



A COMPARATIVE ANALYSIS OF ONLINE AND OFFLINE MODES OF GARMENT SHOPPING AMONG WOMEN CONSUMERS IN RAIPUR CITY

Kaushal Soni Verma¹ & Dr. Ritu Marwah²

¹Research Scholar, ²Assistant Professor,

Department of Commerce,

Govt. D. B. Girls' P. G. (Auto.) College, Raipur (C.G.), India

Abstract: Traditional shops have run the garments business for centuries but in the era of digitalization, online or virtual stores have gained dominance over those traditional shops. Online shopping for garments has gained much popularity among female consumers. Although the numerous advantages of online shopping are widely recognized, some women still prefer to purchase in-store, and they have their reasons for doing so. The main purpose of this study is to compare online and offline modes of shopping in terms of the demographic profile and preference for online and offline modes of garment shopping among women consumers in Raipur city. The sample size of 100 was selected using convenience sampling, out of which 96 responded. Data is collected through a Google Form, and analysis is done using frequency, percentage, ranking method, and chi-square tests. The finding reveals that despite the ongoing online shopping trend, most female respondents still prefer offline shopping as it gives them sensory experiences and is more trustworthy than online shopping. Retail stores and shopping malls are the most preferred places for offline shopping of garments chosen by women respondents. However, many women are also interested in online shopping, and factors such as attractive offers and discounts, convenience, and an easy return policy attract them to do so. Myntra, followed by Flipkart and Amazon, are found to be the most preferable apps for online shopping.

Keywords: *Offline shopping, Online shopping, Garment shopping, Shopping mode, Women consumers.*

1. INTRODUCTION

Shopping behaviors, fashion, and style are considered to be the most fascinating living aspects to explore. Women's clothing purchases have transformed over time with changing lifestyles and access to resources. The women's ready-to-wear market has been dominating the whole garment market for many years. For instance, this study caters to women who are well-known for their shopping habits while purchasing clothing for themselves. It is often said that women are shopaholics, and the perception that they are impulsive buyers may indicate that their taste and purchasing habits differ from men's. So far, it could be reasonable for this study to focus on women as the primary target to analyze their buying behaviors in both modes of shopping, especially when it comes to interacting with the internet and technology.

1.1 Offline mode of shopping: Offline shopping means buying goods and services in traditional form from a brick-and-mortar store. Garments were traditionally bought from local kirana stores or tailor shops. It took a lot of time and offered only a few options for clothing styles while buying this way. Consequently, physical retail stores came into existence where customers could touch, feel, and try on garments before deciding on a purchase.

Later, catalog shopping became popular in India, particularly for outfits offered by global merchants. This allowed customers to sit at home and order from a wide range of catalogs. However, it had the drawback of disallowing customers to try on the garment before purchase, confusing the actual fit and appearance of the garment.

OFFLINE SHOPPING MODE	
<i>Pros</i>	<i>Cons</i>
➤ Sensory experiences (touch & feel)	➤ Time-consuming
➤ No requirement for internet	➤ Limited price comparison
➤ In-Person interaction	➤ Limited operating hours
➤ Quick return and exchange	➤ Higher prices
➤ Try-On options	➤ Crowded
➤ No security issues	➤ Exhausting
➤ No wait for the arrival of the product	➤ Inconvenient
➤ No risk in payment	➤ Lack of transparency

1.2 Online mode of shopping: Online shopping means shopping is done in digital form from virtual shops. It is buying goods and services over the internet via shopping websites or shopping applications where there are no intermediaries. Online shopping has emerged with the development of the Internet and e-commerce. The E-Commerce concept has a perception of being highly satisfactory which is overtaking the traditional physical concept (Rastogi, 2015).

With the advent of the internet, enhanced technological purchasing options are presently available. Online shopping is the trend today, with customers purchasing everything from groceries to technology to clothes for all ages. Online shopping options include stylist reviews, free trials, clothing alterations, and fast shipping. This prompted a paradigm shift from offline to online shopping.

In today's digital era of shopping, shopping websites, and applications have made everyone's shopping easier and more accessible. Some of the online shopping websites and applications for apparel shopping are Amazon, Flipkart, Myntra, Ajio, Nykaa, Club Factory, Meesho, FabIndia, Shop Hints, jabong.com, Snapdeal, Urbanic, Lime Road, etc.

ONLINE SHOPPING MODE	
<i>Pros</i>	<i>Cons</i>
➤ Convenience	➤ Lack of physical interaction
➤ Time-saving	➤ Delay in delivery
➤ Discounts and offers	➤ Product quality issues
➤ Price comparison	➤ Security concerns
➤ A wider range of product	➤ Complicated Return/exchange process
➤ Accessible anytime anywhere	➤ Need for Internet/electronic devices
➤ Relatively less price from offline stores	➤ Size and fitting issues
➤ Flexible payment options	➤ Risk of online fraud

2. REVIEW OF LITERATURE

- **(Rastogi, 2015)** in his paper “E-Commerce – A Comparison with Physical Markets and Reasons for Its Success.” digs into the differences between e-commerce and physical marketplaces and the factors that influence e-commerce success. It explored the benefits and drawbacks of both e-commerce and conventional physical marketplaces, including e-commerce's ease, accessibility, cost-effectiveness, and personalization vs physical shopping's sensory experience and immediacy. People are more satisfied with physical shopping than online ones, with price and quality being nearly equal. Security is crucial for e-business success, as a single security issue can undermine customer confidence. Strict cyber laws are necessary to protect digital customers' interests and maintain the persistence of e-businesses.
- **(Kaur & Kaur, 2018)** their study “Comparative study on Online vs. Offline shopping” focused on identifying significant differences between online and offline consumers in terms of demographics, technology use, availability, and consumer attitude. The study observed that consumers who still prefer traditional retailers have a positive mindset and behaviour toward internet shopping. When purchasing offline, the key factors to consider are quality, pricing, payment options, and the salesperson's advice; customers can touch the products, and there will be no disappointments. Whereas, fast delivery, quality, payment security, pricing, and time savings are several factors to consider while shopping online. The most popular shopping website among respondents was Amazon, followed by Flipkart and Snapdeal.
- **(Kiran & Vishnuvandana, 2019)** in their study, “Comparative Study on Online and Offline Shopping,” aimed to understand the factors influencing online and offline shopping choices. The study compares online and offline shopping, examining factors influencing customers' choices. Factors such as home delivery, offers, discounts, and advertisements influence the respondents to do online shopping, while internet illiteracy, fear of online payments, and product duplicate quality hinder the same, and these are the reasons why many of the respondents still prefer traditional shopping over online shopping.
- **(Takhellambam et al., 2022)** in their paper “Comparative Study of Online and Offline Shopping Behaviour among Undergraduate Girl Students” explored the online and offline shopping behaviour of female students during the peak of the pandemic. The findings show that respondents shop online primarily during festive seasons when e-marketers provide discounts and offers. Amazon and Myntra are the most popular online marketplaces. Further, they stated that the COVID-19 pandemic has prompted companies to make digital enhancements, which has accelerated the development of digitalization. This procedure affects customers' choices between online and in-store shopping. Whether a client lives in a country, town, or city, it is evident that it influences them all.
- **(Dr. SRINATH T. K. & SOWMYA N, 2022)** in their paper “Comparative study between online and offline purchase of consumer” focused on analyzing the factors influencing consumers to purchase online as well as offline, to compare consumer preferences and experiences related to online and offline shopping, and why they switch from one way to another. They examined data related to consumer perceptions, preferences, and purchasing behavior. They discovered that online shopping gained immense popularity due to its convenience, time-saving benefits, and access to a wider range of products, Factors influencing shopping decisions included price, product range, convenience, and product quality. Offline stores still dominate the retail industry.
- **(Wang, 2023)** in their paper “Analysis of Online Shopping and Offline Shopping.” compares the advantages and disadvantages of online and offline buying modes, focusing on their characteristics. The study highlights the convenience and variety offered by online spending, which can be a significant advantage for various industries. However, it also highlights common drawbacks such as product inconsistencies, quality assurance issues, and long delivery times. Consumers are attracted to products based on demand, quality, popularity, well-knowingness, and affordability. Businesses must ensure their products are creative, attractive, and of high quality to increase their popularity and success in online shopping.
- **(Rajkalaiselvi & Balaji, 2023)** in their study, “A Comparative study on digital shopping vs. traditional shopping with special reference to Chennai city,” aimed to understand the factors influencing buying behaviour and reasons for customers shifting to digital shopping over traditional shopping. Despite knowing how to operate smart devices, most respondents prefer traditional shopping due to factors like in-hand experience, interaction with store staff, loyalty, and product availability. Digital shopping is considered nip-tuck, but reasons like 24/7 availability and ease of shopping at home are considerably growing factors. However, hidden charges, a lack of trust, delivery delays, and fake shopping portals make customers return to traditional stores. Flipkart being the most popular online shopping site, clothing and apparel are the most purchased items.

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3. OBJECTIVES OF THE STUDY

The following are the objectives of the study: -

1. To study and examine the reasons that influence women consumers to purchase garments online and offline.
2. To analyze whether there is any relation between the demographics (age, education, and income) of women consumers and their shopping mode.

4. HYPOTHESES OF THE STUDY

The following are the hypotheses of the study: -

H_{0a}: There is no significant difference between the reasons that influence women consumers' decision to purchase garments offline v/s online.

Sub-hypotheses of **H_{0a}**: -

H_{0a(i)}: There is no significant difference between the observed and expected frequency of the reason for choosing online shopping over offline.

H_{0a(ii)}: There is no significant difference between the observed and expected frequency of the reason for choosing offline shopping over online.

H_{0b}: There is no significant association between demographic factors (such as age, income, and educational qualification) of women consumers and their shopping mode.

5. RESEARCH METHODOLOGY

- **Research Design:** This study follows the descriptive research design as it fulfills the objective of the research.
- **Sampling design:** For this study, the convenience sampling method of non-probability sampling design is adopted. A sample of 100 women consumers in Raipur city of Chhattisgarh state was selected, out of which 96 were responded.
- **Research instrument:** A well-structured questionnaire is used as a research instrument to collect primary data.
- **Data collection method:** For the collection of primary data, a survey method is used in which a well-structured questionnaire is made to collect the information from the samples, and for secondary data, research literature, statistical reports, journals, books, and websites relating to appropriate keywords related to this study is used.
- **Duration of Data collection:** March-April 2024.
- **Data analysis tool:** The analysis of primary data is done in tabular form using the frequency, percentage, and ranking methods. Testing of hypotheses is done using the Chi-square (independence of association and goodness of fit) test.
- **Software:** MS- Excel is used for the data analysis.

6. SCOPE AND RELEVANCE OF THE STUDY

The goal of the study is to bring out the factors that influence women's buying behavior and to check whether age, income, and education level play a very important role in deciding the mode of shopping. And to identify the reason why consumers prefer digital shopping over traditional shopping and vice-versa. The study will also figure out the future trends of shopping. The study is framed to know the pattern of buying behavior irrespective of the demographic factor, and technology know-how, it particularly focuses on women of Raipur City by analyzing data from women aged 20 to 65 years who have purchasing experience in both modes.

7. DATA ANALYSIS

7.1: - Tabular analysis- For the analysis of primary data, a sample of 100 women consumers was selected out of which 96 responded.

TABLE 7.1.1: - Frequency And Percentage Analysis of the Demographics of Women Respondents:

Age	Category	Frequency	Percentage
	20-35 years	76	79.2%
	35-50 years	12	12.5%
	50-65 years	7	7.3%
	65 years and above	1	1%
	Grand Total	96	100
Educational Qualification	Category	Frequency	Percentage
	Intermediate	6	6.3%
	Graduate	33	34.3%
	Post-Graduate	54	56.3%
	Other	3	3.1%
	Grand Total	96	100
Occupation	Category	Frequency	Percentage
	Government employed	1	1.1%
	Homemaker	20	20.8%
	Private employed	23	23.9%
	Professional	3	3.1%
	Self-employed	4	4.2%
	Student	45	46.8%
	Grand Total	96	100
Marital status	Category	Frequency	Percentage
	Married	41	42.7%
	Unmarried	55	57.3%
	Grand Total	96	100
Family type	Category	Frequency	Percentage
	Joint family	51	53.1%
	Nuclear family	45	46.9%
	Grand Total	96	100

	Category	Frequency	Percentage
Monthly Family Income	less than Rs.30,000	38	39.6%
	30,000 - 60,000	29	30.2%
	60,000 - 90,000	16	16.7%
	90,000 and above	13	13.5%
	Grand Total	96	100
	Category	Frequency	Percentage
Preferred mode of buying garments	Offline	67	69.8%
	Online	29	30.2%
	Grand Total	96	100

TABLE 7.1.2: - Percentage And Ranking Analysis of the Frequency of Buying Garments Through Offline Mode by Women Respondents:

Frequency of buying garments through offline mode	Count	Percentage	Rank
As per need	49	51%	1
Occasionally	19	19.8%	2
Once in 3-4 months	18	18.8%	3
Monthly	10	10.4%	4
Weekly	00	-	5
Grand Total	96	100	-

TABLE 7.1.3: - Ranking Analysis of the Preferred Apps/Websites Used by Women Respondents to Buy Garments Online:

Preferred App/Website	Count	Rank
Myntra	56	1
Flipkart	40	2
Amazon	36	3
Meesho	36	3
Ajio	18	4
Nykaa	12	5
Snapdeal	4	6
Club Factory	1	7
Others	6	8

TABLE 7.1.4: - Frequency, Percentage, And Ranking Analysis of the Preferred Payment Method Used by Women Respondents to Buy Garments Online:

Preferred payment method	Frequency	Percentage	Rank
Cash on delivery	67	69.7%	1
UPI	28	29.2%	2
Debit Card	01	1.1%	3
Credit Card	0	-	4
Grand Total	96	100	-

TABLE 7.1.5: - Percentage And Ranking Analysis of the Frequency of Buying Garments Online Mode by Women Respondents:

Frequency of buying garments through online mode	Count	Percentage	Rank
As per need	39	40.6%	1
Occasionally	36	37.5%	2
Once in 3-4 months	10	10.4%	3
Monthly	9	9.4%	4
Weekly	2	2.1%	5
Grand Total	96	100	-

TABLE 7.1.6: - Ranking Analysis of the Factors Influencing Women Respondents to Buy Garments Through Online Mode:

Factors influencing online shopping mode	Count	Rank
Attractive offers and Discounts	43	1
Price	41	2
Easy return and exchange policy	36	3
Convenience	32	4
Time-saving	30	5
Product availability	21	6
Fast delivery	14	7
Flexible payment options	9	8

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7.2: - HYPOTHESES TESTING:

Testing of hypotheses is done by using the chi-square test method. For Hypothesis 1, the chi-square goodness of fit test; and for Hypothesis 2, the chi-square independence of association test is used.

Hypothesis 1

H_{0a}: There is no significant difference between the reasons that influence women consumers' decision to purchase garments offline v/s online.

Sub-hypotheses of **H_{0a}**:

- **H_{0a}(i)** There is no significant difference between the observed and expected frequency of the reason for choosing online shopping over offline.

TABLE 7.2.1:

Online mode over offline	Rank	Observed frequency	Expected frequency
Varieties of products in one platform	1	47	33.17
Accessible anytime anywhere	2	32	33.17
Saves time and money	3	32	33.17
Relatively less price from offline stores	4	32	33.17
Easy to shop	5	29	33.17
Easy to compare product prices	6	27	33.17

Result	Chi-square Statistic (goodness of fit)	p-value	Decision
Online over offline mode	7.562	0.182	p-value > LOS* H ₀ (i) accepted

*Level of Significance (0.05)

From the above table, it is clear that the p-value is greater than the level of significance, thus *the null hypothesis has been accepted* here, which means there is a similarity between the observed and expected frequency for the reasons for choosing online shopping over offline, which suggest that each reason has the equal preferences for online shopping by women respondents.

- **H_{0a}(ii)** There is no significant difference between the observed frequency and expected frequency of the reason for choosing offline shopping over online.

TABLE 7.2.2:

Offline mode over Online	Rank	Observed frequency	Expected frequency
Sensory experience (touch and feel)	1	58	26.83
Trustworthy	2	51	26.83
No wait for the arrival of the product	3	27	26.83
No risk in payment	4	12	26.83
No security issues	5	9	26.83
No need for a smartphone/internet	6	4	26.83

Result	Chi-square Statistic (goodness of fit)	p-value	Decision

Offline over online mode	97.459	1.82×10^{-19} (1.8E-19)	p-value <LOS* H₀1(ii) rejected
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*Level of Significance (0.05)

From the above table, it is clear that the p-value is much lesser than the level of significance, thus we fail to accept the null hypothesis, *the null hypothesis has been rejected* here, which means the observed frequency significantly differs from the expected frequency for the reasons for choosing offline shopping over online, which suggests that certain reasons are more or less influential than others. Specifically, sensory experience and trustworthiness are much more prominent reasons for opting for offline shopping, while no need for a smartphone/internet is much less significant.

Hypothesis 2

H_{0b}: There is no significant association between demographic factors (such as age, income, and education) of women consumers and their shopping mode.

TABLE 7.2.3:

Demographic factors	Chi-square Statistic (independence of association)	p-value	Decision
Age	3.743	0.291	p-value >LOS* H₀ accepted
Income	1.415	0.702	p-value >LOS* H₀ accepted
Educational Qualification	0.050	0.997	p-value >LOS* H₀ accepted

*Level of Significance (0.05)

From the above table, it is clear that the p-value of demographic factors is greater than the level of significance, thus, *the null hypothesis is accepted*, which depicts there is no significant relationship between the age, income, and educational qualification of women consumers and their shopping mode.

8. FINDINGS AND CONCLUSION

The findings of this study are as follows:

- ✓ The most preferred mode of buying garments among female respondents is offline mode.
- ✓ The most preferred place for offline buying of garments is retail outlets, followed by shopping malls and supermarkets.
- ✓ Sensory experience (touch and feel), trustworthiness, and no wait for the arrival of the product are the reasons women respondents chose offline mode for garment shopping.
- ✓ The most preferred apps and websites used by women respondents to buy garments online are Myntra, followed by Flipkart and Amazon.
- ✓ Cash on delivery, followed by UPI, is the most preferred payment method used by women respondents to buy garments online.
- ✓ The factors that influenced the women respondents to buy garments through the online mode are attractive offers and discounts, price, easy return and exchange policy, and convenience.
- ✓ The main reasons women prefer to shop online over offline mode are the variety of products on one platform, accessibility anytime, anywhere, and saving time and money.

This study provided us with insights into women's behavioural preferences when purchasing garments, both offline and online. Although clothing is one of the most often purchased things on the internet, there are still considerable perceived risks associated with buying anything online. Due to these concerns, it is unsurprising that many women still choose to purchase offline. However, when it comes to future possibilities, the majority of respondents feel that Internet shopping can be more advantageous and profitable.

9. RECOMMENDATIONS

- Online shopping should improve return facilities and security.
- It has been suggested that better pricing policies and attractive offers can motivate buyers to purchase the same garment offline instead of online.

- Retailers may also operate their businesses using an online platform. They can have a customized application that will allow them to provide all of the product's information. Additionally, it will encourage local market expansion.
- It is suggested to women consumers that buy only from trusted sites or apps if they choose to shop online.

10. LIMITATIONS OF THE STUDY

The following are the limitations of the study: -

1. The study has all the limitations of the non-probability (convenience) sampling method.
2. The study only covers Raipur city of Chhattisgarh state for primary data collection.
3. The study is only involving women consumers of Raipur city.
4. This study focuses on some selected online shopping sites only.
5. The women aged between 20 to 65 years are considered for primary data collection.

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