non-working people among whom 60 persons responded.

As the purpose of the study suggests a comparative analysis of data collected for determining the changing pattern of buying online/offline and buying behavior of people.

Under this project the research involves quantitative analysis and has a confirmatory approach to be followed. The research follows the primary mode of data collection to gather responses of our target audience and finding the ideas and new relationships between different variables that majorly effects the consumer perception towards buying things online and offline and on which basis they analyze to buy something.

The data is collected with the help of a survey which includes a general perception question. The data collected in the survey is of ordinal, ratio and nominal types. The survey group consist of people between the age of 18-35 which are considered to be the prime audience for leading e-commerce industries.

3.3 Demographic variables

The population of the survey includes people of varying age groups who are graduates, working and non-working class, undergraduates etc perception. The information about the study's variables was gathered using an individual data form. The data form included questions on the individuals' online and offline shopping habits.

3.4 Data Collection

For data gathering, associated people of various ages were issued online forms. The respondents were told that the results would be kept private. It was entirely up to them to submit the responses.

The data was collected from April - to May 2022. To make the data reliable in order to eliminate invalid responses the survey contains contradictory or repeated questions framed differently to capture the same data. The data collected is then to be analyzed to understand the reliability of the responses.

Our Research uses Hypothesis testing to evaluate the data collected against the given set of assumptions.

3.5 Hypotheses

The conceptualized alternate hypothesis is:

H1*: The preference of an individual is associated with gender*

H2: *Age and preference are associated with each other*

H3*: The preference towards online shopping is associated with perception towards it.*

For the hypothesis testing, I used the chi-square test to determine the relationship between our variables. The significance level for testing the Hypotheses is taken as 0.05.

Chapter 4

ANALYSIS

Analysis of data provides us with the division of data into the following categories

Gender
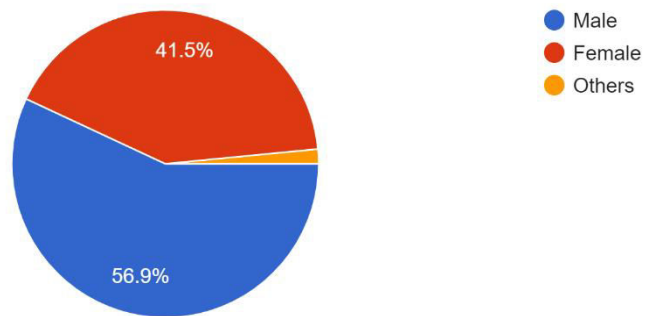65 responses

41.5%

56.9%

● Male
● Female
● Others

Figure 4.1

Source: Own creation

The gender division contains categories male, female, and others. Our data shows that 56.9% of males and 41.5% of females are divided on the basis of gender.
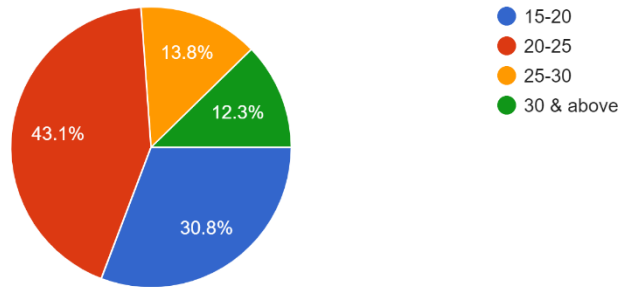
Age
65 responses

Figure 4.2

Age – The age demographics show that the maximum age group of respondents was in the age group 20-25 and the range was 15 to 35 years. Our majority respondents obout 43.1% belonged to age group 20-25 follwed by 30.8% of respondents in age group 15-20. The least amount of respondents were from the age goup of 30 and above.
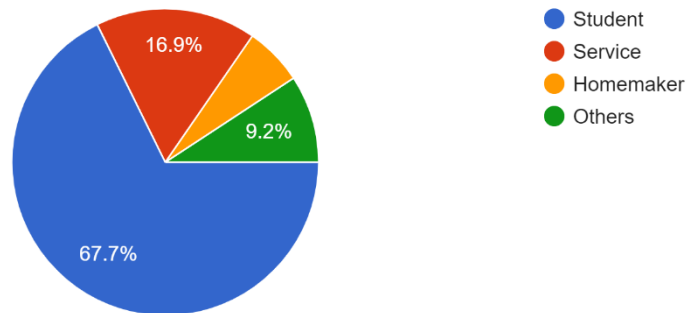

Occupation
65 responses

Figure 4.3

Occupation – Our data shows that people were divided into 4 categories according to their profession consisting 67.7% of students, who are the major respondents of our survey and

16.9% of people from service sector and 9.2% from other professions. Survey also consists Reponses from homemakers,

Do you prefer online or offline shopping?
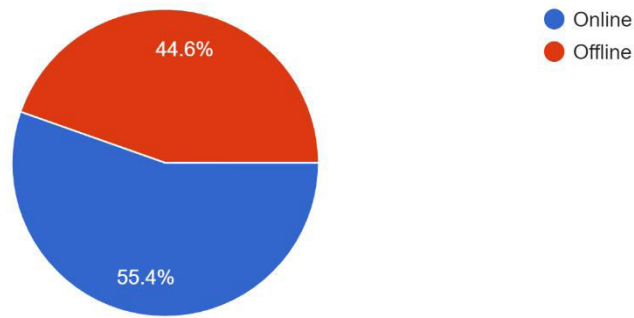65 responses

Figure 4.4

Our data shows 55.6% people prefers online shopping over offline shopping which only constitutes 44.6%.
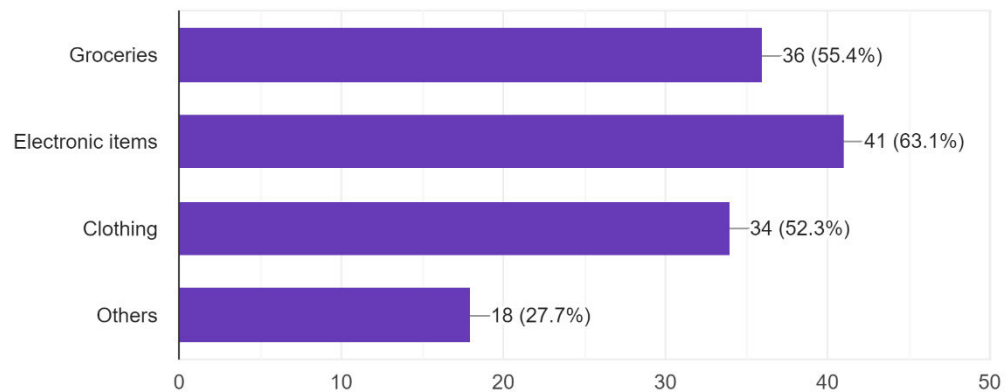
What items you usually purchase online?
65 responses

Figure 4.5

This graph shows the distribution of items that people prefer to buy online. Categories mainly contains day to day items consisting groceries, electronic items , clothing and others. Data shows people majorly purchase electronic items online and groceries.

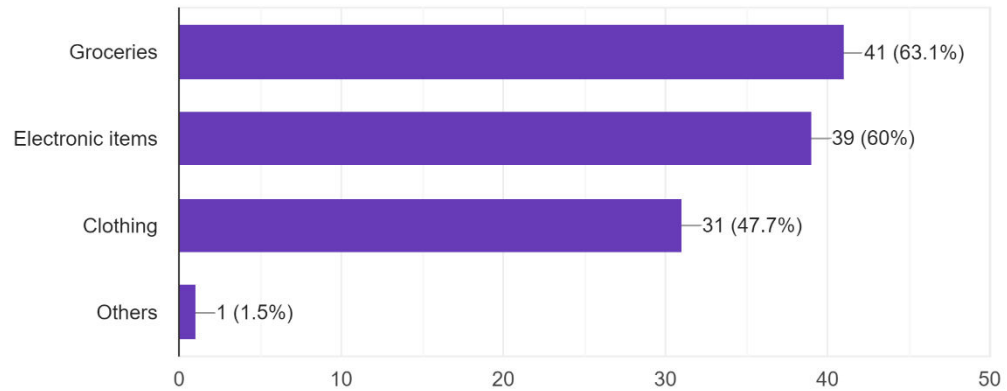What items you usually purchase offline?
65 responses

Figure 4.6

This graph shows the distribution of items that people prefer to buy offline and it can be inferred that people majorly prefer groceries online.

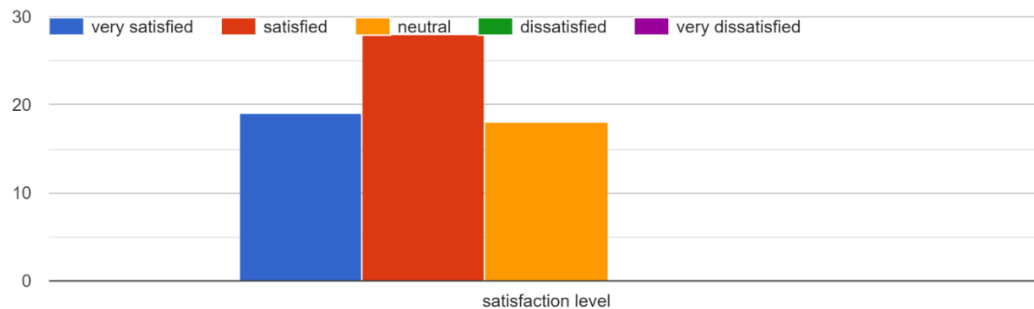

What is your satisfaction level when you shop online?

Figure 4.7

This graph shows the satisfaction level of consumers while shopping online and the majority of respondents were satisfied with their online shopping experience. The people with netural satisfaction were found to be approximately equal to those who felt very satisfied with their experience. No respondents were found to be dissatisfied oh very dissatisfied.

What is your satisfaction level when you shop offline?
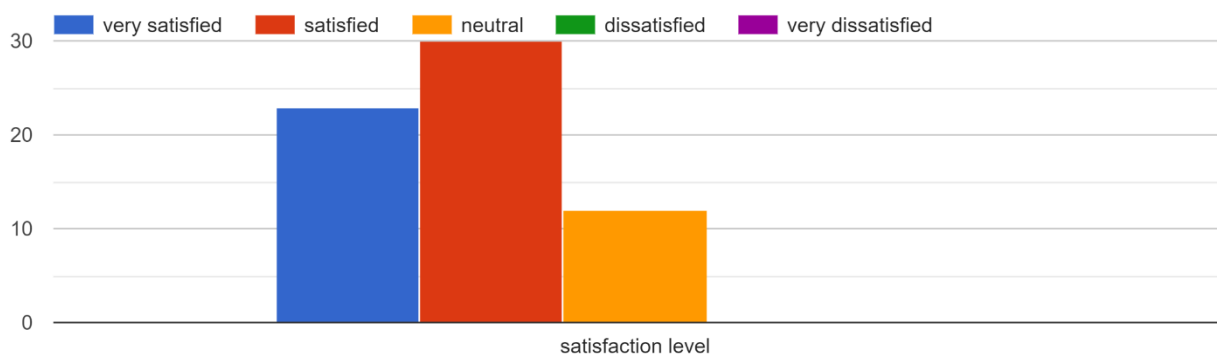
Figure 4.8

This graph shows the satisfaction level of consumers while shopping online and the majority of respondents were satisfied with their offline shopping experience. The people with netural satisfaction were found to be approximately equal to those who felt very satisfied with their experience. No respondents were found to be dissatisfied or very dissatisfied.

What factors are important for you to shop online rather than offline more.
65 responses
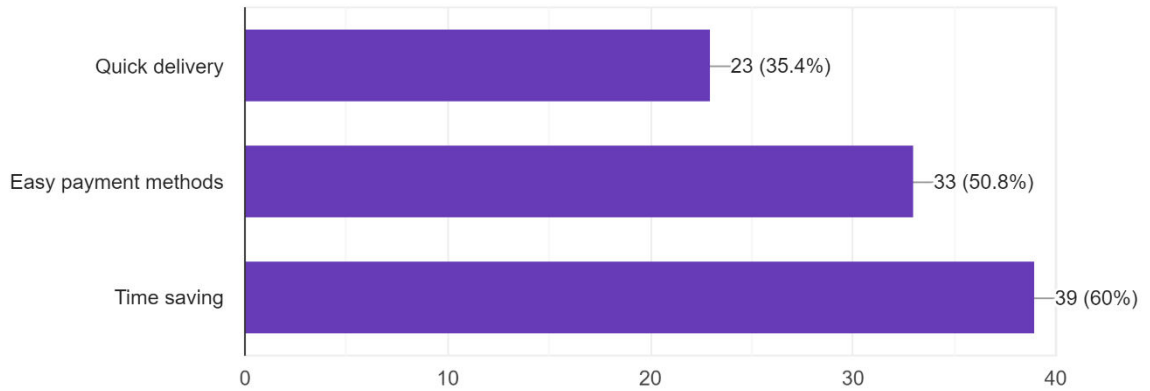
Figure 4.9

This graph shows the factors which people prefer over offline shopping and consider important to shift towards online shopping mode. It can be infer that people consider online shopping time saving and find easy payment methods online.

What is your biggest concern about online shopping?
65 responses
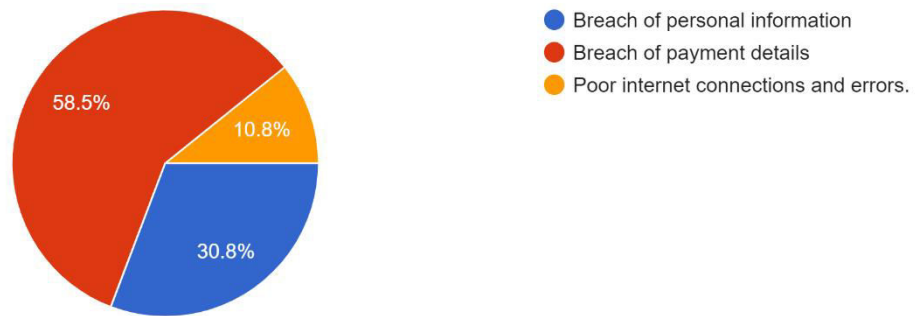
Figure 4.10

This chart shows that concerns of people over online shopping as there are still people who find online shopping less trustful and find online shopping can breach their payment

details which constitute 58.5% people agreeing over this. 30.8% people agree over breach of personal information online.

Which e-commerce site you used the most?
65 responses
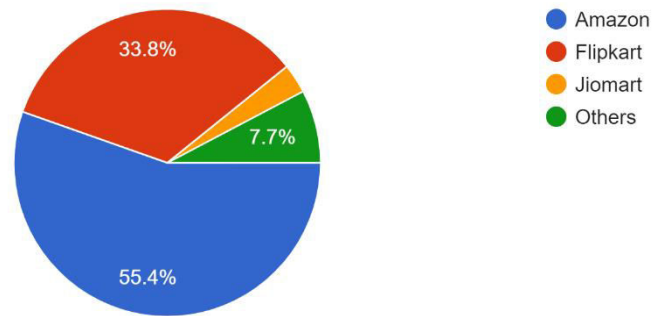
Figure 4.11

This chart shows how online platforms are preferred by people. Data shows amazon is the most used ecommerce site by people and then flipkart with 33.8% people preferring it.

What factors prompt you to use online shopping mode over offline.

Figure 4.12

19
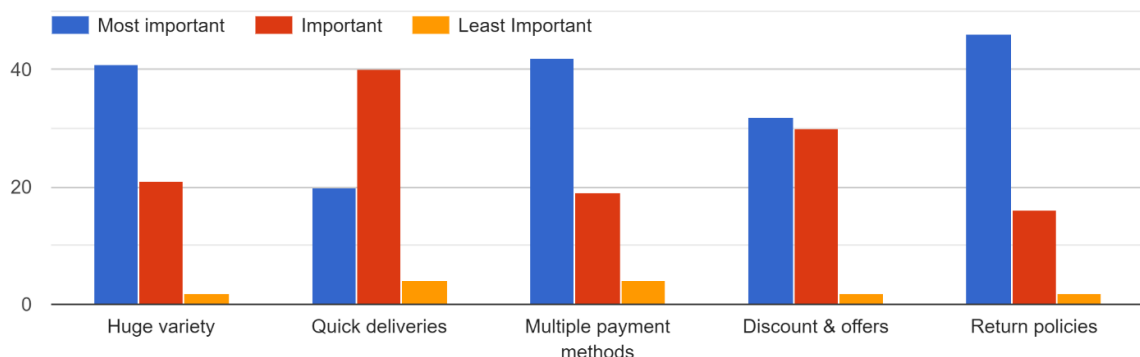
This graph shows the multiple factors that differently prompts consumers to choose online mode over offline. Data shows most people choose huge variety and return policies as most important factors and quick deliveries and discount & offers as important factors to shop online.

Multiple payment methods is least important one.

All these five factors are reasons for shifting behavior of consumers over online shopping mode from offline traditional mode of shopping.
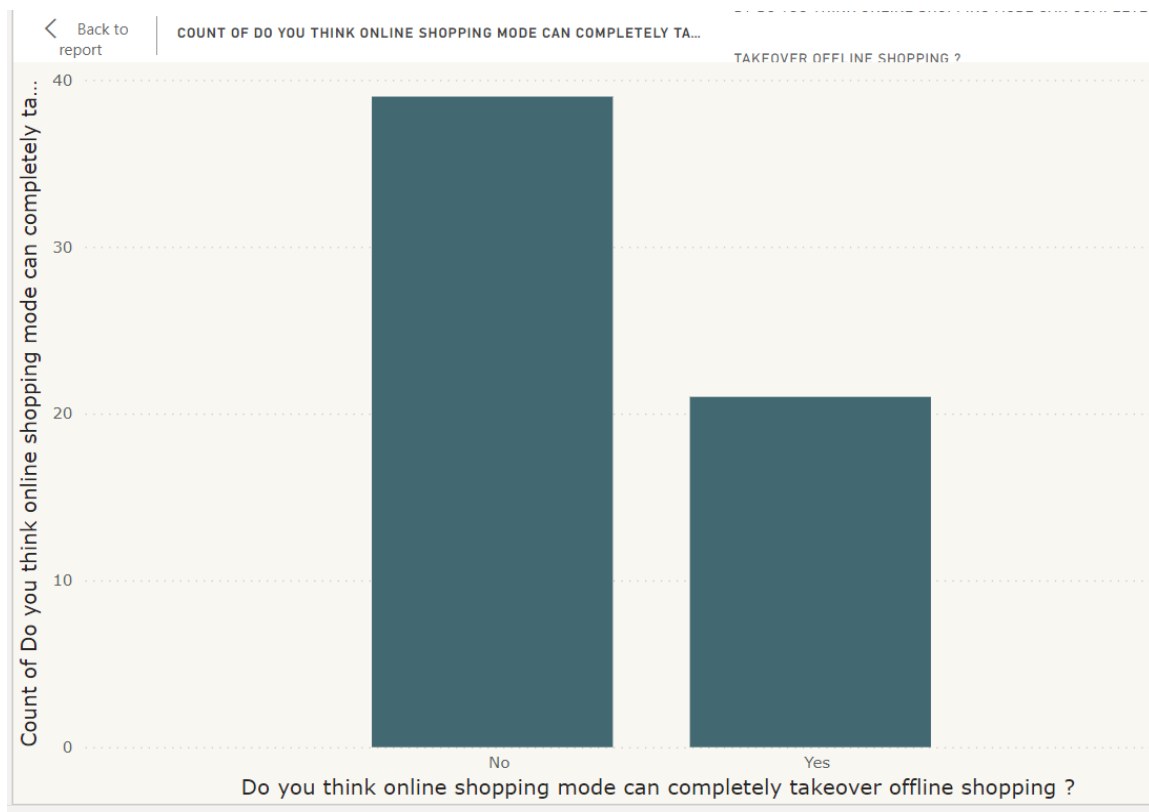
Figure 4.13

This graph shows the count of people agreeing and disagreeing over weather online shopping mode can completely takeover offline shopping mode in near future or not.

Data shows that Majority of people disagree over this fact and very less number people agree on it.

< Back to report

COUNT OF DO YOU THINK PEOPLE CAN COMPLETELY TRUST ONLINE SH...
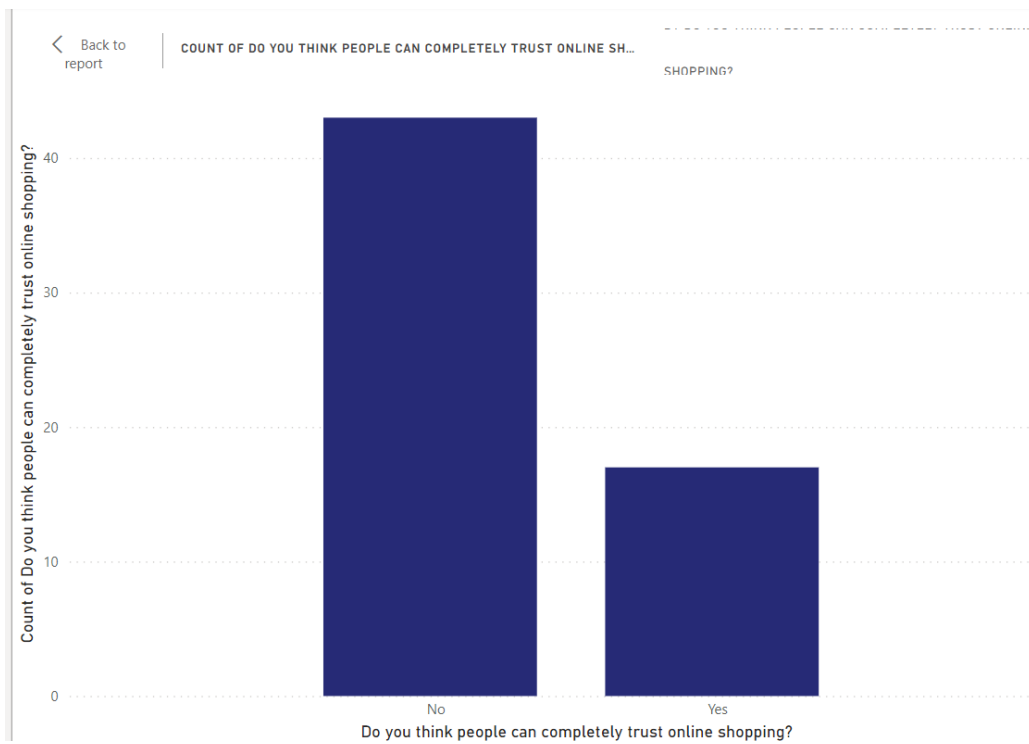
SHOPPING?

Figure 4.14

This graph shows the distribution of people on the question weather online ode of shopping can be completely trusted.

Data clearly shows majority of people does not agree and don't trust completely online shopping.

SPSS ANALYSIS

Frequency analysis

Table 4.1: Result of frequency analysis

Frequencies

Statistics

		prefernce	perception	trust
N	Valid	60	60	60
	Missing	0	0	0

Frequency Table

prefernce

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Offline	27	45.0	45.0	45.0
	Online	33	55.0	55.0	100.0
	Total	60	100.0	100.0	

perception

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	39	65.0	65.0	65.0
	Yes	21	35.0	35.0	100.0
	Total	60	100.0	100.0	

trust

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	43	71.7	71.7	71.7
	Yes	17	28.3	28.3	100.0
	Total	60	100.0	100.0	

Source: Own Analysis (SPSS OUTPUT)

This table shows the total count of preference, perception, and trust. Out of our sample population, more people are preferring online shopping to offline shopping. Although people have a preference for online shopping their trust and perception level toward online shopping shows lags which means that still more trust is needed to be developed in people towards online shopping.

H1: *The preference of an individual is associated with gender*

Table 4.2: chi-square test between gender and preferences

➡ **Crosstabs**

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * prefernce	60	100.0%	0	0.0%	60	100.0%
age * prefernce	60	100.0%	0	0.0%	60	100.0%

gender * prefernce

Crosstab

Count

		prefernce		Total
		Offline	Online	
gender	Female	12	13	25
	Male	14	20	34
	Others	1	0	1
Total		27	33	60

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.514[a]	2	.469
Likelihood Ratio	1.890	2	.389
N of Valid Cases	60		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

Source: Own Analysis (SPSS OUTPUT)

As the chi-square test value is greater than 0.05 our hypothesis H1 is accepted. The Chi-square test explains that there is a dependency between gender and the preference for online shopping. Although the Pearson chi-square value is 0.489 suggesting an average relationship between the two variables. This implies gender has an average effect on the choice of online mode of shopping. Since more percentage of females have a preference for online as a total female. We can further explore to confirm that females have a higher preference for online shopping

H2: *Age and preference are associated with each other.*

Table 4.3: Chi-square test between age and preference

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.514[a]	2	.469
Likelihood Ratio	1.890	2	.389
N of Valid Cases	60		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .45.

age * prefernce

Crosstab

Count

		prefernce Offline	prefernce Online	Total
age	15-20	7	12	19
	20-25	11	15	26
	25-30	4	3	7
	30 & above	5	3	8
Total		27	33	60

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
➡ Pearson Chi-Square	1.994[a]	3	.574
Likelihood Ratio	1.997	3	.573
N of Valid Cases	60		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 3.15.

Source: Own Analysis (SPSS OUTPUT)

As the Chi-square test value is greater than 0.05 shows that our Hypothesis H2 is accepted.

The chi-square test for independence run for age and preference shows that age and preference towards offline or online shopping are dependent on each other. The

interdependence of age factors shows that the preference for online or offline shopping can have changed with age.

H3: *The preference for online shopping is associated with perception towards it.*

Table 4.4: Chi-square test between preference and perception

→ **Crosstabs**

Case Processing Summary

| | Cases | | | | | |
| | Valid | | Missing | | Total | |
	N	Percent	N	Percent	N	Percent
prefernce * perception	60	100.0%	0	0.0%	60	100.0%
prefernce * trust	60	100.0%	0	0.0%	60	100.0%

prefernce * perception

Crosstab

Count

| | | perception | | Total |
		No	Yes	
prefernce	Offline	23	4	27
	Online	16	17	33
Total		39	21	60

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	8.792[a]	1	.003		
Continuity Correction[b]	7.253	1	.007		
Likelihood Ratio	9.324	1	.002		
Fisher's Exact Test				.006	.003
N of Valid Cases	60				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.45.
b. Computed only for a 2x2 table

prefernce * trust

Source: Own Analysis (SPSS OUTPUT)

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The chi-square value for the test is 0.003 which is less than our significance level of 0.05. this implies our hypothesis H3 is rejected.

The low chi-square value shows that there is no direct impact of perception on the preference of a mode of shopping in our population. This suggests that we cannot conclude the independence of the two variables and further study will be required.

Chapter 5

RESULTS, RECOMMENDATIONS AND LIMITATIONS

The broad conclusions that one can derive from the above analysis are: -

- According to the findings and analyses, consumers aged 15 to 25 are more comfortable with online buying than the rest of the group. The group of people under the age of 35 are unaware of the numerous shopping sites available, and because they are not technologically advanced enough to do online shopping, they are concerned about whether the product they are ordering will be genuine or not, so they prefer traditional markets over online shopping. As a result of the findings, it is apparent that the youth prefer to shop online.

- The factors that are influencing consumers to shift from offline to online shopping are – Time consumed in shopping offline, number of choices are available as compare to online and payment methods are not available except cash.

- Consumers are attracted towards online shopping because the online sites provide everything on one click and the ease provided by them to consumers seems to be very comfortable and features that it provides are the most important things that attract consumers.

- Both offline and online shopping are affected by some factors. There are still a large number of people who does not shop online or prefer to shop online. Like in case of offline, the features of online shopping effects it for example, payment methods available, number of choices and delivery facilities and in case of online shoppi.ng the drawback is consumer can not physically touch the product and the fear of not getting genuine things stops people from shop online.

- Due to the changing behavior of consumers, there is need to change some things about online sites and there is a great scope for online sites in coming years as the most of the young generation prefer to do most of the things online so why not shopping.

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- The survey shows that both age and gender matter the most. According to the survey, the people under 25 are a heavy user of the internet and they shop the most. Whereas female members are most active due to the variety provided by online sites for them and offer given by online sites.

- Survey shows that gender is directly related to preferences.

- Majority of people still do not fully trust online shopping mode due to some breaches of details related to payment and personal information.

- People shop specifically in different modes depending upon what they are buying like groceries from offline and electronic items from online mode.

RECOMMENDATIONS

- E-commerce sites can use dedicated online campaigns to attract male customers to have their reliance on both genders equally

- More advertisements required to increase the awareness of online shopping in age groups above 35.

- More work is required to increase the trust levels of individuals in online shopping by making the process more secure and efficient.

LIMITATIONS

- The study involves the human behavior factor which varies from one personality to another personality, from gender to gender or from age to age or from situation to situation.

- Our study excludes the external factors which includes the environment around the respondents in which they have filled the questionnaire.

- Respondents might not know the reason to fill their opinions maybe because of short of memory, lack of understanding and lack of relatedness.

- Respondents might not be comfortable to provide unfavorable answers while ticking the preferences in the questionnaire.

- The study is limited by the sample size of 60 respondents over the internet.

- Since the data was collected through an online survey, some respondents left some of the questions in the questionnaire

- The scope of the study is limited to a major part of Delhi only

- The study focuses on consumer changing behavior which is likely to change in a regular span of time; hence no permanent conclusion can be drawn.

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