



A Comparative Study of Consumer Behaviour between Online Shopping and Traditional Shopping

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INTRODUCTION:

This study intends to investigate the variations in consumer behaviour between traditional retail and online retail. This research proposal's goal is to present a thorough plan for the suggested investigation.

Keywords:

Consumer behaviour, online shopping, traditional shopping, decision-making process, marketing strategies

- **Consumer behaviour** is the study of how people, groups, and organisations select, purchase, use, and discard goods or experiences to fulfil their needs and desires.

- **Online shopping** is the practise of making purchases of products or services using a website.
- **Traditional shopping** is the act of buying products or services from brick-and-mortar stores or other offline sources.
- Making a choice among options based on the assessment of data acquired via study and analysis is known as the **decision-making process**.
- Product, pricing, place, and promotion are the "4 Ps" of **marketing**, which are plans and methods used to market a product or service to a target market.

LITERATURE REVIEW:

A variety of reasons contribute to the differences in consumer behaviour in traditional shopping and online shopping. Convenience, accessibility, and the simplicity of price and product comparison are a few of these elements.

Nielsen (2018): Consumers are increasingly using online stores because they are convenient and accessible. According to the report, customers are more likely to shop online if they can discover a better offer or if their local store does not carry the item. Also, consumers can readily compare products and prices when purchasing online, which is not available when visiting a traditional store.

PwC (2017) study: Despite the convenience and accessibility of online shopping, some customers prefer traditional shopping. 67% of consumers prefer to shop in-store for products that they require right away. According to the study, 40% of consumers prefer to shop in-store because they want to see and touch the products before buying them. Furthermore, traditional shopping allows customers to receive personalized service and advice from sales associates.

Lee and Park (2019): Previous research has discovered that consumers' perceptions of product quality differ between online and offline shopping. Consumers believe that products purchased online are of lower quality than products purchased in traditional stores. The study also discovered that consumers were more likely to return online purchases than in-store purchases.

Discover.Certilogo. Com: Among the factors that influence consumers' desires and habits are:

- Cultural factors: ranging from the traditional culture of the country of origin, to subcultures related to age, neighbourhood, ethnicity, religion, and social class;
- Social factors concerning the belonging groups and their peculiarities: family, friends, but also social status;
- Personal Factors: age, job, income, lifestyle, personality, and self-image;
- Psychological factors: motivation to satisfy desires and needs, perception of situations, beliefs, and attitudes.

These factors mix and overlap, leading the individual consumer to be inclined to offline or online shopping, interested in certain goods, influenced by advertising or other's opinion.

World Economic Forum: Billions of people affected by the COVID-19 pandemic are driving a "historic and dramatic shift in consumer behaviour". The consulting and accounting firm's June 2021 Global Consumer Insights Pulse Survey reported a strong shift to online shopping as people were first confined by lockdowns, and then many continued to work from home. Other trends in this shift towards digital consumption include online shoppers being keen to find the best price, choosing more healthy options and being more eco-friendly by shopping locally where possible.

Instamojo.com: On an average, visitors go through ten product pages before making a buying decision. So, before adding any product to their carts, shoppers will go through each product page in less than a minute. Thus, brands have limited time to make an impression in the minds of their store visitors. One of the best ways to convert store visitors into buyers is by investing in high-quality product images.

PowerReviews (2021): online shopping also offers consumers the ability to read reviews and ratings from other customers before making a purchase. According to a study by PowerReviews (2021), 97% of consumers read product reviews before making a purchase. The study also found that consumers are more likely to purchase a product if it has a high rating and positive reviews.

Accenture (2018): Another advantage of online shopping is the ability to receive personalized recommendations based on previous purchases and browsing history. This is made possible by using algorithms and machine learning. A study by Accenture (2018) found that 75% of consumers are more likely to make a purchase if the retailer provides personalized recommendations based on their previous purchases.

Econsultancy (2021): However, online shopping also has its drawbacks. One of the main drawbacks is the inability to physically see and touch the product before making a purchase. This can be a significant issue for products such as clothing and footwear, where fit and comfort are important factors. According to a study by Econsultancy (2021), 32% of consumers do not shop online for clothing because they prefer to see and touch the product before purchasing it.

GlobalData (2018): Traditional shopping also has its advantages and drawbacks. One of the main advantages is the ability to receive immediate gratification. Consumers can purchase and take-home products immediately, rather than waiting for delivery. This is particularly important for products that are needed urgently, such as food and household items. According to a study by GlobalData (2018), the immediacy of traditional shopping is a key factor in consumers' decision-making process.

Another advantage of traditional shopping is the opportunity for social interaction. Consumers can shop with friends or family members and receive personalized service from sales associates. This social aspect of traditional shopping can enhance the shopping experience and influence consumers' decision-making process.

Previous research has identified several factors that influence consumers' decision-making processes when choosing between online shopping and traditional shopping. Convenience is one of the most significant factors that drives consumers towards online shopping platforms.

Consumers can purchase products from anywhere, at any time, without the need to physically visit a store.

Trust is another crucial factor that affects consumers' shopping preferences. Online shopping platforms need to establish a sense of trust and security to encourage consumers to purchase products from their website. This can be achieved through secure payment methods, reliable delivery systems, and transparent return policies.

However, traditional shopping offers a unique shopping experience that cannot be replicated online. Consumers can physically examine products, interact with sales assistants, and receive immediate customer service. These factors can influence consumers' decision-making processes when choosing between online and traditional shopping.

Another factor that affects consumer behaviour is the price. While online shopping platforms may offer lower prices for some products, traditional shopping may offer better deals for others. This can impact consumers' decisions on where to shop.

Moreover, consumers' personal preferences and habits can also influence their behaviour when choosing between online and traditional shopping. For example, some consumers may prefer to shop online due to social anxiety, while others may prefer to shop in-store due to the desire for immediate gratification.

OBJECTIVE:

This study would try to find the differences in consumer behaviours in online shopping and traditional shopping and the factors that affect these differences in consumer behaviours.

METHODOLOGY

DATA SOURCES:

Primary Data:

The research study was conducted through an online survey. A Google form questionnaire was circulated for collecting and gathering information. The study was conducted to examine and evaluate the differences in consumer behaviours in online shopping and traditional shopping and the factors that affect these differences in consumer behaviours. The sample size for the survey was of 100 people, who belonged to the age group of 15- 60 years. Out of 100 respondents, 73 were females and 27 were males.

Since forms were filled by known people, it was a convenient sampling.

Secondary Data:

To gain a better understanding of the research topic, references were taken from articles and research papers available on the internet.

DESIGN OF THE STUDY

- **Quantitative research design**

A quantitative approach in design study is a research methodology that involves the collection and analysis of numerical data to explore or test a hypothesis or research question related to design. This approach involves the use of structured research methods, such as surveys or experiments, to gather data in a systematic and objective way.

Since the survey method has been used to collect and analyse numerical data and draw interpretations essential to our research, hence it is a quantitative research design.

- **Cross-sectional study design**

A cross-sectional approach in design study is a research method that involves collecting data at a single point in time from a sample of individuals or objects. This approach is used in design studies to explore a particular design issue or phenomenon among a specific group of people or objects.

The study design used is cross-sectional as respondents were contacted only once during the research. It was a one-shot study design.

TYPES OF RESEARCH:

Objectives perspective

- Correlational research

Correlational research is a type of research that is used to investigate the relationship between two or more variables. Since a survey was conducted to find the differences in consumer behaviour in online shopping and traditional shopping and the various factors that cause these differences, thus it is correlational research.

Enquiry mode perspective

- Quantitative research

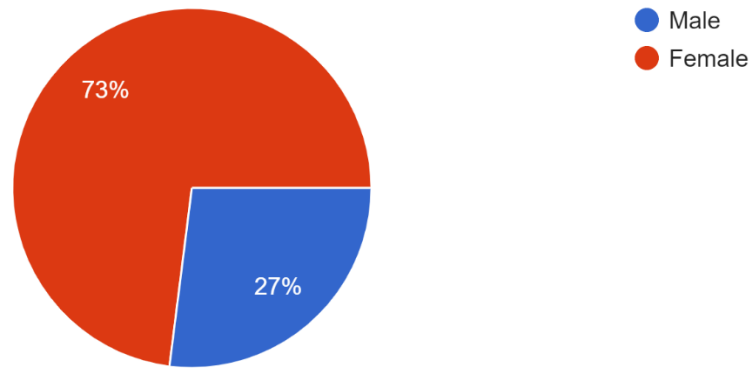
As the research design is well structured, and specific, has a clear distinction between the method of data collection and study designs, has been tested for their validity and reliability, and involves collection and analysis of numerical data through survey, hence it is quantitative research.

RESULT & FINDINGS

A survey was conducted amongst a sample size of 100 people lying in the age group of 15-60 years. Here are the findings and result of the survey:

Gender

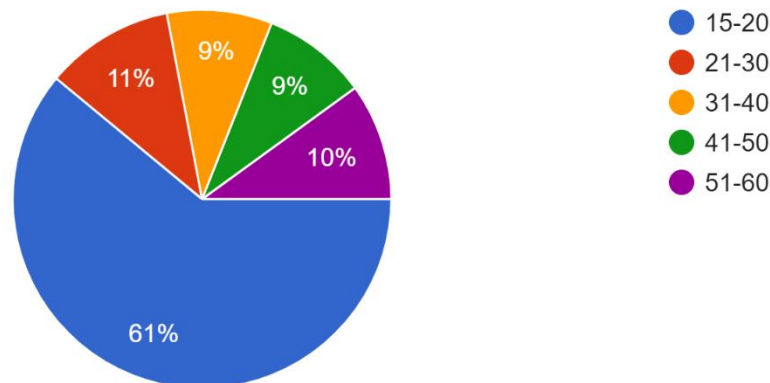
100 responses



The above pie chart shows that out of the 100 respondents surveyed, 27% were 'Males' and 73% were 'Females'. Hence, majority of the sample constituted of females.

Age Group

100 responses

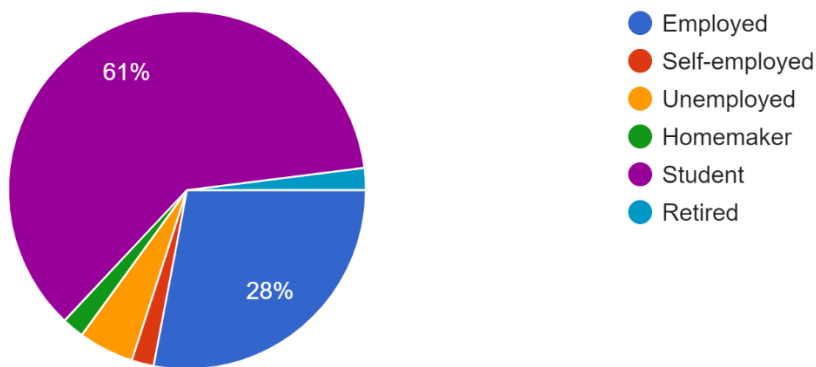


The above pie chart shows that out of the 100 respondents surveyed, 61% belonged to the age group of '15-20 years', 11% belonged to the age group of '21-30 years', 10% belonged to the age group of '51-60 years', and 9% belonged to the age groups of '31-40 years' and '41-50 years' each.

Hence, majority of the sample belonged to the age group of 15-20 years.

What is your current employment status?

100 responses

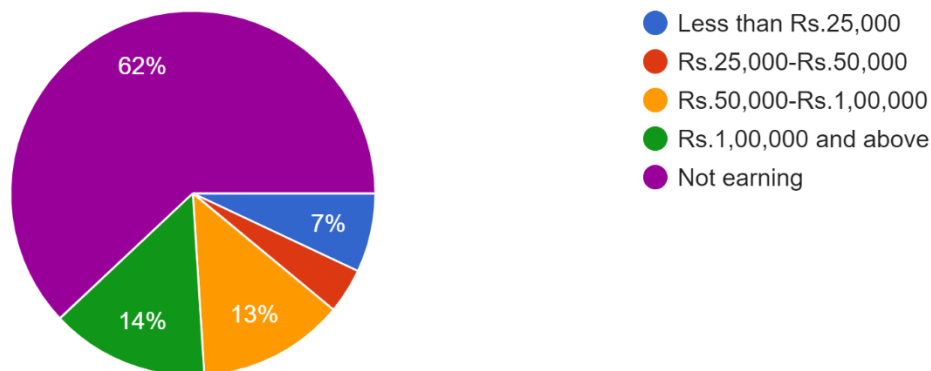


The above pie chart shows that out of the 100 respondents surveyed, 61% were ‘Students’, 28% were ‘Employed’, 5% were ‘Unemployed’, 2% were ‘Self- employed’ and remaining 2% were ‘Home-makers’.

Hence, majority of the sample constituted of students, followed by employed people.

What is your personal income level per month?

100 responses

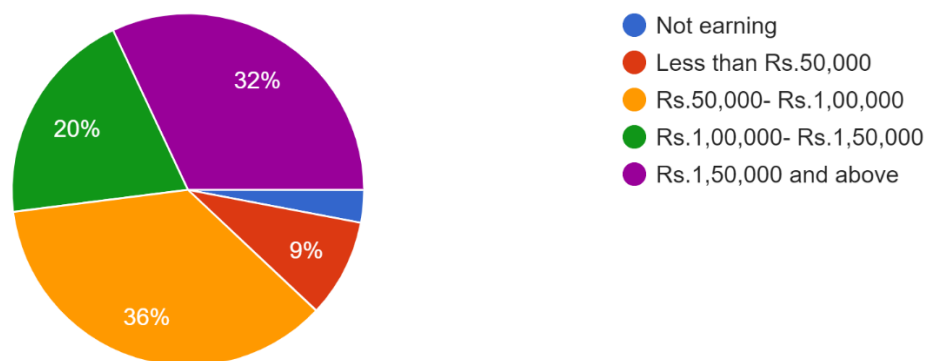


The above pie chart shows that out of the 100 respondents surveyed, 62% were ‘Not Earning’, 14% earned ‘Rs.1,00,000 or above’ per month, 13% earned between ‘Rs.50,000- Rs.1,00,000’ per month, 7% earned ‘less than Rs.25,000’ per month and the remaining 4% earned between ‘Rs.25,000- Rs.50,000’ per month.

Hence, majority of the sample constituted of those who did not earn.

What is your family's income level per month?

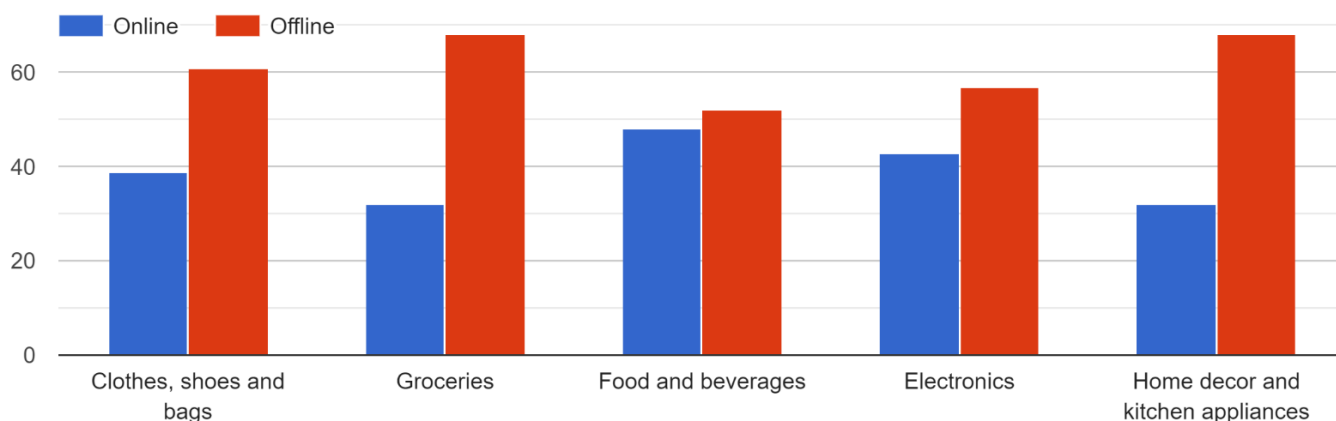
100 responses



The above pie chart shows that out of the 100 respondents surveyed, the monthly family income level of 36% was 'between Rs.50,000- Rs.1,00,000', for 32% it was 'Rs.1,50,000 and above', for 20% it was between 'Rs.1,00,000- Rs.1,50,00', for 9% it was 'less than Rs.50,000' and the remaining 3% were 'Not Earning'.

Hence, majority of the sample constituted of those whose monthly family income was between 'Rs.50,000- Rs.1,00,000', closely followed by the 'Rs.1,50,000 and above' income level group.

Do you prefer to purchase the following online or offline:

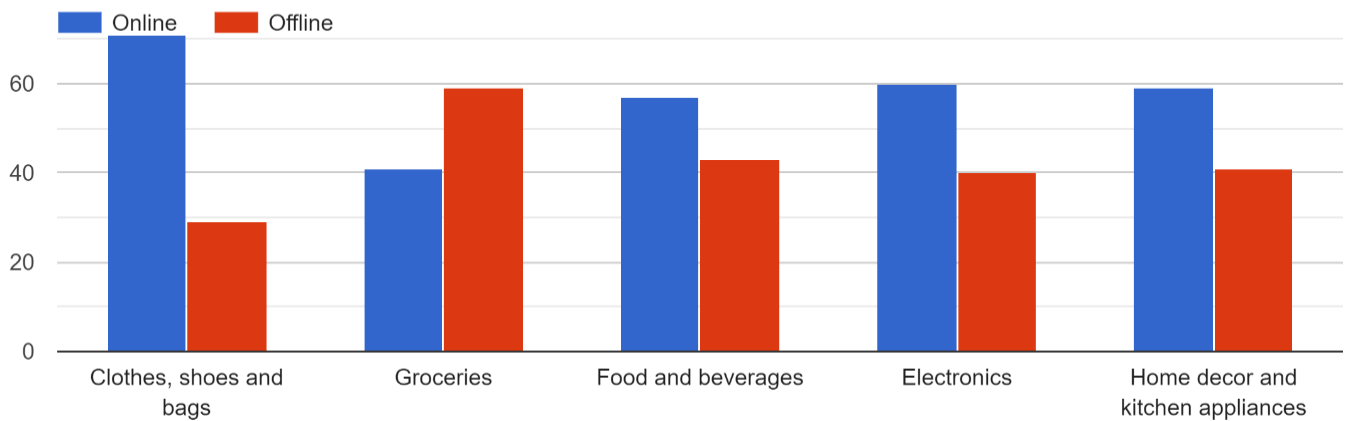


The above bar graph shows the response of people when asked whether they preferred to purchase the following products online or offline. Out of the 100 people surveyed:

- For 'Clothes, Shoes, and Bags,' 39 people said Online and 61 people said Offline.
- For 'Groceries,' 32 people said Online and 68 people said Offline.
- For 'Food and Beverages,' 48 people said Online and 52 people said Offline.
- For 'Electronics,' 43 people said Online and 57 people said Offline.
- For 'Home Décor & Kitchen Appliances' 32 people said Online and 68 people said Offline.

Hence, majority of the respondents prefer to purchase ‘Clothes, shoes, and bags;’ ‘Groceries;’ ‘Electronics’ and ‘Home Décor & Kitchen Appliances’ via Offline shopping. However, for ‘Food and Beverages’ the respondents are not strongly biased towards either Online or Offline shopping.

Where do you find a wider variety of products when shopping for:

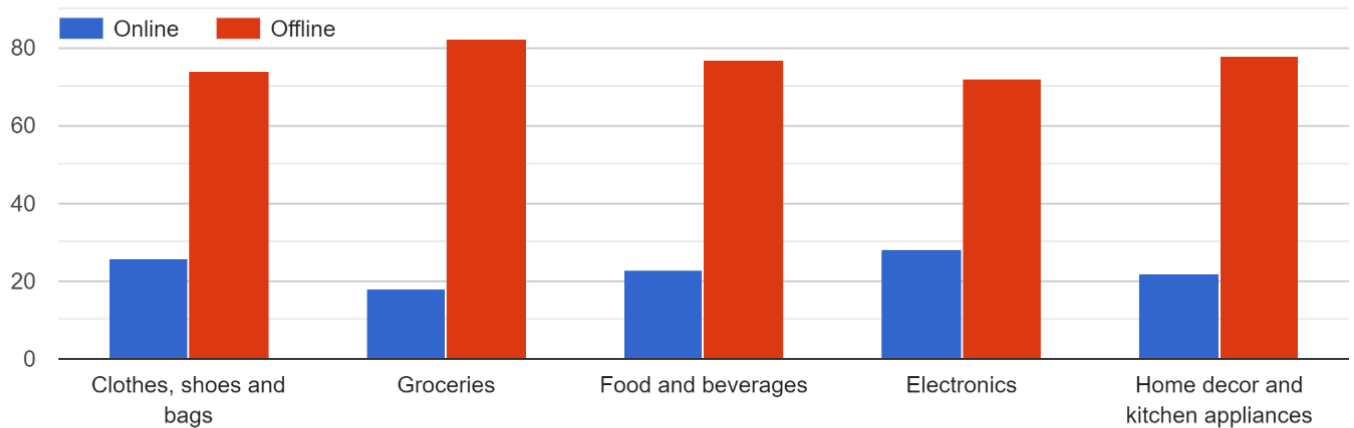


The above bar graph shows the response of people when asked whether they found a wider variety of products when shopping online or offline. Out of the 100 people surveyed:

- For ‘Clothes, Shoes and Bags,’ 71 people said Online shopping and 29 people said Offline shopping.
- For ‘Groceries,’ 41 people said Online shopping and 59 people said Offline shopping.
- For ‘Food and Beverages,’ 57 people said Online shopping and 43 people said Offline shopping.
- For ‘Electronics,’ 60 people said Online shopping and 40 people said Offline shopping.
- For ‘Home Décor and Kitchen Appliances,’ 59 people and Online shopping and 41 people said Offline shopping.

Hence, majority of the respondents found wider variety when shopping Online for ‘Clothes, Shoes and Bags;’ ‘Food and Beverages;’ ‘Electronics’ and ‘Home Décor and Kitchen Appliances.’ Whereas, people found wider variety of ‘Groceries’ when shopping Offline.

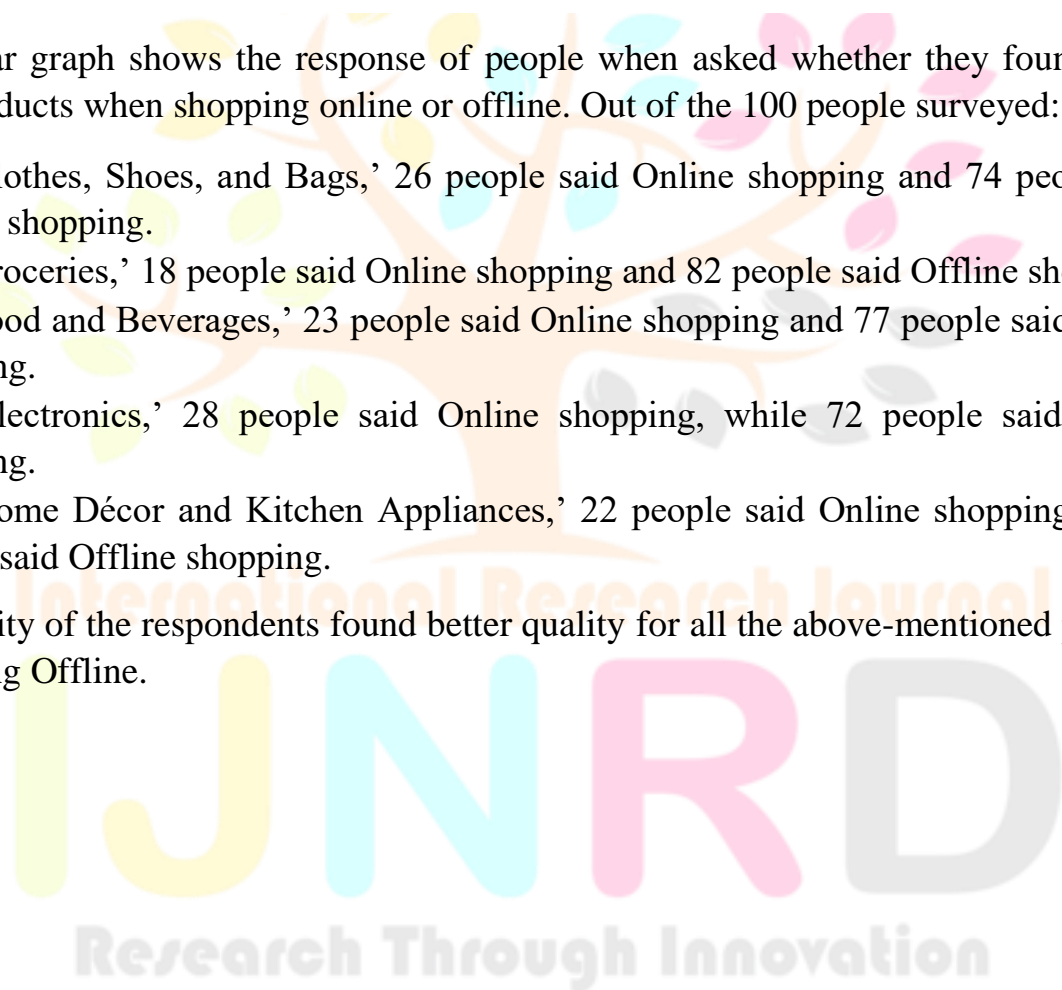
Where do you find better quality when shopping for:



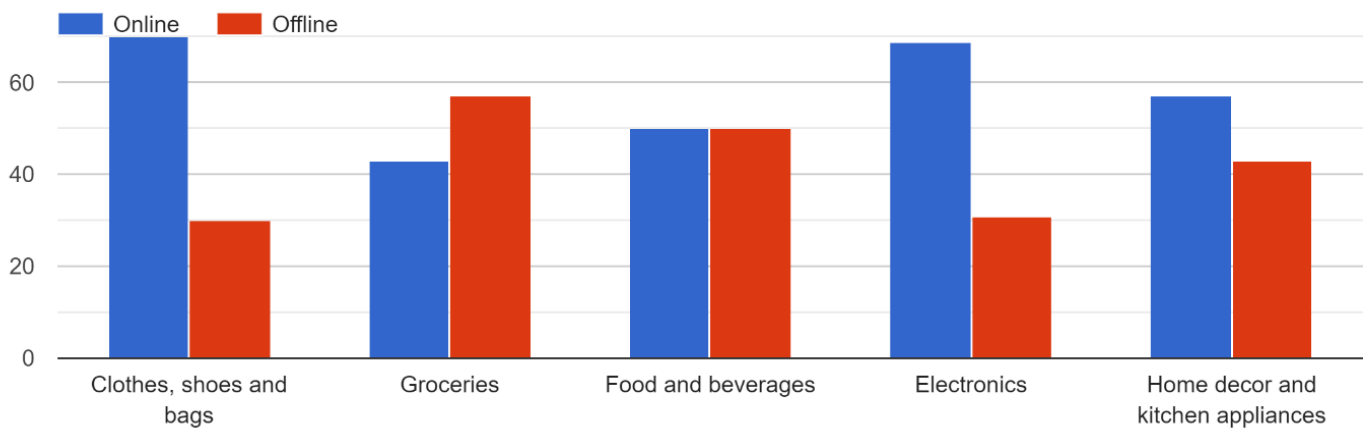
The above bar graph shows the response of people when asked whether they found better quality in products when shopping online or offline. Out of the 100 people surveyed:

- For 'Clothes, Shoes, and Bags,' 26 people said Online shopping and 74 people said Offline shopping.
- For 'Groceries,' 18 people said Online shopping and 82 people said Offline shopping.
- For 'Food and Beverages,' 23 people said Online shopping and 77 people said Offline shopping.
- For 'Electronics,' 28 people said Online shopping, while 72 people said Offline shopping.
- For 'Home Décor and Kitchen Appliances,' 22 people said Online shopping and 78 people said Offline shopping.

Hence, majority of the respondents found better quality for all the above-mentioned products when shopping Offline.



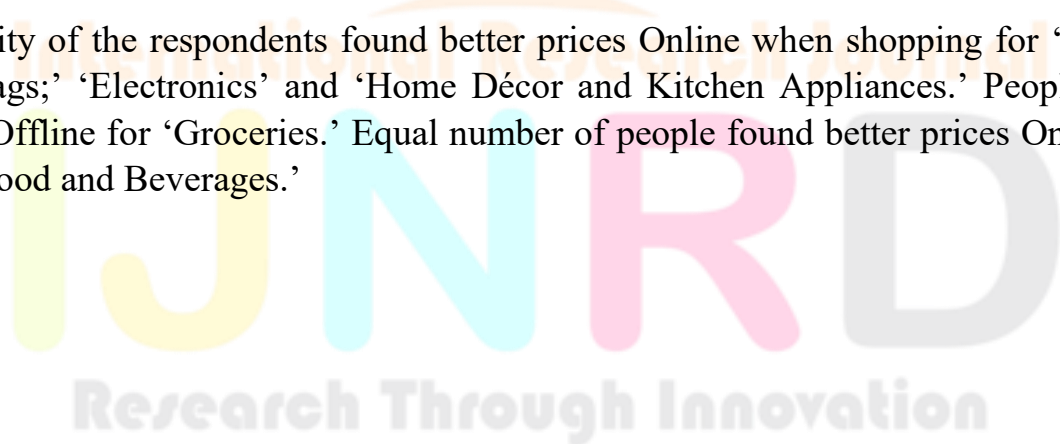
Where do you get better prices when shopping for:



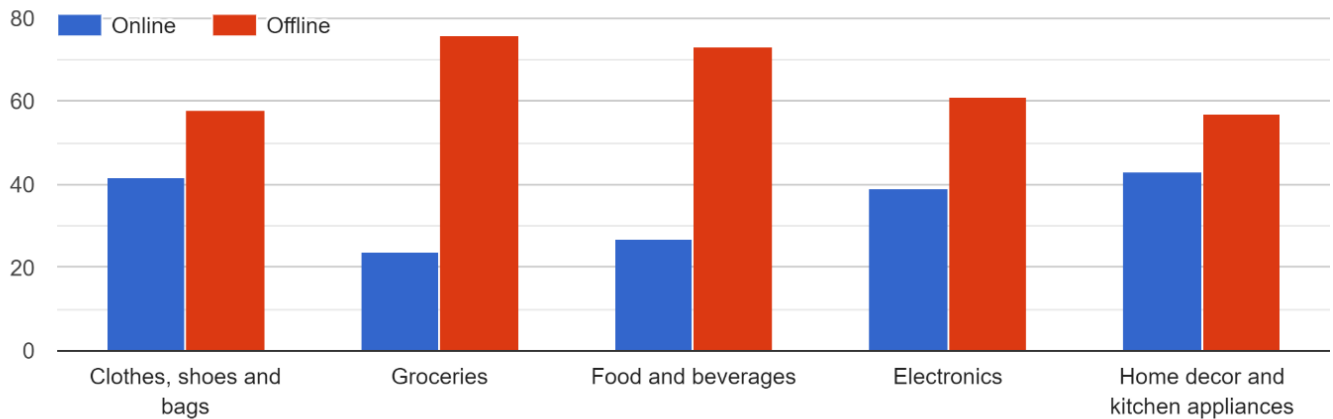
The above bar graph shows the response of people when asked whether they found better prices when shopping online or offline. Out of the 100 people surveyed:

- For ‘Clothes, Shoes and Bags,’ 70 people said Online shopping and 30 said Offline shopping.
- For ‘Groceries,’ 43 people said Online shopping and 57 said Offline shopping.
- For ‘Food and Beverages,’ 50 people said Online shopping and 50 said Offline shopping.
- For ‘Electronics,’ 69 people said Online shopping and 31 people said Offline shopping.
- For ‘Home Décor and Kitchen Appliances,’ 57 people said Online shopping and 43 said Offline shopping.

Hence, majority of the respondents found better prices Online when shopping for ‘Clothes, Shoes and Bags,’ ‘Electronics’ and ‘Home Décor and Kitchen Appliances.’ People found better prices Offline for ‘Groceries.’ Equal number of people found better prices Online and Offline for ‘Food and Beverages.’



Do you prefer on-the-spot delivery (offline shopping) or comfort and delayed delivery (online shopping) for:



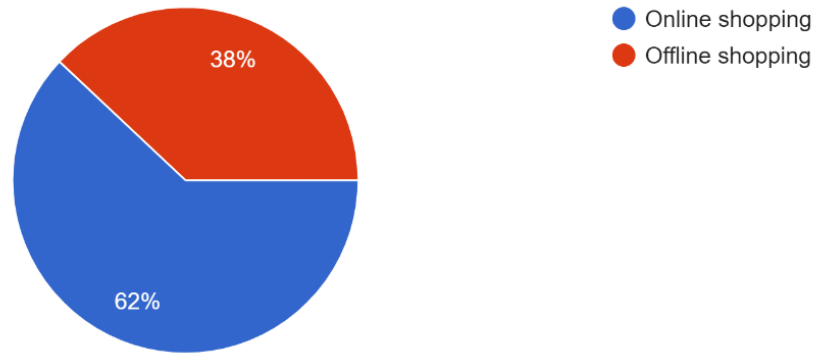
The above bar graph shows the response of people when asked whether they preferred on-the-spot delivery (as in offline shopping) or comfort and delayed delivery (as in online shopping). Out of the 100 people surveyed:

- For ‘Clothes, Shoes and Bags,’ 42 people preferred Online shopping, while 58 preferred Offline shopping.
- For ‘Groceries,’ 24 people preferred Online shopping, while 76 preferred Offline shopping.
- For ‘Food and Beverages,’ 27 people preferred Online shopping, while 73 preferred Offline shopping.
- For ‘Electronics,’ 39 people preferred Online shopping, while 61 preferred Offline shopping.
- For ‘Home Décor and Kitchen Appliances,’ 43 people preferred Online shopping, while 57 preferred Offline shopping.

Hence, majority of the respondents preferred on-the-spot delivery, i.e., Offline shopping for all the above-mentioned products.

What is more cost-effective for you?

100 responses

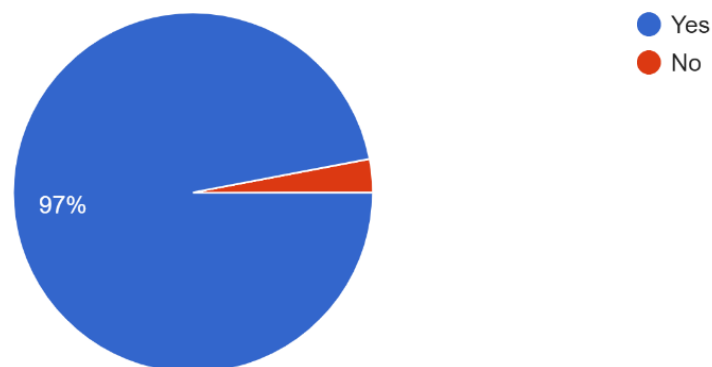


The above pie chart shows the response of people when asked whether they find online shopping more cost-effective or offline shopping. Out of the 100 respondents surveyed, 62% said 'Online shopping' and 38% said 'Offline shopping.'

Hence, this shows that majority of the population finds Online shopping to be more cost-effective.

Do you look at online reviews before making a purchase?

100 responses

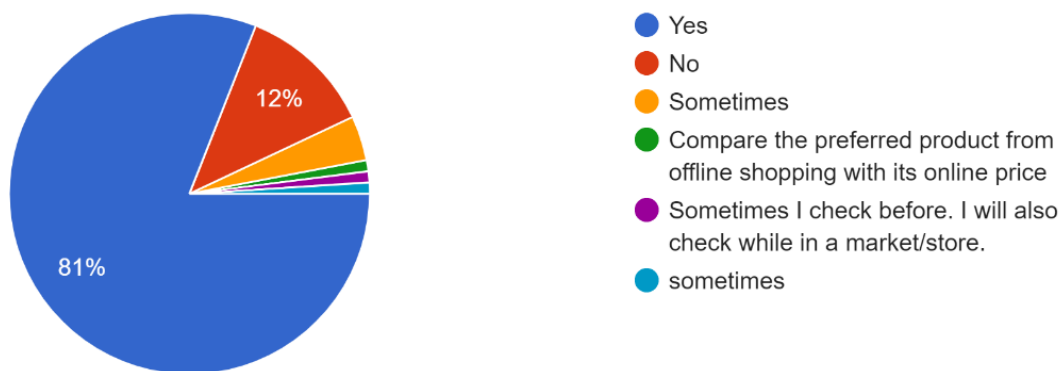


The above pie chart shows the response of people when asked if they look at online reviews before making a purchase. Out of the 100 people surveyed, 97% said 'Yes' and the remaining 3% said 'No'.

Hence, this shows that majority of the population does look at online reviews before making a purchase.

Do you check prices online before going to a market to purchase a product?

100 responses

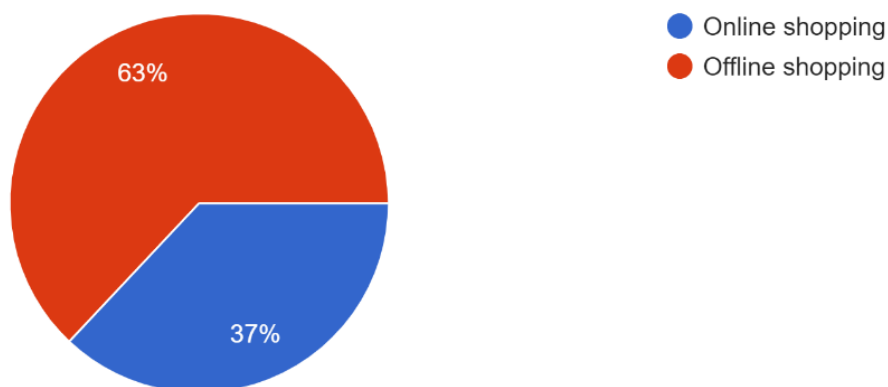


The above pie chart shows the response of people when asked whether they check prices online before going to a market to purchase a product. Out of the 100 people surveyed, 81% said 'Yes,' 12% said 'No' and the remaining 7% said 'Sometimes.'

Hence, majority of the population does check prices online before going to a market to purchase a product.

Where do you receive better customer service?

100 responses

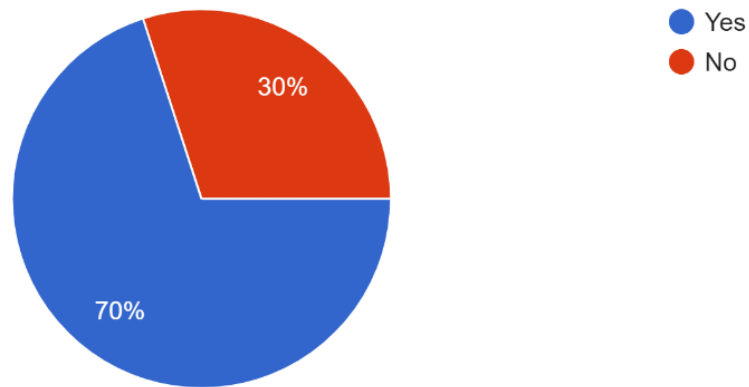


The above pie chart shows the response of people when asked whether they receive better customer service when shopping online or offline. Out of the 100 people surveyed, 63% said 'Offline shopping' while 37% said 'Online shopping.'

Hence, more than half of the population receives better customer service when shopping offline.

Does the risk of not getting what you paid for make you shop less online?

100 responses

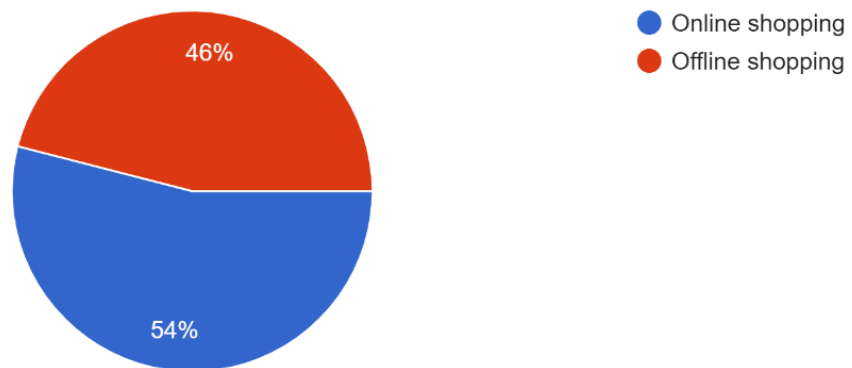


The above pie chart shows the response of people when asked if the risk of not getting what they paid for made them shop less online. Out of the 100 people surveyed, 70% said 'Yes' and 30% said 'No'.

Hence, majority of the population agrees that the risk of not getting what they paid for makes them shop less online.

Where do you find the payment process to be more convenient?

100 responses

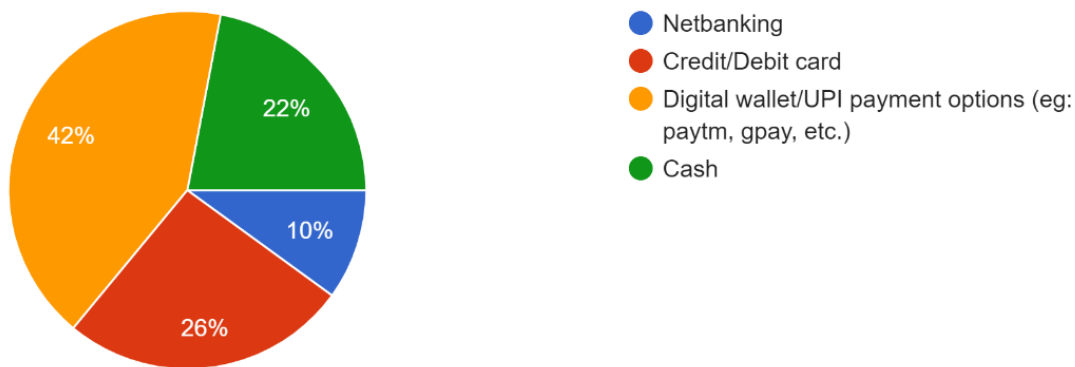


The above pie chart shows the response of people when asked whether they find the payment process to be more convenient when shopping online or offline. Out of the 100 people surveyed, 54% said 'Online shopping' while 46% said 'Offline shopping.'

Hence, a little more than half of the population finds the payment process to be more convenient when shopping online.

Which mode of payment do you prefer when shopping online?

100 responses

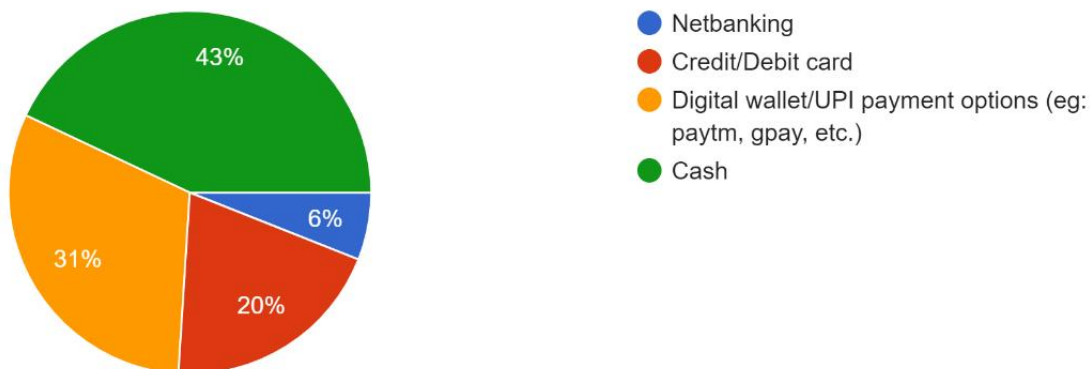


The above pie chart shows the response of people when asked which payment mode they preferred when shopping online. Out of the 100 people surveyed, 42% said ‘Digital Wallet or UPI;’ 26% said ‘Credit or Debit card;’ 22% said ‘Cash’ and the remaining 10% said ‘Net banking.’

Hence, most of the population prefers to use ‘Digital Wallet or UPI’ for making payments when shopping online.

Which mode of payment do you prefer when shopping offline?

100 responses

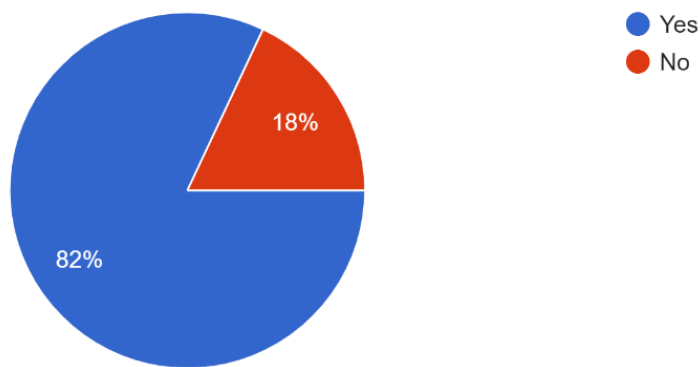


The above pie chart shows the response of people when asked which payment mode they preferred when shopping offline. Out of the 100 people surveyed, 43% said ‘Cash;’ 31% said ‘Digital Wallet or UPI;’ 20% said ‘Credit or Debit card’ and the remaining 6% said ‘Net banking.’

Hence, most of the population prefers to use ‘Cash’ for making payments when shopping offline.

Do you think you shop online more frequently since the Covid-19 pandemic?

100 responses

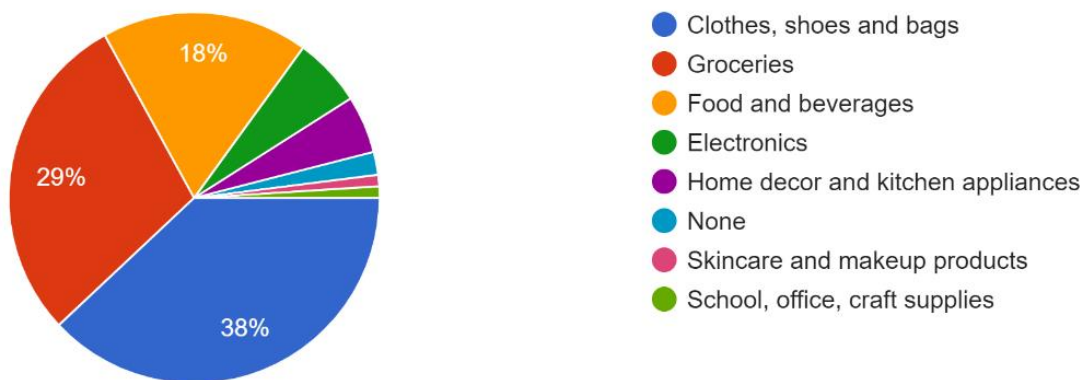


The above pie chart shows the response of people when asked whether they shop online more frequently since the COVID-19 pandemic. Out of the 100 people surveyed, 82% said ‘Yes’ and 18% said ‘No.’

Hence, majority of the population agrees that they do shop online more frequently since the COVID-19 pandemic.

Post-pandemic, in which product category do you shop online most frequently?

100 responses



The above pie chart shows the response of people when asked in which product category they shop online most frequently. Out of the 100 people surveyed, 38% said ‘Clothes;’ ‘Shoes;’ and ‘Bags;’ 29% said ‘Groceries;’ 18% said ‘Food and Beverages;’ 6% said ‘Electronics;’ 5% said ‘Home Décor & Kitchen Appliances;’ 2% said ‘Cosmetics and Craft supplies’ and the remaining 2% said ‘None’.

Hence, ‘Clothes, shoes and bags’ are the most purchased category of products online, post the pandemic.

SUMMARY & CONCLUSION

This research project enabled us to gather responses of 100 people, consisting of 73 females and 27 males, belonging to the age group of 15-60 years which helped us understand the differences in consumer behaviour when shopping online v/s traditionally, particularly pertaining to the broad product categories of clothes, shoes, bags, groceries, food & beverages, electronics and home décor and kitchen appliances.

The study shows that in general most people prefer to shop offline, despite the trend of online shopping gaining a very large and consistent base. This is because they find better quality in products when shopping in a market as compared to online shopping platforms.

Even though online shopping platforms like Amazon, Nykaa, Meesho, etc. provide easier access, more convenience with their shop anywhere- anytime feature and comfortable delivery options; people still prefer to go to a market physically, as they are able to touch and feel the product, know exactly what kind of a product they will receive by the end of the purchase, are able to bargain with the shopkeeper for better prices and receive the product immediately upon purchase and hence don't have to wait for the product to be delivered. Also, for some products like groceries, people prefer to purchase them offline rather than online as they are required daily, their quality can be checked through touch-and-feel and groceries are found for cheaper rates offline than online. Offline shopping is also preferred by most because of better customer service.

However, online shopping was preferred over offline shopping when it came to finding better prices and wider variety of products. People also find online shopping to be more cost-effective than offline shopping as it saves fuel and precious time. Online shopping platforms also allow users to understand the general perception and experiences of others after using a product through online reviews, before making a final decision regarding the purchase of the product. An interesting result found from the survey conducted was that most people check prices online before going to a market to purchase a product. This helps them in gaining a better understanding of the product's actual worth and allows them to bargain with the seller for cheaper prices. People also find the payment process to be more convenient when shopping online as compared to when shopping offline.

The most preferred mode of payment when shopping online was found to be Digital wallets or UPI, whereas for offline shopping it was through cash, closely followed by UPI. Thus, it can be concluded that online mode of payment is generally preferred by most people in both, online and offline shopping.

It was also found that people began shopping online more frequently since the Covid-19 pandemic. The most popularly online-shopped product category was of clothes, shoes, and bags; followed by groceries; and food & beverages.

Thus, we can conclude that though both online shopping and offline shopping have their own perks and laggings, in general people prefer to shop offline than online for most products; and there are various factors like quality, prices, variety, assistance, convenience, etc. that cause the differences in consumer behaviour when shopping online and traditionally.

PROBLEMS & LIMITATIONS OF THE STUDY

- The study results cannot be generalized for the whole population as due to time constraint only a small sample could be surveyed for the research project.
- Since our only source of primary data was through online survey, therefore only a small sample could be collected as some people who were contacted, did not fill the survey.
- The sample was also majorly based in Delhi, so there was also a partial spatial constraint.
- Due to lack of time and knowledge some explanatory variables relevant to our research might have been missed and thus, may have affected our research.

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APPENDIX

Greetings!

We, a team of B.A. (Honours) Economics students from Janki Devi Memorial College, Delhi University, are conducting a research survey on Consumer Behaviour: Online Shopping and Traditional Shopping. This questionnaire will take only 5-10 minutes of your time.

We sincerely request you to fill this survey if you are between 15-60 years of age. Your input is essential for our research, as it will help us draw a better analysis of how people choose to shop online or traditionally.

We guarantee the confidentiality of your personal details. All the information you provide will be used for academic purposes only.

1. Email:
2. Contact no.:
3. Name:
4. Gender:
 - Male
 - Female
 - Other:
5. Age group:
 - 15-20
 - 21-30
 - 31-40
 - 41-50
 - 51-60
6. Current employment status:
 - Employed
 - Self-employed
 - Homemaker
 - Student
 - Retired
 - Unemployed
7. What is your personal income level per month?
 - Not earning
 - Less than Rs.25,000
 - Rs.25,000- Rs.50,000
 - Rs.50,000- Rs.1,00,000
 - Rs.1,00,000 and above
8. What is your family's income level per month?
 - Not earning

- Less than Rs.50,000
- Rs.50,000-Rs.1,00,000
- Rs.1,00,000- Rs.1,50,000
- Rs.1,50,000 and above

9. Do you prefer to purchase the following online or offline?

	Online	Offline
Clothes, shoes, and bags		
Groceries		
Food and beverages		
Electronics		
Home décor and kitchen appliances		

10. Where do you find a wider variety of products when shopping for:

	Online	Offline
Clothes, shoes, and bags		
Groceries		
Food and beverages		
Electronics		
Home decor and kitchen appliances		

11. Where do you find better quality when shopping for:

	Online	Offline
Clothes, shoes, and bags		
Groceries		
Food and beverages		
Electronics		
Home decor and kitchen appliances		

12. Where do you get better prices when shopping for:

	Online	Offline
Clothes, shoes, and bags		
Groceries		
Food and beverages		
Electronics		
Home decor and kitchen appliances		

13. Do you prefer on-the-spot delivery (offline shopping) or comfort and delayed delivery (online shopping) for:

	Online	Offline
Clothes, shoes, and bags		
Groceries		
Food and beverages		

Electronics		
Home décor and kitchen appliances		

14. What is more cost-effective to you?

- Online shopping
- Offline shopping

15. Do you look at online reviews before making a purchase?

- Yes
- No

16. Do you check prices online before going to a market to purchase a product?

- Yes
- No
- Other:

17. Where do you receive better customer service?

- Online
- Offline

18. Does the risk of not getting what you paid for make you shop less online?

- Yes
- No

19. Where do you find payment process to be more convenient?

- Online shopping
- Offline shopping

20. Which mode of payment do you prefer when shopping online?

- Net banking
- Credit/Debit card
- Digital wallet/ UPI payment modes (eg: paytm, gpay, etc.)
- Cash
- Other:

21. Which mode of payment do you prefer when shopping offline?

- Net banking
- Credit/Debit card
- Digital wallet/ UPI payment modes (eg: paytm, gpay, etc.)
- Cash
- Other:

22. Do you think you shop online more frequently since the Covid-19 pandemic?

- Yes
- No

23. Post-pandemic, in which product category do you shop online most frequently?

- Clothes, shoes, and bags
- Groceries
- Food and beverages
- Electronics
- Home decor and kitchen appliances