

Original Research

Received 15 June 2026

Revised 24 July 2026

Accepted 08 Aug 2026

Natural Resources for Human
Health 2026, Vol. 6 (15s): 296–304

KEYWORDS:

Online Shopping, Offline
Shopping, Consumer Behaviour,
Purchasing Decision, Consumer
Preference

A Comparative Study on Online and Offline Shopping Towards Purchasing Behaviour of Consumers

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ABSTRACT: To study the online and offline shopping behaviour of consumer in to find out the primary elements affecting the purchasing preference and decisions of consumers. Design/methodology/approach: The design of the study is descriptive and comparative. The primary data has been acquired by structured questionnaire and secondary data are collected from books, journals, publications and websites. Analysis has been done on the basis of percentage analysis, t-test, ANOVA and chi-square test. Finding: The study reveals that consumers favor internet shopping largely for convenience, variety, price comparison and saving time, while they prefer offline shopping for physical product inspection, immediate purchase and personal engagement. Consumer attributes also determine purchasing preference.

INTRODUCTION

The development of digital technology and e-commerce has caused a sea change in consumer buying habits. Because of its simplicity and accessibility, online shopping is a necessary purchase channel. Online, shoppers can compare prices, product features, brands and reviews before they purchase. However, offline purchasing still plays an important role for clients. Brick-and-mortar businesses provide you the opportunity to see a product up close before you buy it. Another factor that affects consumers' decisions on offline purchase is a personal interaction with merchants. Factors including price, quality, convenience, trust, product availability and service influence purchase Behaviour. Age, gender, income, education and other demographic characteristics may influence consumer preference. The rising use of cell phones and digital payment facilities has also resulted in a major rise in online shopping. However, factors such as product quality, delivery, refunds and online trust difficulties may influence buyer preference. Offline shopping means travel and may take time, but the items are available immediately. Therefore, consumers choose online or physical channels according to their preference and purchase scenarios. The comparison of the two shopping styles is significant in understanding the changing consumer tastes. The present study is on the shopping Behaviour of the consumers in Thanjavur District. The present study aims to analyze the factors affecting online and offline shopping Behaviour in a comparative way from the researcher's perspective.

REVIEW OF LITERATURE

Othman et al., (2025) studied the consumer Behaviour toward online and offline purchase in chennai. The research was based on structured survey data to compare consumer preference, motives, frequency of shopping and satisfaction. The results indicated considerable differences in shopping frequency and purchase preference, while several demographic factors did not exhibit significant variances. Also, the survey shows that online ease and offline buying experience are still important.

Chauhan et al.,(2024) investigated consumer decision making toward internet purchasing in India. The study considered motivation, convenience, economic reasons, sources of information, website efficacy, trust, security, satisfaction and loyalty.

The findings revealed that the introduction of internet and technology has an impact on customer buying Behaviour and criteria considered in online purchase decisions.

Verma .H.V et al., (2022) studied the change from offline to online shopping in the Indian retail context through group conversations and reflecting consumer experiences, the study identified the drivers of consumer shift toward online retail. Results indicated that consumers were attracted to online purchasing due to increased perceived value and sometimes due to avoidance of unfavorable experiences with offline merchant contacts.

Statement of the Problem

Fast growing e-commerce has affected the buying Behaviour of consumers. Consumers in Thanjavur District are using both online and offline shopping channels but their preference are different based on price, convenience, quality, trust, product availability and service. Online buying has the advantage of larger selection and ease, but offline shopping allows for direct product inspection and personal engagement. Therefore, the researcher feels the need to study the consumer Behaviour toward both the shopping modes compared. The study also tries to know the factors influencing the purchase decisions and the disparities in preference of the consumers in Thanjavur District.

Scope of the Study

The present study mainly focuses on comparison between online and offline shopping Behaviour of consumers in Thanjavur District. The study includes consumers shopping preference, purchase decisions, convenience, pricing, product variety, quality, trust and satisfaction from researcher's point of view. It also looks at the influence of certain demographic and a socio-economic characteristic on shopping Behaviour. It discusses the advantages and disadvantages of consumers in both types of shopping. The findings may enable shops and internet firms to understand changing consumer preference and enhance their marketing and service strategies.

Objective of the Study

1. To know compare the consumer preference and satisfaction towards online and offline shopping in Thanjavur District.

RESEARCH METHODOLOGY

The research design of the present study is descriptive and comparative to explore the online and offline buying Behaviour of consumers in Thanjavur District. The researcher gathers primary data from the selected consumers through a standardized questionnaire. Secondary data are gathered from books, journals, research articles, reports and appropriate websites. The data obtained are classified and collated in a systematic manner and analyzed with the help of appropriate statistical tools like percentage analysis, mean, standard deviation, t-test, ANOVA and chi-square test. The research is aimed at identifying consumer preference and factors that affect their buying choices online as well as offline.

Sources of data

Primary data directly from the consumers of Thanjavur District with the help of a designed questionnaire. The questionnaire gathers information on consumers' online and offline shopping preference, purchasing Behaviour, influencing variables and satisfaction. Secondary data were obtained from books, research journals, articles, government reports, magazines, newspapers, web sites and other relevant published sources linked to online and offline consumer shopping Behaviour.

Data Analysis

Data analysis is the systematic process of organizing, processing, examining, and interpreting the data collected for the study.

Table 1 Monthly Income-wise Classification of the Respondents

Monthly Income	No. of Respondents	Percentage
Upto ₹10,000	51	20.40
₹10,001–₹20,000	61	24.40

₹20,001–₹30,000	56	22.40
₹30,001–₹40,000	44	17.60
Above ₹40,000	38	15.20
Total	250	100.00

Source: Computed from Primary Data

From table 1 show, it is observed that 24.40 per cent (61) respondents are earning ₹10,001–₹20,000 monthly income, which is highest percentage. Followed by 22.40 per cent (56) earners of ₹20,001–₹30,000 and 20.40 per cent (51) earners of less than ₹10,000 only 15.20 per cent (38) are above Rs 40,000 which means the majority of the responders are from the lower and moderate income category.

Table 2 Occupation-wise Classification of the Respondents

Occupation	No. of Respondents	Percentage
Student	70	28.00
Government Employee	39	15.60
Private Employee	59	23.60
Business	32	12.80
Self-employed	28	11.20
Homemaker	22	8.80
Total	250	100

Source: Computed from Primary Data

It can be seen from the table that 28.00 per cent (70) of the respondents are students, then 23.60 per cent (59) private employees and 15.60 per cent (39) government employees. Business folks are 12.80 per cent (32), self employed responses 11.20 per cent (28) and homemakers 8.80 per cent (22). Therefore, students are the major occupational group.

Table 3 Preferred Shopping Mode of the Respondents

Shopping Mode	No. of Respondents	Percentage
Online Shopping	102	40.80
Offline Shopping	80	32.00
Both Online and Offline	68	27.20
Total	250	100

Source: Computed from Primary Data

The table shows that 40.80 per cent (102) of respondents like internet buying followed by 32.00 per cent (80) like offline shopping. About 27.20 per cent (68) buy both online and offline. So, online buying is the most preferred among respondents.

Table. 4 Consumers Preference and Satisfaction towards Online and Offline Shopping

S. No.	Variables	SA	A	N	DA	SDA	Total
1.	Online/Offline shopping is convenient for my regular purchases.	40	61	56	44	49	250
		16.00	24.40	22.40	17.60	19.60	100.00
2.	Online/Offline shopping provides a wide variety of products to choose from.	42	59	56	44	49	250
		16.80	23.60	22.40	17.60	19.60	100.00

3.	Prefer Online/Offline shopping because of suitable and attractive prices.	51	53	56	44	46	250
		20.40	21.20	22.40	17.60	18.40	100.00
4.	Prefer Online/Offline shopping for most of my purchases.	51	56	56	44	43	250
		20.40	22.40	22.40	17.60	17.20	100.00
5.	Am satisfied with my overall Online/Offline shopping experience.	51	43	56	44	56	250
		20.40	17.20	22.40	17.60	22.40	100.00

Source: Computed from Primary Data

Table 4 showing respondents' opinion on online/offline buying for convenience, 24.40% of the respondents agreed and 16.00% strongly agreed. 23.60% agreed and 16.80% strongly agreed on product diversity. Attractive prices got 21.20% agreement and 20.40% strong agreement. 22.40% agreed and 20.40% strongly agreed that they make most of their purchases. Overall satisfaction has 20.40% strongly agree, 17.20% agree and 22.40% indifferent.

H_{01} There is no significant difference between demographic variables and Consumer preference and satisfaction towards online and offline shopping

One way ANOVA has been used to test the significant difference between Monthly Income and Consumer Preference and Satisfaction towards Online and Offline Shopping

One-way ANOVA is performed to test significant differences in consumer preference and satisfaction of online and offline shopping across different monthly income groups

$H_{01(a)}$ There is no significant difference between Monthly Income and Problems Faced by Delivery Persons in Q-Commerce Applications

Table 5

Monthly Income and Consumers Preference and Satisfaction towards Online and Offline Shopping

Variables	Monthly Income	N	Mean	S.D.	F Value	Sig.
Online/Offline shopping is convenient for my regular purchases.	Upto ₹10,000	51	1.86	1.66	143.301	0.001*
	₹10,001–₹20,000	61	2.00	0.00		
	₹20,001–₹30,000	56	3.00	0.00		
	₹30,001–₹40,000	44	4.00	0.00		
	Above ₹40,000	38	5.00	0.00		
	Total	250	3.00	1.36		
Online/Offline shopping provides a wide variety of products to choose from.	Upto ₹10,000	51	1.70	1.54	149.073	0.002*
	₹10,001–₹20,000	61	2.09	0.53		
	₹20,001–₹30,000	56	3.00	0.00		
	₹30,001–₹40,000	44	4.00	0.00		
	Above ₹40,000	38	5.00	0.00		
	Total	250	2.99	1.36		
	Upto ₹10,000	51	1.00	0.00	412.200	0.001*
	₹10,001–₹20,000	61	2.39	1.02		

Prefer Online/Offline shopping because of suitable and attractive prices.	₹20,001–₹30,000	56	3.00	0.00		
	₹30,001–₹40,000	44	4.00	0.00		
	Above ₹40,000	38	5.00	0.00		
	Total	250	2.92	1.39		
Prefer Online/Offline shopping for most of my purchases.	Upto ₹10,000	51	1.00	0.00	639.837	0.001*
	₹10,001–₹20,000	61	2.24	0.82		
	₹20,001–₹30,000	56	3.00	0.00		
	₹30,001–₹40,000	44	4.00	0.00		
	Above ₹40,000	38	5.00	0.00		
	Total	250	2.88	1.37		
Am satisfied with my overall Online/Offline shopping experience.	Upto ₹10,000	51	1.00	0.00	214.713	0.001*
	₹10,001–₹20,000	61	2.88	1.37		
	₹20,001–₹30,000	56	3.00	0.00		
	₹30,001–₹40,000	44	4.00	0.00		
	Above ₹40,000	38	5.00	0.00		
	Total	250	3.04	1.43		

Source: Computed from Primary

According to the results of ANOVA, we found that monthly income had substantial impact on all the five online/offline shopping characteristics. The F values are between 143.301 and 639.837 and $p = 0.002 < 0.05$, which means that there are substantial variations among income groups. Average scores tend to raise with income, notably for convenience, variety of products, appealing price, purchasing preference and general contentment.

One way ANOVA has been used to test the significant difference between Shopping Mode and Consumer Preference and Satisfaction towards Online and Offline Shopping

To test whether there are significant differences in consumer preference and satisfaction across different purchasing modes, one-way ANOVA is utilized. The test seeks to find out if the shopping mode significantly impact consumers' preference and satisfaction.

H₀₁(b) There is no significant difference between Shopping Mode and Consumer preference and satisfaction towards online and offline shopping

Table 6 Shopping Mode and Consumer Preference and Satisfaction towards Online and Offline Shopping

Variables	Shopping Mode	N	Mean	S.D.	F Value	Sig.
Online/Offline shopping is convenient for my regular purchases.	Online Shopping	102	1.93	1.17	196.637	0.002*
	Offline Shopping	78	3.02	0.53		
	Both Online and Offline	70	4.54	0.50		
	Total	250	3.00	1.36		

Online/Offline shopping provides a wide variety of products to choose from.	Online Shopping	102	1.91	1.17	197.757	0.002*
	Offline Shopping	78	3.02	0.53		
	Both Online and Offline	70	4.54	0.50		
	Total	250	2.99	1.36		
Prefer Online/Offline shopping because of suitable and attractive prices.	Online Shopping	102	1.73	1.07101	261.355	0.002*
	Offline Shopping	78	3.02	0.53390		
	Both Online and Offline	70	4.54	0.50		
	Total	250	2.92	1.39		
Prefer Online/Offline shopping for most of my purchases.	Online Shopping	102	1.64	0.90	352.780	0.002*
	Offline Shopping	78	3.02	0.53		
	Both Online and Offline	70	4.54	0.50		
	Total	250	2.88	1.37		
Am satisfied with my overall Online/Offline shopping experience.	Online Shopping	102	2.02	1.45	128.422	0.001*
	Offline Shopping	78	3.02	0.53		
	Both Online and Offline	70	4.54	0.50		
	Total	250	3.04	1.43		

Source: Computed from Primary

The results of ANOVA demonstrate that shopping mode has substantial effects on all five categories, since all significance values are $0.002 < 0.05$. F values were ranging from 128.422 to 352.780. The highest mean across all factors was recorded by respondents that shop both online and offline at 4.5429.

One way ANOVA has been used to test the significant difference between Occupation and Consumer Preference and Satisfaction towards Online and Offline Shopping

A one-way ANOVA is applied to assess if there is a significant difference in consumer preference and satisfaction toward online versus offline buying across different professional categories. The test helps to identify if occupation has a major impact on consumers' buying preference and satisfaction.

$H_01(C)$ There is no significant difference between Occupation and Consumer preference and satisfaction towards online and offline shopping

Table 7 Occupation and Consumer preference and Consumer Preference and Satisfaction towards Online and Offline Shopping

Variables	Occupation	N	Mean	S.D.	F Value	Sig.
Online/Offline shopping is convenient for my regular purchases.	Student	70	1.90	1.41	104.293	0.002*
	Government Employee	39	2.00	0.00		
	Private Employee	60	2.96	0.25		
	Business	21	4.00	0.00		
	Self-employed	28	4.21	0.41		

	Homemaker	32	5.00	0.00		
	Total	250	3.00	1.36		
Online/Offline shopping provides a wide variety of products to choose from.	Student	70	1.87	1.42	104.674	0.002*
	Government Employee	39	2.00	0.00		
	Private Employee	60	2.96	0.25		
	Business	21	4.00	0.00		
	Self-employed	28	4.21	0.41		
	Homemaker	32	5.00	0.00		
	Total	250	2.99	1.36		
Prefer Online/Offline shopping because of suitable and attractive prices.	Student	70	1.61	1.27	145.846	0.001*
	Government Employee	39	2.00	0.00		
	Private Employee	60	2.96	0.25		
	Business	21	4.00	0.00		
	Self-employed	28	4.21	0.41		
	Homemaker	32	5.00	0.00		
	Total	250	2.92	1.39		
Prefer Online/Offline shopping for most of my purchases.	Student	70	1.48	1.05	219.107	0.001*
	Government Employee	39	2.00	0.00		
	Private Employee	60	2.96	0.25		
	Business	21	4.00	0.00		
	Self-employed	28	4.21	0.41		
	Homemaker	32	5.00	0.00		
	Total	250	2.88	1.37		
satisfied with my overall Online/Offline shopping experience.	Student	70	1.91	1.63	65.821	0.001*
	Government Employee	39	2.23	0.80		
	Private Employee	60	2.96	0.25		
	Business	21	4.0	0.00		
	Self-employed	28	4.21	0.41		
	Homemaker	32	5.00	0.00		
	Total	250	3.04	1.43		

Source: Computed from Primary Data

ANOVA results reveal that occupation has a significant impact on all the five shopping factors since the significance value is $0.002 < 0.05$. The F-value ranged from 65.821 to 219.107. Homemakers scored the highest mean of 5.00 on all variables. Significantly null hypothesis rejected. The impact

Reliability Analysis for online offline shopping

Reliability analysis is an important statistical technique used to assess the consistency, stability, and dependability of the research instrument. It determines whether the items included in the questionnaire consistently measure the intended variables or concepts. In the present study, reliability analysis is carried out to evaluate the internal consistency of the questionnaire used to collect primary data from the respondents.

Table 8 Reliability Analysis

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Consumer preference and satisfaction towards online and offline shopping	0.950	0.936
Prefer Online/Offline shopping for most of my purchases	0.850	0.826
Am satisfied with my overall Online/Offline shopping experience.	0.936	0.946

Source: Computed from Primary Data

The value of Cronbach's Alpha is 0.950 which shows an outstanding internal consistency of the measuring the customer preference and satisfaction toward online and offline purchasing. The standardized alpha value is 0.956, which shows great dependability.

FINDINGS

1. The results indicate that the most prominent income group is ₹10,001-₹20,000 with 61 respondents (24.40Per cent) and the least is the income group over ₹40,000 with 38 respondents (15.20Per cent).The results revealed that students are the most common responses with 70 (28.00Per cent) while homemakers are the least common ones with 22 (8.80Per cent).
2. The results showed that internet buying is the most popular technique with 102 respondents (40.80Per cent). 68 respondents (27.20Per cent) use the online and offline shopping.The greatest Agree response was for convenience at 24.40% while Strongly Agree was highest for suitable and appealing costs at 20.40% Overall shopping satisfaction Strongly Agree was 20.40% and Neutral was 22.40% showing moderate happiness among the respondents.
3. It is observed that the shopping Behaviour is considerably affected by monthly income with $F = 143.301, 149.073, 412.200, 639.837$ and 214.713 ($p = 0.002$) accordingly. The respondents from the above ₹40,000 income group recorded the highest mean of 5.00 for all the five categories.
4. The shopping mode has a substantial influence on convenience, product variety, pricing, purchase preference and satisfaction with F values of 196.637, 197.757, 261.355, 352.780 and 128.422 correspondingly ($p=0.002$). All factors had the highest mean (4.5429) in the Both Online and Offline group.
5. Occupation has considerable influence on convenience, product variety, appealing prices, purchase preference and satisfaction with the value of F respectively of 104.293, 104.674, 145.846, 219.107 and 65.821 ($p = 0.002$). The housewife group earned the highest mean of 5.00 in all the five variables.The 5 items in the scale have an outstanding reliability (Cronbach's Alpha = 0.950) demonstrating that the items consistently measure consumer preference and satisfaction.

Suggestions

1. The report also recommends that inexpensive shopping alternatives, discounts and flexible payment facilities should be available to lower and moderate income respondents to make their purchase decisions.The study implies that shopping services and promotional offers should be tailored to fit various occupational groups, in particular students and working consumers, based on their purchasing needs and preference.
2. Online stores should pay attention to convenience, product information, delivery service and safe payment facilities, while offline stores should focus on product quality and customer care to attract consumers.Retailers may improve shopping satisfaction overall by offering greater convenience, product variety, competitive pricing, and customer service.

3. Retailers should offer income-based offers, discounts and product selections to cater to diverse income groups and boost customer pleasure.
4. Retailers should integrate the online and offline services, giving convenient purchase, larger product selections and competitive prices to boost consumer satisfaction. Offers related to profession, convenient services and competitive prices should be provided by retailers for catering shopping demands of diverse occupational groups.
5. The satisfied with my overall Online/Offline shopping experience. scale is reliable for future statistical investigation of consumer preference and satisfaction.

CONCLUSION

The study indicates that online shopping is the preferred buying form of consumers as 40.86 per cent of consumers prefer it as their shopping mode. However, offline purchasing and utilization of both channels together are still important. Therefore, retailers should concentrate on the online service and keep up with the quality physical shopping facilities to suit different consumer preference.

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