

A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONICS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

BY

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SASINDRAN.ND 40410159** who carried out the project entitled "**A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONICS**" under my supervision from January 2022 to March 2022.

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DECLARATION

I **SASINDRAN.ND (40410159)** hereby declare that the Project Report entitled “**A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONICS**” done by me under the guidance of **DR.M.THINESHKUMAR** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SASINDRAN.ND

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SASINDRAN.ND

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ABSTRACT

This study is about the comparative study of offline vs online shopping of electronic shopping towards behavior or buying attitude towards preference of products buying online or offline the total respondents for this study is 110 primary data is collected by using the simple questionnaire methods among college students in and around basic percentage analysis is done to know about the percentages of respondents wish to choose the products online or offline. Online 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 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 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

INTRODUCTION

1.1 INTRODUCTION

Online shopping has been emerging very rapidly in recent years today the internet is paying attention to the retail market. Millions of people shop online on the other hand the product has been buying many customers go to buy offline so check the product and own possession of the product only after paying of the product customer loyalty in this modern world depends on the ability to deliver quality value and satisfaction level.

Some go shopping offline some online and many go for both type of shopping this study focuses on the choice of the consumer to shop and stores in the period of acquisition of information however shopping online is easier for people and less expensive than shopping offline while any consumer purchasing decision must know the broker to buy whether shopping online or shopping offline

The consumer must decide which channel is right for him and which can best suit his needs and meet his needs in this competitive world how can you decide that your broker to buy goods is very important to his understanding from an administrative point of view these are more important than watching or getting entertainment through the internet or getting any information or news and this is a very common though that comes to the minds of people when looking at internet users when they are online.

In general the population from high level of income and high level of learning are more favourable to do online shopping. The populations who are more knowledgeable and more explored to the internet are more into online shopping the increase in technology increases the online shopping by the consumer the increase in technology creates a favourable attitude towards the consumer for online shopping

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 the race trying to upgrade their services on daily basis to provide their consumers offline stores feel and break.

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 types of discounts.

In today market irrespective of preference towards online and offline stores it is impetration to correspond attention across all channels.

1.2 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 understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise of product size and colour as it may differ in real view or sense sometimes the product ordered is kind of damaged

2. CONVENIENCE:

Online shopping is much more convenient than offline shopping instead of taking out your vehicle and visit shop you 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 once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place.

3. QUALITY:

The quality of product at online sites and offline stores 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 spent their huge sum of money

4. 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 directly to consumer and generally offer a lower price to customer than offline market even when shipping charges are included than also it is better than offline shopping.

5. OFFERS:

Apart from offering products at lower price most online shopping regularly come up with discount offers in association with bank, brand etc. Which customer to get additional saving while buying products online? Offline stores only give offer or discount during stock clearance or when the manufactures gives the discount on the products. Online shopping always provides offers at all the time and day. In every purchase we get some offers even if there is no festival or carnivals. Offers are a great factor which attract customer to purchase online. Offer carry a great influence in shopping.

6. DELIVERY:

The product ordered by the customer in online shopping takes a minimum of six to seven 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 affects the online shopping. People want a good

delivery time they prefer to get a product in a desired time or in short time of duration duration is the second major factor affecting the demand of product.

1.3 Factors affecting offline shopping:

1. LESS NUMBER OF CHOICES:

There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choice in that less number of materials due to manual factor.

2. TIME CONSUMING:

It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. 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 products. Such purchases are based on goodwill when we happen to know the Shop keepers.

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 anything 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.

1.3 OBJECTIVES:

- To analyse the different between both online or offline customer groups in terms of innovation product availability demographics and customer attitude
- To explore the factors influencing customers to switch from offline to online shopping
- To study whether the customer qualification affects the online shopping and offline shopping

CHAPTER -2

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Selvakumar (2014) focused on purchaser impression of the item sold on the web and the issues thought about essential to web based shopping. This investigation was led among the online customers survey was made to gather the information from the populace these polls were given to school going understudies the absolute example estimate is 110 respondents. The findings of this examination demonstrates that improvement and availability impact the client expectation to shop on the web

Hausman and siekpe (2009) dissected a used find out about in the US on the effect of web interface includes on line customer aim. The internet business gadget contrasts from the ordinary measurements framework it has both the information machine and publicizing channels. The experimental outcome proposes that knowing the persuasive components of an on line customer and intellectual and mental elements have meaning the contemplate discovered that both human and pc components are basic for prior purchasing on the web

Hahn and Kim (2009) the impact of shopper trust and saw web certainty on customer clothing shopping expectation through web or the online retailer worked by a multi channel retailer. A sum of 261 understudies in an expansive US Midwestern college took part in the paper based review and gave usable reactions basic condition based displaying was utilized to test theory. They found that the buyer trust in an online retailer was a critical indicator of seen web certainty and look goal for item data through web retailer scan expectation for item data through the online store and saw certainty were huge and solid indicators of this investigation propose that retailer a web channels as a feature of multi-channels retail system and give steady administration all through their different channels

Dholakia and zhao (2009) resulted that online shoppers satisfaction and behaviour intention is influenced by both objective and subjective interactivity objective interactivity refers to the types of communication mediums available in an individual website while subjective interactivity refers to perceived interactivity to show that online vendors are customer oriented a quick response is requested to reduce uncertainty of the customers interactivity is also known as contact which refers to the availability of assistance through telephone or online representatives.

Chen ching and tsou (2007) the authors cited from azjen (1988) azjen and fishbein (1980) that the theory reasoned action status that behaviour intentions formed through the attitude toward a behaviour and subjective norms lead to actual behaviour given the availability of resources and opportunities a person interest in performing a

particular behaviour is reflected by the attitude toward the behaviour and it is determined through behaviour beliefs are obtained and the strength of the association between outcomes and behaviour while the evaluation produces either a favourable response to the object person thing or event.

Li and zhang (2002) examined the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review in doing so this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research they decided to restrict their search of research article to the period of January 1998 to February 2002 the other two criteria for selection are the articles are empirical in nature and the articles measure at least one of the identified factors in our taxonomy they searched three primary is conference proceedings volumes international conference on information system Americas conference on information system

Hausman and siekpe (2009) analysed an practical study in us regarding the effect of web interface features on consumer online purchase intention e-commerce system is different from traditional information system it has both features of information system and marketing channels it contains machine and human element an empirical finding shows that to know the motivation factors for online shopper.

Devaraj (2006) critically analysed an empirical study in regarding examination of online channel preference he examined the behaviour and economic features that add to online consumers satisfaction and further head to their preference of online channel. The results indicate that asset specificity and uncertainty structure variables the electronic market place are related with the conduct constructs such as personalization website design time responsiveness security and reliability of the online channel further it was found that personalization time responsiveness security and reliability are also significantly linked to the consumer satisfaction outcome with the channel.

Oliver tan (2018) online and offline shopping experience are already merged the objective of this study is to find out the varied experience of online and offline shoppers are based on the study he concluded that there is no need to draw a line between online and offline shopping experience and he stressed that fact strategies have to be designed in such a way that the gap arising between online and offline experience.

Ms. Supriyamahajan (2018) a comparative study on online and offline shopping. The main objective of this research is to find the factor which influences the respondents to purchase in online and offline offers discounts and convenience attract them to purchase online.

CHAPTER-3

RESEARCH DESIGN

3.1 RESEARCH DESIGN

This study is answering numerous question Start with who where how and when this research is very hard as well as it estimate eminent degree of high qualified skills and employed understand and answer the problem. In this Study, the researcher used descriptive research design to the conduct a survey on a comparative study on customer preference online shopping and offline shopping

3.2 Sampling techniques:

The sampling techniques are the convenience sampling technique those are obtained by selecting population unit for the study

3.3 SOURCES OF DATA

DATA COLLECTION METHOD:

Data collection is the term used to describe a process of preparing and collection data

- **Primary data :**

The primary data are collected from working people, students and not working people by the help of the questionnaires the respondents are only just 110 members,

- **Secondary data :**

The secondary information will be collected by the websites and online journals published reports & review of literature from published articles

3.4 STRUCTURE OF QUESTIONNAIRE

A questionnaire consist of twenty question that the respondents or collected from the respondents in Chennai city

3.5 SAMPLE SIZE

It is considered as a part of the population from Chennai city the sampling size is 110. It is a study of the attitude and the characteristics of people of a sample, rather than all the size of the population.

3.6 LOCATION TARGETED PEOPLE OF STUDY:

Target people customers, working people, nonworking people, students location in Chennai city

3.7 TOOLS FOR ANALYSIS:

Percentage analysis

CHAPTER-4
DATA ANALYSIS AND INTREPRETATION

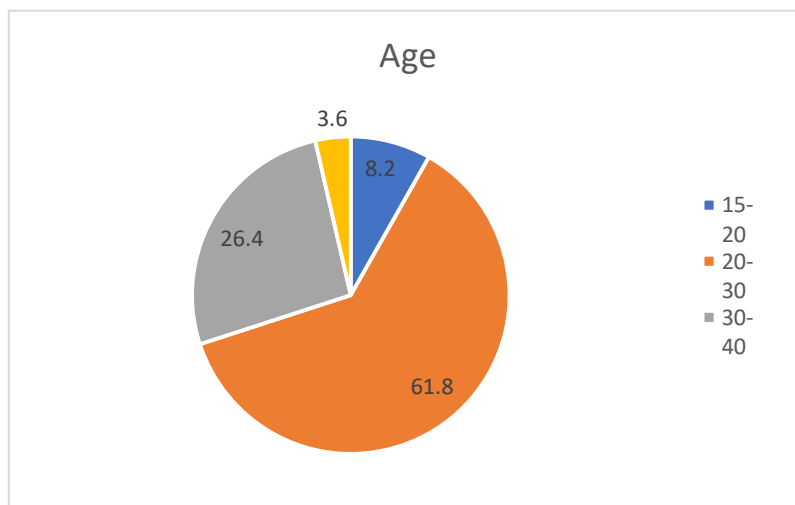
DATA ANALYSIS AND INTERPRETATION

4.1: TABLE SHOWING AGE OF THE RESPONDENTS

Age	No. Of Respondents	Percentage
15-20	9	8.2%
20-30	68	61.8%
30-40	29	26.4%
40-50	4	3.6%

SOURCE: PRIMARY DATA

CHART 4.1: CHART SHOWING AGE OF THE RESPONDENTS



INTERPRETATION

As per the table given above, 8.2% of respondents were coming under the age group of below 15-20, followed by 61.8% of respondents were under the age group of 20-30 years, 26.4% of respondents or under the age group of 30-40 years, 3.6% of respondents are between 40-50 years

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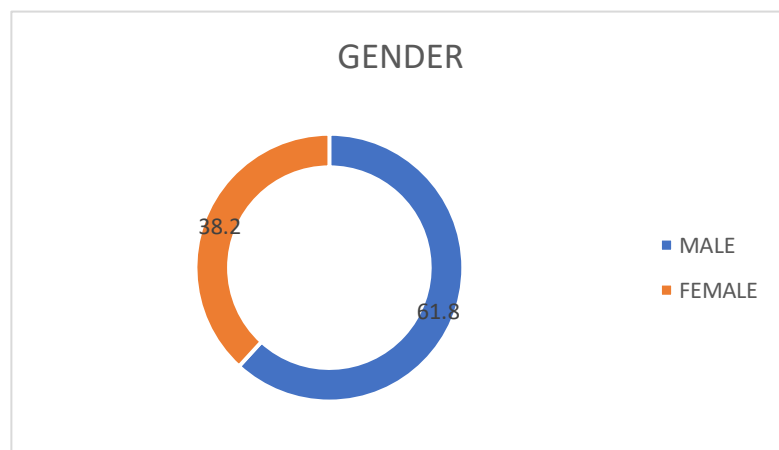
Therefore, majority (61.8%) of the respondents or in the age group of 20-30 years,

4.2: TABLE SHOWING THE GENDER OF THE RESPONDENTS

Gender	No. of respondents	Percentage
Male	68	61.8%
Female	42	38.2%

SOURCE: PRIMARY DATA

CHART 4.2: CHART SHOWING THE GENDER OF THE RESPONDENTS



INTERPRETATION

From the above table it can be declared that 61.8% of respondents are male followed by 38.2% of respondents are female

INFERENCE

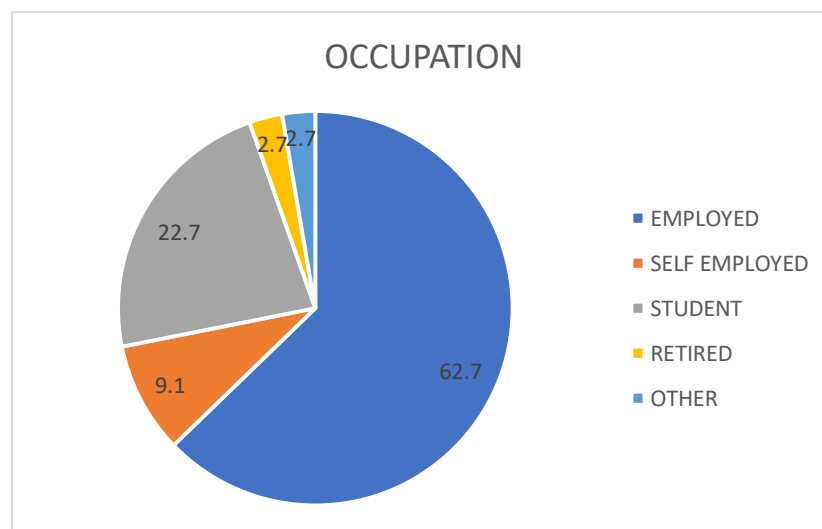
From the sample it can be concluded that majority (61.8%) of respondents are male compared to female

4.3: TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS

Occupation	No. of respondents	Percentage
Employed	69	62.7%
Self employed	10	9.1%
Student	25	22.7%
Retired	3	2.7%
Other	3	2.7%

SOURCE: PRIMARY DATA

CHART 4.3: CHART SHOWING OCCUPATION OF THE RESPONDENTS



INTERPRETATION

From the analysis it is found 62.7% of respondents are employed followed by 22.7% are student 9.1% of respondents doing self employed 2.7% of respondents retired and 2.7% of respondent retired.

INFERENCE

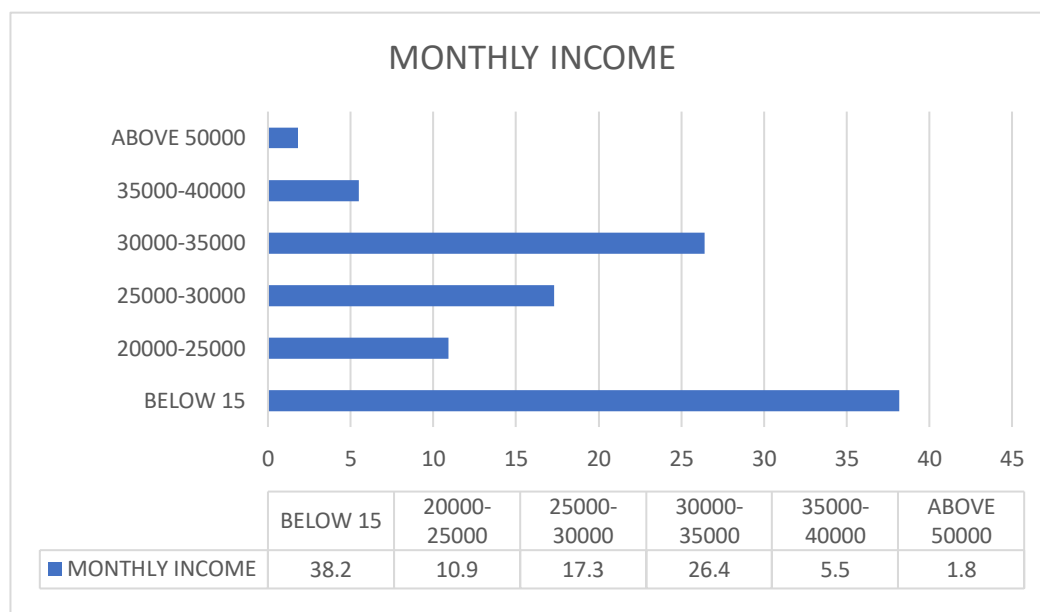
Hence, it is concluded that the majority (62.7%) of respondents are employed

4.4: TABLE SHOWING MONTHLY INCOME OF THE RESPONDENTS

Monthly income	No. of respondents	Percentage
Below 15000	42	38.2%
20000-25000	12	10.9%
25000-30000	19	17.3%
30000-35000	29	26.4%
35000-40000	6	5.5%
Above 50000	2	1.8%

SOURCE: PRIMARY DATA

CHART 4.4: CHART SHOWING MONTHLY INCOME OF THE RESPONDENTS



INTERPRETATION

As per the table given 38.2% of respondents choosing below 15000 monthly income of below followed by 26.4% of respondents 30000-35000 monthly turnover, 17.3% of respondents choosing monthly turnover 25000-30000, 10.9% of respondents or 20000-25000 5.5% of respondents below 35000-40000. 1.8% of respondents above 50000.

INFERENCE

Majority (38.2%) of the respondents earned monthly income of Rs.15000.

4.5: TABLE SHOWING PREFER ONLINE OR OFFLINE SHOPPING OF THE RESPONDENTS

Online or offline shopping	No.of respondents	Percentage
Online	21	19.1%
Offline	21	19.1%
both	68	61.8%

SOURCE: PRIMARY DATA

CHART 4.5: CHART SHOWING PREFER ONLINE OR OFFLINE SHOPPING



INTERPRETATION

From the above table 19.1% of respondents like to online shop same that 19.1% of respondents choosing offline 61.8% of respondents both.

INFERENCE

Majority (19.1%) of the respondents both online and offline

4.6: TABLE SHOWING CHOOSE ONLINE VS OFFLINE SHOPPING OF THE RESPONDENTS

Online vs offline shopping	No. of respondents	Percentage
Not a social person	6	5.5%
Time efficiency	13	11.8%
It is easier	37	33.6%
More products visibility	44	40%
My reason not listed	10	9.1%

SOURCE: PRIMARY DATA

CHART 4.6: CHART SHOWING CHOOSE ONLINE VS OFFLINE SHOPPING



INTERPRETATION

From the analysis 40% of the respondents more products visibility 33.6% of the respondents it is easier 11.8% of the respondents time efficiency 9.1% of the respondents my reason not listed 5.5% of the respondents not a social person.

INFERENCE

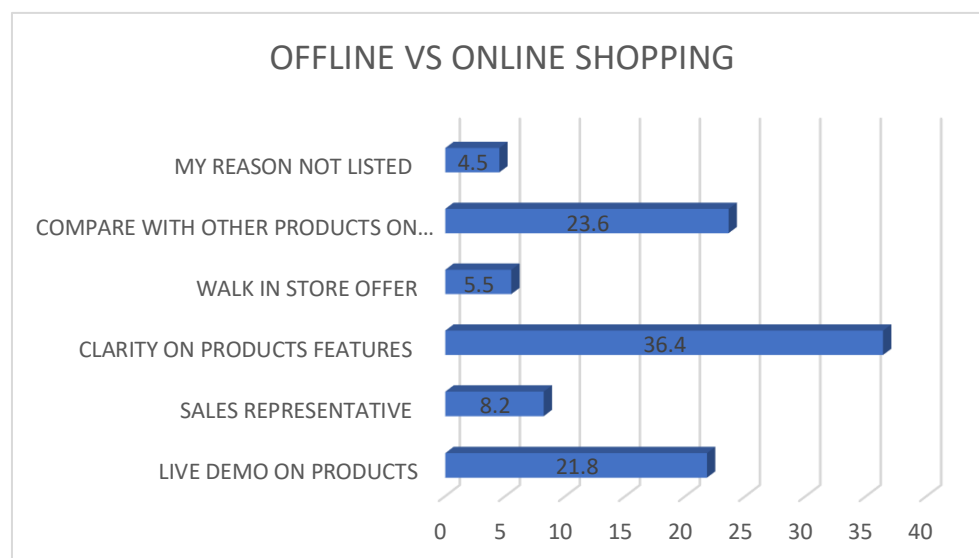
Majority (40%) of the respondents more product visibility.

4.7: TABLE SHOWING CHOOSE OFFLINE VS ONLINE OF THE RESPONDENTS

Offline vs online shopping	No. of respondents	Percentage
Live demo on products	24	21.8%
Sales representative guidance	9	8.2%
Clarity on product features	40	36.4%
Walk in store offer	6	5.5%
Compare with other products on same time	26	23.6%
My reason not listed	5	4.5%

SOURCE: PRIMARY DATA

CHART 4.7: CHART SHOWING CHOOSE OFFLINE VS ONLINE SHOPPING



INTERPRETATION

From the above table 36.4% of the respondents' clarity on product features 23.6% of the respondents compare with other product on same time 21.8% of the respondents live demo on products 8.2% of the respondents sales representative 5.5% of the respondents walk in store offer 4.5% of the respondents my reason not listed

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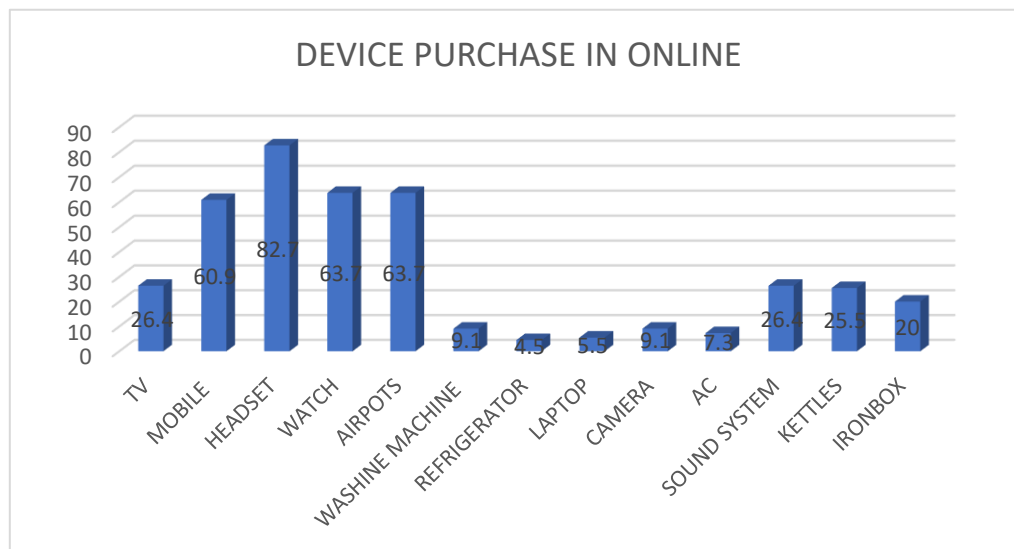
Majority (36.4%) of the respondents clarity on product.

4.8: TABLE SHOWING ELECTRONIC DEVICE PURCHASE IN ONLINE OF THE RESPONDENTS

Purchase in online	No.of respondents	Percentage
Tv	29	26.4%
Mobile	67	60.9%
Headset (wireless)	91	82.7%
Watch	70	63.6%
Airpots	70	63.6%
Washine machine	10	9.1%
Refrigerator	5	4.5%
Laptop	6	5.5%
Camera	10	9.1%
Ac	8	7.3%
Sound system	29	26.4%
Kettles	28	25.5%
ironbox	22	20%

SOURCE: PRIMARY DATA

CHART 4.8: CHART SHOWING ELECTRONIC DEVICE PURCHASE IN ONLINE OF THE RESPONDENTS



INTERPRETATION

As per the table above 82% of the respondents choosing headset 63.6% of the respondents chooser watch and airpots same 60.9% of the respondents mobile 26.4% of the respondents tv and sound system. 25.5% of the respondent's kettles 20% of the respondent's chooser iron box 9.1% of the respondent's washing machine and camera 7.3% of the respondents chooser ac 5.5% of the respondents laptop 4.5% of the respondents refrigerator.

INFERENCE

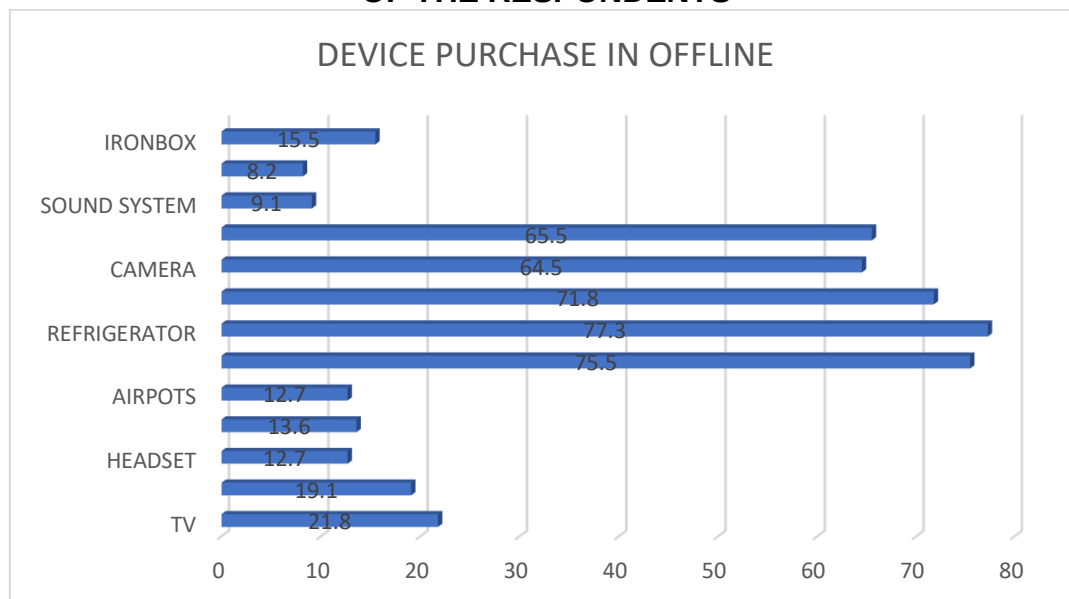
Majority (82%) of the respondents choosing headset

4.9: TABLE SHOWING ELECTRONIC DEVICE PURCHASE IN OFFLINE OF THE RESPONDENTS

Purchase in offline	No. of respondents	Percentage
Tv	24	21.8%
Mobile	21	19.1%
Headset	14	12.7%
Watch	15	13.6%
Airpots	14	12.7%
Washine machine	83	75.5%
Refrigerator	85	77.3%
Laptop	79	71.8%
Camera	71	64.5%
Ac	72	65.5%
Sound system	10	9.1%
Kettles	9	8.2%
ironbox	17	15.5%

SOURCE: PRIMARY DATA

CHART 4.9: CHART SHOWING ELECTRONIC DEVICE PURCHASE IN OFFLINE OF THE RESPONDENTS



INTERPRETATION

As from the table above 77.3% of the respondents choosing refrigerator 77.5% of the respondents chooser washing machine 71.8% of the respondents laptop 65.5% of the respondents Ac 64.5% of the respondent's camera 21.8% of the respondent's chooser Tv 19.1% of the respondent's mobile 15.5% of the respondents chooser ironbox 13.6% of the respondents chooser watch 12.7% of the respondents headset and airports 9.1% of the respondents chooser sound system 8.2% of the respondents kettles.

INFERENCE

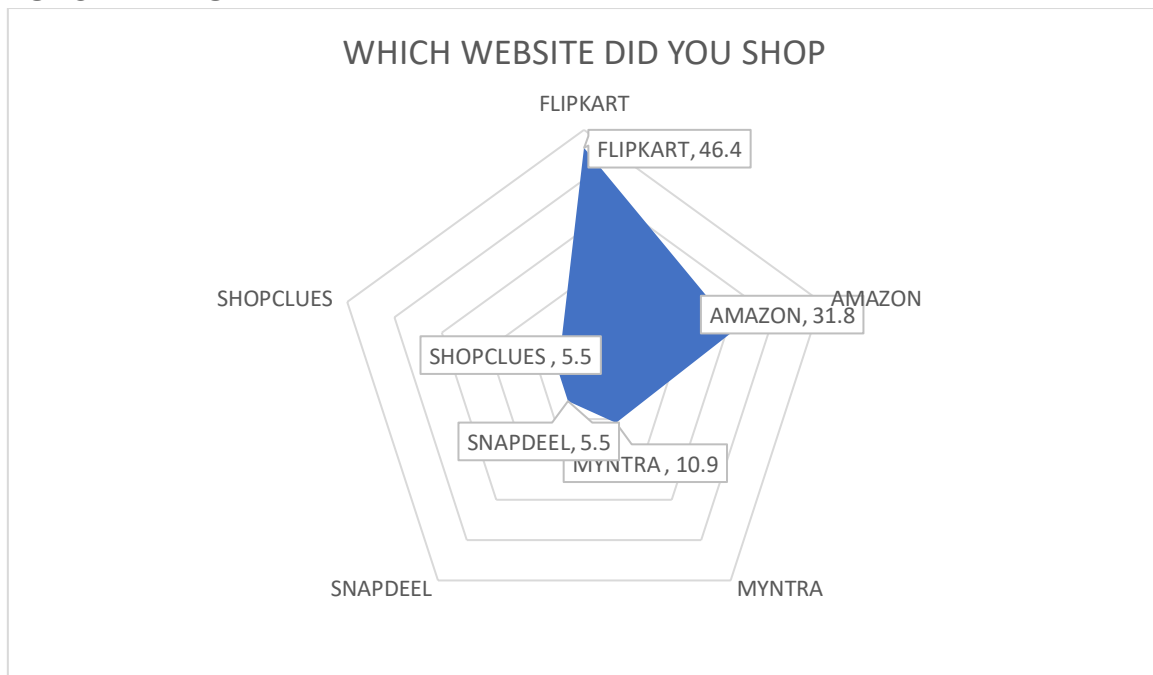
Majority (77.3%) of the respondents choosing refrigerator

4.10: TABLE SHOWING WHICH WEBSITE DID YOU SHOP OF THE RESPONDENTS

Which website did you shop	No. of respondents	Percentage
Flipkart	51	46.4%
Amazon	35	31.8%
Myntra	12	10.9%
Snapdeal	6	5.5%
Shopclues	6	5.5%

SOURCE: PRIMARY DATA

CHART 4.10: CHART SHOWING WHICH WEBSITE DID YOU SHOP OF THE RESPONDENTS



INTERPRETATION

From the table given 46.4% of the respondents choosing Flipkart 31.8% of the respondents like amazon 10.9% of the respondents Myntra 5.5% of the respondents like snapdeal 5.5% of the respondents shopclues.

INFERENCE

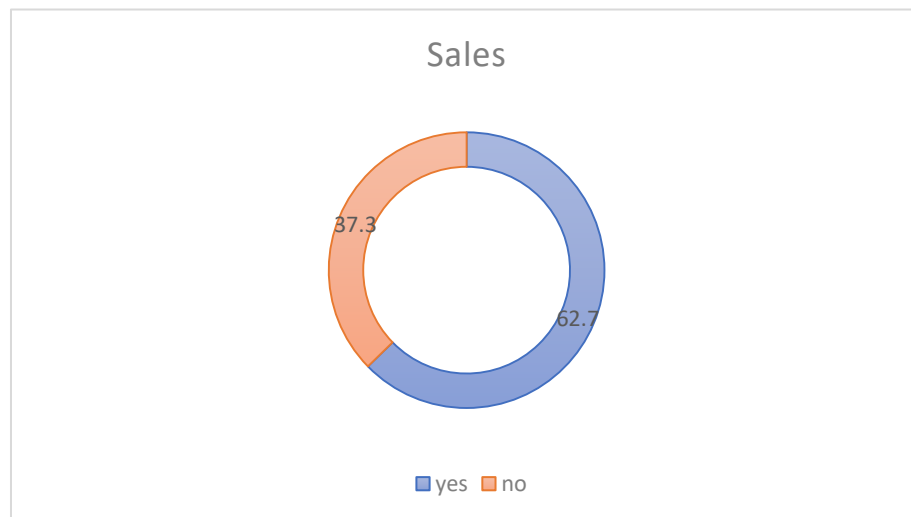
Majority (46.4%) of the respondents choosing Flipkart.

4.11: TABLE SHOWING DO YOU GO TO RETAIL STORE FIRST BEFORE MAKING YOUR FINAL PURCHASE IN ONLINE OF THE RESPONDENTS

Before Making Your Final Purchase In Online	No.of respondents	Percentage
Yes	69	62.7%
no	41	37.3%

SOURCE: PRIMARY DATA

Chapter 4.11 CHART SHOWING DO YOU GO TO RETAIL STORE FIRST BEFORE MAKING YOUR FINAL PURCHASE IN ONLINE OF THE RESPONDENTS



INTERPRETATION

From the table above 62.7% of the respondents yes of before making final purchase 37.3% of the respondents choosing no

INFERENCE

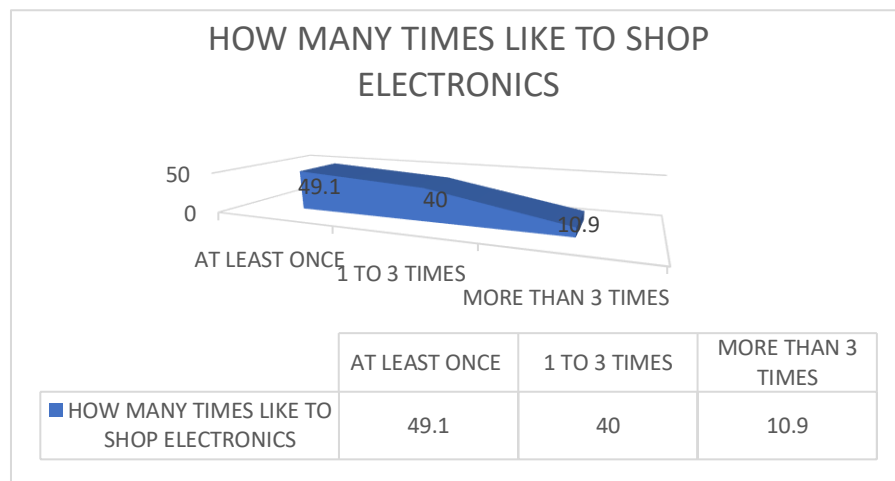
Majority (62.7%) of the respondents choosing yes

4.12: TABLE SHOWING APPROXIMATELY HOW MANY TIMES DID YOU SHOP ELECTRONIC PRODUCTS OVER INTERNET DURING LAST YEAR OF THE RESPONDENTS

How many times like to shop electronics	No. of respondents	Percentage
Atleast once	54	49.1%
1 to 3 times	44	40%
More than 3 times	12	10.9%

SOURCE: PRIMARY DATA

CHART 4.12: CHART SHOWING APPROXIMATELY HOW MANY TIMES DID YOU SHOP ELECTRONIC PRODUCTS OVER INTERNET DURING LAST YEAR OF THE RESPONDENTS



INTERPRETATION

From the given table 49.1% of the respondents like atleast once 40% of the respondents are 1 or 3 times 10.9% of the respondents more than 3 times

INFERENCE

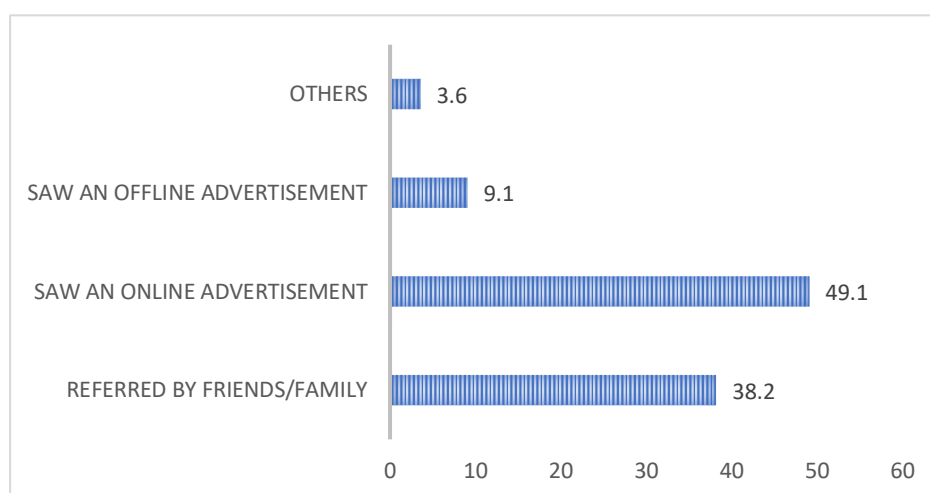
Majority (49.1%) of the respondents like atleast once

4.13: TABLE SHOWING GET THE IDEA OF BUYING THE PRODUCT IN ONLINE OF THE RESPONDENTS

The idea of buying the product in online	No.of respondents	Percentage
Referred by friends/family	42	38.2%
Saw an online advertisement	54	49.1%
Saw an offline advertisement	10	9.1%
Other	4	3.6%

SOURCE: PRIMARY DATA

CHART 4.13: CHART SHOWING GET THE IDEA OF BUYING THE PRODUCT IN ONLINE OF THE RESPONDENTS



INTERPRETATION

As per the table given 49.1% of the respondents saw an online advertisement 38.2% of the respondents referred by friends/family 9.1% of the respondents saw an offline advertisement and 3.6 % of the respondents choosing other

INFERENCE

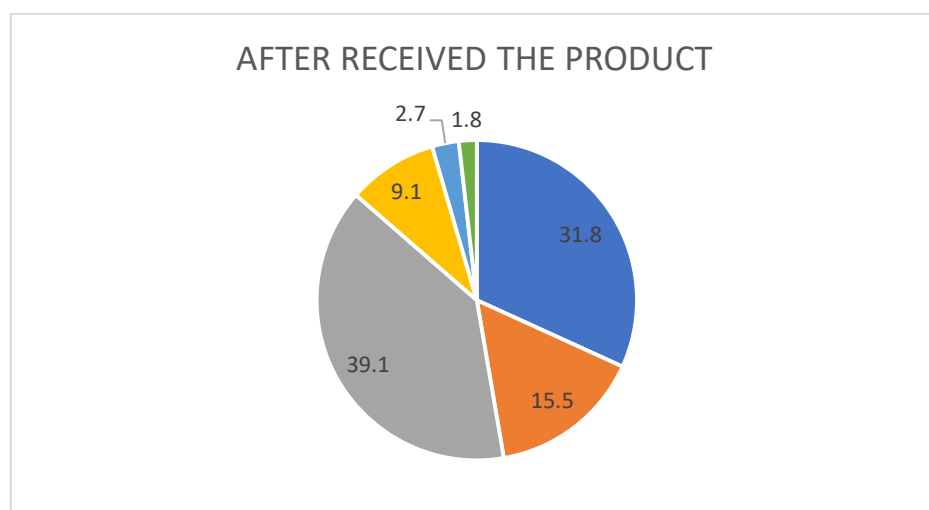
Majority (49.1%) of the respondents saw an online advertisement

4.14: TABLE SHOWING AFTER RECEIVING THE PRODUCTS OF THE RESPONDENTS

After receiving the products	No. of respondents	Percentage
Check the product functionality	35	31.8%
Check the damage	17	15.5%
Check whether the received product is the correct product you ordered	43	39.1%
Discuss with friends family about the purchased product	10	9.1%
Contact customer care if further guidance needed	3	2.7%
Write a review about the product	2	1.8%

SOURCE: PRIMARY DATA

CHART 4.14: CHART SHOWING AFTER RECEIVING THE PRODUCTS OF THE RESPONDENTS



INTERPRETATION

From the table given 39.1% of the respondents choosing check whether the received product is the correct product you ordered 31.8% of the respondents like check the product functionality 15.5% of the respondents check the damage 9.1% of the respondents discuss with friends and family about the purchased product 2.7% of the respondents like Contact customer care if further guidance needed 1.8% of the respondents write a review about the product

INFERENCE

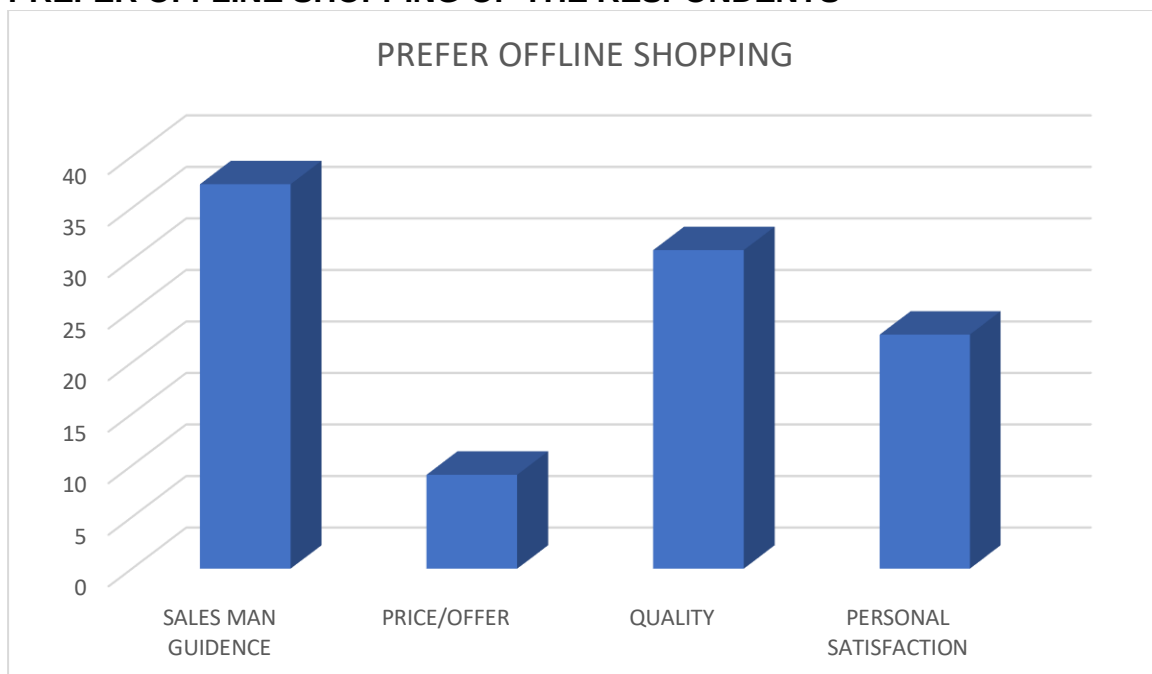
Majority (39.1%) of the respondents choosing check whether the received product is the correct product you ordered

4.15: TABLE SHOWING THE MOST IMPORTANT CRITERIA WHEN YOU PREFER OFFLINE SHOPPING OF THE RESPONDENTS

Prefer offline shopping	No. of respondents	Percentage
Salesman guidance	41	37.3%
Price/offer	10	9.1%
quality	34	30.9%
Personal satisfaction	25	22.7%

SOURCE: PRIMARY DATA

CHART 4.15: CHART SHOWING THE MOST IMPORTANT CRITERIA WHEN YOU PREFER OFFLINE SHOPPING OF THE RESPONDENTS



INTERPRETATION

As per the table above 37.3% of the respondents like salesman guidance 30.9% of the respondents quality 22.7% of the respondents personal satisfaction 9.1% of the respondents price/offer

INFERENCE

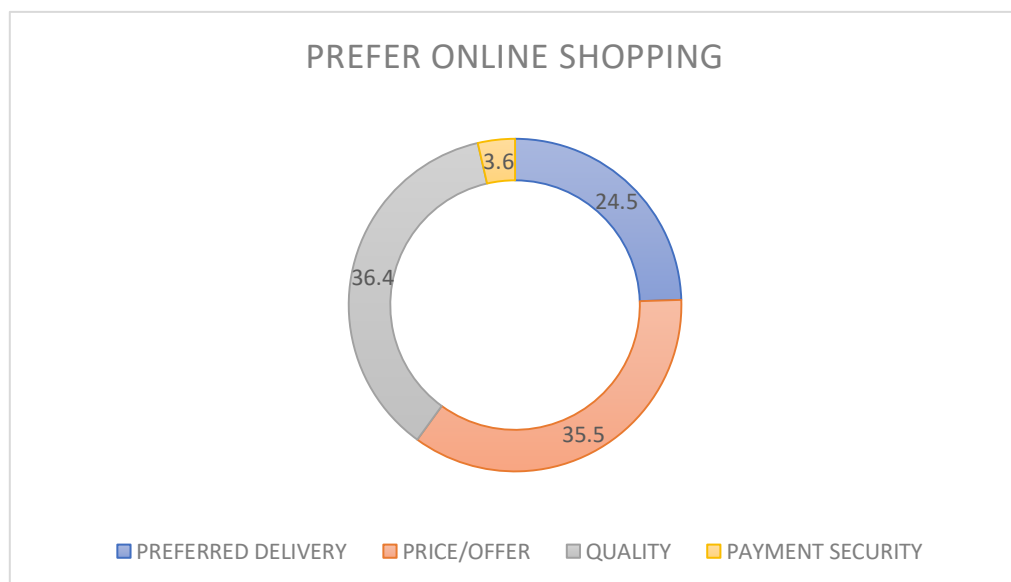
Majority (37.3%) of the respondents like salesman guidance

4.16: TABLE SHOWING THE MOST IMPORTANT CRITERIA WHEN YOU PREFER ONLINE SHOPPING OF THE RESPONDENTS

Prefer online shopping	No.of respondents	Percentage
Preferred delivery	27	24.5%
Price/offer	39	35.5%
Quality	40	36.4%
Payment security	4	3.6%

SOURCE: PRIMARY DATA

CHART 4.16: CHART SHOWING THE MOST IMPORTANT CRITERIA WHEN YOU PREFER ONLINE SHOPPING OF THE RESPONDENTS



INTERPRETATION

From the table given 36.4% of the respondents choosing quality 35.5% of the respondents preferred price and quality 24.5% of the respondents chooser preferred delivery 3.6% of the respondents payment security

INFERENCE

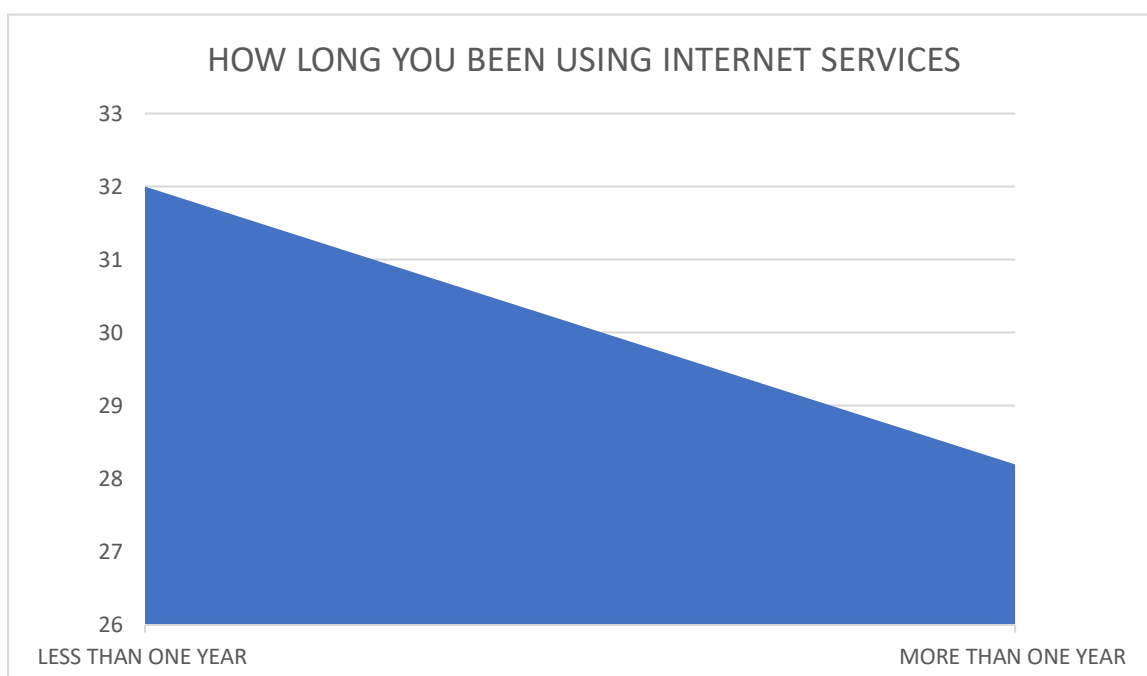
Majority (36.4%) of the respondents choosing quality

4.17 TABLE SHOWING HOW LONG HAVE YOU BEEN USING INTERNET SERVICES

How long have been using internet	No.of respondents	Percentage
Less than one year	79	71.8%
More than one year	31	28.2%

SOURCE: PRIMARY DATA

CHART 4.17: CHART SHOWING HOW LONG HAVE YOU BEEN USING INTERNET SERVICES



INTERPRETATION

As per table the given above 71.8% of the respondents like less than one year 28.2% of the respondents chooser more than one year

INFERENCE

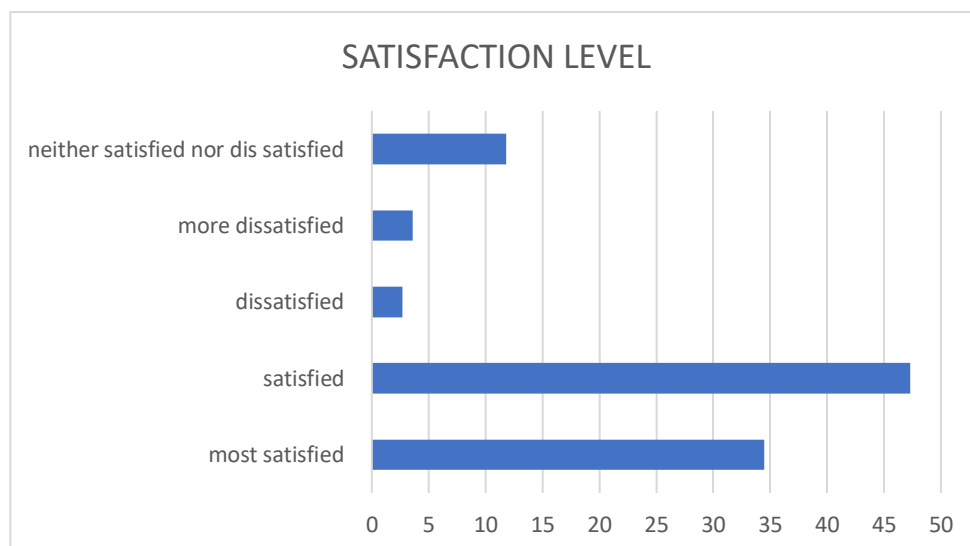
Majority (71.8%) of the respondents like less than one year

4.18 TABLE SHOWING SATISFACTION LEVEL WHEN YOU DO ONLINE SHOPPING

Satisfaction level	No.of respondents	Percentage
Most satisfied	38	34.5%
Satisfied	52	47.3%
Dissatisfied	3	2.7%
More dissatisfied	4	3.6%
Neither satisfied nor dissatisfied	13	11.8%

SOURCE: PRIMARY DATA

CHART 4.18: CHART SHOWING SATISFACTION LEVEL WHEN YOU DO ONLINE SHOPPING



INTERPRETATION

From the table given below 47.3% of the respondents satisfied less than 34.5% of the respondents most satisfied 11.8% of the respondents like neither satisfied nor dissatisfied 3.6% of the respondents more dissatisfied 2.7% of the respondents dissatisfied

INFERENCE

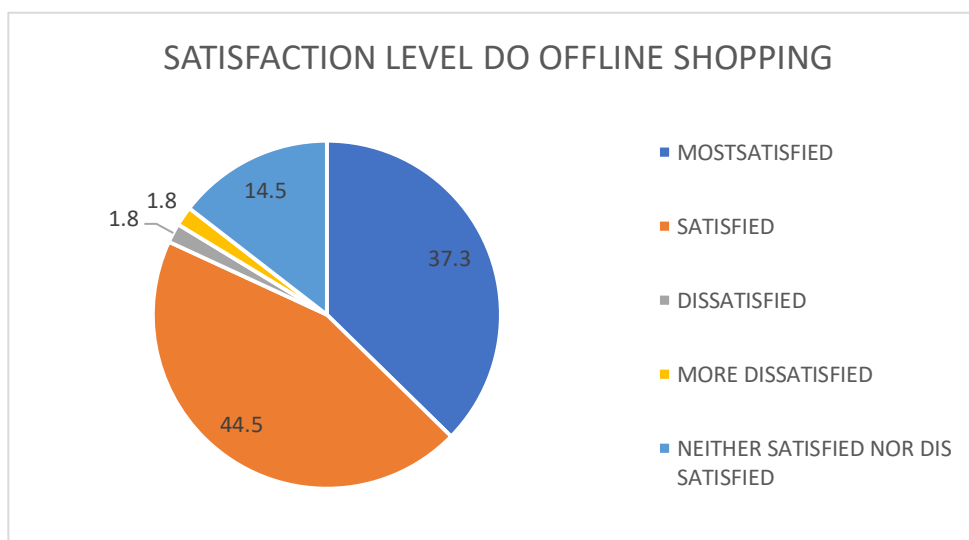
Majority (47.3%) of the respondents choosing satisfied less than one year

4.19 TABLE SHOWING SATISFACTION LEVEL WHEN YOU DO OFFLINE SHOPPING

Satisfaction level do offline shopping	No.of respondents	Percentage
Most satisfied	41	37.3%
Satisfied	49	44.5%
Dissatisfied	2	1.8%
More dissatisfied	2	1.8%
Neither satisfied nor dissatisfied	16	14.5%

SOURCE: PRIMARY DATA

CHART 4.19: CHART SHOWING SATISFACTION LEVEL WHEN YOU DO OFFLINE SHOPPING



INTERPRETATION

As per the table given below 44.5% of the respondents satisfied 41% of the respondents most satisfied 14.5% of the respondents like neither satisfied nor dissatisfied 1.6% of the respondents more dissatisfied 1.6% of the respondents dissatisfied

INFERENCE

Majority (44.5%) of the respondent's chooser satisfied

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
ONLINE_VS_OFFLINE_SH OPPING_ * GENDER_	110	99.1%	1	0.9%	111	100.0%

ONLINE_VS_OFFLINE_SHOPPING_ * GENDER_

Crosstabulation

Count

		GENDER_		Total
		male	female	
ONLINE_VS_OFFLINE_SH	online	13	8	21
OPPING_	offline	12	9	21
	both	43	25	68
Total		68	42	110

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	.252 ^a	2	.881
Likelihood Ratio	.250	2	.882
Linear-by-Linear Association	.054	1	.815
N of Valid Cases	110		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.02.

Bootstrap Specifications

Sampling Method	Simple
Number of Samples	1000
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile

One-Sample Statistics

			Bootstrap ^a			
			Bias	Std. Error	95% Confidence Interval	
Statistic					Lower	Upper
ONLINE_VS_OFFLINE_SHOPPING_	N	110				
	Mean	2.43	.00	.08	2.27	2.57
	Std. Deviation	.795	-.006	.043	.700	.871
	Std. Error Mean	.076				
GENDER_	N	110				
	Mean	1.38	.00	.05	1.29	1.47
	Std. Deviation	.488	-.002	.012	.456	.502
	Std. Error Mean	.047				

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

One-Sample Test

				Test Value = 0		95% Confidence Interval of the Difference	
		t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
ONLINE_VS_OFFLINE_SHOPPING_		32.016	109	.000	2.427	2.28	2.58
GENDER_		29.695	109	.000	1.382	1.29	1.47

Bootstrap for One-Sample Test

				Bootstrap ^a		95% Confidence Interval	
		Mean Difference	Bias	Std. Error	Sig. (2-tailed)	Lower	Upper
ONLINE_VS_OFFLINE_SHOPPING_		2.427	.002	.076	.001	2.273	2.573
GENDER_		1.382	.003	.046	.001	1.291	1.473

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Bootstrap

Bootstrap Specifications

Sampling Method	Simple
Number of Samples	1000
Confidence Interval Level	95.0%
Confidence Interval Type	Percentile

T-Test

One-Sample Statistics

			Bootstrap ^a			
					95% Confidence Interval	
Statistic			Bias	Std. Error	Lower	Upper
ONLINE_VS_OFFLINE_SH OPPING	N	110				
	Mean	3.35	.00	.10	3.17	3.55
	Std. Deviation	.992	-.007	.066	.854	1.115
	Std. Error Mean	.095				
OFFLINE_VS_ONLINE_SH OPPING	N	110				
	Mean	3.15	.00	.14	2.86	3.43
	Std. Deviation	1.538	-.008	.074	1.379	1.675
	Std. Error Mean	.147				

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

One-Sample Test

				Test Value = 0		95% Confidence Interval of the Difference	
		t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
ONLINE_VS_OFFLINE_SHO PPING		35.481	109	.000	3.355	3.17	3.54
OFFLINE_VS_ONLINE_SHO PPING		21.456	109	.000	3.145	2.85	3.44

Bootstrap for One-Sample Test

	Mean Difference	Bias	Std. Error	Bootstrap ^a		
				Sig. (2-tailed)	95% Confidence Interval	
					Lower	Upper
ONLINE_VS_OFFLINE_SHOPPING	3.355	.005	.095	.001	3.173	3.545
OFFLINE_VS_ONLINE_SHOPPING	3.145	.002	.142	.001	2.864	3.427

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Chapter-5
FINDINGS SUGGESTION AND CONCLUSION

CHAPTER 5

FINDINGS SUGGESTION AND CONCLUSION

5.1 FINDINGS

DEMOGRAPHIC FINDINGS

- Majority of respondents were under the age group of years and minimum number of respondents are from above
- Majority of respondents are male compared to female
- Majority of respondents are Employed unemployed and students are the least

Major findings

- Majority (61.8%) of the respondents or in the age group of 20-30 years.
- Majority (61.8%) of respondents are male compared to female.
- Majority (62.7%) of respondents are Employed.
- Majority (38.2%) of respondents are choosing monthly income below 15000.
- Majority (61.8%) of respondents both prefer online and offline shopping
- Majority (40%) of respondents comparative online vs offline shopping Choosing more product visibility.
- Majority (36.4%) of respondents comparative offline vs online choosing shopping clarity on product features
- Majority (82.7%) of respondents electronics device purchase in online wireless headset
- Majority (77.3%) of respondents electronic device purchase in offline refrigerator
- Majority (46.4%) of respondents prefer electronic device which is the best website Flipkart.
- Majority (62.7%) of respondents do you go to retail store first before making your final purchase online yes
- Majority (49.1%) of respondents approximately how many times did you shop electronic products over internet during last year at least once
- Majority (49.1%) of respondents how did you get the idea of buying the product in online saw an online advertisement

- Majority (39.1%) of respondents After receiving the product Check whether the received product is the correct product you ordered
- Majority (37.3%) of respondents The most important criteria when you prefer offline shopping salesman guidance
- Majority (36.4%) of respondents The most important criteria when you prefer online shopping Quality
- Majority (71.8%) of respondents how long have you been using internet services Less than one year
- Majority (47.3%) of respondents satisfaction level when you do online shopping satisfied
- Majority (44.5%) of respondents satisfaction level when you do offline shopping satisfied

5.2 LIMITATIONS OF THE STUDY

- Since the project duration was limited to two months
- Study was limited in Chennai city
- The sample size was limited to 110 respondents
- During the survey most of the respondents contacted

5.3 CONCLUSION

A study result on the influencing factors online and offline shoppers in user. A website or E store that leads to more behaviour target. So leading to a positive attitude and increased behaviour intention such as intention to recommend online shop and repurchased of the same a store. Offline shoppers less today because website offers more facilities customers the youth population and they are able to use this technology for their well Being more than other age group category Flipkart is the shopping site which is more preferable by the youngster. The questionnaire format have three main segment such as general identified variables then in last customer concern in online shopping. From the question what electronic device you purchase mostly in online majority (82.7) of respondents headset (Wireless, Airpots Bluetooth headset) what are the most important criteria when you prefer online shopping? Majority (36.4) of the respondents choosing Quality and why would you choose online vs offline shopping? Majority (40%) of the respondents more product visibility in online.

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QUESTIONARY

1. NAME
2. AGE
 - 15-20
 - 20-30
 - 30-40
 - 40 ABOVE
3. GENDER
 - MALE
 - FEMALE
4. OCCUPATION
 - EMPLOYED
 - SELF EMPLOYED
 - STUDENT
 - RETIRED
 - OTHER
5. WHAT IS YOUR MONTHLY INCOME
 - BELOW 15000
 - 15000-25000
 - 25000-35000
 - 35000-45000
 - ABOVE 45000
6. WHAT DO YOU PREFER ONLINE OR OFFLINE SHOPPING
 - ONLINE
 - OFFLINE
 - BOTH
7. WHY WOULD YOU CHOOSE ONLINE VS OFFLINE SHOPPING
 - NOT A SOCIAL PERSON
 - TIME EFFICIENCY
 - IT IS EASIER
 - MORE PRODUCTS VISIBILITY
 - MY REASON NOT LISITED
8. WHY WOULD YOU CHOOSE OFFLINE VS ONLINE SHOPPING
 - LIVE DEMO ON PRODUCTS
 - SALES REPRESENTATIVE GUIDENCE
 - CLARITY ON PRODUCT FEATURES
 - WALK IN STORE OFFER
 - COMPARE WITH OTHER PRODUCTS ON SAME TIME
 - MY REASON NOT LISITED
9. WHAT ELECTRONIC DEVICES YOU PURCHASE IN ONLINE
 - TV
 - MOBILE
 - HEADSET (WIRELESS)
 - WATCH
 - AIRPOTS

- WASHINE MACHINE
 - REFRIGERATOR
 - LAPTOP
 - CAMERA
 - AC
 - SOUND SYSTEM
 - KETTLES
 - IRONBOX
10. WHAT ELECTRONIC DEVICES YOU PURCHASE IN OFFLINE
- TV
 - MOBILE
 - HEADSET (WIRELESS)
 - WATCH
 - AIRPOTS
 - WASHINE MACHINE
 - REFRIGERATOR
 - LAPTOP
 - CAMERA
 - AC
 - SOUND SYSTEM
 - KETTLES
 - IRONBOX
11. IF YOU PREFER ONLINE SHOPPING IN ELECTRONICS WHICH WEBSITE DID YOU SHOP
- FLIPKART
 - AMAZON
 - MYNTRA
 - SNAPDEEL
 - SHOPCLUES
12. DO YOU GO TO RETAIL STORE FIRST BEFORE MAKING YOUR FINAL PURCHASE ONLINE
- YES
 - NO
13. APPROXIMATELY HOW MANY TIMES DID YOU SHOP ELECTRONIC PRODUCTS OVER INTERNET DURING LAST YEAR
- AT LEAST ONCE
 - 1 TO 3 TIMES
 - MORE THAN 3 TIMES
14. HOW DID YOU GET THE IDEA OF BUYING THE PRODUCTS IN ONLINE
- REFERRED BY FRIENDS / FAMILY
 - SAW AN ONLINE ADVERTISEMENT
 - SAW AN OFFLINE ADVERTISEMENT
 - OTHERS
15. AFTER RECEIVING THE PRODUCTS IN ONLINE
- CHECK THE PRODUCTS FUNCTIONALITY
 - CHECK FOR DAMAGE
 - CHECK WHETHER THE RECEIVED PRODUCTS YOU ORDERED
 - DISCUSS WITH FRIENDS FAMILY ABOUT THE PURCHASED PRODUCTS

- CONTACT CUSTOMER CARE IF FURTHER GUIDENCE NEEDED
 - WRITE A REVIEW ABOUT THE PRODUCT
 - OTHER
16. WHAT ARE THE MOST IMPORTANT CRITERIA WHEN YOU PREFER OFFLINE SHOPPING
- SALESMAN GUIDENCE
 - PRICE/OFFER
 - QUALITY
 - PERSONAL SATISFACTION
 - PAYMENT FACILITY
17. WHAT ARE THE MOST IMPORTANT CRITERIA WHEN YOU PREFER ONLINE SHOPPING
- REFERED DELIVERY
 - PRICE/OFFER
 - QUALITY
 - PAYMENT SECURITY
18. HOW LONG HAVE YOU BEEN USING INTERNET SERVICES
- LESS THAN ONE YEAR
 - MORE THAN ONE YEAR
19. WHAT IS YOUR SATISFACTION LEVEL WHEN YOU DO ONLINE SHOPPING
- MOST SATISFIED
 - SATISFIED
 - DISSATISFIED
 - MORE DISSATISFIED
 - NEITHER SATISFIED NOR DISSATISFIED
20. WHAT IS YOUR SATISFACTION LEVEL WHEN YOU DO OFFLINE SHOPPING
- MOST SATISFIED
 - SATISFIED
 - DISSATISFIED
 - MORE DISSATISFIED
 - NEITHER SATISFIED NOR DISSATISFIED

A COMPARATIVE STUDY ON CUSTOMER PREFERENCE FOR ONLINE SHOPPING AND OFFLINE SHOPPING TO ELECTRONICS

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ABSTRACT

This study is about the comparative study of offline vs online shopping of electronic shopping towards behavior or buying attitude towards preference of products buying online or offline the total respondents for this study is 110 primary data is collected by using the simple questionnaire methods among college students in and around basic percentage analysis is done to know about the percentages of respondents wish to choose the products online or offline online 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 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 analyze the significant difference between the online and offline consumer groups in terms of demographic technology use availability and attitude of the consumer.

INTRODUCTION.

Online shopping has been emerging very rapidly in recent years today the internet is paying attention to the retail market millions of people shop online on the other hand the product has been buying many

customers go to buy offline so check the product and own possession of the product only after paying of the product customer loyalty in this modern world depends on the ability to deliver quality value and satisfaction level.

Some go shopping offline some online and many go for both type of shopping this study focuses on the choice of the consumer to shop and stores in the period of acquisition of information however shopping online is easier for people and less expensive than shopping offline while any consumer purchasing decision must know the broker to buy whether shopping online or shopping offline.

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 knowledge and more explored to the internet are more into online shopping the increase in technology creates a favorable attitude towards the consumer for online shopping.

Platform such as Flipkart amazon Snapdeal where one can find everything are still not able to replace offline stores completely however they are already in the race trying to upgrade their services on daily basis to provide their consumers offline stores feel and break.

1.2 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 understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise of product size and colour as it may differ in real view or sense sometimes the product ordered is kind of damaged

2. CONVENIENCE:

Online shopping is much more convenient than offline shopping instead of taking out your vehicle and visit shop you 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 once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place.

3. QUALITY:

The quality of product at online sites and offline stores 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 spent their huge sum of money.

4. 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 directly to consumer and generally offer a lower price to customer than offline market even when shipping charges are included than also it is better than offline shopping.

5. OFFERS:

Apart from offering products at lower price most online shopping regularly come up with discount offers in association with bank, brand etc. Which customer to get additional saving while buying products online? Offline stores only give offer or discount during stock clearance or when the manufactures gives the discount on the products. Online shopping always provides offers at all the time and day. In every purchase we get some offers even if there is no festival or carnivals. Offers are a great factor which attract customer to purchase online. Offer carry a great influence in shopping.

6. DELIVERY:

The product ordered by the customer in online shopping takes a minimum of six to seven 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 affects the online shopping. People want a good delivery time they prefer to get a product in a desired time or in short time of duration duration is the second major factor affecting the demand of product.

1.3 Factors affecting offline shopping:

1. LESS NUMBER OF CHOICES:

There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choose in that less number of materials due to manual factor.

2. TIME CONSUMING:

It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. 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 products. Such purchases are based on goodwill when we happen to know the Shop keepers.

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 anything 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.

1.4 OBJECTIVES:

- To analyse the difference between both online or offline customer groups in terms of innovation product availability demographics and customer attitude
- To explore the factors influencing customers to switch from offline to online shopping
- To study whether the customer qualification affects the online shopping and offline shopping.

REVIEW OF LITERATURE

Selvakumar (2014) focused on purchaser impression of the item sold on the web and the issues thought about essential to web based shopping. This investigation was led among the online customers survey was made to gather the information from the populace these polls were given to school going understudies the absolute example estimate is 110 respondents. The findings of this examination demonstrates that improvement and availability impact the client expectation to shop on the web

Hausman and siekpe (2009) dissected a used find out about in the US on the effect of web interface includes on line customer aim. The internet business gadget contrasts from the ordinary measurements framework it has both the information machine and publicizing channels. The experimental outcome proposes that knowing the persuasive components of an on line customer and intellectual and mental elements have meaning the contemplate discovered that

both human and pc components are basic for prior purchasing on the web

Hahn and Kim (2009) the impact of shopper trust and saw web certainty on customer clothing shopping expectation through web or the online retailer worked by a multi channel retailer. A sum of 261 understudies in an expansive US Midwestern college took part in the paper based review and gave usable reactions basic condition based displaying was utilized to test theory. They found that the buyer trust in an online retailer was a critical indicator of seen web certainty and look goal for item data through web retailer scan expectation for item data through the online store and saw certainty were huge and solid indicators of this investigation propose that retailer a web channels as a feature of multi-channels retail system and give steady administration all through their different channels

Oliver tan (2018) online and offline shopping experience are already merged the objective of this study is to find out the varied experience of online and offline shoppers are based on the study he concluded that there is no need to draw a line between online and offline shopping experience and he stressed that fact strategies have to be designed in such a way that the gap arising between online and offline experience.

RESEARCH DESIGN

This study is answering numerous question Start with who where how and when this research is very hard as well as it estimate eminent degree of high qualified skills and employed understand and answer the problem. In this Study, the researcher used descriptive research design to the conduct a survey on a comparative study on

customer preference online shopping and offline shopping.

DATA COLLECTION TOOL

- Data is collected from various employees through personal interaction.
- Some other information is collected through secondary data also data was collected through a structured questionnaire.
- Convenience sampling method is used to collect data for interpretation and analysis of research.

DATA ANALYSIS:

TABLE 4.1 TABLE SHOWING PREFER ONLINE OR OFFLINE SHOPPING OF THE RESPONDENTS

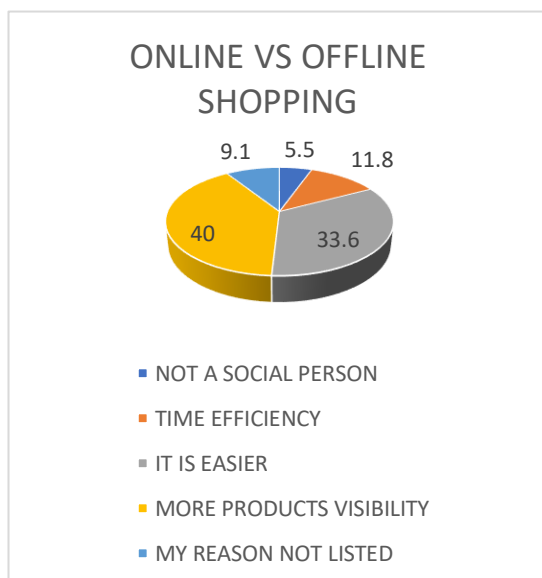
Online or offline shopping	No.of respondents	Percentage
Online	21	19.1%
Offline	21	19.1%
both	68	61.8%



From the above table 19.1% of respondents like to online shop same that 19.1% of respondents choosing offline 61.8% of respondents both.

TABLE 4.2 TABLE SHOWING CHOOSE ONLINE VS OFFLINE SHOPPING OF THE RESPONDENTS

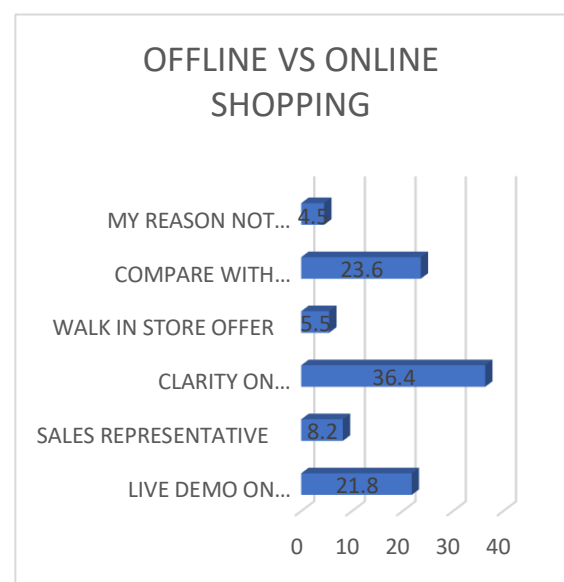
Online vs offline shopping	No.of respondents	Percentage
Not a social person	6	5.5%
Time efficiency	13	11.8%
It is easier	37	33.6%
More products visibility	44	40%
My reason not listed	10	9.1%



From the analysis 40% of the respondents more products visibility 33.6% of the respondents it is easier 11.8% of the respondents time efficiency 9.1% of the respondents my reason not listed 5.5% of the respondents not a social person.

TABLE 4.3 TABLE SHOWING CHOOSE OFFLINE VS ONLINE SHOPPING OF THE RESPONDENTS

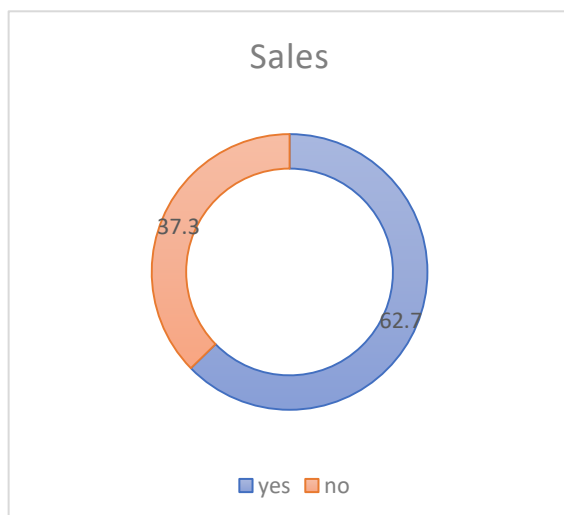
Offline vs online shopping	No.of respondents	Percentage
Live demo on product	24	21.8%
Sales representative guidance	9	8.2%
Clarity on product features	40	36.4%
Walk in store offer	6	5.5%
Compare with other products on same time	26	23.6%
My reason not listed	5	4.5%



From the above table 36.4% of the respondents' clarity on product features 23.6% of the respondents compare with other product on same time 21.8% of the respondents live demo on products 8.2% of the respondents sales representative 5.5% of the respondents walk in store offer 4.5% of the respondents my reason not listed

TABLE 4.4 TABLE SHOWING DO YOU GO TO RETAIL STORE FIRST BEFORE MAKING YOUR FINAL PURCHASE IN ONLINE OF THE RESPONDENTS

Before making your final purchase in online	No. of respondents	Percentage
yes	69	62.7%
no	41	37.3%

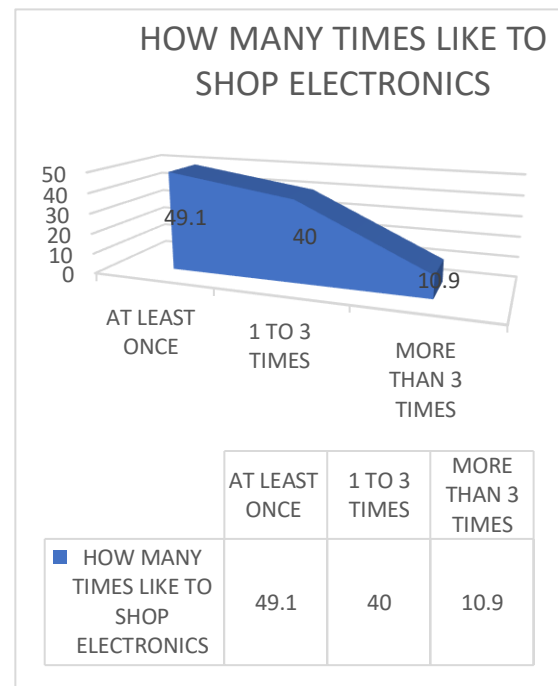


From the table above 62.7% of the respondents yes of before making final purchase 37.3% of the respondents choosing no

TABLE 4.5 TABLE SHOWING APPROXIMATELY HOW MANY TIMES DID YOU SHOP ELECTRONIC PRODUCTS OVER INTERNET

DURING LAST YEAR OF THE RESPONDENTS

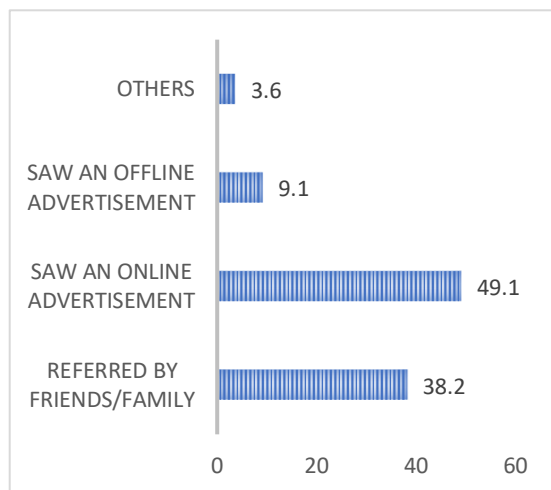
How many times like to shop electronics	No. of respondents	Percentage
Atleast once	54	49.1%
1 to 3 times	44	40%
More than 3 times	12	10.9%



From the given table 49.1% of the respondents like atleast once 40% of the respondents are 1 or 3 times 10.9% of the respondents more than 3 times

TABLE 4.6 TABLE SHOWING GET THE IDEA OF BUYING THE PRODUCT IN ONLINE OF THE RESPONDENTS

The idea of buying the product in online	No.of respondents	Percentage
Referred by friends/family	42	38.2%
Saw an online advertisement	54	49.1%
Saw an offline advertisement	10	9.1%
other	4	3.6%



As per the table given 49.1% of the respondents saw an online advertisement 38.2% of the respondents referred by friends / family 9.1% of the respondents saw an offline advertisement and 3.6% of the respondents choosing other.

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
ONLINE_VS_OFFLINE_SHOPPING_* GENDER_R_	110	99.1%	1	0.9%	111	100.0%

ONLINE_VS_OFFLINE_SHOPPING_* GENDER_ Crosstabulation

Count

		GENDER_		Total
		male	female	
ONLINE_VS_OFFLINE_SHOPPING_	online	13	8	21
	offline	12	9	21
	both	43	25	68
Total		68	42	110

Chi-Square Tests

Value	df	Asymptotic Significance (2-sided)
.252 ^a	2	.881
.250	2	.882
.054	1	.815
110		

a. 0 cells (.0%) have expected count less than 5

LIMITATIONS OF THE STUDY

- since the project duration was limited two months.
- Study was limited in Chennai city
- The sample size was limited to 110 respondents.
- During the survey most of the respondents contacted.

CONCLUSION

A study result on the influencing factors online and offline shoppers in user. A website or E store that leads to more behaviour target. So leading to a positive attitude and increased behaviour intention such as intention to recommend online shop and repurchased of the same a store. Offline shoppers less today because website offers more facilities customers

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