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Consumer Behaviour: An Analysis of The Behaviour of The Youth Towards Offline Shopping in Comparison with Online Shopping Post Covid in Mumbai Metropolitan Region.

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ABSTRACT

In today's fast changing environment consumers' behaviour is also changing frequently and so their buying behaviour and style. Primary and secondary data has been used under research methodology for the study. Sample size of 100 young shoppers from the age group of 11 to 40 in Mumbai Metropolitan region is selected on simple random technique. In order to conclude the study, analysis was carried out and interpretations were made through frequency, percentage and graphs and charts. The study will contribute to analyse the problem of trust issues and high delivery charges in online shopping and preference for offline shopping. The study concluded that there is an impact of the problem created by the trust issues and high delivery charges in online shopping on the offline shopping of the consumers.

KEYWORDS: Online Shopping, Offline Shopping, Consumer Behaviour, Decision making.

INTRODUCTION

There has been tremendous growth in online shopping from last many years. India's online shopping or e-commerce orders volume increase by 36% in the last quarter of 2020. During COVID, people were more reliant on the offline mode than the online. Companies, organisations or society change themselves only because of the changes in consumer behaviour that doesn't remain constant all the time but keeps on changing due to various factors. To be successful in the business world, companies and government must learn to understand and analyse the fast-changing consumer behaviour in the developing technological world.

PROBLEM/ NEED OF THE STUDY

When COVID came at the start of 2020 the online shopping or E-Commerce somehow failed to fulfil the need of end consumers, this may be due to government restrictions or some other factors. Also, the behaviour of consumers was more inclined towards offline shopping for some of the important products during COVID. As the COVID made people realised the importance of local shops and offline shopping, the need of the study arises to know the importance of offline shopping versus online shopping and to know the various factors that affects the consumers' behaviour to opt for offline mode of shopping then online shopping post COVID.

1. OBJECTIVES

1. To study and analyse the behaviour of youth towards offline shopping in comparison with online shopping in the Mumbai Metropolitan region.
2. To study and analyse the perception of the youth towards trust issues in online shopping and preference for offline shopping.
3. To study and analyse the relation between high delivery charges in online shopping and preference for offline shopping.

2. SCOPE OF THE STUDY

Through the study an attempt is made to study and analyse the relation between various variables (such as trust issues and high delivery charges) in online shopping and preference for offline shopping in Mumbai metropolitan region post COVID.

3. LIMITATIONS OF THE STUDY

- 1) The limitations of the present study are that the sample size is only 100 respondents and area of the study is Mumbai metropolitan region only.
- 2) Only youth of the age group of 15 to 40 from Mumbai metropolitan region only are selected for the study.

4. SIGNIFICANCE OF THE STUDY

The study will highlight the factors influencing consumers' behaviour to opt for offline during and post COVID and this will of importance to both the online marketers as well as offline marketers to exploit such information to attract more no of potential customers and to retain existing customers by making changes in their offerings. It will also highlight the importance of offline shopping and the future of offline shopping in the growing world of online shopping.

5. SAMPLE SIZE

A sample size of 100 respondents (Youth from the age group of 15 to 40) is used for the research study.

6. DATA COLLECTION

Primary and Secondary method of data collection is used. Primary data is collected from the respondents; here structured questionnaire is used to collect primary data through surveys. Secondary data has been collected from internet, books, and magazines as well as newspaper; it is essentially required in order to successfully complete the project report qualitatively.

7. TECHNIQUES AND TOOLS USED

In order to conclude the study, the analysis is carried out and interpretation is done through Tables, Percentages, Bar Graphs and Charts.

8. REVIEW OF LITERATURE

1. **Statista Research Department, Mar 17, 2022**, According to a survey conducted on consumer sentiment in June 2020, 62 percent of the Indian respondents were excited to shop in the first three months after the COVID-19 lockdown is lifted in the country. Over 80 percent of respondents preferred to buy footwear in offline retail stores. Furthermore, 70 percent of women respondents preferred to buy consumer durables and electronics online, whereas 60 percent of male respondents preferred to visit the retail stores.
2. **Weforum.org**, As the world navigates its way out of the pandemic, the way we all act as consumers has been changed fundamentally by COVID-19. The research points to this change becoming permanent, leaving retailers and manufacturers with the challenge of attracting and retaining consumers in an 'Omni-channel' world, where customer loyalty is hard-won.
3. **Weforum.org**, in total, 75% of US consumers have tried a new shopping behaviour and over a third of them (36%) have tried a new product brand. In part, this trend has been driven by popular items being

out of stock as supply chains became strained at the height of the pandemic. However, 73% of consumers who had tried a different brand said they would continue to seek out new brands in the future.

9. FINDINGS AND DISCUSSIONS:

9.1 Socio-Economic background.

Table No.1 Socio-economic background.

PROFILE	SUB HEADS	PERCENTAGE	TOTAL
GENDER	MALE	37	100
	FEMALE	63	
	OTHERS	0	
AGE	15 TO 20	37	100
	21 TO 25	31	
	26 TO 30	27	
	31 TO 35	4	
	36 TO 40	1	
MONTHLY FAMILY INCOME	BELOW 10000	15	100
	11000 - 20000	19	
	21000 - 30000	21	
	31000 - 40000	11	
	41000 - 50000	12	
	50000 AND ABOVE	22	
OCCUPATION	STUDENT	57	100
	SERVICE	27	
	SELF EMPLOYED	13	
	RETIRED	0	
	UNEMPLOYED	1	
	HOUSEWIFE/ HOMEMAKER	2	
LIVING AREA	URBAN	77	100
	SEMI-URBAN	17	
	RURAL	6	
EDUCATION	LESS THAN 10 CLASS	2	100
	10 - 12 CLASS	23	
	GRADUATE/ DIPLOMA	53	
	POST GRADUATE	20	
	PHD	2	
LIFESTYLE	TRADITIONAL	13	100
	SEMI- TRADITIONAL CUM WESTERN	58	
	WESTERN	29	

Source: Compiled from Primary Data.

Table No. showed that 37% of the respondents were males and 63% were females; with respect to age 37% were of the age group of 15 to 20, 31% were 21 to 25, 27% were 26 to 30, 4% were 31 to 35 and 1% were 36 to 40, 15% have monthly family income below 10000; with respect to occupation 57% were students, 27% were engaged in service, 13% were self-employed, 1% were unemployed and 2% were housewife/ homemaker; 77% resides in Urban area, 17% in Semi- Urban area and 6% in Rural area; with respect to education more than half of the respondents are graduate or diploma; 13% have traditional lifestyle, 58% semi- traditional cum western and 29% have western lifestyle.

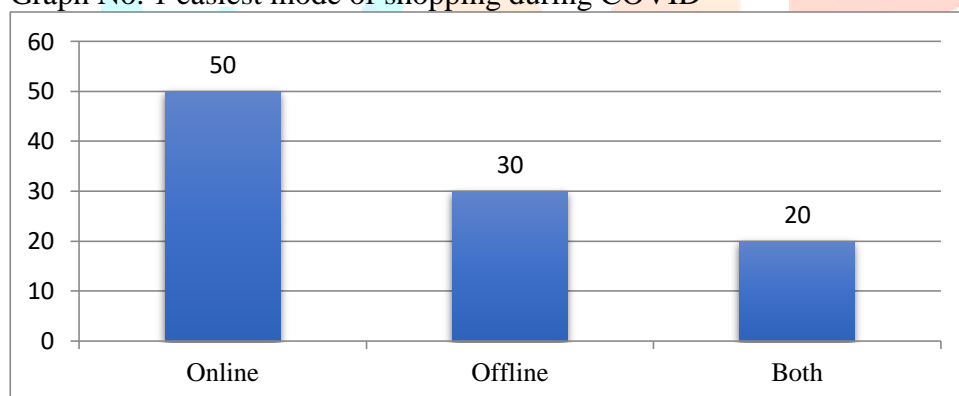
9.2 Easiest Mode of Shopping During Covid

Table No. 2 easiest mode of shopping during COVID

Easiest Mode of Shopping During COVID	Percentage
Online	50
Offline	30
Both	20
Total	100

Source: Compiled from Primary Data.

Graph No. 1 easiest mode of shopping during COVID



Source: Compiled from Primary Data.

Table No. 2 and Graph No. 1 showed that according to 50% of the respondents' Online mode of shopping was the easiest mode of shopping during COVID, according to 30% of the respondents' Offline mode of shopping was the easiest mode of shopping, according to 20% of the respondents both modes of shopping was the easiest mode of shopping during COVID,

It can be interpreted that online shopping was the easiest mode of shopping during COVID, as people didn't need to go out in the pandemic and search for the products required which could be searched online and ordered.

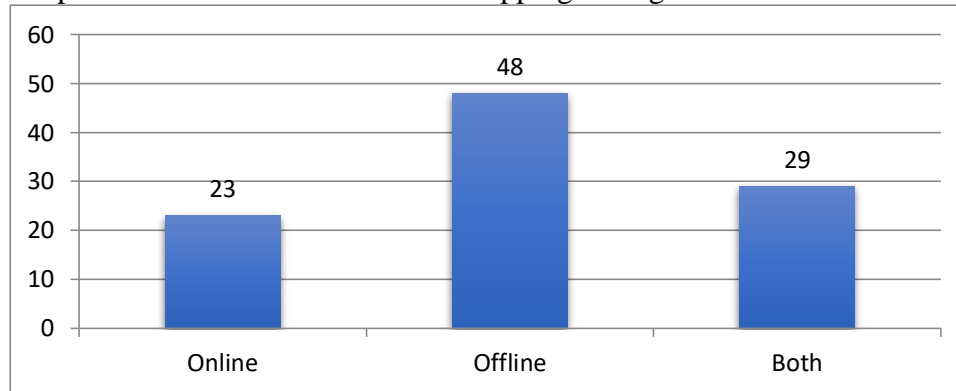
9.3 Most Trusted Mode Of Shopping During Covid

Table No. 3 most trusted mode of shopping during COVID

Most Trusted Mode of Shopping During COVID	Percentage
Online	23
Offline	48
Both	29
Total	100

Source: Compiled from Primary Data.

Graph No. 2 most trusted mode of shopping during COVID



Source: Compiled from Primary Data.

Table No. 3 and Graph No. 2 showed that 23% of the respondents trusted Online mode of shopping during COVID, 48% of the respondents trusted Offline mode of shopping and 29% of the respondents trusted both the modes of shopping.

It can be interpreted that most of the population trusted the Offline mode of shopping during COVID. As analysed and interpreted earlier through Online mode of shopping was easiest mode during COVID still people trusted more on the Offline mode of shopping during COVID.

9.4 Problems Occurred in Online Shopping During Covid

Table No. 4 problems occurred in online shopping during COVID

Problems Occurred in Online Shopping During COVID	Responses	Percentage
High Delivery Charges	37	14.9
Long Time For Delivery	53	21.3
No 'Cash On Delivery' Payment Option Available	57	22.9
Orders Getting Cancelled	38	15.3
Most of The Goods Were Out Of Stock	32	12.9
Received Defected or Expired Products	18	7.23
Received Delivery in Parts When Ordered in Bulk	14	5.62
Total	249	100

Source: Compiled from Primary Data.

It can be analysed and interpreted from Table No. 4 that No 'Cash on Delivery' Payment Option Available (22.9%) was one of the most occurred problems in online shopping during COVID followed by Long Time for Delivery (21.3%) followed by Orders Getting Cancelled (15.3%).

9.5 Problems Occurred in Offline Shopping During Covid

Table No. 5 problems occurred in offline shopping during COVID

Problems Occurred in Offline Shopping During COVID	Responses	Percentage
Increased Prices of Some of The Goods Due to Increase in Demand	62	24.1
Most of The Goods Were Out Of Stock	48	18.7
Limited Shopping Hours	50	19.5
Much More Time Spent Even to Purchase a Single Commodity	39	15.2
Not All Goods could be Purchased	34	13.2
Low Quality Goods	24	9.34
Total	257	100

Source: Compiled from Primary Data.

It can be analysed and interpreted from Table No. 5 that Increased Prices of Some of The Goods Due to Increase in Demand (24.1%) was one of the most occurred problem in offline shopping during COVID followed by Limited Shopping Hours (19.5%) followed by Most of The Goods Were Out Of Stock (18.7%).

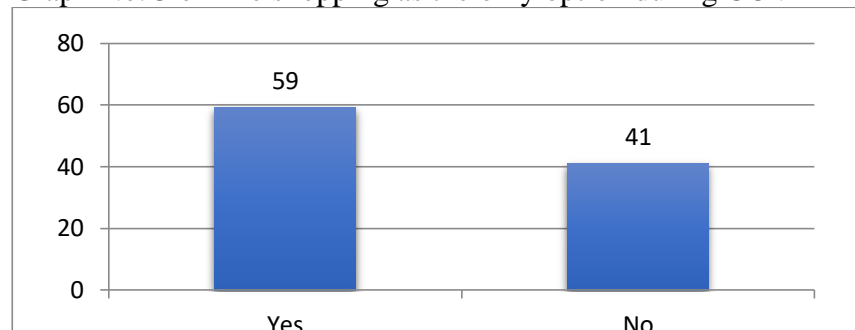
9.6 Offline Shopping as The Only Option During Covid

Table No. 6 offline shopping as the only option during COVID

Offline Shopping as The Only Option During COVID	Percentage
Yes	59
No	41
Total	100

Source: Compiled from Primary Data.

Graph No. 3 offline shopping as the only option during COVID



Source: Compiled from Primary Data.

Table No. 6 and Graph No. 3 showed that 59% of the respondents say Yes that offline shopping was the only option during COVID and 41% of the respondents says no.

It can be interpreted that for most of the population offline shopping was the only option during COVID due the problems occurred in online shopping and people were dependent on offline shopping for the necessities.

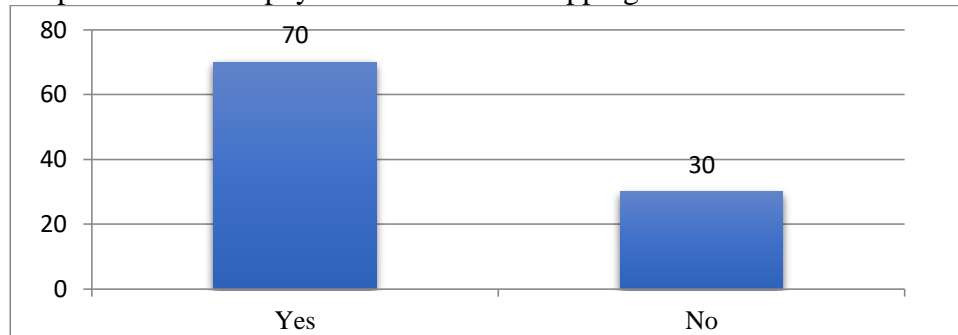
9.7 Online Payments in Offline Shopping

Table No. 7 online payments in offline shopping

Online Payments In Offline Shopping than in Online Shopping	Percentage
Yes	70
No	30
Total	100

Source: Compiled from Primary Data.

Graph No. 4 online payments in offline shopping



Source: Compiled from Primary Data.

Table No. 7 and Graph No. 4 showed that according to 70% of the respondents it is Better to Make Online Payments in Offline Shopping than in Online Shopping and according to 30% of the population it is not Better to Make Online Payments in Offline Shopping than in Online Shopping.

It can be interpreted that according to most of the population it is Better to Make Online Payments in Offline Shopping than in Online Shopping.

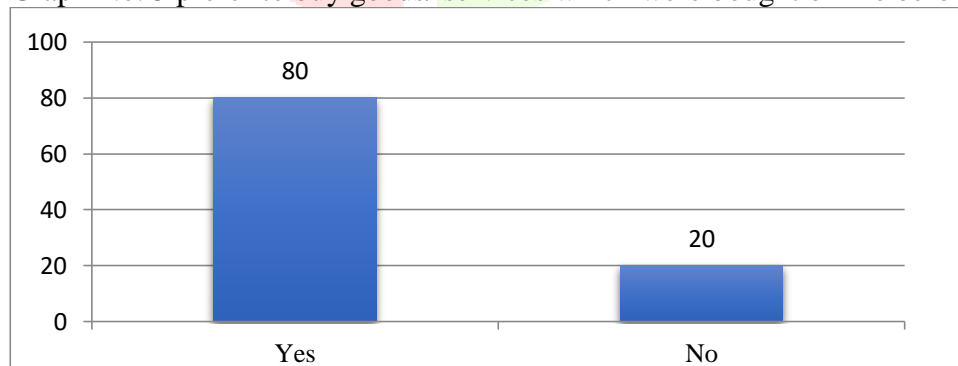
9.8 Preference To Buy Goods/ Services Which Were Bought Online Before Covid

Table No. 8 prefer to buy goods/ services which were bought online before COVID

Still Prefer to Buy Goods/ Services which were Bought Online before COVID	Percentage
Yes	80
No	20
Total	100

Source: Compiled from Primary Data.

Graph No. 5 prefer to buy goods/ services which were bought online before COVID



Source: Compiled from Primary Data.

Table No. 8 and Graph No. 5 showed that 80% of the respondents still prefer to buy Goods/ Services which were Bought Online before COVID and 20% of the respondents do not prefer to buy Goods/ Services which were Bought Online before COVID.

It can be interpreted that almost of the population still prefer to buy Goods/ Services which were Bought Online before COVID.

9.9 Relation Between Trust Issues in Online Shopping And Preference For Offline Shopping Post Covid.

Table No. 9 relation between trust issues in online shopping and preference for offline shopping post COVID.

Particulars	Trust In Online Shopping		
	Yes	No	Total
Preference For Offline Shopping	63	15	78
No Preference For Offline Shopping	13	9	22
Total	76	24	100

Source: Compiled from Primary Data.

Graph No. 6 relation between trust issues in online shopping and preference for offline shopping post COVID



Source: Compiled from Primary Data.

Table No. 9 and Graph No. 6 showed that 63% of the respondents who have trust issues in online shopping and 15% of the respondents who do not have trust issues in online shopping have preference for offline shopping. Also, 13% of the respondents who have trust issues in online shopping and 9% of the respondents who do not have trust issues in online shopping do not have preference for offline shopping.

It can be interpreted that most of the population have trust issues in online shopping so they prefer offline shopping.

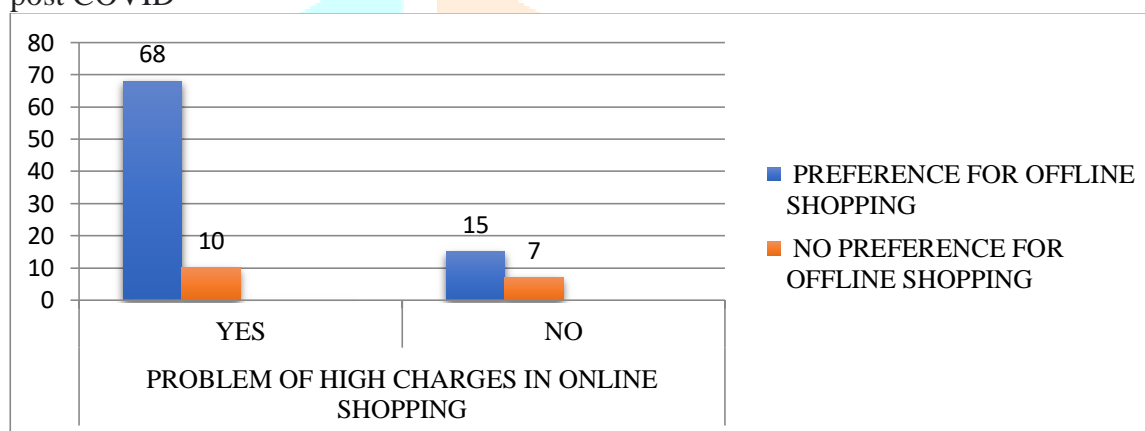
9.10 Relation Between High Delivery Charges In Online Shopping And Preference For Offline Shopping Post Covid

Table No. 10 relation between high delivery charges in online shopping and preference for offline Shopping post COVID

Particulars	Problem Of High Charges In Online Shopping		
	Yes	No	Total
Preference For Offline Shopping	68	15	83
No Preference For Offline Shopping	10	7	17
Total	78	22	100

Source: Compiled from Primary Data.

Graph No. 7 relation between high delivery charges in online shopping and preference for offline Shopping post COVID



Source: Compiled from Primary Data.

Table No. 10 and Graph No. 7 showed that 68% of the respondents who have problem of high delivery charges in online shopping and 15% of the respondents who do not have problem of high delivery charges have preference for offline shopping. Also, 10% of the respondents who have problem of high delivery charges and 7% of the respondents who do not have problem of high delivery charges do not have preference for offline shopping.

It can be interpreted that most of the population who have problem of high delivery charges in online shopping prefer offline shopping.

10. HYPOTHESIS OF THE STUDY

1. In orders to

H0: There is no relation between trust issues in online shopping and preference for offline shopping post COVID.

H1: There is a relation between trust issues in online shopping and preference for offline shopping post COVID.

In order to test the hypothesis Chi-Square test is used.

Table No. 12 results of Chi-Square test

	Value	Df	Assymp. Sig. (2 Sided)
Pearson Chi-Square	4.421241	1	0.02
No. Of Valid Cases	100		

Source: Output from Chi_Square_and_F_test software

Table No. 12 showed that value of X^2 is less than 0.5 i.e. 0.02.

Therefore, null hypothesis i.e. H_0 is failed to be accepted.

Thus, there is a relation between trust issues in online shopping and preference for offline shopping post COVID.

2. In orders to

H_0 : There is no relation between high delivery charges in online shopping and preference for offline Shopping post COVID.

H_1 : There is a relation between high delivery charges in online shopping and preference for offline Shopping post COVID.

Table No. 13 results of Chi-Square test

	Value	Df	Assymp. Sig. (2 Sided)
Pearson Chi-Square	4.38926	1	0.02
No. Of Valid Cases	100		

Source: Output from Chi_Square_and_F_test software

Table No. 13 showed that value of X^2 is less than 0.5 i.e. 0.02.

Therefore, null hypothesis i.e. H_0 is failed to be accepted.

Thus, there is a relation between high delivery charges in online shopping and preference for offline Shopping post COVID.

11. CONCLUSIONS:

There are many factors affecting the behaviour of the consumers in both online shopping and offline shopping. From the study it is concluded that most of the online shoppers are of the age group of 15 to 21, also female shoppers are more than male shoppers, among that most of the shoppers are students, living in Urban area of the Mumbai metropolitan region, again more than half of the population are graduate or holds a diploma degree and follows semi traditional com western lifestyle. Age, Gender, Occupation, Area, Education and Lifestyle has a high impact on the behaviour of the consumer whereas Monthly Family income has a low impact. Though online mode of shopping was most preferred and easiest mode during COVID still people trusted more on the offline mode of shopping during COVID. More than half of the population strongly agreed that problems faced

in online shopping was much more than problems faced in offline shopping. As COVID made people realised the importance of offline shopping, post COVID almost of the population still prefer to buy goods/ services offline which were bought online before COVID and agree that it is better to make online payments in offline shopping than in online shopping. Also there is an association between trust issues in online shopping, problem of high delivery charges and then prefer to shop offline post COVID.

Recommendations:

As nothing is pure offline, like today almost all the retailers have the QR scanner for the UPI payment (Online payment) every business or retailers must make use of this opportunity because people mostly opt the stores who accept Gpay or other UPI payments. Another element is that of home delivery, every retailer must have the complementary service of home delivery for bulk orders because one of the main reasons for online shopping is the convenience of home delivery, so offline business must take care of this factor. Also, most of the Online business are now also operating through offline mode, for example, Lenskart and BYJU'S who started online business and now operating offline also, because there is still many for offline business because of the association between trust issues in online shopping, problem of high delivery charges, doing window shopping online to grab information and then prefer to shop offline.

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