



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## The Study On Consumer Perception Of Online Versus Offline Shopping

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### ABSTRACT

The study on consumer perception of online versus offline shopping experience aims to understand how customers evaluate and differentiate between the two popular modes of shopping. With the rapid growth of e-commerce platforms and the persistent presence of brick-and-mortar stores, consumer behavior has become more dynamic and multifaceted. This research explores key factors influencing consumer choices, including convenience, product variety, pricing, trust, customer service, and overall satisfaction. It highlights how online shopping offers the ease of purchasing from anywhere at any time, while offline shopping provides the benefit of physical product inspection and immediate gratification. The study is conducted using a descriptive research design, with data collected through structured questionnaires and analyzed using percentage analysis and visual tools such as bar and piecharts. Both primary and secondary data sources are utilized to strengthen the findings. A sample of 100–150 respondents from diverse demographics is surveyed using a convenience sampling method. The results indicate varying preferences based on age, lifestyle, and product category. While younger consumers show a higher inclination towards online shopping, older consumers still value the traditional offline experience.

**Key Words:** Consumer perception ,E-commerce platforms, Brick-and-mortar stores, Consumer behavior

### INTRODUCTION

In recent years, the evolution of consumer buying behavior has witnessed a remarkable transformation, significantly influenced by advancements in technology, globalization, and shifting lifestyle patterns. One of the most prominent shifts has been the rise of online shopping platforms, which have altered traditional retail dynamics and redefined the concept of convenience. Simultaneously, offline or in-store shopping has continued to maintain its significance by offering physical engagement, sensory stimulation, and immediate product gratification. Consumer perception, a psychological interpretation formed through

interaction with products and services, plays a pivotal role in determining the preference between online and offline shopping. Understanding these perceptions is essential for businesses aiming to improve customer satisfaction, increase sales, and gain competitive advantage in an increasingly digital and globalized marketplace. The introduction of digital retail platforms like Amazon, Flipkart, and eBay has revolutionized the way consumers interact with products, removing geographical barriers and enabling round-the-clock access to goods. Conversely, offline retail outlets such as department stores, boutiques, and supermarkets continue to provide an immersive experience, fostering a sense of trust, assurance, and social interaction that digital platforms often struggle to replicate.

## REVIEW OF LITERATURE

**1. Smith j (2024):** This study investigates the role of consumer trust and satisfaction in shaping preferences for online and offline retail channels. It highlights that trust is a critical determinant in online shopping due to the absence of physical inspection and personal interaction. The research employed a quantitative survey of 300 consumers and found that perceived security and website usability directly impact satisfaction in e-commerce. Conversely, offline shopping satisfaction is strongly influenced by interpersonal interactions and the ability to examine products physically. The study also notes demographic variations, with younger consumers showing higher trust in online platforms.

**2. Lee, M. & Chen, H. (2023):** The convenience factor is examined as a dominant influence on consumer shopping behaviour in this study. Using a mixed-method approach involving focus groups and surveys, the researchers found that consumers increasingly favour online shopping for its time-saving benefits, 24/7 accessibility, and home delivery options. Offline shopping, however, is preferred for immediate purchase needs and tactile experiences. The study reveals that convenience encompasses not only time but also effort, accessibility, and transaction simplicity. Additionally, the research highlights challenges online shoppers face, such as product returns and delayed deliveries, which can negatively affect perceived convenience.

**3. Kumar, R. (2022)** This research explores how perceived risk influences consumer behavior in online shopping compared to traditional offline methods. The study categorizes perceived risks into financial, product, privacy, and delivery risks. A survey of 250 participants indicates that perceived risk is a significant barrier to online shopping adoption, particularly among older consumers. The analysis reveals that comprehensive return policies, secure payment gateways, and transparent product descriptions reduce perceived risk and encourage repeat purchases. Offline shopping is generally perceived as less risky due to the ability to physically inspect products and immediate ownership.

**4. Johnson, P. & Davis, L. (2021)** This study assesses how customer experience influences preferences for online versus offline shopping. The researchers conducted in-depth interviews and surveys to evaluate factors such as store environment, staff behaviour, website design, and customer service responsiveness. Findings indicate that offline shoppers value sensory experiences like product touch and in-store ambiance, which enhance satisfaction. Conversely, online shoppers prioritize easy navigation, quick checkout, and reliable

delivery. The research identifies a growing trend of ‘Omni channel shoppers’ who blend online research with offline purchasing

**5. Patel, S. (2020)** The study investigates how price sensitivity affects consumer choice between online and offline retail platforms. Using data from a national survey of 400 respondents, the research found that online shopping attracts highly price-sensitive consumers due to easy price comparisons, discounts, and promotional offers. Offline shoppers are less price-sensitive but value convenience, service quality, and immediate product availability. The paper discusses the implications for retailers in designing pricing strategies and promotional campaigns that cater to different consumer segments. It also explores how the perceived value derived from non-price factors like shopping experience and trust can offset price concerns.

## **RESEARCH METHODOLOGY:**

### **RESEARCH GAP**

Despite growing interest in retail studies, limited research compares consumer perceptions of online and offline shopping in a single framework. Most existing studies focus only on either mode rather than exploring their differences and similarities. The impact of changing technology and post-pandemic behaviors is often overlooked. Demographic influences on perception also remain underexplored. This study aims to fill these gaps by providing a comparative consumer perspective

### **NEED OF STUDY**

The need for this study arises from the growing competition between online and offline retail channels in shaping consumer purchasing behavior. Understanding consumer perception helps businesses tailor their strategies to meet evolving expectations. With rapid technological advancements, it is crucial to analyze how convenience, trust, and experience influence shopping preferences. The study provides insights into the shifting dynamics of consumer behavior in a digital age. It also aids retailers in enhancing customer satisfaction and loyalty across platforms.

### **SCOPE OF THE STUDY:**

The scope of the study covers consumer perception towards both online and offline shopping experiences across various product categories. It examines factors such as convenience, trust, product quality, and service satisfaction. The study includes diverse demographic segments to understand differing preferences and behaviors. It also explores the impact of digital advancements on traditional retail. The findings aim to help retailers improve strategies in both physical and digital marketplaces.

### **OBJECTIVES OF THE STUDY:**

1. To examine demographic influences (age, gender, income, etc.) on shopping behavior and channel preference.
2. To analyze consumer preferences and satisfaction levels between online and offline shopping platforms.
3. To identify key factors influencing consumer perceptions such as convenience, trust, product quality, and service

## RESEARCH DESIGN

The research design adopted for this study is descriptive research design. This design is appropriate for understanding and describing the behavior, preferences, and perceptions of consumers regarding online and offline shopping experiences. It aims to systematically gather information from a target group of respondents and analyze the key factors influencing their choices between the two modes of shopping.

## DATA COLLECTION METHODS:

**Primary Data:** Collected using a structured questionnaire, comprising closed-ended and Likert scale-based questions to assess various aspects such as convenience, trust, pricing, product quality, customer support, and satisfaction levels in both online and offline modes of shopping.

**Secondary Data:** Gathered from published sources like academic journals, research articles, business magazines, websites, market research reports, and e-commerce industry publications. This data helps in validating and supplementing the findings of the primary research.

**POPULATION:100SAMPLESIZE:100**

**Tools used :**Charts, Google form, Chi-Square test.

## HYPOTHESIS:

**Null hypothesis( $H_0$ ):** There is no significant difference between the number of satisfied and not satisfied customer in the offline process.

**Alternative hypothesis( $H_1$ ):** There is a significant difference between the number of satisfied and not satisfied customer in the offline process.

## Observed Frequencies(O)

| Option             | Frequency(O) | Percentage(%) |
|--------------------|--------------|---------------|
| a)Very satisfied   | 30           | 30%           |
| b)satisfied        | 45           | 45%           |
| c)Neutral          | 15           | 15%           |
| d)dissatisfied     | 7            | 7%            |
| e)verydissatisfied | 3            | 3%            |
| <b>Total</b>       | <b>100</b>   | <b>100%</b>   |

**Expected Frequencies(E):** Under the null hypothesis, we assume equal distribution across all 5 categories. So, the expected frequency for each category is:

$$E = 100/5 = 20 \text{ (for each category)}$$

**Chi Square Test Formula:**

$$\chi^2 = \sum \{E(O-E)^2\} / E$$

**Calculations:**

| Option              | O  | F   | O-E | (O-E) <sup>2</sup> | (O-E) <sup>2</sup> /E |
|---------------------|----|-----|-----|--------------------|-----------------------|
| a)Very satisfied    | 30 | 30% | 10  | 100                | 5.00                  |
| b)satisfied         | 45 | 45% | 25  | 625                | 31.25                 |
| c)Neutral           | 15 | 15% | -5  | 25                 | 1.25                  |
| d)dissatisfied      | 7  | 7%  | -13 | 169                | 8.45                  |
| e)very dissatisfied | 3  | 3%  | -17 | 289                | 14.45                 |
| <b>Total</b>        |    |     |     |                    | <b>60.4</b>           |

**Degrees of Freedom(df):** df=numberofcategories-1=5-1=4

**Critical Value:** For  $\alpha=0.05$  and df=4, the critical value for Chi-Square is:

$$\chi^2_{\text{critical}} = 9.488$$

**Decision Rule:**

- If  $\chi^2_{\text{calculated}} > \chi^2_{\text{critical}}$ , reject the null hypothesis.
- If  $\chi^2_{\text{calculated}} \leq \chi^2_{\text{critical}}$ , do not reject the null hypothesis.

**Test Statistic:**

$$\chi^2_{\text{calculated}} = 60.4$$

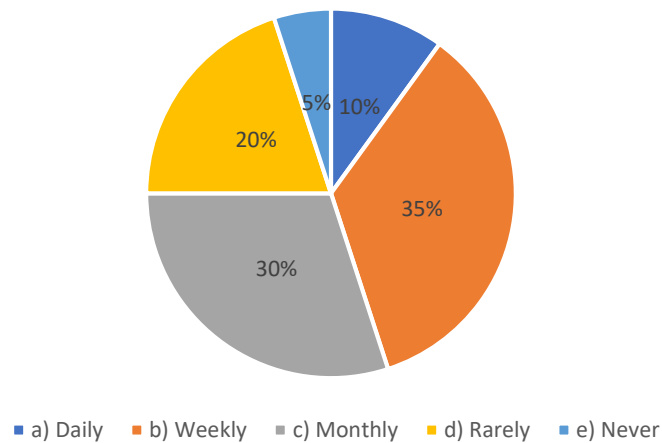
Since  $60.4 > 9.488$ , we reject the null hypothesis

**Conclusion:** There is a statistically significant difference in the distribution of satisfaction levels. The responses are not equally distributed across the five categories.

**DATA ANALYSIS:****1. How often do you shop online?**

| Option     | Frequency | Percentage (%) |
|------------|-----------|----------------|
| a) Daily   | 10        | 10%            |
| b) Weekly  | 35        | 35%            |
| c) Monthly | 30        | 30%            |
| d) Rarely  | 20        | 20%            |
| e) Never   | 5         | 5%             |

### 5. How often do you shop online? Frequency



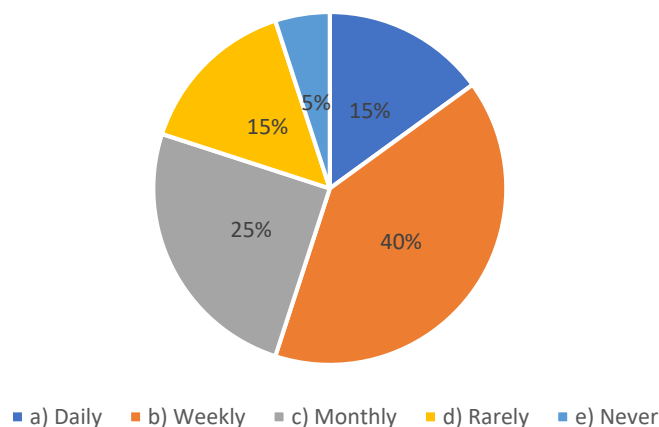
## INTERPRETATION

From the above chart We can see that most of the people are shop online weekly (35%) and (30%) of peoples are shop online in monthly and (20%) of people shop online in rarely and (15%) of people are shop for daily and (5%) of people are never to shop online

### 2. How often do you shop offline (in physical stores)?

| Option     | Frequency | Percentage (%) |
|------------|-----------|----------------|
| a) Daily   | 15        | 15%            |
| b) Weekly  | 40        | 40%            |
| c) Monthly | 25        | 25%            |
| d) Rarely  | 15        | 15%            |
| e) Never   | 5         | 5%             |

Percentage (%)

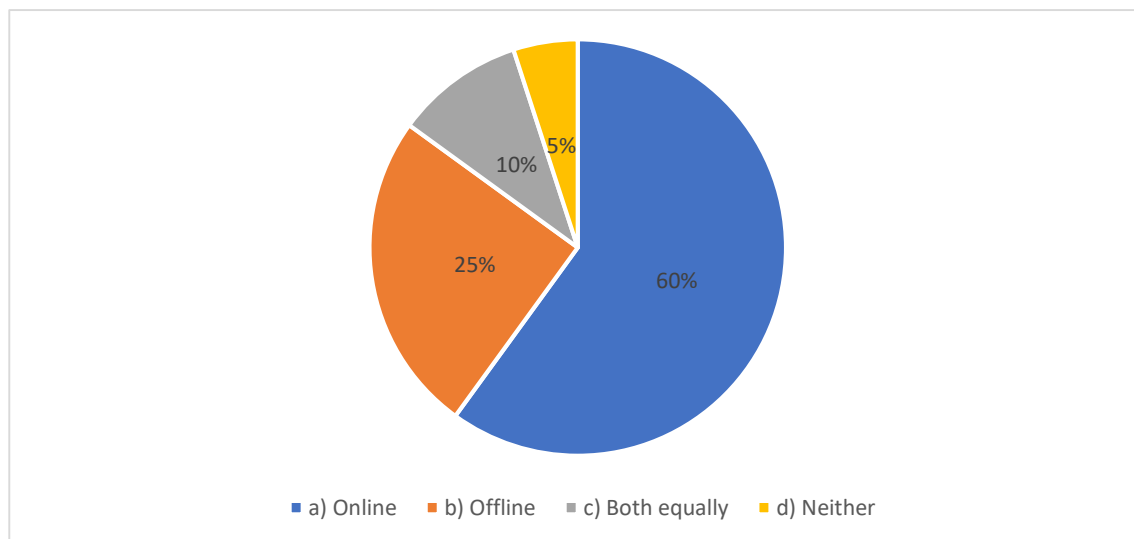


## INTERPRETATION

From the above chart the majority of the respondent (40%) shop offline weekly and (25%) of respondent shop monthly and (15%) of respondents are shop daily and (15%) of respondents are rarely and (5%) of respondents are never.

### 3. Preferred method for purchasing electronics

| Option          | Frequency | Percentage (%) |
|-----------------|-----------|----------------|
| a) Online       | 60        | 60%            |
| b) Offline      | 25        | 25%            |
| c) Both equally | 10        | 10%            |
| d) Neither      | 5         | 5%             |

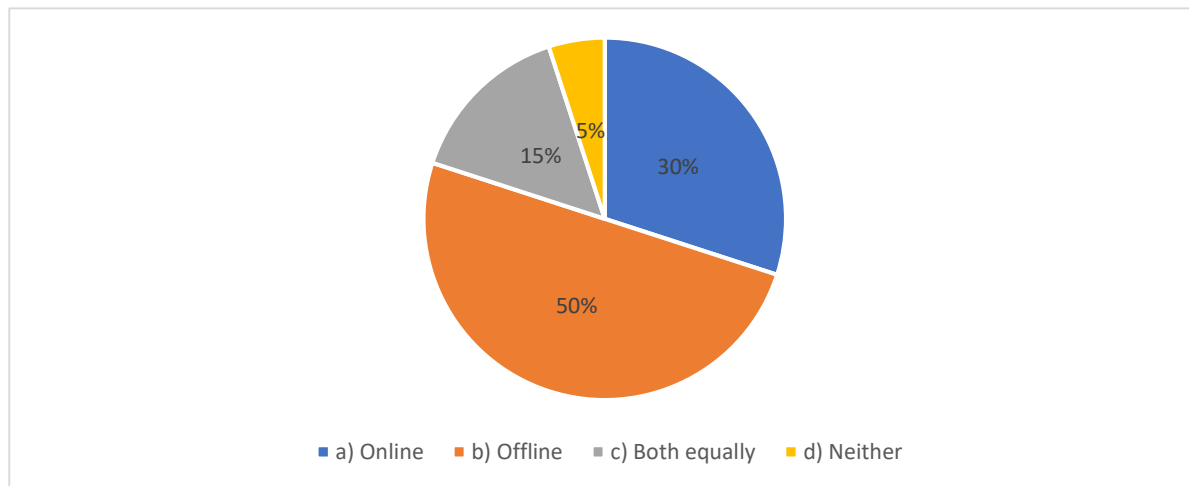


## INTERPRETATION

From the above chart the majority of the respondent are purchase electronic are (60%) from online and (25%) of respondent are from offline and (10%) of respondents are from both equal and (5%) Of respondent are neither.

#### 4. Preferred method for buying clothes

| Option          | Frequency | Percentage (%) |
|-----------------|-----------|----------------|
| a) Online       | 30        | 30%            |
| b) Offline      | 50        | 50%            |
| c) Both equally | 15        | 15%            |
| d) Neither      | 5         | 5%             |



#### INTERPRETATION

From the above chart most of the respondents are (50%) are buying cloths from online and (30%) of respondents are from online and (15%) of respondents are from both equally and (5%)\_ of respondents are from neither.

#### FINDINGS:

- From the above chart most of the respondents from 30-35 (47%) and (18%) are from 20-25 and (17%) from 25-30 and (16%) from 35-40 and (2%) from 40 above.
- From the above data table, the most of the respondent from female (60%) and (20%) from male and (10%) from prefer not to say.
- From the above chart most of the respondent from 36000-50000 income (42%) and (23%) are from 51000-60000 and (15%) from 26000-35000 (10%) from below 25000 and (10%) from 60000 and above.
- From the above chart the most of the respondents (46%) are from post-graduation qualification and (38%) are from graduation and ((9%) are intermediate and (7%) are from others.
- From the above chart the Most respondents shop online weekly (35%) and monthly (30%) and (10%) are daily (20%) are rarely and (5%) are never

## CONCLUSION:

In conclusion, the survey highlights a clear trend towards increased adoption of online shopping, driven by factors such as convenience, competitive pricing, and time savings. However, offline shopping continues to hold significant value, particularly where consumers prioritize physical inspection and personalized service. The findings emphasize that neither mode is fully preferred over the other; instead, customers seek a balanced approach that leverages the strengths of both. Trust and security remain critical concerns for online shoppers, underlining the need for retailers to enhance payment security and transparent return policies. Meanwhile, offline stores must focus on improving customer engagement and maintaining product quality assurance. The mixed satisfaction levels with return and exchange processes indicate an area where both channels can improve to boost consumer confidence and loyalty.. Overall, the study reveals that while digital shopping is rapidly growing, a hybrid model combining online convenience with offline experience offers the most effective way to satisfy diverse consumer needs in today's marketplace.

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