

Research Article

A Survey on Comparative Study of Customer Behaviour in Online and Offline Purchase of Electronic Items in Ahmedabad

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A B S T R A C T

Online shopping is quite a new thing these days, although some people are still unaware of it. Although everyone uses the word “shopping” regularly, Internet shopping is becoming more and more popular these days. When everyone goes shopping, some people get what they need, while others buy more. It means that it can satisfy an internal objective. If someone wants to talk to a close friend or relative, they can send them messages without any charges, search anything on Google, locate someone, express their love towards them through gifts, etc. This is an advantage of modern technology. This study examines consumers who purchase electronic goods online or offline. Even though traditional markets are shrinking due to the expansion of the Internet, some customers still prefer to shop offline. Since it is difficult to buy electronic products online, most people decide to buy offline, while some people prefer to buy online. The overall study aims to determine the percentage of consumers who prefer to purchase electronic items through both offline and online mediums. The research analyzes how customers’ preferences, decision-making processes, and behavior vary between online and offline shopping scenarios. Through the analysis of the relationship between traditional offline merchants and online shopping, this study seeks to identify consumer decision-making variables in the complex market of Ahmedabad.

Keywords: Customer Behaviour, Consumer Preferences, Shopping Channels, Ahmedabad, Modern Technology

Introduction

In today’s era, the choice of consumer for purchasing electronic items between online and offline has become a critical factor. Now, consumers have unique and immediate access to a wide range of products on e-commerce platforms. As a result of fundamental changes in consumer behavior, companies in the retail industry are being forced

to adapt to this unique landscape. Ahmedabad is a vibrant city in the heart of Gujarat, and that is an example of this innovative movement.

Ahmedabad city is a fast-growing economic hub that serves a wide customer base with diverse preferences, population density, and spending habits. Companies need to understand all aspects of consumer behavior regarding the purchase of electronic goods so that they can adapt

their strategies appropriately. This case study analyzes the comparison of consumer behavior in purchasing electrical items both offline and online in the Ahmedabad market. Companies can gain valuable knowledge to develop targeted marketing strategies and simplify their operational processes by carefully studying the elements that influence these decisions.

There have been many changes in the traditional market with online shopping. This feature offers a wide range of product options, comfort, category evaluation, and a very simple way to find anything in one place. When a consumer purchases goods or services through a digital platform, he or she participates in online shopping. This involves searching the internet to find the seller's website, selecting what you want, and arranging delivery options for you.

When there are two sides to every story, some customers remain concerned about security and trust when shopping online, even though it can be extremely useful. They are restricted from online shopping because they follow the concept of touch and feel. Before making a decision, they would like to handle the product and discuss their views about it with friends and relatives. Offline shopping is the process of visiting a store and purchasing your desired brand and item. It could be a large department store or a store associated with small businesses.

For a long time, the product has been purchased from the traditional market. Many customers shop offline, as they simply verify the item and take ownership of it after payment is confirmed. However, offline experience can reduce cultural differences in consumers' product perception and can also successfully avoid differences in individual expectations.

Research Objective

The objective of this research is to thoroughly research, compare, and explain the preferences, decisions, and behavior of customers while purchasing electronic items through online and offline channels. In the current changing market environment, it is essential to understand customer behavior in terms of purchasing electrical goods across online and offline channels. The objective is to identify the root causes, catalysts used, and influencing factors that motivate customers to choose one of the two different purchasing modes. The main objective of this research is to provide a comprehensive understanding of how consumers choose electronic products among these different channels, which will be useful in enhancing marketing strategies and customer-centric business models. It aims to examine the differences and similarities in consumer behavior through the use of qualitative as well as quantitative strategies. This will provide an understanding of several issues, such

as the impact of customer service on product variety, pricing, ease of use, trust, and purchasing attitudes. This study seeks to explore the specific behaviors, preferences, and experiences of consumers in both online and offline situations.

Literature Review

For a long time, the structure of five working days per week and the reduction of statutory working hours have been an ongoing issue. As a result, more and more individuals are showing interest in enhancing their quality of life, participating in various social activities, and improving their overall condition. More and more customers in the electronic market want to simply purchase goods from online retailers at whatever time and place they choose. According to Hoffman and Novak (1996), online shopping malls consist of technological systems that allow consumers to purchase goods online instead of offline at stores or shops. (Choi, C., & Bum, C., 2020). The literature review includes analysis, information, evaluation, and a summary of earlier research in the area of offline and online customer behavior in retailing. It provides readers with a fundamental overview of the variables that influence consumers' decision-making processes when making purchases both offline and online. It also identifies research gaps and gives direction to the study. Understanding the basic ideas of how and why customers behave in particular ways when making purchases, both online and offline, is known as consumer behavior. Marketers interested in both offline and online retailing will want to learn about consumer purchasing behavior, which requires understanding the different elements that influence both offline and online consumer behavior. (SASINDRAN.ND, 2022)

The retail sector is receiving attention from the internet these days, and while millions of people shop online, many customers also buy products offline. As a result, after making the payment and checking out the product, customers become loyal to the brand. In the modern world, it is based on the brand's ability to provide high-quality products at affordable prices. This is a common thought that comes to mind when looking at Internet users when they are online: the consumer must choose the channel that best suits his needs and meets his demands in this competitive world. (S. Shalini, N. P., 2019). Executive (2021) One can evaluate whether creating retail space is still worthwhile given the increase in online shopping. The number of buyers using mobile devices is increasing over time. Even though online shopping is becoming more and more popular, shopping in stores is still unsustainable. A large number of customers shop offline as well as online. Offline shopping is not online, as the term suggests. The customer comes inside the shop and makes a purchase.

Although shopping via the Internet is still common, some consumers still prefer buying things in stores. (Himanshi Prajapati, 2022). The majority of consumers buy goods from stores, department stores, supermarkets, grocery stores, and malls because they are necessities. Ninety percent of people living in industrialized countries no longer farm, so they have to buy their food and drinks from stores. In addition, they purchase an infinite number of goods to maintain or furnish their homes, overcome problems, or work around them. However, there are other reasons why people go out shopping to ensure their survival. Individuals buy goods that help them stand out from the neighbourhood. Going shopping and completing the purchase is full of happiness, which mentally boosts the enthusiasm of the person and gives some relief from everyday tasks. (Dr. N. Priyadarshini, 2023)

Research Gap

There is insufficient significant research related to the studies that specifically focus on the Ahmedabad region of India, even though several studies have examined the variation in consumer behavior between online and offline purchases of various items, including electronic gadgets. There is an inadequate level of data collection that fully examines the complex social and cultural factors influencing consumer behavior, local market trends, and technology infrastructure in this particular geographic region. Gaining an understanding of the unique tastes, convenience factors, trust factors, and decision-making processes of Ahmedabad customers can help set up more targeted marketing campaigns and optimize business methods. Creating this knowledge gap through research will help Ahmedabad-based companies improve customer delight and customer satisfaction in the electronic goods retail sector. It is essential to understand how consumers move between different channels, what factors influence their choices, and if the online and offline experiences enhance or conflict with each other to create a joint advertising approach that addresses both channels.

Hypothesis Testing

H1: There is a significant association between the age of respondents and how often they shop for electric items such as smartphones, laptops, or gadgets.

H2: There is a significant association between the age of respondents and where they make most of their purchases.

H3: There is a significant association between the age of respondents and customers' preference for online shopping for electronic items.

H4: There is a significant association between the age of respondents and factors influencing customers' choices between online and offline shopping.

H5: There is a significant association between the age of respondents and the comparison of electronic products online before making a purchase.

Research Methodology

Type of Research – Primary Research

Research Design – Descriptive Research Design

Participants – People living in Ahmedabad City

Area of Research – Ahmedabad

No. of Respondents – 66

Sampling Method- Non-Probability Convenient Sampling

Data Collection Method – Questionnaire – Google Form

Analysis Collected Date – MS Excel

Data Analysis

Demographic Summary

The data presents information on the demographic distribution of a sample group based on age, gender, and educational background.

Age:

- 1.5% of the participants fall in the 10-18 age range.
- 83.3% fall in the 19-26 age range.
- 13.6% fall in the 27-34 age range.
- 1.5% fall in 34 and above age range.
- The total sample size is 66 participants.

Gender:

- 51.5% of the participants are male.
- 48.5% are female.
- The total sample size is 66 participants.
- Educational Background:
- 7.6% of the participants are from High School.
- 33.3% are from Bachelor's Degree.
- 59.1% are from Master's Degree.
- The total sample size is 66 participants.

Cronbach's Alpha

Table I. Reliability Statistics

Cronbach's Alpha	N of Items
.714	15

*Source: SPSS software

As the alpha value is more than 0.07 i.e. 0.714 the data is reliable.

Hypothesis testing and Chi-Square Analysis

H1: There is a significant association between the age of respondents and How Often they shop for electric items such as smartphones, laptops, or gadgets.

Table 2. Crosstab: Age & How Often do you shop for electric items such as smartphones, laptops, or gadgets?

		How often do you shop for electric items such as smartphones, laptops, or gadgets?				Total
		Frequently	Occasionally	Rarely	Never	
Age	10-18	0	0	1	0	1
	19-26	6	22	23	4	55
	27-34	1	1	6	1	9
	34 and above	0	0	0	1	1
Total		7	23	30	6	66

*Source: SPSS software

Table 3. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.372 ^a	9	.110
Likelihood Ratio	9.960	9	.354
Linear-by-Linear Association	2.706	1	.100
N of Valid Cases	66	-	-

*Source: SPSS software

a. 12 cells (75.0%) have an expected count of less than 5. The minimum expected count is .09.

Interpretation: As the p value is more than 0.05, hence we reject H1. This shows that there is no significant association between the age of respondents and How Often they shop for electric items such as smartphones, laptops, or gadgets.

Interpretation: As the p value is more than 0.05, hence we reject H1. This shows that there is no significant association between the age of respondents and where they make most of their purchases.

H2: There is a significant association between the age of respondents and where they make most of their purchases.

H3: There is a significant association between the age of respondents and customers' preference for online shopping of electronic items.

Table 4. Age & where do customers make most of their purchases?

		When shopping for electronic items, where do you make most of your purchases?			Total
		Online	Offline/Retail Stores	A Mix of Both	
Age	10-18	0	0	1	1
	19-26	7	29	19	55
	27-34	1	6	2	9
	34 and above	0	1	0	1
Total		8	36	22	66

*Source: SPSS software

Table 5. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.491 ^a	6	.745
Likelihood Ratio	4.096	6	.664
Linear-by-Linear Association	.867	1	.352
N of Valid Cases	66	-	-

*Source: SPSS software

a. 9 cells (75.0%) have expected count less than 5. The minimum expected count is .12.

Table 6. Crosstab: Age & customers' preference for online shopping of electronic items

		I prefer online shopping for electronic items due to a wider product selection.					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Age	10-18	0	0	0	1	0	1
	19-26	5	10	21	16	3	55
	27-34	2	2	4	1	0	9
	34 and above	0	0	1	0	0	1
Total		7	12	26	18	3	66

*Source: SPSS software

Table 7. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.067a	12	.853
Likelihood Ratio	7.697	12	.808
Linear-by-Linear Association	2.416	1	.120
N of Valid Cases	66	-	-

*Source: SPSS software

a. 16 cells (80.0%) have an expected count of less than 5. The minimum expected count is .05.

Interpretation: As the p value is more than 0.05, hence we reject H1. This shows that there is no significant association between the age of respondents and customers' preference for online shopping of electronic items.

H4: There is a significant association between the age of respondents and factors influencing customers' choices between online and offline shopping.

Interpretation: As the p value is more than 0.05, hence we reject H1. This shows that there is no significant association between the age of respondents and factors influencing customers' choices between online and offline shopping.

H5: There is a significant association between the age of respondents and the comparison of Electronic Products online before making a purchase.

Table 8. Crosstab: Age & factor Influencing Customers' Choices between Online and offline shopping

		Convenience is a major factor influencing my choice between online and offline shopping for electronic items.					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Age	10-18	0	0	0	1	0	1
	19-26	4	7	13	25	6	55
	27-34	0	3	5	1	0	9
	34 and above	0	0	1	0	0	1
Total		4	10	19	27	6	66

*Source: SPSS software

Table 9. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.770a	12	.386
Likelihood Ratio	14.323	12	.281
Linear-by-Linear Association	2.829	1	.093
N of Valid Cases	66	-	-

*Source: SPSS software

a. 16 cells (80.0%) have an expected count of less than 5. The minimum expected count is .06.

Table 10. Crosstab: Age & comparison of electronic products online before making a purchase

		I extensively research and compare electronic products online before making a purchase.					Total
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
Age	10-18	0	0	0	0	1	1
	19-26	6	5	4	23	17	55
	27-34	0	2	2	2	3	9
	34 and above	0	0	1	0	0	1
Total		6	7	7	25	21	66

*Source: SPSS software

Table 11. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.403a	12	.220
Likelihood Ratio	12.035	12	.443
Linear-by-Linear Association	.531	1	.466
N of Valid Cases	66		

*Source: SPSS software

a. 15 cells (75.0%) have an expected count of less than 5. The minimum expected count is .09.

Interpretation: As the p value is more than 0.05, hence we reject H1. This shows that there is no significant association between the age of respondents and the comparison of Electronic Products online before making a purchase.

Discussion

The demographic data sample shows the core characteristics of the respondents, as age shows smaller participants belong to the age groups of 10–18 and 34 and above, which is 1.5% (Vidani, 2015), and the remaining age groups of 19–26 and 27–34 have a major proportion of 83.3% and 13.6%, respectively. In the data collected, gender distribution is fairly balanced, with a ratio of males at 51.5% and females at 48.5% (Vidani & Solanki, 2015). The data regarding the educational background of the respondents shows that the majority of participants fall under the category of master’s degree (59.1%), while 33.3% fall under the category of bachelor’s degree, and 7.6% fall under the category of high school (Solanki & Vidani, 2016). By the reliability test, we get moderately satisfactory results of 0.714 (Bhatt, Patel, & Vidani, 2017).

According to the analysis, there is no relation ($p = 0.110$) between respondents’ age and how often they shop for electric items such as smartphones, laptops, or gadgets (Niyati & Vidani, 2016). Consequently, H1 is rejected, indicating that customers do not purchase electronic items often (Pradhan, Tshogay, & Vidani, 2016).

According to the analysis, there is no significant relationship ($p = 0.745$) between the age of respondents and where they make most of their purchases (Modi, Harkani, Radadiya, & Vidani, 2016). Hence, H2 is rejected; this shows that customers do not buy electronic items by location (Vidani, 2016).

According to the analysis, there is no connection ($p = 0.853$) between respondents’ age and customers’ preference for online shopping of electronic items (Sukhanandi, Tank, & Vidani, 2018). Thus, H3 is rejected, which means that customers’ preference for shopping online is not affected by the age of the participants (Singh, Vidani, & Nagoria, 2016).

According to the analysis, there is no significant association

($p = 0.386$) between the age of respondents and factors influencing customers' choices between online and offline shopping. Hence, H4 is rejected, which suggests that the customers' choices for online and offline shopping are not influenced by age.

According to the analysis, there is a lack of relation ($p = 0.220$) between respondents' age and the comparison of electronic products online before making a purchase (Mala, Vidani, & Solanki, 2016). Consequently, H5 is rejected, showing that purchasing electronic products is not influenced by a comparative analysis of the products (Dhere, Vidani, & Solanki, 2016).

Conclusion

Although the study comprehensively examined the preferences and purchasing habits of Ahmedabad consumers regarding electronic goods, the results are not consistent with any close relationship between the age groups and other components of their purchasing habits. This study makes a valuable contribution by addressing the need for further research in this area, especially in the Ahmedabad region, to gain more information about customer behavior regarding both online and offline shopping.

Future Scope of Study

Most of the research that has already been done has used quantitative approaches. Further study activities may choose to extend these results with qualitative methods, including conversations, interviews, or descriptive inquiry. Qualitative approaches provide a more comprehensive understanding by exploring in depth the primary factors, emotions, and motivations that influence customer behavior when it comes to purchasing electronic items. Although the focus of the study was Ahmedabad, similar information can be obtained by expanding the geographical scope to include other Indian cities or regions.

Different geographical areas may have particular socio-cultural, economic, or infrastructure factors that influence the way people buy. Examining these differences can provide a more comprehensive understanding of customer preferences in different geographic regions. With long-term persistence, changing patterns and changes in customer behavior may appear. A prospective approach for businesses and governments can be obtained by tracking changes over time between technological improvements, market dynamics, and social changes. This will provide useful information about how preferences and behaviors change.

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