



A Study on consumer's online and offline shopping experience towards Dmart with special reference on Coimbatore city

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Abstract

This study compares how people feel about shopping at Dmart online versus in- store. We asked shoppers about convenience, prices, product choices, service quality, and how happy they were overall. Online shoppers like ease and variety, while in-stores shoppers enjoy the hands-on experience and personal service. Both groups worry about prices, product quality and delivery. Understand these differences can help Dmart improve both online and In-store experience for shoppers.

Keywords: Dmart, online shopping, offline shopping, consumer experience, convenience, pricing, product quality, delivery service, customer satisfaction

Introduction

Online shopping and offline shopping represent two distinct avenues for consumers to fulfill their purchasing needs, each offering unique advantages and experience. Online shopping means buying things from internet, like on website or apps, while offline shopping means going to a physical stores to buy Stuffs. Both way have their good points: online shopping is supper convenient because you can do it from home anytime, and you can find lot of options and deals. Offline shopping let you see and touch things before you buy them, plus you can get help from store staff right away. While both online and offline shopping have their merits, the choice between them often depends on individual preference, the nature of the product being purchased, and the overall shopping experience desired by the consumer.

Objectives of the study

- Enhance consumer satisfaction by streamlining online and offline shopping experiences at Dmart through intuitive interfaces and efficient in-store processes.
- Optimize consumer engagement and loyalty by ensuring seamless transitions between Dmart's digital platform and physical stores, prioritizing convenience and satisfaction at every touch point.

Scope of the study

- Dmart can focus on improving website functionality, ensuring accurate stock updates, and optimizing the checkout process to enhance the Online Shopping experience.
- Implement strategies to integrate the Online and Offline shopping experience, Such as offering click-and collect service or loyalty programs that work across both platforms.
- Invest in initiatives to improve customer engagement, such as personalized recommendations based on past purchases or exclusive deals for loyal customers.

Limitation of the study

- Limited product availability and stock discrepancies between online and offline channels may result in occasional unfulfilled orders or out-of-stock items.
- Online orders from Dmart may sometimes be delayed due to high demand or inventory issues, while in-store shopping may involve crowded aisles and potential wait times during peak hours.

Statement of the problem

Shopping at DMart in Coimbatore, whether online or offline has its challenges. Online shopping can be tricky with delivery options and technical issues, while going to the store might be tough because it's crowded or far away. It's not always easy to get help online if you have a problem, and in the store, you might not always find someone to help you out.

Research methodology

Research methods are a specific procedure, logical tool or technique used to identify, select, process, and analyze information. It is way of explaining hoe a researcher as well as a reader intends to carry out their research. In a research paper, their methodology section allows the researcher to critically evaluate a study's overall validity and reliability.

Method of data collection

The data was collected for this study is

Primary data: the primary data are those which are called fresh from Google form for the primary time.

Secondary data: Secondary data is collected from journals, magazines and books, newspapers and Internet.

Area of Study: This study was collected in Coimbatore city.

Sample Size: The sample size is 120

Tools used for analysis: Data analyzing tools are sample percentage and Chi-square test.

Review of literature

Research by Jones and Kim (2010) found that consumers perceive online shopping as more convenient due to

- its accessibility and the ability to shop anytime and anywhere. However, offline shopping offers immediacy and tangibility, as highlighted by Ghose and Yao (2011), who noted that consumers often prefer offline channels for certain product categories that require physical examination before purchase.
- Studies by Liang and Huang (1998) and Jayawardhena and Wright (2009) have shown that customer satisfaction with online shopping is influenced by factors such as website design, ease of navigation, product information, and delivery speed. In contrast, offline shopping satisfaction is influenced by store layout, staff assistance, and overall ambiance (Mattila and Wirtz, 2001).
- Chen and Tan (2004) found that online shoppers rely heavily on product descriptions, reviews, and ratings to make purchase decisions, while offline shoppers prefer

to physically inspect products and seek advice from store staff (Ko and Pastore, 2005).

- Research by Bell *et al.* (1999) and Grewal *et al.* (2004) has explored the effectiveness of promotional strategies in influencing consumer behavior in both online and offline contexts. Online promotions such as personalized recommendations and targeted advertising have been shown to influence purchase decisions (Järvinen *et al.*, 2012), while offline promotions like in-store displays and demonstrations can enhance brand awareness and customer engagement (Verhoef *et al.*, 2009).

Data Analysis and Interpretation

Sample percentage

Sample percentage formula

$$\frac{\text{Number of respond}}{\text{Total number of respondents}} * 100$$

Table 1: Showing the demographic profile

S. No	Demographic	No of respondents	Percentage
1	Age	Below 20	17
		21-25	53
		Above 25	50
2	Marital Status	Single	64
		Married	56
3	Clothing Purchase in Dmart	Brand	44
		Comfort	15
		Price	26
4	Groceries Purchase in Dmart	Style or Fashion Trend	35
		Daily	19
		Weekly	49
		Bi-Weekly	40
5	Prefer to Shop for clothes	Monthly	12
		Dmart	30
		Dmart Website	5
		Online Retailer	48
6	Like to see done Better in Both Online - Offline Shopping at Dmart	Other Stores	37
		Better Service from Staffs	37
		More thing to Choose from	28
		Nearby me	15
7	Problems in Offline Shopping in Dmart	Quicker Delivery Option	40
		Getting there is tough	36
		Hard to find help from Staffs	48
		Its Crowded	30
8	Delivery Experience in Online Shopping in Dmart	Other...	6
		Bad	2
		Okay	42
		Happy	52
		Very Happy	24

Interpretation

Table 1 clearly stes the demographic profile of the sample respondents. Majority of them are at the age 21 to 25. Most of them are Single. Most of them are purchase cloth in Dmart depend on Brand. Majority of them purchased Groceries in weakly. Most of them prefer to Shop for cloths to Online Retailers. Majority of them purchased Dmart website because of Quicker Delivery Option. Most of them problems in Offline Shopping is Hard to find help from Staffs' Most of them Delivery Experience in online shopping in Dmart is Happy.

CHI-Square Analysis

A chi-square test is a statistical test used to compare observed value with expected value. The purpose of this test is to determine if a difference between observed data and expected data and expected data is due to chance. Or if it is due to a relationship between the variables are studied. The two variables are Age and Preference of shopping at Dmart measures of respondents.

Table 2

S. No	Demographic		No of respondents	Percentage
1	Age	Below 20	17	14
		21-25	53	44
		Above 25	50	42
2	Prefer Shopping at Dmart	In the Store	51	43
		Online	29	24
		May be in the store	6	5
		Not sure in the Store	34	28

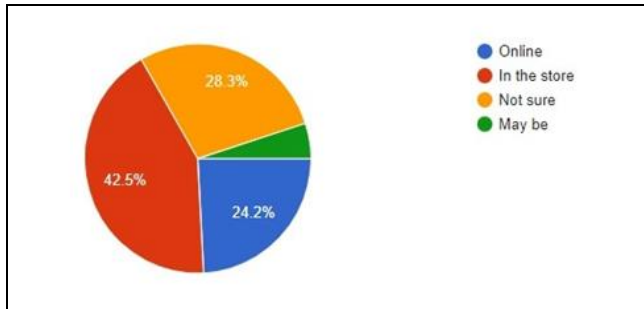


Fig 1: Prefer Shopping at Dmart

Interpretation

It is that majority (51%) of the respondents say prefer shopping at Dmart in the store.

Chi-square: A chi-square statistic is used to test the measures of expectation.

Chi square analysis formula: $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Degree of Freedom = (r-1) (c-1)

H₀: There is no relationship between the independent variables and the dependent variable.

H₁: There is relationship between the independent variables and the dependent variable.

Particular	In the Store	Online	May be in the Store	Not sure in the Store	Total
Below 20	9	4	0	4	17
21-25	19	19	2	13	53
Above 25	23	6	4	17	50
Grand Total	51	29	6	34	120

Table 1: Chi-square

O	E	(O-E) ²	(O-E) ² /E
9	7.2	3.2	0.4
4	4.1	0.0	0.0
0	0.9	0.7	0.9
4	4.8	0.7	0.1
19	22.5	12.4	0.6
19	12.8	38.3	3.0
2	2.7	0.4	0.2
13	15.0	4.1	0.3
23	21.3	3.1	0.1
6	12.1	37.0	3.1
4	2.5	2.3	0.9
17	14.2	8.0	0.6
120	120.0	110.2	10.1

Result

Calculated chi-square value is (10.1). Which lesser than table value is (12.592). Hence hypothesis is accepted. This is (H₁) hypothesis.

Findings

- It was found that the majority (53%) of the respondents are of the age group of 21-25.
- Majority (64%) of the respondents are single.
- It was found that the majority (44%) of the respondents are purchase clothing in Dmart of the brand.
- It was found that the majority (49%) of the respondents are purchase groceries in Dmart in weekly.
- It was observed that the majority (48%) of the respondents are preferring shop for cloths from online retailers.
- Frequency hard to find help from the staffs in offline shopping in Dmart is (48%).
- It was founded that majority (37%) of the respondents are like to see better service from staffs both online – offline shopping at Dmart.
- It was found that majority (52%) of the respondent are happy of delivery experience in online shopping in Dmart.
- It was founded that majority (43%) of the respondent are prefer shopping at Dmart store.

Suggestions

A significant number of customers, primarily age of (21-25) are single, balance their shopping with offline stores in Dmart. They purchase weekly groceries in Dmart. Then they purchase clothing in Dmart depends on the brand. And the customers prefer shopping for clothes from only in online retailers. Their offline shopping in Dmart is frequently hard to find help the staffs. The online shopping is happy on delivery experience in Dmart website. Their prefer shopping at Dmart store.

Conclusion

The study shed light on consumer online and offline shopping experience towards Dmart Coimbatore city. According to my research, factors infusing consumer preferences, satisfaction levels, and shopping behaviors, the study provides valuable insights for Dmart and other retailers. The customers prefer shopping at Dmart stores.

Reference

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