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A COMPARATIVE STUDY ON ONLINE VS OFFLINE SHOPPING WITH SPECIAL REFERENCE TO MIRA-BHAYNDER CITY

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ABSTRACT

Businesses that sell goods and services directly to consumers online are known as e-commerce. Because it saves time, provides convenient payment methods, and provides access to a wide variety of products, online shopping is growing in popularity. Smartphone use has further simplified online buying in developing nations like India. Nonetheless, a lot of Indians still believe that shopping in actual places is more fun. This demonstrates a range of consumer preferences that require further clarification. This study examines the offline and online shopping habits of residents in Mumbai's Mira-Bhayander. The study's foundation was information acquired from other sources. People in Mira-Bhayander City choose to shop both online and offline, despite the fact that online shopping is becoming more popular.

Keywords: Goods, Online and Offline Shopping, Consumer Purchasing behaviour.

1. INTRODUCTION

For most people, shopping is a daily activity. While some people shop for necessities, others do so to unwind or have fun. Shopping used to be referred to as bartering or trading. Because of the expansion of the internet, a lot of individuals now choose to shop online. Choose what you want, click, and have it delivered straight to your door. Because individuals appreciate convenience, online shopping has grown in popularity in the twenty-first century. Regardless of whether you're flying or going to bed, you can shop whenever you want. The development of technology and the internet has made it easier, faster, and less expensive for merchants to connect with customers. The retail industry today heavily relies on online shopping, which has expanded quickly in recent years. Traditional shopping is still common, though. In order to examine the product in person and immediately take it home after making a purchase, many customers prefer to buy in person. Nowadays, receiving good quality, value, and satisfaction is essential to retaining customers. Online shopping is preferred by some, but many individuals use both.

When consumers are gathering information before making a purchase, this study examines how individuals decide between traditional and internet purchasing. Online buying is often easier and less expensive than shopping in physical stores. People must decide which method—online or offline—best suits their needs and makes them happy while making a purchase. Knowing how customers choose their buying technique is crucial in today's cutthroat industry. Understanding this enhances marketing and sales tactics from a commercial perspective. After reading emails, instant chatting, and surfing, online shopping ranks as the third most common online activity. It is even more widespread than accessing the internet for news or entertainment. Internet purchasing or online buying behavior is the term used to describe how people shop online. How and what a customer purchases is influenced by their attitude and behavior about online purchasing. Previous studies have examined the differences between products purchased online and those purchased in physical stores.

According to numerous studies, some products—referred to as "high-touch" products—need to be handled, smelled, or experienced before being purchased. Since internet shopping does not offer that experience, these kinds of things are typically purchased at physical stores. Research in this area is lacking, despite the fact that internet shopping is becoming more popular and may have an impact on traditional purchasing. Online shopping, also known as e-shopping, enables customers to buy products straight from sellers via the internet using a web browser. Other names for it include web-store, online store, virtual store, e-web store, e-shop, and internet shop. Additionally, there is m-commerce, or mobile shopping, which refers to purchasing using mobile-friendly websites or applications. Occasionally, people shop offline at a store after using the internet to research products. While "offline" indicates not having an internet connection, "online" indicates having one.

DIFFERENCE BETWEEN ONLINE AND OFFLINE SHOPPING

There are several key differences between online and offline shopping:

- **Location:** Since online shopping takes place online, there is no need to leave your house or wait in line. Going to a store or shopping center to purchase necessities is known as offline shopping.

- **Flexibility and Choice:** When you shop online, you can view a variety of things several times before making a purchase. Your options when buying offline are restricted to what the store has to offer. You'll have to wait or pick something else if the item you want isn't available.
- **Trying Products:** When you shop online, you can't try things like clothes or shoes before buying them. As a result, what you get may not appear or feel like what you anticipated. There is less chance of disappointment when you purchase offline because you may try the item before you buy it.
- **Price Comparison:** When you shop online, you can compare costs across several websites to get the greatest offer. When buying offline, you typically have to pay the store's price, and it might be challenging to determine whether it's the greatest deal.
- **Product Variety and Time:** Thousands of products are available in one location at online retailers. When you shop offline, you may have to go to several stores to get different things, which takes more time. Online buying is therefore frequently quicker and more convenient.

2. REVIEW OF LITERATURE

- **Raja Sarkar and Dr. Sabyasachi Das (2017),** explains that online and offline shopping differ in how people make purchases. While online shopping is growing fast in India—especially among young people—most still prefer traditional stores. Online discounts have hurt physical stores, which also face high real estate costs. Yet, online retailers struggle too, as deep discounts prevent profits, and investor funding has slowed. Now, many retailers are using an omni-channel approach, combining both online and offline stores to reach more customers.
- **Ms. Sukhwinder Kaur et al. (2018),** concluded that online shopping is a growing trend, making shopping easier and changing how businesses operate. Even those who prefer traditional stores—mainly the young and elderly—view it positively, often researching online but buying offline for social reasons. E-commerce is reshaping retail with low costs and rising internet use. Key factors like secure payments, return policies, and discounts are boosting its appeal. Age, gender, and education influence online shopping in India, with women shopping more than men. Though online shopping is still infrequent, businesses can use these insights to better target and serve customers.
- **Shiraz Sarosh Patel (2021),** highlights that online shopping grew rapidly after Covid-19, benefiting both consumers and businesses, especially youth and working individuals. E-commerce is now a cost-effective tool with rising demand. Features like secure payments, returns, and discounts make online shopping appealing, but offline shopping remains steady for social and quality reasons. Many people research online but buy offline. The study shows a positive view of online shopping in India, though usage is still low. Businesses should innovate and focus on female shoppers, who are more active online.
- **According to Dr. Hansa Lysander Manohar and Mrs. B. Lakshmi (2021),** online buying is a novel experience during the epidemic and has had a significant impact on consumers' lives in its brief life. Online buying has forced many firms to adapt and modify in order to access the new market of informed consumers. It has also made consumers more effective and efficient in their shopping behavior. The survey's findings highlight how important it is for companies to pay attention to the internet industry.
- **Dhanalakshmi I and Dr. S. Thirumal (2024),** found that while the government promotes digital shopping, many still prefer offline shopping for better satisfaction and product quality checks. Offline shopping also supports local products. Discounts attract buyers in both modes. Online shopping is growing due to convenience, variety, and easy price comparison, but issues like security, product quality, and delivery remain. To improve online shopping, it needs better security and a wider product range.

RESEARCH GAP

This study aims to find out what people in Mira-Bhayander City prefer when it comes to shopping—whether they like buying things online or in physical stores. The study included 100 people. Due to the time and money savings, online shopping is very popular. With new technology, more people are shopping on the internet. To collect information, a questionnaire was used. The main goal was to understand how people in Mira-Bhayander feel about both online and offline shopping. The results showed that almost everyone has tried both ways of shopping. The study also found that people think online shopping is useful and saves time.

STATEMENT OF THE PROBLEM

This study compares online and offline shopping and looks at how customers behave with each type. It’s not easy to know what customers prefer these days. Reviews for online and offline shopping are different when it comes to the product, price, and quality. Both online and offline shopping have good and bad points for customers. This study helps

to understand what shoppers care about and prefer. Knowing which type of shopping they like can help buyers make better choices to get the most benefits.

FACTORS AFFECTING ONLINE SHOPPING:

- Young Generation: Today's young people are very involved with technology and can't imagine life without the internet. They might shop in stores, but they usually check products online first.
- Smartphones: In the last ten years, phones have become very common. They help us stay connected and make online shopping easy and convenient.
- New Online Stores: Many new online shops have started, making online shopping very popular and growing fast.
- Risk: When buying online, customers can't touch or try the product, so there is some risk. People worry about things like on-time delivery, payment safety, and if the product's size or color will be right.
- Private Shopping: Sometimes, online shopping is more private. It lets people buy certain items without feeling embarrassed or uncomfortable like they might in a store.
- Discounts: Online shopping not only offers products at good prices but also has big discounts and deals all year. These deals frequently have an impact on consumers' purchasing decisions.

FACTORS AFFECTING OFFLINE SHOPPING:

- **Bargaining:** Many Indians enjoy bargaining with sellers when shopping. Offline shopping allows this, and some people buy products based on the price they can negotiate.
- **Authenticity:** When shopping in stores, customers can touch and see the product, so they are sure about what they are buying. They know exactly what they're paying for.
- **Information:** Sometimes, the information given by the shopkeeper is not completely accurate. Sometimes the seller may not know much about the product, which can confuse or mislead customers.
- **Limited Choices:** Offline stores often have fewer product options. Sometimes the store runs out of stock or has old products, which affects what customers can buy.
- **Time-Consuming:** Going to different shops or far places to buy things takes a lot of time. People today are very busy, so offline shopping can be slow and tiring.

OBJECTIVE:

- To find out which shopping method people prefer nowadays.
- To examine the key differences between online and offline shoppers based on their behavior and characteristics.
- To understand the factors that influence both online and offline shopping.

3. RESEARCH METHODOLOGY

Research Design

A research design is basically a structured plan that directs how a study is conducted, including how data is collected and analyzed. It is descriptive by nature.

Source of data

- Data sources: Primary and secondary sources make up the study's data set.
- Primary data: The questionnaire approach is used to get the primary data.
- Secondary data: Books, journals, online journals, and websites pertaining to the subject are the sources of secondary data.

Sampling Techniques:

Convenience sampling was used for this study.

Sample Size:

The study included 100 people from Mira-Bhayander City.

Questionnaire:

To swiftly and efficiently collect data regarding consumers' perceptions of both online and offline purchasing, a brief survey was developed.

Selection of Population:

The study was carried out in Mira-Bhayander city. The participants included students, employees, employers, and workers in Mira-Bhayander City.

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Research Instruments:

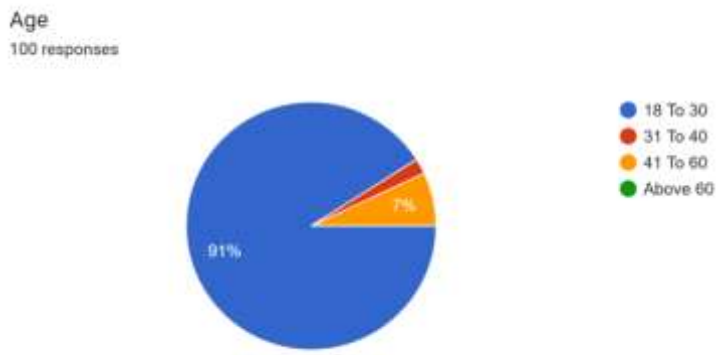
For this research, a questionnaire was used to interview the participants. It was designed to get answers related to the study's goals. The questions were kept clear and simple so it wouldn't take much time to complete. The questionnaire aimed to understand people's general attitudes, beliefs, perceptions, and intentions about shopping. Collecting primary data from the participants was the aim of the structured questionnaire.

LIMITATIONS OF THE STUDY

- The study focuses on consumers' shopping experiences.
- The study includes 100 respondents.
- The research is limited to Mira-Bhyander City in Mumbai, Maharashtra.
- Data was collected only through a structured questionnaire.
- The study is based solely on the answers given by the respondents, and the accuracy of the study depends on how truthful their responses are.

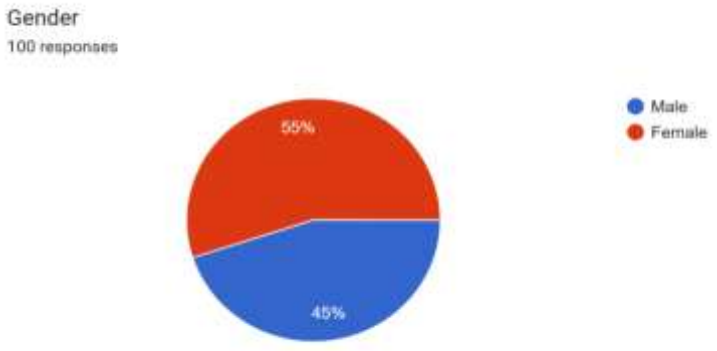
4. DATA ANALYSIS AND INTERPRETATIONS

1) Age



Options	Respondents	Percentage
18 To 30	91	91%
31 To 40	02	02%
41 To 60	07	07%
Above 60	00	00%
Total	100	100%

2) Gender



Options	Respondents	Percentage
Male	45	45%
Female	55	55%
Total	100	100%

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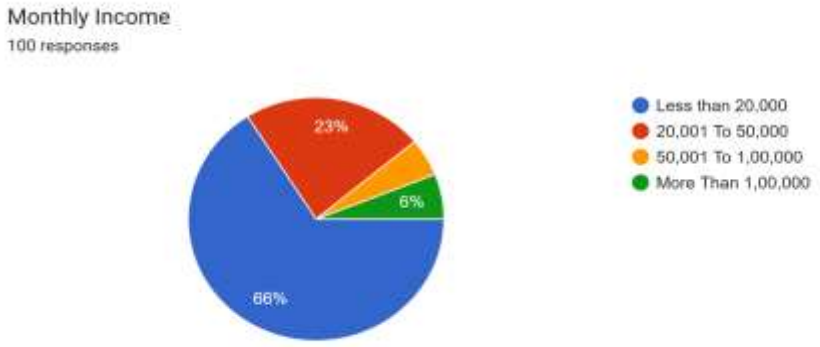
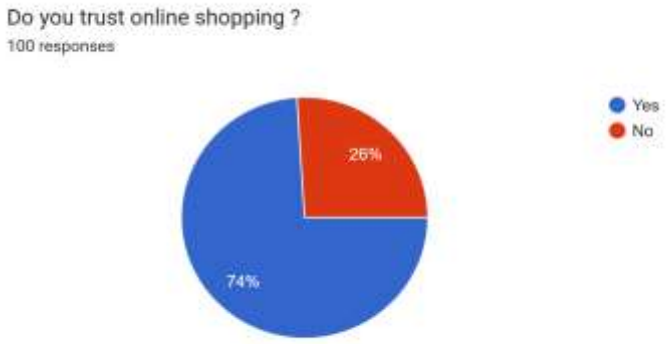
3) Monthly Income



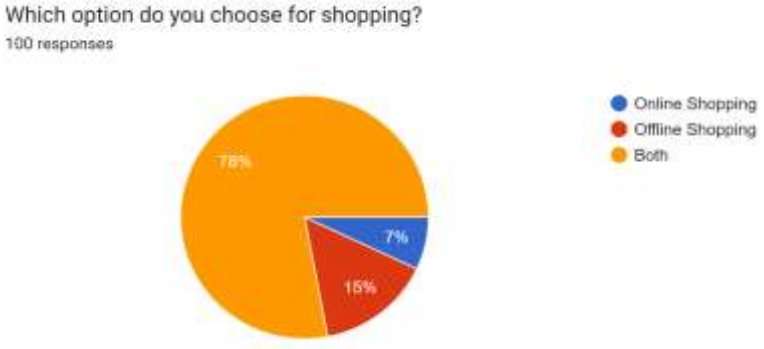
Options	Respondents	Percentage
Less than 20,000	66	66%
20,001 To 50,000	23	23%
50,001 To 1,00,000	05	05%
More than 1,00,000	06	06%
Total	100	100%

4) Do you trust online shopping?



Options	Respondents	Percentage
Yes	74	74%
No	26	26%
Total	100	100%

5) Which option do you choose for shopping?



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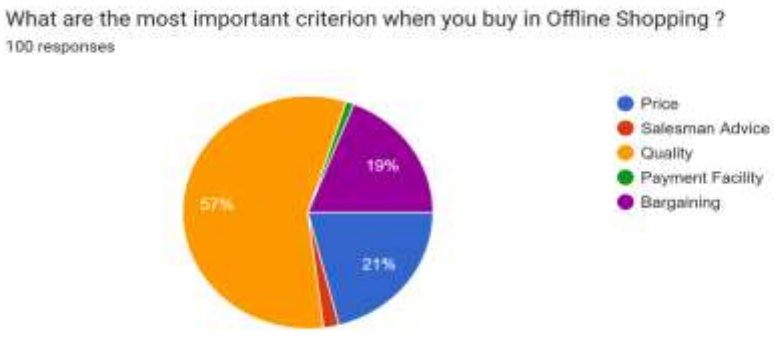
Options	Respondents	Percentage
Online Shopping	7	07%
Offline Shopping	15	15%
Both	78	78%
Total	100	100%

6) If you prefer Online Shopping on which Website, do you shop the most?

Options	Respondents	Percentage
Amazon	30	30%
Flipkart	30	30%
Myntra	12	12%
Ajio	03	03%
Meesho	25	25%
Tata CliQ	00	00%
Total	100	100%

7) What is the most crucial factor to consider while making an offline purchase?



Options	Respondents	Percentage
Price	21	21%
Salesman Advice	02	02%
Quality	57	57%
Payment Facility	01	01%
Bargaining	19	19%
Total	100	100%

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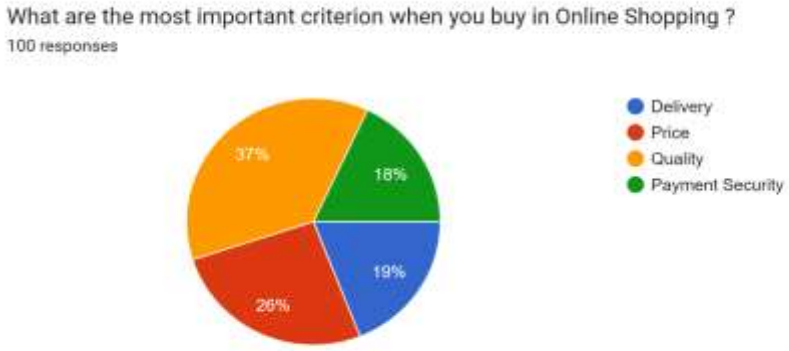
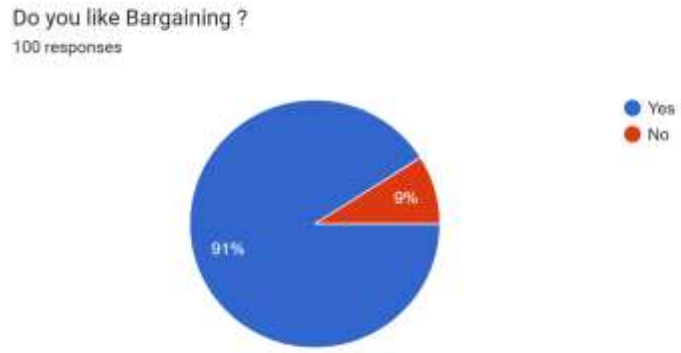
8) What is the most important criterion when you buy in Online Shopping?



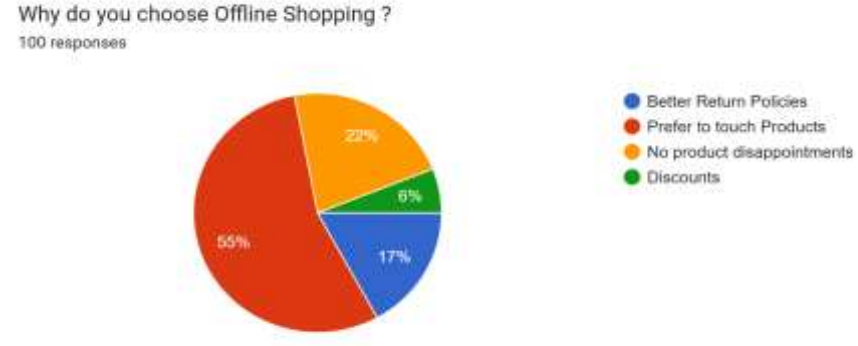
Options	Respondents	Percentage
Delivery	19	19%
Price	26	26%
Quality	37	37%
Payment Security	18	18%
Total	100	100%

9) Do you like Bargaining?



Options	Respondents	Percentage
Yes	91	91%
No	09	09%
Total	100	100%

10) Why do you choose Offline Shopping?



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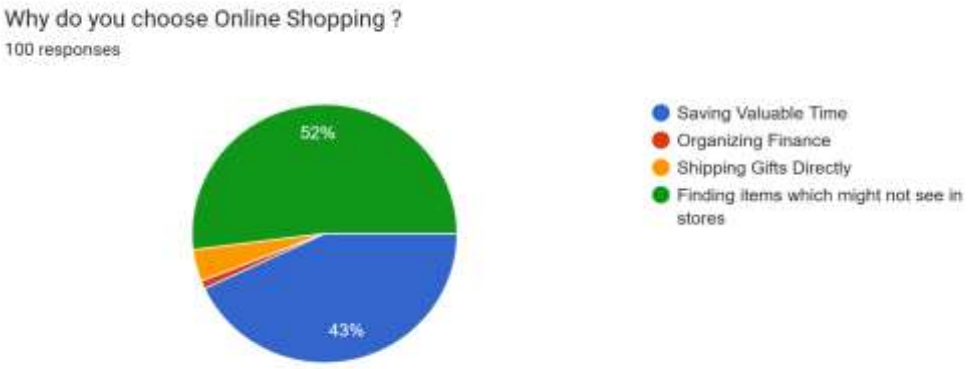
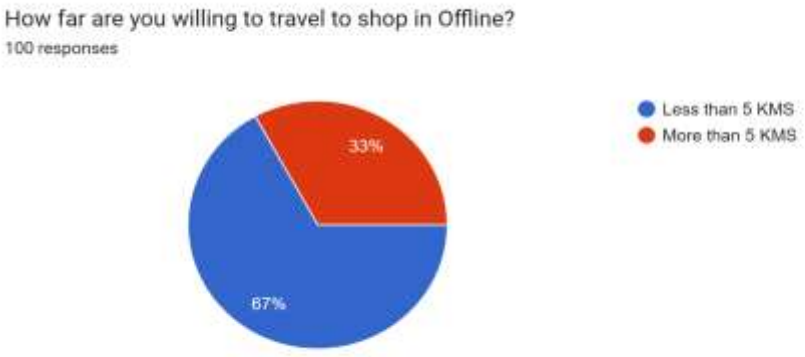
Options	Respondents	Percentage
Better Return Policies	17	17%
Prefer to touch products	55	55%
No product disappointments	22	22%
Discounts	06	06%
Total	100	100%

11) Why do you choose Online Shopping?



Options	Respondents	Percentage
Saving Valuable Time	43	43%
Organizing Finance	01	01%
Shipping Gifts Directly	04	04%
Finding items which might not see in stores	52	52%
Total	100	100%

12) To what extent would you go to shop offline?



Options	Respondents	Percentage
Less than 5 KMS	67	67%
More than 5 KMS	33	33%
Total	100	100%

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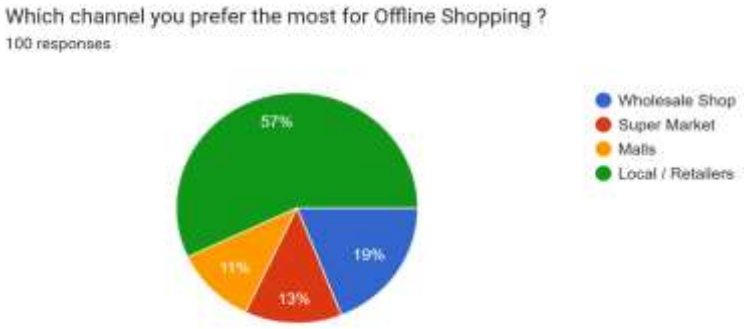
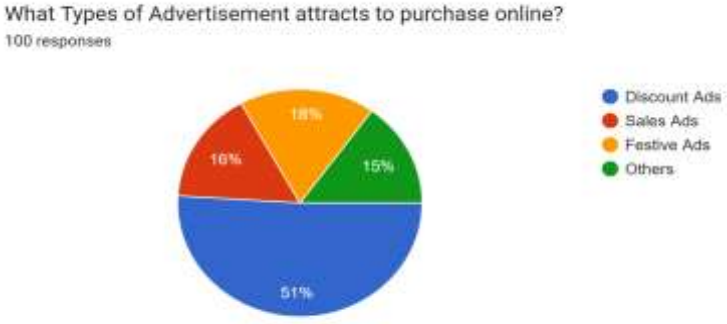
13) Which channel you prefer the most for Offline Shopping?



Options	Respondents	Percentage
Wholesale Shop	19	19%
Super Market	13	13%
Malls	11	11%
Local / Retailers	57	57%
Total	100	100%

14) What Types of Advertisement attracts to purchase online?



Options	Respondents	Percentage
Discount Ads	51	51%
Sales Ads	16	16%
Festive Ads	18	18%
Others	15	15%
Total	100	100%

15) How often do you shop online?

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Options	Respondents	Percentage
Weekly	10	10%
Monthly	32	32%
Quarterly	26	26%
Six Monthly	17	17%
Yearly	15	15%
Total	100	100%

5. FINDINGS OF THE STUDY

Comparing online versus offline buying was the primary goal of this study.

- 91% of people surveyed are between 18 and 30 years old, 2% are between 31 and 40, and 7% are between 41 and 60.
- Of those surveyed, 55% are women and 45% are men.
- Monthly income: 66% earn less than ₹20,000, 23% earn between ₹20,001 and ₹50,000, 5% earn between ₹50,001 and ₹1,00,000, and 6% earn more than ₹1,00,000.
- 74% trust online shopping, while 26% do not.
- 78% like both online and offline shopping, 7% prefer online only, and 15% prefer offline only.
- For online shopping, 30% use Amazon, 30% use Flipkart, 12% use Myntra, 3% use Ajio, and 25% use Meesho.
- When shopping offline, 21% say price is most important, 2% trust the salesperson's advice, 57% focus on quality, 1% care about payment options, and 19% value bargaining.
- When shopping online, 19% focus on delivery, 26% on price, 37% on quality, and 18% on payment security.
- 91% like bargaining; 9% do not.
- Offline shopping benefits: 55% like to touch the product, 17% prefer better return policies, 6% look for discounts, and 22% feel no disappointment with the product.
- Online shopping benefits: 43% save time, 4% like gift shipping, 52% can see products not available in stores, and 1% find it easier to manage finances.
- 67% travel less than 5 km for offline shopping, while 33% travel more.
- For offline shopping, 57% go to local shops, 13% to supermarkets, 11% to malls, and 19% to wholesale shops.
- For online shopping, 51% are attracted by discount ads, 16% by sales ads, 18% by festive offers, and 15% by other types of ads.
- Online shopping frequency: 10% shop weekly, 32% monthly, 26% quarterly, 17% every six months, and 15% yearly.

6. SUGGESTIONS

- Respondents said that traditional shopping feels safer than online shopping. So, online stores should improve payment security and make sure customers are happy with their purchases.
- Most people prefer paying cash on delivery for both online and offline shopping. Even though the government promotes digital payments, not everyone likes using them. To move toward a cashless system like Western countries, people should be taught more about digital payments and their benefits.
- Amazon and Flipkart are the most popular online shopping sites. To attract more customers, other online stores should offer referral or invite options to bring users to their websites.

7. CONCLUSION

The study shows that online shopping has become an important part of people's lives, especially after Covid-19. It has helped businesses grow and made shopping easier for customers. The study says more work is needed to make online shopping even better. As e-commerce grows fast, better shopping systems are needed worldwide. The internet is a cheap way for businesses to reach customers. With new technology, online shopping is popular, especially with young people and working adults who want to balance work and life. Online shopping has solved many problems of offline shopping like easy payments, return options, and good discounts, making it the first choice for many.

But offline shopping is still popular too. Some people like going to malls with friends and family. Others believe physical stores have better quality products and services. Some shoppers use online sites just to check reviews and choices, then buy from a store. The study shows most people view online shopping positively and it's growing in India. Still, many don't shop online often, so online businesses need new ways to attract more customers.

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