

# Determinants of Consumer buying behaviour towards online and offline shopping

Priyabrata Roy, Research Scholar, ICFAI University, Tripura, India.

priyabrata.r@iutripura.edu.in

Dhananjay Datta, Associate Professor, ICFAI University, Tripura, India.

dhananjay.datta@iutripura.edu.in

**Abstract** - Researchers and marketers have been increasingly interested in the domain of consumer behaviour for both online and offline shopping. The study encompasses and combines diverse research studies on consumer behaviour in relation to online and offline shopping. It provides a comprehensive introduction to consumer behaviour as well as a variety of other behavioural related topics. The in-depth analysis of diverse research publications resulted in variables that influence consumer buying decisions. The study's goal is to figure out what elements influence consumer buying behaviour towards online and offline shopping. The study identified various elements that have an influence on consumer buying behaviour towards online and offline shopping. This study includes an overview of prior study findings in the offline and online domains, as well as an organizational structure and an agenda for future research. As a result, policymakers and managers will be better able to formulate policies and plans to account for consumer buying behaviour towards online and offline shopping. The findings will be extremely beneficial to academics who are attempting to understand consumer buying behaviour.

**Keywords** — *Consumer buying, Consumer buying behaviour, Offline shopping, Online shopping*

## I. INTRODUCTION

People used to go to the market or a retail store to buy goods and services (Tauber,1972). They go through several stages during the buying process (Engel et al., 1995). Consumer behaviour has changed as a result of changing lifestyles and the availability of contemporary technology. Consumers now utilise technology to help them with daily tasks such as getting, consuming and disposing of products and services ( Cho et al.,2006). Is it more common for people to buying online than offline (Bidhuri, 2020) ? To put it another way, when it comes to buying behaviour, do individuals prefer online shopping or offline shopping? From a retailer's and marketer's perspective, this is critical to comprehend (Kacen, Hess, & Chi, 2013). In today's marketing environment, raising some concerns and attempting to discover answers to them is critical for the survival and success of a marketing organisation. The term "consumer" refers to someone who buys products or services for personal use. Since ancient times, this form of shopping has existed all around the world. This paradigm is used for the majority of company operations. With the advancement of internet technology, new business options open up for merchants and marketers. During a shopping trip, marketers aim to present consumer with numerous channel shopping options. Online shopping is expected to become a significant part of the consumer's everyday routine. Buying and selling products and services through

the internet is referred to as online shopping. The number of people who shop online has increased significantly in recent years (Global Ecommerce market Ranking 2019). It encourages retailers to offer their goods and services on the internet in order to grow their market. Marketers create innovative promotional strategies for their goods and services. Consumer's has new opportunities with traditional shops as well. Some businesses provide both online and offline shopping options for their consumers. Individual buying preferences are influenced by a variety of elements. Various studies have been undertaken in the past to better understand consumer behaviour and to identify all of the aspects that influence it. Technology is fast evolving these days, and this has a big impact on people's buying choices (Cho et al.,2006). Multiple factors may be identified if previous empirical research were reviewed.

## II. RESEARCH METHODOLOGY

The study includes a review of empirical research on consumer buying behaviour towards online and offline shopping that has been published in reputable academic publications. The researchers looked through journal index databases to find relevant papers. Based on the titles and abstracts, it was determined which study to focus on. The keywords "consumer behaviour," "online shopping," "offline shopping," "consumer buying behaviour," were all use to find literature. The review will look at publications

published between 2000 and 2020. The literature from the previous two decades (2000-2020) was chosen to find changes in consumer behaviour as technology use increases. Current literature may be used to assess the influence of all recent technology, infrastructure and activities on the adoption of online shopping. A review of papers published during this time period is meant to provide an overview of recent empirical research. The study exclusively looks at research that looked at the elements that influence consumer buying behaviour in both online and offline mode as well as the amount of online shopping adoption in India.

### III. DISCUSSION

The current study looked at a variety of elements that influence consumer buying behaviour when it comes to online and offline shopping. The identified elements either stimulate or discourage consumers from buying online and offline. Possible explanations can be proposed based on the factors.

#### *Identified Variables*

According to a study, there is a considerable correlation between brand preferences and demographic factors (Venkateswarulu and Shaik,2020). Another study discovered that online shopping has a positive and significant link with risk aversion, website trust, and consumers' income (Datta,2020). A study attempted to investigate the theory of planned behaviour, consumer values, and online grocery shopping by putting consumer attitudes, societal norms, personal values, and readiness to buy groceries online to the test. They came to the conclusion that a consumer's prior purchasing experience is crucial in determining which shopping mode to choose. Personal values, on the other hand, have a favourable relationship with attitudes about online shopping (Hansen, 2008).

**Attitude:** Consumers' opinions regarding online grocery shopping are linked to personal values (Hansen,2008). A study found that consumers' attitudes on online grocery shopping are critical to their use of the service (Jasti & Syed,2019). Consumer attitudes are influenced by trust and perceived benefits (Al-Debei et al.,2015). Consumer attitude influence consumer behaviour (Kanade & Kulkarni, 2018). The main influencing factors for online shopping was identified as attitude (Jadhav & Khanna,2016). The survey's results revealed that their intent to re-purchase had significantly influence by consumers past experience (Lodorfos et al.,2006). Attitudes toward online shopping and intention to shop online are not only affected by ease of use, enjoyment and usefulness but also by exogenous factors like product characteristics, consumer traits, previous online shopping experiences, situational factors and trust in online shopping (Monsuwe´et al.,2004). Consumer views regarding internet

buying were shown to be strongly influenced by perceived benefits (Al-Debei et al.,2015). A study found that consumer purchasing channel choices are influenced by situational conditions. Attitudes about online purchasing and desire to shop online are influenced by a variety of variables (Huang & Oppewal,2006). Personal values are linked to attitudes regarding online food shopping, although this relationship is dependent on whether the consumer has previously made an online purchase or an online grocery purchase (Monsuwe´ et al.,2004). This relationship is also influenced by whether or not the consumer has made an online purchase before (Hansen,2008).

**Demographic variables:** There is a considerable difference between demographic characteristics and brand preferences (Shamshuddi et al.,2020). Female respondents are more interested to online shopping than male and more likely to purchase for apparel and accessories, whilst male are more likely to shop for technology things (Saluja et al.,2018). People aged 35 and up are less inclined to shop online due to a lack of technological awareness Sivanesan et al.,2017). There is no link between online purchasing and education but there is one between internet shopping and gender (Choudhury & Dey,2014). Gender was discovered to have a strong moderating influence on the consumer desire to shift from offline to online shopping (Handayani et al.,2020). The results demonstrate that offline-gendered behaviour has a substantial impact on females' hedonic shopping motivation and purchase intentions across all product categories (Davis et al.,2014). A research performed in Assam's Jorhat region to determine the elements that influence online shopping behaviour, and found that online shopping services had a positive and significant link with family income (Dutta,2020).

**Trust:** Online purchasing services have a favourable and significant association with people's confidence in websites and risk aversion attitude (Dutta,2020). According to the findings, the primary predictor of consumers sentiments regarding online shopping is trust (Al-Debei et al.,2015). The most important contributing characteristics for online shopping were found as trustworthiness (Jadhav & Khanna,2016). The reliability of manufacturers was the most influential factor during offline shopping (Gupta & Sharma,2018). The findings indicate that trust has a substantial impact on online buying decisions (Napitupulu & kartavianus,2014). Customers' experiences with an e-brand had a substantial impact on their perceptions about the value of trust (Lodorfos et al.,2006). Trust has a favourable and considerable impact on online shopping decisions (Irawan,2018). The quality of e-commerce determines trust, which influences consumers' opinions about e-commerce (Ha & Stoel,2009).

**Perceive risk:** The use of online buying services shows a favourable and substantial link with the respondents' risk aversion (Dutta,2020). The findings suggest that perceived

channel risk is one of the factors affecting customer intention to move from offline to online shopping in Indonesia. Perceived danger may be used to explain why people avoid purchasing online (Handayani et al.,2020). Risk perception has an impact on internet buying ( Forsythe & Shi,2003). Because of the perceived danger, people are hesitant to purchase online (Yousaf et al.,2012). The delivery price has an impact on risk perception (Wiryanan,2009). The researcher found aspects that impact consumer behaviour in the study, such as Perceived Risk (product risk, money, information, debit/credit card, non-delivery, improper delivery, and so on) ( Kanade & Kulkarni, 2018). A research was undertaken to learn about consumers' perceptions of online shopping and they discovered that privacy, the firm's reputation and precise product information are the most significant variables ( Shanthi & Kannaiah, 2015). Online businesses are deemed to have competitive disadvantages in terms of return exchange-refund policies ( Kacen et al.,2013).

**Convenience:** The elements of online buying convenience discovered by the study are: access, search, evaluation, transaction, and possession/post-purchase convenience ( Jiang et al.,2013). Online buying is influenced by factors such as convenience (Yousaf et al.,2012). Study revealed that people are hesitant to buy online due to perceived ease. The cost of delivery has an impact on perceived convenience (Wiryanan,2009). The biggest reason driving people to buy online is convenience (Baubonienė & Gulevičiūtė, 2015). Convenience was indicated as the most influencing factor for online shopping (Jadhav & Khanna,2016). Consumers' perceptions of the value of ease in the online world were greatly influenced by their interactions with an e-brand (Lodorfos et al.,2006). The findings revealed that convenience influences online shopping decisions in a favourable and substantial way ( Irawan,2018).

**Delivery:** The study reveal that the perceived difference in delivery time is a factor affecting consumer intention to transition from offline to online buying in Indonesia (Handayani et al.,2020). A high level of customer sensitivity to delivery times ( Bauerová,2018). One of the most important aspects of online shopping is delivery time ( Shanthi & Kannaiah, 2015). For three reasons, respondents are hesitant to shop online: perceived ease, perceived danger and perceived fun. The cost of delivery has an impact on one's perception of danger and satisfaction (Wiryanan,2009).

**Perceived Enjoyment:** According to a study, perceived enjoyment has an impact on internet purchase (Yousaf et al.,2012). For the sake of perceived enjoyment, respondents are hesitant to purchase online. Perceived pleasure is influenced by the delivery price (Wiryanan,2009). Consumer views regarding e-shopping are influenced by the quality of e-shopping, which impacts perceived

enjoyment ( Ha & Stoel,2009). It was shown that attitudes regarding online shopping and intention to shop online were influenced by perceived enjoyment ( Monsuwe´ et al.,2004).

**Price:** A lower price is the most important reason driving consumers to shop online (Baubonienė & Gulevičiūtė, 2015). They would prefer to shop online if the product's price was lower than the market price. Study revealed that online shopping is essential (Sivanesan et al.,2017). The most important aspect, according to another study, is price ( Shanthi & Kannaiah, 2015). Price was discovered to be the most influential factor in online shopping Online shopping and online product pricing have a strong correlation ((Jadhav & Khanna,2016; Choudhury & Dey,2014). People's desire to shop online is heavily influenced by price (Liao & Cheung,2001). Perceived cost has an impact on online shopping than offline shopping (Yousaf et al.,2012). Repurchase intent is positively connected to perceived cost ( Wu et al.,2014). According to the findings of a study, the perceived cost of switching from offline to online shopping impacts consumers intention(Handayani et al.,2020).

**Security:** The most important aspect was discovered to be the product's security factors ( Shanthi & Kannaiah, 2015). Consumers' perceptions of the significance of security were considerably influenced by their interactions with an e-brand (Lodorfos et al.,2006). Online shopping decisions are influenced negatively and insignificantly by security ( Irawan,2018). The initial inclination to shop online is heavily influenced by transaction security ( Liao & Cheung,2001).

**Ease of use :** The study revealed that characteristics such as ease of use impact consumer behaviour ( Kanade & Kulkarni, 2018). The simplicity of use was rated as the most important influencing factor for online shopping (Jadhav & Khanna,2016). The findings imply that perceived ease of paying has a major impact on online shopping decisions (Napitupulu & Kartavianus,2014). While apparent ease of use has little bearing on attitudes toward e-commerce ( Ha & Stoel,2009). The simplicity of use has an impact on people's attitudes on online shopping and their desire to shop online ( Monsuwe´ et al.,2004).

**Variety of Product Choice :** Product availability was regarded as the most influential element in online shopping (Jadhav & Khanna,2016). According to a survey, the majority of respondents prefer to shop online since it gives them access to a wider range of items (Saluja et al.,2018). Product diversity was regarded as the most influential element in online shopping (Jadhav & Khanna,2016). The availability of product variety was an extremely influential aspect during offline shopping (Gupta & Sharma,2018).

**Technology:** The study found that technological acceptance variables had a direct beneficial impact on e-loyalty and consumer e-satisfaction (Lin & Sun,2009). Another



research found that while new technology might improve the shopping experience, apps must be adapted to the specific needs of different consumer segments and product categories (Burke, 2002).

**Purchase Intention:** Because prior shopping experience relates personal values to attitudes regarding online grocery shopping, consumers' previous experience with online shopping plays a critical part in determining which mode to employ (Hansen, 2008). According to another study, consumers' perceptions of the relevance of ease and trust in the online environment were greatly influenced by their interactions with an e-brand (Lodorfos et al., 2006). Exogenous variables such as previous online shopping experience were found to influence attitudes about online shopping and intention to shop online (Monuwe' et al., 2004). In a research done by Grace T.R. Lin and Chia-Chi Sun (2009) to determine the elements that impact consumer happiness and loyalty in online shopping, they discovered that website service quality may directly influence consumer e-loyalty and e-satisfaction (Lin & Sun, 2009). According to the findings of a study, the quality of service has a favorable and substantial impact on online shopping decisions (Irawan, 2018). According to the findings of a study, the quality of information has a major impact on online shopping decisions (Napitupulu & kartavianus, 2014). A study conducted in Singapore to determine Singaporeans' initial readiness to shop on online discovered that IT Education has a substantial impact on initial desire to shop online (Liaoa & Cheungb, 2001). According to the findings of this study, consumers' perceived value and each cost component are positively associated to repurchase intention (Wu et al., 2014). The analysis discovered that guarantees are the most influential aspect (Shanthi & Kanniah, 2015). According to the findings of a study, the advantages of online purchasing have a major impact on online shopping decisions (Napitupulu & kartavianus, 2014). According to the report, online businesses have a greater assortment of brands (Kacen et al., 2013). During offline buying, the product's brand was an extremely influential aspect (Gupta & Sharma, 2018). According to Inderjeet Sethi's (2018) research, the perceived value of a brand influences a buyer's decision (Sethi, 2018).

#### IV. IMPLICATION

##### *Managerial implications*

The findings have important implications for organizations who provide or plan to provide online and offline shopping services. The first implication is that online modes should be simple to use, hedonistic, compatible with customers' values and lifestyles, and reliable. This may be done by enlisting the aid of influencers who can encourage other consumers to utilize the new technology (Siyal, Ding, Siyal, 2019). As a result, marketers and merchants must

focus on security-related infrastructure (Giovanis, Assimakopoulos, & Sarmaniotis, 2018).

##### *Policy implication*

The study's key policy recommendation is that the government invest a large amount of money on promoting digital literacy (Rastogi & E, 2018). The government should encourage governmental agencies and private-sector service providers to promote digital literacy, particularly in rural regions. Consumer must also be taught how to use digital services. To reduce the digital gap and digital illiteracy, a supportive environment is required. Even in remote locations, the institutional architecture should ensure that the internet is properly connected. The government should work to create a favorable environment that will boost internet access, encourage merchants to offer digital payment choices to their clients, and raise knowledge about their availability and usage (Sobti, 2017).

##### *Theoretical Contribution*

This study adds to the body of knowledge by presenting what is now known – and what isn't – regarding the link between variables and consumer buying behavior. The study fills in the gaps by pinpointing fundamental obstacles to consumer buying behavior in both online and offline shopping. It discusses some of the most important consequences in the field of study. The study of the major ideas that have been utilized as a foundation for investigations is also a contribution to the field's research.

#### V. RECOMMENDATION FOR FUTURE RESEARCH

Given the growing interest in the topic of consumer behavior, we are pleased to offer more avenues for future research, which represents a future investigation potential. Another key suggestion is to conduct in-depth empirical studies on the utilization of various strategies/approaches to understanding consumer buying behavior. Furthermore, as indicated in this article, no in-depth research on this topic have been discovered. Similarly, no study investigating user post-adoption behavior was found. Researchers should pay more attention to the elements that continue to affect even after the adoption of an online or offline mode. Finally, we emphasized that the existence of a retailer and service provider, as well as their influence on the consumer buying process, should be properly utilized in future studies. We invite researchers to look into how businesses and marketers give solutions to their offerings.

#### VI. CONCLUSION

Now an increasing number of businesses are investing in online infrastructure and consumers are more prepared to buy online. However, consumers' positive attitudes do not transfer into real use and most consumers are hesitant to online shopping. This study addresses the requirement for a

review study to investigate the current literature in order to determine a variety of factors. Based on specific factors, the current literature demonstrates that there are considerable disparities between consumer buying styles in online and offline shopping. Despite the fact that online shopping in India have grown rapidly and are expected to continue to rise, the majority of Indian consumers still prefer the so-called "offline" shopping experience of brick and mortar stores. This article examines several major issues of offline shopping research as well as new online shopping research in order to assist retailers and researchers in developing and coordinating effective online and offline strategies. This paper will serve as a spark for more study into consumer buying behavior. Further research should be conducted to examine the buying intentions of online and offline consumers, since this would assist merchants in better tailoring their marketing campaigns.

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