

A  
PROJECT ON  
“COMPARATIVE ANALYSIS OF ONLINE AND OFFLINE  
SHOPPING”



**Palamuru University**

**This project Report submitted in partial fulfillment of the requirement for the  
award of the Degree of “BACHELOR OF COMMERCE”  
2020-2023**

**Submitted By:**

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**UNDER THE ESTEEMED GUIDENCE OF**

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(Affiliated to Palamuru University)  
Mahaboobnagar**

**2022-23**

# CERTIFICATE

## DEPARTMENT OF COMMERCE

This is to certify that this project work entitled

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Of Dr. BRR GOVERNMENT DEGREE COLLEGE, JADCHERLA in partial fulfillment of the requirement for the award of the Degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or Institution for the award of any UG B.Com/Certificate.

  
Dr. Ch. APPIYA CHINNAMMA  
PRINCIPAL

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Dr. B.R.R. Government Degree College  
JADCHERLA

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**HOD**  
Commerce  
Dr. BRR GDC, Jadcherla

Dr. K. MANJULA  
HEAD,  
DEPARTMENT OF COMMERCE

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EXTERNAL EXAMINAR

  
INTERNAL EXAMINAR

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**E. VENKAT REDDY**

**PROJECT GUIDE**

## **DECLARATION**

**I hereby declare that the project work entitled on**  
**COMPARATIVE ANALYSIS OF ONLINE AND OFFLINE**  
**SHOPPING”**

submitted by me to the Department of Commerce is a Bonafide work done by me and it is not submitted to any other university to Institution for the award of any UG B.Com/Certificate or published any time before, under the guidance of, **E. VENKAT REDDY ASSISTANT PROFESSOR OF COMMERCE**

The project embodies the result of original work and studies carried out by me and the contents of the project do not form the basis for the award of any other degree to me.

**SUBMITTED BY:**

**SALMA FATHIMA**  
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We also thankful to all those who have incidentally helped me, through their valued guidance, Co-Operation and unstinted support during the course of my project.

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## **ABSTRACT**

Shopping is a probably one of the oldest terms used to talk about what we have all been doing over the years. Online shopping as become a popular shopping method ever seen the internet as declared a takeover. The increase in technology provides good opportunities to the seller to reach the costumer in much faster, easier and in economic way. Online shopping emerging very fast in recent years. Many studies have focused that the high touch product the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it can't be done in the online shopping. This research paper focused to analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.

# **CHAPTER-1**

## **INTRODUCTION**

## 1.1 INTRODUCTION



The increase in technology provides good opportunities to the seller to reach the customer in must faster, easier and in economic way. online shopping is emerging very fast in recent year. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. on the other hand, the purchasing of product from traditional market is continuing since years.

Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product in this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction.

Some go for offline shopping, some for offline and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional store at the information gaining period. However online shopping is easier for the people and less price than the offline shopping.

while making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Customer should decide should channel for the which can suit to their need and wants and which can satisfy them. In this competitive

world how customer can decide the particular medium for their purchase of goods is very important to understand in the managerial point of view.

Then they purchase that product and finally the transaction takes place and post sales service provided by the online sites. Online shopping attitude and behavior are related to the consumer. Previous studies have focused on why the products of the online shopping is different from other product. Many studies have focused that the high touch product that the consumer feels when they need to touch, smell or try the product.

It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping. The research is very limited in this area or field. Online or e-shopping is a kind of electronic shopping which allow the consumer to purchase goods over the internet directly from the seller using a web browser.

There are some alternative names of online shopping those are as follow –e-web store, e-shop, e-store, internet shop, web shop, web store, online store, online store front and virtual store. Mobile commerce or m-commerce is described as purchasing from the online retailer by the mobile optimized online sites or application (app).

The book consists of the topic like what will happen in the future date of e-commerce and how to internet will take place in the society. 1994 is the month of year of online commerce and yahoo is launched in this year. In 1995 approx. 12000 domain names were registered in the internet. In 1998 Google entered the world of e-commerce and yahoo launched yahoo store online. The customer of online shopping should have internet and a valid method of payment in order to purchase the products from the internet. Amazon, Myntra, flip kart are some of the successful online shopping sites that use less price of the items and large stocks to attract the consumer. In general the population from high level of income and high level of learning are more favorable to do online shopping. The populations who are more knowledgeable and more explored to the internet are more into online shopping. The increase the online shopping by the consumer. The increase in technology creates a favorable attitude towards the consumer for online shopping. 21st century is an era of digitization, where everything is available online from groceries to gadgets.

Consumers today are cognizing the benefits of digitization and asking for more personalized dominion. While consumers in large metros are opting for online retail and e-commerce for most of their purchases, the trend is slowly penetrating in non-metro cities as well. In India

the sale of consumer durables ranks among the top-three categories in the online domain. Players tapping into an open commerce marketing ecosystem and using technology and data analytics to help shoppers find products of their choice and need along with factors such as e-wallets, improved net banking facilities are playing significant role behind consumer's changing buying behavior. Cities such as Bangalore, Mumbai, Delhi saw the highest preference for online shopping in 2016. Seeing this noticeable change in consumer behavior e-commerce websites are improving their policies and coming up with new ways such as attractive EMI options or not cost EMI options which enhances affordability factor for the consumers.

Also, the lifestyle of individuals in metro cities and distance crunch is a major aspect behind consumers shifting towards online platform as the hectic daily life doesn't spare much time to go and check on offline stores. Secondly, heavy discounts on products are almost available through-out the year which gives consumers the freedom to shop almost at any time of the year. Considering this, even offline store is trying to upgrade their game to compete with the changing scenario by bringing up their online presence.

Having said this, while this trend is more visible in metro cities, consumers in tier 2 and 3 cities are relatively skeptical when it comes to buy home appliances from online websites due to various reasons such as time taken for delivery, fear of damaged product or no warranty on their preferred brand. Consumers still have an inclination towards shopping offline, especially when it comes to buying home appliances such as AC, refrigerators and washing machines considering the touch and feel factor. Another reason why consumers are hesitant to purchase via online stores is the recent introduction and implementation of GST, which needs further clarity, hence buying from the local store becomes consumers first choice. But the prime factors due to which people in non-metro cities still don't prefer online site for big purchases is the age old tradition of buying from the offline store, taking manual demonstration and then make the purchases. Platforms such as Flipkart, Amazon, Snapdeal where one can find everything are still not able to replace offline stores completely.

However, they are already in race, trying to upgrade their services on daily basis to provide their consumer offline stores feel and break the psychological barrier- Amazon recently introduced the touch- n-feel e-shopping features on their website which will help overcome this hurdle with the introduction of 3D videos.

It is very evident that Indian consumer are getting more and more comfortable about online shopping due to easy payment options, return policies and faster delivery time and various type of discounts which attract consumers in metro cities but in non-metro cities where smart phones penetration is pretty high, online shopping is not as finically beneficiary as for metro cities, their preference for age old tradition, confusion around the policies and process which will be creating a hurdle for another 5 to 6 years for online website. In today's market, irrespective of preferences towards online and offline store, it is imperative to correspond attention across all channel. The Omnichannel approach not only gives the consumer an option to shop at the store but also gives him the convenience to shop anytime anywhere. The gradual shift towards Omnichannel strategy will not only assist retailers to re-think their business strategy in order to top the best of both worlds but also maximize footfalls. The key to creating effective Omnichannel strategy understands how you customers interact with yourbang at each step of the customer journey.





## NEED AND SIGNIFICANCE OF THE STUDY

The consumers in today's era have not only many stores choice, but they also have a wide variety of channel to choose from. With the start of numerous channel (e.g. mobile commerce, e-commerce) and a continuous increase in the competition among channels, the understanding of what incites consumers to purchases from one channel rather than another becomes progressively important channel design and management.

In recent years, studies distinguished another non store retail format Internet. Recent studies investigated why consumer shop through stores, catalogs, or the internet (Black et al.2002). The study contribution to the current marketing literature by comparing the offline and online channels side-by-side .This study also contribution hypothetically and practically to better understanding of consumer behavior, particularly the online buying decision process.

The two major research streams and three distinct research phases can be identified in the online consumer behavior. The first major research stream identified explores the possibility the product attribute such as the products suitability for evaluation and delivery via the are important drivers of online purchases.

The research stream identified explores the importance of the consumer situation as an important driver of online retailer sales. within this second research stream the customers situations is taken to include product availability, technology familiarity, experience, trust, and brand and customer service. Clarification of the depth as to whether it is the product attributes or the consumer's situation death principal drives the online purchases decision process will contribute to a better understanding of consumer behavior. The outcomes of the research assist retailers understand y consumer search and evaluate products online and then busy them offline and vice versa.



## **1.1 NATURE AND SCOPE OF THE STUDY**

The project has been conducted to gain deeper understanding of research about online and offline customer and their experience.

1. The review clarifies and simplifies the dominant dimension consumer consider when they make any online purchases decision.
2. Following this, the major theoretical gap related to understanding what and why consumers do, and do not purchase using the internet is explored with respect to the theories of retail change and consumer behavior theory with particular reference to the buying decision process.
3. The study examined the interrelationships among quality, value, satisfaction, and loyalty when consumers choose to shop online or offline
4. The responses collected from respondents are limited in number

## **1.2 AIMS & OBJECTIVE OF THE STUDY**

The present study broadly compares the online and offline shopping, specifically the objectives are:

1. To analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
2. To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline.
3. The factors analyze influencing the consumer to shop solely online and solely offline.
4. To analyze whether the qualification of the consumer affect the online shopping and offline purchasing.

## Factors Affecting Online Shopping

Online shopping becomes relevant in the last decade. The kind of business online retailer are doing is proof enough that they are providing some benefits to customer which offline shopping does not give to the customer. These are the factors affecting online shopping:



1. **Risk** : when customer buy products from online shopping they do not touch or feel the product in a physical sense. Hence, we understood lot of risk is involved while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damage.
2. **Convenience**: online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. We can have a lot of choice over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributors. Online shopping convenient in its real sense as it do not carry any dealing with issues of asking for wanted items or issue of asking for desired kind of items which help in avoiding the part of waiting, asking, questioning about the product.
3. **Anxiety**: people's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known any sites like

flip kart, amazon, Myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the products about its details. This particular activity makes them irritated and anxieties over any kind of fatal online dealing

4. **Previous online experience:** how as been a persons experience in past as far as online is concerned is a major store of concern. Previous experience is what matter actually as its hamper or sometimes it keep good view or good mood of people. They are to experiences one is about good and another about bad. Both as its own and different affect in the mind of buyers. So these factors also influence online shopping or e-shopping.
5. **Pricing policy:** online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills, etc. they can pass their price to customers and generally offer a low price to customer than offline market. Even when shipping charges are included than also it is better than offline shopping. Hence, determines the level of online shopping. Lower the price –higher the mood to demand, higher the price- lower the demand. Price of commodity also influence the purchasing power of specific buyer. Consumer generally prefer mild or normal price with good quality and do not want to spend or expense lot for the kind of stuff. So buying and selling both are simultaneously affected by the price of the product.
6. **Quality:** the quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spend their huge sum of money. In general, qualities is a primary need over any kind of purchasing as it somewhat secure or give a good a sense of buying or kind of guarantee about the product preferred
7. **Online trust:** it depends on customer perception whether they trust a particular site and its products and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in their nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing. Trust carry a lot of points examples –trust about the same product size quantity weight and security etc.

8. **Tangibility of the product:** at the store the customer get touch and feel the product they purchases before buying which helps the customer to take the decision to buy the product o not whether the product will suit the customer need or not. Whether, we can see and feel a product is also a reason which determines whether a person's want to go shopping or not. Tangibility of a product also determine the online shopping. Without touch the preferred or decided substance nobody can get it security worthiness or quality or sense of any preferred product.
9. **Delivery time:** the product ordered by the customer in online shopping takes a minimum of 6-7 days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer so this is a major factor which affect the online shopping. People want a good delivery time; they prefer to get a product in a desire time in a short duration. duration Is the second major factor affecting the demand of product.
10. **Income:** the person whose income is more, do more online shopping as compared to the person whose income is less. Income plays a major role to purchase online product. Higher income people prefer to purchase online more than offline as its gifts  
**Taste and preference:** the taste and preference of the customer vary from customer to customer and time to time, taste and preference also a factor which influences online shopping. Taste and preference of age group also matters in online shopping. Old people buy or purchase for their kind of use. Young Taste and preference move in tend of ages and choices. Every customer or buyer choices are different in nature as per their ages.
11. **Information:** the information given in the site may not be correct or may not be appropriate information. The full information about the quality of the product may not reach to the customer. Hence it will affect the online buying of the customer. Information provided by the preferred site may be not the same about the details of the product. May be with the provided information and details customer are not very satisfied. Sometimes it happen that even many customer use to buy the product after their full knowledge of details as they prefer the details are accurate and god in sense. Information related to product may vary in its real sense when it arrives or delivered to relevant customer.
12. **Variety:** the kind of variety that the customer gets online is hard to match any product purchased offline. The online retailer's stock products from the entire major brand and a customer can find any product in their listing no matter how hard to find

it is in the offline store. Online and offline both shopping provide variety of range from variety brand. Variety in it itself is the foremost dealing factor with influence the market. Larger the variety of product in shop higher the selling and vice-versa. People generally prefer to move when they get more variety of product.

13. **Discreet shopping:** while buying some product like lingerie customers don't feel comfortable in offline store. Shopping online is discreet and some online portals also provide discreet shopping. Purchase of girly material is very convenient in online shopping as it is not dealt with any kind of uncomfortable situation. There is no person to who is to ask for any kind of intimate product, customer can easily cope with offline as they can go and purchase their usable item with any kind of hesitation.
14. **Offers:** apart from offering products at lower price most online shopping regularly come up with discount offers in association with bank , brand etc. which entail customer to get additional saving while buying product online? Offline stores only give offers or discount during stock clearance or when the manufactures gives the discount on the product. Online shopping always provides offers at all the time and day. In every purchase we get some offers even if there is festival or carnival. Offers are a great factor which attract customer to purchase online. Offer carry a great influence in shopping.

## Factors affecting offline shopping



Offline shopping has existence since the existence of mankind. Offline shopping gives different types of benefit to the customer. There are some factors which affect the shopping offline those are as follow:

1. **Less number of choices:** there are limited number of choices which it comes to offline shopping. The number of varieties are limited. The range of products are available in the shop are limited. Sometime, the stock are old and are up for discount and sale. Basically, in offline or any shop we got less number if choices as it consists of manual work. We have to choose in that smaller number of material due to manual factor.
2. **Time consuming:** it take a lot of time to go shopping to a store. Distance from home or workplace to the store In time consuming. It is also time consuming while trying out the outfits in a store or even going through other product. In off-line shopping customer move one place to another and one shop to another in search of their desired product.
3. **Information:** what generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the product.

4. **Authenticity:** offline shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it's like. We exactly know what we are buying while buying another offline. But in online shopping, we don't always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.
5. **Taste and preference:** the taste and preferences of the customers change from time to time. While buying any product from a store we have the flexibility and the choice to try out outfit. But while buying any product from a website we don't have this facility. Therefore, buying offline caters more to the changing taste and preference of the customer.
6. **Bargaining:** in offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

### **Chaptalization:**

1. Introduction
2. Chapter-II: Review of Literature
3. Chapter-III: Company Profile
4. Chapter-IV: Data Analysis and Interpretation
5. Chapter-V: Summary and conclusion



# **CHAPTER 2**

## **REVIEW OF LITERATURE**

## REVIEW OF LITERATURE

<b>AUTHOR/RESEARCHER</b>	<b>TITLE OF THE ARTICLE/STUDY</b>	<b>OBJECTIVES, OUTCOMES OR FINDINGS</b>	<b>GAP IDENTIFIED</b>
<b>SWREG (1987)</b>	A study on consumer satisfaction towards the online and offline shopping.	This offered businesses a chance to sell products online. As it is today, SWREG offers many payment options, as well as customization and distribution into international markets.	Online payment options with many sites for online shopping.
<b>CHAING AND ROY(2003)</b>	Analyzing customer satisfaction with product quality.	focused on the consumer choice to shop on the internet and at the physical stores during the information acquisition period.	Choice of the customer
<b>DANAHERET.AL (2003)</b>	A study attitude of Indian customer towards shopping.	focused on the loyalty of the 100 brands over the online shopping and offline shopping of 19 product of the grocery. They compared the grocery items of both the shopping with starting model which is a new segmented of Dirichlet model.	Modeling of the brand preference in shopping.
<b>JIN AND KATO(2004)</b>	Focusing on customer problem to improve quality service.	He attempted from that eBay market watch 88% of online graded cards are graded 8 or above	-

		According to Beckett price guide, the value of a card grade 8 often doubles the value of card graded 7.	
<b>TABATABAEI(2009)</b>	Customer satisfaction towards online v/s offline shopping.	has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factors influence them to purchase online and what are the factors for them to not use the sites for shopping.	Factors of online and offline shopping
<b>CHAINGAND DHOLAKAI(2014)</b>	Measuring customer satisfaction online v/s offline shopping's.	Mainly there are three variables in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristics, and the actual price of the product.	Differences between the offline and online shopping
<b>IYERAND ESTMEN(2014)</b>	Customer judgement of service quality and satisfaction with the products.	found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and	Preference on the online shopping sites

		those who have a positive behavior towards online shopping and internet are more into online shopping.	
<b>DR RAJA SARKAR(2017)</b>	The measure of customer satisfaction highlights the strength of quality products	The retail sector is one of the fastest growing sector in India. It is one of the backbones of the economy and accounts for about 10 percent of the country's GDP. The Indian retail market is estimated to be valued at US\$ 600 billion and one of the top five retail markets in the world by economic value.	Based on retail marketing
<b>DEEPIKA MAHESHWARI (2017)</b>	How consumer measure channels for their purchasing.	It progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and offline buyers can be evaluated to see how value is constructed in both	The study tries to recognize that, how consumer measure channels for their purchasing. Specifically

		channels.	
<b>JAYASHRI (2022)LOKHANADE</b>	Studies focus on high-touch products that consumers feel when they touch, smell, or try the product.	Shopping is probably one of the oldest terms for what we've been doing over the years. Since the dominance of the Internet was declared, online shopping has become a popular shopping method. Advances in technology allow sellers to reach customers faster, easier, and cheaper. Online shopping has developed rapidly in recent years. Many studies focus on high-touch products that consumers feel when they touch, smell, or try the product..	Based on online shopping

**SWREG (1987):** A study on consumer satisfaction towards the online and offline shopping. This offered businesses a chance to sell products online. As it is today, SWREG offers many payment options, as well as customization and distribution into international markets. Online payment options with many sites for online shopping

**CHAING AND ROY(2003):** Analyzing customer satisfaction with product quality. focused on the consumer choice to shop on the internet and at the physical stores during the information acquisition period. Choice of the customer.

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**JIN AND KATO (2004):** Focusing on customer problem to improve quality service. He attempted from that eBay market watch 88% of online graded cards are graded 8 or above. According to Beckett price guide, the value of a card grade 8 often doubles the value of card graded 7.

**TABATABAEI (2009):** Customer satisfaction towards online v/s offline shopping. has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping. Factors of online and offline shopping

**CHAING AND DHOLAKAI (2014):** Measuring customer satisfaction online v/s offline shopping's. Mainly there are three variables in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. Differences between the offline and online shopping

**IYER AND ESTMEN (2014):** Customer judgement of service quality and satisfaction with the products. found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. Preference on the online shopping sites

**DR RAJA SARKAR (2017):** The measure of customer satisfaction highlights the strength of quality products. The retail sector is one of the fastest growing sector in India. It is one of the backbones of the economy and accounts for about 10 percent of the country's GDP. The Indian retail market is estimated to be valued at US\$ 600 billion and one of the top five retail markets in the world by economic value. Based on retail marketing

**DEEPIKA MAHESHWARI (2017):** How consumer measure channels for their purchasing. It progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and

offline buyers can be evaluated to see how value is constructed in both channels. The study tries to recognize that, how consumer measure channels for their purchasing. Specifically

**JAYASHRI LOKHANADE (2022):** Studies focus on high-touch products that consumers feel when they touch, smell, or try the product. Shopping is probably one of the oldest terms for what we've been doing over the years. Since the dominance of the Internet was declared, online shopping has become a popular shopping method. Advances in technology allow sellers to reach customers faster, easier, and cheaper. Online shopping has developed rapidly in recent years. Many studies focus on high-touch products that consumers feel when they touch, smell, or try the product. Offline shopping is required at the shopping stage because online shopping cannot. Based on online shopping



**CHAPTER 3**  
**RESEARCH**  
**METHODOLOGY**



## Objectives of study:

The present study broadly compares the online and offline shopping, specifically the objectives are:

1. To analyses the significant difference between the online and offline shopping consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
2. To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online shopping to offline shopping.
3. To analyses whether the qualification of the consumer affect the online shopping and offline purchasing.
4. To the factor influencing the consumer to shop solely online and solely offline.



## **Methodology Adopted**

This part of the study defines all the process of data collection. When it comes to data collection, there are two methods in this study which is used to collect data, primary and secondary method. Primary method includes observation method, interview and questionnaire method. Secondary method is the method in which already collected data.

The present study is based on combination of both qualitative quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose. The sample individual is selected from different age group, different sex and from different location of Mumbai. The different group of people including student, employee, unemployed, housewives, etc is considered as sample for the study.

**Sampling:** The target group is different age, different age group people are considered because to know whether which group of people is involved more in the online shopping and which group of people is not confined to shop online. There are five division of age group in the questionnaire to examine which group is doing for more online shopping and which group is doing more offline shopping. Convenience sampling techniques has used for collection data from different respondents. The selection of units from the population based on their easy availability and accessibility to reach is known as convenience sampling. It is best in surveys dealing with an exploratory purpose for generating ideas.

**Sample size:** From determine data sampling size is 70 and the respondents are the 52 members. From this data it is clear that more numbers of respondents are between the age group of 20-30.

### **According to green and tull:**

A research design is the specification of method and procedures and acquiring the information needed. It is the overall operational pattern or frame work of the project that stipulate which information is to be collected from which sources by what procedures. “For conducting the study, the researcher has adopted both primary and secondary method of data collection.

TYPES OF STUDY	DISCRIPTIVE
TYPES OF DATA	PRIMARY/ SECONDARY
SAMPLING METHOD	QUESTIONNAIRE
SAMPLING AREA	JADCHERLA
SAMPLING SIZE	70
RESPONDENT	52

### **TYPES OF RESEARCH:**

Research refers to search of knowledge. It can be defined as scientific a systematic search for pertinent information on a specific topic. It is careful investigation or inquiry especially through search for new facts of any branch of knowledge.

Research places an important role in project work. The result of the project is completely based upon the research of the facts and figures collected through the different ways of research. That is why it is also called the movement from known to unknown. Research is the original contribution to the existing stock of knowledge.

- **Exploratory or formative research:** exploratory research is conducted to clarify the
- **Descriptive research:** To portray the characteristics of an individual, group, situation, etc.
- **Diagnostic research:** to determine the frequency of occurrence of an event.

## **Research Design**

In the data collection method, we have collected both primary and secondary data to meet our objectives.

### **Primary data:**

The primary data was collected by a survey base on the questionnaire. It was formulated on the bases of information gathered by us with the help of MRS.NAGALAKSHMI madam who provided useful guidelines and objectives of our study.

### **Secondary data:**

The secondary data was collected from internet and other sources like previous project reports.

### **Data source:**

The data is collected from different sources, as the first-hand information that is called primary data. The source of primary data in our research is questionnaire an observation method. The secondary data were also used in our report preparation. This is collected from internet.

### **Research approach:**

The required information in the form data is collected through survey method with the help of personnel interview through questionnaire method.

### **Sampling plan:**

There is a stage where the planning is done about the sample unit, sample size, sampling procedure, etc.

### **Sampling unit:**

This means, which is to be surveyed .so as mention earlier that the sample unit is potential peoples.

**Sampling size:** In the project we sanded the response to the 70 peoples.

**Sampling procedures:**

We choose convenient and judgmental sampling for our research.

**Data collection method:**

Personal interview method is used for collection of primary data in the form of questionnaire from respondents.

**Limitations of study:**

Due to resources and time constrains the study was limited to the only moga area. Since the sample size was 40. So finding and concluding of the study are only suggestive not conclusive in spite of the best and honest effort. Lack of customer support, while asking the consumer they were behaving rudely and not responding to the questions. Basically based on primary data, hence we cannot argue that the research is applicable in each condition, time and place.

**CHAPTER-4**  
**DATA ANALYSIS**  
**AND**  
**INTERPRETATION**

## Data analysis and interpretation

### 1. AGE OF THE RESPONDENT

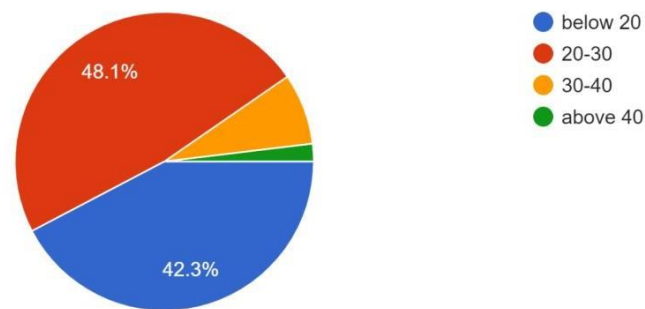
Table 1: Age

Options	Respondent	Percentage
Below 20	17	42.3%
20-30	23	48.1%
30-40	10	8.5%
Above 40	2	1.1%
<b>Total</b>	<b>52</b>	<b>100</b>

(SOURCE: PRIMARY DATA)

Chart 1: Age

Age of the respondent  
52 responses



**INTERPRETATION:** Table 1 & chart 1 shows that there were 52 respondents out of which 17 or 42.3% were below 20 age group, 23 or 48.1% were between 20-30 age group, 10 or 8.5% were between 30-40 age group and 2 or 1.1% were above 40 age group. According to the survey results we can say that below 20 age group people prefer offline shopping and other age group they prefer online shopping.

## 2. QUALIFICATION OF THE RESPONDENT

Table 2: Qualification

Options	Respondent	Percentage
Intermediate	10	13.5%
Graduate	18	38.5%
Under graduate	15	36.5%
Post graduate	9	11.5%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

Qualification of the spondent

52 responses

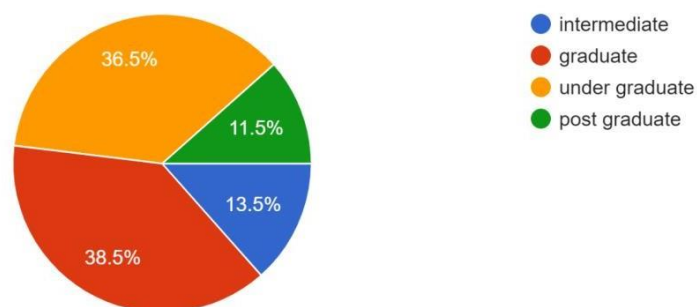


Chart 2: Qualification

**INTERPRETATION:** Table 2& chart 2 shows that there were 52 respondents out of 10 or 13.5% were intermediate, 18 or 38.5% were graduate, 15 or 36.5% were under graduate and 9 or 11.5 were post graduates. According to the survey we can say that people from graduate performed actively In the survey.



### 3. OCCUPATION OF THE RESPONDENT

Table 3: Occupation

Options	Respondent	Percentage
Students	22	63.5%
professional	6	7.7%
Business	14	17.3%
Others	10	11.5%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

occupation of the respondent  
52 responses

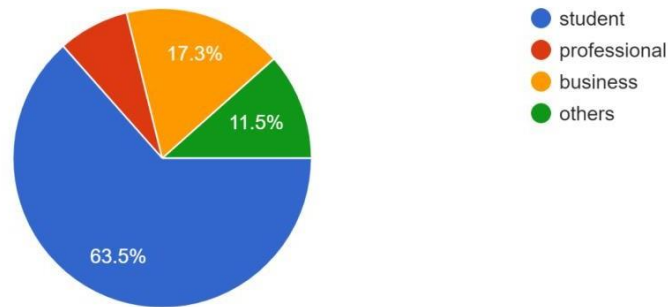


Chart 3: Occupation

**INTERPRETATION:** Table 3 & chart 3 shows that there were 52 responses 22 are 63.5% were students, 6 or 7.7% were professionals, 14or 17.3 % were business persons and 10 or 11.5% belongs to some other profession. According to the survey we can say that students are actively participated In the survey.

#### 4. DO YOU PREFER

Table 4: Online shopping/offline shopping

Options	Respondent	Percentage
Online shopping	22	44.2%
Offline shopping	30	55.8%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

Do you prefer  
52 responses

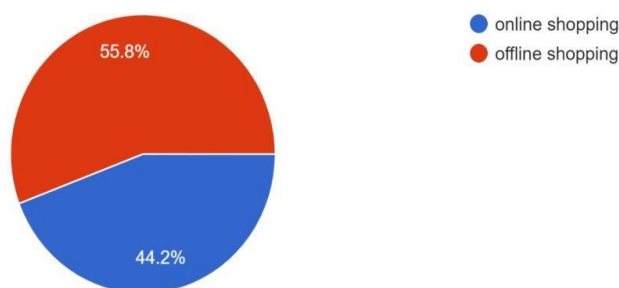


Chart 4: online shopping/offline shopping

**INTERPRETATION:** Table 4 & chart 4 shows that there were 52 responses 22 are 44.2% and 30 are 55.8% students were participated. According to the survey we can say that students are actively participated in the survey.

## 5. PREFERENCE OF THE DIFFERENT ONLINE SHOPPING SITES

Table 5: Choice of online platform

Options	Respondent	Percentage
Flipkart	13	25%
Snapdeal	3	5.8 %
Amazon	16	26.9%
Myntra	13	25%
Others	7	17.3%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

preference of the different online shopping sites  
52 responses

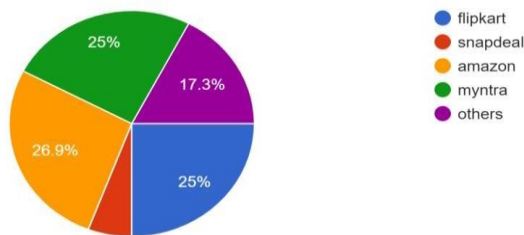


Chart 5: Choice of online platform

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen preference of the different online shopping sites is more and high priority is for amazon with 26.9% and lowest preference for with 5.8% and other shopping sites with 17.3, flip kart with 25%, Snapdeal with 5.8% myntra with 25%.

## 6. MOSTLY PURCHASED GOODS FROM ONLINE

Table 6: Preferred Goods

Options	Respondent	Percentage
Clothing	20	55.8
Accessories	11	17.3 %
Beauty products	5	5.5 %
Home appliances	4	3.2%
Baby products	5	5.5%
Others	7	11.5%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

mostly purchased goods from online sites  
52 responses

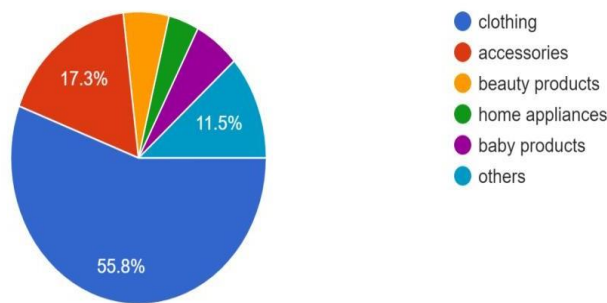


Chart 6: Preferred Goods

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are responded for clothing with 55.8%, accessories with 17.3%, beauty products 5.5%, home application with 3.2%, baby products with 5.5%, others products with 11,5%.

## 7. FREQUENCY OF THE PRODUCT PURCHASED FROM ONLINE SHOPPING SITES

Table 7: Frequency of placing orders

Options	Respondent	Percentage
Once a week	10	15.4%
Once a month	17	36.5%
Once every 2-3 years	17	36.5%
Once in year	8	11.5%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

frequency of the product purchased from online shopping sites

52 responses

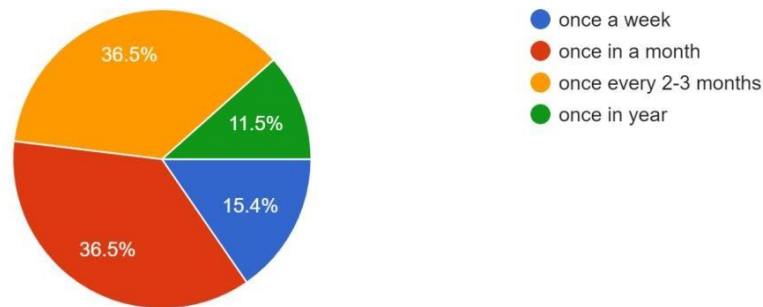


Chart 7: Frequency of placing orders

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen that how frequency of the product purchased from online shopping sites then in that the members respondent for once in a week with and once in month same percentages that is 36.5% and the less is once in a year with 11.5% ,once every 2-3 month with 15.4%



## 8. IS WEBSITE PROVIDING THE SUFFICIENT INFORMATION

Table 8: Adequate data provision

Options	Respondent	Percentage
Never	6	11.5%
Rarely	14	23.1%
Sometimes	20	38.5%
Very often	4	9.6%
Always	8	17.3%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

is website providing the sufficient information  
52 responses

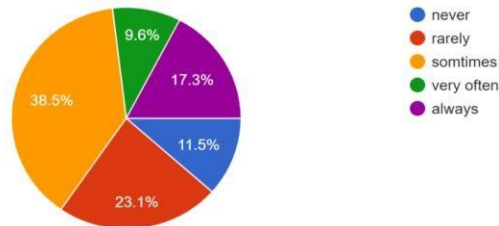


Chart 8: adequate data provision

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen that for website providing the sufficient information high is sometimes with 38.5%, less is very often with 9.6%, never with 11.5%, rarely with 23.1% always with 17.3%. based on the table highest is sometimes with 38.5%.

## 9. TYPES OF ADVERTISEMENT MOSTLY ATTRACTS TO PURCHASE ONLINE

Table 9: Advertisement that attracts

Options	Response	Percentage
Offers	11	29.4%
Discounts	15	37.3%
Sales ad	7	9.8%
Festive offer	10	11.8%
Vouchers	2	2.1%
Display	4	5.4%
Others	3	4.2%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

types of advertisement mostly attracts to purchase online  
51 responses

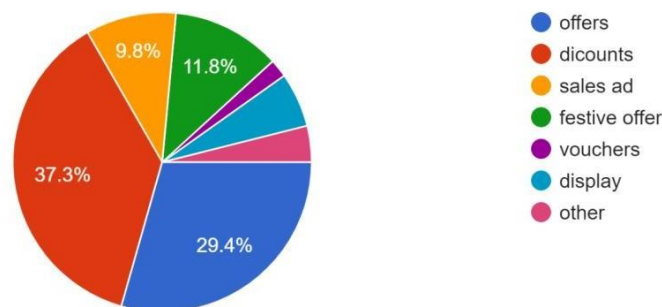


Chart 9: advertisement that attracts

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are responded for type of advertisement mostly attracts to purchase online is highest responded for discounts with 37.3% and the lowest responded for 2.1%, offers 29.4% sales ad with 9.8%, festival offers with 11.8%, display with 5.4%, others with 4.2%.

10. PREFERENCE OF THE PRODUCT WITH SAME PRICE BOTH IN SHOP AND ON INTERNET

Table 10 : Preference of product

options	respondent	percentage
Internet	32	53.8%
shop	20	46.2%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

preference of the product with same price both in shop and on internet

52 responses

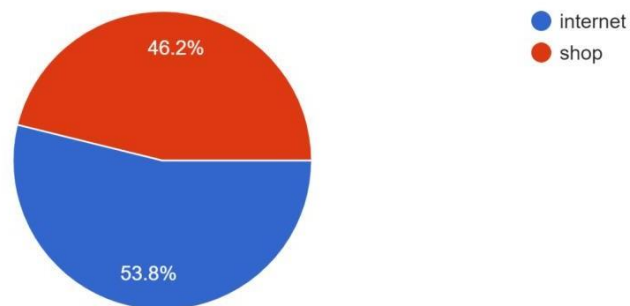


Chart 10 : Preference of product

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen for preference of the product is internet with high 53% and low shop preference with 46.2%.highest in percentage with internet



## 11. DOES ONLINE SHOPPING IS AS SECURE AS TRADITIONAL SHOPPING

Table 11: Provision of security

Options	Responde nt	Percentage
Never	7	5.4%
Rarely	16	21.2%
Sometimes	20	53.8%
Always	6	17.3%
Very often	3	2.3%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

does online shopping is as secure as traditional shopping

52 responses

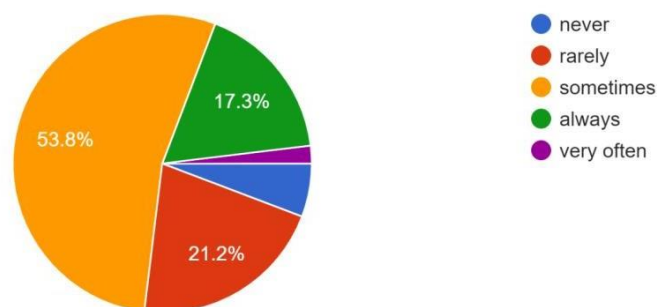


Chart 11: provision of security

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen sometimes for secure as traditional shopping with 53.8% and less is very often 2.3% and never with 5.4%, rarely with 21.2%, always with 17.3%.

## 12. SELECTION OF GOODS ON INTERNET IS VERY BOARD AS COMPARED TO TRADITIONAL

Table 12: Availability of variety of goods

Options	Responde nt	Percentage
Never	7	15.7%
Rarely	3	3.6%
Sometimes	24	52.9%
Always	14	21.8%
Very often	4	6%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

selection of goods on internet is very broad as compared to traditional

51 responses

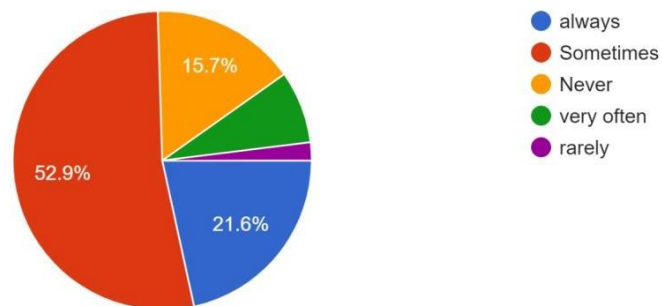


Chart 12: availability of variety of goods

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen sometimes with 52.9% for traditional wear and less prefer for rarely with 3.6% and always with 21.8%, never with 15.7%, very often with 6%.

### 13. WHAT DO YOU CHECK FIRST WHILE SHOPPING

Table 13: Priority while shopping

Options	Respondent	Percentage
Price	14	23.1%
Quality	24	53.8%
Availability	7	9.6%
Brands	5	7.5%
Option 5	5	6%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

what do you check first while shopping

52 responses

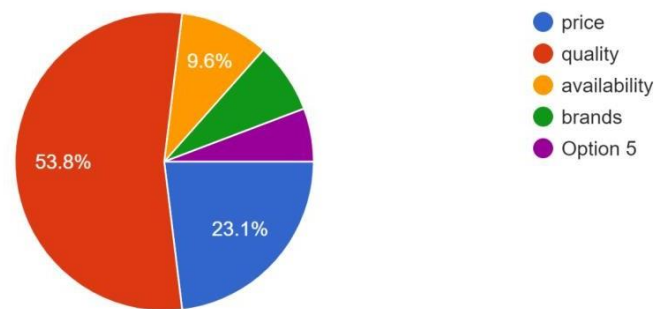


Chart 13: Priority while shopping

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen more preference for quality with 53.8% and less preference for another option with 6% and quality with 23.1%, availability with 9.6%, brands with 7.5%. It is clear that from above table the member more responded to quality with 53.8%.

#### 14. WHILE SHOPPING ONLINE WHICH PAYMENT DO YOU USE

Table 14: Preferred payment mode

OPTION S	RESPONDENT	PERCENTAGE
Net banking	4	3.5%
Credit card	6	6.5%
Debit card	2	1.6 %
Cash on delivery	20	67.3%
Vouchers	9	9.6%
Mobile apps	11	11.5%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

while chopping online which payment do you use  
52 responses

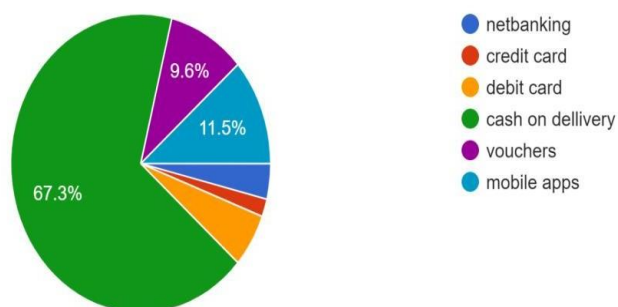


Chart 14: preferred payment mode

**INTERPRETATION:** From the above table it is clear that out of 52 respondents more members are chosen cash on delivery with 67.3% and the lowest members are selected the credit with 6.5%. and remaining net banking with 3.5%, debit card with 1.6%, vouchers with 9.6%, mobile app with 11.5%.

## 15. DO YOU TRUST ONLINE SHOPPING SITES

Table 15: Trust levels

Options	Respondent	Percentage
Sometimes	19	37.3%
Very often	11	19.6%
Never	14	25.5%
Always	8	17.6%
<b>Total</b>	<b>52</b>	<b>100%</b>

(SOURCE: PRIMARY DATA)

do you trust online shopping sites  
51 responses

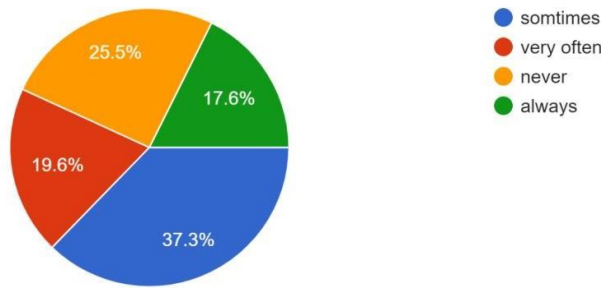


Chart 15: trust levels

**INTERPRETATION:** From the above table it is clear that out of 52 respondents, 37% are choose sometimes, 19.6% choosed veryoften, 25.5% choosed never, 17.6% choosed always for trusting online shopping sites. from the above data it is clear that a greater number of respondents fm sometimes with 37%.

**CHAPTER-5**  
**SUMMARY & CONCLUSION**

## SUMMARY & CONCLUSION

### 5.1 SUMMARY & CONCLUSION

The study reveals that the numbers of female respondents are less than male. The young generation (18-30) is more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. The majority of respondents are either graduates or post graduates. Majority of them are not only students but also service doing individuals.

Amazon is the shopping site which is more preferable by the youngster. There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market.

Mobiles & computers, clothing and electronics are the top three items demanded by the consumers.

Earlier people more use the traditional shopping .Now also people who are not aware of the several shopping sites and not that technically advanced are less into internet for shopping.

This project extends the studies while asking the questions from the consumer who are into online shopping as well as traditional shopping to rate both the channels in the terms of performance, products, time of delivery, quality and other related aspects of online and offline shopping.

Customer behavior is a process of discussion with investors to buy consumer goods of the process.

These are the 4 factor of consumer participation is defined a:

- Person's Features.
- Standard of living.
- Basic needs and
- Status that that directly inspire the needs.

The respondents in the current study are computer user and heavier Internet users; they are updated of the technology.

## **5.2 RECOMMENDATION FROM THE STUDY**

- retail market is one of the fast growing markets.
- The Business owners are using new and upgrading technologies to increase their business.
- Continuous follow-up needed to study the online and offline shopping preferences of consumers.
- Other than price of product there are many factors which we have to consider while studying about this sector like brand, need, personal choice, ect.



### **5.3 LEARNINGS FROM THE STUDY**

The retail sector is one of the fastest growing sectors in India. It is one of the backbones of the economy and accounts. The Indian retail market is one of the top five retail market in the world by economic value. The Indian consumers are very particular about their products. The consumer choices vary based upon their preferences towards online shopping versus offline shopping. The internet and traditional shopping both have their own advantages and disadvantages. Online shopping doesn't require travelling long distance, offers more variety; it is 24\*7 open market, offers huge discount, extended the facility of consumer review. On the other hand traditional shopping allows customers to physically examine products which otherwise online shopping lacks.

Besides this the following points are achieved.

- ✓ Analyze the significant difference between the online and offline consumer group in terms of demographic, technology use, availability and attitude of the consumer.
- ✓ The factors influencing the consumer to switch from the offline shopping to online shopping and online shopping and online to offline shopping are examined.

## **5.4 LIMITATION OF THE STUDY**

### **Limitations-**

- Originally this survey had a very less number of respondents.
- The study was undertaken in very small areas. It cannot be generalized to the entire district, or implied state to the whole taken into account for this study.
- The economic well-being urban area only consider for study

## **5.5 Future scope**

Despite attempts to confirm that the findings of this research are both trustworthy and effective, a number of limitations lie.

- Originally this survey had a very less number of respondents hence in future this can again review by taking adequate number of respondents.
- The study was undertaken in a very small area. It cannot be generalized to the entire district, or implied state to the whole country. For more effective result it can be done by taking into consideration more geographical area.
- The view of 52 respondents cannot replicate the responds of the entire district or the state.
- The economic well-being urban area only consider for study. Hence in future it is needed to take into accounts the semi- urban and rural area also.

## **BIBLIOGRAPHY & REFERENCES**

## BILIOGRAPHY&REFERENCES

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- <https://www.researchgate.net/publication/366595865-online-and-offline-shopping-A-comparative-study>

### **Questionnaire:**

- [https://docs.google.com/forms/d/e/1FAIpQLSdmmpEC1qO\\_Ju5etjw4klyZ7g-jwitZXX\\_wFd4YeSNNijNyeQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdmmpEC1qO_Ju5etjw4klyZ7g-jwitZXX_wFd4YeSNNijNyeQ/viewform?usp=sf_link)

### **Responses:**

- [https://docs.google.com/forms/d/e/1FAIpQLSdmmpEC1qO\\_Ju5etjw4klyZ7g-jwitZXX\\_wFd4YeSNNijNyeQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdmmpEC1qO_Ju5etjw4klyZ7g-jwitZXX_wFd4YeSNNijNyeQ/viewform?usp=sf_link)
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- Online shopping v/s offline shopping: A\_comparative study by jin and koto
- Comparative study on offline v/s online shopping : IYER AND ESTMEN

## Questionnaire

1. Name of the respondent-
2. Gender of the respondent-
  - Male
  - Female
3. Age of the respondent-
  - Below 20
  - 20-30
  - 30-40
  - 40-50
  - Above50
4. Qualification of the respondent-
  - Intermediate
  - Graduate
  - Under graduate
  - Others
5. Do you prefer
  - Online shopping
  - Offline shopping
6. Preference of the different online shopping site-
  - Flipkart
  - Snapdeal
  - Amazon
  - Myntra
  - Others
7. Mostly purchased goods from online sites
  - Clothing
  - Electronics
  - Beauty products
  - Accessories
  - Books
  - kitchen appliances

8. Delivery of the product on time-

- Never
- Rarely
- Sometimes
- Very-often
- Always

9. Frequency of the product purchased from online shopping sites by the respondent-

- Once a week
- Once in a month
- Once every 2-3 months
- Once in year

10. Product available on pin code-

- Never
- Rarely
- Sometimes
- Very-often
- Always

11. Is web providing the sufficient information?

- Never
- Rarely
- Sometimes
- Very often
- Always

12. Type of advertisement mostly attracts to purchase offline?

- Discounts
- Sales ad
- Festival offers
- Vouchers
- Display
- Others

13. Type of advertisement mostly attracts to purchase online?

- Discount
- Sales ad
- Festival offers
- Vouchers
- Display
- Others

14. Preference of the product with same price both in shop and on internet?

- Internet
- Shop

15. Does online shopping is secure as traditional shopping?

- Never
- Rarely
- Sometimes
- Very often
- Always

16. Selections of goods on internet is very board as compared to the traditional market?

- Always
- Very often
- Sometimes
- Rarely
- Never

17. What you check first while shopping goods?

- Price
- Quality
- Availability
- Brand

18. While shopping in online your experience?

- Good
- Very good
- Excellent
- Average
- Below average



19. While shopping in offline your experience?

- Good
- Very good
- Excellent
- Average
- Below average

20. While shopping online which payment method is used?

- Debit card
- Credit card
- COD
- Net banking
- Vouchers



