

INTERNATIONAL JOURNAL OF LAW MANAGEMENT & HUMANITIES

[ISSN 2581-5369]

Volume 6 | Issue 3

2023

© 2023 *International Journal of Law Management & Humanities*

Follow this and additional works at: <https://www.ijlmh.com/>

Under the aegis of VidhiAagaz – Inking Your Brain (<https://www.vidhiaagaz.com/>)

This article is brought to you for “free” and “open access” by the International Journal of Law Management & Humanities at VidhiAagaz. It has been accepted for inclusion in the International Journal of Law Management & Humanities after due review.

In case of **any suggestions or complaints**, kindly contact Gyan@vidhiaagaz.com.

To submit your Manuscript for Publication in the **International Journal of Law Management & Humanities**, kindly email your Manuscript to submission@ijlmh.com.

Unveiling Consumer Shopping Trends: A Comparative Analysis of Online and Offline Dynamics

AVANTIKA SINGH¹ AND DEVANSH KULSHRESHTHA²

ABSTRACT

From time to time, it has been established by different professors that the customer is the king/queen. Hence the main aim of any business enterprise is not only to satisfy its customer but also to acquire more customers to grow its business. The two segments used by consumers today to purchase products are:

- 1. The age old and most trusted “Offline shopping segment or traditional marketplaces”.*
- 2. The new and convenient “Online shopping sites”.*

In today’s time, consumer preferences play a vital role in ensuring the success of any business. Hence it is important to analyse the most preferred shopping segment according to the consumers.

This paper focuses on the factors that any rational consumer takes into consideration before forming their purchase decision. The objective of this paper is to determine which segment will be the future of India. In order to form a more practical viewpoint and to ascertain the factors involved with online and offline shopping, a survey was conducted with a sample size of 140. The survey provides a mixed result, which not only indicates but also confirms the fact that India is headed towards an omni-pricing strategy.

Keywords: *Online shopping, offline shopping, purchasing behaviour, shopping preference, omni pricing strategy.*

I. INTRODUCTION

With the growth of the internet and technology India saw a growth in the online shopping segment. In the UN conference on trade and development’s business-to-consumer E-commerce index 2019 India was ranked 73. India has been ranked the world’s 5th major global destination in the retail space.

The Indian retail segment has received FDI equity inflow totalling \$ 2.12 billion during April 2000–March 2020 according to Department for Promotion of Industry and Internal Trade

¹ Author is a student at NMIMS, Navi Mumbai, India.

² Author is a student at NMIMS, Navi Mumbai, India.

(DPIIT)

Due to this the online segment has witnessed a growth in their sales while the traditional selling is still on the boom. A typical online site empowers the customer to browse through a specific brand's products and services, view its specifications, features and prices, customers can even select a mode of payment as per their convenience and get the product delivered in just a span of a few days. With a high number of internet users is the online segment more preferred or people still prefer traditional shopping methods.

The focus of this paper is to analyze what customers prefer shopping online at the internet or at the traditional 'brick and mortar' stores. While making the purchase decision consumers should know the channel which suits their needs the most. E-shopping is the third most popular activity done on the internet, some consumers view and compare their product specifications with others while some want to touch and have a feel of the product.

Online segment provides variety, discounts and feasibility about payment methods while the offline segment offers the physical product itself for trying it out and fulfils the touch factor. Both have unlimited possibilities.

Our main aim here is to draw a comparison between online shopping and offline shopping in order to analyze the consumer behaviour on the two marketplaces. We further want to see how the current pandemic situation hampers or enhances the consumer preferences while shopping online or offline. With a high number of internet users is the online segment more preferred or people still prefer traditional shopping methods.

(A) Literature Review

The review of literature for Online vs. Offline Shopping showcases the difference in approach and reasons in order to attract the consumers to shop from online markets versus the offline or traditional markets. These parameters have been analysed and described in various studies. After the exceptional growth of the online marketplaces, it is clear that the online marketplaces pose some kind of pressure on the traditional markets. But there still exists a gap and absence of any well-published work that could determine how the consumers who shop online behave in comparison to the consumers who shop offline. The literature mentioned here not only shows but also confirms the fact that design of the enterprise, on both online sites and offline marketplaces, is one of the main reasons that influence a consumer's purchasing decision.

1. (Aron M. Levin, 2005)

In this paper, a survey was conducted amongst two samples with a size of 199. This survey was

done to analyse consumer preference of shopping online or offline and how it varies under certain categories, specifically under products, stage of shopping and consumers. It was noticed that if the preference of the consumer was to seek a variety in products and quick shopping, the online mode was preferred over the offline one. When conditions such as physical appearance and better negotiations were laid down, it was the offline segment that was preferred.

2. (Rick L. Andrews Ourso, 2004)

This paper has provided an analysis of the difference in behaviour of the consumers while shopping from an online site versus shopping from the offline or traditional marketplaces by conducting a survey.

3. (Raja Sarkar, 2017)

This paper depicts the change and difference in purchasing style and purchasing decisions of the consumers in online and offline markets, under certain parameters. Different studies have shown that the young people are the main fuel of the online shopping markets. Even though if such a huge audience to render, the online markets have seen dry periods because of the huge equity and discounts offered. On the other hand, the offline markets are still seen as a reliable day-to-day source for minimal products.

4. (Gupta, 2015)

The aim of this paper is to identify that under what conditions, does the preference of a consumer change with respect to the purchasing channels. In simpler words, it shows a model that provides a descriptive study on consumer's perception of online versus offline market. Studies have shown that there are various factors that establishes the preference of a consumer. Here the factors have been analysed, that are ascertained as influential and motivating for a consumer to form their respective preference.

5. (Dr. R. Sivansesan)

This paper, after conducting a survey, delivers varied outcomes that influence the preference of a consumer in online and offline shops or markets. Both, an easily accessible website and an electronic showroom, intend to build a different kind of consumer preference and hence a different type of consumer behaviour can be noticed on both. This study is not only showcasing but also confirming that a behaviour of consumer, who is a part of the sample size, might change towards online sites, not only because of its effectiveness but also because of various different reasons.

6. (Isswani, 2019)

This paper conducted a survey, the result of which was that a lot of people prefer online shopping sites over the traditional markets and the reason for that was, online shopping sites save a lot of money and time of the consumer. Moreover, it provides a lot more of variety and offers. This paper also helped us understand the risk factor involved with the online shopping, concluding that while there are individuals who prefer offline shopping over the online, some remain neutral when it comes to choosing between the two.

(B) Methodology

Methodology defines the process of data collection. Researchers generally use two methods of data collection, primary method and secondary method.

Primary method is the one in which the researcher is required to include observation, interview or survey and case study method. In the secondary method, data used by the researcher is already collected. This research paper includes both quantitative and qualitative data.

A survey has been conducted amongst people of different age group, sex and location in order to gather the preferences of people and analyse the difference between online and offline shopping. The samples for this study include students, unemployed and employed people, etc.

(C) Research Gap

Earlier established literature depicts that marketers want to get insights on their buyer's characteristics so that they could get clues on how to affect the buying decision of the consumer in their favour. This paper tries to compare the consumer preference in brick and mortar stores and online segments. This paper tries to fill the gap of whether COVID-19 has shifted consumer preference of shopping from offline shops to online shopping sites."

(D) Statement of problem:

As India saw the 2016 penetration of online marketplaces, people were initially suspicious about shopping products online. As the society evolved, people developed their respective preferences for shopping. Some preferred buying products online, where they were able to get a variety of products with just one tap. Others preferred to shop offline, from traditional marketplaces, where the "touch" factor played a great role in purchasing a product. In this paper our main aim is to analyze the comparison between online and offline shopping and what all factors contribute in forming a customer's preference.

(E) Objectives:

"The present study focuses on discussing the comparison between online and offline shopping.

and what all factors contribute in forming a customer's preference.

Specifically the objectives are:

- a) To compare the consumer behaviour in virtual environments and traditional markets.
- b) To determine if the online shopping sites were user friendly.
- c) To analyze the issues faced by a customer in making an online purchase decision.
- d) To analyse whether COVID-19 has shifted consumer preference of shopping from offline shops to online shopping sites."

II. CUSTOMER PREFERENCES AND FACTORS RELATING TO IT

(A) Online shopping

Over the past decade, online shopping and online marketplaces have been flourishing because a large number of people find it really convenient and efficient.

Factors concerned with the online marketplaces are :

1. Risk:

On an online segment, the physical appearance of the product is neither available nor accessible. This creates a certain amount of uncertainty amongst the buyers about the quality, size and color of products. This risk factor exists every time an online purchase is made by any consumer. Moreover, risk of receiving a damaged product also exists.

2. Convenience:

Everyone is well versed with the fact that online marketplaces are easily accessible. They are not like the offline ones, where you have to leave the comfort of your house or surroundings in order to shop for a product. A huge variety of products are easily accessible with a touch on the screen. Online shopping not only provides accessibility but also provides you with the required information about any product.

3. Anxiety and previous online experiences:

People who are not well aware of different online sites are very skeptical when shopping online. Furthermore, past experience a person on the online segment plays a vital role in building a preference. A good experience makes the consumer more loyal towards an online site, while a bad one makes them more agitated and irritated about the online shopping style.

4. Pricing Policy:

Retailers online offer a lower price to their customers as they don't incur the expenses that are

incurred by an offline retailer, for example, rent, electricity bills, etc. It has been proven in economics that when the price of a product is low, its demand automatically rises [Law of Demand], hence when an online retailer offers a product at a lower cost, the demand of said product rises, which helps the online marketplaces to flourish.

5. Quality of a product and online trust:

The quality of product offered by any retailer determines whether his/her business will flourish or not. Furthermore, it establishes a sense of trust and loyalty between the seller and the buyer. In the online segment particularly, the quality plays a vital role as it is only physical attraction between the buyer and the seller. A great quality of product that provides customer satisfaction instantly builds customer's trust and makes the customer loyal towards itself.

6. Delivery time:

A major issue that affects the online segments adversely is delivery time. On one hand, in traditional stores or the offline marketplaces, a consumer is able to access and take the product into his/her possession immediately, in the online segment, it takes maximum six to eight days to deliver a product. An online shopping site has to have an effective and efficient distribution channel in order to deliver its product as soon as possible, in order to acquire more and more consumers.

7. Sufficient availability of products and information about them:

Online marketplaces provide a variety of products and services to its consumers. In order to form a purchasing decision, a consumer requires a sufficient amount of information about the product he/she is going to buy. An online segment should have enough inventory and enough information about its product so as to attract and retain a consumer.

8. Discreet shopping:

There are certain products, like lingerie, which a customer does not feel comfortable buying from a traditional store. Hence, an online shopping site comes into play. An online site makes it more easy and convenient for anyone to buy such products discreetly and without answering the awkward questions that a shopkeeper asks in an offline store.

9. Offers and discounts:

A reasonable and common person is more attracted to sites and shops which offer huge discounts and offers on its products. Offers such as Mega Sale and Big Indian Bazaar, are some examples to attract customers during the festive times.

(B) Offline shopping

Everyone is well aware of the corner shop or brick and mortar shops. The factors related to the offline marketplaces are:

1. Number of choices and availability of information:

In a traditional marketplace, a lot of variety in product is not available. A consumer is forced to choose from the existing choices even if they don't satisfy them fully. Furthermore, only a limited amount of information is provided to the consumer in a traditional store.

2. Time consuming:

It is a time consuming process to shop from any traditional store. It not only includes the fact that a consumer has to cover a certain distance in order to acquire a product, but also that a consumer has to face the hassle of talking to a personal or the shopkeeper in order to buy a product.

3. Authenticity:

As compared to the online shopping sites, offline markets are considered more authentic in nature as they are able to provide the "touch" factor to its customer.

4. Taste & preference:

Taste and preference of a consumer is dynamic in nature. I.e. it keeps on changing with time, and this cannot always be fulfilled by the offline stores as there is a limited variety available,

5. Bargaining:

In Indian, bargaining plays a vital role while purchasing any product. Many people prefer offline stores over the online sites just because they are able to bargain in the offline ones. This helps in forming the preference of a customer and furthermore, in forming the purchase decision.

III. PRIMARY SURVEY DATA ANALYSIS:

Q1. If a product is of the same price on both online and offline market, where do you prefer it buying from?

TABLE 1

		Frequency	Percent	Valid Percent
Valid	Online	17	12.1	12.2
	Offline	44	31.4	31.7

Depends on the urgency of the need of the product.	59	42.1	42.4
Depends on the product	20	13.6	13.7
Total	140	99.3	100.0

INTERPRETATION:

It can be inferred from table no.1 that out of 140 respondents 12.2% (17) choose online mode of shopping if they had the choice of buying the same product offline. While 31.4%(44) choose to buy the product from the offline mode. 42.1% (59) people choose that their decision *depends on the urgency of the need of the product*. Only 13.6%(20) based their choice on the type of the product.

Those who selected depends on the product, further selected clothing (21.4%), electronics (15.7), grocery & edible products (2.9%), books and novels(2.9%), basic necessities (3.6%).

Q2. What are the factors you take into consideration while shopping offline?

TABLE 2

		Frequency	Percent	Valid Percent
Valid	Convenient to approach	24	17.1	17.1
	Physical appearance of the product	83	59.3	59.3
	Better negotiations	23	16.4	16.4
	Other factors	9	6.4	6.4
	Total	140	100.0	100.0

INTERPRETATION:

According to table no.2 out of 140 respondents 59.3%(83) still consider the role of physical appearance of the product while making a purchase decision. 17.1%(24) choose the option of convenience of approaching the store. 16.4%(23) choose better negotiations while only 6.4

choose other factors.

Q3. What are the factors you take into consideration while shopping online?

TABLE NO. 3

		Frequency	Percent	Valid Percent
Valid	Website layout	9	6.4	6.6
	Discount offers	37	26.4	27.0
	Services offered (variety of products, payment options, timely delivery, etc)	91	65.0	66.4
	Total	137	97.9	100.0

INTERPRETATION:

From table 3. It can be inferred that out of 140 respondents 66.4% i.e. 91 people choose that services offered (variety of products, payment options, timely delivery) by the websites plays a vital role in the overall user experience. It can be further inferred that 27%(37) people choose that discounts offered by the websites play some role in the user experience, while only 6.6% (9) choose website layout.

Q4. What are the issues you have faced while shopping online?

TABLE NO. 4

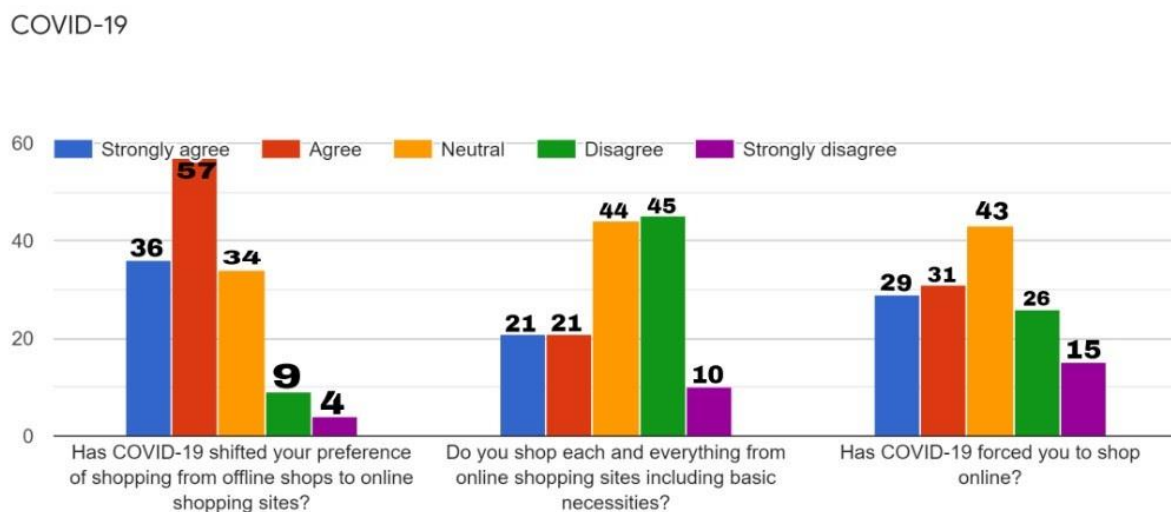
		Frequency	Percent	Valid Percent
Valid	Product information not sufficient	39	27.9	27.9
	Product not available on your delivery location	17	12.1	12.1

Payment option that you wanted was not available	11	7.9	7.9
Issue at the time of delivery	16	11.4	11.4
Product unavailability (out of stock)	42	30.0	30.0
Others	14	10.0	10.0
Total	140	100.0	100.0

INTERPRETATION:

It can be inferred from TABLE NO. 4, out of a sample size of 140, maximum number of persons suffered an issue of *Product Unavailability* [30 percent of the sample size] while shopping from an online website or marketplace. It can further be inferred that 27.9 percent of the sample size faced an issue of *Product information not sufficient* while shopping online. Only 12.1 percent faced an issue of *Unavailability of product at their delivery location*. Further, only 11.4 percent of the sample size faced *Issue at the time of delivery*, while 7.9 percent faced the issue of *Unavailability of payment options* and 10 percent have faced *Other* issues at the time of shopping from an online site.

FIGURE NO. 1



INTERPRETATION:

From FIGURE NO. 1, we can deduce that the graph talks about online and offline shopping in the current on-going pandemic situation.

In the question “*HAS COVID-19 SHIFTED YOUR PREFERENCE OF SHOPPING FROM OFFLINE SHOPS TO ONLINE SHOPPING SITES*” , 57 persons out of 140 *Agreed*, 36 *Strongly Agreed*, 34 remained *Neutral*, 9 *Disagreed* while only 4 *Strongly Disagreed*.

In “*DO YOU SHOP EACH AND EVERYTHING FROM ONLINE SHOPS INCLUDING BASIC NECESSITIES?*”, 44 remained *Neutral* while 45 *Disagreed*. Further 21 *Agreed* , 21 *Strongly Agreed* and only 10 *Strongly Disagreed* .

In the last question related to COVID-19 [*HAS COVID-19 FORCED YOU TO SHOP ONLINE?*] 43 remained *Neutral* while 31 *Agreed* and 29 *Strongly Agreed*. Further 26 persons *Disagreed* while 15 *Strongly Disagreed*.

IV. RESULT & DISCUSSION

In table no.1 out of 140 respondents 59 that is 42.4percent chose that their buying decision depends on the urgency of the need of the product, there is still not one segment that dominates the market. 44 out of 140 (31.7 percent) choose the offline segment if they were getting the choice of buying a product online or offline, people still trust the offline segment as the factors of touch and physically approaching the market still play a vital role. Apart from that 17(12.2%) choose the online segment as their preferred shopping mode. Only 20 (13.6 percent) confirmed that their buying decision depends on the type of the product. It can be further said that the overall buying decision still varies from online or offline it depends on the need of the product, if a product is needed urgently surely the consumer would prefer the offline segment, it can be deduced that in normal circumstances also a higher number of people would opt for the offline segment than the online segment.

According to table no.2 out of 140 respondents 83 that is 59.3 percent still prefer the physical appearance of the product while viewing it online, this shows that brick & mortar stores still dominate the market. Apart from that 24 i.e. 17.1 percent chose the convenience of approaching the physical store and buying the product this depicts that still, the touch factor plays an important role. Only 23 out of the total choose the option of better negotiations in the offline segment. 9 respondents choose that their decision was influenced by other factors.

It can be further deduced that most people still opt for offline as customers can touch the products, feel the material and could even get a first-hand demonstration in some cases and in case of apparels they can try it out on themselves also while in online segment they would only

be provided with the product pictures and specifications which it might not be sufficient sometimes to make the buying decision.

Table no. 3 helped us analyze the factors that contribute in building a consumer's preference for online shopping sites. It not only indicates but also confirms the factors that make an online shopping site user-friendly according to the consumer. Out of a sample size of 140, 91 people, i.e. 66.4 percent of the whole, consider that the services offered by an online shopping site play a vital role in attracting consumers towards it. Apart from that, the second most important factor is the discounts offered by online shopping sites. 37, out of 140 people, i.e. 27 percent of the whole, have said that the discounts offered by an online shopping site is also an integral part of forming a preference towards a particular online site. In today's age, people prefer services and discounts offered by the online shopping site over the website design or website layout of the online shopping site.

This signifies that customers prefer their personal satisfaction over the layout or the design of the website when shopping from an online site. The services offered play a vital role in reaching this satisfaction, followed by the discounts and mega sales hosted by the online sites. Where 91 samples preferred a variety of products, payment options, and timely delivery, only 9 samples chose website layout as an integral part when preferring an online shopping site, which was only 6.6 percent of the total. From this, we can conclude that for an online shopping site to attract consumers and retain them, they have to offer a variety of products, various payment options, efficient distribution channels, and great offers.

Moving on, we further went on to analyse the issues that are faced by consumers while shopping online in order to ascertain the drawbacks of the online shopping segments. If you have a look at table no. 4, you will be able to deduce that most people encountered the issue of unavailability of products while shopping online, as the product was mainly out of stock. Out of a sample size of 140, 42 faced this issue, which is 30 percent of the total sample size. The second issue most people faced was the unavailability of sufficient information about a product on the website. 39 of the remaining people suffered from this issue, that is 27.9 percent of the remaining. From this we were able to analyse that online websites either have a low inventory stock or their distribution channels are not advanced enough to reach people living in different or remote locations of India. Secondly, when a customer shops online, he or she wants to know about the product in detail before making his or her purchase decision. Most people, while shopping online, opted out because the information about the product was not sufficient enough to make the purchasing decision. Further, 17 out of the remaining people faced an issue of product unavailability at their delivery location. 12.1 percent of people encountered this issue of

unavailability of products at their delivery location. On one hand, where 11.4 percent of the remaining faced one or the other issue at the time of delivery of the product, only 7.9 percent faced issues with the payment options. 10 percent of people suffered the other issues while shopping online.

From this, we were able to analyse that, even though the online shopping segment is flourishing in India today, it still has a long way to go. From product unavailability to payment options, the online shopping segments have showcased some or the other challenges for their customers, making it difficult for them to make an efficient and effective purchase decision. This will hamper the growth of the said online shopping segments because in a competitive market, where brick-and mortar stores still hold a great importance and significance, customers remain the king or queen and satisfaction of the customer is the main and only source of the revenue generation for an online shopping segment.

As the current situation avails, the country is under a nationwide lockdown due to COVID-19. It has had adverse effects on both online and offline shopping segments. To analyse customer preferences in case of a pandemic, we surveyed with a sample size of 140. Around 57 people (Refer to Figure 1) of the total agreed that with COVID-19, their preference of shopping offline has been changed and shifted to the online segment. This happened because of the widespread of the virus and moreover, because the offline stores are not safe as they witness a huge amount of human activity even in the lockdown.

On the other hand, the online segments are being regarded as a safe way of shopping as it does not involve human contact, and the package that is being delivered, is sanitized before going out of delivery. On one hand, where 57 agreed and 36 strongly agreed, 34 remained neutral while 9 disagreed, leaving the 4 who strongly disagreed. This indicates that people in lockdown, still prefer shopping from an offline store and COVID-19 hasn't shifted their preference at all.

Moving on, when the question of shopping for each and everything from the online segment, including basic necessities arose, there were a lot of variances among the answers. While 44 and 45 percent of people remained neutral and disagreed with the question respectively, only 21 agreed and strongly agreed, leaving 10 percent of the total under the head of strong disagreement. From this, it was clear that even if people preferred online shopping segments, they didn't prefer it for everything, particularly excluding basic necessities.

Further, when we asked the samples that has the current situations and COVID-19 forced them to shop online, the maximum number of people remained neutral, indicating that either they are still using both segments of shopping or they still prefer offline shops or they were originally

online shoppers and COVID-19 has not changed anything for them.

But, out of the total, there was an agreement and strong agreement by 31 and 29 samples, respectively, indicating that either they were offline shoppers originally and due to the pandemic situation they are being forced to shop online or they preferred offline or traditional markets for basic things, but now they are being forced to shop them from the online sites, for safety reasons.

On one hand, where there was an agreement of 60 samples in total, including both strongly agree and agree, there exists a total of 41 percent of disagreement amongst the sample size for the same question. This indicates that in the current situation of the pandemic, many people are still shopping from the traditional marketplaces and COVID-19 hasn't forced or altered their preference.

V. CONCLUSION

This paper tries to attempt to understand consumer preference in the online and offline segments. The online segment which is now beginning to grow in the Indian market backed by the recent internet penetration, while the offline segment which India is well known for is also growing at a steady pace. The competition between online and offline segments has started a new era where consumers can pick and choose any medium of shopping to fulfill their interests.

Through this research, we are able to conclude that although online shopping is booming in India it still has a long way to go to compete with brick & mortar stores. With regard to the above discussion, the biggest problem faced by the online shoppers of this study was the unavailability of the required product, though online sites have a great variety of products but if the needed item is not present then the customer has two choices to make either to change the shopping website or to switch to offline mode.

Other factors which influenced online customer behaviour were that the product was not available at a particular delivery location, issues at the time of delivery. In case of return of a product offline takes the lead as you just have to visit the respective store whereas in the online segment, the time taken in reversing the logistics could add up to 15 days or in many cases a month. Although many online sites provide money-back guarantees and timed replacements but going all through that process could be troubling.

According to our primary research method majority of the samples used offline method not only in normal times but in times of this pandemic also though not all the shopping is done from the offline segment many samplers choose that they had to switch to the online method for some

particular products such as electronics. The main reason for a consumer to go with the offline segment is the convenience to approach a physical store and the touch factor, through which a consumer may be able to have a feel of the product, in a country like India negotiations plays a vital role in the overall customer preference and offline segment delivers decent negotiation options in that way.

Now as the times are changing the concept of Omni channel pricing is taking centre stage as service providers are trying to be present on both the online and offline segments to satisfy consumer needs.

VI. REFERENCES

1. Aron M. Levin, Irwin P. Levin, Joshua A. Weller, (2005).” A Multi-Attribute Analysis of Preferences for Online and Offline Shopping: Differences across Products, Consumers, and Shopping Stages”. *Journal of Electronic Commerce Research*, VOL 6, NO.4.
2. Rick L. Andrews Ourso, Imran S. Currim, (2004),” Behavioural Differences between Consumers Attracted to Shopping Online versus Traditional Supermarkets: Implications for Enterprise Design and Marketing Strategy”, *Int. J. Internet Marketing and Advertising*, Vol. 1, No. 1.
3. Online Shopping Vs Offline Shopping: A Comparative Study, Raja Sarkar, Dr. Sabyasachi Das 2017.
4. Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha. By Puja Gupta Roll No- 413HS1007 May 2015.
5. Comparative Study on Factors Influencing Online and Offline Shopping by Dr.R.Sivanesan, C.Monisha, P.V. Babisha, S.A.Abisha 2017.
6. *Mahima Isswani and Chaturvedi D(2019): Research on Online Market Vs Offline Market*
7. Rory Raabe(2013):Thoughtfully selected : analysis of brick and mortar, e-commerce, and blended retailers.
8. MrBhupendra Mishra Ms Aishwarya Kelkar(2017) : Survival of the Brick & Mortar in the ECommerce Era: A Seller’s Perspective.
9. Brynjolfsson, Erik, Michael D. Smith. 2000. Frictionless commerce? A comparison of Internet and conventional retailers. *Management Sci.* 46(4563–585).
10. Degeratu, A., Arvind Rangaswamy, J. Wu. 2000. Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *Internat. J. Res. in Marketing* 17(155–78).
11. Gligorijevic, B. (2011). Online retailing versus traditional stores in the purchasing decision making process. In MacCarthy, Martin (Ed.*Marketing in the Age of Consumerism: Jekyll or Hyde?* Australian & New Zealand Marketing Academy (ANZMAC2011 Conference Proceedings, 1-8.

12. Goodrich, K., & Mooij, M. (2014). How 'social' are social media? A cross-cultural comparison of online and offline purchase decision influences. *Journal of Marketing Communications*, 20(2), 103-116.
13. Gupta, A., Su, B-C., & Walter, Z. (2004). An Empirical Study of Consumer Switching from Traditional to Electronic Channel: A Purchase Decision Process Perspective. *International Journal of Electronic Commerce*, 8(3), p131.
14. Guo, J., & Jaafar, N. I. (2011). A Study on Consumers' Attitude towards Online Shopping in China. *International Journal of Business and Social Science*, 2(22), 122-132.
15. Hasan, H. H., & Rahim, S. A. (2008). Factors Affecting Online Purchasing Behaviour. *Malaysian Journal of Communication*, 24, 1-19.
16. Javadi, M., Dolatabadi, H., Nourbakhsh, M., Poursaedi, A., & Asadollahi, A. (2012) An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies*, 4(5), 81-98.
17. Kacen, J. J., Hess, J. D., & Chiang, W-Y. K. (2003). Bricks or Clicks? Consumer Attitudes toward Traditional Stores and Online Stores.
18. Levin, A. M., Levin, I. P., & Weller, J. A. (2005). A Multi-Attribute Analysis of Preferences for Online and Offline Shopping: Differences across Products, Consumers, and Shopping Stages. *Journal of Electronic Commerce Research*, 6(4), 281-290.
19. Cheng Lu Wang. (2001). Online shopper Behaviour: Influence of Online Shopping Decision. *Asian Journal of Business Research* . Vol.1, No.2.
20. Junhong Chu, Marta Arce-Urriza, Jose –Javier Cebollada- Calvo & Pradeep K.Chintagunta . (2010). An Empirical Analysis Of Shopping Behaviour Across Online and Offline Channels For Grocery Products: The Moderating Effects of Households and Products Characterised. *Journal of Interactive Marketing*. 24, 251-268.
21. Ming –Hsiung Hsiao. (2008). *Physical Store Versus e-shopping*. Elsevier Ltd.
22. Thijs L.J.Broekhuizen & Wander Jager. (2003). A Conceptual Model of Channel Choice : Measuring Online and Offline Shopping Value Perception.
23. Robert Davis, Bodo Lang & Josefino San Diego. A Comparison of Online and Offline Gender And Goal Directed Shopping Online.

24. Quelch, J.A. and Klein, L.R. (1996) 'The internet and international marketing', SloanManagement Review, Vol. 37, No. 3, pp.60–75.
