

# Comparative Study on Factors Influencing Online and Offline Shopping

(With Special Reference to Kanyakumari District of Tamil Nadu)

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## Abstract

The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, 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. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping. The study finds that female are more into online shopping than male. Since last two years as population are more aware of the technology the online shopping increased immensely. The people from the age group 35 and above are less likely to do online shopping because they are less aware of the technology. However the respondent said that they will love to purchase from online shopping if only the price of the product is less than the market. They revealed that it is fairly important to go for e-shopping.

## Keywords

Technology, consumer, online shopping, offline shopping, internet, purchasing behaviour.

## Introduction

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. 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 online 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 stores 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. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. The internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing. These are even more important than watching or getting entertain by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online. The behaviour of online shopping is also known as online buying behaviour and internet shopping. Buying behaviour means the purchase of good over internet using web browser. Online shopping also consist the same five steps which is related to traditional shopping behaviour. In the typical way of online shopping when the consumer need some product or service

they go through the internet and browse or search the things they need and their information. But rather than searching actively, many a times potential consumers are attracted by the information about the product they want. They see many products online and choose the best one which suits him/her. Then they purchase that product and finally the transaction takes place and post sales service provided by the online sites. Online shopping attitude and behaviour are related to the consumer. Previous studied have focused on why the products of the online shopping is different from other products. 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. Even with the increase in the online shopping and the recognition that online shopping is more likely to impose the pressure on offline shopping or traditional 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).

In general the population from high level of income and high level of learning are more favourable to do online shopping. The population 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.

## Review of Literature

Chaing and Dholakia (2014) carried out a study in which they examined the purpose the customer to purchase goods online

during their shopping. Mainly there are three variable 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. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet.

Iyer and Eastmen (2014) 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. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them has no connection with their age and their satisfaction level while purchasing online.

Danaher et.al (2003) 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, this model has very dominant features which gives the exact classes for the brand choice and also gives the real model for the purchasing behaviour. The outcome of the study revealed that the reality of the high brands by the high market shares bought the online shopping much greater than the expected. But in case of the small share brand it is just reversed. However in the traditional shopping the expectations and the observations is not at all links to the brand share.

Tabatabaei (2009) 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. He has done a survey of 264 respondents in a small mall and then those data were analysed by him. All the customer of this study is literate and has knowledge on computer and internet. The survey consists some of the question like demographic profile, computer knowledge and the knowledge over the internet. The outcome of the study was that the consumers of online shopping use to shop online more than one time in a month and the consumer of offline shopping shop one to five times in a year from shopping sites.

Chaing and Roy (2003) focused on the consumer choice to shop on the internet and at the physical stores during the information acquisition period. A convenience sample of 34 students enrolled in undergraduate marketing class to select the product for testing, 56 products were developed based on the popularity of online shopping. The result shows that the consumer perceives shopping

offline as inconvenient, online shopping intention was expected to be greater for search products than experience product.

Soopramanien and Robertson (2007) conducted a study in UK on acceptance and practice of online shopping. Their exploration shows that the online consumers choose different course of action based on the apparent beliefs. They found that, how socio demographic variables, attitude and beliefs towards internet shopping effect on the both decision to practice and use of online shopping channels. They categorised online buying behaviour as the one who purchase from online sites and the one who only browse online sites and purchase from the store, and third those who do not buy online. The study do not covered the buyers who choose products in stores and buy online.

Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

### **Statement of The Problem**

Tamil Nadu, particularly Kanyakumari District as we all know, is one of the most educated states in the country where the economic status of the people is not good as compared to the other states. It is important to look into the situation from an academic research point of view so as to question the reasons behind the condition of the shopping in the state of Tamil Nadu particularly Kanyakumari District. This research may fill the gap between the choice of online shopping and offline shopping. This study reflect the problems and factors of online and offline shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping. In Tamil Nadu particularly Kanyakumari District, there is less number of people who do shopping online as compared to the other states. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it.

### **Significance of The Study**

The consumers in today's era have not only many stores choice, but they also have a wide variety of channels to choose from. With the start of numerous channels (e.g. Mobile Commerce, E-Commerce) and a continuous increase in the competition among channels, the understanding of what incites consumers to purchase 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 consumers shop through stores, catalogs, or the Internet. The study contributes to the current marketing literature by comparing the offline and online channel side-by-side. This study also contributes hypothetically and practically to a better understanding of consumer behaviour, particularly the online buying decision process.

The two major research streams and three distinct research phases can be identified in the online consumer behaviour. The first major research stream identified explores the possibility that product attributes such as the product's suitability for evaluation

and delivery via the Internet are important drivers of online purchases.

The research stream identified explores the importance of the consumer’s situation as an important driver of online retail sales. Within this second research stream the consumer’s situation is taken to include access issues, demographic issue, product availability, technological familiarity, experience, trust, and brand and customer service. Clarification of the debate as to whether it is the product attributes or the consumer’s situation that principally drives the online purchase decision process will contribute to a better understanding of consumer behaviour. The outcome of the research will assist retailers understand why consumers search and evaluate products online and then buy them offline and vice versa.

**Objectives of The Study**

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

1. To analyse 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 shopping.
3. The factor influencing the consumer to shop solely online and solely offline.
4. To analyse whether the qualification of the consumer affect the online shopping and offline purchasing.

**Methodology of The Study**

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary

method includes observation method, interview/questionnaire method, and case study method. Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and 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 Rourkela. The different group of people including student, employee and unemployed, housewives, etc are considered as sample for the study.

**(a) Sampling:**

The target group is of different age, different age group people are considered because to know whether which group of people are involved more in the online shopping and which group of people is not confined to shop online. There are four division of age group in the questionnaire to examine which group is going for more online shopping and which group is going for more offline shopping.

**(b) Sample size:**

Determining the size of sample that is needed for a particular piece of research. For this research 150 sample size is taken for the interviews. Among the 150 respondents 90 responders are using online and 60 respondents are using offline. From this sample size the calculation of simple percentages for each variable is done.

**Data Analysis and Intrepretation**

**1. Demographic Profile of the Respondents**

Demographic profile is playing very important role on factors influencing online and offline shopping. The following table shows that the demographic profile of online and offline shoppers in Kanyakumari district.

Table 1 : Demographic Profile of the Respondents

SL: NO	Demographic Factors	Online Shopping		Offline Shopping		Total	
		No.	Percent	No.	Percent	No.	Percent
<b>Gender</b>							
1	Male	40	45	40	67	80	53
2	Female	50	55	20	33	70	47
<b>Total</b>		<b>90</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Age</b>							
1.	Below 20 years	10	11	05	09	15	10
2.	20-30 years	40	45	05	09	45	30
3.	30-40 years	25	27	15	24	40	26
4.	40-50 years	10	11	15	24	25	17
5.	Above 50- years	05	06	20	34	25	17
<b>Total</b>		<b>90</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Marital Status</b>							
1	Married	60	67	45	75	105	70
2	Unmarried	30	33	15	25	45	30
<b>Total</b>		<b>90</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Types of Family</b>							
1	Joint	30	33	40	67	70	47
2	Nuclear	60	67	20	33	80	53

<b>Total</b>		<b>90</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Occupation</b>							
1	Farmer/daily wage earner	05	06	10	17	15	10
2	Businessmen	10	11	05	09	15	10
3	Govt. Employee	08	09	05	09	13	08
4	Private Employee	12	13	17	27	29	20
5	Professional	06	07	03	05	09	06
6	Dependent	49	54	20	33	69	46
Total		<b>90</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>150</b>	<b>100</b>
<b>Monthly Family Income</b>							
1	Below 10000	30	33	30	50	60	40
2	10000-20000	25	27	12	20	37	24
3	20000-30000	20	23	08	13	28	19
4	30000-40000	10	11	07	12	17	12
5	Above 40000	05	06	03	05	08	05
Total		<b>90</b>	<b>100</b>	<b>60</b>	<b>100</b>	<b>150</b>	<b>100</b>

**Source:** Primary Data

It is clear from Table 1 that, 50 online shoppers (55 percent) are female, 40 offline shoppers (67 percent) are male. 40 online shoppers (45 percent) are lies in the age group of 20 to 30 and 20 offline shoppers (34 percent) are lies in the age group above 50 years. 60 online shoppers (67 percent) are live with nuclear family and 40 offline shoppers (67 percent) are live with joint family. 60 online shoppers (67 percent) are married and 45 offline shoppers (75 percent) are married. 49 online shoppers (54 percent) are dependent and 20 offline shoppers (33 percent) are dependent. 30 online shoppers (33 percent) earned below Rs.10000 and 30 offline shoppers (50 percent) earned below Rs.10000.

## 2. Preferred online shopping web-sites and offline shopping stores

Preferred online shopping web-sites and offline shopping stores are playing very important role on factors influencing online and offline shopping. The following table shows that the Preferred online shopping web-sites and offline shopping stores in Kanyakumari district.

Table 2: Preferred online shopping web-sites and offline shopping stores

Online				Offline			
Preferred website	Total Score	Mean Score	Rank	Preferred store	Total Score	Mean Score	Rank
Flipcart	348	3.866	II	Super Market	376	6.266	I
Snapdeal	327	3.633	III	Margin Free Market	375	6.250	II
Amazon	379	4.211	I	Petty Shop	345	5.750	IV
Myntra	151	1.677	X	Mall	121	2.016	IX
Jabong	198	2.200	IX	One Stop Store	232	5.383	V
Ebay	315	3.500	IV	Stores	354	5.900	III
Yepme	235	2.611	VIII	Shops in Platform	125	2.083	VIII
Shop Clues	257	2.855	VII	Street Hawkers/Vendors	257	4.283	VII
Home Shop 18	285	3.166	VI	Wholesale & Retail shops	300	5.000	VI
India times shopping	295	3.277	V				

**Source:** Primary & Calculated data

It is clear from Table 2 that, preferred online shopping websites and offline shopping stores, Amazon obtained first rank (Mean score 4.211), Flipcart obtained second rank (Mean score 3.866), Snapdeal obtained third rank (Mean score 3.633) and last rank obtained by Myntra (Mean score 1.677). Among the offline shoppers, super market obtained first rank (Mean Score 6.266), Margin Free Market obtained second rank (Mean Score 6.250), Stores obtained third rank (Mean score 5.900), fourth rank obtained by petty shop (Mean Score 5.750) and last rank obtained by Mall (Mean score 2.083).

## 3. Mostly purchased goods from online sites and Offline Stores

Mostly purchased goods from online and offline is playing very important role on factors influencing online and offline shopping. The following table shows that the Mostly purchased goods from online shopping web-sites and offline shopping stores in Kanyakumari

district.

Table 3: Mostly purchased goods from online and Offline

Online				Offline			
Preferred items	Total Score	Mean Score	Rank	Preferred items	Total Score	Mean Score	Rank
Cloths	398	4.422	<i>I</i>	Cloths	354	5.999	<i>IV</i>
Watch items	327	3.633	<i>IV</i>	Electrical Items	340	5.666	<i>VII</i>
Cosmetics	379	4.211	<i>III</i>	Electronic Items	345	5.750	<i>VI</i>
Books	320	3.555	<i>V</i>	Books	300	5.000	<i>VIII</i>
Footwear	317	3.533	<i>VI</i>	Footwear	232	5.383	<i>V</i>
Sanitary items	315	3.500	<i>VII</i>	Sanitary items	376	6.266	<i>III</i>
Mobile Phones	385	4.277	<i>II</i>	Mobile Phones	285	4.750	<i>X</i>
Laptop/Computer	257	2.855	<i>VIII</i>	Laptop/Computer	295	4.916	<i>IX</i>
Food items	100	1.111	<i>IX</i>	Food items	400	6.666	<i>I</i>
Medicine	085	0.944	<i>X</i>	Medicine	385	6.416	<i>II</i>

Source: Primary & Calculated data

It is clear from Table 3 that, mostly purchased goods from online and offline, Among the online shoppers, cloths obtained first rank (Mean score 4.422), second rank obtained by mobile phones (Mean Score 4.277), third rank obtained by cosmetics (Mean Score 4.211), fourth rank obtained by watch items (3.633) and last rank obtained by medicine (Mean score 0.944). Among the offline shoppers, first rank obtained by food items (mean score 6.666), second rank obtained by medicine (Mean score 6.416), third rank obtained by sanitary items (Mean score 6.266), fourth rank obtained by cloths (Mean score 5.999) and last rank obtained by mobile phones (Mean score 4.750).

#### 4. Reasons for online shopping and offline shopping

Reasons for online and offline shopping is playing very important role on factors influencing online and offline shopping. The following table shows that the reasons for online shopping and offline shopping in Kanyakumari district.

Table 4: Reasons for online shopping and offline shopping

Online				Offline			
Reason	Total Score	Mean Score	Rank	Reason	Total Score	Mean Score	Rank
Time saving	435	4.833	<i>I</i>	Time saving	250	4.166	<i>VII</i>
Door to door service	296	3.288	<i>VI</i>	Door delivery	210	3.500	<i>VIII</i>
No issue of going to shop	345	3.833	<i>V</i>	Seen & Touch the product	385	6.416	<i>I</i>
Availability of product	275	3.055	<i>VII</i>	Availability of product	364	6.066	<i>II</i>
Low Price	379	4.211	<i>III</i>	Low Price	200	3.333	
High Quality	220	2.444	<i>VIII</i>	High Quality	300	5.000	<i>V</i>
24 hours access	395	4.388	<i>II</i>	Attractive arrangement	330	5.500	<i>IV</i>
Searching the products easy	365	4.055	<i>IV</i>	Physical selection of goods	310	5.166	<i>III</i>
				Loyalty of shop	290	4.833	<i>VI</i>

Source: Primary & Calculated data

It is clear from Table 4 that,online shoppers gave their opinion the main reason for choosing the online shopping is time saving (Mean score 4.833), second rank obtained by 24 hours access (Mean score 4.388) third rank obtained by low price (4.211) and last rank obtained by high quality. Among the offline shoppers first rank obtained by customers can see and touch the product (Mean score 6.416), second rank obtained by availability of product (Mean score 6.066), third rank obtained by physical selection of goods (Mean score 5.166) and last rank obtained by door delivery (Mean score 3.500).

#### 5. Frequency of purchase from online shopping and offline

Frequency of purchase from online and offline is playing very important role on factors influencing online and offline shopping. The following table shows that the frequency of purchase from online and offline shopping in Kanyakumari district.

Table 5: Frequency of purchase from online shopping and offline

Online				Offline			
Frequency of the product purchase	Total Score	Mean Score	Rank	Frequency of the product purchase	Total Score	Mean Score	Rank
Daily	175	1.944	VIII	Daily	405	6.750	I
Once in a week	385	4.277	I	Once in a week	395	6.583	II
Once in a month	321	3.566	III	Once in a month	358	5.966	IV
Twice in a month	300	3.333	IV	Twice in a month	325	5.416	V
Once in two months	280	3.111	V	Once in two months	275	4.583	VI
Quarterly	255	2.833	VI	Quarterly	090	1.000	VII
Half early	190	2.111	VII	Half early	000	0.000	
Yearly	090	1.000	IX	Yearly	000	0.000	
Frequently	345	3.833	II	Frequently	390	6.500	III

Source: Primary data & calculated data

It is clear from Table 5 that, among the online shoppers, first rank obtained by once in a week (Mean score 4.277), second rank obtained by frequently (Mean score 3.833), third rank obtained by once in a month (Mean score 3.566), fourth rank obtained by twice in a month (Mean score 3.333) and last rank obtained by yearly (Mean score 1.000). Among the offline shoppers, first rank obtained by daily (Mean score 6.750), second rank obtained by once in a week (Mean score 6.583), third rank obtained by frequently (Mean score 6.500) and nobody is purchasing half early and yearly.

### 6. Types of advertisement mostly attracts to purchase online and offline

Types of advertisement mostly attracts to purchase online and offline is playing very important role on factors influencing online and offline shopping. The following table shows that the types of advertisement mostly attracts to purchase online and offline shopping in Kanyakumari district.

Table 6: Types of advertisement mostly attracts to purchase online and offline

Online				Offline			
Type of Advertisement	Total Score	Mean Score	Rank	Type of Advertisement	Total Score	Mean Score	Rank
Discount Ads	345	3.833	III	Discount Ads	197	3.283	VII
Sale Ads	358	3.977	II	Sale Ads	200	3.333	VI
1 + 1 Offer	375	4.166	I	1 + 1 Offer	207	3.450	V
Festival Ads	314	3.488	IV	Festival Ads	213	3.555	IV
Free gift Ads	304	3.377	V	Free gift Ads	345	5.750	II
Cash Back Offer Ads	225	2.500	VI	Additional Product Ads	356	5.933	I
				Bomber Prize offer Ads	256	4.266	III

Source: Primary & Calculated data

It is clear from Table 6 that, among the online shoppers, first rank obtained by one plus one offer (Mean score 4.166), second rank obtained by sales advertisement (Mean score 3.977), third rank obtained by discounts advertisement (Mean score 3.833), fourth rank obtained by festival advertisement (Mean score 3.488) and last rank obtained by cash back offer (Mean score 2.500). Among the offline shoppers, first rank obtained by additional product advertisement (Mean score 5.933), second rank obtained by free gift advertisement (Mean score 5.750), third rank obtained by bomber prize offer advertisement (Mean score 4.266), fourth rank obtained by festival advertisement (3.555) and last rank obtained by discount advertisement (Mean score 3.283).

### 7. Preference of the payment process for online and offline shopping

Preference of the payment process for online and offline is playing very important role on factors influencing online and offline shopping. The following table shows that the Preference of the payment process for online and offline shopping in Kanyakumari district.

Table 7: Preference of the payment process for online and offline shopping

Online			Offline				
Payment Process	Total Score	Mean Score	Rank	Payment Process	Total Score	Mean Score	Rank
Cash on Delivery	385	4.277	<i>II</i>	Cash on Delivery	397	6.616	<i>I</i>
Debit Card	323	3.588	<i>IV</i>	Debit Card	386	6.433	<i>II</i>
Credit Card	256	2.844	<i>V</i>	Credit Card	124	2.066	<i>III</i>
Net Banking	375	4.166	<i>III</i>	Net Banking	000	0.000	
NEFT Transfer	389	4.322	<i>I</i>	NEFT Transfer	000	0.000	

Source: Primary & Calculated data

It is clear from Table 7 that, preference of the payment process for online and offline shopping, among the online shoppers, first rank obtained by NEFT transfer (Mean score 4.322), second rank obtained by cash on delivery (Mean score 4.277), third rank obtained by net banking (Mean score 4.166) and last rank obtained by credit card payment (Mean score 2.844). Among the offline shoppers, first rank obtained by cash on delivery (Mean score 6.616), second rank obtained by debit card (Mean score 6.433) and last rank obtained by credit card (Mean score 2.066).

**Findings Of The Study**

The following are the important finds of the study. 50 online shoppers (55 percent) are female, 40 offline shoppers (67 percent) are male. 40 online shoppers (45 percent) are lies in the age group of 20 to 30 and 20 offline shoppers (34 percent) are lies in the age group above 50 years. 60 online shoppers (67 percent) are live with nuclear family and 40 offline shoppers (67 percent) are live with joint family. 60 online shoppers (67 percent) are married and 45 offline shoppers (75 percent) are married. 49 online shoppers (54 percent) are dependent and 20 offline shoppers (33 percent) are dependent. 30 online shoppers (33 percent) earned below Rs.10000 and 30 offline shoppers (50 percent) earned below Rs.10000.

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6.583), third rank obtained by frequently (Mean score 6.500) and nobody is purchasing half early and yearly.

Among the online shoppers, first rank obtained by one plus one offer (Mean score 4.166), second rank obtained by sales advertisement (Mean score 3.977), third rank obtained by discounts advertisement (Mean score 3.833), fourth rank obtained by festival advertisement (Mean score 3.488) and last rank obtained by cash back offer (Mean score 2.500). Among the offline shoppers, first rank obtained by additional product advertisement (Mean score 5.933), second rank obtained by free gift advertisement (Mean score 5.750), third rank obtained by bomber prize offer advertisement (Mean score 4.266), fourth rank obtained by festival advertisement (3.555) and last rank obtained by discount advertisement (Mean score 3.283).

Among the online shoppers, first rank obtained by NEFT transfer (Mean score 4.322), second rank obtained by cash on delivery (Mean score 4.277), third rank obtained by net banking (Mean score 4.166) and last rank obtained by credit card payment (Mean score 2.844). Among the offline shoppers, first rank obtained by cash on delivery (Mean score 6.616), second rank obtained by debit card (Mean score 6.433) and last rank obtained by credit card (Mean score 2.066).

**Suggestions of The Study**

The study reveals that the male are less doing the online shopping than female. The female are more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. The young generation are 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. Amazon and Flipcart are the shopping sites which are 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. Hence other online websites take necessary steps to increase their customers. Electronic items were less demanded from the e-shopping but clothes are much more demanded by the consumers. There are several products which are not delivered by the shopping sites in the preferable area, it is seen that with the advancement of the technology the preference of the online shopping increases. Earlier people more uses 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 study advanced an ideal that uses consumer value perceptions to increase our thoughtful of channel choice. Earlier work verified the key effect of perceived value has on purchase intentions, but merely concentrated on product or store value insights. This paper 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. By accepting this approach, investigators and experts can gain valuable insights into the motivations to adopt a definite channel for shopping. A cluster of all customer communication with products, services or persons that is specific. Another concern was that the conceptual model, a theoretical context for the study of the theoretical basis of all the research on it is placed. Customer behaviour is a process of discussions with investors to buy consumer goods and consumer behaviour suggestions of the process.

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

1. Person's Features,
2. Standard of living,
3. Basic needs and
4. Status that directly inspire the needs.

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

### Conclusion

This study provides mixed results about the factors influencing offline and online shoppers in Kanyakumari district. A user-friendly website or electronic retail store leads to greater behavioral intention. Easy to use online retail stores may allow the customer to obtain required information about their purchase that decreases the associated risk with new shopping medium. Therefore leading to positive attitude and increase behavioral intention like intention to recommend the online store and repurchase from the same store. For that reason, perceived ease of use can be important for developing online sites for shopping. The important and surprising result of the study is insignificant relationship of perceived usefulness with online shopping intentions. It clearly means that the behavioral intentions of the sample members towards online shopping were not due to its usefulness but they attract towards the internet shopping for other reasons. For internet firms this findings is more important because it require their efforts to communicate and educate the customers about the benefits of the online shopping if they want to increase the traffic on their websites. The limitation of this paper may create ability to generalize findings as it is based on particular region responses. Comparative study to know the differences in the perception of online shopping of people living in the diverse geographical areas is in progress. Offline shoppers are less today, because online websites provide more facility to the customers, due to the changes of technology more than 95 percent of people in India have mobile phone so it is easy to assess online websites in their home.

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