



## A comparative study on consumer behavior towards online and offline shopping in Bilaspur C.G.

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### Abstract

The rapid expansion of e-commerce platforms and the continued presence of traditional brick-and-mortar stores, understanding consumer behavior in both online and offline shopping environments has become paramount for businesses and policymakers alike. This study investigates the preferences, motivations, and factors influencing consumers' choices between online and offline shopping in Bilaspur, Chhattisgarh. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews. A sample of consumers from various demographic backgrounds is surveyed to gather data on their shopping habits, attitudes, and perceptions towards online and offline shopping. Additionally, in-depth interviews with selected participants provide deeper insights into their decision-making processes. Preliminary findings suggest that while convenience and accessibility drive the preference for online shopping, factors such as product quality, trust, and social interaction play significant roles in offline shopping decisions. Moreover, demographic variables such as age, income, and education level exhibit varying impacts on shopping behavior across different platforms. This study contributes to the existing body of knowledge on consumer behavior by offering insights specific to the Bilaspur region, thereby assisting businesses in devising targeted marketing strategies and enhancing the overall shopping experience for consumers.

**Keywords:** Consumer behavior, online shopping, offline shopping, E-commerce, brick-and-mortar stores

### Introduction

the modern retail landscape, the emergence of e-commerce platforms has transformed the way consumers shop, presenting them with a plethora of choices beyond traditional brick-and-mortar stores. This shift has prompted businesses to reassess their strategies to adapt to changing consumer preferences and behaviors. Bilaspur, Chhattisgarh, situated in the heart of India, reflects this dynamic retail environment, where both online and offline shopping avenues coexist and compete for consumer attention. The purpose of this study is to delve into the nuances of consumer behavior towards online and offline shopping in Bilaspur, Chhattisgarh. By examining the factors influencing consumers' choices between these two modes of shopping, the research aims to provide valuable insights for businesses and policymakers seeking to optimize their strategies and policies in response to evolving consumer preferences.

**Literature review-** Studies have consistently highlighted the increasing adoption of e-commerce platforms among consumers worldwide (Dwivedi *et al.*, 2022). Factors such as convenience, wider product selection, and competitive pricing have been cited as key drivers behind this trend (Ali *et al.*, 2021). In the Indian context, the proliferation of smartphones and internet connectivity has further facilitated the growth of online shopping (Choudhury & Nath, 2021).

**Trust and Security Concerns:** Despite the growth of e-commerce, trust and security concerns remain significant barriers to online shopping adoption (Jiang *et al.*, 2020). Studies have identified factors such as data privacy, payment security, and trust in online retailers as critical

determinants of consumer trust in e-commerce platforms (Pandey *et al.*, 2023).

**Socio-cultural Influences:** Cultural and social factors play a crucial role in shaping consumer behavior towards online and offline shopping (Pappu & Quester, 2020). In regions like Bilaspur, where traditional shopping practices are deeply rooted in cultural norms, the influence of family, peers, and social networks on consumer decision-making cannot be overstated (Khanetal., 2021).

**Perceived Risks and Benefits:** Studies have explored consumers' perceptions of risks and benefits associated with online and offline shopping (Ha & Stoel, 2022). While online shopping offers convenience and accessibility, concerns regarding product quality, delivery reliability, and return policies often deter consumers from making online purchases (Kim & Forsythe, 2020). In contrast, offline shopping provides consumers with tactile experiences, immediate gratification, and personalized interactions with sales representatives (Verhoef *et al.*, 2021).

**Omni channel Shopping Behavior:** With the blurring boundaries between online and offline retail channels, consumers increasingly exhibit omnichannel shopping behavior, seamlessly transitioning between digital and physical touchpoints (Aurier *et al.*, 2023). Studies have emphasized the importance of retailers adopting an integrated approach to cater to the preferences and expectations of omnichannel shoppers (Verhoef *et al.*, 2020).

### Objective of Study

- To examine the preferences of consumers in Bilaspur regarding online and offline shopping.

- To identify the key drivers influencing consumer decisions to shop either online or offline.
- To explore the motivations and psychographic characteristics of consumers in Bilaspur that influence their choice between online and offline shopping.
- To understand trust and security concerns among consumers in Bilaspur regarding online shopping platforms.
- To examine the extent to which consumers in Bilaspur exhibit omni channel shopping behavior, including their willingness to switch between online and offline channels during the purchase journey.
- To assess the impact of socio-cultural factors, on consumer behavior towards online and offline shopping in Bilaspur C.G.

### Statement of the problem

1. **Understanding Consumer Preferences:** What are the prevailing preferences of consumers in Bilaspur concerning online and offline shopping? Do consumers exhibit a clear preference for one mode of shopping over the other, or do they engage in both online and offline channels?
2. **Exploring Motivations and Perceived Benefits:** What are the underlying motivations driving consumers to choose online or offline shopping? What perceived benefits do consumers associate with each mode of shopping, and how do these perceptions influence their decision-making processes?
3. **Examining Trust and Security Concerns:** What are the trust and security concerns among consumers in Bilaspur regarding online shopping platforms? How do these concerns impact consumer trust levels and willingness to engage in online transactions?
4. **Understanding Socio-cultural Influences:** To what extent do socio-cultural factors, such as family influences, peer recommendations, and cultural norms, shape consumer behavior towards online and offline shopping in Bilaspur.

### Hypothesis

1. **Preference Hypothesis:** Consumers in exhibit differential preferences towards online and offline shopping channels, with a significant proportion favoring one mode of shopping over the other.
2. **Null Hypothesis (H<sub>0</sub>):** There is no significant difference in consumer preferences between online and offline shopping channels.
3. **Alternative Hypothesis (H<sub>1</sub>):** Consumers exhibit a significant preference for either online or offline shopping channels, indicating a clear preference for one mode over the other.

### Research Methodology

**Study Design:** This comparative study adopts a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data on

consumer behavior towards online and offline shopping in Bilaspur, Chhattisgarh. The integration of both methods allows for a nuanced understanding of consumer preferences, motivations, and behaviors across different shopping channels.

**Sampling Technique:** A stratified random sampling technique will be employed to ensure representation across different demographic segments in Bilaspur. The population will be stratified based on factors such as age, gender, income level, and residential locality. Sampling units will be selected randomly from each stratum to ensure the diversity of the sample.

**Data Collection Instruments:** Quantitative Survey: A structured questionnaire will be developed to collect quantitative data on consumer preferences, motivations, and behaviors towards online and offline shopping. The survey will include closed-ended questions with Likert scale responses to measure consumer perceptions and attitudes. It will be administered online and offline, targeting a sample size of at least 500 respondents. Qualitative Interviews: In-depth interviews will be conducted with a select group of participants to gain deeper insights into their decision-making processes and underlying motivations for choosing between online and offline shopping channels. Interviews will be semi-structured and conducted face-to-face or via online video conferencing.

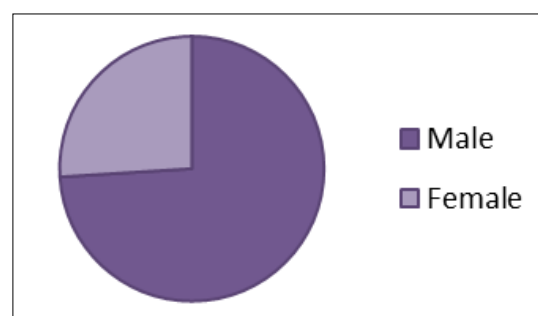
**Data Analysis:** Quantitative Analysis: Statistical techniques such as descriptive analysis, t-tests, and regression analysis will be employed to analyze the quantitative survey data. This analysis will help identify patterns, relationships, and differences in consumer behavior between online and offline shopping channels. Qualitative Analysis: Thematic analysis will be used to analyze the qualitative interview data, allowing for the identification of recurring themes, patterns, and insights related to consumer motivations, preferences, and behaviors.

**Data Collection:** The study is based on primary data and uses a sample of 100 people the type of method followed for data collection is primary data collection, as we have collected the information directly from the people. The data have been collected through online reviews.

### Data Interpretation and analysis

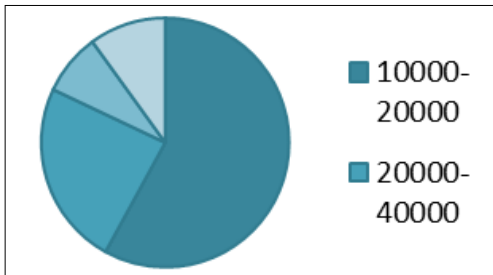
In this section, interpretation of data which has been collected has been discussed.

### Gender



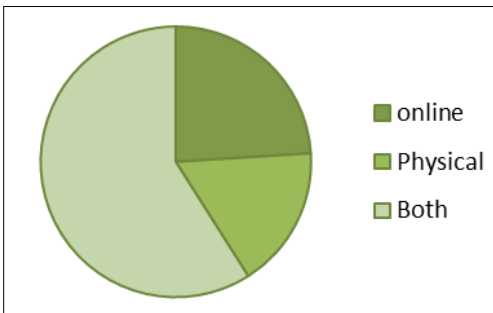
Online shopping is preferred more by the male population.

**Income**



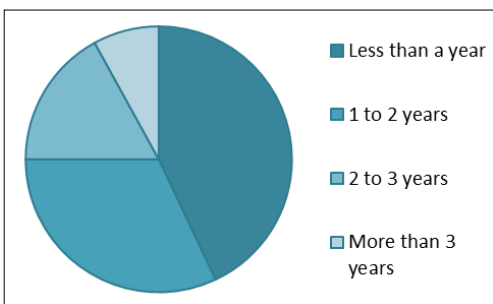
People with the salary range of 10000-20000 prefer to do more online shopping followed by 20000- 30000.

**Preference**



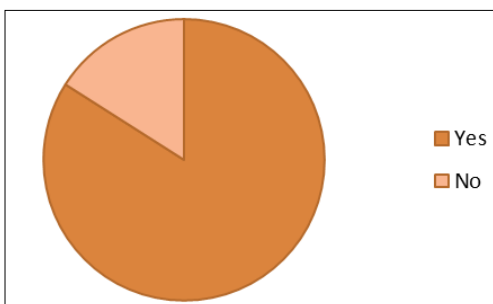
59% of the people prefer to do online as well as physical shopping followed by online shopping indicating that online shopping is more preferred than physical store.

**Time Duration (Online shopping)**



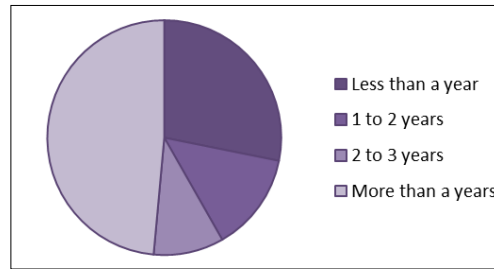
43% of people are shopping online for less than a year followed by 32% who are shopping for 12years.

**Recommendation**



84% of people would like to recommend online shopping to others.

**Time Duration (Offline Shopping)**



55% of people have been doing physical store shopping for more than 3 years.

**Finding and Results**

- 1 We have found that male population tends to shop more online shopping rather than physical shopping.
- 2 For safety of payment more preference is given to shopping malls related to physical shopping.
- 3 People are slowly going for online shopping but the majority mentality of people goes to physical shopping as it is having trust, feel and touch of the product.
- 4 Flipkart is the best site used for online shopping as it gives more discounts and offers.
- 5 The choice of shopping differs from person to person, so it is difficult to determine the preference of shopping with absolute certainty
- 6 Online shopping has gained popularity recently as the people have be enusing this mode for less than a year.

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