



# Analysis of Consumer Buying Patterns of Organic Products: Online Vs. Offline

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**Keyword:** Purchase behavior, offline, online, products, shopping

## I. INTRODUCTION

Consumers are focusing on quality and brand which in turn makes them buy product after a detailed review. When it comes to organic products, consumer still focus on offline and online, a comparative study will conclude what makes consumers purchase online or offline when it comes to quality of product. Consumer purchase behavior might be individual decision or combination of family or siblings. Out of concern for the environment, people have started using green products and stopped using products which are harmful to the environment. Many studies have been conducted on the reason for consumers purchase methods. In this study, the researcher focuses on how consumers choose purchase pattern when it comes to quality of products. The study is expected to understand consumer preferences on choosing purchase pattern when it comes to quality of product.

## II. OBJECTIVES OF THE STUDY

- To understand the reasons for consumer purchase pattern based on quality of product.
- To identify the cons in purchasing online/offline in terms of quality.
- To find out customer comfort and its impact on consumer purchase behavior.

## III. Limitation of the Study

- The study was conducted within a limited timeframe, resulting in a lack of absolute accuracy.
- The research did not encompass the entire population, leading to a study with a constrained sample size.

### III. Literature Review

Limited research exists on the antecedents of both offline and online information search, with only a handful of studies delving into this area. *Kulviwat, Guo, and Engchanil (2004)* found that the key determinants of online information search are perceived benefits and perceived search costs. *Maity, Dass, and Malhotra (2014)* identified search costs, price dispersion, prior experience, and knowledge as important factors influencing offline search behavior. Despite these significant contributions, there is a noticeable absence of recent reviews on information search behavior beyond these pivotal studies. The pivotal role of active information search in shaping consumer purchase intentions, makes it evident that further exploration of the determinants of both online and offline search behaviors is a promising avenue, as indicated by previous research (*van Rijnsoever, Castaldi, & Dijst, 2012; Verhoef, Kannan, & Inman, 2015*). This study aims to fill this gap by contributing to the information search literature. Through a comprehensive review, we aim to identify and analyze the major themes associated with consumers' online and offline information search, thereby enhancing our understanding of this crucial aspect of consumer behavior.

Founded in 1998, PayPal revolutionizes transactions by allowing users to transfer money without divulging financial information. It grants customers the flexibility to pay using their PayPal account balances, bank accounts, PayPal credit, and various credit cards. Presently, users can execute payments across their favorite apps with a single touch, streamlining the process and eliminating the need for repetitive usernames and passwords. The surge in online shopping can be attributed to a range of perceived benefits that users find appealing. One significant advantage is the flexibility it offers, enabling customers to access information and make purchases at their convenience, regardless of time or location. Another notable benefit is the cost advantage, with online products often considered more economical than their counterparts in physical stores, as indicated by *Forsythe & Liu's 2006* survey. This cost-effectiveness stems from reduced overheads and the elimination of expenses associated with maintaining brick-and-mortar storefronts. Despite potential delivery costs, the overall pricing of online products tends to be lower. The third key benefit is the convenience afforded by the ability to shop anytime, anywhere. The proliferation of internet enabled devices and the availability of various shopping applications for smartphones has played a pivotal role in encouraging people to engage in online shopping. However, alongside these advantages, there are drawbacks that have impeded the widespread adoption of online shopping. A primary concern is internet security, particularly in terms of identity theft and credit card fraud. Many online transactions require the use of sensitive information such as credit cards or bank accounts, causing apprehension among shoppers about sharing such details online. *Forsythe & Liu's* survey conducted between 2006 and 2010 highlighted this apprehension regarding online security. In a survey conducted by *Xinyu (Jason) Cao, Frank Douma, Fay Cleaveland, and Zhiyi Xu* of the Humphrey Institute of Public Affairs at the University of Minnesota, the interactions between e-shopping and in-store shopping were explored. The study proposed two competing hypotheses: the innovation-diffusion hypothesis and the efficiency hypothesis. The research suggested that individuals in urban areas are more likely to engage in online buying due to their openness to new technologies. This aligns with the innovation-diffusion hypothesis, positing that urban

residents are more inclined to be online buyers. The study aims to unveil the dynamics between e-shopping and in-store shopping using a sample of internet users in the Minneapolis-St. Paul metropolitan area, employing various analytical approaches.

#### IV. DATA ANALYSIS AND INTERPRETATION

**TABLE I.**

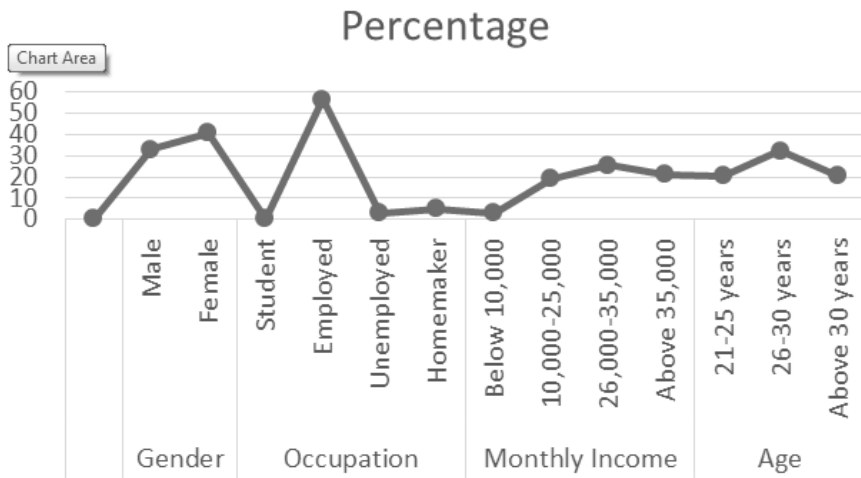
##### DEMOGRAPHICS

Variable	Category	Percentage
Gender	Male	33
	Female	41
Occupation	Student	0.47
	Employed	56.57
	Unemployed	2.69
	Homemaker	5.05
Monthly Income	Below 10,000	2.69
	10,000-25,000	18.85
	26,000-35,000	25.57
	Above 35,000	20.87
Age	21-25 years	20.51
	26-30 years	32.28
	Above 30 years	20.20

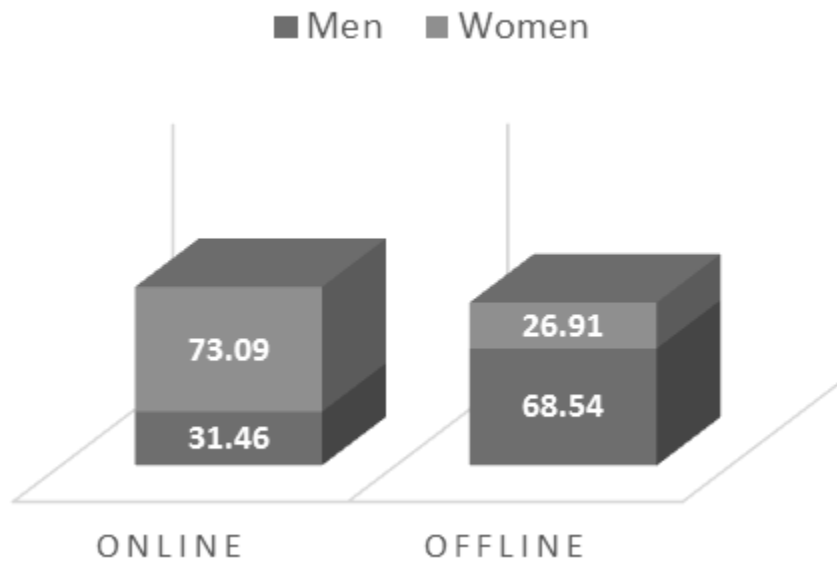
##### Interpretation

Table I shows that more than 43% of respondents were male and 31% of respondents were female. It was also found that females were mostly focused on preference of organic products when compared to men. Mostly (56%) the respondents were found to be employed, few of the respondents were unemployed and homemakers, whereas very less (0.67%) were students. It is found that people earning average income focus more on organic products and they rely on shopping actively.

**Fig. 1. Demographic Variables**



**TABLE II.**  
**BUYING PATTERNS BASED ON GENDER PREFERENCES**



From Fig. 2 it is observed that women likely tend to stick to online shopping and men prefer indoor shopping. The data also predicts that men are peculiar with the product they choose and want to stick on to the quality of the product and women believe in online shopping due to less time consumption and easy purchase pattern.

**TABLE II.****QUALITY AND TRUST LEVEL OF CONSUMER BUYING PATTERNS**

Quality	Strongly agree	Agree	Strongly disagree	Disagree
Online sellers stick to original organic products only	4.13	38.2	52.7	7.3
Offline shopping is best when it comes to quality of products	47.6	41	11.6	0.57
Irrespective of quality of product I prefer online shopping	28	30.8	33.2	8.12
Offline shopping gives more details about the product when compared to online shopping	36.5	40.6	17.3	3.4
Online organic products are mostly fake and not genuine	21.7	42.3	27.8	3
When I purchase an organic product offline, it gives 100% satisfaction in terms of quality	37.5	41.2	14	6.12

Most of the respondents (52.7%) don't think that online sellers sell original organic products, very few (4.13%) of respondents feel that original products may be sold which can be related to most 30.8% of respondents preferring online products irrespective of quality. Almost 47.6 % of respondents says that offline shopping is best when it comes to quality; this shows that consumers who prefer offline shopping are more likely to choose buying patterns because of preference in quality of the product. (40.6%) Most respondents choose offline products to know about the details of product and after knowing its core details and quality, they tend to buy the product. Very few (3%) of the respondents disagree that online products are fake. It is observed that consumers who buy organic products from stores look for quality of products and they believe that offline purchase is more genuine as compared to online selling products.

**Hypothesis: Consumer buying pattern influences the value on organic products**

**Null Hypothesis (H<sub>0</sub>): There is no association between consumer buying pattern influences the value of organic products.**



**Alternate Hypothesis (H<sub>1</sub>):** There is an association between consumer buying pattern influences and the value of organic products.

**Table III.**

Online/Offline	F value	t statistic	Df	Sig. (2-tailed)	Null Hypothesis (H <sub>0</sub> )
Trust level	6.578	0.026	383	6.578	Rejected
Quality	0.226	0.741	383	0.226	<b>Accepted</b>
Originality	0.327	0.677	383	0.499	<b>Accepted</b>
Price	6.937	0.9706	383	0.009	Rejected
Availability	25.39	1.688	383	0.002	Rejected

### Inference

Independent sample t-test shows that *p*-value for *Trust level*, *Price* and *Availability* is less than 0.05, hence null hypothesis is rejected at 5% level of significance. Consumer opinion on organic products either online or offline differs. In terms of *Quality* and *Originality*, consumers opinion remains same, this shows that organic products when bought from store (offline) is best in quality and originality; when it is purchased online consumers feel that sellers may also sell fake products. From the data it is preferred to buy organic products offline, and consumers focus on online shopping based on availability and ease of purchase.

**Hypothesis: Duration of purchasing organic products influences consumer buying pattern**

**Null Hypothesis (H<sub>0</sub>):** Duration of purchasing organic products does not influence consumer buying pattern.

**Alternate Hypothesis (H<sub>1</sub>):** Duration of purchasing organic products influences consumer buying pattern.

TABLE IV.

## DURATION OF PURCHASING ORGANIC PRODUCTS

Description						
	Duration of purchasing Organic products	N	Mean	Std. Deviation	Sig.	Null hypothesis
Trust level	Less than 6 months	21	2.654	0.6586	0.000	Rejected
	6 months – 1 year	13	2.1256	0.7365		
	1-3years	31	2.1548	0.5639		
	More than 3 years	9	2.785	0.5486		
	<b>Total</b>	<b>74</b>	<b>2.8756</b>	<b>0.8236</b>		
Quality	Less than 6 months	21	2.1456	0.4589	0.012	Accepted
	6 months - 1 year	13	2.3158	0.5365		
	1- 3years	31	2.148	0.3256		
	More than 3 years	9	3.1547	0.3265		
	<b>Total</b>	<b>74</b>	<b>2.1963</b>	<b>0.4589</b>		
Originality	Less than 6 months	21	2.9875	0.9874	0.51	Accepted
	6 months -1 year	13	2.5876	0.8956		
	1-3years	31	2.3641	0.7856		
	More than 3 years	9	2.1598	0.5987		
	<b>Total</b>	<b>74</b>	<b>2.4631</b>	<b>0.6875</b>		
Price	Less than 6 months	21	2.6578	0.5587	0.04	Rejected
	6 months - 1 year	13	2.6489	0.684		
	1-3years	31	3.0196	0.3256		
	More than 3 years	9	3.1578	0.5412		
	<b>Total</b>	<b>74</b>	<b>2.3654</b>	<b>0.4456</b>		
Availability	Less than 6 months	21	2.9945	0.8765	0.03	Rejected
	6 months – 1 year	13	2.0365	0.6589		
	1-3years	31	2.2265	0.6589		
	More than 3 years	9	2.363	0.5986		
	<b>Total</b>	<b>74</b>	<b>2.3265</b>	<b>0.3658</b>		

## Inference

ANOVA findings show  $p$ -value of 0.000, 0.04, 0.03 which is less than 0.05. Therefore, null hypothesis ( $H_0$ ) is rejected at 5% level of significance. Consumer buying decision is based on *Trust level*, *Availability*, and *Price*. For *Quality* and *Originality*, null hypothesis is accepted as  $p$ -value is greater than 0.05, this shows that consumer opinion differs for these two factors, and they purchase organic products are based on genuine products (offline purchase).

**TABLE V.**

### CONSUMER BUYING PATTERNS BASED ON QUALITY AND ORIGINALITY

ANOVA					
Consumer Buying Patterns					
	Sum of Squares	<i>df</i>	Mean Square	F	<i>Sig.</i>
Between Groups	8.036	4	2.009	6.178	0.000
Within Groups	41.395	71	0.319		
Total	43.431	74			

## Inference

The  $p$ -value is 0.000. Since the  $p$ -value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, Originality and Quality of organic products influences consumer buying patterns. It can be clearly seen that consumers choose offline mode focusing on original products and consumers who prefer to buy online are purchasing irrespective of originality to save time and for ease of buying. Sellers may focus on reducing fake products to attract more online customers or offline owners may focus on increasing availability and expanding outlets in order to attract more customers.

## V. CONCLUSION

Opting online or offline mode of purchasing is based upon quality and originality of products. It is clearly seen from the research that consumers opt for online products only on the basis of availability and easy access. It is suggested that sellers may focus on bringing only original products when selling online and offline sellers can diversify their products thereby reducing purchase time for consumers. It can also make consumers visit often if travelling time is reduced and available within their living zone. Consumers prefer offline purchase but due to availability issues, they change to online purchasing mode. Tie-up with major outlets across the region can also be helpful for sellers as well as consumers in building up a good relationship with organic products and it helps environmental health as well.



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