An Investigation of Consumer's Online and Offline Shopping Conduct

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Abstract

I have embraced this research project undertaking to comprehend client's way of behaving towards on the web and disconnected shopping. I also looked at the factors that affect customers' online and offline shopping behaviors in this study.

The report contains the short depiction of the internet shopping and disconnected shopping. It contains the discoveries and examination of the study led to accumulate essential information, to pass judgment on the significance of different qualities that impact the fulfillment of clients in various way and to the different degree. Initial Experience, service delivery, and handling grievances are the three categories that fall under this category.

Additionally, efforts have been made to determine the general level of customer satisfaction. There were forty customers who participated in this study. We have come to the conclusion that, despite the fact that the e-commerce industry is increasingly offering cutting-edge services, many customers are still unaware of these offerings. The use of these services is a different matter because they are only concerned with providing innovative services to customers without educating them about them. The e-commerce industry needs to educate customers about the benefits and uses of its services.

I learned a lot from working on this project, and it also gave me enough room to use my analytical skills. Web based shopping has become progressively famous, because of accommodation (and frequently lower costs). Online shopping makes it easier to avoid the hassle of searching multiple stores and then waiting in long lines to purchase a particular item, especially during the holiday season.

Using a web browser, consumers can directly purchase goods or services from a seller through online shopping, a type of electronic commerce. A shopping search engine, which displays the same product's availability and pricing at various e-retailers, can be used by consumers to find a product of interest by either directly visiting the retailer's website or searching among alternative vendors.

Keywords: Social Media Marketing, Digital Marketing, SEO Ranking, B2b and B2C Marketing.

1. Introduction

New opportunities for profitable online activities are provided by e-commerce. It advances more straightforward participation between various gatherings: businesses sharing information to strengthen relationships with customers; businesses working together to create new goods and services; or on the other hand global organization sharing data for a significant showcasing effort. The rise of electronic commerce, or the buying and selling of goods through the transmission of data, which was made possible by the introduction of electronic data interchange, led to the creation of the term "e-commerce" in the 1960s. E-commerce has

changed the way goods and services are sold in society over the past 50 years. One of the most well-liked ways to make money online is e-commerce, which is an appealing opportunity for investors. Customers can shop or do other transactions from almost any location at any time of day or night. Give customers more options, including a global selection of suppliers and a wide selection of products from which they can customize.

Customers are able to "shop" around the world and make comparisons through price comparisons by either directly visiting a number of different websites or by visiting a single website where prices from a number of providers are combined and compared. enhanced procedures for delivery. This could be anything from downloading digital or electronic goods like software or audio/video files immediately to online tracking of the progress of packages delivered by mail or courier. an atmosphere of fierce competition in which numerous retailers compete for customers while offering substantial discounts or value-added services. It likewise permits numerous singular clients to total their orders together into a solitary request introduced to wholesalers or makers and get a more cutthroat cost. Advantages of web-based business to society Empowers more adaptable working practices, which upgrades the personal satisfaction for an entire host of individuals in the public eye, empowering them to telecommute. This not only makes it easier, but it also makes for happier and less stressful workplaces. Because fewer people have to drive to work on a regular basis, it could also help reduce pollution in the environment. It Connects the People: It makes it possible for people living in rural and developing countries to enjoy and gain access to goods, services, information, and other people that would otherwise be difficult to obtain.

Carrier and travel tickets, banking administrations, books, clothing, PC equipment, programming, and other gadgets, roses and gifts are a few famous items and administrations that can be bought on the web. Several profitable e-businesses have built their models of operation around selling these goods and services. Businesses and organizations could save money and earn money through e-commerce. Showcasing, retailers, banks, protection, government, preparing, web-based distributing, travel ventures are a portion of the fundamental beneficiaries of online business.

Offline Shopping

Offline shopping is a conventional approach to buying administrations or items by straightforwardly visiting to the store/shop/or seller. The opportunity for customers to establish personal connections with your business, which can build loyalty, is one of the advantages of offline shopping. Some customers may prefer to purchase

a product only after touching or trying it on, which may reduce product returns for some businesses. For many businesses, the offline model is the only option. For instance, albeit an eatery can promote via web-based entertainment or set up its menu on the web, it clearly can't serve clients on the web. In a similar vein, a car dealership without a sales staff to guide customers through the buying or leasing process is unlikely to be as successful.

Offline Shopping should help you have a positive outlook on yourself. It's a way to have fun and be happy at the same time. When you try on clothes and ask your friends how they look on you, it brings its own joy. When you shop in person, you can personally try on the clothes from the collection you want to choose from. Some of the time it isn't noticeable in the pictures. It is possible to determine the fabric's texture and material. When the salesperson helps you with every step, from choosing the right size to choosing colors, it is very helpful. When you can get the item immediately and use it immediately, there is no need to wait three to four days for it. The customer can return the product on their own, avoiding delays and issues with trust.

With it, offline shopping is completely different. You get to see the product you want to buy and learn about its materials. If you somehow managed to purchase garments, you won't be stressed over getting some unacceptable size for it. Customers will have a greater sense of security when they shop offline, which is one of the benefits. The freedom to move around and enjoy a shopping mall's atmosphere is one of the benefits of offline shopping. Additionally, it lets customers actually see the product they want to buy. One of the best features of offline shopping is that customers can get their hands on the product right away. Customers will have more time to wrap the gift if it was a birthday or Valentine's Day present. All in all, Disconnected shopping would be a substantially more of a helpful strategy assuming the customer would be keener on taking a gander at the subtleties and particulars of the item that the person needs to purchase prior to wanting to buy the item.

Factors Affecting Consumer's Offline Shopping Behavior

Offline shopping has presence since the presence of humanity. The customer receives a variety of benefits when they shop offline. The following are some factors that influence offline shopping:

1. Fewer alternatives: There are restricted quantities of decisions with regards to disconnected shopping. There are only a few varieties. There aren't many products to choose from in stores. Sometimes, the older stocks are discounted and offered for sale. Because it involves manual labor, we typically have fewer options when shopping offline or in any shop. Due to the manual factor, we must choose between using fewer materials or more.

2. Tedious: Going to a store to shop takes a lot of time. It takes time to get to the store from where you live or work. It is likewise tedious while evaluating the outfits in a store or in any event, going through different items. In offline shopping, customers move from one location to another and from one store to the next in search of the product they want.

3. Information: The majority of the time, a shopkeeper will provide incorrect information. Additionally, not all of this data meets our requirements. And when we ourselves lack sufficient product knowledge; we buy products based on what they say. When we happen to know the shopkeepers, these purchases are made out of goodwill.

4. Authenticity: Compared to online shopping, offline shopping is more authentic. We can experience the product's texture and feel it before we buy it. We precisely understand what we are purchasing while at the same time purchasing anything disconnected. However, when we shop online, we frequently do not know

exactly what we are purchasing. This is on the grounds that what we see on the sites isn't dependably what we purchase when the item contacts us.

5. Preferences and preferences: The taste and inclinations of the client change every once in a while. We have the option to try on nine outfits before making a purchase from a store.However, we do not have this option when purchasing any product from a website. As a result, customers' shifting tastes and preferences are better accommodated when they shop in person.

6. Bargaining: In contrast to online shopping, a customer can physically bargain with the seller in an offline store. A customer cannot bargain when shopping online because the product's price is set in stone. Some customers bought products by bargaining, so they don't shop online because they think it's more expensive than going to the market.

Online Shopping

By selecting the listed products from an E-Commerce website, the Online Shopping System facilitates online purchases of goods, services, and other items. The proposed system makes it easier to create a website where users can buy and sell goods or services over the internet. With online shopping, users can choose from a variety of products based on categories, pay online, and get delivery services. This eliminates the drawbacks of the current system, makes buying easier, and helps vendors reach a wider market. We will need to buy a lot of things from a store on a daily basis. It could be household goods, electronics, food, etc. Due to a busy lifestyle or a lot of work, it's hard to find time to go out and get them on our own these days. B2C e-commerce websites have been created to address this issue. We can use these websites to order goods or products online and pay for them online by simply visiting the website.

There are a number of drawbacks to this online method of purchasing goods. To get to the particular store to buy the goods takes a lot of time. Since everybody is carrying on with occupied existence now daily, time is

a big deal to everybody. Additionally, transportation costs to and from the store are involved. In addition, the store where we would like to purchase something might not be open 24/7. As a result, we must align our time with the vendor's or shopkeeper's.

A typical online store allows customers to browse the company's range of products and services, view photos or images of the products, and view information about the product specifications, features, and prices. To complete a transaction, customers must have access to the Internet and a valid method of payment, such as a credit card, debit card, cash on delivery, or a service like PayPal. The way people conduct their day-to-day transactions has been completely transformed by computers and the Internet; internet shopping is one of them. People's purchasing habits have drastically changed as a result of the Internet. One is able to log on and purchase just about anything from apparel, books, music, jewelry, digital cameras, mobile phones, MP3 players, video games, movie tickets, and rail and air tickets from the comfort of one's home, office, or cyber cafe anywhere in the world. Ease, effortlessness, accommodation and security are the key variables turning the clients to purchase on the web.

The most significant development of the century has been the rise and spread of the Internet. From its timid beginnings in 1999 and 2000, e-commerce in India has come a long way. Today, one can sell and buy anything online, from high-end goods to basic necessities.

Factors Affecting Consumer's Online Shopping Behavior

In the past ten years, online shopping has gained popularity. The sort of business online retailer is doing is confirmation enough that they are giving a few advantages to client which disconnected shopping doesn't provide for the client. The following influences online shopping:

1. Risk: At the point when client purchase items from web based shopping they don't contact or feel the item from an actual perspective .Subsequently we comprehend that parcel of hazard is imply while purchasing a web-based item regardless of whether it will contact us on legitimate time is likewise a worry and an additionally there might emerge a gamble of item size and variety as it might contrast in genuine view or sense. Sometimes the ordered item is a little damaged.

2. Convenience: Compared to shopping in person, online shopping is much more convenient. You can shop from the comfort of your own home rather than driving from store to store. It is advantageous to sit at one spot and shop our preferred result without moving from one spot to another. The process of making a payment is streamlined and the order is delivered to your location once you have made your selection. Things are made easier to do when you shop online. We can have a ton of decision around there in any sort of material we need to manage that too with no anxiety toward managing any vendor or distributers. In a real sense, online shopping is convenient because it doesn't involve asking for things you want or the kind of things you want, which helps you avoid waiting and asking questions about the product.

3. Anxiety: Concerns also surround people's fear of exploring and experimenting on the sites. People who aren't very familiar with sites like Flipkart, Myntra, or any other site sometimes feel like online shopping is hard and complicated in their own way. They don't like doing online shopping because it takes time to even understand the product's details.

4. Past web-based insight: A major source of concern is how people's experiences with online shopping in the past have been. Experience actually matters, as it can either hinder or maintain a positive outlook or mood. There are two encounters one is about great and another is about awful. The two has its own and different effect in the brain of purchasers. So, these variables likewise impact web-based shopping or e shopping.

5. Policy on pricing: Because they do not have to pay expenses like store rent, bills, etc., online retailers have an inherent advantage in pricing. They are able to pass along their prices to customers directly and typically charge customers less than the offline market. Even when shipping is included, online shopping is preferable to offline shopping. Consequently, the level of online shopping is determined. Increase the price—lower the demand—increase the mood to demand. Cost of any item likewise impacts the buying force of a particular purchaser. The majority of consumers do not want to spend a lot of money on anything and instead prefer to pay a moderate or normal price for good quality. As a result, the price of a product has an effect on both buying and selling.

6. Quality: The frequency with which people shop online is influenced by the wide range of product quality differences between offline and online retailers. Quality also has a positive impact on every kind of shopping. Because they have invested such a significant amount of money, consumers or buyers expect a high level of product quality. As a general rule, characteristics is an essential need over any sort of buying as it fairly secure or give a capable of purchasing or sort of assurance about the item liked.

7. Online reliance: Whether a customer has faith in a website and its offerings depends on how they perceive it. Therefore, how frequently they shop online also depends on whether or not they trust a particular website. Different people have different thoughts and natures; some people trust online transactions while others are afraid of them. Trust 6 carries a lot of points, such as confidence in the same product's size, quantity, weight, and security, among other things.

8. The product's ability to be felt: Before making a purchase, a customer can touch and feel the item they are purchasing in the store. This makes it easier for the customer to decide whether or not the item will meet their needs. A person's decision to go shopping is also influenced by whether they are able to see and feel a product. Online shopping is also determined by a product's tangibility. Nobody can verify the worthiness, quality, or sense of any preferred product without touching the preferred or desired substance.

9. Time to arrive: The customer receives the product they ordered through online shopping after a minimum of six to seven days. Yet, in disconnected shopping the ownership of the merchandise is promptly moved to the purchaser. So this is a main consideration which influences the web based shopping. People expect prompt delivery; They prefer to obtain a product quickly or in a desired amount of time. Term is the subsequent central point influencing the interest of item.

10. Income: When compared to those with lower incomes, those with higher incomes shop more online. When shopping online, income is a big factor. People with higher incomes prefer to shop online rather than in stores because it is more convenient and reliable. The likelihood of purchasing online goods increases with income, and vice versa.

11. Preferences and preferences: Online shopping is also influenced by the customer's taste and preferences, which vary from customer to customer and from time to time. Taste and inclination old enough gathering likewise matters in web-based shopping. Elderly individuals purchase or buy item for their sort of purpose. Teenagers and younger people used to buy whatever they liked. Ages and choices influence taste and preference. The choices that each customer or buyer makes depend on their ages.

12. Information: It's possible that the information provided on the website is incorrect or inappropriate. The customer might not receive all of the information they need about the product's quality. As a result, the customer's online shopping will be affected. It's possible that the preferred websites' product-specific information differs from one another. Customers may not be pleased with the provided information and details. Sometimes, even a large number of customers will buy a product even though they are fully aware of

all of the details because they prefer that the details are accurate and make sense. Data connected with item might differ in its genuine sense when it shows up or conveyed to pertinent client.

13. Variety: The sort of assortment that a client gets online is difficult to match any item bought disconnected. A customer can find any product in the listing of the online retailer, regardless of how difficult it is to find it in the offline store, because the online retailer stocks products from every major brand. On the web and disconnected both shopping give assortment of reach from different brands. The most important factor influencing the market is variety itself. The number of products in a store increases sale, and vice versa. The majority of people would rather relocate to areas with greater product variety.

14. Private shopping: Some products, like lingerie, are uncomfortable for customers to purchase in a physical store. Shopping on the web is attentive and a few internet based gateways likewise give careful shopping. Customers can easily deal with offline transactions because they can go and purchase their usable items without hesitation. There is no one to ask for any kind of intimate product.

15. Offers: In addition to offering products at lower prices, the majority of online stores frequently offer discounts in conjunction with brands, banks, and other organizations. Which involve client to get extra saving while at the same time purchasing items on the web? Only during stock clearances or when manufacturers offer discounts on products do offline stores offer discounts. Offers are always available throughout the day and night when shopping online. Even if there are no festivals or carnivals, we receive offers with every purchase. Offers are a powerful incentive for online shoppers to make purchases.

16. Moment delight: In online shopping, customers must wait for their products to arrive, whereas offline customers receive their goods as soon as they pay for them. In most cases, it doesn't matter how long you wait; however, when a customer wants the product right away, offline shopping becomes necessary.

17. Services and goods that are available: Because there is a greater selection of goods and services from which to choose, online shopping provides customers with additional benefits. Customers can only find certain products online.

Introduction of Industry

Key Players of E-Commerce Industry

Amazon is a multinational technology company with headquarters in Seattle, Washington, that focuses on e-commerce, artificial intelligence, and cloud computing. Amazon is the biggest Web organization by income

on the planet and the second biggest business in the US. Amazon is the biggest web based business commercial center and distributed computing stage on the planet as estimated by income and market capitalization. Jeff Bezos started Amazon.com on July 5, 1994, and it started as an online bookstore. Later, it expanded to sell software, video games, electronics, apparel, furniture, food, toys, jewelry, video downloads/streaming, MP3 downloads/streaming, and audiobook downloads/streaming.

The company also owns Amazon Publishing, a publishing arm, and Amazon Studios, a film and television studio. It also makes consumer electronics like Kindle e-readers, Fire tablets, Fire TV, and Echo devices, and it is the largest cloud infrastructure service provider in the world. Amazon offers international shipping on some of its products and maintains separate retail websites for certain nations. 100 million individuals buy into Amazon Prime.

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Apparel
Clothing

Electronics

In 2013, the business set a new record by selling one lakh books in a single day. Flipkart crossed the 100 million imprint in enlisted clients in 2016. One of the most prominent e-commerce marketplaces in India is Flipkart. It was established in October 2007 and its central command are in Bengaluru. Sachin Bansal and Binny Bansal established it. This online business began as an online bookstore, but as it gained popularity, it expanded and diversified its operations. At this point, the organization offers 80 million+ items spread across in excess of 80 classifications like cell phones and frill, PCs and adornments, PCs, books and digital books, home machines, electronic products, garments and embellishments, sports and wellness, child care, games and toys, gems, footwear, and the rundown goes on. On its electronic commerce platform, Flipkart has more than a million sellers and 100 million registered users. The company has made investments in the construction of warehouses in 21 states to guarantee prompt delivery to its clients.

Every day, around ten million people visit this online platform and process around eight million shipments. Customers who follow special links from your website to the Flipkart website will have their product orders processed by us. Orders that don't meet any of the rules we might set up from time to time may be turned down. All aspects of order processing and fulfillment will be our responsibility. We will handle customer service, prepare order forms, process payments, cancelations, and returns, and more. We will follow deals made to clients who buy Items by utilizing Exceptional Connections from your site to the Flipkart Site and will make accessible to you reports summing up this deal's movement. We reserve the right to alter the reports' format, content, and frequency from time to time.

Apparel
Clothing and Electronics

Myntra is an all-inclusive resource for all your design and way of life needs. Myntra, India's largest fashion and lifestyle e-commerce store, aims to make shopping easy and enjoyable for customers all over the country by offering the most brands and products on its portal. With a selection of the most up-to-date and trendiest products available in the country, the brand is making an intentional effort to provide customers with the power of fashion. Myntra's incentive rotates around giving customers the power and simplicity of buying design and way of life items on the web. Myntra is the country's favorite place to shop because it has the largest in-season product catalog, 100% authentic products, cash on delivery, and an 830-day return policy. A dedicated customer support team is available 24 hours a day, seven days a week to answer your questions and help you shop online.

Apparel
Clothing and Electronics

With headquarters in New Delhi, Snapdeal is a leading e-commerce company in India. In 2010, when the Indian e-commerce market was still in its infancy, Snapdeal went live. Rohit Bansal and Kunal Bahl co-founded the business. Snapdeal presently offers in excess of 60 million items across different classes like mobiles and tablets, PCs, office and gaming, hardware, home and residing, people's style, sports, wellness and outside, day to day needs, engines and extras, books, music, land, and monetary administrations. The organization has multiple lakh venders on its web-based business stage that take special care of millions of clients. Snapdeal delivers to more than 6000 Indian cities and towns thanks to its extensive logistics network.

Apparel
Clothing and Electronics

Objectives of Research

Primary Objectives
- ➢ To investigate how consumers, shop both online and offline.
- ➢ To conduct a study comparing shopping in stores and online.

Secondary Objectives
- ➢ To learn how others, view online shopping.

Scope of The Study
- ➢ Therefore, the online marketer will benefit from this study in developing a strategy to meet customer needs by understanding their attitude and level of satisfaction.
- ➢ To determine which factor encourages customers to shop online.
- ➢ To figure out which element of the site draws in the client to buy the item from web-based shopping site.

Timeline of Project

The duration of project 8 week.

2. Literature Review

N. Saravana Bhavan (2015) named "A Concentrate on Customers Disposition towards Web based Shopping broke down whole internet-based course of creating, showcasing, selling, conveying, overhauling and paying for items and administrations. The population of Coimbatore is highly technologically savvy, and the city is dotted with the businesses of 83 successful entrepreneurs.

Chaing and Dholakia (2014) conducted a study that examined the motivations of online shoppers to purchase goods in Hinterland, which is home to numerous industries, estates, corporate hospitals, and engineering colleges. Their research focuses primarily on three factors that influence whether a customer makes a purchase online or offline. These are the shopping websites' accessibility features, the product type and characteristics, and the actual product price. According to the study, customers' intentions to buy or not are influenced by the shopping websites' accessibility and ease of use. When a customer finds it difficult to make a purchase online, they switch to offline shopping instead. When customers find it difficult to make a purchase offline, they switch to online shopping. The consumer said that online shopping is more convenient for them and gives them more satisfaction after comparing the two ways to shop, which encourages the consumer to shop online.

Sunita Master (2013) an investigation of trust and seen risk in Web based Shopping observed that web-based shopping is predominately male, youthful, single and taught. Web use design as far as normal time spent, spot of getting to web, principal errands achieved and kinds of destinations visited utilizing web between the two purchasers, and non-purchasers were practically same.

According to Pawan Kumar's (2013) paradigm shift in Indian consumers' purchasing behavior, consumers have a positive perception of online shopping. This plainly legitimizes the task development of web-based shopping in the country. Be that as it may, the recurrence of web-based shopping is generally less in the count.

Hausman and Siekpe (2009) looked at a real-world study from the US that looked at how web interface features affect people's intentions to buy online. The traditional information system is not the same as an e-commerce system. It has marketing channels and information system features. It contains machine and human component. An empirical finding demonstrates that cognitive and psychological factors do have meanings

when determining the factors that motivate online shoppers. According to the study, both human and computer factors are necessary for online shopping to occur.

An empirical study on the motivational effects of personal values on benefits, attributes, and re-patronage intention from the perspective of online shopping was carried out by Koo et al. (2008). The study concludes that consumer motivations for online shopping are shaped by personal values of social affiliation and self-actualization. Pre-patronage intention is also positively correlated with online store attributes.

In Malaysia, **Harn and Adeline (2008)** examined Malaysians' web browsing habits in relation to online shopping. The findings indicate that the majority of customers have at least a bachelor's degree, range in age from 19 to 34, and are all single. This study successfully demonstrated that the behavior of web navigation is a significant factor in determining the likelihood of making an online purchase but has no significant impact on that decision. The website's slow download speed was the most dissatisfying aspect. In light of the fact that a website should be user-friendly, visually appealing, and download time-efficient, the findings offer some guidance for website design.

In her empirical study in Finland, **Jarvelainen (2007)** looked at how many online information seekers choose to stop the shopping process just before the end of the transaction. This is due in large part to the results of internet-based trust. The study focuses on the history of e-commerce. According to the findings of this study, the first impression of an online seller is significant when considering the behavioral intention. Consistency, trustworthiness, usefulness, and ease of use are also important.

3. Research Methodology

A method for systematically solving the problem is research methodology. It could be thought of as a science of studying how scientific research is done. It examines the logical reasoning behind the various steps that a researcher typically takes to investigate his or her research problem.

Title of The Study: An Examination of How Customers Shop Both Online and Offline.

Research Gap: A topic or area in which it is difficult to answer a question due to a lack of or insufficient information is known as a research gap. A gap that restricts the ability of decision-makers (such as policymakers, patients, and practitioners) to make decisions is referred to as a research need.

Research Design: An examination configuration is the arrangement of techniques and methodology utilized in gathering and breaking down proportions of the factors determined in the issue research. The plan of a review characterizes the review type and sub-type, research issue, speculations, free and subordinate factors, trial plan, and, if material, information assortment techniques and a measurable investigation plan. A framework that has been developed to answer research questions is called a research design.

The three primary types of research designs are as follows:
 • **Exploratory research**: Which places more of an emphasis on revealing one's thoughts and experiences than it does on gathering measurable quantities of information. Therefore, an exploratory investigation is the best way to begin your comprehensive research plan. It is typically utilized for focusing on areas that require factual research, areas for expected development, additional characterizing organization issues, and elective game plans.

• **Descriptive Research**: The primary objective of this type of study is to more accurately characterize a group's opinion, mentality, or behavior regarding a particular topic. Contemplate your customary various choice inquiries. It is regarded as descriptive analysis because the respondent is required to browse predefined classifications. Unlike an exploratory examination, these questions won't provide specific information about the issues. Taking everything into consideration, combining the responses with predetermined decisions will provide genuine inferential data. This grants you to evaluate the significance of your results on the overall people you are analyzing, as well as the movements of your respondent's perspectives, attitudes, and approaches to acting long term.

• **Casual Research:** Like descriptive exploration, causal examination is quantitative, preplanned, and planned. As a result, it is also regarded as a definitive examination. Causal assessment contrasts in its undertaking to get a handle on the conditions and coherent outcomes association between factors. This goes against descriptive research's observational approach, which tries to determine whether a relationship is causal through trial and error.

Problem Identification

A study comparing how people shop online and offline.

This study aims to learn about the differences between shopping in person and online. This as well as to look at on the web and in-person shopping to analyze buyer mentalities toward every choice notwithstanding figure out which shopping strategy is generally famous alongside understanding the elements clients consider while choosing a shopping technique.

Objectives

Primary Objectives:
➢ To investigate how consumers, shop both online and offline.
➢ To conduct a study comparing shopping in stores and online

Secondary Objectives:
➢ Therefore, the online marketer will benefit from this study in developing a strategy to meet customer needs by understanding their attitude and level of satisfaction.
➢ To determine which factor encourages customers to shop online.
➢ To figure out which element of the site draws in the client to buy the item from web-based shopping Site.

Sampling Design

The main calculate research is inspecting. We can determine the efficiency and accuracy of our survey results by sampling. There are different techniques through which we can gather and assemble our pertinent information relying upon our concern recognized.

Steps in a Sample Design The researcher should follow a number of steps. They are:
1. Sort of world: The researcher should provide an explanation in the first step and be an expert in astronomy. The universe's total number of objects can either be estimated to be finite or unknown to be infinite.
2. The sampling unit is: A decision regarding the sampling unit must be made prior to selecting a sample. A building unit, like a house, apartment, etc., or a geographical sampling unit, like a state, district, or

village, or on the other hand it very well may be a gathering like a family, club, or school, or it very well may be an individual.

3. List of sources: The source list is the "sampling frame" from which the sample is to be taken. It has the names of every item in the universe. The source list would have to be a good representation of the population for such a list to be complete, accurate, reliable, and appropriate.

4. The example's size: The size of the test refers to the number of items from the universe that must be selected for the example. The scientist suffers from cerebral pain when determining the test size. A size that is neither too big nor too small is the ideal one. A productive, delegate, solid, and versatile example is the best one. It is essential to keep the parameters of interest in mind when choosing the sample size for a research study. The monetary imperatives ought to likewise be considered while working out the expense factor.

5. The testing strategy: In the final step of the sample design, a researcher must choose either the method for selecting the items for the sample or the kind of sample they will use.

Sample Size- The number of observations that can be used to evaluate a given population is known as the sample size.

Sampling Method- The testing technique which is suitable for our concern is Likelihood Inspecting strategy. The main explanation for this is our information predefined. Additionally, the probability sampling method implies that every member of the population has a chance of being selected. It is primarily used for quantitative testing. This approach is the best choice if we want to achieve outcomes that are representative of the entire population.

Sample Unit- The Sample unit which we have taken for this study is the sites which we will use to run an investigation known as cutthroat examination.

Sample Size and Method of Selecting Sample
➢ **Sampling Population**: Customers who use the facility both online and offline.
➢ **Sampling unit**: Customers who use the facility both online and offline.
➢ **Sampling size**: 40 Customers
➢ **Sampling Technique:** Simple randomly sampling

Statistical Tools

MS-Excel:
One of the most widely used tools for data analysis is Microsoft Excel. The accommodation of purpose and cost are two vital motivations behind why most information experts incline toward utilizing Succeed for factual information examination. However, using Excel for statistical analysis necessitates strong decision-making abilities, data analysis expertise, and clarity of thought.

Charts and pivot tables must be clearly understood whether you use Excel 2010 or 2013 to conduct statistical analysis. These two Excel features are heavily relied upon by the majority of data analysts who use Excel for statistical analysis. It helps to be familiar with the essential statistics for data analysis with Excel answers.

Application of Excel in Statistical Analysis:

One of the most popular Microsoft spreadsheet software tools for data analysis is Excel. Most information experts and analysts lean toward MS Succeed for information investigation as a result of effortlessness, less expense, comfort of purpose, simple for controlling information and drawing diagrams, and a great deal of control and adaptability. Succeed is an ideal instrument for learning measurable ideas and playing out some essential factual examination however it is frequently to utilize SPSS, SAS, or MINITAB for further developed measurable investigation.

Information is stored in columns and rows using spreadsheet software, which is designed to work with numbers but frequently includes text. Excel organizes work primarily into workbooks, each of which contains numerous worksheets and charts. Lists and analyses of data are done on worksheets. A simple Excel tool known as a pivot table can be used to summarize a list. Large datasets can be condensed into a separate, concise table using this interactive data summarization tool.

The majority of Excel's statistical procedures can be found in the tools menu's data analysis tool pack. Descriptive statistics, correlations, t-tests, one- or two-way analysis of variance, regression, and other methods are included. Microsoft Succeed 2000 (variant 9) gives a bunch of information investigation instruments (Examination ToolPak), which can be utilized for the improvement of perplexing factual investigation. A descriptive statistics tool in the Data Analysis TookPak provides summary statistics for a set of sample data. Synopsis insights incorporate mean, mode, middle, least, greatest, standard blunder, standard deviation, difference, skewness, range, and so forth. Excel Data - Data Analysis Descriptive statistics can be used to observe descriptive analysis.

Excel's rank and percentile features are primarily used to determine the order in which each value in a list rank. The data's category, such as the top 60%, top 40%, top 20%, and so on, is shown by percentile. When performing statistical data analysis in Excel, regression is frequently utilized to establish a relationship between independent variables and dependent variables.

When it comes to creating samples from a large population, sampling is one of the most popular Excel tools. Excel 2010 employs methods of periodic and random sampling to identify data set items.

4. Data Analysis and Interpretation

DEMOGRAPHIC PROFILE

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

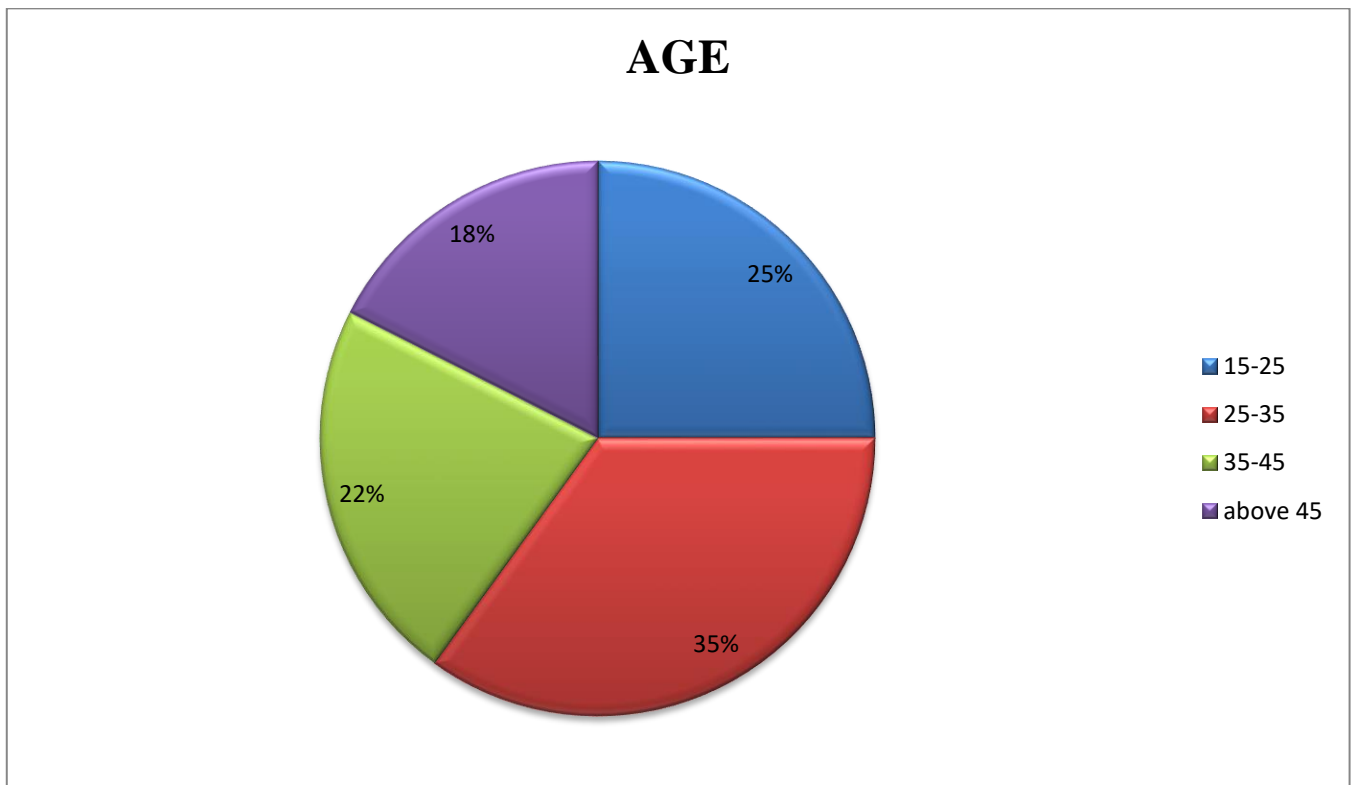| Age	Respondents	%
15-25	10	25%
25-35	14	35%
35-45	9	22%
above 45	7	18%
Total	40	100%

Figure 1. Age

Interpretation: Out of 40 respondents, 25% are between the ages of 15 and 25, 35% are between the ages of 25 and 35, 22% are between the ages of 35 and 45, and 18% are over 45.

GENDER: a) Male   b) Female

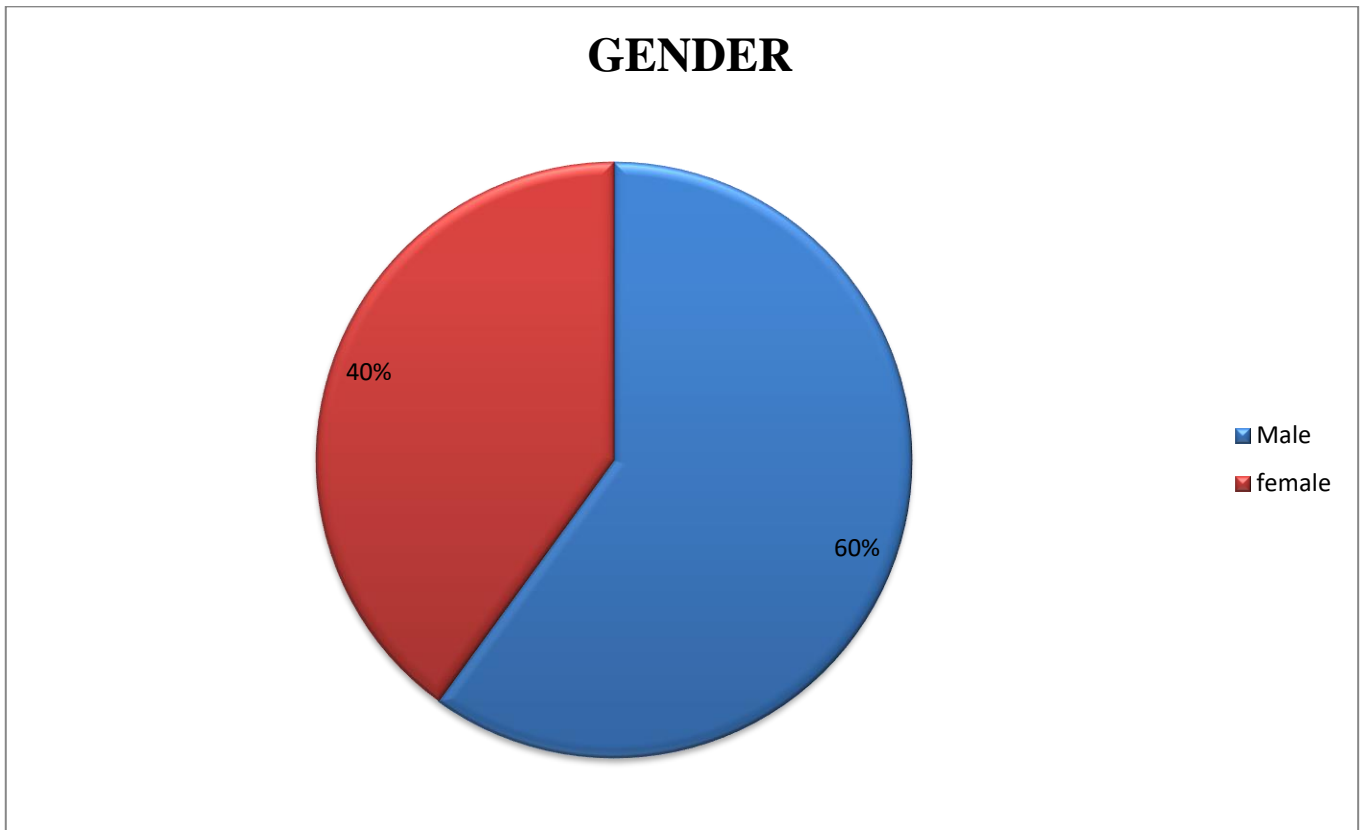| Gender	Respondents	%
Male	24	60%
female	16	40%
Total	40	100%

Figure 2. Gender

Interpretation: Out of 40 respondents 60% respondents are guys and staying 40% are females.

EDUCATIONAL QUALIFICATION

Educational Qualification	Respondents	%
Intermediate	6	15%
Graduate	12	30%
Post Graduate	18	45%
Others	4	10%
Total	40	100%
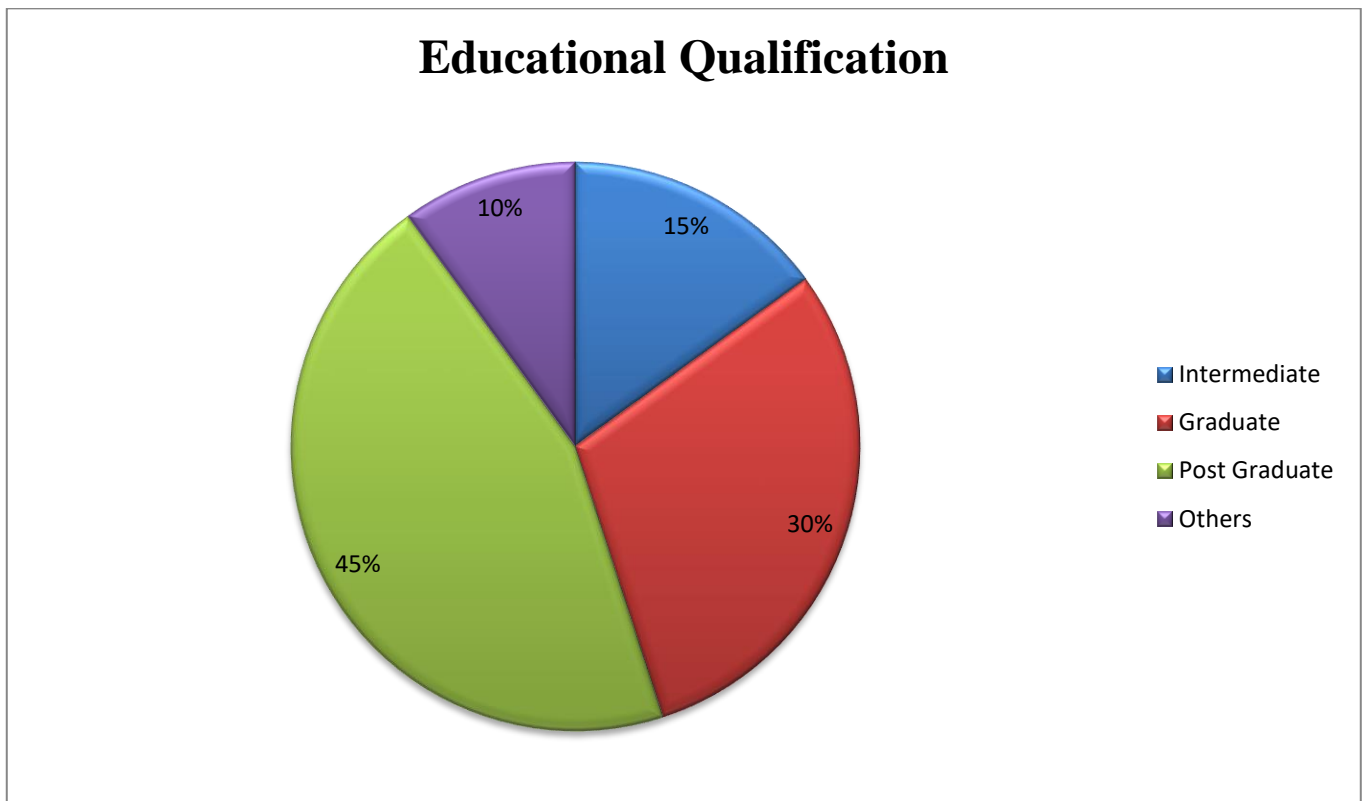
Figure 3. Education qualification

Interpretation: Out of 40 respondents 15% are intermediates, 30% respondents are graduates, 45% are post graduates and 10% are other qualified.

OCCUPATION

Occupation	Respondents	%
Employment	10	25%
Business	8	20%
Self Employed	12	30%
Any Others	10	25%
Total	40	100%
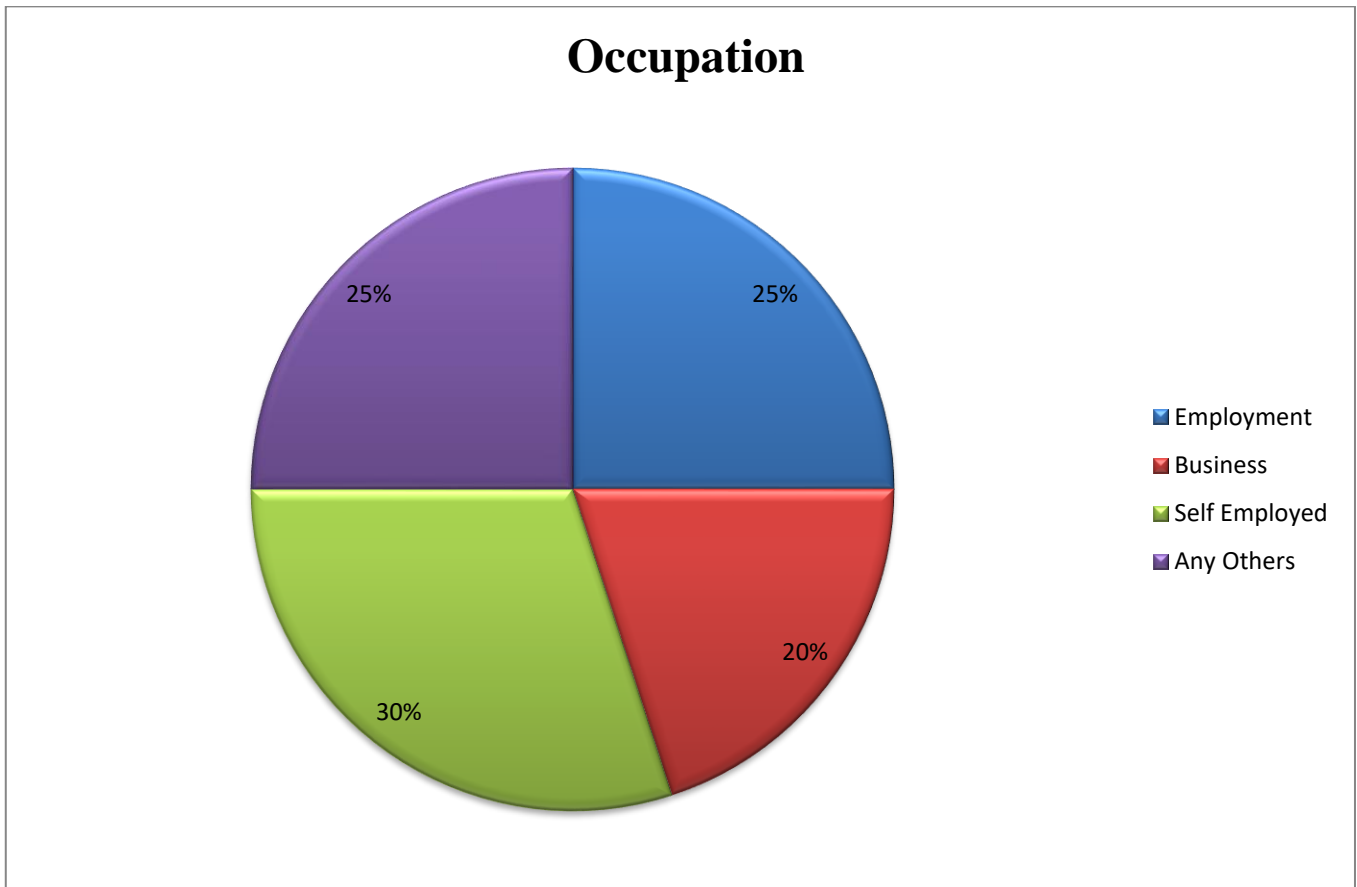
Figure 4. Occupation

Interpretation: 20% of the for 40 respondents are employed, 20% are in business, 30% are self-employed, and 25% are in any other field.

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%
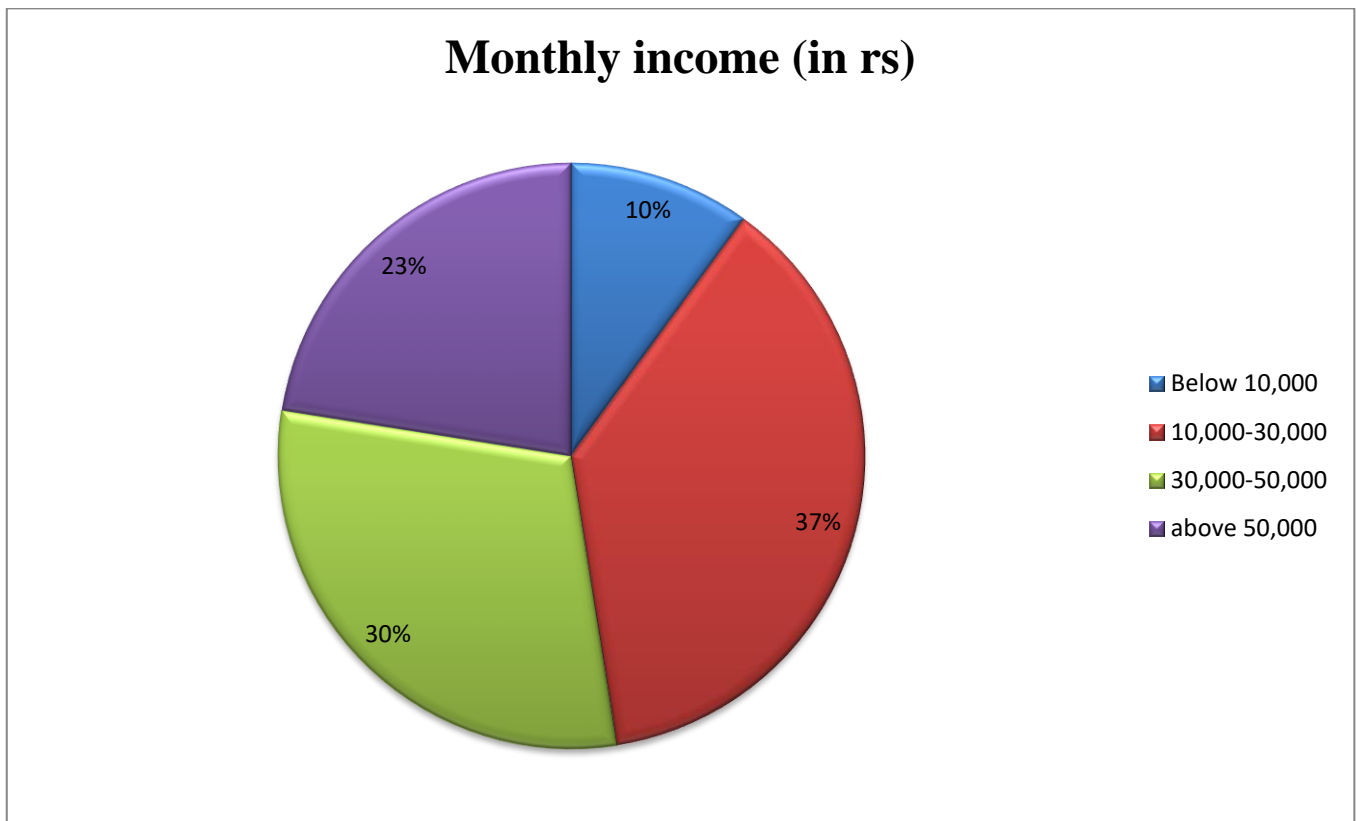
Figure 5. Monthly income

Interpretation: Out of 40 respondents, 10% respondents have pay under 10 thousand, 37% are have pay between 10 to 30 thousand, 30% are have pay between 30 to 50 thousand and 23% are have pay over 50 thousand.

1. Do you do online shopping?

Particulars	Respondents	%
Yes	24	60%
No	16	40%
Total	40	100%
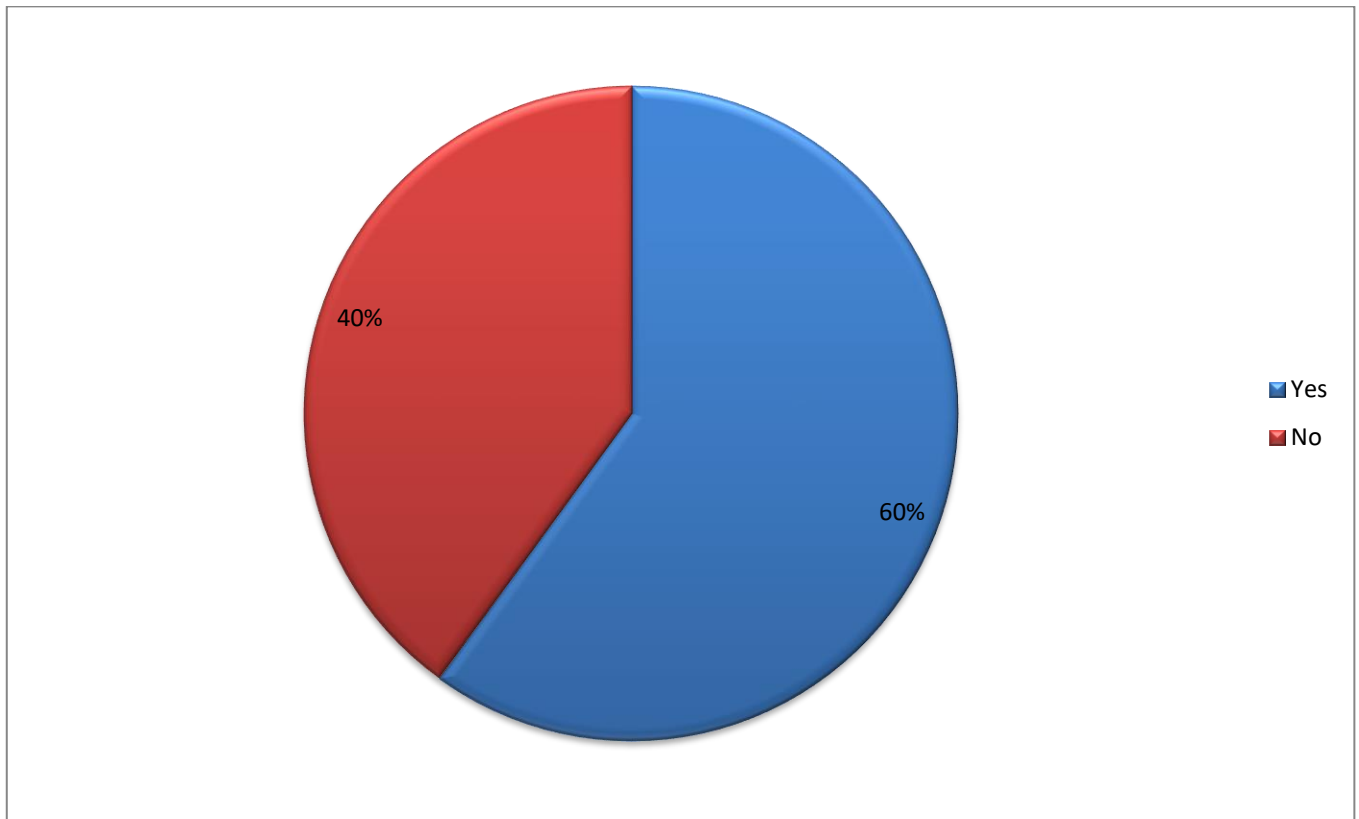
Figure 6. Online shopping response

Interpretation: 60% of the 40 people who responded said they shop online, while 40% said they don'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%
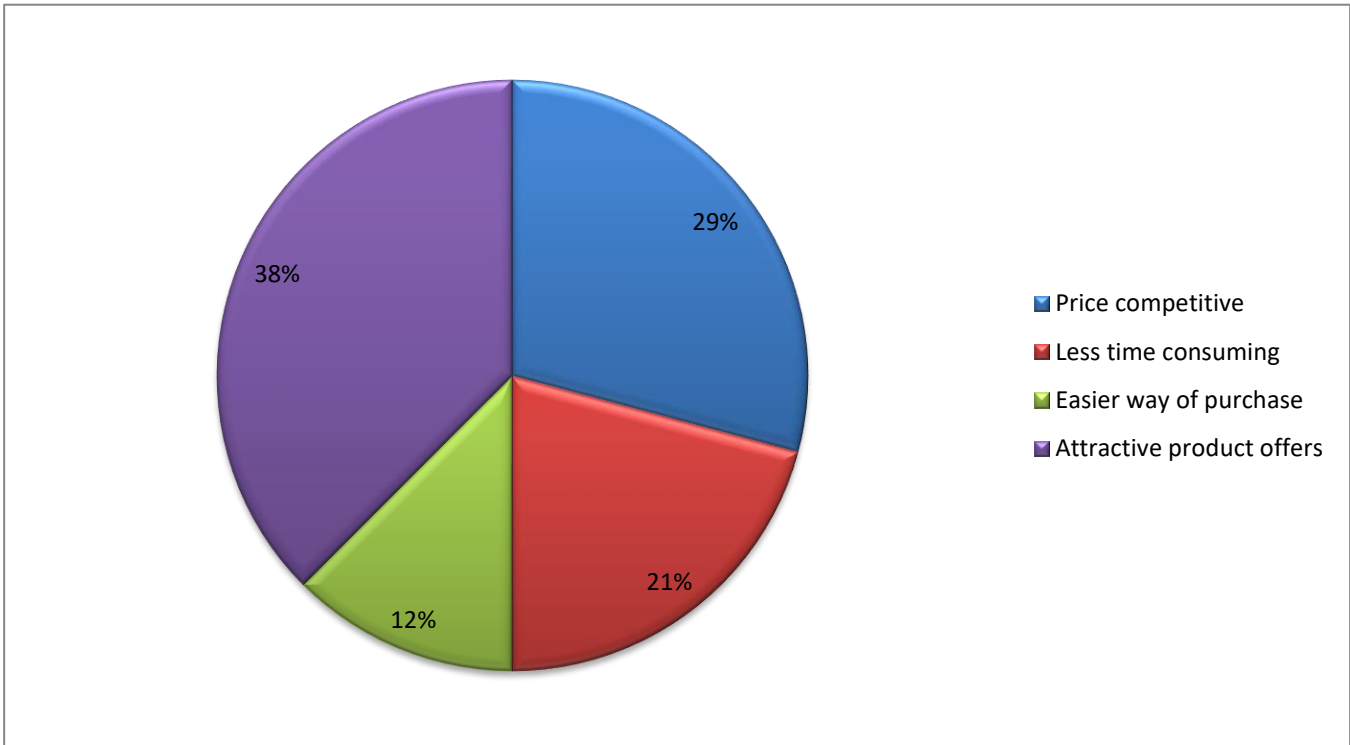
Figure 7. Factors affecting while purchasing online

Interpretation: According to the analysis of the preceding chart, 29% of respondents prefer competitive prices, 21% prefer less time-consuming options, 12% prefer an easier method of purchase, and the remaining 38% prefer attractive product offers when making an online purchase.

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%
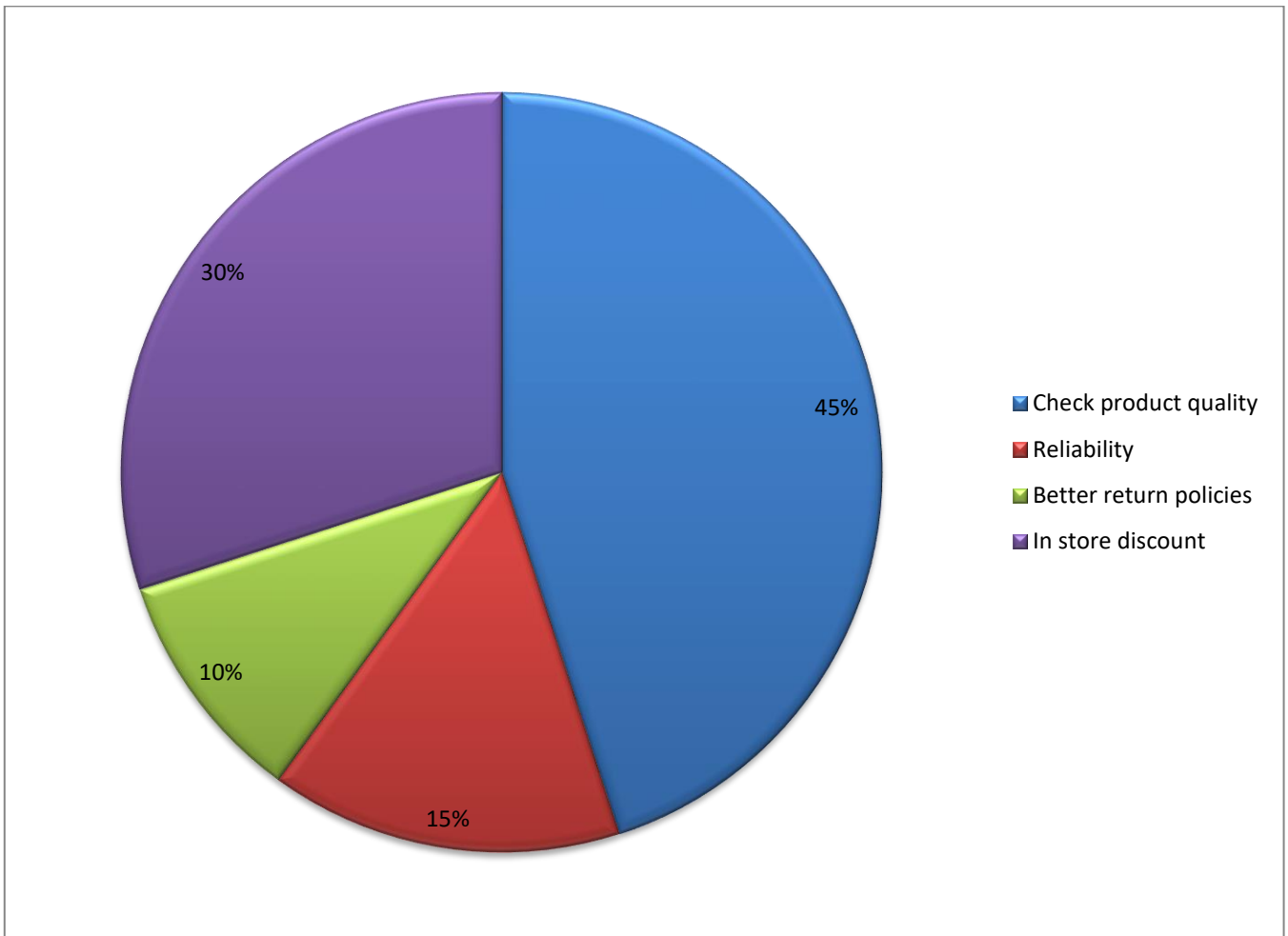
Figure 8. Factors influencing buying offline

Interpretation: According to the analysis of the chart above, 40% of respondents would rather check the quality of the product, 15% would rather be reliable, 10% would rather have a better return policy, and the remaining 30% would prefer a discount in-store.

4. Have you felt any problem while conducting online purchase?

Particulars	Respondents	%
Yes	8	33%
No	16	67%

Total	24	100%
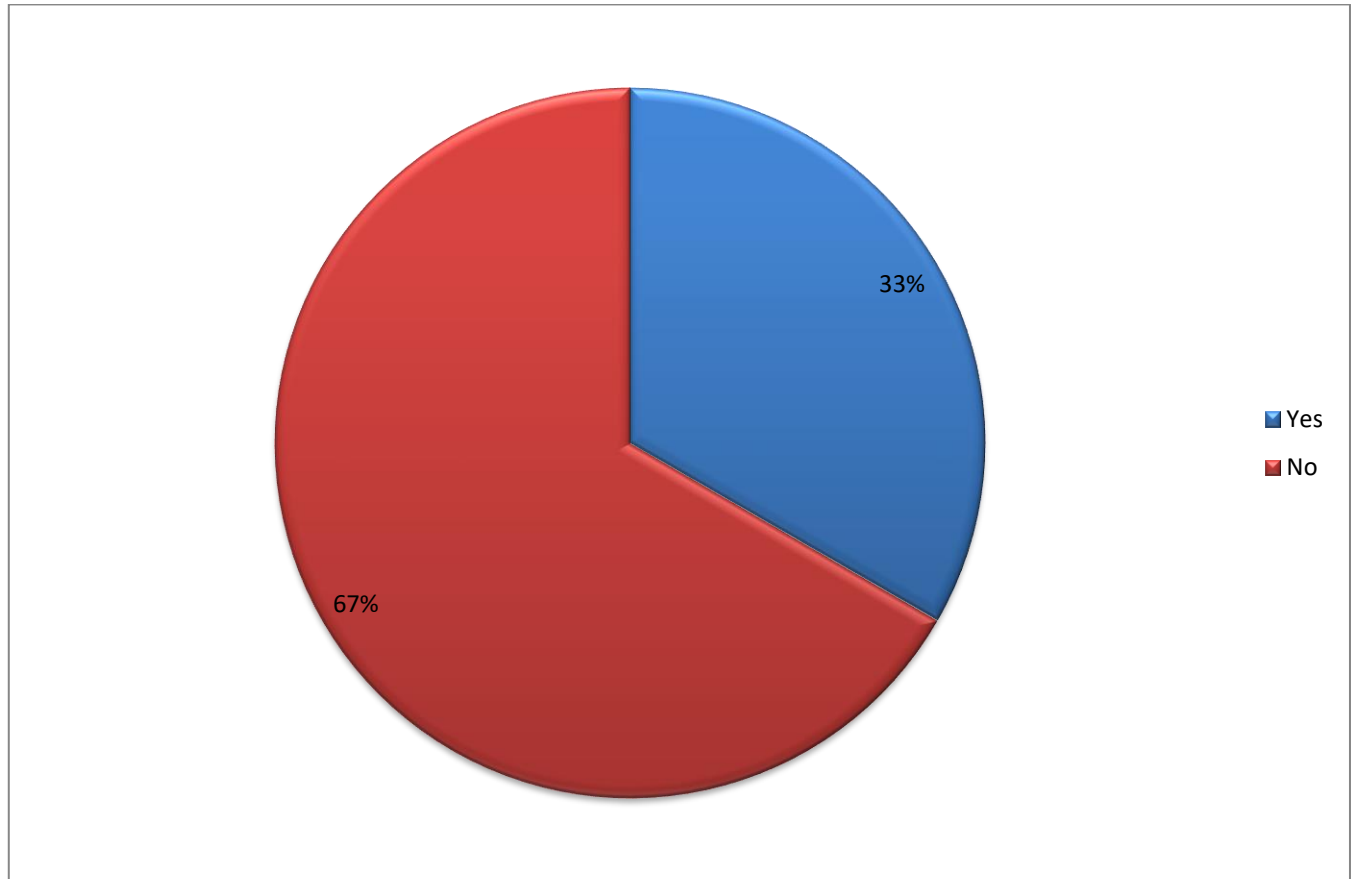
Figure 9. Problem arises during online purchase

Interpretation: The majority of respondents, 67%, say no, while the remaining 33% say yes when making an online 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%
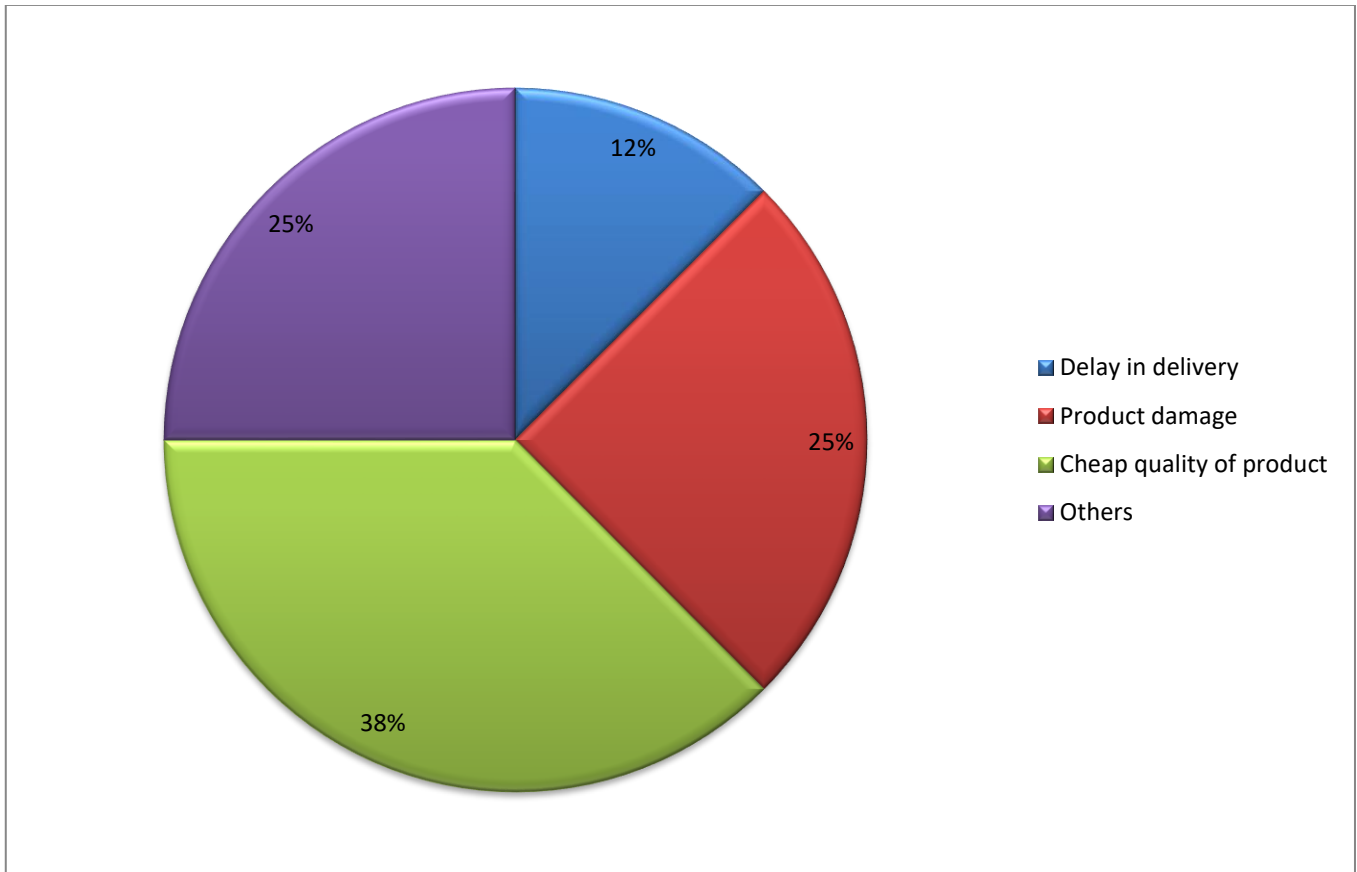
Figure 10. Problem regarding online product

Interpretation: According to the analysis of the preceding chart, 12% of respondents report experiencing issues with delayed delivery when making an online purchase, 25% report experiencing product damage, 38% report that the products are of low quality, and 25% report experiencing other issues.

6. If, you never had online shopping, please specify the reason?

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%
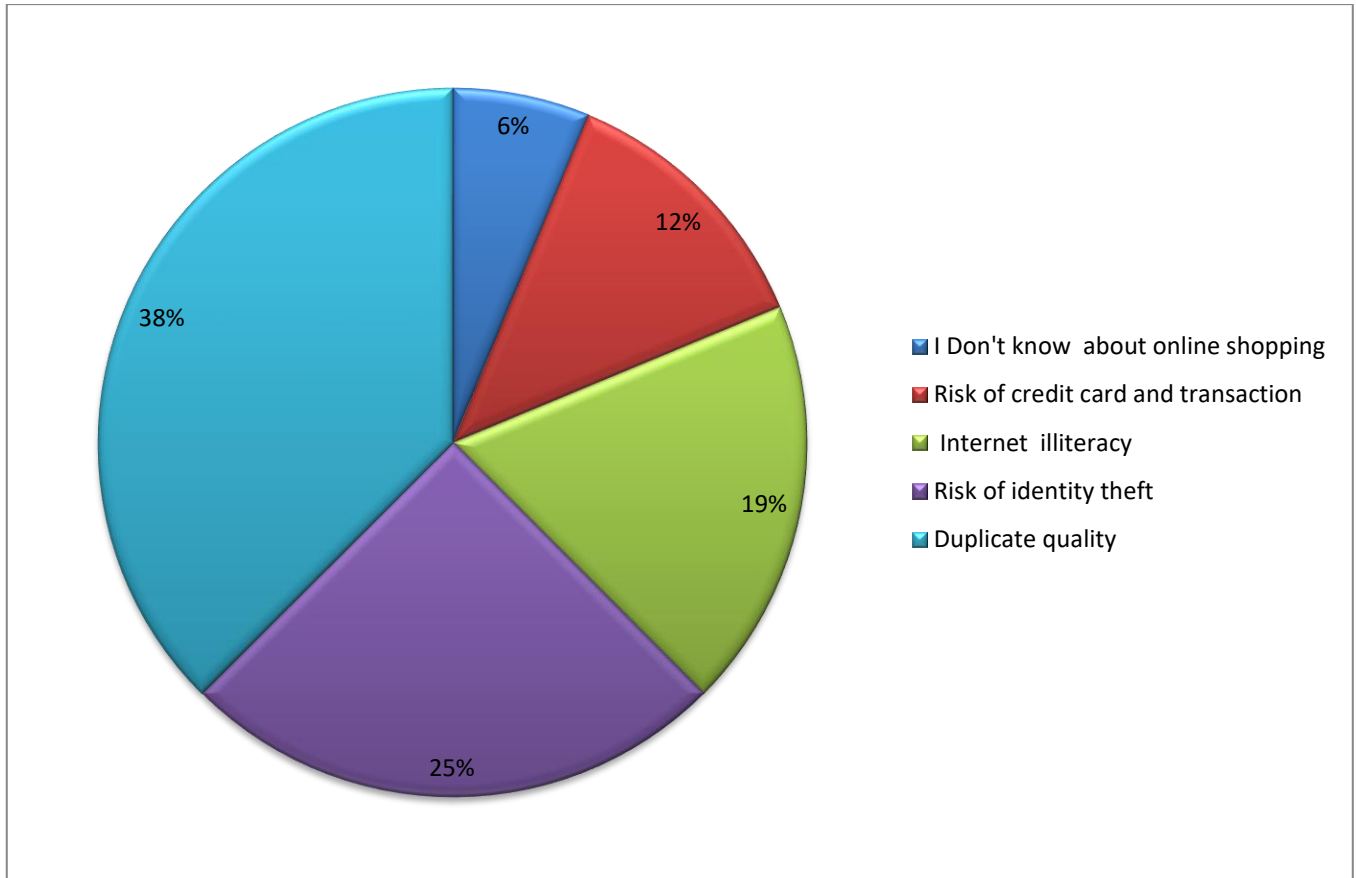
Figure 11. Never done online shopping before

Interpretation : According to the analysis of the preceding chart, 6% of respondents claim that they are unaware of online shopping, 12% claim that there is a risk of credit card and transaction fraud, 19% claim that they are internet illiterate, 25% claim that there is a risk of identity theft, and 38% of respondents were from 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%
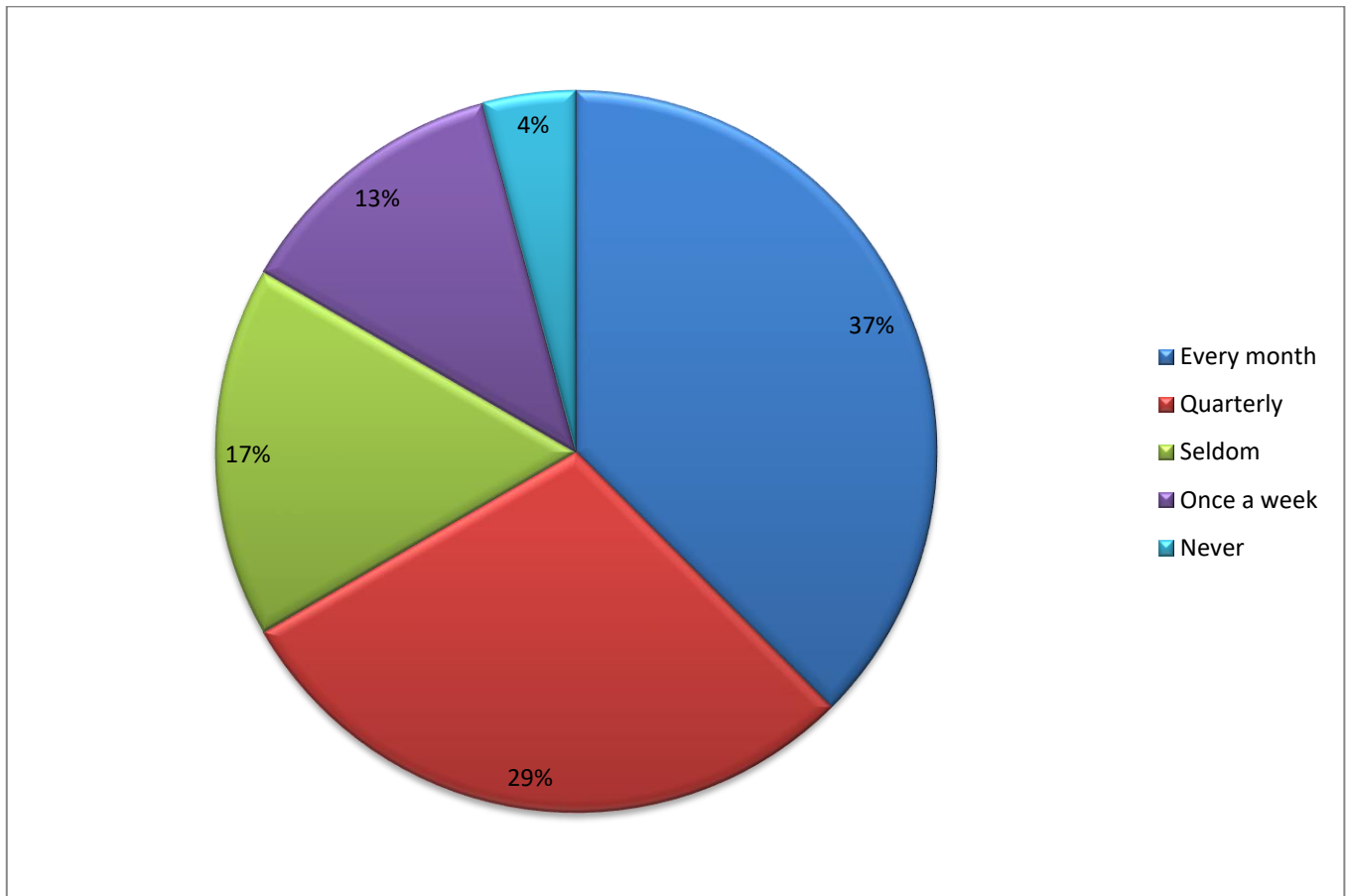
Figure 12. Frequency of online shopping

Interpretation: According to the analysis of the chart above, 37% of respondents shop online every month, 29% every quarter, 17% rarely, 13% once a week, and 4% never frequently shop online.

8. How much time do you spend on each online shopping?

Particulars	Respondents	%
1-2 Hours	8	33%
2-5 Hours	10	42%
5-8 Hours	6	25%
Total	24	100%
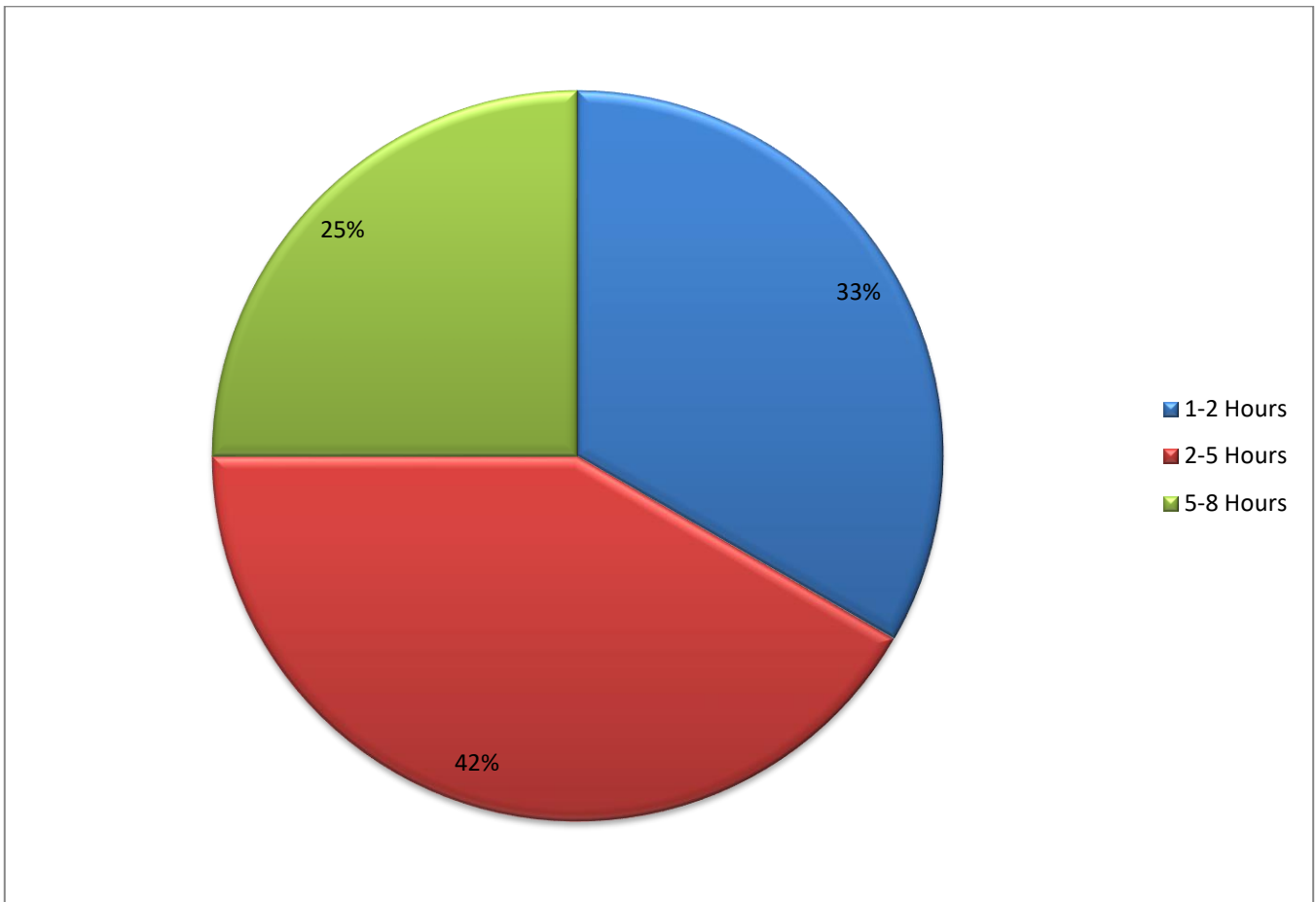
Figure 13. Time spends on online shopping

Interpretation: According to the analysis of the chart above, 33% of respondents say they spend 1-2 hours online shopping, 42% say they spend 2-5 hours on each online purchase, and 25% say they spend 5-8 hours.

9.   Which devices are used by you for online shopping?

Particulars	Respondents	%
Desktop computer	8	33%
Mobile	16	67%
Total	24	100%
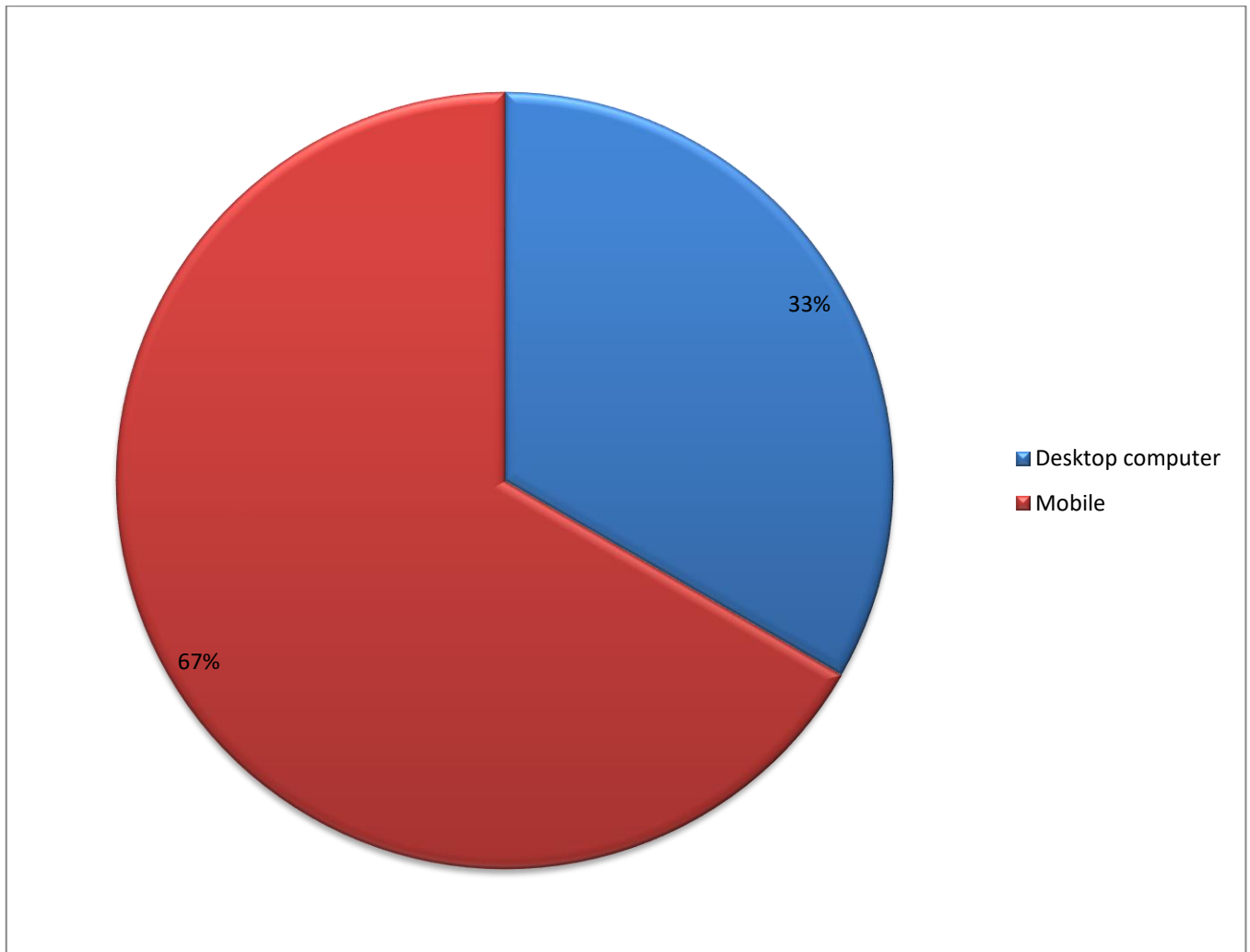
Figure 14. Device use for online shopping

Interpretation: 33% of the 24 respondents used a desktop computer for online shopping, while 67% used a mobile device.

10. 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%
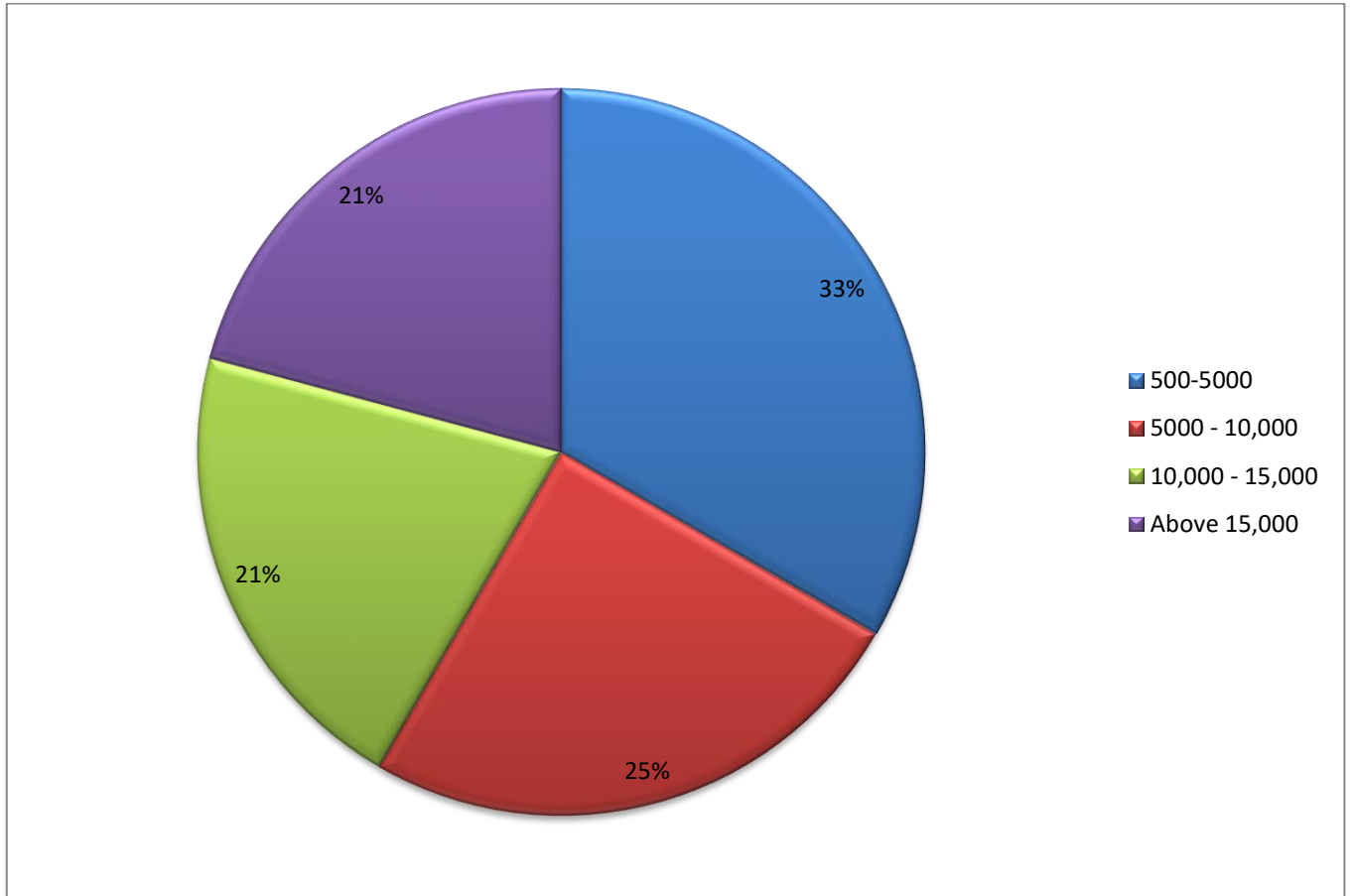
Figure 15. PPM spent on online shopping

Interpretation: Out of 24 respondents 33% of respondents were spend from 500-5000 Rs, 25% of respondents were spend from 5,000 to 10,000 Rs, 21% of respondents were burn through 10,000 to 15,000 Rs and 21% of respondents were spend over the 15,000 cash each month on each internet shopping.

11. Do you look for deals or compare prices before make your online purchase?

Particulars	Respondents	%
Yes	16	67%
No	8	33%
Total	24	100%
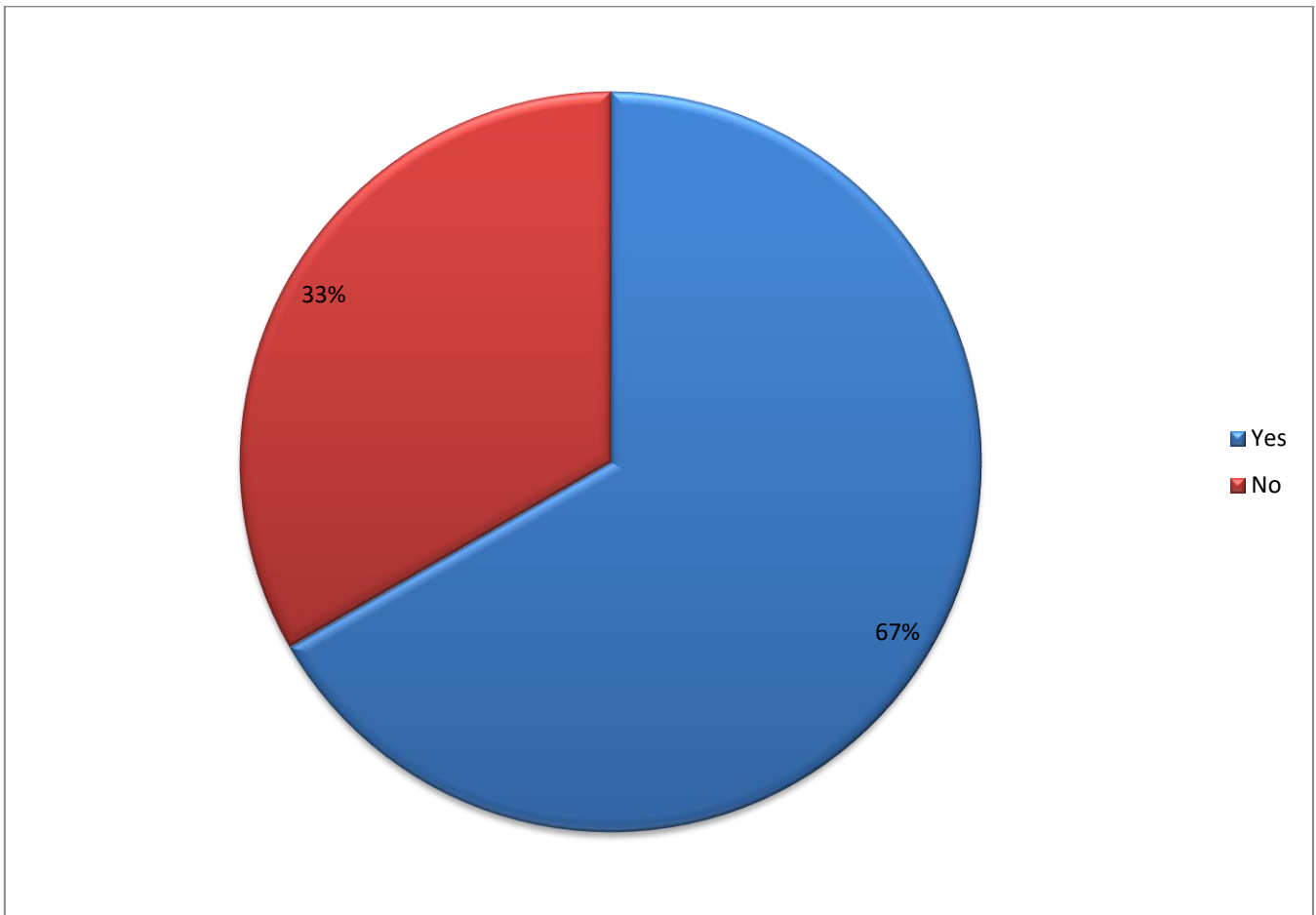
Figure 16. Comparison of price before online purchase

Interpretation: The majority of respondents, 67%, say "yes," while 33% say "no" when asked if they would like to shop for deals or compare prices before making an online purchase.

12. When you go offline shopping, do you like to go along with friends or family who help you in making choices?

Particulars	Respondents	%
No, I like to shop alone	18	45%
Yes	22	55%
Total	40	100%
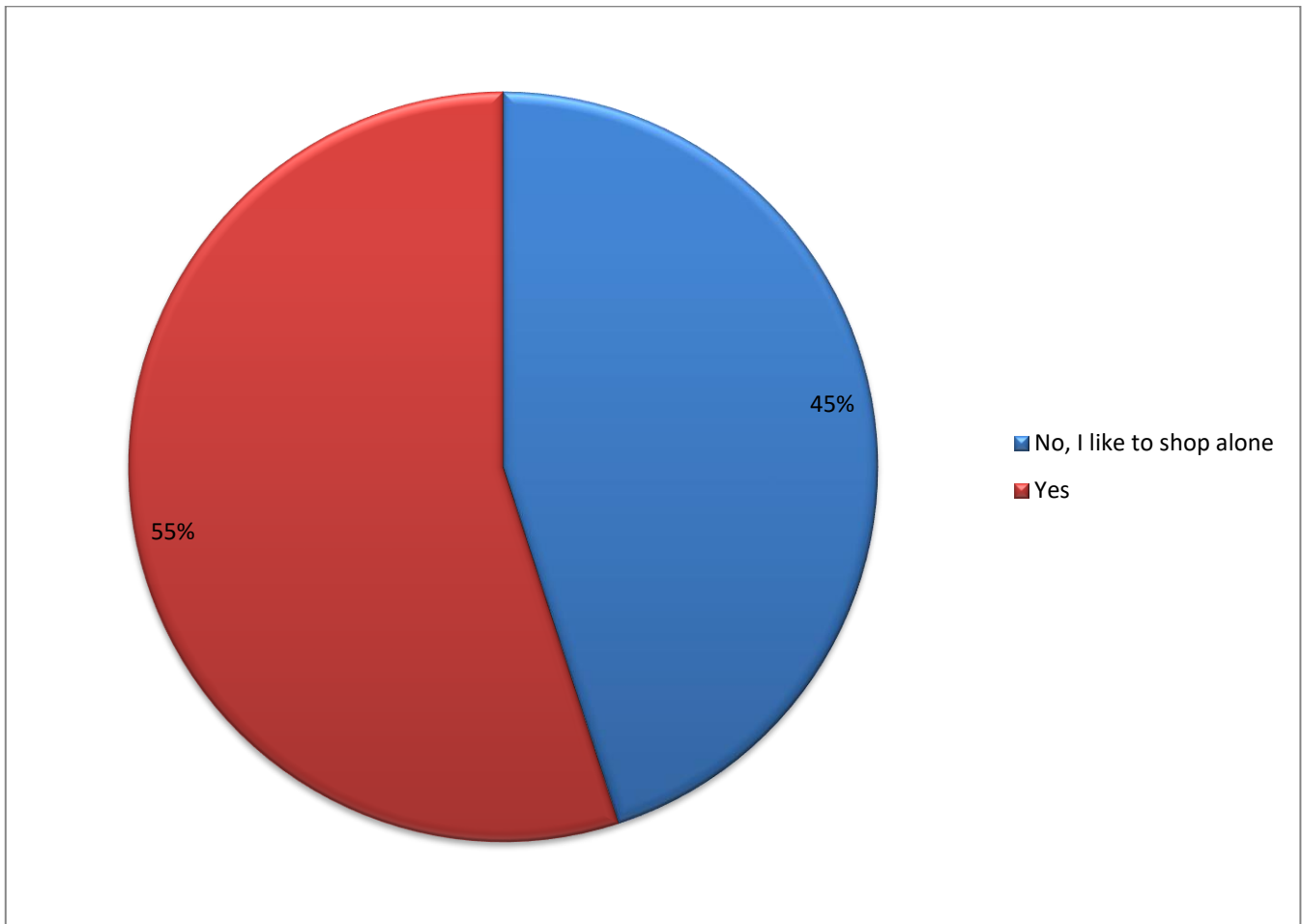
Figure 17. Company of other during offline shopping

Interpretation: Larger part of respondents 55% are prefer to oblige companions or family for help in pursuing decisions when they do web-based shopping and staying 45% respondents like to go alone disconnected shopping.

13. Which payment method do you usually use when purchasing products online?

Particulars	Respondents	%
PayPal	4	17%
Credit Card	8	33%
Debit Card	10	42%
Other, please specify	2	8%

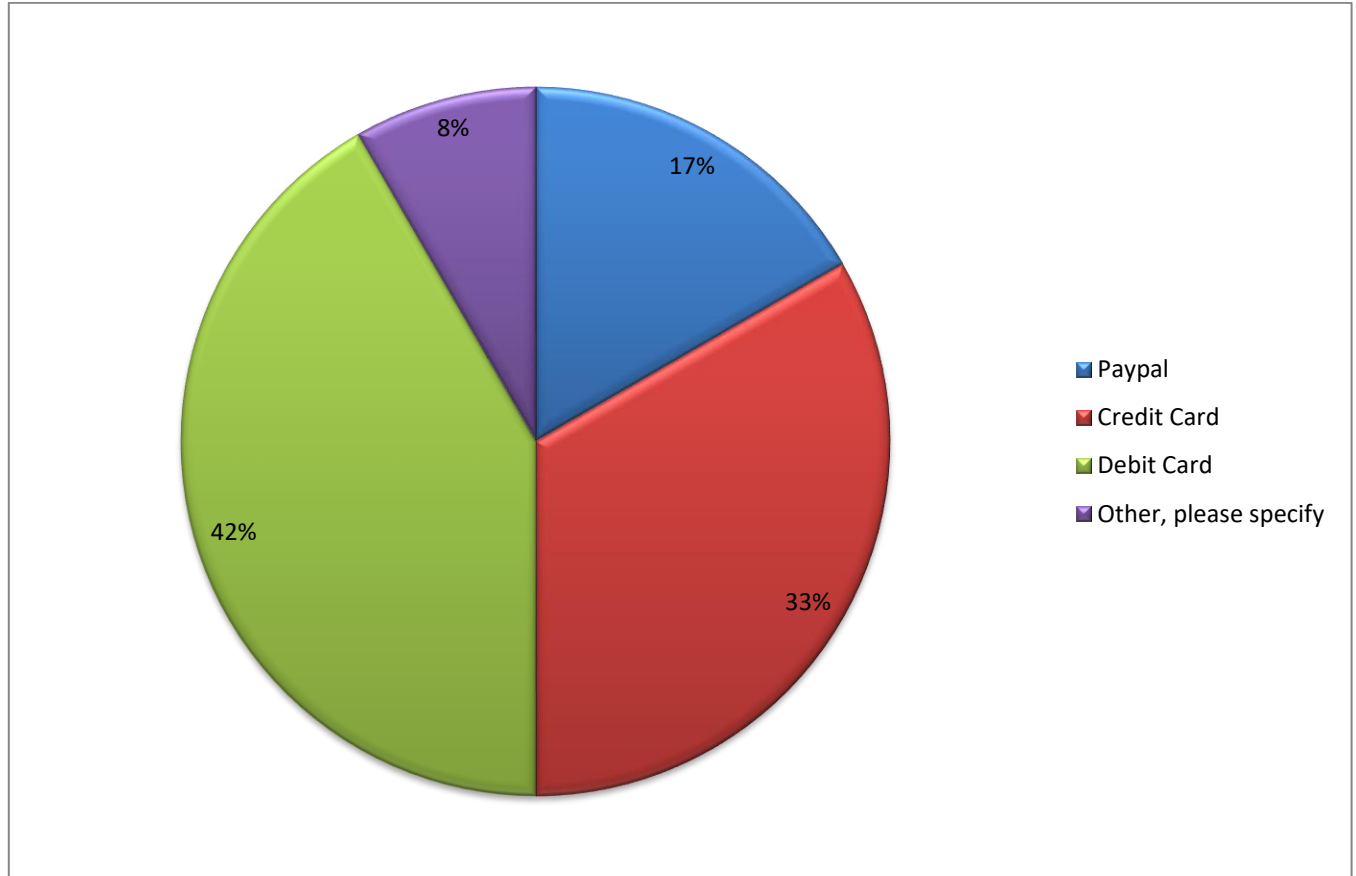| Total	24	100%

Figure 18. Payment method in online shopping

Interpretation: According to the analysis of the preceding chart, 17% of respondents use PayPal, 33% use a credit card, 42% use a debit card, and 8% typically use other payment methods when purchasing products online.

14. Which method of purchase gives you more variety of products?

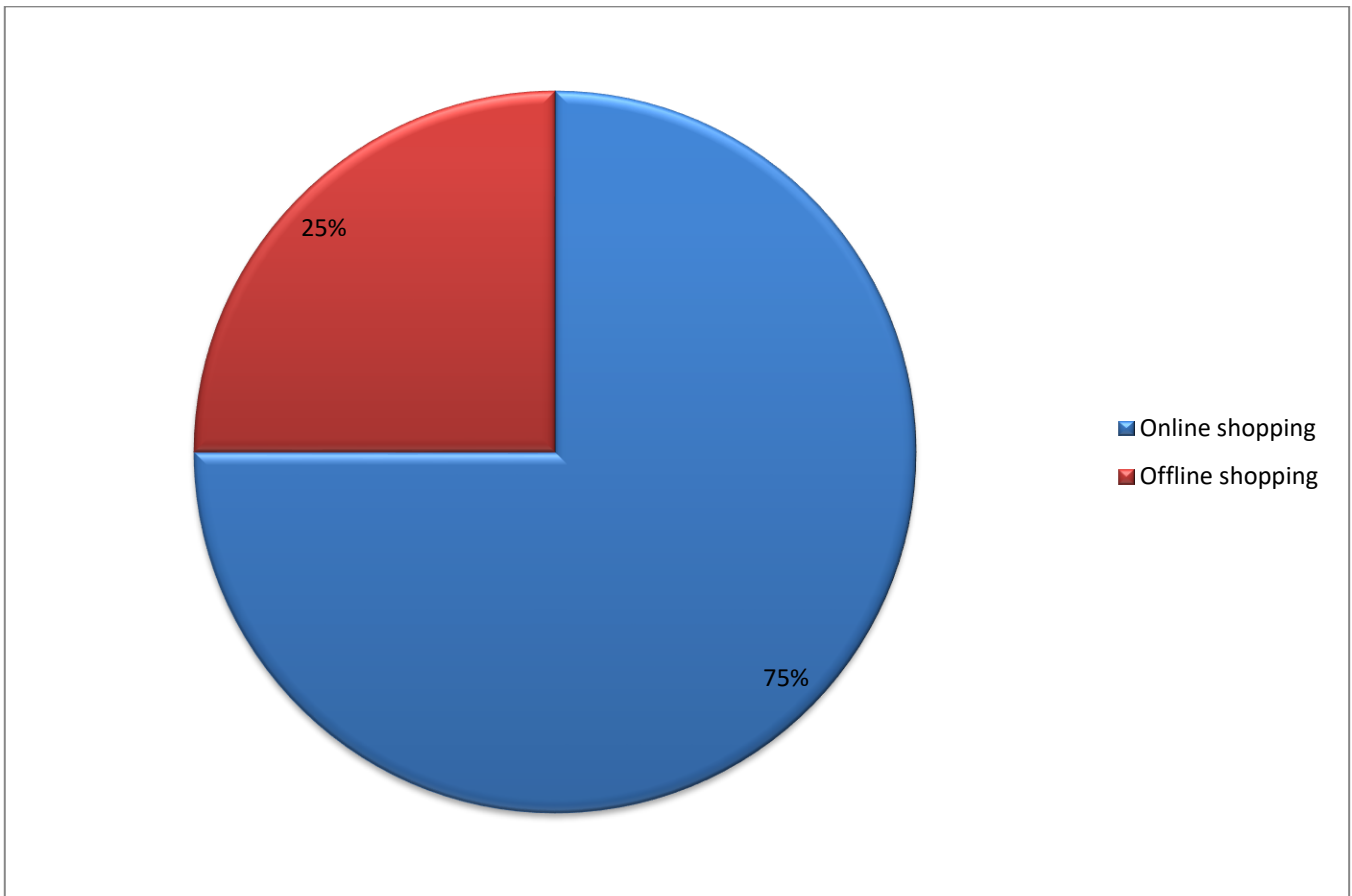| Particulars	Respondents	%
Online shopping	18	75%
Offline shopping	6	25%
Total	24	100%

Figure 19. Method of purchase

Interpretation: According to the chart above, 75% of respondents believe that online shopping provides a greater variety of products, while 25% believe that offline shopping provides a greater variety of products.

15. Which method of purchase gives you do better product offers?

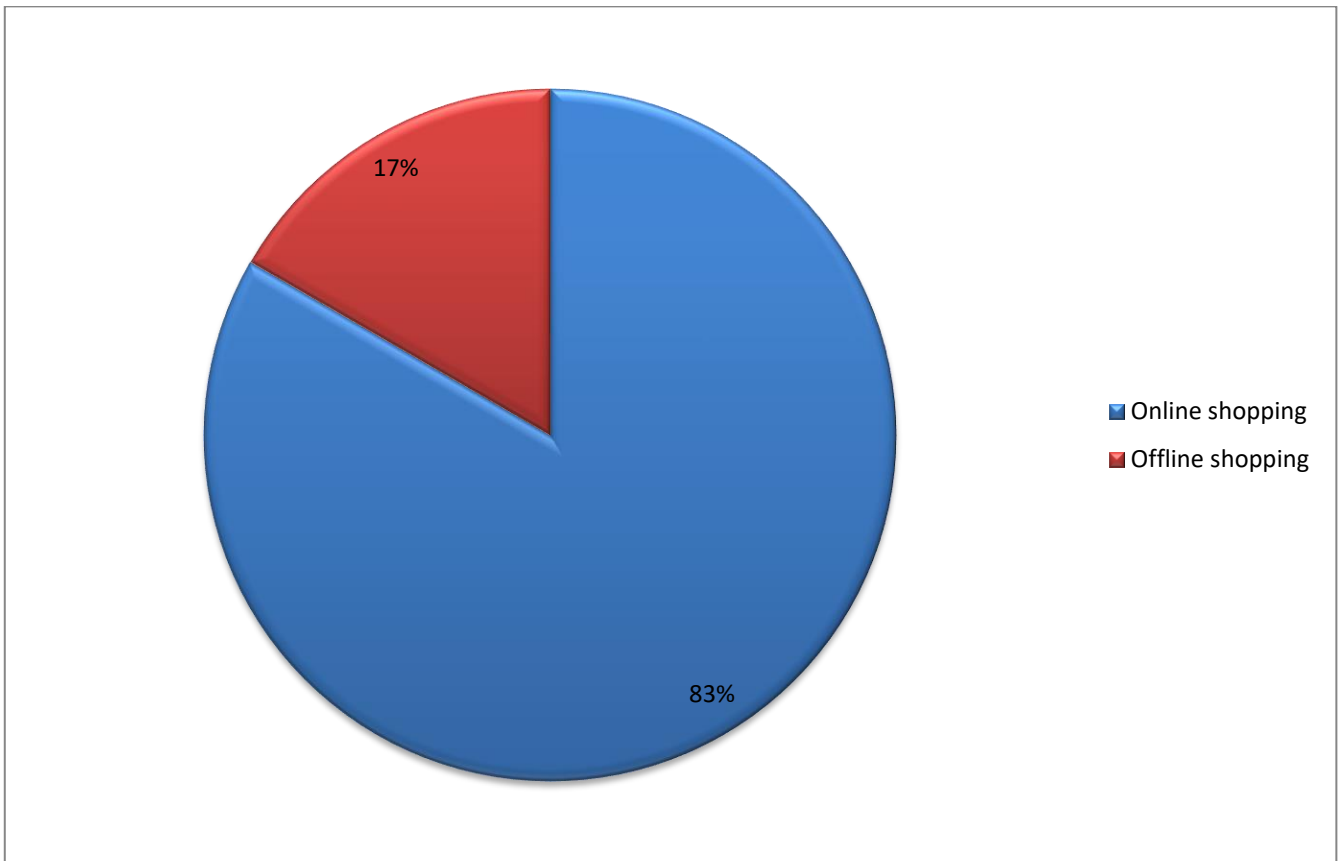| Particulars	Respondents	%
Online shopping	20	83%
Offline shopping	4	17%
Total	24	100%

Figure 20. Method of purchase giving offer

Interpretation: According to the chart above, 83% of respondents believe that online shopping provides better product offers, while 17% believe that offline shopping provides better product offers.

16. Which method of purchase is more comfortable?

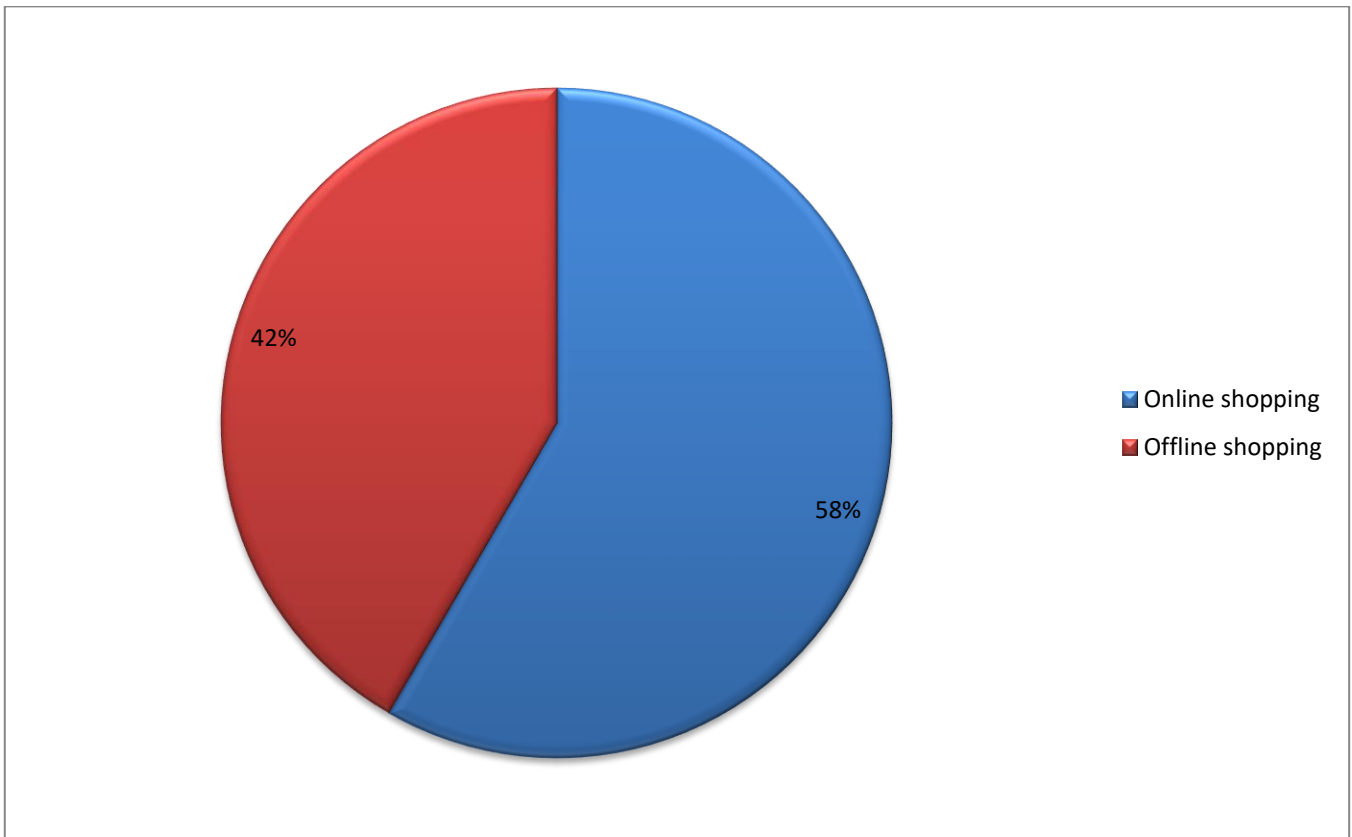| Particulars	Respondents	%
Online shopping	14	58%
Offline shopping	10	42%
Total	24	100%

Figure 21. Comfortable method of purchase

Interpretation: From the above chart it is clear that 58% of respondents say online shopping method of purchase is more comfortable and 42% of respondents say offline method of purchase is more comfortable.

17. Which shopping would you prefer in case of purchase of electronic equipment and expensive items?

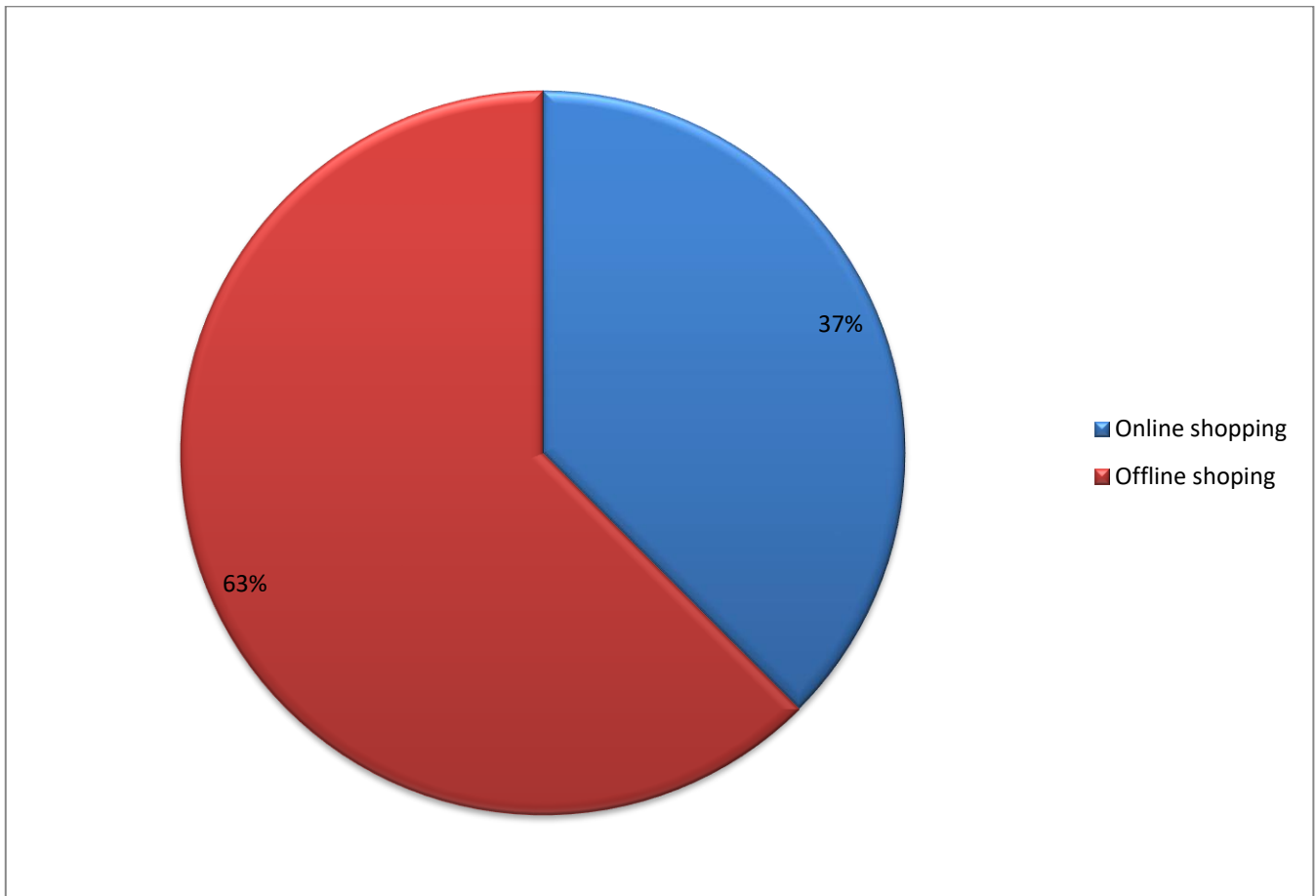| Particulars	Respondents	%
Online shopping	9	37%
Offline shopping	15	63%
Total	24	100%

Figure 22. Shopping method in electronic items

Interpretation: It is evident from the chart above that 37% of respondents prefer online shopping when purchasing expensive electronic equipment and 63% prefer offline shopping when purchasing expensive electronic equipment.

18. Which method of purchase has easy replacement policy?

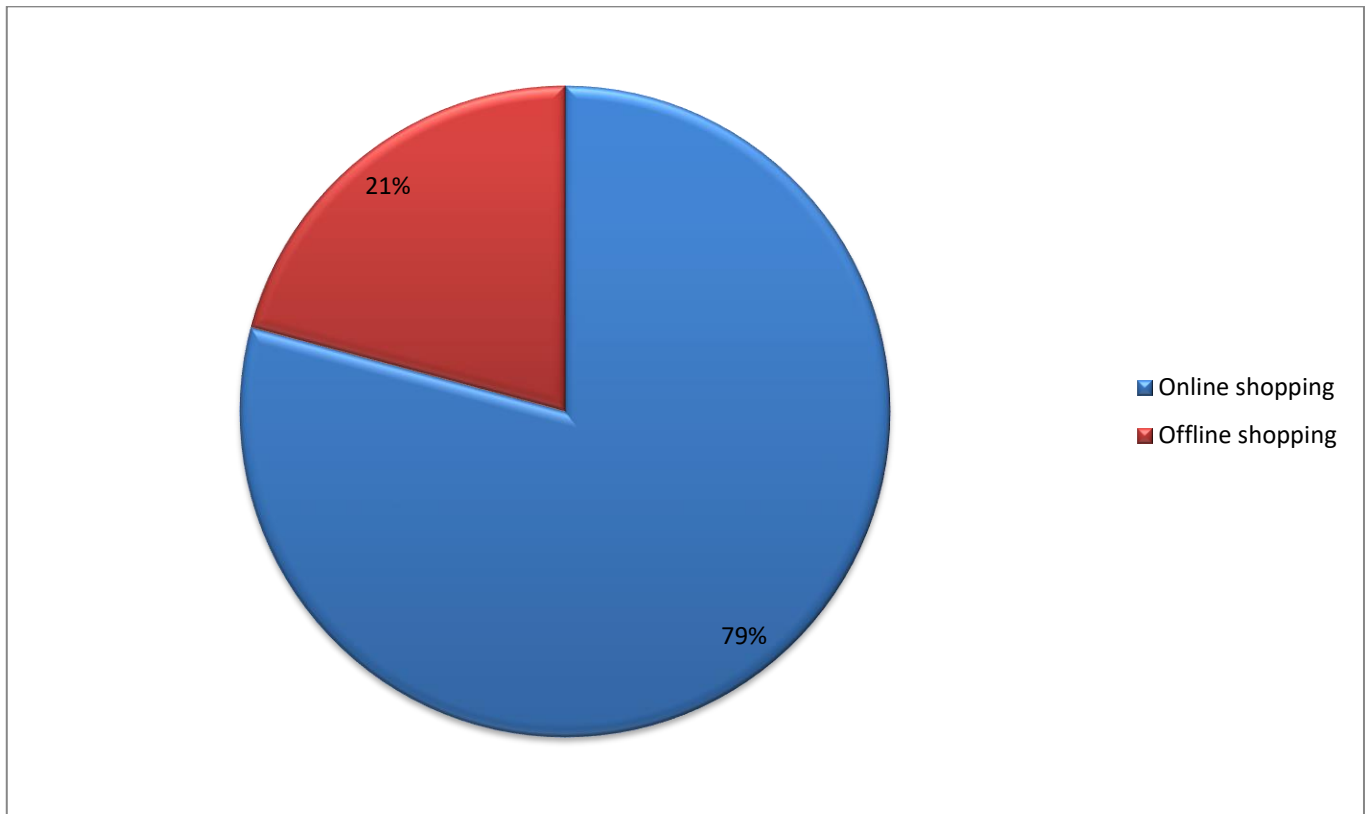| Particulars	Respondents	%
Online shopping	19	79%
Offline shopping	5	21%
Total	24	100%

Figure 23. Easy return in which method of purchase

Interpretation: According to the chart above, 79% of respondents believe that online shopping has an easy replacement policy, while 21% prefer offline shopping has an easy replacement policy.

5. Findings

- 67% of people who shop online have made purchases using their mobile devices.
- The majority of online shoppers pay with debit cards.
- As a matter of fact, 42% of online buys are made by charge card.
- Amazon is currently the largest online retailer, followed by Flipkart.
- With a wider selection and greater ease of use, online shoppers are more likely to make purchases.
- 42% of people who shop online do so for two to five hours at a time.
- The majority of online shoppers are influenced by social media when making online purchases.
- 33% of online populace burns through 500 to 10,000 every month on each internet shopping.
- Before making an online purchase, 67% of users bargain or compare prices.
- 22% of people who shop online prefer to do so with friends or family, which helps them make decisions about what to buy.
- 63% of people prefer to shop in person when it comes to expensive electronics and other items.
- 45 percent of people who shop online value product quality, which motivates them to make purchases online.

6. Theoretical and Managerial Implications

- Instead of making other payments, use a debit card.
- Never make a purchase through phishing or spam emails.

➢ Buy from a mobile device rather than a computer.
➢ Utilize price comparison websites to compare product prices.
➢ Use offline shopping to purchase expensive items and electronic equipment.
➢ Check the return and refund policy. Purchase from confided in sites.

7. Conclusion

➢ Even among consumers who still enjoy shopping at brick-and-mortar establishments, the results of the survey showed that online shopping is viewed with enthusiasm and carried out in a positive manner.

➢ Online shopping has enabled consumers to shop more effectively and efficiently than ever before. It has also driven businesses to new heights, necessitating a number of changes in order for many of them to reach the new market of knowledgeable customers.

➢ Technology has made significant progress over time to improve the shopping experience for consumers when they shop online, and it will continue to do so for many years to come.

➢ There has been speculation that online shopping will eventually surpass in-store shopping due to the rapid growth of brands and products.

➢ According to the findings of the study, factors such as cash-on-delivery, promotional offers, product quality, and other incentives are contributing to the positive shift toward online shopping.

➢ The decision to make a purchase was influenced by a rise in the standard of living, a rise in occupation, the influence of friends, and attractive offers.

➢ Increasing awareness of the benefits of online shopping.

➢ The "Y" generation, or young people between the ages of 18 and 35, were most likely to shop for electronic goods online using smart phones.

➢ E-consumers' decision-making is primarily influenced by marketing factors like price, television and newspaper and magazine advertisements, free samples, product quality, and brand image.

➢ While consumers are much more likely to shop online for clothes, they are less likely to shop for electronics.

➢ There are a number of products that are not delivered by shopping sites in the preferred area. It is evident that online shopping is increasingly preferred as technology advances.

8. Reference

1. https://www.google.com/
2. http://www.eurocommission.com.in/
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5. https://www.marketresearch.com/
6. https://www.ssrn.com/index.cfm/en/
7. http://www.portal.acm.org/
8. https://en.wikipedia.org/wiki/Online_shopping#Advantages
9. http://www.thefreedictionary.com/shopping
10. https://www.answers.com/Q/What_impact_does_online_shopping_have_on_traditional_stores_and_shopping_mall

9. Questionnaire

DEMOGRAPHIC PROFILE

Name: _____

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

Gender: a) Male   b) Female

Educational qualification: a) Intermediate   b) Graduate   c) Post Graduate   d) Others

Occupation: a) Employment   b) Business   c) Self Employed   d) Any others

Monthly income (in Rs):   a) Below 10,000/-   b) 10,000/-30,000/-
c) 30,000/-50,000 /-   d) above 50,000/-

1. **Do you do online shopping?**
   a) Yes
   b) No

2. **Which factor do you consider most while purchasing online?**
   a) Price competitive
   b) Less time consuming
   c) Easier way of purchase
   d) Attractive product offers

3. **Which factors influence you to buy offline?**
   a) Check product quality
   b) Reliability
   c) Better return policies
   d) In store discount

4. **Have you felt any problem while conducting online purchase?**
   a) Yes
   b) No

5. **If, yes what kind of problem?**
   a) Delay in delivery
   b) Product Damage
   c) Cheap quality of product
   d) Others

6. **If you never had online shopping, please specify the reason?**
   a) I Don't know about online shopping
   b) Risk of credit card and transaction
   c) Internet illiteracy
   d) Risk of Identity theft
   e) Duplicate quality

7. **How frequently do you do online shopping?**
   a) Every month
   b) Quarterly
   c) Seldom
   d) Once a week
   e) Never

8. **How much time do you spend on each online shopping?**
   a) 1-2 Hours
   b) 2-5 Hours
   c) 5-8 Hours

9. **Which devices are used by you for online shopping?**
   a) Desktop computer
   b) Mobile

10. **How much money per month do you spend on each online shopping?**
    a) 500/ - 5000/-
    b) 5000/-10,000-
    c) 10,000/-15,000/-
    d) Above 15,000/-

11. **Do you look for deals or compare prices before make your online purchase?**
    a) Yes
    b) No

12. **When you go offline shopping, do you like to go along with friends or family who help you in making choices?**
    a) No, I like to shop alone
    b) Yes

13. **Which payment method do you usually use when purchasing products online?**
    a) PayPal
    b) Credit Card
    c) Debit Card
    d) Other, please specify

14. **Which method of purchase gives you more variety of products?**
    a) Online shopping
    b) Offline shopping

15. Which method of purchase gives you do better product offers?
   a) Online shopping
   b) Offline shopping

16. Which method of purchase is more comfortable?
   a) Online shopping
   b) Offline shopping

17. Which shopping method would you prefer in case of purchase of electronic equipment and expensive items?
   a) Online shopping
   b) Offline shopping

18. Which method of purchase has easy replacement policy?
   a) Online shopping
   b) Offline shopping