



To analyse the perception of consumer towards online and offline shopping of consumers of electronic items

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Abstract

The term "online and offline buying behavior" describes the many methods that customers make purchases via physical storefronts or digital platforms. Online shopping offers ease and a greater selection by allowing users to browse, choose, and pay for goods via websites or applications. Primary data for this descriptive study came from 420 participants who filled out a standardized questionnaire in Siddipet district using purposive sampling. The questionnaire, validated and pre-tested, focused on online and offline buying behaviors. In order to back up the study, secondary data was collected from reputable sources such as journals and papers. The study reveals that students are the most active consumers in both online and offline purchasing of consumer electronics, with males and graduates showing a stronger preference for online shopping.

Keywords: Online, offline, shopping, consumers, electronic

1. Introduction

Within the setting of the ever-evolving world that we live in today, it seems as if everyone is going through a spectacular change, a kind of shapeshifting. As a result of the progression of society, people are no longer limited to predetermined positions or predictable patterns. On the contrary, they are embracing ever-changing identities and desires that are diverse, which presents a tantalizing challenge for companies to comprehend and adapt to the ever-changing requirements of their customers.

Shopping has developed into two separate ways in today's busy world: online and offline. Both of these ways are distinct from one another. Shopping online has a number of benefits, including the freedom to shop and research whenever it's convenient for you, without leaving your house. It also gives you access to a wider variety of products at lower prices, it often includes in-depth evaluations.

In contrast, buying offline gives you the opportunity to physically examine the products you are interested in purchasing, try on clothing, and experience immediate satisfaction. While also providing opportunities for personal

connections, it helps to support local companies, which may make the shopping experience more enjoyable. Visits to physical shops, on the other hand, involve time and effort, and the selection may be more restricted than that of online possibilities.

Buying goods and services via the Internet is known as "online shopping." E-commerce platforms. Shoppers browse websites or utilize mobile applications to compare prices, read reviews, and make purchases. Everything is put into a digital shopping cart, and then the purchase is finalized by entering payment and shipping information. This strategy provides ease, a variety of alternatives, and frequently reasonable pricing. Popular online shopping sites include Amazon, eBay, and Walmart, which cater to a wide range of customer demands worldwide.

In the end, the decision between buying online and shopping offline is determined by your priorities, which may include convenience and variety vs immediacy and the opportunity to engage in a physical encounter. A lot of individuals find a middle ground, using both approaches to meet their various requirements. With the assistance of a comparison between

offline shopping and online shopping, you will be able to comprehend the distinctions between the two types of shopping and choose which one is more suitable for you.

2. Literature Review

Narendra Kumar Agarwal (2023) ^[9] - Nobody knows it better than the consumer-the undisputed ruler of the market. Not even marketers deny this. To a very small degree, the ultimate decision to purchase is affected by the actions of the buyer or customer, particularly middle-class consumers. Consequently, Understanding the many aspects of customer behavior is of the utmost importance., such as the consumers' motivations for making purchases, the variables that may impact consumers' purchasing habits, and the ways in which these variables change across different reasons. Consumers nowadays are skewed toward young, active people with degrees who have clearly invested in their education. For them, the value of time much outweighs that of monetary commodities, and they have no trouble grasping time metrics.

Shweta Tewari and Shreyas Raikar (2023) ^[2] - With the arrival of so many new companies, India's The retail industry is now among the world's most dynamic and fascinating marketplaces. It employs around 8% of the population and contributes more than 10% to the GDP of the nation. There has been a sea change in how people purchase in India. People in India are altering their purchasing habits due to a combination of factors such as time constraints, affordability, and convenience. Many new stores are springing up as a result of the rapid expansion of online shopping. But brick-and-mortar stores will remain.

P Intern; Roy and Dhananjay Datta (2023) ^[3] - This research aims to analyze consumer purchasing conduct before to, during, and after the COVID-19 pandemic to identify the factors that impacted such conduct, particularly in relation to purchasing goods online and in physical stores. This article delves at several aspects of consumer purchasing behavior. Consumer purchasing behavior and variables are the focus of this research. It offers a comprehensive literature evaluation as it is built upon prior studies. Unreported problems were also uncovered by the investigation. By using many databases covering different subjects, a thorough evaluation of ninety published publications was carried out.

Chittapragada Srivani and Satya Prakash Singh (2023) ^[4] - We have all been doing this for a very long time, and the word "shopping" is arguably the one that is used the most often to describe it. The advent of the web and its subsequent dominance led to the meteoric rise of internet purchasing as a kind of shopping technology. The cutting-edge extension provides retailers with a great deal of flexibility to contact clients in a manner that is quicker, simpler, and more cost-effective. Currently, the process of purchasing on the internet is fairly quick.

Priyabrata Roy and Dr. Dhananjay Datta (2023) ^[3] - The purpose of this study is to examine the buying habits of consumers before, during, and after the COVID-19 pandemic in connection to both online and offline shopping in order to determine the factors that influence these habits. Through an analysis of several aspects of consumer purchasing behavior. This research analyzes customer purchasing behavior and influencing variables. It offers a

comprehensive literature evaluation grounded upon prior research. The study also uncovered underreported issues. A thorough assessment of 90 published publications was performed using numerous databases across diverse fields. Upon examining the relevant literature, factors were amalgamated to elucidate patterns in literary works concerning consumer purchasing behavior.

3. Research Methodology

3.1 Research Design

Since data on consumers' offline and online purchasing habits were collected from people of various ages, the study used a descriptive research approach. The idea of customer purchasing choices is very new to the Indian market. This has resulted in value creation for both the firm and its clients, as shown in the report. The research report provides a thorough description of all the aspects, including how the value depletion of established market participants influenced the market structure.

3.2 Sampling

The aspect of statistical practice known as sampling is associated with the selection of individual observations with the intention of gaining some information about a population of interest, particularly for the purposes of statistical inference. Every observation is a measurement of one or more characteristics of an observable item that is enumerated in order to differentiate between persons or things. According to the Purposive Sampling Method, which is a component of the Non-Probability Sampling technique, a sample of 420 respondents was collected from the various strata that are located inside the Siddipet area.

3.3 Data Source

Research relies only on primary sources of information. Data from secondary sources are solely used for reference purposes.

- **Primary Data:** Information gathered directly from the original source for a particular study's aim is referred to as primary data. Target customers in a few states and a Union Territory provided the key data for this study. The primary tool the researcher used to get this data was a structured questionnaire.
- **Secondary Data:** Information that has already been gathered, published, or stored by other researchers, organizations, or institutions is referred to as secondary data. Secondary data for this research came from a range of trustworthy and legitimate sources, including online and offline venues. These sources included academic publications, websites, search engines, government and institutional reports, newspapers, and research journals.

3.4 Tools and techniques of data analysis

To enhance understanding and interpretation, the analysed data were presented in the form of tables, charts, and figures. Tables offer a precise numerical summary of the results, charts (like bar graphs, pie charts, and line graphs) provide visual insights into trends and comparisons, and figures can include diagrams or illustrative models to represent complex relationships.

4. Data Analysis

4.1 Cross tabulation based on online and offline perception of respondents

Table 1: Cross tabulation on Age of Respondents and Consumer Electronic products

Age of Respondents	Television				Smart Phone & Accessories				Tablet & Accessories			
	Online	Offline	Both	Total	Online	Offline	Both	Total	Online	Offline	Both	Total
Less than 20	13 (12%)	78 (72%)	18 (16%)	109 (100%)	42 (39%)	39 (36%)	29 (26%)	109 (100%)	31 (28%)	51 (47%)	28 (26%)	109 (100%)
21 to 35	39 (17%)	145 (65%)	39 (17%)	223 (100%)	108 (48%)	56 (25%)	59 (27%)	223 (100%)	72 (32%)	89 (40%)	62 (28%)	223 (100%)
36 to 50	7 (9%)	61 (80%)	9 (12%)	76 (100%)	20 (26%)	19 (25%)	37 (49%)	76 (100%)	16 (21%)	36 (47%)	24 (32%)	76 (100%)
Above 50	2 (17%)	8 (67%)	2 (17%)	12 (100%)	3 (25%)	7 (58%)	2 (17%)	12 (100%)	2 (17%)	9 (75%)	1 (8%)	12 (100%)
Total	61 (14%)	292 (69%)	68 (16%)	421* (100%)	173 (41%)	121 (29%)	127 (30%)	421* (100%)	121 (29%)	185 (44%)	115 (27%)	421* (100%)

Table 1: To be continued...

Age of Respondents	Laptop & Accessories				Computer & Accessories				Printers & Scanners			
	Online	Offline	Both	Total	Online	Offline	Both	Total	Online	Offline	Both	Total
Less than 20	23 (21%)	63 (58%)	23 (21%)	109 (100%)	20 (18%)	72 (62%)	21 (19%)	113* (100%)	15 (14%)	72 (66%)	22 (20%)	109 (100%)
21 to 35	48 (22%)	131 (59%)	44 (20%)	223 (100%)	44 (20%)	122 (55%)	57 (26%)	223 (100%)	41 (18%)	130 (58%)	52 (23%)	223 (100%)
36 to 50	7 (9%)	54 (71%)	15 (20%)	76 (100%)	5 (7%)	51 (67%)	20 (26%)	76 (100%)	9 (12%)	56 (74%)	11 (14%)	76 (100%)
Above 50	2 (17%)	9 (75%)	1 (8%)	12 (100%)	2 (17%)	7 (58%)	3 (25%)	12 (100%)	1 (8%)	9 (75%)	2 (17%)	12 (100%)
Total	80 (19%)	257 (61%)	83 (20%)	420 (100%)	71 (17%)	252 (59%)	101 (24%)	424* (100%)	66 (16%)	267 (64%)	87 (21%)	420 (100%)

Source: Primary data

The table above illustrates the cross-tabulation between the age of respondents and consumer electronics products. Among 420 respondents, the majority of consumers prefer purchasing consumer electrical items via offline channels,

with the exception of smartphones. The statistics also suggested that those aged 21 to 35 are more engaged in internet purchasing.

Table 2: Cross tabulation on Gender of Respondents and Consumer Electronic Products

Gender of Respondents	Total	Television				Smart phone and its accessories				Tablet and its accessories			
		Online	Offline	Both	Total	Online	Offline	Both	Total	Online	Offline	Both	Total
Male		39 16%	160 65%	49 20%	248 100%	111 45%	60 24%	77 31%	248 100%	74 30%	99 40%	75 30%	248 100%
Female		21 12%	132 77%	19 11%	172 100%	62 36%	61 35%	49 29%	172 100%	46 27%	85 49%	41 24%	172 100%
Total		60 14%	292 70%	68 16%	420 100%	173 41%	121 29%	126 30%	420 100%	120 29%	184 44%	116 28%	420 100%

Table 2: To be continued...

Gender of Respondents	Laptop and its accessories				Computer and its accessories				Printers and scanners			
	Online	Offline	Both	Total	Online	Offline	Both	Total	Online	Offline	Both	Total
Male	45 18%	150 61%	53 21%	248 100%	39 16%	140 56%	69 28%	248 100%	41 17%	148 60%	59 24%	248 100%
Female	35 20%	106 62%	31 18%	172 100%	33 19%	108 63%	31 18%	172 100%	25 15%	116 67%	31 18%	172 100%
Total	80 19%	256 61%	84 20%	420 100%	72 17%	248 59%	100 24%	420 100%	66 16%	264 63%	90 21%	420 100%

The table above illustrates the cross-tabulation between the gender of respondents and their purchase of consumer electronics products. Among 420 respondents, the majority of consumers prefer purchasing consumer electrical items

via offline channels, with the exception of smartphones. The results also suggested that a higher number of men engage in online shopping compared to females.

Table 3: Cross tabulation on Occupation of Respondents and Consumer Electronic Products

Educational Qualification	TV				Smart Phone and Its accessories				Tablet and its accessories			
	Online	Offline	Both	Total	Online	Offline	Both	Total	Online	Offline	Both	Total
Student	22	130	29	181	75	61	45	181	50	82	49	181
	12%	72%	16%	100%	41%	34%	25%	100%	28%	45%	27%	100%
Business	4	13	4	21	5	8	8	21	3	10	9	21
	19%	62%	19%	100%	24%	38%	38%	100%	14%	48%	38%	100%
Service/Job	31	117	28	176	75	43	58	176	52	74	50	176
	18%	66%	16%	100%	43%	24%	33%	100%	30%	42%	28%	100%
Housewife	0	10	3	13	3	3	7	13	4	8	1	13
	0%	77%	23%	100%	23%	23%	54%	100%	31%	62%	8%	100%
Professional	2	18	5	25	12	5	9	25	9	10	6	25
	8%	72%	20%	100%	48%	20%	32%	100%	36%	40%	24%	100%
Other	0	4	0	4	3	0	1	4	3	1	0	4
	0%	100%	0%	100%	75%	0%	25%	100%	75%	25%	0%	100%
Total	59	292	69	420	173	120	127	420	121	185	114	420
	14%	70%	16%	100%	41%	29%	30%	100%	29%	44%	27%	100%

Table 3: To be continued...

Educational Qualification	Laptop and its accessories				Computer and its accessories				Printers and scanners			
	Online	Offline	Both	Total	Online	Offline	Both	Total	Online	Offline	Both	Total
Student	38	107	36	181	34	113	34	181	25	122	34	181
	21%	59%	20%	100%	19%	62%	19%	100%	14%	67%	19%	100%
Business	1	15	5	21	0	13	8	21	3	12	6	21
	5%	71%	24%	100%	0%	62%	38%	100%	14%	57%	29%	100%
Service/Job	36	105	35	176	30	97	49	176	34	104	38	176
	20%	60%	20%	100%	17%	55%	28%	100%	19%	59%	22%	100%
Housewife	2	9	2	13	1	9	3	13	0	9	4	13
	15%	69%	15%	100%	8%	69%	23%	100%	0%	69%	31%	100%
Student	3	17	5	25	7	13	5	25	4	16	5	25
	12%	68%	20%	100%	28%	52%	20%	100%	16%	64%	20%	100%
Business	0	4	0	4	0	3	1	4	0	3	1	4
	0%	100%	0%	100%	0%	75%	25%	100%	0%	75%	25%	100%
Total	80	257	83	420	72	248	100	420	66	266	88	420
	19%	61%	20%	100%	17%	59%	24%	100%	16%	63%	21%	100%

The cross-tabulation showing the relationship between respondents' occupations and their purchases of consumer electronics products is shown in the table above. Among the 420 consumers who participated in the survey, the majority of them prefer to purchase consumer electrical devices offline, with the exception of smartphones. In addition, the statistics showed that students are more participating in online buying than ever before.

4.2 Perception of factor influencing buying behaviour

4.2.1 Online Buying Behaviour

Table 4: I believe we have more product availability on online websites than in offline stores

Statements	Frequency	Percent
Strongly Disagree	13	3
Disagree	25	6
Neutral	63	15
Agree	147	35
Strongly Agree	172	41
Total	420	100.0

Out of 420 respondents, 41% strongly agree with the statement "I believe we have more product availability on online websites than in offline stores," while 35% agree. Similarly, 6% of respondents disagree with this statement, while 3% strongly disagree with it.

Table 5: I receive a greater selection of products when shopping online

Statements	Frequency	Percent
Strongly Disagree	15	4
Disagree	25	6
Neutral	51	12
Agree	164	39
Strongly Agree	165	39
Total	420	100.0

Of the 420 respondents, 39% strongly agree with the statement "I receive a greater selection of products when shopping online," while 39% agree with the statement. In the same vein, 6% of respondents disagree with this assertion, while 4% of respondents strongly disagree with it.

Table 6: Cross Tabulation on Age and Consumer Electronic Products

Age of Respondents	Consumer Electronics Items						Total
	Television	Smart Phone and its accessories	Tablet and its accessories	Laptop and its accessories	Computer and its accessories	Printers and scanners	
Less than 20	10	43	28	13	11	4	109
21 to 35	22	89	52	36	15	9	223
36 to 50	5	20	14	4	18	15	76
Above 50	1	2	2	1	2	4	12
Total	38	154	96	54	46	32	420

Based on 420 respondents, the cross-tabulation in Table 6 shows the correlation between respondents' age and the consumer electronics devices they buy. According to 223 respondents, the age group of 21 to 35 years old makes the most purchases of consumer electronics in almost every category. They have especially strong preferences for laptops (36), tablets (52), and smartphones and their accessories (89). Significant engagement is also shown by the group of respondents who are under 20 (109),

particularly in the acquisition of smartphones (43) and tablets (28) in particular. In contrast, older age groups, such as those aged 36 to 50 and over 50, exhibit lower levels of purchasing activity, however those in this age range are comparatively more likely to purchase printers/scanners (15) and computer accessories (18). Overall, the data shows that younger consumers-particularly those between the ages of 21 and 35-are the main buyers of electronic equipment, with a preference for portable and personal gadgets.

Table 7: Cross Tabulation on Gender of Respondents and Consumer Electronic Products

Gender of Respondents	Consumer Electronic Products						Total
	Television	Smart Phone and its accessories	Tablet and its accessories	Laptop and its accessories	Computer and its accessories	Printers and scanners	
Male	23	91	56	31	27	20	248
Female	15	63	40	23	19	12	172
Total	38	154	96	54	46	32	420

The cross-tabulation of 420 respondents' purchases of consumer electronics by gender is shown in Table 7. According to the findings, men respondents (248) are more likely than female respondents (172) to actively purchase electronic devices across all categories. With 91 smartphone and accessory sales, 56 tablet purchases, and 31 laptop purchases, men predominate. Women participate, but at a reduced rate, with 63 smartphone and 40 tablet purchases. The tendency is consistent across all categories, suggesting that men are more likely than women to buy consumer gadgets. Additionally, both men and women buy cell phones and their accessories the most. According to the research, there seems to be a gender difference in consumer buying behaviour, with men generally displaying a greater propensity for electronic transactions.

5. Conclusion

The most popular items purchased online are electronics, consumer durables, and a wide variety of other things. buying online differs from buying in a physical store since many of the features seen in a physical store are not available when purchasing goods online. Many people feel uneasy about making purchases online when they do it for the first time. Those reservations go away with time as individuals endure more and more of it. Although individuals are still leaning toward internet purchasing, this study shows that they still prefer traditional stores. From the perspective of both entrepreneurs and customers, online shopping has grown in importance as the internet has become an essential tool for contemporary businesses. No question, online shopping will dominate in the future. However, it is crucial that we all know how to purchase online securely and sensibly. The results of this study provide light on the differences and similarities between

online and physical purchasing behaviour.

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