

A Comparative Study of Consumer Preferences Towards Online and Offline Shopping for Electronic Goods in Amravati City

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Abstract

This research is meant to find out what consumers in Amravati city like about electronic products and to check if they prefer buying them online or in physical stores. The main goal of this research is to find out which kinds of electronic products people tend to buy the most and what factors affect their choices when making a purchase. Special care is taken to consider things like price, trust, convenience, product features, and service quality, which are key when deciding whether to shop online or in person.

The information used in this study was gathered from various people using a carefully planned survey. People of different ages, jobs, and income levels took part in the survey, which helps to better understand how consumers behave. The data that was gathered has been looked at using basic percentage calculations and shown in a way that's simple to grasp. The study shows that mobile phones are the most popular electronic item that people prefer to buy. It is also noticed that young people, especially students between the ages of 18 and 25, are more likely to buy electronic products. People also care more about the features and details of a product when they are buying it. The study also shows that both shopping online and in person are important nowadays. Online shopping is getting more popular because it's easy to use, saves a lot of time, has lots of different products to choose from, and often has great deals and discounts. On the other hand, many people still trust offline shopping more because they can actually see and check the products in person.

Make sure to check the product before purchasing and get better after-sales support and personalized help. The study finds that people pick between shopping online and in-person depending on what they need, what they like, and how much they trust each option. Both ways of shopping have their own strengths when it comes to affecting what customers decide to buy.

1. Introduction

In today's world, electronic items are a big part of how we live our everyday lives. Products such as mobile phones, laptops, televisions, and other electronic devices are commonly used for communication, learning, having fun, and doing jobs. As technology and the internet have grown, the way people buy these products has also changed. People today can shop in two main ways: either online or in person. Online shopping websites make it easy to buy things, offer lots of choices, and give good deals, but going to a real store lets you see and touch products and talk to people in person.

In recent years, online shopping has become very popular, especially with younger people. People like using online platforms because they can compare products, read reviews, and find discounts without having to go outside their homes. Many people still like going to stores in person because they feel more confident about

buying from real places and want to check out the product before they purchase it. Offline stores often offer better support after a purchase, which helps customers feel more satisfied. This means that both online and offline ways of shopping are important in the market.

This research aims to learn about what people in Amravati city prefer when buying electronic items and how they shop online versus in physical stores. The study wants to find out which way of shopping people like best and what things make them choose one method over another. This study takes into account factors like price, trust, convenience, product features, and service quality. By looking at these factors, the study helps explain how consumers make decisions and offers helpful information for both online businesses and physical stores.

2. Statement of the Problem

In today's digital age, people have many choices when buying electronic products, whether they shop online or in physical stores. While shopping online is easy, offers deals, and has lots of choices, shopping in person gives you trust, lets you see and feel the items, and offers better support after buying.

sales service. Because of these differences, people sometimes find it hard to decide which way of shopping works best for them.

In Amravati city, more and more people, especially the younger generation, are starting to shop online more often. At the same time, many people still like going to physical stores because they feel safer and more happy with what they buy. This means we need to figure out what customers really want and why they make the choices they do.

So, the main goal of this study is to find out what consumers like about electronic products and to figure out if they prefer buying online or in person. It also tries to find out the main things like price, trust, convenience, and service quality that affect their choices when they buy something.

3. Review of Literature

1) Pratibha B. Lakhani (2022) found that online shopping is becoming more popular because it saves time, offers discounts, and gives people a wide range of products, especially among younger customers. People enjoy checking prices and looking at reviews on the internet. However, for costly items like TVs or refrigerators, customers tend to buy them from physical stores. They rely on local shopkeepers for better advice, warranty support, and service after buying the product. The research shows that both shopping online and shopping in person are important in their own way. People pick products depending on what kind of product it is and how much they trust it.

2) Lakshkaushik D. Puri & Ganesh N. Kathar (2022) looked at working women during the COVID-19 pandemic and found that more of them started using online shopping because it was safer and more convenient. Women liked getting their packages delivered to their homes and preferred to avoid going to busy places. However, they weren't willing to buy expensive electronics online because they were worried about the items getting damaged, falling victim to scams, and having trouble returning them if needed. Offline stores gave more trust because people could see and check the products in person. They also believed in fast problem-solving at physical stores. The study says that even though online shopping is growing, people still prefer to buy expensive things in stores.

3) Ankita Jangid & Vishal Deshmukh (2024) In 2024, Ankita Jangid and Vishal Deshmukh studied and found that people like online shopping because it is convenient, offers a wide range of products, and makes it easy to compare different items. Younger people like to shop using mobile apps more than other ways. Many people don't buy costly gadgets online because they don't trust the sellers and worry about returning items if needed. Cash-on-delivery is still widely used for safety. Customers usually look up products online but end up buying them in person after verifying the product details. This shows a mixed shopping behavior. Building more trust and better service can help more people buy things online.

4) **Vivek Bhattacharya and Niraj Kalla (2024)** found that people often use online platforms to look up products, check reviews, and compare prices. However, for expensive electronics, they like to buy them in person instead of online. Customers think that going to physical stores is safer, offers more help, and provides better support after buying something. Younger people are gradually starting to shop more online. Middle-aged consumers still trust offline stores more. The study says that people tend to look up information online but then make their purchases in person.

5) **Jayashri S. Lokhande (2022)** found that customers like to buy small electronics online because they get discounts and it's easier to shop that way. However, for costly items, they prefer to buy from physical stores to lower the risk. Many people had problems such as late deliveries or broken items when shopping online. Offline stores let customers look at products and talk to sellers face to face. Immediate service and support build trust in physical store shopping. The study says that both ways are used depending on how much something costs and how much people trust them.

4. Objectives Of The Study

1. To study the consumer preferences toward electronic goods
2. To analyze consumer preferences between online and offline shopping for electronic goods in Amravati
3. To identify the key factors influencing consumer choices such as price, trust, convenience, and service quality

5. Research Methodology

Research design is the complete plan that guides how a study is carried out in an organized way, making it easier to gather, examine, and understand information to meet the goals of the research. This study uses a descriptive research approach to explore how consumers prefer and act when buying electronic products online or in physical stores. The study uses both primary and secondary data. Primary data comes from a structured questionnaire given to people, and secondary data is collected from books, research papers, journals, and websites. The study looks at people living in Amravati city, covering various ages, jobs, and how much money they earn.

The study covers all people in Amravati who buy electronic products, and the population includes a group of people chosen from the city. The sampling unit consists of individual consumers who purchase electronic products. A sample of 100 people is selected using a convenience sampling method because of limited time and resources. A structured questionnaire serves as the primary method for gathering data. The data gathered is looked at using basic percentage calculations and shown in tables and graphs so it's easier to understand. This makes it simple to see what customers like and how their shopping habits differ between online and in-store.

6. Data Analysis & Interpretation

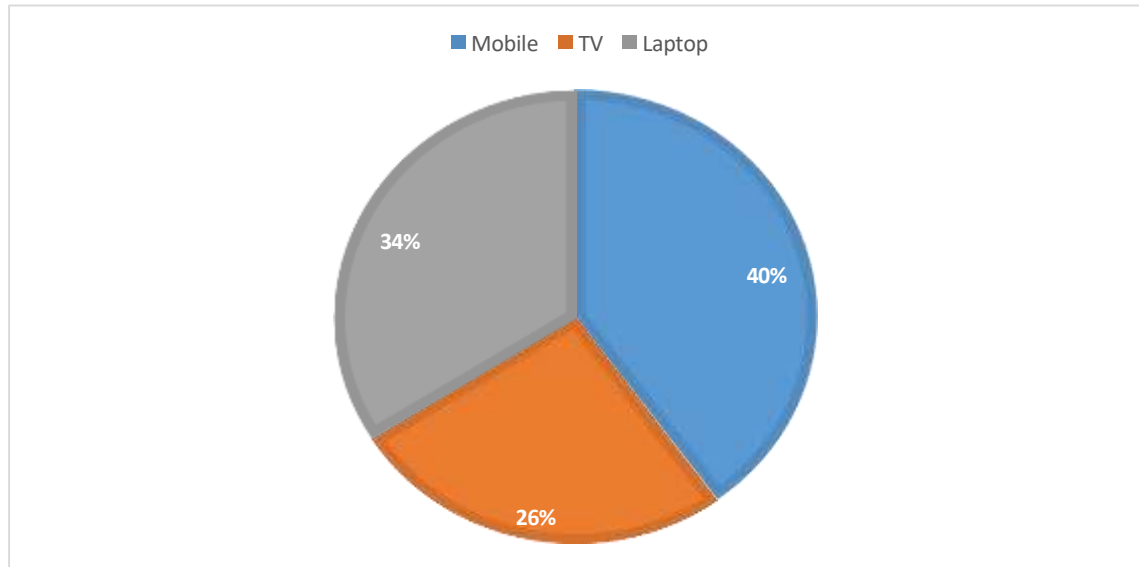
6.1 Analysis of Which of the following electronic goods you have purchased in the last 2 years?

Table No. 1: Classification of Respondents by Electronic Goods Purchased in the Last 2 Years.

Option	Number Of Respondents	Percentage (%)
Mobile	40	40%
TV	26	26%
Laptop	34	34%
Total	100	100%

(Source: Primary Data)

Graph No. 1: Classification of Respondents by Electronic Goods Purchased in the Last 2 Years.



(Source: Primary Data)

Interpretation:

Mobile phones were the most popular purchase, accounting for 40% of respondents (40 people). Laptops followed as the second most common item, purchased by 34% of respondents (34 people). The least purchased item among the three options was the TV, with 26% of respondents (26 people) reporting a purchase.

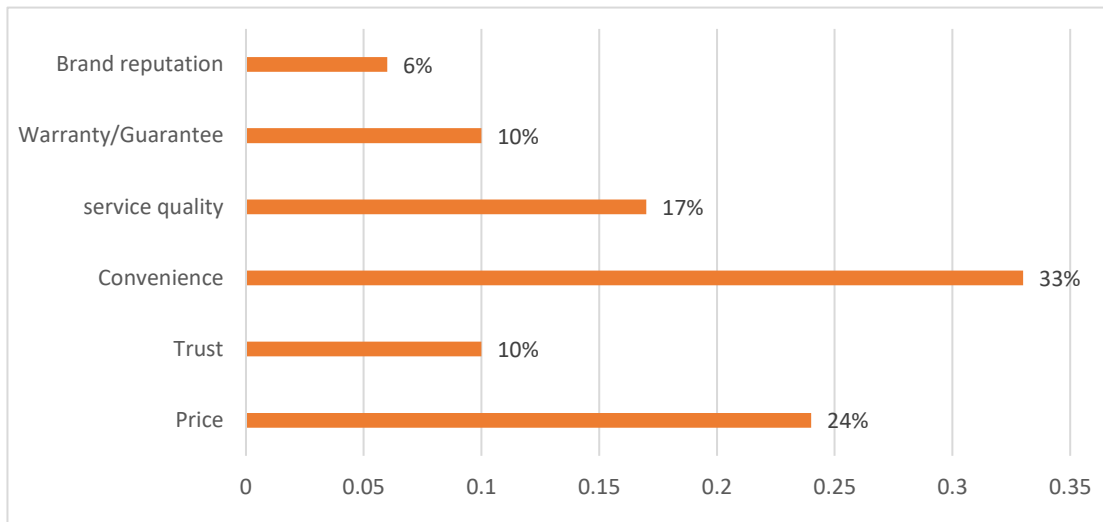
6.2: Analysis of Final Purchase Decision Factor

Table No. 2: Classification of Respondents of Final Purchase Decision Factor

Option	Number Of Respondents	Percentage (%)
Price	24	24%
Trust	10	10%
Convenience	33	33%
Service quality	17	17%
Warranty/Guarantee	10	10%
Brand reputation	6	6%
Total	100	100%

(Source: Primary Data)

Graph No. 2: Classification of Respondents of Final Purchase Decision Factor



(Source: Primary Data)

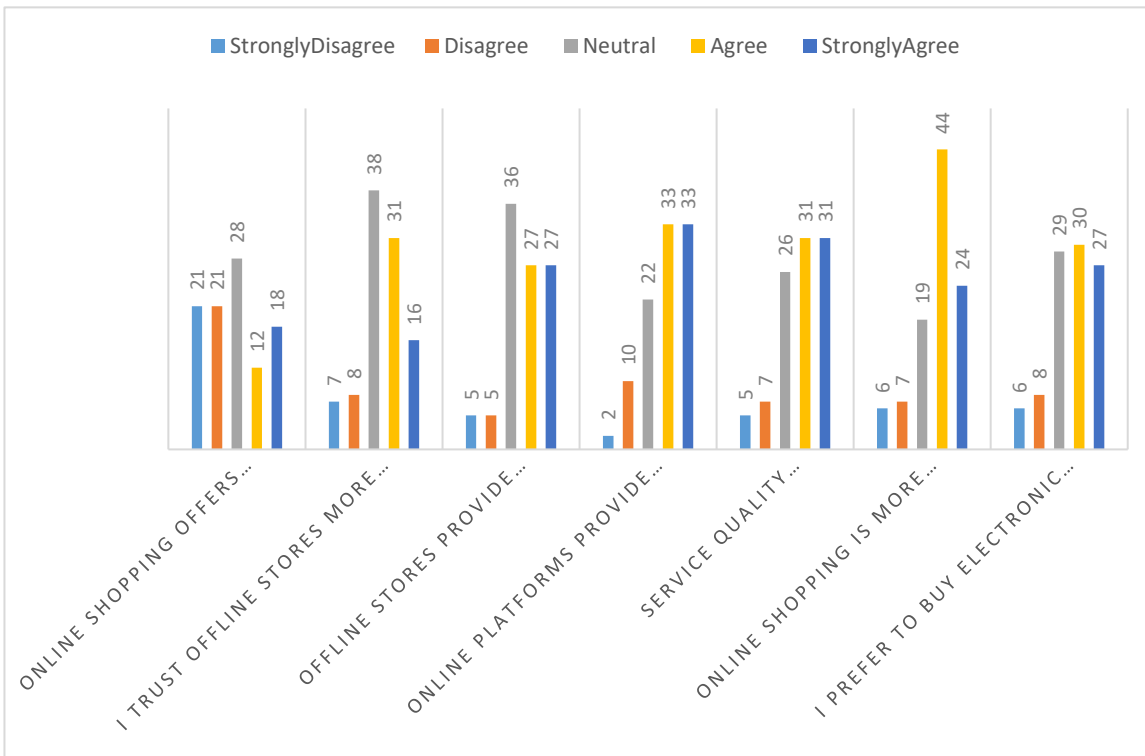
Interpretation:

Convenience is the most significant factor, accounting for 33% of respondents. Price is the second most important factor, influencing 24% of purchase decisions. Service quality is a notable factor for 17% of respondents. Trust and Warranty/Guarantee each account for 10% of respondents' decisions. Brand reputation is the least influential factor among the options provided, at 6%.

6.3: Likert Scale Analysis of Consumer Perception towards Online and Offline Shopping

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online shopping offers better prices for electronic goods than offline stores.	21	21	28	12	18
I trust offline stores more than online platforms when buying electronic products.	7	8	38	31	16
Offline stores provide better product quality assurance.	5	5	36	27	27
Online platforms provide better discounts and offers compared to offline stores.	2	10	22	33	33

Service quality (installation, return policy, warranty support) is better in offline stores.	5	7	26	31	31
Online shopping is more convenient than visiting physical stores.	6	7	19	44	24
I prefer to buy electronic goods online rather than offline in the future.	6	8	29	30	27



7. Findings of the Study

- Many people like to shop online because it's easier and saves them time. They also enjoy better deals and a big selection of choices, which is why online platforms are so appealing.
- Many people still prefer shopping in person because they can see and feel the product before buying it. This builds trust and makes them feel more sure about buying something.
- Factors such as cost, what the product offers, how easy it is to use, and how much you can rely on it are important when people decide to buy something. People think about these things carefully before deciding where to buy something.

Many people start by looking up products online to check their prices and read what others have said. However, they usually like to buy from physical stores, especially when buying expensive items. Overall, consumers use a mix of both online and offline shopping methods. They use the good parts of both platforms to help make smarter and more thoughtful buying choices.

8. Conclusion

The research shows that both shopping online and in stores have a big impact on how people make buying decisions for electronics. Online shopping is getting more popular because it's easy to use, saves time, offers lots of different products, and has great deals. On the other hand, people still prefer going to stores in person because they can see and touch the products, feel more confident about their choices, and get help right away.

It is also noticed that people in Amravati city don't depend entirely on just one way to shop. They use a mix of online and offline approaches before coming to a final choice. Many people look up and check different products on the internet, but they still like to buy them from physical stores, especially when the items are expensive. So, the study clearly shows that many people use a mix of different shopping methods.

9. Suggestions

Based on the results, it's recommended that online stores work on building customer confidence by giving clear product information, making returns simple, and offering safe ways to pay. They should also focus on improving their customer support so they can quickly address and resolve customer problems.

Offline stores need to enhance their customer service by providing more helpful support in the store, better prices, and appealing deals to stay competitive with online shops. Businesses need to use an omnichannel approach that connects their online and offline channels, so customers can switch between them smoothly. Giving customers clear info, being honest, and creating good connections with them can make them happier and more loyal.

10. Limitations of the Study

The study has some limits that you should keep in mind when understanding its results. The study is done only in Amravati city, so the results might not work for other places.

Other cities or areas where people have different ways of buying things. Another thing is that the number of people in the sample is not very large, so it might not show what the whole group of people really thinks.

The study only looks at electronic items, so the results might be different for other types of products. The information gathered comes from people's views and how they see things, which can sometimes be affected by their own feelings or past experiences. These limitations mean we should be careful when using the results.

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11. Scope for Future Research

Future studies could build on this research by using more people and looking at different cities or areas, which would help make the results apply to a wider group of people. Researchers can also add other types of products like clothes, food items, or services to learn more about how consumers behave.

Future research can use better statistical methods and tools to look more closely at the data. Comparative studies looking at different age groups, income levels, or education backgrounds can offer more detailed information. Researchers can also look into how consumer behavior is changing and how new technologies are affecting people's shopping choices.

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