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An examination of the way Urban families shop for and purchase electronic goods through online and offline mechanisms

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Abstract: More personal, convenient, and cost-effective ways for sellers to engage with consumers are emerging as a result of technological advancements. In recent years, e-commerce has grown at an unprecedented rate. Online shopping has become the norm in the retail sector, but fast-growing supermarket chains like Supermarket and Hypermarket are also making waves. Online shopping is popular among many people. On the other side, shopping in mega and hypermarkets has been popular for a while. Many shoppers still prefer to do their shopping in physical stores, where they can handle the products and get a feel for them before committing to a purchase. Customer loyalty in the modern day is shaped by a company's capacity to provide quality, reasonable prices, and happiness. Some individuals prefer to just purchase in physical stores, while others like the convenience of internet shopping as well.

Keywords: Online And Offline, Technology, Customers, Shopping, Internet, Consumer

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INTRODUCTION

Shopping online, as opposed to at a physical store, is defined as purchasing goods and services from vendors on the Internet. An example of internet shopping would be ordering books from Amazon.com rather than visiting a nearby bookstore. Virtual contracts, also known as distance contracts, occur when a business and a buyer engage into a legally binding agreement without physically meeting in a public place or through an intermediary. Due to the larger distance caused by the Internet's unlimited and limitless market, consumers may simply purchase the desired item with a few clicks from the comfort of their own homes or while saving time and energy at work.

The Internet will also open doors for clients who have trouble getting around to purchase items. A consumer may place an order whenever it is convenient for them, since they are not limited to the seller's operating hours or have to physically visit their facilities. You may also purchase things that aren't often seen in a consumer's environment. This opens up a far broader selection of commodities, and you can even have them delivered to your home or office if you choose. Online shopping makes it easy to compare prices and features, allowing customers to choose the best bargain for their specific requirements in terms of pricing, cost, and other reductions.

On the flip side, there's still the classic mall or plaza shopping experience, which is ideal for buying clothes because customers can feel the quality of the merchandise before making a purchase, and there are many other reasons why people shop at retail stores, like the convenience of in-store interactions and the ease of

finding what they need. How satisfied a consumer is with the options available at a certain store right now is dependent on a number of factors. Because people spend a lot of time in malls and on shopping websites.

A retail store is a place where buyers and sellers meet, as well as any business whose primary source of income is the retail sector. In 1998, Cohen One common definition of retailing is "any activity involving the sale of goods or services to consumers for their individual, non-commercial use."

Definition of customer satisfaction

Fortune magazine boasts about happy customers, that old cliche, "If you can't measure it, you can't manage it," still applies. Actually, administrators don't seem to care whether you're unable to compute it. Spending money on goods and services to satisfy wants is common among consumers. Customers often evaluate their buying decisions based on the steps they do while making a purchase. The assessment procedure heavily weighs satisfaction. Although the definition of contentment varies from person to person, everyone is familiar with the term. Customers are satisfied because they are able to directly experience the organization's expected profit after placing an order and using the product.

In theory, these reviews should take into account why people buy products. Before making a purchase, consumers also adhere to certain protocols. Products and services might be expected to meet their expectations in terms of productivity and quality. When consumers are happy with their purchases, they are more likely to recommend the brand to others, have greater purchase intentions, and have a positive attitude after making a purchase.

Many factors, including customer desire, knowledge quest, facility evaluation, and consumer decision-making, contribute to customer pleasure. The following parts are described in depth in: Consumers' tastes emerge from a complex interplay of cultural influences, social norms, individual psychology, and other factors. An individual's cultural background greatly influences their eating habits and behaviour. Nationalities, sects, ethnic groups, and geographical areas are some of the lesser subcultures that exist within any given society. Subcultures have an impact on people's eating habits, fashion choices, leisure activities, and aspirations for advance in their careers.

Societies whose members share common interests, attitudes, and behaviours tend to have very homogenous and permanently separated social classes. Jobs, salaries, land, education, and value orientation are among the suggested factors. Customers' purchasing patterns are susceptible to outside forces in certain socioeconomic strata, familial units, and comparison classes. Any group that has an impact on an individual's behaviour, whether directly or indirectly, is considered a reference group. Main groupings include things like families, partners, neighbours, and friends; subsidiary groups include things like religious, technical, and labour unions. Their interests are influenced by family members as well, including parents, spouses, and newborns. In a person's life, they play several roles, each of which calls for a certain level of respect and status.

Attitudes may be influenced by personal characteristics such as age, lifespan, occupation, socioeconomic status, way of life, physical attractiveness, and self-concept. Inspiration, cognition, comprehension, values, and actions are some of the psychological aspects that might influence one's taste. One of the primary

components of most consumer information management strategies is the search for pre-purchase information, which is a common practice in the market. Prior research in the area, according to Srinivasan and Rotchford, has concentrated on developing methods for consumer knowledge discovery by analysing the effects of over 60 different factors on external search. Market traits, environmental factors, and situational variables are all part of these typologies.

You may classify the sources of information used in external searches as either controlled by the marketer or the manufacturer, or as unbiased third sector agencies, personal contacts, or direct evaluation. The service's time and kind are the two most important factors in service evaluation. The effectiveness of a service, especially one for which there are few obvious indicators, could be hard to pin down. The likelihood of having a purchase that turns out to be unsatisfactory increases accordingly. Customers who have made a purchase of a tangible object that turns out to be a poor choice will also swiftly recover from their mistake. There is a foundation for understanding how consumers evaluate services provided by three attributes: quest, encounter, and credence.

The following are some examples of market decision-making styles: complete decision-making, limited decision-making, and recurrent reactive behaviour. Products that are often purchased and have a low price point usually exhibit Routine Answer behaviour. The decision-making commitment required is minimal since there is no effort to search for things for an extended time. Customers care about brands, but they don't often know much about alternatives. For customer-generated transactions, decision-making is of little importance. There would be a somewhat big outlay of funds as well. In order to make a choice, consumers will need to undergo a series of mental tests after receiving information about all available brands. Customers are required to engage in extensive deliberation when they choose to acquire unidentified, brand-new, highly valuable, and, preferably, once-in-a-lifetime commodities. Customers spend a lot of time researching and agreeing on an order before buying such a commodity, and they utilise a number of characteristics to evaluate other products and substitutes.

LITERATURE REVIEW

Akalamkam Krishna, Mitra Joy Kumar (2022) Consumers' Use of Online and Offline Resources for Pre-Purchase Research Forms the Basis of This Study. Using an empirical research design with a sample size of 1,079 online consumers, this study investigates the variables that motivate a wide variety of data source utilisation in online buyers' pre-purchase information searches. When making an online purchase, customers are likely to use a mix of online and offline resources, according to data analysed using multivariate analysis of covariance (MANCOVA). If a product is unique or essential, however, consumers may have a distinct choice for where they get their information—online or off. Factors such as age, level of knowledge, and prior online and offline purchasing experiences are individual variables that impact customer choice. In order to promote their services successfully, e-marketers may need to employ several communication channels based on the product and their target customers' attributes. This has crucial consequences for the industry as a whole.

Lalwani Dilip (2021): The research was based on the purchasing habits of young people via both online and offline channels. The traditional path of a consumer's purchase is becoming further fragmented as more and more people use a combination of online and physical channels to complete a single purchase. To

understand why people pick one of these two purchasing models—online or offline—to meet their needs, several factors must be considered. The researchers set out to learn how young people shop both online and in physical stores. For this, we looked at the models' use from three angles: 1) the people who have an impact on the models, 2) the buying process, and 3) the value scopes. The quantitative research approach formed the basis of the experience section of the thesis. In two phases, questionnaires were used to gather primary data. According to the report, young consumers prefer to use online platforms for searching information and prefer to purchase products via offline channels. In terms of channel expansion, they were able to seamlessly transition between online and physical channels with the aid of acquisition and search. In order to influence the purchasing habits of young people, value perspectives are crucial.

Wang, H. (2021) In order to grab people's attention in 2017, this news article compared online versus physical buying. Overflowing online news coverage focused on the closure of many brick-and-mortar businesses throughout the nation. The majority of individuals believe, according to this report, that consumers can easily research businesses, evaluate items, read reviews written by actual customers, and even make purchases all from the convenience of their own smartphones and tablets. However, according to this report, there are certain customers who prefer to see an item in person before making a purchase. A large portion of the public's purchasing behaviour has shifted away from cumbersome brick-and-mortar establishments and towards mobile devices.

Bajpai, P.K. (2020) The Ministry of Food should prioritise these areas to ensure consumer satisfaction in the Gwalior and Chambal Region about PDS, since this research found that quality, quantity, delivery system, pricing, and staff behaviour are the important variables affecting customer satisfaction. Customer Satisfaction on Delivery Mechanism of the Public Distribution System in the Districts of Gwalior and Chambal Region is Influenced by a Number of Essential Factors, Including Shop Location, Distance from Shop, Availability of Commodities at Shop, Delivery System, and Total Time Spent on Purchase. The economic situations of weaker and nonweaker sectors, as well as the difficulties cardholders have while trying to get goods from public distribution outlets, are the primary foci of this research. In addition to improving the economic situation of the poor and making sure that important food grains are available to required parts of society at cheaper rates, this research will also assist the Indian government in taking effective efforts to formulate more realistic and efficient policies regarding food supply. Participants in this research were people who shopped for food via the public distribution system in the past.

OBJECTIVES OF THE STUDY

- To comprehend the main factors that influence customer satisfaction in relation to online and offline buying methods.
- Determining the differences between online and offline shopping experiences.

METHODOLOGY

The research approach used for this study was methodical and carried out in accordance with the stated goals, as mentioned before. There are two main ways in which research agents often acquire knowledge: fundamental procedures and secondary techniques. This range of information encompasses a variety of

skills. Case study technology, interview/questionnaire technology, and the observation technique are all examples of basic technology. The term "secondary technique" refers to technological methods that make use of previously acquired information. A mix of qualitative and quantitative information is the basis of this research. Sampling from the recipient is used to get specific information. The goal of selecting the random customer is to conduct a sample. Both the gender and the regiment from which the individual sample was taken are distinct. People from all walks of life, including students, employees, the jobless, stay-at-home moms, and others, make up the study's sample.

Sampling: People of varying ages make up the target audience; specifically, we're interested in learning whether this demographic is particularly drawn to doing research online and, by extension, making purchases via this medium.

The number of samples needed to conduct an analysis is known as the sample size. One hundred interviews made up the sample size for this investigation. The percentages will be double-checked using this sample size.

Methodology: descriptive study, Methodology: non-parametric random sampling, Count: one hundred Procedure for Sampling: Random Sample with Simple Expectations, Sample: Students have been the subjects of the data, Quantity: 100 Unit of Analysis: Person, Data Type and Origin: main data Methods of Analysis: Multiple-choice survey.

ANALYSIS AND INTERPRETATION

Gender and total product purchase data analyzed using cross tabulation and chi-square tests

H0: There is no correlation between gender and the number of items bought in the last year.

H1: There is a correlation between the number of items bought in the preceding year and gender

Table 1: Comparison of items bought by gender and overall quantity

		Particulars			
Gender		**1**	**2-3**	**4-5**	**Total**
male	Count	14	25	6	46
	Expected Count	14.7	24.8	6.0	46.0
	% within Gender	33.3%	59.5%	7.1%	100.0%

female	Count Expected Count	21 20.3	34 34.2	6 6.0	61 61.0
	% within Gender	36.2%	58.6%	600.0%	100.0%
Total	Count	35	59	6	100
	Expected Count	35.0	59.0	6.0	100.0
	% within Gender	35.0%	59.0%	6.0%	100.0%

Table 2: Statistical analysis using chi-square test for gender and total product purchase amount

Particulars	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	75.902a	36	.000
Likelihood Ratio	71.911	36	.000
Linear-by-Linear	14.628	1	.000
Association			
N of Valid Cases	100		

The data in the tables above pertain to the gender of the buyer as well as the total amount of goods bought by men. Among female consumers, 36.2 percent bought a single product, 58.5 percent bought two or more, and 6.1 percent bought four or five. As a result, females outspend males on consumer goods. Because p is smaller than 0.05% of 0.000, the null hypothesis is rejected, indicating that the result is statistically significant. The gender and total purchase amount do not correlate, thus.

Table 3: Examining the relationship between education and offline purchasing with a chi-square test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.064a	9	.000
Likelihood Ratio	44.360	9	.000
Linear-by-Linear Association	1.709	1	.191
N of Valid Cases	100		

According to the data in the tables above, when it comes to education and factors influencing offline purchases, a 10th grader's preference is for a 25% reliability rating and a 75% accuracy rating; a 12th grader's preference is for an 18.8% reliability rating and a 62.5% accuracy rating; a UG student's preference is for a 58.9% quality rating and a 26.8% reliability rating; a PG student's preference is for an 83.3% reliability rating and 16.7% product inspection.

Consequently, it is determined that respondents still prefer to purchase offline due to the availability of more reputable items compared to internet.

Because p is smaller than 0.05% of 0.000, the null hypothesis is rejected, indicating that the result is statistically significant. Consequently, the factors influencing offline purchases and educational attainment are quite different.

Mann Whitney U-test and Chi-Square Test Concerning Family Size and Online vs. Offline Satisfaction The null hypothesis states that the opinions of respondents about family size and whether they are happy with online versus offline purchases are not significantly different. H1: Respondents' opinions on family size and whether they are happy with online or offline purchases vary significantly.

Table 4: Independence test with SPSS using chi-square

			Particulars		Total
			online	offline	
	2	Count	4	0	4
		Expected Count	4.0	.0	4.0
		% within Family size	100.0%	0.0%	100.0%
		Count	32	0	32

Family size	3	Expected Count	31.7	.3	32.0
		% within Family size	100.0%	0.0%	100.0%
	4	Count	53	0	53
		Expected Count	52.5	.5	53.0
		% within Family size	100.0%	0.0%	100.0%
	5	Count	7	0	7
		Expected Count	6.9	.1	7.0
		% within Family size	100.0%	0.0%	100.0%
	6	Count	3	1	4
		Expected Count	4.0	.0	4.0
		% within Family size	75.0%	25.0%	100.0%
Total		Count	99	1	100
		Expected Count	99.0	1.0	100.0

Table 5: online vs offline chi-square testing for family size

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.242a	4	.000
Likelihood Ratio	6.702	4	.153
Linear-by-Linear	7.819	1	.005
Association			
N of Valid Cases	100		

Findings from the aforementioned tables show that, when given the choice between online and offline product buying, families with two members are more likely to be completely happy with the former, while families with three members are more likely to be completely satisfied with the latter. 4 out of 5 families are completely content with their online buying experiences, while 6 out of 10 families are split evenly between online and offline purchases. As a result, the null hypothesis is rejected since the asymptotic significant value p is less than 0.05% of 0.000, indicating that many respondents choose online depending on family size. Consequently, there is a notable disparity between the size of the family and the level of satisfaction with both online and offline goods purchases.

Table 6: A compilation of survey questions together with the purpose they aim to achieve

	Questions	Objectives
Q1	So far, have you made it to a mall even once?	O1
Q2	Have you ever bought anything online before?	O2
Q3	What is the frequency of your mall visits?	O1
Q4	Which mall did you most recently visit?	O1
Q5	Do you visit the mall more often when there are sales?	O1
Q6	What is your preferred method of shopping?	O3
Q7	How pleased are you, all things considered, with the mall attractions?	O1
Q8	Please explain the primary reason you go to malls.	O1
Q9	When is your favorite time of day to visit the mall?	O1
Q10	When is the best time of day for you to visit the mall?	O1
Q11	How do you feel about the malls you visit in terms of its interior design, ambiance, and atmosphere?	O1
Q12	How many shops did you visit during your most recent mall visit?	O1

Q13	Which category best describes the commercial areas you see at malls?	O1
Q14	How much did you spend on your most recent trip to the mall?	O1
Q15	Kindly share your thoughts on the following affirmations: Mall visits give me a sense of importance. Going to a mall is an exciting experience. The mall is a dynamic place where interesting things happen all the time. The mall epitomizes contemporary life. Mall shopping is like going on a surprise-filled journey. I occasionally find the crowds in malls during busy hours to be bothersome. I am happy with the level of security in malls. I don't think I would get bored in the mall for an entire day. Every time I go to the mall, I end up spending more money than I had anticipated. Malls have an energetic vibe. Because I am aware that mall goods and services are a part of an experience, I am ready to pay extra for them.	O1
Q16	at comparison to internet shopping, what experiences do you believe are available offline, at malls?	O3
Q17	How did you like to buy your necessities during the COVID-19 pandemic?	O4

When looking at the poll results, it's easy to see trends in how urban families buy electronics, both online and in stores. According to the answers to the first five questions, most people have shopped at a mall at least once and some still do so on a regular basis, proving that these establishments are still popular places to go shopping in person. A significant level of digital adoption was also shown among urban families, since the majority of participants reported having completed at least one online transaction. During sales seasons, people are more likely to visit malls, which shows that promotional events have a big impact on offline purchasing habits.

Urban families still put a high value on malls for its ambiance, setting, and the availability of several branded retailers in one area, according to questions about mall preferences and motives (Q7-Q14). While congestion was mentioned as a minor worry, many respondents were satisfied with the interiors of the mall and the level of security. Some of the reasons people say they go to the mall include having fun, seeing

things in person, and going on family trips. The immersive quality of shopping at a mall is reflected in the fact that many consumers visited many shops in one trip and a significant proportion ended up paying more than they had intended.

Alternatively, when it comes to purchasing electronic items, online shopping is clearly the way to go. Respondents laud the many benefits of this method, including ease, time savings, competitive price, and simple access to reviews (Q6, Q16). In contrast, consumers favored offline stores when they wanted to examine the gadget in person, consult an expert, or physically compare versions. There were a lot of people who said that you can't get the same kind of in-store experiences (such trying out products, seeing the brand in action, and getting personalized help) when you shop at a brick-and-mortar store.

Although families still think malls are lively and interesting places, they do not consider them necessary for buying gadgets, according to responses to Q15, which assessed views connected to malls. Even though shopping malls are exciting places to be, the experience-oriented comments showed that people's positive feelings about them do not automatically lead them to prefer purchasing electronic items in a physical store. On the contrary, respondents made a clear distinction between mall shopping for general merchandise and internet channels for the purchase of technological equipment.

Last but not least, in Q17, we saw that most people choose to shop for necessities, including small electronics and accessories, online during COVID-19 because of the limitations and safety concerns. Despite the reopening of shopping centers, this trend toward using internet platforms seems to have continued in the aftermath of the epidemic.

CONCLUSION

Findings from this research on the elements impacting both online and offline shoppers in An online shop or website that encourages more Target-like actions. Stores may provide customers with simple, online tools to get the necessary details about their purchases at reduced prices The affection felt for the brand-new retail center. This results in an optimistic outlook and more likely actions, such as the purpose to suggest the online business to others and make repeat purchases. Development of e-commerce platforms should prioritize user-friendliness for this reason. Significant and incredible The research found a weak correlation between perceived benefit and desire to purchase online. This proves beyond a reasonable doubt that the sample members' inclination to shop online stems from factors other than its practicality. These outcomes are seen by online businesses. More importantly, if businesses want to boost website traffic, they must make an effort to inform and educate consumers about the advantages of online buying. The capacity to generalize the outcomes, as they exist on particular region replies, may be created by enrollment of this publication. Research is underway to compare people's perspectives on internet buying across different regions. Consumers who choose to purchase via other means Less now that more services are available online Clients, as a result of over ninety-five innovations in technology Since a large portion of the Indian population owns a mobile phone, reviewing websites from the comfort of one's own home is a breeze.

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