Major Research Report

AN ANALYSIS OF CONSUMER'S ONLINE AND OFFLINE SHOPPING BEHAVIOUR

Submitted By

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CERTIFICATE

This is to certify that **Anupam Kumar, 2K21/DMBA/35** have submitted the Major Research Project report titled "**An Analysis of Consumer's Online and Offline Sopping Behaviour**" in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, New Delhi during the academic year 2022-23.

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DECLARATION

I, Anupam Kumar, hereby declare that the MBA research project titled "**An Analysis of Consumer's Online and Offline Sopping Behaviour**" is my original work and has not been submitted in part or in full for any other degree or qualification.

The research work included in this project is the result of my own efforts, and I have duly acknowledged all sources of information used in the preparation of this work. All the data, figures, and quotations used in this project have been appropriately referenced.

I confirm that I have followed all ethical standards and guidelines while conducting research and collecting data for this dissertation. All participants involved in this research have given their informed consent, and their privacy has been duly protected.

Finally, I acknowledge the guidance and support provided by my supervisor's, faculty members, and peers throughout the course of my MBA program, which has enabled me to complete this project successfully.

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EXECUTIVE SUMMARY

I started this study to better understand how consumers behave when purchasing both offline and online. Through this research, I also examined the variables that affect consumers' offline and online shopping habits. The paper gives a quick overview of both retail and internet shopping. It includes the results and analysis of a survey that was done to collect first-hand information and evaluate the significance of several characteristics that affect customer satisfaction in various ways and to various degrees. The first experience, service delivery, and grievance handling categories are used to group these characteristics.

The general level of client satisfaction has also been investigated. 40 respondents from these clients were used in the research investigation. After examining the questionnaire's results, we draw the conclusion that although the e-commerce sector is increasingly offering cutting-edge services to customers, many of them are still unaware of them. The use of these services is a different matter; they are concentrating only on offering customers cutting-edge services rather than educating them about them. Customers must be made aware of the advantages and uses of the services offered by the e-commerce sector.

This project allowed me to apply my analytical skills while also providing a terrific learning experience. The ease (and frequently reduced prices) of online purchasing has contributed to its rising popularity. Online shopping saves people the stress of looking through multiple stores and then waiting in long lines to buy a certain item, especially during the holiday season. Online shopping is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. Customers can find a product of interest by going to the retailer's website directly or by utilizing a shopping search engine to look up alternative vendors. Shopping search engines show the availability and price of the same goods at several e-retailers.

TABLE OF CONTENTS

TABLE OF FIGURES

CHAPTER 1. INTRODUCTION

1.1 BACKGROUND

The opportunities for online firms to work together and share information have greatly increased thanks to e-commerce, which has improved customer interactions and raised marketing potential. In the 1960s, when electronic data exchange made it possible to buy and sell things via data transfer, the word "e-commerce" was first used. E-commerce is expected to revolutionize how society buys products and services in the next 50 years as a result of its rapid expansion. By giving customers 24/7 accessibility and a wider range of customizable products from international suppliers, online firms may profit from this trend and make e-commerce a profitable venture for investors.

Customers can now easily shop all across the world and compare prices utilizing websites that compile prices from numerous sources thanks to price comparisons. The online shopping experience has also been improved by improved delivery methods including online tracking and fast delivery of digital products. Due to this, clients can now find considerable savings and increased value in a highly competitive market. Customers can combine their items into a single order while buying online, which may lead to higher discounts from wholesalers or manufacturers. In addition to these advantages, online shopping has many other positive effects on society, such as enhancing people's quality of life by enabling more flexible work arrangements and working from home, lowering environmental pollution, and connecting people in underdeveloped and rural areas to goods, services, and information that may not be easily accessible to them.

Customers can now effectively buy a wide variety of everyday goods and services online thanks to the development of online businesses. Airline and travel tickets, banking services, books, clothes, computer hardware, software, and other gadgets, as well as presents and flowers, are some of these. In fact, the online sale of these goods has grown to be the mainstay of many successful internet enterprises. Businesses and organizations can now grow earnings and cut costs thanks to e-commerce. As a result, it is now a crucial

tool for organizations in the fields of marketing, retail, finance, insurance, government, training, and online publishing.

OFFLINE SHOPPING

A conventional way to make purchases is offline, which entails going into a store or vendor's office in person. In-person interactions between customers and businesses can foster loyalty, which is one important benefit of offline purchasing. Additionally, some buyers might reserve their decision to buy a product until they have held it or worn it, which could lower the rate of product returns for particular organisations. The offline model can be the only choice for some organisations. A restaurant, for instance, may display its menu online or on social media, but it is not permitted to take reservations there. Similar to how a vehicle dealership wouldn't be as successful without salesmen to help consumers through the lease or buying process.

Offline shopping is intended to boost your self-esteem. It's a method to do it while also having fun and being joyful. When you try on clothes and inquire with friends about how they appear on you, it has its own satisfaction. When shopping offline, you may physically be there near the selection of clothing you wish to choose from and try it on for yourself. Sometimes it's not very noticeable in the pictures. One can determine the fabric's texture and composition. When the salesperson guides you through each stage, from picking the right size to giving you colour options, it is incredibly helpful. When you can acquire the thing immediately and use it right away, there is no need to wait three to four days for it to arrive. The customer can return the item by herself or himself, which will save delays and trust concerns.

With it, online purchasing is completely different. You get to see the item you want to purchase and learn more about its components. You wouldn't be concerned about purchasing the incorrect size if you were to purchase clothing. Customers would feel safe handling their money when purchasing offline, which is one of its benefits. The ability to wander around and take in a shopping mall's atmosphere is one of the benefits of offline shopping.   Additionally, it enables customers to see the item they intend to buy in person. One of the best aspects about offline shopping is that customers can get their purchases right away. Consumers would have more time to consider gift wrapping if it were a birthday or

Valentine's Day gift. In conclusion, if the consumer were more interested in looking at the features and specs of the goods that he or she wanted to buy before intending to purchase the thing, offline shopping would be a much more convenient technique.

FACTORS AFFECTING CONSUMER'S OFFLINE SHOPPING BEHAVIOUR

Since the dawn of humanity, online purchasing has existed. Online purchasing offers a variety of advantages to the consumer. The following are some elements that have an impact on offline shopping:

1. **Less number of choices:** Compared to online shopping, offline shopping has less possibilities. Offline retailers come in fewer varieties, and their product selections are frequently limited. Older stock or items that are on sale or discount may be available in stores. Because businesses depend on manual labour to handle and stock their inventory, offline stores typically have fewer options. The variety of goods that can be bought may be constrained as a result. The manual aspect also limits the materials that offline businesses can use, which further reduces the range of products that are offered. In general, offline buying alternatives are more limited and might not provide as many options as online shopping.

2. **Time consuming:** It can take time to shop in a physical location. Customers must allow time to commute from their residence or place of employment to the business. Additionally time-consuming tasks include trying on clothes and looking through merchandise. It can be time-consuming for offline customers to seek through several stores for the required item. For some shoppers, offline shopping is not as efficient as online purchasing because of the time spent getting from place to place and looking around physical stores.

3. **Information:** The veracity of the data that retailers offer can sometimes be called into doubt. Additionally, there are instances in which we don't even need this information. We often base our purchases on recommendations from others when we have little understanding about a certain product. We might make purchases out of benevolence when we have a personal relationship with the store proprietors.

4. **Authenticity:** When deciding whether to buy a product after evaluating its quality and texture, online shopping does offer certain drawbacks. However, there are ways to allay these worries, like reading thorough product descriptions, looking at other customers' reviews, and seeing excellent pictures or videos of the goods. To aid customers in making wiser purchasing selections, internet businesses may provide free samples or virtual try-on options. Online shopping can be convenient, offers a larger product range, and is frequently more affordable than in-person buying, which may offer a more physical experience. In the end, it is up to the individual customer to balance the benefits and drawbacks and select the buying strategy that best suits their requirements and tastes.

5. **Taste and preference:** Customers' tastes and preferences can change over time, so it's important to try on a variety of outfits to determine which one best suits us. Online purchasing, however, has its own benefits in terms of adapting to changing tastes and preferences. For instance, online merchants frequently provide a larger assortment of products, allowing customers to conveniently research various fashions and trends from the comfort of their own homes. The ability to try on products at home and return or exchange them if they don't fit or if their preferences alter is another benefit that many online stores provide. Overall, online shopping can be a terrific way to cater to clients' shifting likes and preferences even though physical shopping has unquestionably got its advantages.

6. **Bargaining:** In contrast to internet purchasing, where the price of the item is fixed, offline shopping gives customers the chance to physically bargain with the seller. Because they think internet shopping is more expensive than going to the market, some customers prefer doing their shopping offline. However, it's important to keep in mind that due to the availability of discounts, promo codes, and free shipping deals, internet shopping can also provide competitive pricing. Online buyers can also check prices from other merchants and benefit from price-matching regulations to make sure they are receiving the best bargain available.

ONLINE SHOPPING

Figure 1.1 Online Shopping

B2C E-Commerce websites have brought a revolution in the retail industry. These websites offer a convenient, time-saving, and secure method of purchasing goods online. The websites have an extensive range of products, and the consumers can easily browse through the categories and select the desired product. The online payment system has also simplified the payment process, and customers can make payments using various payment methods, including credit cards, debit cards, and online wallets.

The delivery options offered by these websites are also flexible and convenient. Customers can select the preferred delivery method, including home delivery, pickup from the store, or third-party delivery services. The customers can track their orders online, and the customer service team is always available to assist them with any queries or issues.

B2C E-Commerce websites have also opened up new opportunities for retailers to expand their business and reach a wider audience. They can sell their products online and reach customers across different regions, cities, and countries. The websites have also enabled retailers to reduce their operational costs and offer competitive prices to their customers.

In conclusion, B2C E-Commerce websites have changed the way we shop for goods and items. They offer a convenient and secure method of purchasing products online, saving time and effort for the customers. The retailers can also benefit from the websites by expanding their business and reaching a wider audience.

However, thanks to the existence of B2C E-commerce websites, we can shop without concern for distance or timing from the convenience of our homes. Online purchasing is more enticing than in-store shopping because of this convenience. Additionally, a lot of internet merchants provide discounts and rates that are competitive, which makes it simpler to save money on purchases. The convenience of easily comparing prices and products across many websites improves the online shopping experience. Additionally, online shopping gives customers access to a huge selection of goods that might not be offered in nearby businesses. In general, online shopping has transformed how we buy goods and services, offering a quicker and more practical alternative for today's busy lifestyles.

The various benefits of online buying have made it a trend that is increasingly common. Users who have access to the internet and a legitimate payment method can quickly browse a variety of goods and services provided by different companies. Before making a purchase, buyers may examine photographs, compare prices, and read reviews at online retailers, which makes the process more convenient and informed.

The way people purchase and conduct business in their daily lives has changed thanks to computers and the internet. Consumer behaviour has changed significantly as a result of the convenience and simplicity of online shopping, with many choosing the comfort and security of making purchases from their homes, offices, or even cyber cafes. Users have a wide range of alternatives when purchasing online, from apparel and books to digital cameras, mobile phones, and video games.

Convenience is one of the primary forces for online shopping. Users can save time and effort by avoiding lengthy lines and crowded stores by shopping 24/7 from anywhere in the world. Online shopping also has the benefit of security thanks to the implementation of secure payment gateways and encryption techniques to guarantee the confidentiality of sensitive data. Overall, consumers around the world prefer to shop online because of its convenience, ease of use, and security.

The advent of the internet changed everything this century. In India, e-commerce started out slowly in the late 1990s and early 2000s. However, it has substantially improved in recent years, with a wide variety of products being sold and bought online, from luxury things to daily necessities. The Indian economy now heavily relies on e-commerce, with many companies using it as their main method of product and service sales. The convenience of online shopping has been a major driver of growth in this industry. This movement in the shopping culture has changed not just how customers buy products but also how businesses function.

FACTORS AFFECTING CONSUMER'S ONLINE SHOPPING BEHAVIOUR

Online purchases have become more significant during the last ten years. The nature of online retailers' business is sufficient proof that they provide customers benefits that traditional shops do not. The following variables influence internet shopping:

1. **Risk:** Online shopping does have certain risks and disadvantages. The inability for clients to touch or physically inspect the object before making a purchase is a significant drawback. This could result in problems like getting a product that's a different size or colour than what was anticipated. Furthermore, there is always a chance that the item won't arrive on time or may be damaged in transit. Customers may find these hazards particularly upsetting, which can undermine their confidence in online shopping. In order to assure consumer happiness, online businesses must offer accurate product descriptions and photos, dependable shipping, and responsive customer support.

2. **Convenience:** Online shopping offers consumers convenience like no other. Online shopping, as opposed to traditional retail, enables you to make purchases without leaving your house or driving from store to store. You can easily make a purchase of the item of your choosing and complete the payment procedure with just a few clicks. Additionally, your doorstep will receive delivery of your things. The enormous selection of goods offered is just another advantage of online purchasing. Without having to deal with dealers or distributors, you can select from a variety of products and materials. Online shopping also genuinely lives up to its reputation as a convenient method of

purchasing since there is no need to wait in queue or ask for assistance. Of course, there are dangers associated with internet shopping, such as the potential for delayed or damaged delivery. However, online shopping can be a secure and fun experience with the right precautions and knowledge.

3. **Anxiety:** People's hesitation to investigate and experiment with online purchasing platforms is a source of concern. Some people who are not familiar with e-commerce sites like Flipkart, Myntra, or others believe the process of online purchasing to be difficult and convoluted. They might hesitate to make an online purchase because it takes time to comprehend the product specifications. This can cause people to lose interest in and be reluctant to make frequent use of internet purchasing. Additionally, some people might prefer physical shopping since it offers a more personalized experience and more face-to-face engagement than online buying can. Certain demographic groups may adopt internet buying more slowly as a result of these consideration.

4. **Previous online experience:** A key cause for worry is how people have fared in the past when it comes to online buying. What really counts is prior experience because it can either negatively affect or positively maintain people's views or moods. Two experiences exist, one regarding good and the other about bad. Both have distinct and individual effects on customers' minds. Therefore, these characteristics also have an impact on e-commerce.

5. **Pricing Policy:** Because they don't have to pay expenditures like store rent, bills, etc., online retailers have an inherent edge in pricing. They can provide a lower price to the buyer than an offline market since they can pass their cost directly to the customer. Even with delivery fees, online purchasing is still preferable to offline shopping. determines the volume of online commerce as a result. Lower prices increase demand, while higher prices decrease demand. The purchasing power of any particular buyer is influenced by the price of any commodity. The average consumer prefers moderate or normal prices with good quality and does not want to spend a lot of money on any one item. Therefore, the price of the goods has an impact on both buying and selling.

6. **Quality:** The degree to which product quality varies across online and offline

retailers affects how frequently people purchase online. Quality has a positive impact on nature more than any other type of buying. As a result of their significant financial investment, consumers and buyers demand to receive high-quality goods. In general, attributes are a top priority when making any kind of purchase because they help to safeguard the transaction, provide a positive purchasing experience, or act as a guarantee for the chosen product.

7. **Online trust:** It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in their nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing. Trust 6 carry a lot of points examples-trust about the same product size quantity weight and security etc.

8. **Tangibility of the product:** At the store the customer gets to touch and feel the product they purchase before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether, we can and see feel a product is also a reason which determines whether a person's wants to go for shopping or not. Tangibility of any product also determines the online shopping. Without touching the preferred or desired substance nobody can get its security about the worthiness or quality or sense of any preferred product.

9. **Delivery time:** The product ordered by the customer in online shopping takes a minimum of six to seven days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer. So this is a major factor which affects the online shopping. People want a good delivery time; they prefer to get a product in a desired time or in short time of duration. Duration is the second major factor affecting the demand of product.

10. **Income:** The person whose income is more, do more online shopping as compare to the person whose income is less. Income plays a major role to purchase online products. Higher income people prefer to purchase online more than offline as it gives them reliability and convenient. Higher the income higher wills the purchasing of online product and vice-versa.

11. **Taste and preference:** The taste and preference of the customer vary from customer to customer and time to time, taste and preference also a factor which influences online shopping. Taste and preference of age group also matters in online shopping. Old people buy or purchase product for their kind of use. Young generation or teenagers use to purchase their taste of product. Taste and preference move in tend of ages and choices. Every customer or buyer choices are different in nature as per their ages.

12. **Information:** The information given in the site may not be correct or may not be appropriate information. The full information about the quality of the product may not reach to the customer. Hence it will affect the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product. May be with the provided information and details customers are not very satisfied. Sometimes it happens that even many customers use to buy the product after their full knowledge of details as they prefer the detail are accurate and good in sense. Information related to product may vary in its real sense when it arrives or delivered to relevant customer.

13. **Variety:** There are few products that can compare to the kind of diversity a buyer may get online. Any product, regardless of how difficult it would be to locate in an offline store, can be found in the online retailer's listing because they carry products from every major brand. Both offline and online shopping offer a selection of products from different brands. The most important aspect influencing the market is variety itself. Higher sales and vice versa are achieved with greater product diversity in a store. People typically choose to relocate where they may access a wider choice of goods.

14. **Discreet shopping:** Some things, like lingerie, are uncomfortable for customers to buy in an offline store. web purchasing can be done discreetly, and some web portals even offer it. The consumer can easily deal with offline as they can go and buy their usable products without any kind of hesitations because there is no one to ask for any sort of intimate product.

15. **Offers:** The majority of online retailers often give discounts in conjunction with banks, brands, and other entities in addition to supplying things at lower

prices. Which involve the buyer receiving additional savings when making purchases online? Only when there is a stock clearance sale or a manufacturer is offering a discount on the products do offline retailers provide promotions or discounts. Online stores constantly have deals available at all hours of the day. Even when there are no festivals or carnivals, we receive offers with every transaction. Offers are a significant component in encouraging customers to make online purchases.

16. **Instant gratification:** One drawback of online shopping is that, unlike local purchases, which are made right away, the client must wait for the product to arrive after completing the payment. Even while waiting a day or two is typically not a problem, customers occasionally have an immediate need for the purchase, necessitating offline purchasing.

17. **Available product and services:** Compared to customers who buy physically, internet shoppers have access to a broader variety of goods and services. Customers can browse through a wide variety of products from various shops and brands when they shop online because they don't need to leave their houses. Customers looking for specialized or difficult-to-find goods that might not be offered in their nearby retailers would particularly benefit from this degree of ease. Additionally, buyers can quickly compare the features and costs of various products when buying online, which enables them to make more educated judgements. Overall, shoppers have more chances to locate what they're seeking for because to the ease and bigger assortment that internet purchasing offers.

Figure 2.1 Amazon

With headquarters in Seattle, Washington, Amazon is a multinational technology firm with a focus on cloud computing, online shopping, and artificial intelligence. It is the second-biggest employer in the US and the largest online corporation in the world in terms of revenue. On July 5, 1994, Jeff Bezos began Amazon as an online bookstore. Since then, it has increased the range of goods it offers by adding, among other things, video downloads and streaming, electronics, apparel, furniture, toys, and jewelry. The corporation also has departments like Amazon Publishing and Amazon Studios, as well as product lines for consumer goods including the Kindle, Fire, and Echo.

Amazon maintains separate retail websites for individual countries and offers international shipping of some items to specified foreign nations. The business additionally provides Amazon Prime, which has over 100 million subscribers. To the fullest extent permitted by law, Amazon disclaims any and all warranties, including the implied warranties of merchantability and fitness for a particular purpose. Additionally, it makes no warranties for the absence of viruses or other dangerous elements on its website, servers, electronic communications, information, content, materials, products, or services. Any and all damages, including direct, indirect, incidental, punitive, and consequential damages of any kind, resulting from the use of Amazon's website or any of its products or services are explicitly disclaimed by Amazon.

Figure 3.1 Flipkart

Binny Bansal and Sachin Bansal founded Flipkart, a significant e-commerce platform in India, in October 2007. It has its headquarters in Bengaluru. It began as an online bookstore but has since grown to offer a wide variety of goods in over 80 categories, including clothing, toys, jewelry, footwear, computers, mobile phones, computers and accessories, books, home appliances, and electronic goods. Flipkart has more than 100 million registered customers and offers more than 80 million products from 1 million merchants.

To assure rapid delivery of its products, the business has substantially invested in developing warehouses across 21 states. Every month, it handles roughly eight million shipments, and every day, it sees about ten-million-page visitors. Flipkart will handle all parts of order management, including order forms, payments, cancellations, refunds, and customer care, for customers who access the company through unique links on other websites. Flipkart will also process and complete orders. Additionally, Flipkart offers sales reports to its partners, summarizing the purchasing behaviour of customers who used unique links from their websites to access the marketplace. These reports' format, content, and frequency are all subject to change at Flipkart's discretion.

The go-to place for all of your fashion and leisure requirements is Myntra. Myntra, the top fashion and lifestyle e-commerce site in India, claims to give customers around the nation a seamless and enjoyable shopping experience by offering the widest choice of brands and goods on its platform. The brand is aggressively empowering people through fashion by offering an abundance of the newest and trendiest products. Giving clients the convenience and flexibility to shop for fashion and lifestyle items online is the foundation of Myntra's value offer. The largest in-season product range, 100% genuine products, cash on delivery, and a 30-day return policy are just a few of the characteristics that have helped Myntra establish itself as the go-to online retailer in India for fashion-conscious customers.

Figure 5.1 Snapdeal

Snapdeal is one of India's most prominent e-commerce companies, with its corporate headquarters located in New Delhi. When Snapdeal was founded in 2010, India's e-commerce sector was still in its early stages. Kunal Bahl and Rohit Bansal were both instrumental in establishing the company. Today, Snapdeal offers over 60 million products across a range of categories, including mobiles and tablets, computers, office and gaming, electronics, home and living, men's and women's fashion, sports, fitness and the outdoors, daily necessities, motors and accessories, books, music, real estate, and financial services. The company's e-commerce platform is used by over three lakh vendors to serve millions of customers. With its vast logistical network, Snapdeal delivers products to over 6,000 cities and towns across India. The company is dedicated to providing its customers with a hassle-free and enjoyable online shopping experience, and its 30-day return policy and cash on delivery option are among the many features that have made it a popular choice among Indian consumers.

1.2 PROBLEM STATEMENT

The below mentioned are the drawbacks of offline shopping-

- Limited store hours: Scheduled business hours are common in physical establishments, which may not be convenient for all customers.
- Limited selection: Physical stores may not carry a large variety of goods or sizes because of their space limitations.
- Travelling and parking can be expensive and time-consuming when visiting a physical store. Parking can be difficult to come by as well.
- Physical stores can be congested, especially during prime shopping hours, which some customers may find overwhelming.
- Impulse buys: Visiting a physical store may make you more likely to make an impulse buy.

The below mentioned are the drawbacks of online shopping-

- Shipping times: When buying something online, you frequently have to wait for it to be shipped, which could take a few days or even weeks, depending on the goods and the region.
- Cost of shipping: Some online shops charge a fee for shipping, which raises the total price of the item.
- Inaccurate product information: Online purchasing can be challenging because the item might not exactly match the image or the information might not be correct.
- Security concerns: If a website is not secure or if a user's computer is compromised, online purchasing may put personal and financial information at risk.

- Return policies: Since mailing the item back and waiting for a refund are frequently required, returning an item bought online can be more difficult than returning one bought in-person.

1.3 OBJECTIVE

The first goal of this study is-

1. To examine how consumers behave when purchasing both online and offline.

2. To conduct a comparison between physical and internet buying.

3. To learn what consumers think about internet buying.

1.4 SCOPE OF THE STUDY

The purpose of this study is to:

•   Internet marketers must comprehend customer attitudes and satisfaction levels in order to create tactics that effectively suit their needs. Marketers may discover pain areas and customize their strategies to promote customer happiness and boost sales by analyzing consumer feedback and behaviour.

•   Online businesses must determine the aspects that influence consumer decision-making. Online businesses can optimize their websites to improve user experience, streamline the checkout process, and offer pertinent product recommendations to promote customer retention and loyalty by understanding customer behaviour.

•   Online businesses must evaluate which website features are most efficient at persuading visitors to make a purchase. Retailers may optimize their websites and boost sales by looking at consumer behaviour and preferences to determine the best design and user experience components, such as concise product descriptions, high-quality photos, user reviews, and straightforward checkout procedures.

CHAPTER 2. LITERATURE REVIEW

(Dr.N. SARAVANA BHAVAN, 2013) The study, "A Study on Consumers Attitude Toward Online Shopping," examined every aspect of the online development, marketing, sales, delivery, servicing, and payment processes. The people of Coimbatore are very tech aware, and the city is littered with the businesses of 83 highly successful businesspeople. The Hinterland is home to a sizable number of businesses, estates, corporate hospitals, and engineering institutions.

(Dholakia, 2014) put out research in which they looked at why people buy things online when they shop. Their research focuses on three main factors that influence whether consumers shop online or offline. These include the shopping sites' accessible features, the kind of items and their characteristics, and the real price of the item. The results of the study showed that customers' intentions to buy or not are influenced by the shopping sites' accessibility and convenience. When a consumer has trouble making an online purchase, they transfer to offline shopping to make their purchases. If they have trouble making purchases offline, they then turn to online shopping. After comparing the two shopping options, the customer claimed that online shopping is more convenient and provides more satisfaction, which encourages the customer to make purchases over the internet.

(Geetu Tuteja, 2018) According to research on trust and perceived risk in online purchasing, men who shop online are more likely to be young, unmarried, and educated men. Both purchasers and non-buyers had nearly identical internet usage patterns in terms of the average amount of time spent online, the location from which they accessed the internet, the primary tasks they completed, and the websites they viewed.

(Kumar, 2016) According to a paradigm change in Indian customers' purchasing habits, they have a favorable opinion of internet shopping. This amply supports the nation's projected expansion in internet commerce. However, the number of times people purchase online is rather low.

(Angela V Hhausman, 2009) conducted a US case study on the influence of web interface elements on consumers' intentions to make online purchases. A traditional information system is not like an e-commerce system. Both information system and marketing channel

elements are present. It combines human and mechanical elements. Empirical research demonstrates that cognitive and psychological characteristics do have implications for understanding the motivational elements for online shoppers. The study discovers that the prerequisites for online buying require both human and computer components.

(Dr. Hemanth Kumar. S., 2018) In an empirical study, they looked at the motivating impacts of personal values on the advantages, qualities, and intent to return patrons from the perspective of online buying. The study comes to the conclusion that consumers' online purchase motivations are shaped by their personal views about social connectedness and self-actualization. Additionally, pre-patronage intention and online shop qualities are strongly correlated.

(Dr. Hemanth Kumar. S., 2018) centered on Malaysia and the web browsing habits of Malaysians in relation to online shopping. The results indicate that the majority of the shoppers had at least a bachelor's degree, ranged in age from 19 to 34, and were single. This study has effectively demonstrated that web browsing patterns play a substantial role in predicting the likelihood of making an online purchase but have little bearing on the actual decision to make one. The sluggish rate at which online sites downloaded was the most annoying aspect. The findings offer some guidance when creating websites, keeping in mind that they should be user-friendly, beautiful, and quick to download.

(Jarvelainen, 2003) She discovered via her empirical research in Finland that many people looking for information online decide to give up shortly before completing their purchase. The cause of this is deeply embedded in the results of online trust. The research focuses on the history of e-commerce. The results of this study demonstrate that consistency, trustworthiness, utility, and system usability are crucial, whereas the initial impression of an online seller is vital when taking behavioral intention into account.

CHAPTER 3. RESEARCH METHODOLOGY

3.1 INTRODUCTION

Based on primary and secondary data, the current study. The well-structured Questionnaire was used to capture the primary data, and the secondary data was gathered from the Internet, e-commerce-related journals, magazines, websites, and research papers. Several research methodologies, such as combining quantitative and qualitative data, case studies, and questionnaires, are employed while doing research using this methodology. Mixed-methods research can provide a more comprehensive understanding of business valuation by fusing the benefits of many research strategies. The data collected was quantitative in nature. The information was use for analysis and interpretation. Given the situation, several assumptions have been made.

3.2 SAMPLE SIZE AND METHOD OF SELECTING SAMPLE

- Customers who use offline and online facilities are included in the sampling population.
- Sample size of this study is 40 people.
- Customers who use both online and offline shopping facilities are the sample unit.
- Simple random sampling is the sampling method.

CHAPTER 4. ANALYSIS & FINDINGS

4.1 ANALYSIS

DEMOGRAPHIC PROFILE

Age (in years): a) 15-25   b) 25-35   c) 35-45   d) above 45

Age	Respondents	%
15-25	10	25%
25-35	14	35%
35-45	9	22%
above 45	7	18%
Total	40	100%

AGE

18% 25% 22% 35%

- 15-25
- 25-35
- 35-45
- above 45
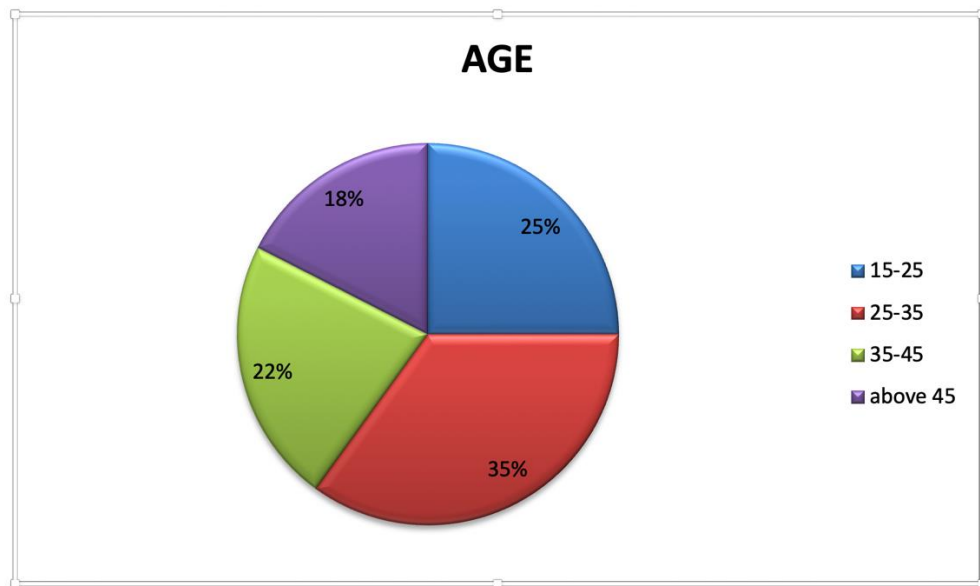
Interpretation: Out of 40 respondents 25% respondents belong to the age group 15-25 years, 35% are belong 25-35 years, 22% are belong 35-45 years, and also 18% are belong 45 years above age.

GENDER: **a) Male**   **b) Female**

Gender	Respondents	%
Male	24	60%
female	16	40%
Total	40	100%
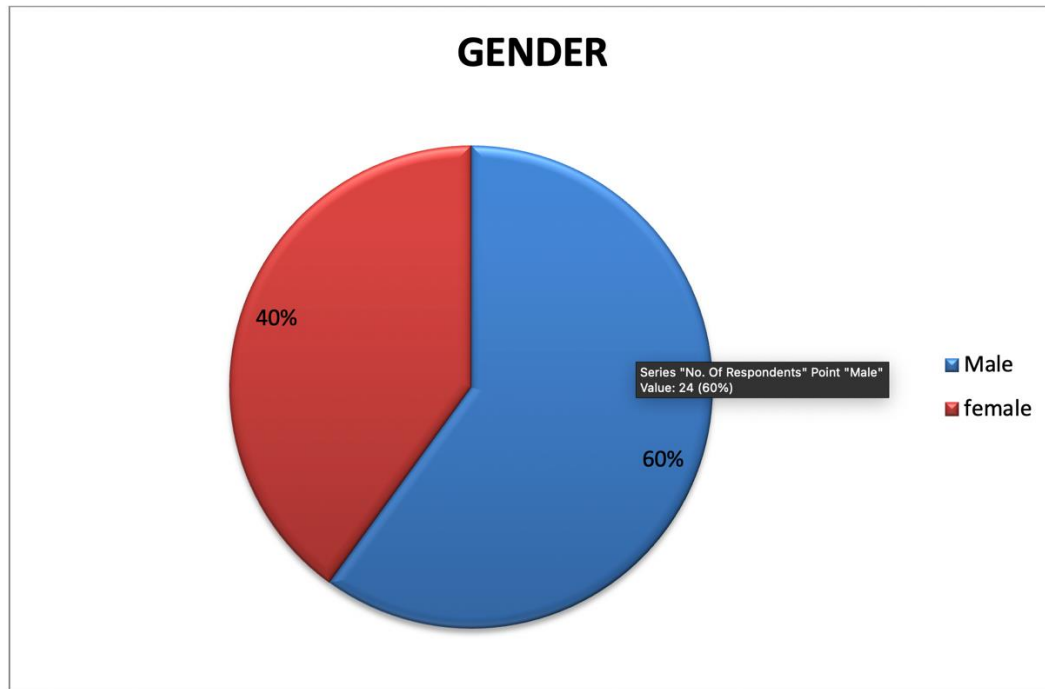
INTERPRETATION: Out of 40 responses, 60% are men and the other 40% are women.

EDUCATIONAL QUALIFICATION

Educational Qualification	Respondents	%
Intermediate	6	15%
Graduate	12	30%
Post Graduate	18	45%
Others	4	10%
Total	40	100%
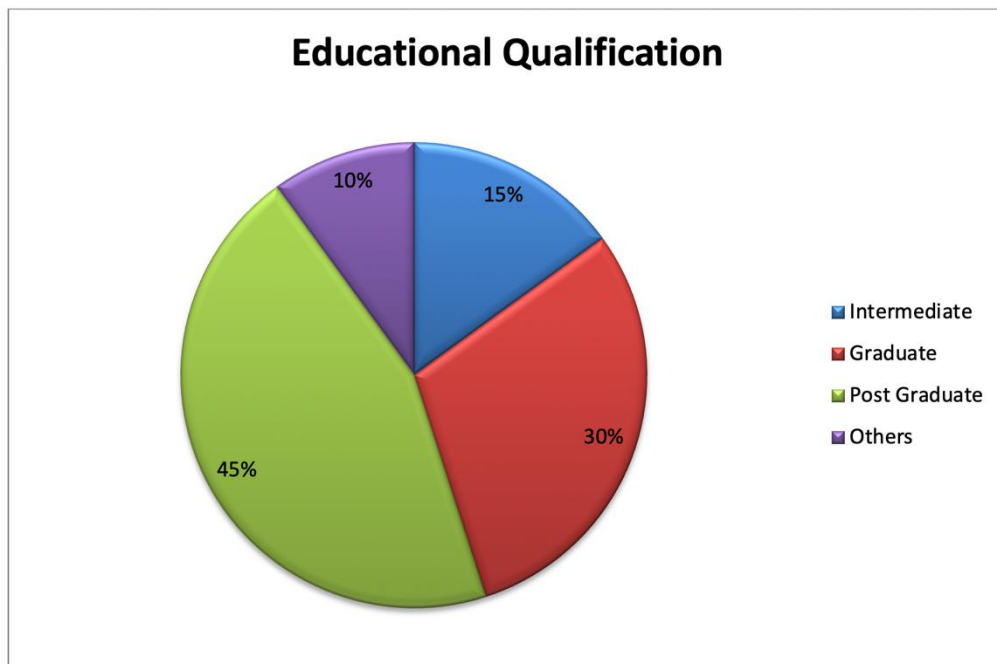
INTERPRETATION: Out of 40 responders, 15% have intermediate education, 30% have a degree, 45% have a postgraduate degree, and 10% have additional qualifications.

OCCUPATION

Occupation	Respondents	%
Employment	10	25%
Business	8	20%
Self Employed	12	30%
Any Others	10	25%
Total	40	100%
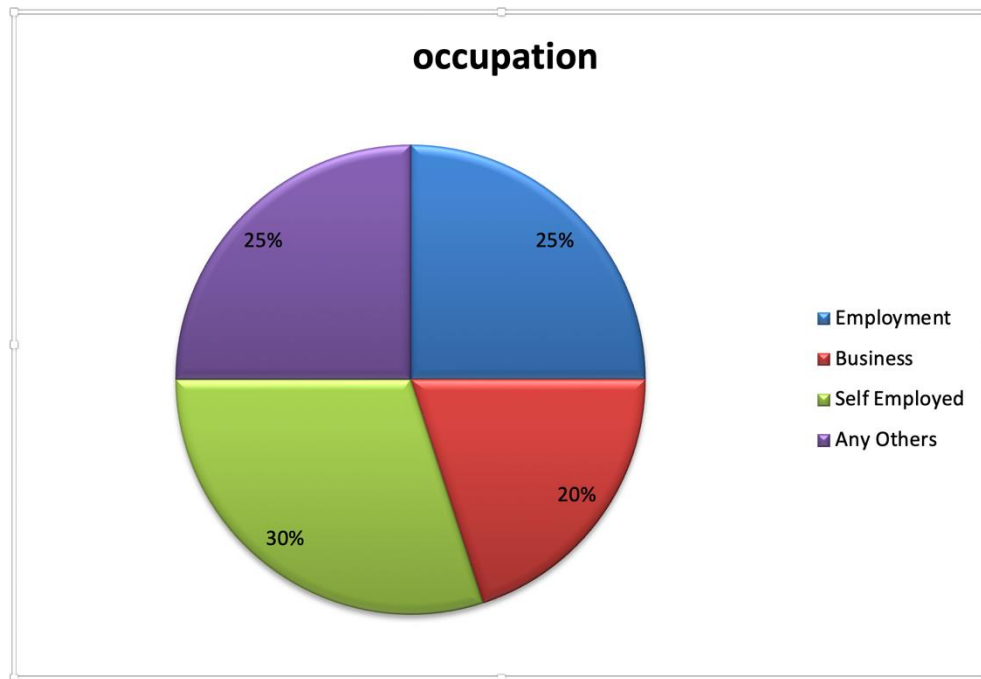
INTERPRETATION: Out of 40 respondents, 25% are in the workforce, 20% are entrepreneurs, 30% are independent contractors, and 25% are engaged in any other occupation.

MONTHLY INCOME (in Rs)

Monthly Income (in Rs)	Respondents	%
Below 10,000	4	10%
10,000-30,000	15	37%
30,000-50,000	12	30%
above 50,000	9	23%
Total	40	100%
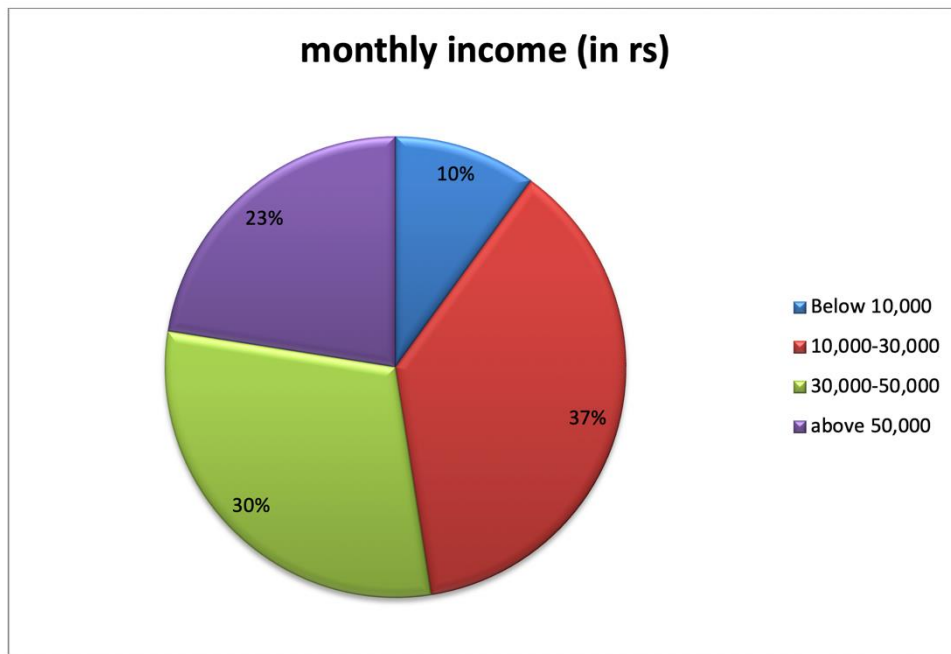
INTERPRETATION: Out of 40 respondents, 10% have incomes below $10,000, 37% have incomes between 10,000 and 30,000, 30% have incomes between 30,000 and 50,000, and 23% have incomes beyond 50,000.

1. Do you do online shopping?

Particulars	Respondents	%
Yes	24	60%
No	16	40%
Total	40	100%
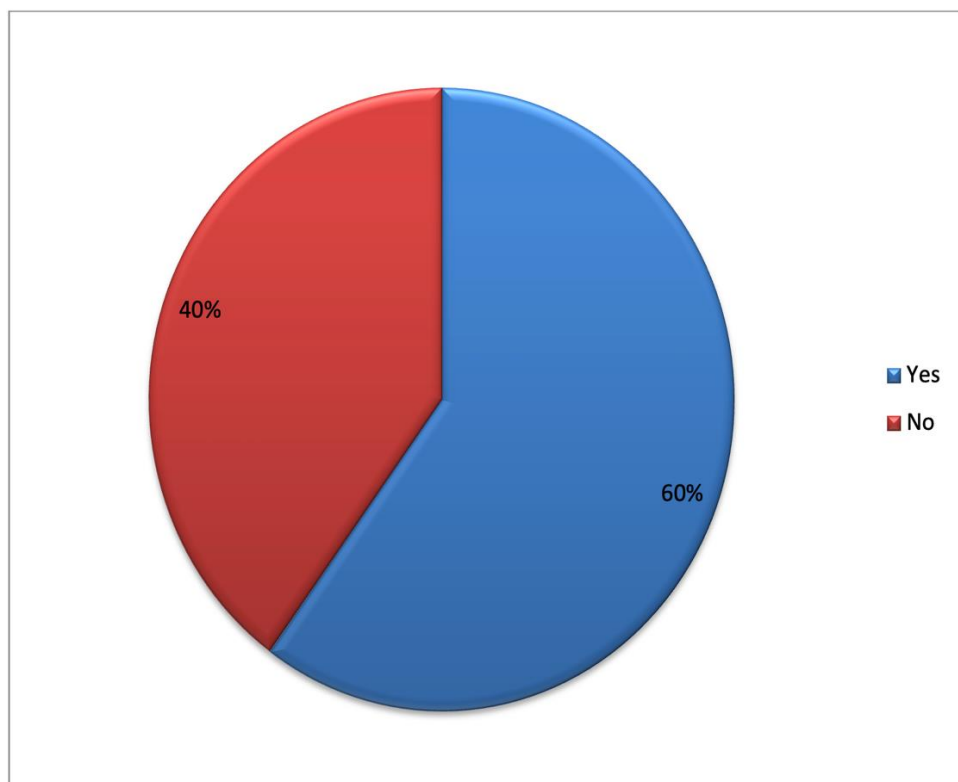
INTERPRETATION: Out of 40 respondents, 60% preferred online shopping, while 40% said they didn't like it.

2. Which factor do you consider most while purchasing online?

Particulars	Respondents	%
Price competitive	7	29%
Less time consuming	5	21%
Easier way of purchase	3	12%
Attractive product offers	9	38%
Total	24	100%
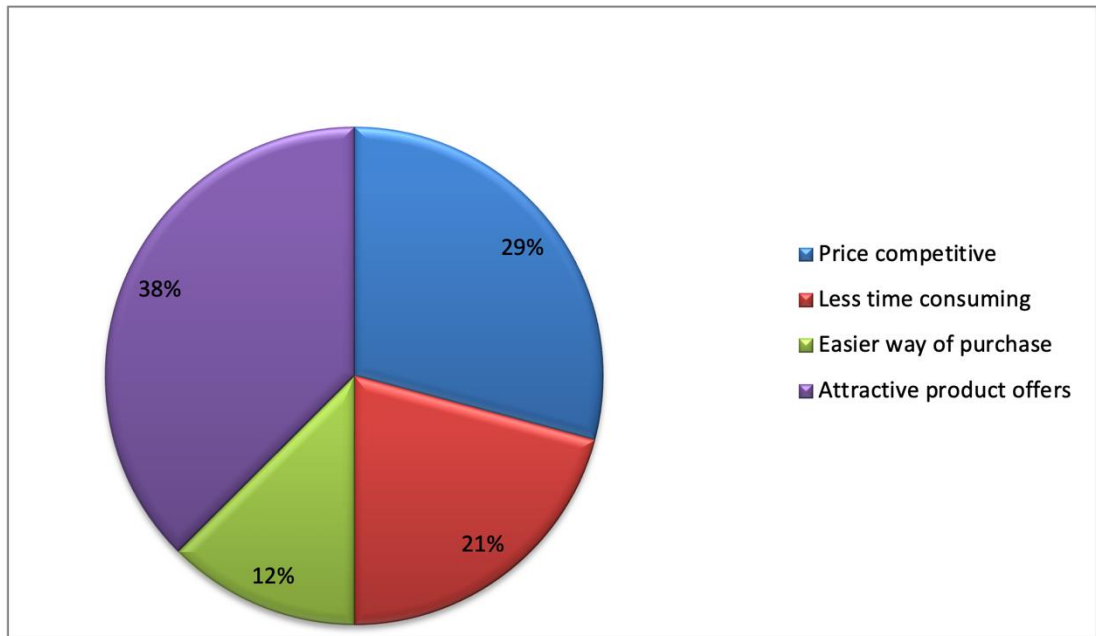
INTERPRETATION: According to the analysis of the aforementioned graph, 29% of respondents choose competitive pricing, 21% prefer less time-consuming, 12% prefer simpler methods of payment, and the remaining 38% prefer attractive product offerings when making online purchases.

3. Which factors influence you to buy offline?

Particulars	Respondents	%
Check product quality	18	45%
Reliability	6	15%
Better return policies	4	10%
In store discount	12	30%
Total	40	100%
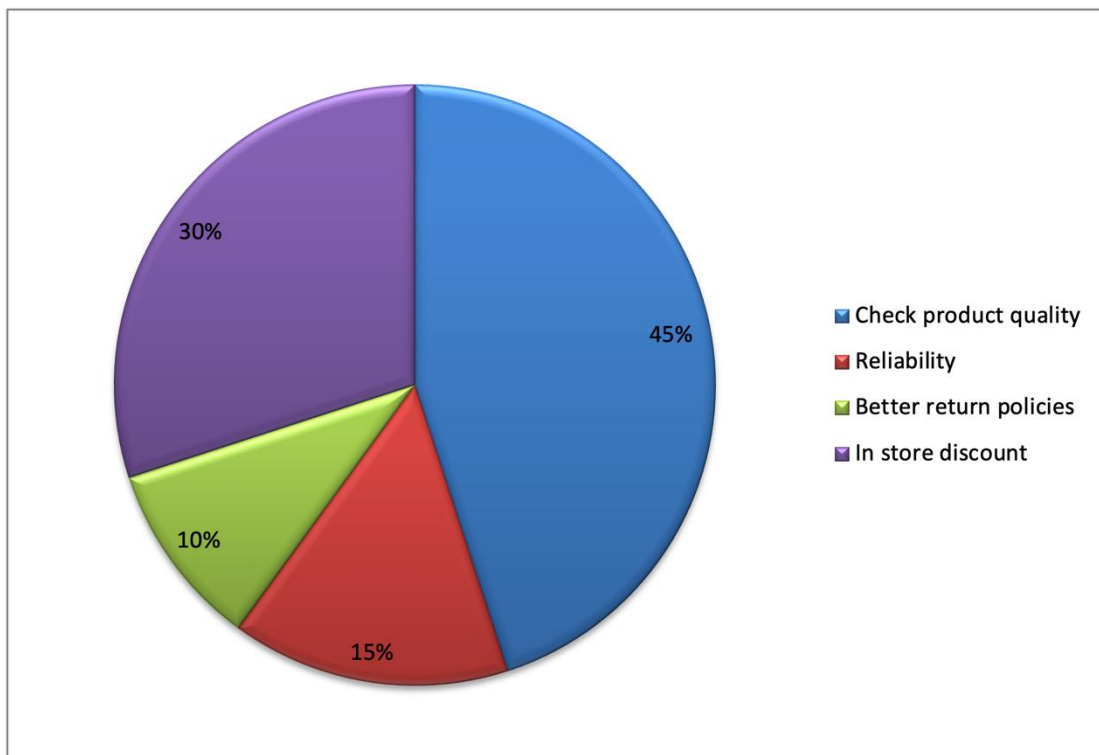
INTERPRETATION: According to the analysis of the aforementioned graph, 45% of respondents prefer to examine the product's quality, 15% like dependability, 10% prefer a better return policy, and the remaining 30% prefer in-store discounts.

4. **Have you encountered any issues when making an online purchase?**

Particulars	Respondents	%
Yes	8	33%
No	16	67%
Total	24	100%
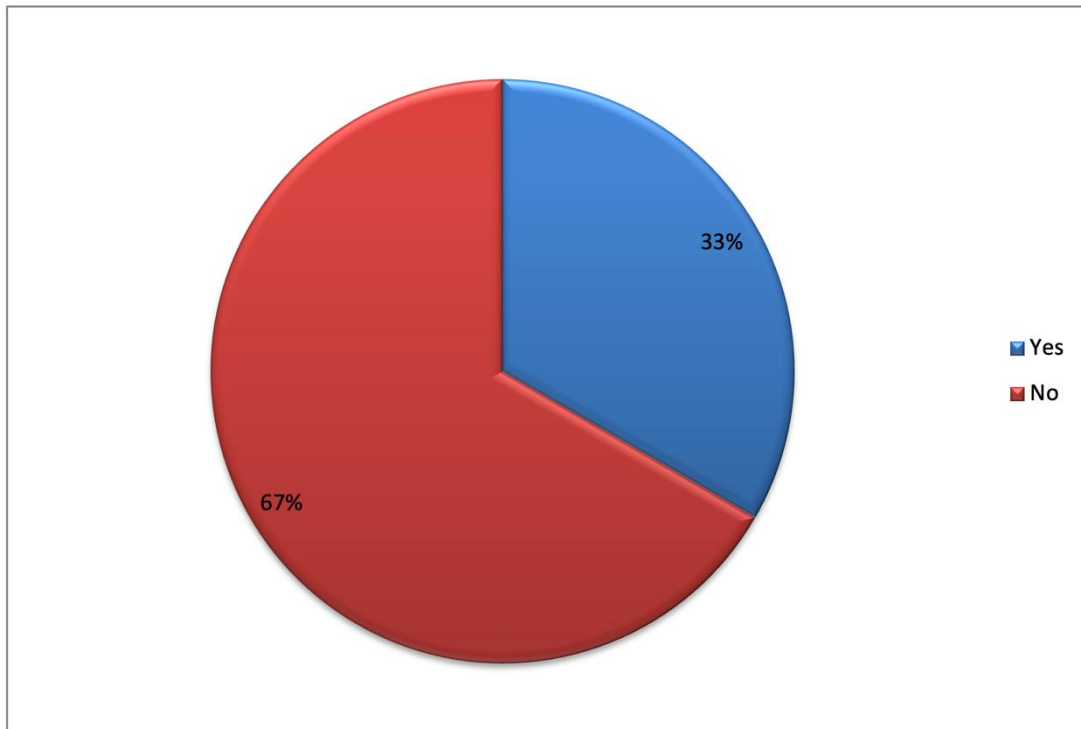
INTERPRETATION: 67% of respondents say no, while 33% say yes when asked if they have ever made an internet purchase.

5. If, yes what kind of problem?

Particulars	Respondents	%
Delay in delivery	1	12%
Product damage	2	25%
Cheap quality of product	3	38%
Others	2	25%
Total	8	100%
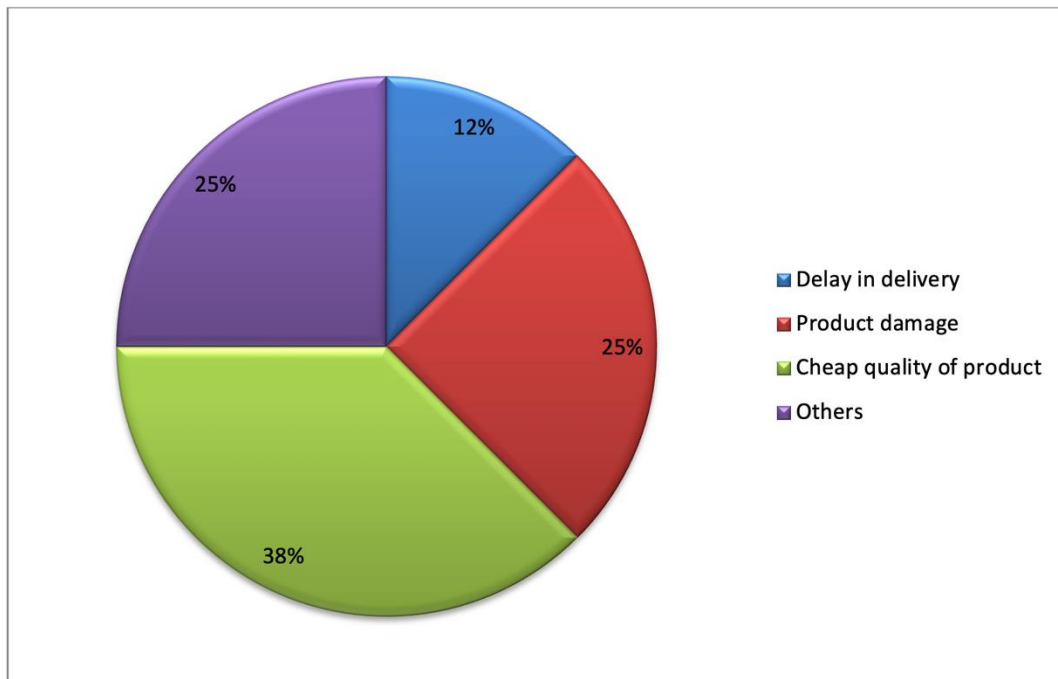
INTERPRETATION: Analysis of the aforementioned graph reveals that 12% of respondents complain about delivery delays while making an online purchase, 25% complain about product damage, 38% complain about the products' low quality, and 25% complain about other issues.

6. If you have never done any internet shopping, please explain why?

Particulars	Respondents	%
I Don't know about online shopping	1	6%
Risk of credit card and transaction	2	12%
Internet illiteracy	3	19%
Risk of identity theft	4	25%
Duplicate quality	6	38%
Total	16	100%
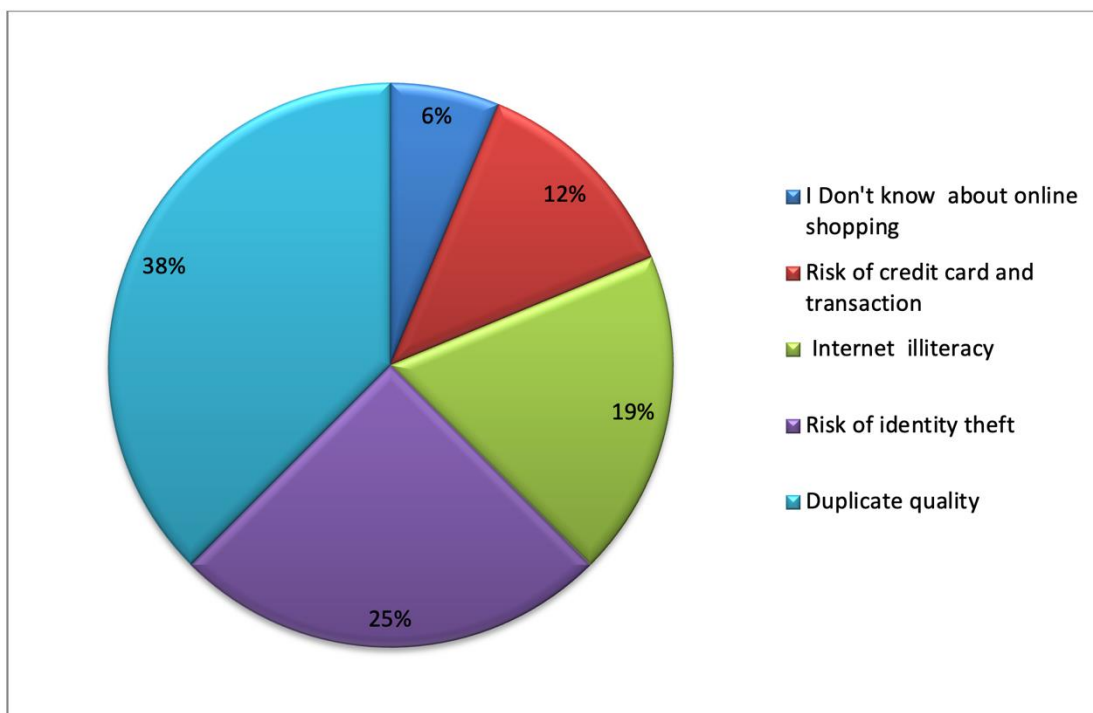
INTERPRETATION: According to the analysis of the aforementioned graph, 6% of respondents claim to be unaware of online shopping, 12% claim that credit card and transaction risks exist, 19% claim to be internet illiterate, 25% claim to be concerned about identity theft, and 38% claim to be of duplicate quality.

7. How frequently do you do online shopping?

Particulars	Respondents	%
Every month	9	37%
Quarterly	7	29%
Seldom	4	17%
Once a week	3	13%
Never	1	4%
Total	24	100%
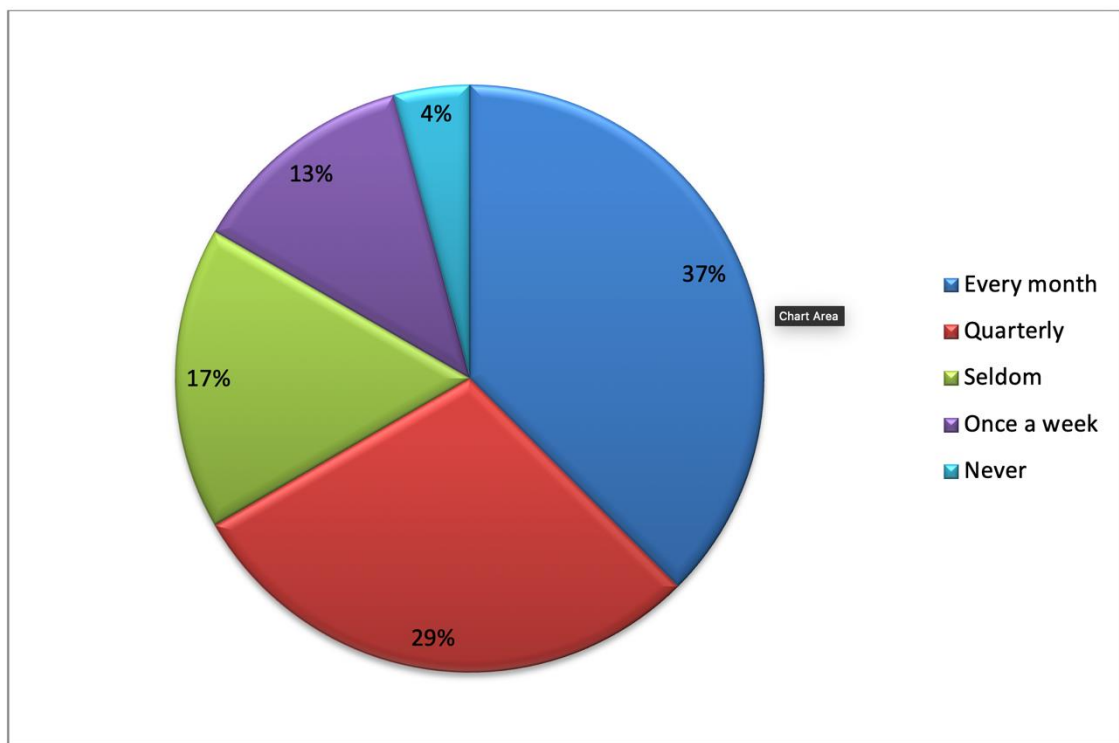
INTERPRETATION: According to the analysis of the aforementioned graph, 37% of respondents shop online every month, 29% shop online quarterly, 17% shop rarely, 13% shop once a week, and 4% shop never regularly.

8. Which external factors influence your online purchasing decision?

Particulars	Respondents
More variety of products	8
Social media	9
Time saving	4
Fast delivery	2
Other market promotion	1
Total	24

X	f	d = (X-A)	fd
1	8	-2	-16
2	9	-1	-9
3	4	0	0
4	2	1	2
5	1	2	2
15	**24**	**0**	**-21**

A= 15/5=3

A = 3

X = 3 + (-21)/24

X = 2.125

INTERPRETATION: The majority of respondents said they favor social media as one of the outside influences influencing their online shopping decisions.

9. How long do you spend on each internet purchase?

Particulars	Respondents	%
1-2 Hours	8	33%
2-5 Hours	10	42%
5-8 Hours	6	25%
Total	24	100%
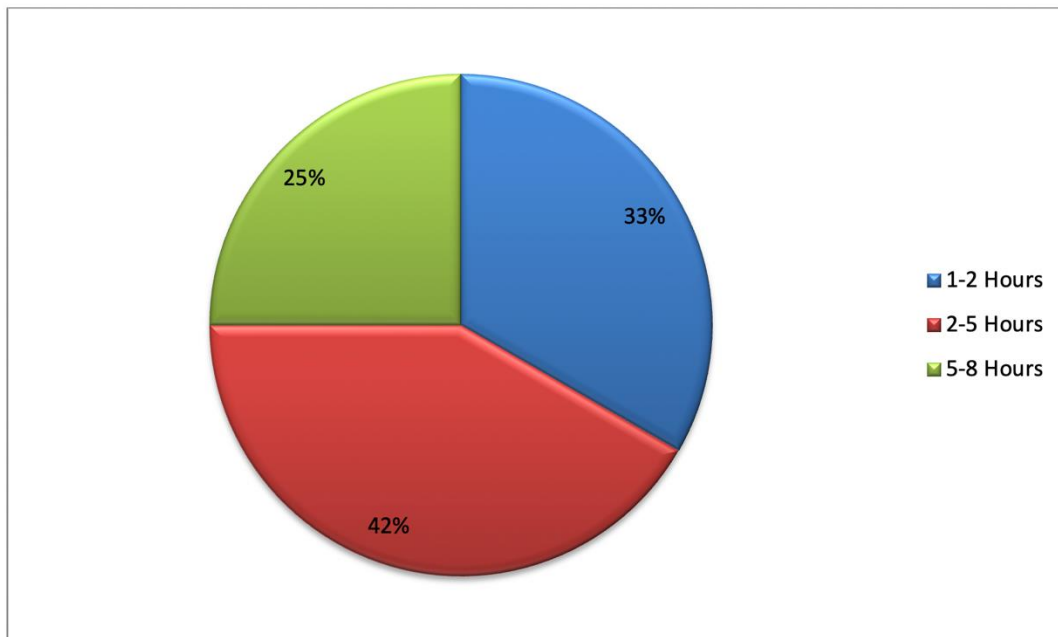
INTERPRETATION: According to the analysis of the aforementioned graph, 33% of respondents claim to spend 1-2 hours, 42% claim to spend 2-5 hours, and the remaining 25% claim to spend 5-8 hours per online purchase.

10. **Which gadgets do you use to shop online?**

Particulars	Respondents	%
Desktop computer	8	33%
Mobile	16	67%
Total	24	100%
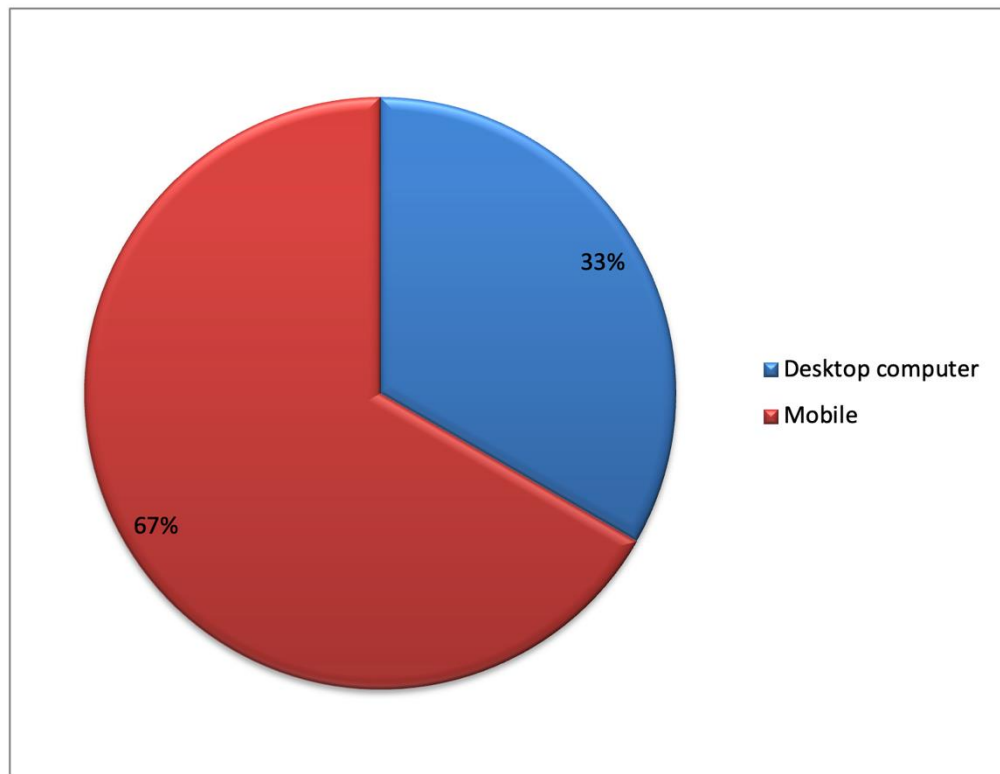
INTERPRETATION: Out of 24 respondents, 33% utilized a desktop computer, while 67% used a mobile device to shop online.

11. How much money per month do you spend on each online shopping?

Particulars	Respondents	%
500-5000	8	33%
5000 - 10,000	6	25%
10,000 - 15,000	5	21%
Above 15,000	5	21%
Total	24	100%
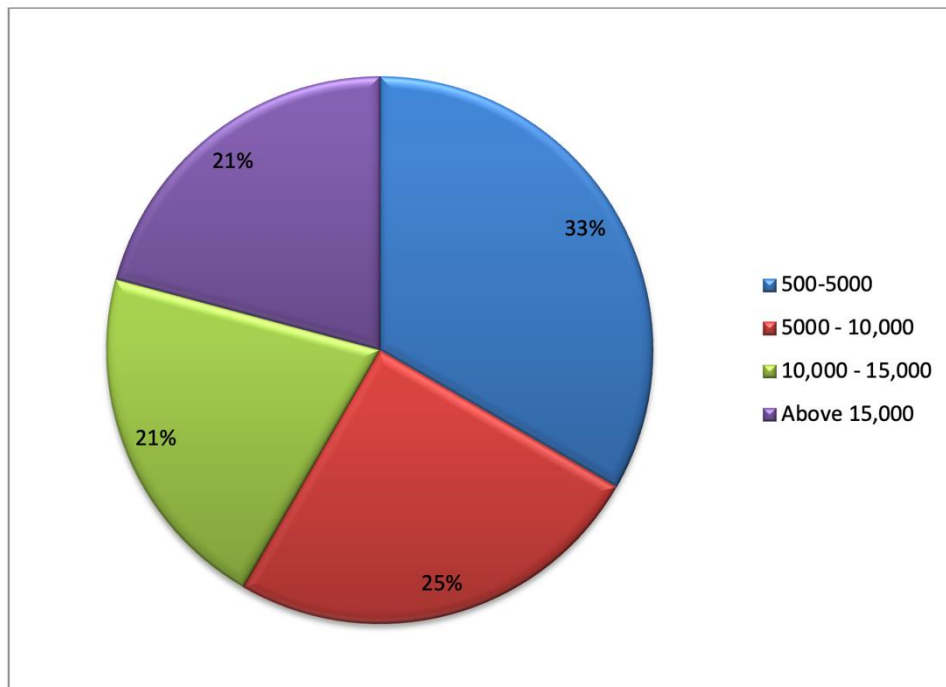
INTERPRETATION: A total of 24 respondents were surveyed, and of those, 33% spent between 500 and 5000 rupees, 25% between 5,000 and 10,000 rupees, 21% between 10,000 and 15,000 rupees, and 21% above 15,000 rupees per month on internet purchases.

12. Which E-Commerce companies do you generally visit and like to use?

Particulars	Respondents
Amazon	9
Flipkart	6
Myntra	4
Shopclues	2
Snapdeal	3
Total	24

X	f	d = (X-A)	fd
1	9	-2	-18
2	6	-1	-6
3	4	0	0
4	2	1	2
5	3	2	6
15	24	0	-16

A= 15/5=3

A = 3

X = 3+ (-16)/24

X = 3.666666667

INTERPRETATION: The majority of respondents say they prefer to utilize and frequently visit Amazon's e-commerce partners.

13. If you plan to make an online purchase, do you search for discounts or compare prices?

Particulars	Respondents	%
Yes	16	67%
No	8	33%
Total	24	100%
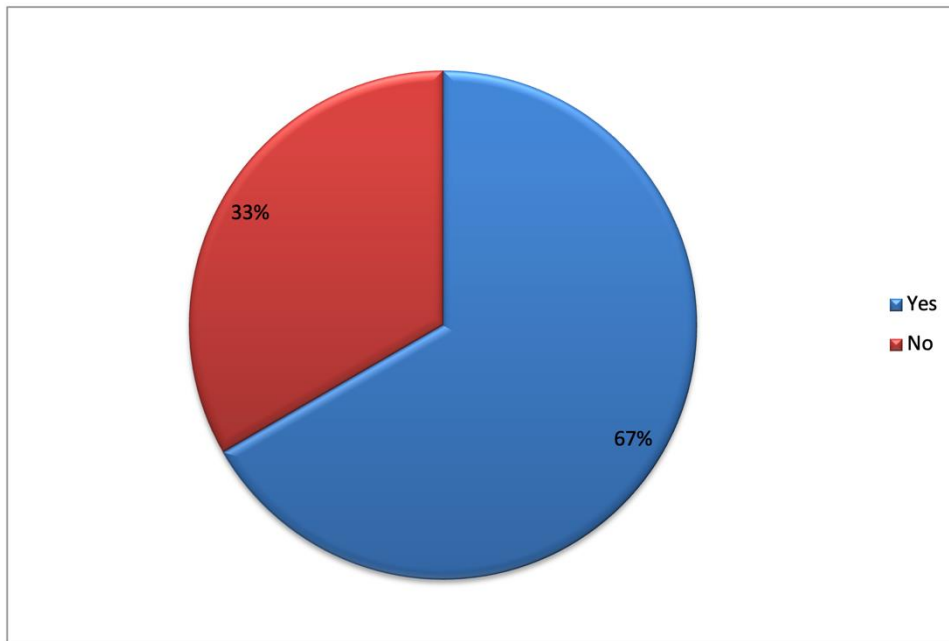
INTERPRETATION: The majority of respondents, 67%, provide a positive response to offers or price comparisons before completing an online purchase, while the remaining 33% give a negative response.

**14. Do you prefer to accompany friends or family who can offer advice while you shop in person?**

Particulars	Respondents	%
No, I like to shop alone	18	45%
Yes	22	55%
Total	40	100%
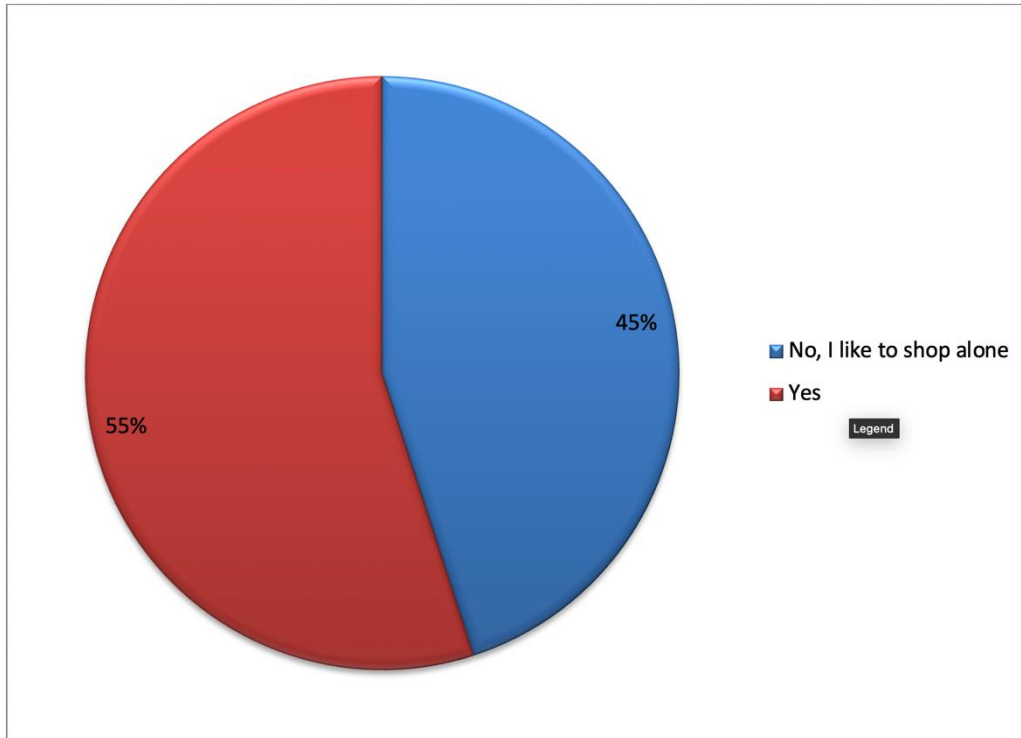
INTERPRETATION: The majority of respondents, 55%, prefer to buy offline alone while the remaining 45% prefer to go with friends or family for assistance in making decisions.

**15. Which payment method do you typically use when making online purchases?**

Particulars	Respondents	%
Paypal	4	17%
Credit Card	8	33%
Debit Card	10	42%
Other, please specify	2	8%
Total	24	100%
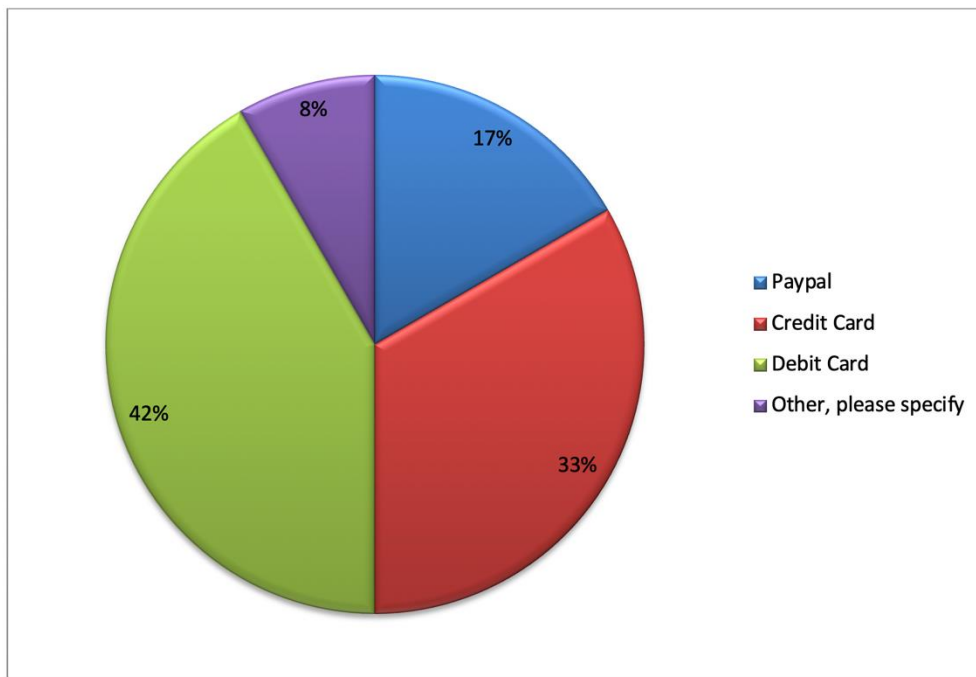
INTERPRETATION: According to the analysis of the aforementioned graph, 17% of respondents used PayPal, 33% used credit cards, 42% used debit cards, and 8% used other payment methods most frequently while making online purchases.

16. Which mode of payment offers you the widest selection of goods?

Particulars	Respondents	%
Online shopping	18	75%
Offline shopping	6	25%
Total	24	100%
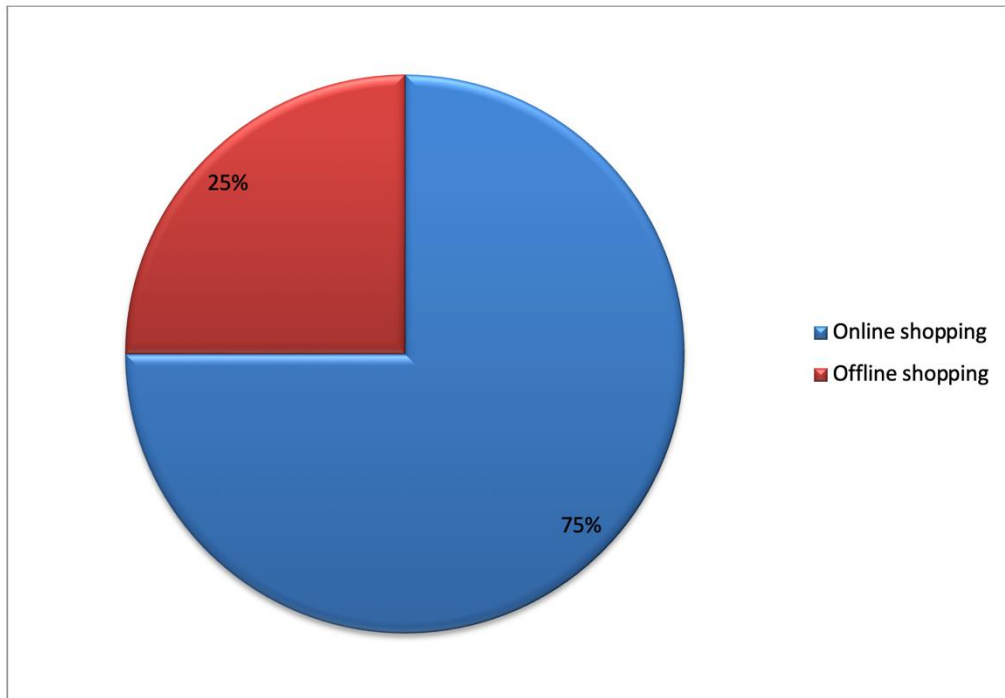
INTERPRETATION: According to the aforementioned graph, 75% of respondents believe online shopping results in a greater variety of products, while 25% believe offline shopping results in a greater variety of products.
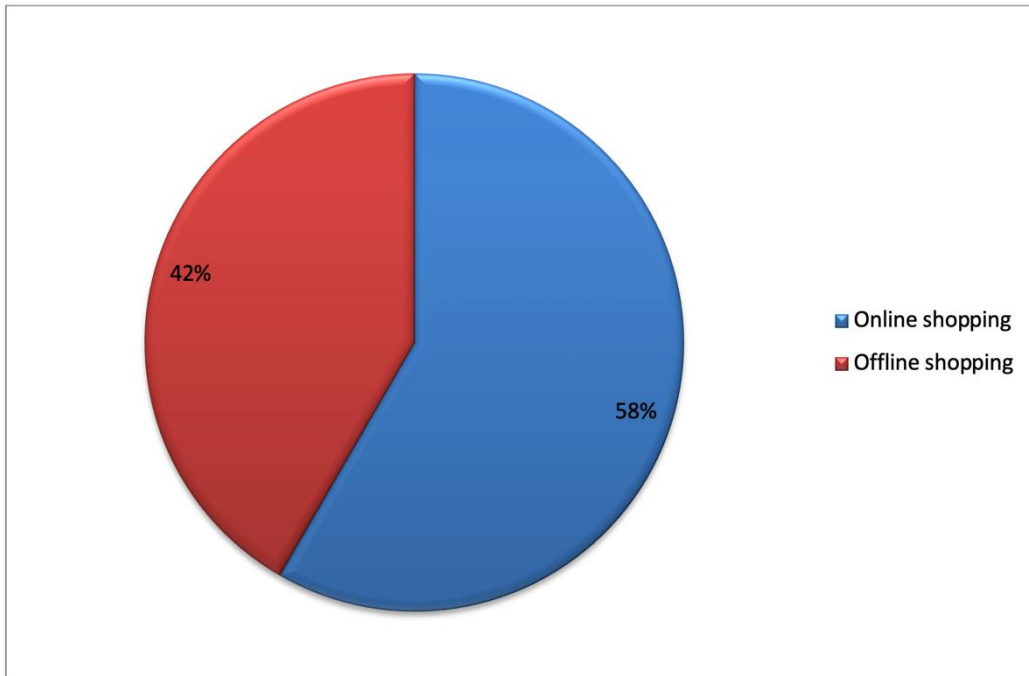
17. Which method of purchase gives you do better product offers?

Particulars	Respondents	%
Online shopping	20	83%
Offline shopping	4	17%
Total	24	100%
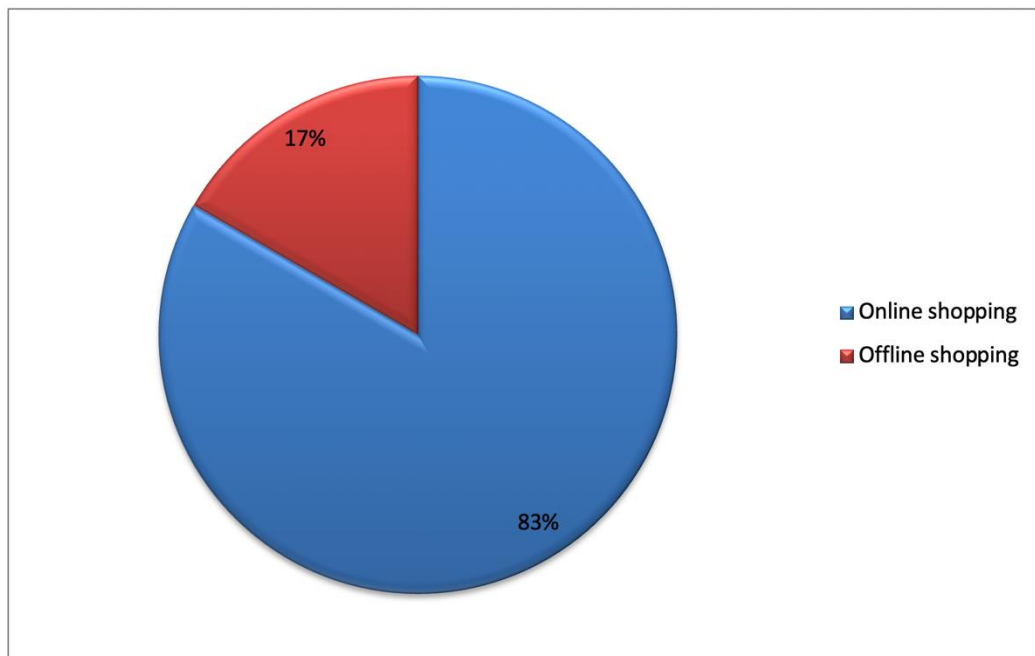
INTERPRETATION: According to the following graph, 83% of respondents believe online shopping results in better product offerings, while 17% believe offline shopping results in superior product offers.

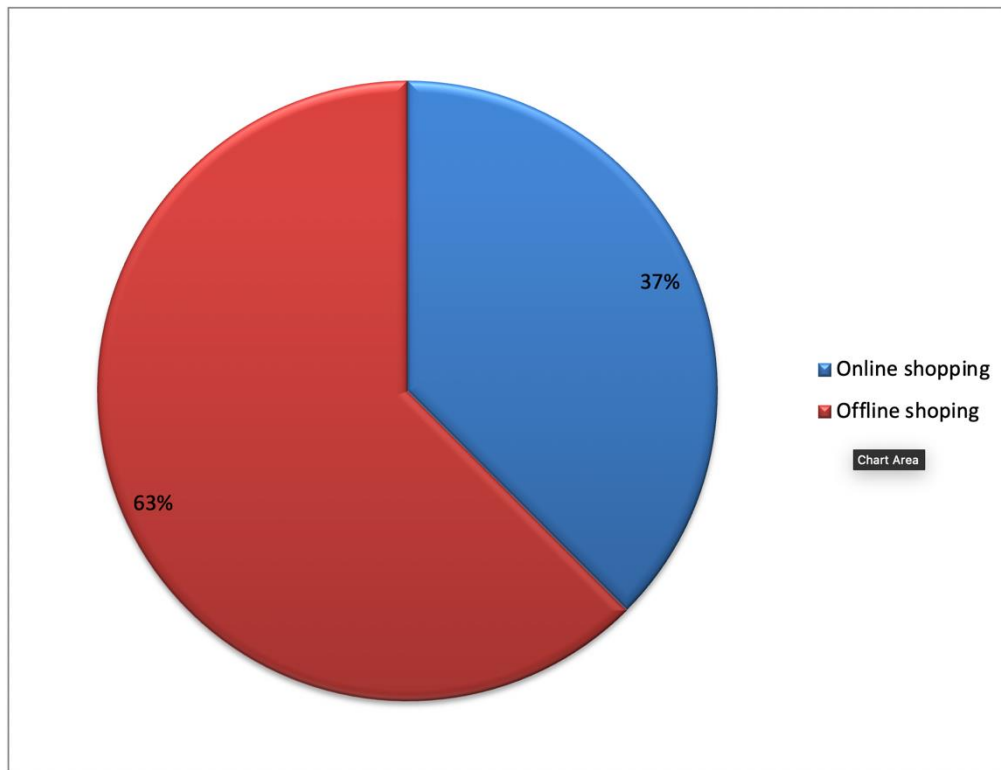**18. Which method of purchase is more comfortable?**

Particulars	Respondents	%
Online shopping	14	58%
Offline shopping	10	42%
Total	24	100%

INTERPRETATION: According to the aforementioned graph, 58% of respondents believe that making a purchase online is more comfortable than making a buy offline is for 42% of respondents.

19. Which type of purchasing, if you were to buy expensive things or technology equipment?

Particulars	Respondents	%
Online shopping	9	37%
Offline shopping	15	63%
Total	24	100%

INTERPRETATION: It is evident from the following graph that 63% of respondents prefer offline shopping when buying pricey things like electronics, whereas 37% of respondents prefer internet shopping for those items.

20. Which method of purchase has easy replacement policy?

Particulars	Respondents	%
Online shopping	19	79%
Offline shopping	5	21%
Total	24	100%
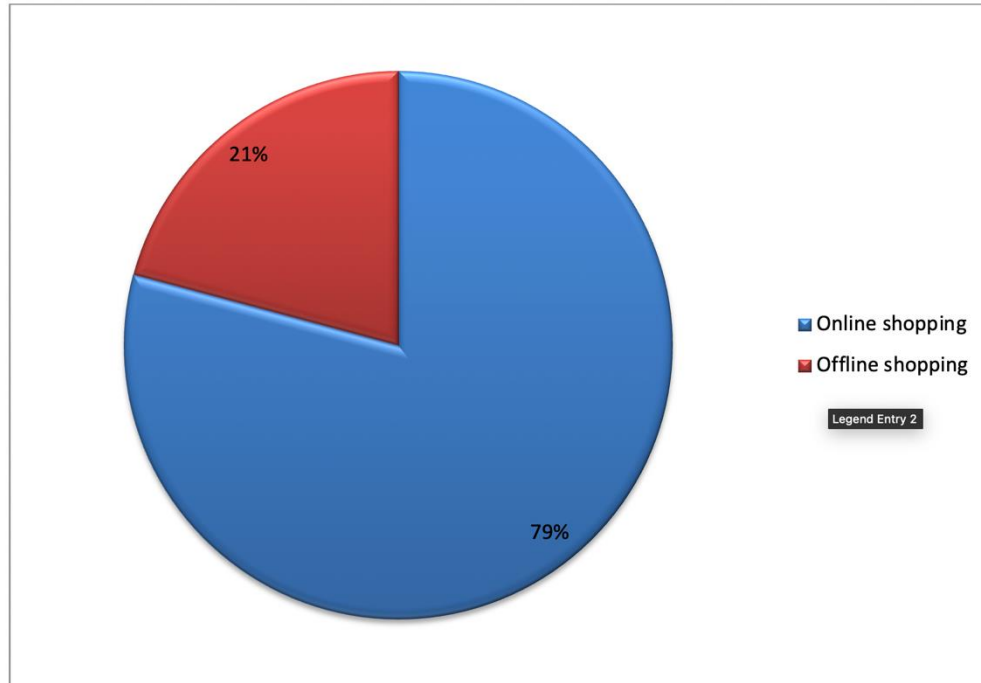
INTERPRETATION: According to the following graph, 79% of respondents believe that online buying methods have easy replacement policies, whereas 21% prefer offline shopping methods have easy replacement policies.

4.2 FINDINGS

- 67 percent of those who use the internet to shop have done it on a mobile device.
- The majority of internet shoppers pay with debit cards. In reality, debit cards are used for 42% of internet purchases.
- Flipkart is currently in second place behind Amazon as the largest online retailer.
- With more comfortable and diverse products, online customers are more inclined to make purchases.
- 2 to 5 hours are spent on each online purchase by 42% of internet shoppers.
- The majority of online users are influenced by social media while making purchases.
- Between 500 and 10,000 are spent by 33 percent of online shoppers each month.
- Before making an online purchase, 67% of customers shop around or compare prices.
- 9.22% of people who purchase online like to shop with friends or family, which helps them make decisions.
- When it comes to buying pricey things and technology equipment, 63% of people prefer offline shopping.
- Product quality is a motivating factor for 45 percent of internet shoppers to make an online purchase.

4.3 SUGGESTIONS

- Avoid using any other payment option and instead use a debit card.
- Avoid making purchases from fraudulent or spam emails.
- Buy through a mobile device rather than a computer.
- Utilize price comparison websites to compare product pricing.
- Shop offline for pricey goods and electronic equipment.
- Read the refund and return policy.
- Purchase from reliable websites

4.4 LIMITATIONS OF THE STUDY

The limitations of this study are-

- **Information Access Is Limited**

The research for the assignment could include certain organizations and individuals, and occasionally you might run across access problems. As a result, it's necessary to revamp and revise work. The audience must comprehend the restrictions on access.

- **Short Time**

All researchers have limitations due to the time constraints. Sometimes, time restrictions may have a negative impact on academic achievement. The best course of action is to admit the problem and state that further research is required to adequately solve the research problem.

- **Data trustworthiness**

The accuracy of the data collected is essential to the value of any study's conclusions. The validity of the data might be harmed by a variety of elements, such as biased interviewers, unrepresentative samples, and leading questions. The study's costs will rise as a result of efforts to ensure that the data is accurate, the samples are representative, and the interviewers are impartial, but these costs are crucial if incorrect decisions and expensive errors are to be avoided.

CHAPTER 5. CONCLUSION

- Consumers, even those who still like traditional retailers, have a favorable attitude towards internet shopping, according to a survey.

- Online shopping has increased consumer efficiency and forced firms to change to appeal to the new market of informed customers.

- A better online shopping experience is now possible thanks to considerable technological advancements, which will only increase in the future.

- The rapid growth of products and brands has led some to speculate that online shopping will eventually surpass in-store shopping.

- According to the report, the change to online shopping is the result of factors like cash on delivery, discounts, the quality of the products, and alluring deals.

- Increasing awareness of internet use, standard of living, occupation, influence of friends, and attractive offers affect purchasing decisions.

- Younger generations between 18-35 are mostly attracted to online shopping for electronic products through smartphones.

- Consumers' desire to make online purchases is influenced by marketing factors such pricing, TV, newspaper, and magazine commercials, free samples, product quality, and brand image.

- Clothes are more in demand than electronic items for online shopping.

- While some products may not be delivered to preferred areas, the advancement of technology has increased the preference for online shopping.

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PLAGIARISM REPORT