

A STUDY ON CUSTOMER PREFERENCE TOWARDS OFFLINE SHOPPING WITH REFERENCE TO NAMAKKAL

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ABSTRACT

Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years. Offline shopping has become a popular shopping method ever since the internet has declared a takeover. The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Offline shopping is emerging very fast in recent years. Many studies have focused that the high touch products 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. This research paper focused to analyses the significant difference between the offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.

to access similar kinds of products according to their preferences.

2.METHODOLOGY

According to industrial research institute in research methodology, research always tries to search the given question systematically in our own way and find out all the answers till conclusion. For finding or exploring research questions, a researcher faces lot of problems that can be effectively resolved with using correct research methodology. To make the research systemized the researcher must adopt certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the result for a given problem and thus the solution helps in future course action. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted

1.INTRODUCTION

Offline shopping advantages from the opportunity to physically choose and inspect what an item or thing is like, would look like, and its attributes. This is why some people still prefer conventional buying over internet purchasing since, for one thing, it allows them to thoroughly inspect an item. In the developed countries like the United States, it has become almost a norm to make purchases on the offline platform specially for apparel products. However, in a developing country like India, majority of people still depend on the brick-and-mortar stores to make purchases in different categories. Although in the last few years, offline shopping has become quite a craze among the masses specially among the teenagers and youngsters, in absolute numbers, offline shopping is still way ahead of its online counterpart. In the present-day context, learning and analyzing consumer behavior is extremely vital for the success of a business, be it offline.

Consumers drive the market. All the business activities are carried out keeping in mind the interests of consumers. Offline shopping, which is a recent phenomenon in the Indian context has gathered steam in the last few years backed by increasing penetration of internet has resulted in consumers spoiled for choice. Internet is helping the promotion of products through online advertisements. The healthy competition between the offline stores and the offline brick and mortar counterparts have ushered in a new era where consumers can pick and choose the medium of shopping to fulfil their shopping interests. Some of the key differences between the two media of shopping are the means of gathering product information's, perceived risk and the ability of consumers

2.1 Sample size

The sample size in the study is 80.

2.2 SAMPLING TECHNIQUES

Simple random sampling technique has been used in sampling due to the reason that, it provides information about parts of all the area.

Statistical tools

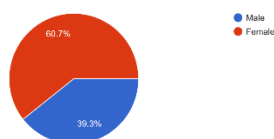
- Simple Percentage Analysis
- Chi-square test
- Correlation

PERCENTAGE METHOD

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams to have better understanding of the analysis.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

Total Respondents



INTERPRETATION:

The above table shows that 39% of the respondents are male and remaining 61% of the respondents are female. Majority 63% of the respondents are male.

CHART NO - 3.1

GENDER OF THE RESPONDENTS

CHI-SQUARE TEST

It is one of the simplest and widely used non-parametric test in statistical work. The quantity chi-square describes the magnitude of the discrepancy between theory and observation. Which is defined as?

$$\text{Chi - Square} = \sum \frac{(O_i - E_i)^2}{E_i}$$

E_i

O_i = Observed frequency, E_i = Expected frequency

In general, the expected frequency for any can be calculated from the following equations

$$E = \frac{RT \times CT}{N}$$

N

E = Expected frequency, CT = Column total,

RT = Row total, N = Total number of observations

3.DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

The data collected here represents the gender of the respondents. It shows the number of male and female respondents involved in the interview schedule.

TABLE NO - 3.1

GENDER OF THE RESPONDENTS[]

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	32	39%
Female	48	61%
Total	80	100%

Sources: Primary data

2) AGE OF THE RESPONDENTS

The data collected here represents the age of the respondents. The list of age includes 18-25, 26-35, 36-45, 46-60.

TABLE NO - 3.2

AGE OF THE RESPONDENTS

AGE	RESPONDENTS	PERCENTAGE
18 – 25	57	70%
26 – 35	18	24%
36 – 45	4	5%
46 – 60	1	1%
Total	80	100%

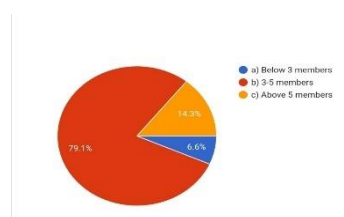
Source: Primary data

INTERPRETATION:\

This table highlights that, 70% of the respondents are from 18-25, 24% of the respondents are from 26-35, 5% of the respondents are from 36-45, 1% of the respondents are from 46-60. Majority 70% of the respondents are from the age of 18-25.

CHART NO - 3.2

AGE OF THE RESPONDENTS



3) SIZE OF FAMILY OF THE RESPONDENTS

It analyses the size and family of the respondents. It includes three categories namely: Below 3 members, 3-5 members and above 5 members.

TABLE NO - 3.3

SIZE OF FAMILY OF THE RESPONDENTS

EDUCATIONL LEVEL	RESPONDENTS	PERCENTAGE
Bachelor's Degree	49	61.3%
Master's Degree	28	33.5%
Matriculation	2	2.1%
ICIC	1	1.1%
Total	80	100%

Sources: Primary data

INTERPRETATION

The above table picturize the size of family of the respondents, 7% of respondents are having below 3 members, 79% of the respondents are having 3-5 members, and 14% of respondents are having above 5 members , Majority 79% of the respondents are having 3-5 members.

CHART NO - 3.3

SIZE OF FAMILY OF THE RESPONDENTS

4) EDUCATIONAL LEVEL OF THE RESPONDNTS

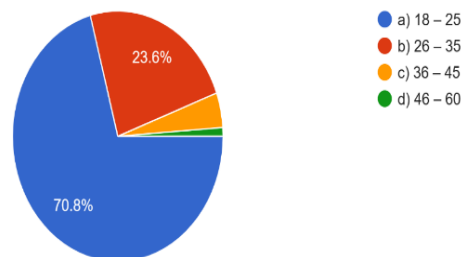
The data collected here represents the educational level of the respondents. The list of educational level includes Bachelor's Degree, Master's Degree, Matriculation, ICIC.

TABLE NO - 3.4

SIZE IF FAMILY	RESPONDENTS	PERCENTAGE
Below 3 members	6	7%
3-5 members	61	79%
Above 5 members	13	14%
Total	80	100%

EDUCATIONAL LEVEL OF THE RESPONDENTS

Source:



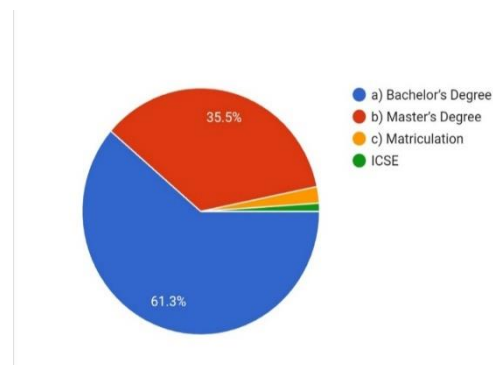
Primary data

INTERPRETATION

The above table picturize the educational level of the respondents, 61.3% of respondents are responding the Bachelor's Degree, 33.5% of respondents are responding the Master's Degree, 2.1% of respondents are responding the Matriculation, 1.1% of respondents are responding the ICIC. Majority 61.3% of the respondents are responding the Bachelor's Degree.

CHART NO - 3.4

EDUCATIONAL LEVEL OF THE RESPONDENTS



5) RESPONDENTS OF THE SHOPPING METHODS

The data collected here represents the respondents of the shopping methods. The list of shopping methods includes online, offline, Both.

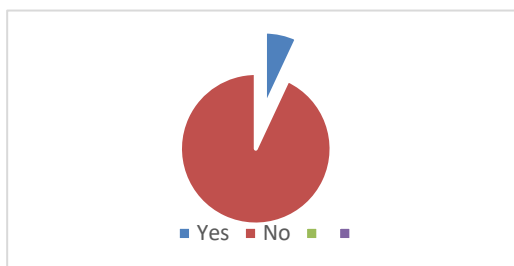
TABLE NO - 3.5

RESPONDENTS OF THE SHOPPIND METHODS

METHODS OF SHOPPING	RESPONDENTS	PERCENTAGE
Online	20	10.8%
Offline	21	23.6%

Both	39	65.6%
Total	80	100%

Sources: Primary data

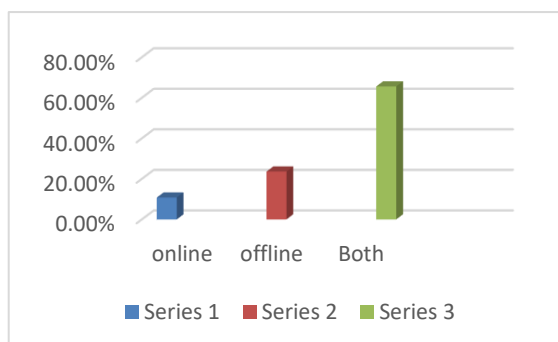


INTERPRETATION

The above table picturize the shopping methods of the respondents, 10.8% of respondents are responding the online shopping, 23.6% of respondents are responding the offline shopping, 65.6% of respondents are responding the Both shopping. Majority 65.6% of the respondents are responding the Both shopping.

CHART NO - 3.5

RESPONDENTS OF THE SHOPPIND METHODS



6) EVER MADE OFFLINE SHOPPING OF THE RESPONDENTS

It represents the respondents are ever made offline shopping or not.

TABLE NO - 3.6

EVER MADE OFFLINE SHOPPING OF THE RESPONDENTS

EVER MADE OFFLINE SHOPPING	RESPONDENTS	PERCENTAGE
Yes	70	88.2%
No	10	11.8%
Total	80	100%

Source: Primary data

INTERPRETATION

The above table picturize the ever-made offline shopping of the respondents, 88.2% of respondents are responding Yes, 11.8% of respondents are responding No. Thus, The Majority 88.2% of the respondents are responding yes.

CHART NO - 3.6

EVER MADE OFFLINE SHOPPING OF THE RESPONDENTS

7) FACTOR INFLUENCING TO BUY OFFLINE SHOPPING

It represents the steps taken by the respondents to factor influence to buy offline shopping. The steps included here are check product quality, reliability, accuracy, prefer to check product.

TABLE NO - 3.7

FACTOR INFLUENCING TO BUY OFFLINE SHOPPING

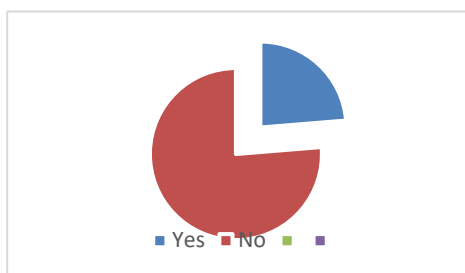
REASON TO BYE OFFLINE	RESPONDENTS	PRECENTAGE
Check product quality	61	65.6%
Reliability	11	11.8%
Accuracy	5	5.4%
Prefer to check product	16	17.2%
Total	80	100%

Sources: Primary data

INTERPRETATION

The above table picturize the factor influencing to buy offline shopping of the respondents, 65.6% of respondents are responding to the Check product quality, 11.8% of respondents are responding to the reliability, 5.4% of respondents are responding to the accuracy, 17.2% of respondents are responding to the Prefer to check product. Majority 65.6% of the respondents are responding the Check product quality.

CHART NO - 3.7



FACTOR INFLUENCING TO BUY OFFLINE SHOPPING

INTERPRETATION

The above table shows that felt any problems in offline shopping, 23.7% of respondents are say Yes, 76.3% of respondents are say No. Thus, the majority 76.3% of respondents are say no problems in offline purchase.

CHART NO - 3.8

FELT ANY PROBLEMS IN OFFLINE PURCHASE

9) OFFLINE SHOPPING PROBLEMS OF THE RESPONDENTS

It represents the respondents to affect the problems are custom, out of delivery, variety of design.

TABLE NO - 3.9

OFFLINE SHOPPING PROBLEMS OF THE RESPONDENTS

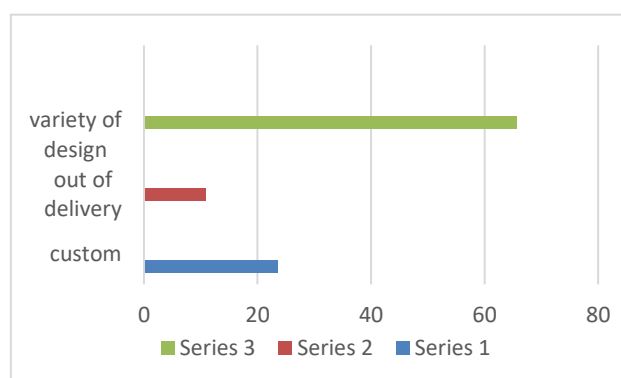
Sources: Primary data

INTERPRETATION

The above table shows that opinion about offline shopping problems of the respondents, 23.6% of the respondents are responding of the custom, 10.8% of the respondents are responding of the out of delivery, 65.6% of the respondents are responding of the variety of design. The majority 65.6% of respondents were facing the problems in variety of design.

CHART NO - 3.9

OFFLINE SHOPPING PROBLEMS OF THE RESPONDENTS



8) FELTANY PROBLEMS IN OFFLINE PURCHASE

It represents the respondents are Felt any problems in offline purchase or not.

TABLE NO - 3.8

FELT ANY PROBLEMS IN OFFLINE PURCHASE

PROBLEMS IN OFFLINE PURCHASE	RESPONDENTS	PERCENTAGE
Yes	21	23.7%
No	59	76.3%
Total	80	100%

Source: Primary data

10) NUMBER OF TIME RESPONDENTS WERE WENT FOR OFFLINE SHOPPING

It represents the respondents are number of times were went for offline shopping in every month, regular, seldom, one time in a week.

TABLE NO - 3.10

NUMBER OF TIME RESPONDENTS WERE

SIZE OF THE FAMILY/METHODS OF SHOPPING	ONLINE	OFFLINE	BOTH	TOTAL
Below 3 members	5	2	14	21
3-5 members	11	9	16	36
Above 5 members	4	10	9	23
Total	20	21	39	80

WENT FOR OFFLINE SHOPPING

NUMBER OF TIME RESPONDENTS WERE WENT FOR OFFLINE SHOPPING	RESPONDENTS	PERCENTAGE
every month	31	42.4%
Daily	12	17.4%
Seldom	28	30.4%
one time in a week	9	9.8%
Total	80	100%

Sources: Primary data

INTERPRETATION

The above table shows the number of time respondents were went for offline shopping, 42.4% of the respondents were went for every month, 17.4% of the respondents were went for daily, 30.4% of the respondents were went for seldom, 9.8% of the respondents were went for one time in a week. The majority 42.4% of respondents were went every month for offline shopping.

CHART NO - 3.10

NUMBER OF TIME RESPONDENTS WERE WENT FOR OFFLINE SHOPPING

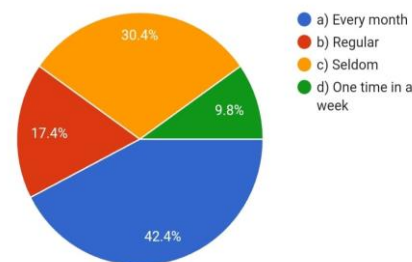


TABLE NO - 3.11

RELATIONSHIP BETWEEN FAMILY SIZE & METHODS OF SHOPPING

Source: Primary Data

NULL HYPOTHESIS

Ho: There is no significant relationship between size of the family and methods of shopping.

ALTERNATIVE HYPOTHESIS

H1: There is a significant relationship between size of the family and methods of shopping

TABLE NO - 3.12

CHI SQUARE TEST

O	E	(O-E) ²	(O-E) ² / E
5	5.25	0.0625	0.0119
2	9	49	5.44444
14	5.75	68.0625	11.837
11	5.51	30.1401	5.47007
9	9.45	0.2025	0.02143
16	6.03	99.4009	16.4844
4	10.23	38.8129	3.79403
10	17.55	57.0025	3.24801
9	11.21	4.8841	0.43569
TOTAL		43.1697	

Degree of freedom : (r-1) (c-1)

$$(3-1) (3-1) = 4$$

Level of significance : 5%

Total value : 9.488

Calculated value : 43.1697

RESULT

Since the calculated value is higher than the table value. So, we accept the alternative hypothesis. There is a significant relationship between size of family category and their methods of shopping.

4.RESULTS AND DISCUSSION

4.1FINDINGS

- Majority 63% of the respondents are male.
- Majority 70% of the respondents are from the age of 18-25.
- Majority 79% of the respondents are having 3-5 members.
- Majority 61.3% of the respondents are responding the Bachelor's Degree.
- Majority 65.6% of the respondents are responding the Both shopping
- Thus, The Majority 88.2% of the respondents are responding yes.
- Majority 65.6% of the respondents are responding the Check product quality.
- Thus, the majority 76.3% of respondents are say no problems in offline purchase.
- The majority 65.6% of respondents were facing the problems in variety of design.
- The majority 42.4% of respondents were went every month for offline shopping.

4.2 SUGGESTIONS

- Various suggestions are given here for the offline shopping is develop to compare the online shopping.
- This improvement will give more visual appeal. One of the risks that the respondents have felt is no proper returning policy to the product. Offline purchase products choosing the best products, and touch and feel good one, but we buy only the pictures and videos available on the online shopping. Maybe we lose money if those products are unfair.
- Offline shopping, to develop the return option. Day to day lot of offers give the online shoppers, lot of customers buy the products on offline. It's on the reason in developing the economy and country. Quality as compare offline shopping better than online.

4.3 CONCLUSION

- The offline shopping plays a major role in Metropolitan cities. The present literature shows that there are significant differences between consumer purchase style in offline medium of shopping based on certain hitch will parameters. Despite the rapid growth in offline sales in against India and the projection of further uptick in this medium of shopping, the majority of consumers

in India still prefers the so called 'real' shopping experience of brick the youngsters.

- Adding with that the ever-increasing price of Indian real estate sector has put the viability of brick-and-mortar business in doubt. On the other side, despite of ever-growing customer base of online retailers, none of them have broken even yet. Offering of huge discounts on products and services have proven to be the bane for them.

5. REFERENCES

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