



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS OFFLINE SHOPPING WITH SPECIAL REFERENCE TO SAURASHTRA REGION

Abstract:

The invention of the internet has created a paradigm shift in the traditional way people shop. But still the importance of traditional or offline shopping can't be ignored. So in this study researcher had tried to find out changing buying pattern of customers' in offline shopping after the invention of online shopping. This study provides the platform to the offline traders and businessman's for formulating new strategies to compete and retain customers towards offline shopping.

Key Words: *Customer, Offline shopping*

Introduction:

Shopping is shopping, right? Well, not necessarily. At one time, the only way to shop was to leave your home and visit a store. But the invention of the internet has created a paradigm shift of the traditional way people shop. Earlier people used to shop traditionally, like you can just go to the store or shopping center or and buy what you need. But now a day's consumer is no longer bound to opening times or specific locations; more and more numbers consumers are becoming active at virtually any time and place and purchase products and services.

What is Offline Shopping?

In common parlance, offline shopping is the process of buying, selling or exchanging products; services or information is physical probably with the existence of a physical store. In other words, traditional shopping or offline shopping means you can simply go to the store, shop or mall and buy what you need.

Who are Offline Shoppers?

Offline shoppers comprised of the continuously diminishing group of individuals, who do not use the resources of the internet either for information gathering or for shopping purposes.

What is Consumer Buying Behaviour?

Consumer Behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Statement of the Problem:

The literature review and research gap has revealed that very limited amount of researches are undertaken in this field. There have been hardly any studies which talks about the same with special reference to Saurashtra region. That is why the researcher have selected the topic titled:

Objectives of the Study:

Following are the major objectives of the study:

- To analyze consumer Behaviour towards offline shopping.
- To know the recent status related to offline shopping.
- To provide platform for devising marketing policies for the online and offline service provided to magnetize more consumers.

Research Methodology:

1. **Scope of study:** The study would be conducted in selected cities/towns of Gujarat especially in Saurashtra region. The study proposed to cover major towns of Gujarat with special reference to Saurashtra region such as Rajkot, Morbi, Junagadh, Porbandar, Amereli, Khambhadiya, Dwarka, Surendranagar, Bhavnagar and Jamnagar.
2. **Sampling Technique:** The researcher has applied convenient sampling technique which is carried out in various stages.
3. **Sample Size:** The sample size of 549 respondents was selected from different location in different cities of Gujarat with special reference to Saurashtra region.
4. **Sampling Unit:** Qualified Respondents include, Professionals, youngsters, students, women, middle age and adult people, who are undergoing the process of shopping through offline or online mode. Data will be collected through structured questionnaire.
5. **Hypothesis of the study:**

H0: There is no significant difference among the age groups in offline shopping.
 H1: There is significant difference among the age groups in offline shopping.

H0: There is no significant difference among the sex i.e. male and female consumer in offline shopping.
 H1: There is significant difference among the sex i.e. male and female consumer in offline shopping.

H0: There is no significant difference among the consumer's education in offline shopping.
 H1: There is significant difference among the consumer's education in offline shopping.

H0: There is no significant difference among the consumer's income in offline shopping.
 H1: There is significant difference among the consumer's income in offline shopping.

H0: There is no significant difference among the consumer's behaviour in offline shopping.
 H1: There is significant difference among the consumer's behaviour in offline shopping.
6. **Data Source:** Structured questionnaire was used as instrument for collecting the primary data looking into the nature of study the questionnaire mainly contented questions which were closed ended.
7. **Data Preparation:** Data preparation begins with preliminary check of the entire questionnaire for its completeness. The collected data was edited, coded, tabulated, grouped and organized according to the requirement of the study and then entered into Statical package for social sciences (SPSS) for analysis.
8. **Analysis and Interpretation of Data:** The entire set of data & information proposed to be collected from primary & secondary sources shall be analyzed using appropriate statistical tool. Besides, appropriate marketing models and computer aided programmers will also be used for analyzing and interpreting the data wherever it is applicable.
9. **Limitations of the study:**
 - ✓ This study is restricted to the state of Gujarat with special reference to Saurashtra region only.
 - ✓ This evaluation is based on primary data generated through questionnaire and collected from the respondents undergoing shopping through offline so the findings depend on accuracy of data provided by the respondents.
 - ✓ The sample consists of only 549 consumers from different cities of Gujarat State with special reference to Saurashtra region. So this study can't be generalized to whole Gujarat state or Saurashtra region.
 - ✓ As the primary data and observational method of research have its own limitations so that also applies over here in this research study.

Analysis and interpretation of data:

- Reliability test for offline shopping:

Table no 1: Reliability analysis for offline shopping

Cronbach's Alpha	N of Items
.831	9

The alpha Cronbach Alpha for the factors affecting offline shopping is .831, suggesting that parametric test can be applied.

Hypothesis Testing:

1. **H₀**: There is no significant difference of consumer buying behaviour among different age groups in offline shopping.

Table no 2: Descriptive for Consumer Behaviour towards offline shopping for different age groups

	No of Respondents	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
0-25	273	29.1575	6.17640	.37381	28.4216	29.8934	12.00	40.00
26-35	173	29.6936	5.92333	.45034	28.8047	30.5826	11.00	40.00
36-45	67	29.8060	5.31219	.64899	28.5102	31.1017	13.00	39.00
46-55	28	30.8214	6.65584	1.25784	28.2406	33.4023	16.00	38.00
55+	8	32.6250	3.50255	1.23834	29.6968	35.5532	28.00	37.00
Total	549	29.5410	5.99975	.25606	29.0380	30.0440	11.00	40.00

Table no 3: One way Anova Analysis for Consumer Behaviour towards offline shopping for different age groups

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance
Between Groups	170.878	4	42.720	1.188	.315
Within Groups	19555.450	544	35.948		
Total	19726.328	548			

As per the given Anova table the F – statistic value is 1.188 which states that the null hypothesis is acceptable thus it can be interpreted that there is no significance difference among different age groups for consumer Behaviour towards offline shopping.

2. **H₀**: There is no significant difference of consumer buying behaviour among the consumer's education in offline shopping.

Table no 4: Descriptive for Consumer Behaviour towards offline shopping for different education groups

	No of Respondents	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below - Graduation	95	27.3895	6.96235	.71432	25.9712	28.8078	12.00	40.00
Graduation	182	30.5604	5.40352	.40054	29.7701	31.3508	13.00	40.00
Post - Graduation	264	29.5682	5.91472	.36403	28.8514	30.2850	11.00	39.00
Others	8	31.0000	2.32993	.82375	29.0521	32.9479	28.00	34.00
Total	549	29.5410	5.99975	.25606	29.0380	30.0440	11.00	40.00

Table no 5: One way Anova Analysis for Consumer Behaviour towards offline shopping for different education groups

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance
Between Groups	646.131	3	215.377	6.152	.000
Within Groups	19080.197	545	35.010		
Total	19726.328	548			

As per the given Anova table the F - statistic value is 6.152 which states that the null hypothesis is not acceptable thus it can be interpreted that there is significance difference among different education groups for consumer Behaviour towards offline shopping.

3. **H₀**: There is no significant difference of consumer buying behaviour among the consumer's profession in offline shopping.

Table no 6: Descriptive for Consumer Behaviour towards offline shopping for different profession groups

	No of Respondents	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Student	176	29.3068	5.76860	.43482	28.4486	30.1650	12.00	40.00
Service	142	29.2183	6.06129	.50865	28.2127	30.2239	12.00	39.00
Business	114	30.4737	5.18202	.48534	29.5121	31.4352	15.00	39.00
Professional	51	30.7255	6.11908	.85684	29.0045	32.4465	11.00	38.00
House wife	64	28.3281	7.47919	.93490	26.4599	30.1964	13.00	40.00
Other	2	28.5000	.70711	.50000	22.1469	34.8531	28.00	29.00
Total	549	29.5410	5.99975	.25606	29.0380	30.0440	11.00	40.00

Table no 7: One way Anova Analysis for Consumer Behaviour towards offline shopping for different profession groups

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance
Between Groups	291.476	5	58.295	1.629	.151
Within Groups	19434.852	543	35.792		
Total	19726.328	548			

As per the given Anova table the F – statistic value is 1.629 which states that the null hypothesis is acceptable thus it can be interpreted that there is no significance difference among different profession groups for consumer Behaviour towards offline shopping.

4. **H0:** There is no significant difference of consumer buying behaviour among the consumer's income in offline shopping.

Table no 8: Descriptive for Consumer Behaviour towards offline shopping for different income groups

	No of Respondents	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Nil	224	29.2857	6.11538	.40860	28.4805	30.0909	12.00	40.00
Less than 1,00,000	56	28.3214	5.34996	.71492	26.8887	29.7542	15.00	38.00
1,00,000 to 2,50,000	112	29.0000	6.77170	.63987	27.7321	30.2679	11.00	39.00
2,50,001 to 5,00,000	116	30.7931	5.22788	.48540	29.8316	31.7546	12.00	39.00
5,00,001 and above	41	30.5366	5.53668	.86468	28.7890	32.2842	15.00	39.00
Total	549	29.5410	5.99975	.25606	29.0380	30.0440	11.00	40.00

Table no 9: One way Anova Analysis for Consumer Behaviour towards offline shopping for different income groups

	Sum of Squares	Degree of Freedom	Mean Square	F	Significance
Between Groups	353.170	4	88.292	2.479	.043
Within Groups	19373.158	544	35.612		
Total	19726.328	548			

As per the given Anova table the F – statistic value is 2.479 which states that the null hypothesis is acceptable thus it can be interpreted that there is no significance difference among different income groups for consumer Behaviour towards offline shopping.

5. **H₀**: There is no significant difference of consumer buying behaviour among the gender in offline shopping.

Table no 10: Descriptive for Consumer Behaviour towards offline shopping for gender

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	325	29.7477	5.89866	.32720
Female	224	29.2411	6.14437	.41054

Table no 11: T - test Analysis for Consumer Behaviour towards offline shopping for gender

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.098	.755	.972	547	.331	.50662	.52104	-.51687	1.53011
Equal variances not assumed			.965	466.679	.335	.50662	.52498	-.52499	1.53823

As per the given T table the T - statistic value for equal variance assumed and equal variance not assumed are 0.972 and 0.965 which states that the null hypothesis is acceptable thus it can be interpreted that there is no significance difference among different gender groups for consumer Behaviour towards offline shopping.

Findings:

- With reference to gender in offline shopping there is no difference between male and female consumers in buying behaviour. It means both male and female consumer have dominant role in offline shopping.
- As per the criteria of age in offline shopping the age groups above 46 mostly prefer offline shopping compared to other age group.
- By applying qualification criteria it is found that in offline shopping the average trend of others i.e. professionals are found to be different than different qualification groups.
- As per the income criteria the income group from 2,50,000 and more are as per their income more effective consumers in offline shopping.
- The researcher of the study comes across a generalized conclusion that due to recent demonetization more emphasis is put on cashless economy as result of that online shopping is growing compared to offline shopping.

Suggestions:

- By providing more refined understanding of all these things, this research will make useful contribution not only to the small segment, but also to the overall ambit of marketing.
- The dimensions of consumer's perception, preferences, frequency of shopping, methods of shopping and various influencing factors in this research can help managers to formulate business strategies and plans in a superior manner.
- This research has also helped in analyzing reasons for going offline method for shopping.

Conclusion: This research is an evidence that in today's era of technology still people are preferring offline shopping. It also reveals that though people are preferring offline shopping without any hesitations, still slowly and gradually moving towards online shopping. The internet has become a major resource in modern business, thus online shopping will be the next boom in the field of shopping in near future.

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