

Expectation of Online and Offline Shopping and its Impact towards Customer Purchase Intention

Chandrasekar Thangavelu, Jawahar Rani Kanagasabapathi

Abstract: *In this digital era the people are fulfilling and satisfying their needs and wants by various modes of purchase process. The technological growth has made Man move towards simple and innovative way for choosing their basic needs in the market. Enormous numbers of choices are available in the market for customers, specially, offline and online shopping. All the industries have been developing the marketing strategy in an innovative way and also strategy of approaching customer for their business growth. After the growth of internet, most of the ecommerce businesses have developed in the market. Even offline shopping channels have also changed their pattern of marketing their products and services. In this article we are briefly analyzing about the factors influencing the online and offline shopping and purchase intention of customer. The expectation of online and offline shopping customers are analyzed for identifying the factors influencing the customer which makes them to take decision towards their shopping.*

Key words: *Online / offline Shopping, Customer, Technology, Consumer behavior*

I. INTRODUCTION

The shopping is the search activity that makes the buying intention of the consumer needs and wants in the market. The consumers have lot of choices for meeting their demand in the market. The development of technology and marketing strategy of different company will influence the customer to choose the mode of shopping. The traditional mode of shopping is offline and modern mode or technological development mode is online. Technological changes and pattern and presentation of offline stores influence the world consumer market. At present India holds 12th position in the consumer market in the world. Due to digital India concept and Smartphone India will reach the 5th position in 2025.

In recent development in technology like “internet of things” (IOT) and “internet of everything”(IOE) will influence the rapid changes in the consumer purchase mode towards online and offline shopping. The technology will reduce and enhance the consumer purchase behavior (Piotrowicz and Cuthbertson, 2014). In recent years the consumer have become particular in making mode of shopping. They always search and have variety of channel in the shopping mode (Deloitte, 2015).

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The primary factor for every business industry has been satisfying the customer demand for the survival of world class business. There are many issues in front of them like understanding the needs, fulfilling the needs and retain them for a long time. The Customer has lot of choices in the market while purchasing the product/services. Nowadays enormous information and facilities are readily available in the market for customer to fulfill their basic needs and wants. In the recent years, the fundamental issue of every customer is choosing the mode of procurement for their basic needs rather than the purchasing the products

Consumer is the king in the market of every business industry. All business people will always think about how to retain the consumer. Customer retention is the retaining the existing customer and make the long relationship for strengthening the business process (Jobber, 2001). The consumer behavior is the study of understanding the individual/ group of customers and also identifies the pattern of purchase, Mode of purchase, knowledge of product and service information to satisfy their basic requirements. The business people expect that, by knowing the demand and factors influencing the purchase behavior of product /services will enable the market growth. The demand of the market continually monitored for understanding and fulfilling the customer expectation. In India customer are keen about the products. The purchase behaviors vary from person to person and time to time. In the recent years, the growths of online and off line shopping have influenced the customer purchase pattern. There is huge opportunity for offline and online marketers. Both online and offline marketers are continually identifying the demand of consumer, risk pattern in purchase, product accessibility for promoting their business.

II. THEORETICAL STRUCTURE

A. Consumer Buying Behavior

Engel et al said that Consumer behavior is the action and decision process of people who purchase products and services for satisfying their needs and wants. Louden and Bitta describes, the decision making process and physical activity which will influence the individual for evaluate, acquire, and use / dispose the goods and services is nothing but consumer behavior. The Various factors were influential in the consumer behavior like Economic, Personal, psychological, social, and cultural factors

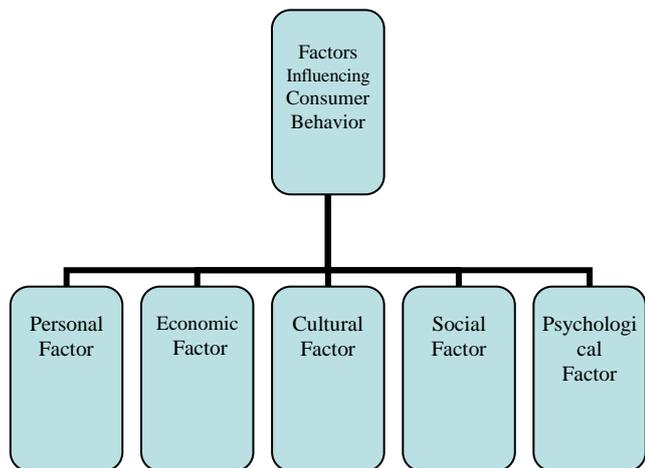


Figure No.1- Factors influencing Consumer behaviour

According to the view of Kotler and Armstrong the every consumer takes their decision for purchase by following procedural approach.

1. Problem Recognition
2. Information search
3. Evaluation of Alternatives
4. Purchase decision
5. Purchase
6. Post-Purchase Evaluation

In the previous decade, consumer buying behavior starts by taking above procedure and making their decision by fulfilling their needs by physical search in the off line store. At the time of purchase the consumers interacts with a salesman and physically touch and feel the quality of the product and service. The introduction of internet and smart phone will influence and change the consumer buying behavior. The arrival of new technology massively reduces the time and makes the consumer to search their needed elements where ever in the world by easy approach. Nowadays, the impact of technology will enable the consumer to pick and place the order by using their smart phone and computers and the products were delivered to their location itself with the mentioned time bound. The easy way of approach and policies adopted in the purchase process will satisfy the end-user.

B. Online Shopping

The recent digital world innovations highly influence the customer buying behavior. The digitization fulfills customer basic needs and wants to buy online, from safety pin to higher valued products. In earlier urban area customer only move towards online shopping but now the rural and other non-metro city customer gradually move towards online shopping. It's a form of e-commerce which will enable the consumer to buy all the products and services through internet using personalized website of the company and mobile application.

In India around 40 % of the population were using internet. The statistical data in July 2018, around 47.5 corers' of people are using internet. Due to innovation in smart phone, most of the consumer purchase process carried out through mobile itself (Bachrach et al, 2016). The irrespective

of mode of purchase the consumer has massively use the technology (Bachrach et al, 2016). They were connected with unlimited information in finger tip (Hopkins and Turner, 2012). The internet and technology is not only used in online shopping because the consumer searches their needs and details of product description in offline shopping also. Today every people carry their mobile phone and they respond very quickly for their demands (Bogaisky, J. and Walker, B. K. ,2014).Nowadays the mobile phone have the highest impact factor in the market because the consumer easily access and track the products and services (Hopkins and Turner,2012) .

The main characteristics of online shopping is Merchandising ,Customer Service , Advertisement, Access and convenience, Tracking system, and finally secured process. Even online shopping has lot of characteristics, the main characteristics of online shopping is safety and secured service process. The immediate response and feedback is collected from the customer in online shopping and the marketers designing the customized websites for their products and service. The websites have full information and consumers easily and quickly take their decision. The advertising is less costly when compare to the offline shopping (Efthymios C, 2002). The major contribution towards online shopping are first technological factor like information technology, tool for search, assess the characteristics and knowledge of hardware and software(Verma P., Jain S., 2015) secondly consumer related attributes like culture, concern, loyalty, perceived risk, knowledge and income, age , gender and feedback and reviews (Wu W., Ching Ke Ch., 2015) and third factor is product and service like description in the website and its design, type of the product(Sam Ch., Sharma Ch., 2015).

C. Off line Shopping

The traditional way of purchase process is in-stores and use of sales executive, use of local and national magazine for fulfills the basic needs of consumer. The many factors will influence the customer to buy the products and services in same shop rather than the other competitors shop. The main factors of organized retail shop are store display and presentation, Ambiance of the store, Customer service, Price, Design and layout, discounts etc. In India the traditional markets stores completely changed their pattern like departmental store, super market, and hyper market.

The present development of economy will change the consumer behavior in the shopping. The factors like demographic profile, Psychological factor and socioeconomic factors are major contribution towards shopping. Always customer prefers to make their purchase in one single proof. Product quality, Comfort, added service, Entertainment facility, service, hygiene factor, price, location, accessibility,

Billing ,taste and preferences are the major factors for customer satisfaction (Satnam Kour Ubeja and D.D. Bedia, 2011). Nowadays the expectation of off line shopping is availability

of branded products, basic demand in single roof , affordable price , locality of the shop are influencing the customer to move towards offline shopping (Saini Neelam, 2012).

The recent years Customer satisfaction will be depends additional factor like parking facility, queue in the billing section, accuracy of bills rather than the basic needs and demands (Shaheema Hameed ,2015). The modern world the adoption of new technology , home delivery , working hours of shop, quality of service , mode of payment are also influence the consumer(Sameera.P 2015). The most influencing factor of consumer in offline shopping is price rate (Yadav and Verma ,2015). The quality of service and physical appearance are also influence the cusimer (Nguyen, T.T.T.2016). The customer retention, repurchase intention and satisfaction will influence each other(Catherine and Magesh ,2017).

D. Comparison between on line and offline shopping

| Factors | Online Shopping | Offline Shopping |
|-------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| Quality | Quality of products and service are good | Physically view and check the quality |
| Accessibility and Convenience | Easy because no need to travel | Need to travel to the shopping location |
| Variety | High because no need a physical location | Need a physical location and space |
| Customer Review | Easily gather the lot of information through internet | Once the product purchased and from the friends feedback they can review. |
| Discounts | Based on the online transaction and mobile application they can get cash back offer. | Festival season and bulk purchase the customer get the discounts. |
| Availability of products | The customer easily track the products | They need to search and find another shop for purchase |
| Tangibility and trial ability | It's not possible but the customer can view the product in 3D. | Physically touch and feel and they can trail the product before the purchase |
| Delivery of products | Based on the delivery schedule they can use. | The customer use their products immediately |
| Shopping Experience | Customer can't spend the timing for purchase | Here the customer feel the experience by family outing, get together, Vacation. |
| Return Policy | In online the return policy is very complicated | In offline customer directly visit the shop for exchange their products easily. |

E. Conceptual Model

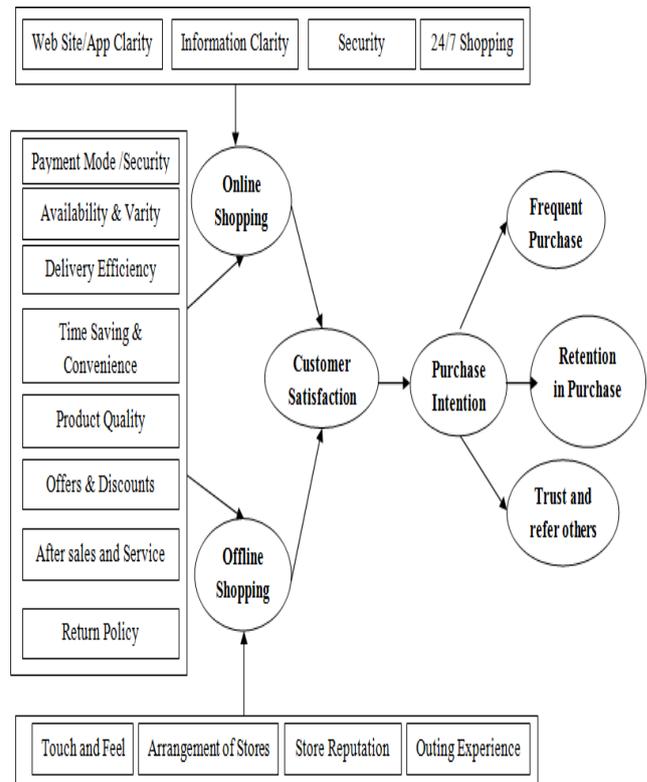


Figure No.2- Conceptual Model

III. RESEARCH METHODOLOGY

The study was performed to analyze the factors influencing the online and offline shopping and its impact towards customer purchase intention with special reference to Virudhunagar district, Tamil Nadu, India. The various factors were analyzed for identify the purchase intention of customer. The study is descriptive in nature and convenient sampling is used to select the 325 sample from the population. The structured questionnaire is designed for the collect the primary data.

A. Research Objectives

The study briefly explore the factors influencing the online and offline shopping, exclusively the objectives are:

- (i) To investigate the demographic profile towards online and offline shopping preferences.
- (ii) To scrutinize the factors influence the online and offline shopping.
- (iii) To study the impact of customer purchase intention towards online and offline shopping.

IV DATA ANALYSIS AND INTERPRETATION

A. Analysis of demographic Profile:

The demographic factors are most important factor for influencing the customer in purchase decision. Here the table shows the customer purchase intention towards online and offline shopping. The gender, Age group, marital status, Occupation and educational qualification were analyzed for identify the purchase intention.

Table No 4.1: Analysis of demographic profile of respondent.

| S. No | Demographic profile | Online Shopping | Offline Shopping | Preferences to words Shopping |
|----------------------------------|---------------------|-----------------|------------------|-------------------------------|
| Gender | | | | |
| 1 | Male | 215 (66.2 %) | 110 (33.8 %) | Online Shopping |
| 2 | Female | 122 (37.5 %) | 203 (62.5 %) | Offline Shopping |
| Age Group | | | | |
| 1 | Below 20 | 147 (45.2 %) | 178 (54.8 %) | Offline Shopping |
| 2 | Between 20 to 30 | 236 (72.6 %) | 89 (27.4 %) | Online Shopping |
| 3 | Between 30 to 40 | 168 (51.7 %) | 157 (48.3 %) | Online Shopping |
| 4 | Between 40 to 50 | 148 (45.5 %) | 177 (54.5 %) | Offline Shopping |
| 5 | Above 50 | 124 (38.2 %) | 201(61.8 %) | Offline Shopping |
| Marital Status | | | | |
| 1 | Married | 125(38.5 %) | 200 (61.5 %) | Offline Shopping |
| 2 | Unmarried | 213(65.5 %) | 112 (34.5 %) | Online Shopping |
| Occupation | | | | |
| 1 | Student | 184 (56.6 %) | 141(43.4 %) | Online Shopping |
| 2 | Private Employee | 199 (61.2 %) | 126 (38.8 %) | Online Shopping |
| 3 | Government Employee | 134 (41.2 %) | 191(58.8 %) | Offline Shopping |
| 4 | Business Man | 205 (63.1%) | 120 (36.9 %) | Online Shopping |
| 5 | Dependent | 116 (35.7 %) | 209 (64.3 %) | Offline Shopping |
| 6 | Professional | 195 (60 %) | 130 (40 %) | Online Shopping |
| 7 | Retired | 120 (36.9 %) | 205 (63.1 %) | Offline Shopping |
| 8 | Employee for Wages | 125 (38.5 %) | 200 (61.5 %) | Offline Shopping |
| Educational Qualification | | | | |
| 1 | Student | 184 (56.6 %) | 141(43.4 %) | Online Shopping |
| 2 | Under Graduate | 219 (67.4 %) | 106 (32.6 %) | Online Shopping |
| 3 | Post Graduate | 231(71.1 %) | 94 (28.9 %) | Online Shopping |
| 4 | Uneducated | 128 (39.4 %) | 197(60.6 %) | Offline Shopping |

B. Purchase Intention towards Online Shopping

| S. No | Factors Influencing Purchase Intention | Mean | Consumer Grade |
|-------|----------------------------------------|--------|----------------|
| 1 | 24/7 - Shopping | 4.6062 | I |
| 2 | Time saving and convenience | 4.4462 | II |
| 3 | Availability and variety | 4.3969 | III |
| 4 | Offers and Discounts | 4.3354 | IV |
| 5 | Delivery efficiency | 4.2831 | V |
| 6 | Return policy | 4.1262 | VI |
| 7 | Product quality | 4.0646 | VII |
| 8 | Payment mode & Security | 3.9877 | VIII |
| 9 | Security | 3.92 | IX |
| 10 | Information clarity | 3.7785 | X |
| 11 | Website and App clarity | 3.7477 | XI |
| 12 | After sales service | 3.6892 | XII |

Table No 4.2: Purchase Intention Grade towards Online Shopping

From the table 4.2, its clearly states that, 24/7 Shopping facility is the most important factor for consumer purchase intention. The second grade is for time saving and convenience. The availability and Variety will be the third option for consumer. The Offers and discounts will be the fourth position. Because of the effective supply chain the delivery efficiency attains the fifth position in the consumer mind. The least factor in consumer mind is after sales and service.

C. Purchase Intention towards Offline Shopping

| S. No | Factors Influencing Purchase Intention | Mean | Consumer Grade |
|-------|----------------------------------------|----------|----------------|
| 1 | Touch and feel | 4.775385 | I |
| 2 | Experience | 4.692308 | II |
| 3 | Store reputation | 4.606154 | III |
| 4 | Product quality | 4.566154 | IV |
| 5 | After sales service | 4.523077 | V |
| 6 | Arrangement of stores | 4.492308 | VI |
| 7 | Return policy | 4.427692 | VII |
| 8 | Delivery efficiency | 4.335385 | VIII |
| 9 | Availability and variety | 4.283077 | IX |
| 10 | Payment mode & Security | 4.126154 | X |
| 11 | Return policy | 3.987692 | XI |
| 12 | Offers and Discounts | 3.92 | XII |

Table No 4.3: Purchase Intention Grade towards Offline Shopping

From the table 4.3, the consumer prefers offline because of touch and feels which has first position. The experience over the shopping and outing will have the second position. The Store reputation will be the brand image which has third position in the customer mind. The consumer always expects quality products and service which will have the fourth position. The post purchase service will be the fifth position. The least position will be the offers and discounts.

D. Factor Analysis for Online Shopping

| KMO and Bartlett's Test | | |
|--------------------------------------------------|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .795 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 975.980 |
| | df | 66 |
| | Sig. | .000 |

Table No 4.4.1 KMO and Bartlett's Test for Online Shopping

| Communalities | | |
|----------------------------|---------|------------|
| | Initial | Extraction |
| Website and App clarity | 1.000 | .377 |
| Information clarity | 1.000 | .513 |
| Security | 1.000 | .581 |
| 24/7 Shopping | 1.000 | .529 |
| Payment mode | 1.000 | .548 |
| Availability and variety | 1.000 | .753 |
| Delivery efficiency | 1.000 | .603 |
| Timesaving and convenience | 1.000 | .680 |
| Product quality | 1.000 | .398 |



| | | |
|--------------------------------------------------|-------|------|
| Return policy | 1.000 | .570 |
| Offers and discounts | 1.000 | .479 |
| After sales and Service | 1.000 | .441 |
| Extraction Method: Principal Component Analysis. | | |

Table No 4.4.2 Communalities for Online Shopping

| Total Variance Explained | | | | | | | Rotation Sums of Squared Loadings ^a |
|---------------------------------------------------------------------------------------------------------|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|------------------------------------------------|
| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | |
| 1 | 3.701 | 30.843 | 30.843 | 3.701 | 30.843 | 30.843 | 3.368 |
| 2 | 1.540 | 12.829 | 43.672 | 1.540 | 12.829 | 43.672 | 1.871 |
| 3 | 1.232 | 10.270 | 53.941 | 1.232 | 10.270 | 53.941 | 1.708 |
| 4 | .977 | 8.139 | 62.080 | | | | |
| 5 | .879 | 7.321 | 69.402 | | | | |
| 6 | .795 | 6.628 | 76.030 | | | | |
| 7 | .668 | 5.564 | 81.593 | | | | |
| 8 | .546 | 4.550 | 86.143 | | | | |
| 9 | .505 | 4.205 | 90.348 | | | | |
| 10 | .469 | 3.906 | 94.254 | | | | |
| 11 | .416 | 3.469 | 97.724 | | | | |
| 12 | .273 | 2.276 | 100.000 | | | | |
| Extraction Method: Principal Component Analysis. | | | | | | | |
| a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance. | | | | | | | |

Table No 4.4.3 Total Variance explained for Online Shopping

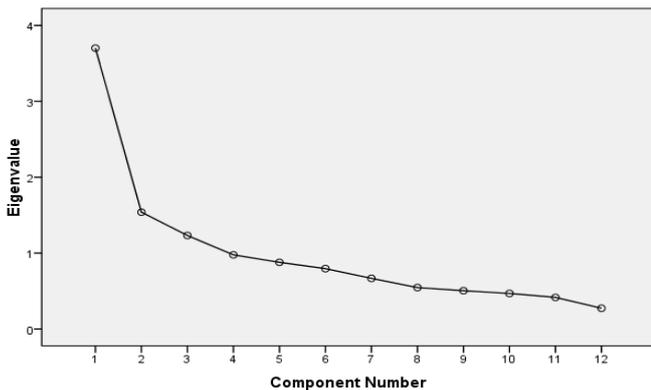


Figure No 3. Scree Plot

| | Component Matrix | | |
|--------------------------|------------------|-------|-------|
| | 1 | 2 | 3 |
| Website and App clarity | | .494 | |
| Information clarity | | .405 | .442 |
| Security | .700 | | |
| 27/7 Shopping | | .605 | -.403 |
| Payment mode | .725 | | |
| Availability and variety | .724 | -.443 | |
| Delivery efficiency | .774 | | |

| | | | |
|--------------------------------------------------|------|-------|-------|
| Timesaving and convenience | .566 | -.454 | |
| Product quality | .458 | | -.432 |
| Return policy | .720 | | |
| Offers and discounts | .549 | | |
| After sales and Service | | .443 | .445 |
| Extraction Method: Principal Component Analysis. | | | |
| a. 3 components extracted. | | | |

Table No 4.4.4 Component Matrix for Online Shopping

From the Table No 4.4.1, It's observed that the KMO value is greater than 0.5. The KMO value is 0.795 is acceptable.

Table No.4.4.2 shows how much the variance is accounted for each variable in the extraction. Here Availability and variety will be accounted for 75% and Timesaving and Convenience is accounted for 68%.

From the Figure No 3, it's observed that the first three components were above the Eigen value.

From the Table No 4.4.3, the first three factors are significant and rest of them is not significant. The Significant factors having the variance if 30.84%,12.82% and 10.27% respectively.

E. Factor Analysis for Offline Shopping

| KMO and Bartlett's Test | | |
|--------------------------------------------------|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .696 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1.506E3 |
| | df | 66 |
| | Sig. | .000 |

Table No 4.5.1 KMO and Bartlett's Test for Offline Shopping

| | Communalities | |
|--------------------------------------------------|---------------|------------|
| | Initial | Extraction |
| Payment mode | 1.000 | .609 |
| Availability and variety | 1.000 | .579 |
| Delivery efficiency | 1.000 | .634 |
| Timesaving and convenience | 1.000 | .734 |
| Product quality | 1.000 | .951 |
| Return policy | 1.000 | .612 |
| Offers and discounts | 1.000 | .539 |
| After sales service | 1.000 | .716 |
| Touch and feel | 1.000 | .897 |
| Arrangement of stores | 1.000 | .939 |
| Store reputation | 1.000 | .505 |
| Experience | 1.000 | .080 |
| Extraction Method: Principal Component Analysis. | | |

Table No 4.5.2 Communalities for Offline Shopping

Expectation of Online and Offline Shopping and its Impact towards Customer Purchase Intention

| Total Variance Explained | | | | | | | |
|--------------------------|----------------------|---------------|--------------|-------------------------------------|---------------|--------------|------------------------------------------------|
| Component | Initial Eigen values | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings ^a |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | |
| 1 | 3.461 | 28.845 | 28.845 | 3.461 | 28.845 | 28.845 | 3.114 |
| 2 | 1.997 | 16.639 | 45.484 | 1.997 | 16.639 | 45.484 | 2.237 |
| 3 | 1.303 | 10.860 | 56.344 | 1.303 | 10.860 | 56.344 | 1.979 |
| 4 | 1.035 | 8.623 | 64.967 | 1.035 | 8.623 | 64.967 | 1.053 |
| 5 | .991 | 8.256 | 73.223 | | | | |
| 6 | .771 | 6.421 | 79.645 | | | | |
| 7 | .631 | 5.262 | 84.907 | | | | |
| 8 | .546 | 4.553 | 89.460 | | | | |
| 9 | .476 | 3.969 | 93.429 | | | | |
| 10 | .417 | 3.473 | 96.902 | | | | |
| 11 | .313 | 2.611 | 99.513 | | | | |
| 12 | .058 | .487 | 100.000 | | | | |

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

Table No 4.5.3 Total Variance explained for Offline Shopping

Scree Plot

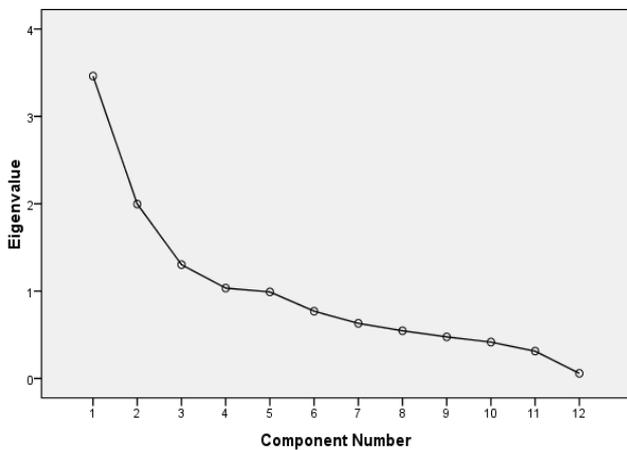


Figure No 4. Scree Plot

| | Component | | | |
|----------------------------|-----------|------|-------|------|
| | 1 | 2 | 3 | 4 |
| Payment mode | .690 | | | |
| Availability and variety | .672 | | | |
| Delivery efficiency | .777 | | | |
| Timesaving and convenience | .679 | | | |
| Product quality | | .831 | | |
| Return policy | .612 | | .408 | |
| Offers and discounts | .682 | | | |
| After sales service | .494 | | -.611 | |
| Touch and feel | | | | .929 |
| Arrangement of stores | .452 | .812 | | |
| Store reputation | | .467 | .409 | |

| | | | | |
|------------|--|--|--|--|
| Experience | | | | |
|------------|--|--|--|--|

Table No 4.5.4 Component Matrix for Offline Shopping

Table No 4.5.1 shows the KMO and Bartlett's Test for the offline shopping. Value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.696 which is greater than the 0.5 and it is acceptable.

The most important factor variance is the product quality which is 95 % and the second one is arrangement of stores which have the variance of 93% and Touch and feel of shopping is 89%. These three factors are above 80 % of variance.

The Table No 4.5.3 explains the percentage of variance of first four factors is 28.8%, 16.63%, 10.86% and 8.623% respectively.

The Scree plot clearly states that the first four factors were greater than the Eigen value.

F. One Way ANOVA

4.6.1: Age Group Vs Factors of Online Shopping.

Ha1: There is a significant difference exists between Age group of the consumer and their purchase intention towards online shopping.

Table No. 4.6.1: Age Group Vs Factors of Online Shopping

| ANOVA | | | | | | |
|--------------------------|----------------|----------------|-----|-------------|--------|------|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Website and App clarity | Between Groups | 6.637 | 4 | 1.659 | 1.440 | .220 |
| | Within Groups | 368.674 | 320 | 1.152 | | |
| | Total | 375.311 | 324 | | | |
| Information clarity | Between Groups | 43.709 | 4 | 10.927 | 14.429 | .000 |
| | Within Groups | 242.340 | 320 | .757 | | |
| | Total | 286.049 | 324 | | | |
| Security | Between Groups | 24.993 | 4 | 6.248 | 6.644 | .000 |
| | Within Groups | 300.927 | 320 | .940 | | |
| | Total | 325.920 | 324 | | | |
| 27/7 Shopping | Between Groups | 2.716 | 4 | .679 | 2.501 | .042 |
| | Within Groups | 86.872 | 320 | .271 | | |
| | Total | 89.588 | 324 | | | |
| Payment mode | Between Groups | 29.166 | 4 | 7.292 | 9.611 | .000 |
| | Within Groups | 242.784 | 320 | .759 | | |
| | Total | 271.951 | 324 | | | |
| Availability and variety | Between Groups | 22.120 | 4 | 5.530 | 8.520 | .000 |
| | Within Groups | 207.708 | 320 | .649 | | |
| | Total | 229.828 | 324 | | | |
| Delivery efficiency | Between Groups | 8.735 | 4 | 2.184 | 5.581 | .000 |
| | Within Groups | 125.222 | 320 | .391 | | |
| | Total | 133.957 | 324 | | | |

| | | | | | | |
|----------------------------|----------------|---------|-----|-------|-------|------|
| Timesaving and convenience | Between Groups | 14.492 | 4 | 3.623 | 9.421 | .000 |
| | Within Groups | 123.059 | 320 | .385 | | |
| | Total | 137.551 | 324 | | | |
| Product quality | Between Groups | .954 | 4 | .238 | .840 | .501 |
| | Within Groups | 90.874 | 320 | .284 | | |
| | Total | 91.828 | 324 | | | |
| Return policy | Between Groups | 4.796 | 4 | 1.199 | 3.500 | .008 |
| | Within Groups | 109.647 | 320 | .343 | | |
| | Total | 114.443 | 324 | | | |
| Offers and discounts | Between Groups | 24.993 | 4 | 6.248 | 6.644 | .000 |
| | Within Groups | 300.927 | 320 | .940 | | |
| | Total | 325.920 | 324 | | | |
| After sales and Service | Between Groups | 4.668 | 4 | 1.167 | 2.860 | .024 |
| | Within Groups | 130.562 | 320 | .408 | | |
| | Total | 135.231 | 324 | | | |

From the above table the P value for the Information clarity, Security, Payment mode, Availability and variety, Delivery efficiency, Timesaving and convenience, Offers and discounts are significant at 5% level. Therefore the H₀ is accepted. From the above analysis there is significant difference between Age group of the consumer and their purchase intention towards online shopping.

G. Correlation between Purchase Intention Variable:

| Correlations | | | | | |
|------------------------|---------------------|-----------|------------------------|---------------|--------------|
| | | Retention | Trust and Refer Others | High Purchase | Satisfaction |
| Retention | Pearson Correlation | 1 | .512** | .758** | .619** |
| | Sig. (2-tailed) | | .000 | .000 | .000 |
| | N | 325 | 325 | 325 | 325 |
| Trust and Refer Others | Pearson Correlation | .512** | 1 | .390** | .791** |
| | Sig. (2-tailed) | .000 | | .000 | .000 |
| | N | 325 | 325 | 325 | 325 |
| High purchase | Pearson Correlation | .758** | .390** | 1 | .490** |
| | Sig. (2-tailed) | .000 | .000 | | .000 |
| | N | 325 | 325 | 325 | 325 |
| Satisfaction | Pearson Correlation | .619** | .791** | .490** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | |
| | N | 325 | 325 | 325 | 325 |

** Correlation is significant at the 0.01 level (2-tailed)

Table No. 4.7: Correlation between Purchase Intention Variable

From the above table it's clearly observed that, the first variable "**retention**" has positive correlation with other variable in the purchase intention. Retention has highest correlation with high purchase (0.758) in the shopping and Satisfaction (0.619).

The variable "**Trust and refer others**" has high correlation with satisfaction (0.791) and least correlation with High purchase (0.390).

The overall shopping "**satisfaction**" has high correlation with trust (0.791) and retention (0.619).

IV. RESULT AND DISCUSSION

Form the above analysis it's clearly states that, in gender male have highest priority over the female in online purchase. The security and payment difficulties may be the reason for low purchase intention for female in the online purchasing.

Due to the literature ratio and generation gap highly influence the purchase intention. The age group of 20-30 and 30-40 highly prefer the online shopping. Similarly the age group of >50 prefer only off line shopping. IT shows the generation gap in the shopping. Likewise the people belong to the group of Professional, Private employee, Business people and students were preferred the online shopping. At the same time, the Govt employee, Dependents, Retired people and employee worked for the wages always preferred offline shopping. This shows the literature ratio and knowledge of technological advancement.

The major factor which will influence the consumer purchase intention in the online shopping is "**24/7 shopping**", "**Time saving and convenience**". In the fast world every one run fast to meet their basic needs. Similarly the people prefer offline shopping due to two main reasons. First every consumer wants to "**Touch and Feel**" the products what they purchased. Second one is shopping "**Experience**". In order to reduce the stress level and time spent with the family is the most important factor for peaceful life which can be fulfilled through the experience in the shopping.

When the company fulfills the basic needs of consumer, they automatically switch from satisfaction to delight stage. This will lead the purchase intention. Purchase intention will influence the customer in three different aspects. First One is "**Retention**" second one is in the "**High Purchase**" and last one is Trust and refer others for shopping.

VI. CONCLUSION

Drastic changes and development of technology in India has revealed an admirable changes in the online and offline shopping channels. Recent years, every moment even every second the consumer expectation, taste and preferences vary very dynamically. In order to fulfill the basic demand they continually make investigation in the purchase process. Simultaneously the industries also have made a lot of changes in the business process. The online shopping is growing continually because of companies like Amazon, Flip Cart, Snap deal, Myntra etc. They provide different offers and discounts to retain and attract the consumers. Similarly in offline shopping, the pattern of shopping environment changed like, Malls, Super Market, Hyper Market, Kids play zone, Theatre etc. The purchase intentions of the consumers are significantly influenced by technological advancement and their life style. Nowadays all the category people have the smart phone and they spend more time on internet.

This will lead to the comparison of best things in the purchase of products and purchase channel. The demographic profile, social



factor, economic factor always has the major contribution towards the purchase intention.

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