

A COMPARATIVE STUDY ON CONSUMER'S BEHAVIOR AND ITS SATISFACTION TOWARDS ONLINE VERSUS OFFLINE RETAIL

R Rakshana Raj¹

¹II Sem MCom FA, Department of Commerce (PG), Kristu Jayanti College Autonomous, India.

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ABSTRACT

This research presents a comparative study on consumer's behavior and their satisfaction towards online versus offline retail. The research is based on the survey conducted among various consumers who have experienced both e-commerce transactions and in offline outlets. The study mainly aims at identifying the factors which influences the consumer's satisfaction in both shopping modes and determines which mode of shopping is satisfying the consumers more.

Consumer behavior's and their satisfactions in e-shopping and in-store retail have significantly developed in recent years due to technological advancement and changing shopping habits. Online purchasing offer convenience, a wide range of products, and personalized shopping experience, making it a preferred choice for many consumers. In contrast, offline purchase provides direct product interaction, instant shopping, and personalized consumers services, which still be attractive to a significant part of customers. This research will attempt to contrast consumer preferences, level of satisfactions, and shopping behaviors in both store modes.

The growth of e-commerce has changed the way customers shop, as most of the people opt for –shopping due to ease of access, discounts, and home deliveries. Even though Digital modes of payment and AI-based recommendation adds to the convenience and satisfaction of shoppers issues like late deliveries, product mismatching, and physical touch deter online shopping. Most consumers are still willing towards visiting stores and touching, seeing, and trying out products before buying them.

In-store retails still enjoy popularity with its physical shopping experience, ready availability of products, and personal services. Supermarkets, clothing stores etc. offers personal service, which induce consumer's confidence and satisfaction. Nonetheless, problems like long waiting times, non-availability of products, and inflated prices tend to make offline purchases less desirable against online options. Retailers now incorporate digital solutions, including in-store apps and self-checkout facilities, to enhance efficiency and customer satisfaction.

Keywords: online retail, offline retail, consumer behavior, customer satisfaction, shopping preference, technological advancement, customer services, retail efficiency.

1. INTRODUCTION

In recent years, the growth of e-commerce has transformed the way in which individuals shop where large number of consumers are switching to internet purchasing due to simplicity, convenience and easy to use. However, the offline outlets are still remaining popular and many consumers still prefer to shop in person. Internet is changing the manner customers shop and get product and services, and has quickly evolved. Although online shopping offers convenience, and price competitiveness, offline retail continues to pull people towards it due to its sensory product experience and human touch. Customers nowadays take decisions while purchasing the products based on convenience, trust, and shopping experiences, generating increasing debate over what retail channel delivers more satisfactions. This study seeks to compare both online and offline consumer's behaviors and satisfactions.

E-shopping has become a preferred choice for consumers because it is convenient, time-efficient, and comes with regular discounts. Shopping websites and e-commerce platforms carries an adequate number of products that customers can scan, compare, and shop from home without actually visiting any of the shops. And because of these advanced technologies that facilitate AI-recommended products, online payments, and same-day deliveries, consumers satisfaction increases as well. Nonetheless, certain issues like slower deliveries, size and product differences, and human contact are what gives some people a reason not to fully embrace shopping online.

Conversely, offline retail has also the benefit of touching and trying products firsthand, which enables consumers to examine and test products before they make a purchase. In-store shopping also has benefits of instant availability of products and face-to-face customer service, which raise trust and satisfaction levels among consumers. But there are limitations such as long lines, stock availability, and increased operating costs that sometimes anger customers and drive them towards e-shopping.

Consumer behavior is determined by a variety of factors such as age, income, lifestyle, and technological literacy. Online shopping is liked by younger consumers due to its convenience, whereas older generations use offline stores for greater

guarantee of product quality. The nature of the products being bought also contributes to this, as customers would like to prefer offline stores for groceries and electronic items but may use online platforms for fashionable products and gadgets.

This research will tell us the most significant determinants of consumer's satisfaction in online and offline retail. If business organizations are aware of such preferences, they can formulate strategies to improve customer's experience in both shopping channels. The research will contribute to making retailer services better and build a balanced shopping environment.

2. OBJECTIVES OF THE STUDY

- The objectives of this study are to:
 - To determine the most significant factors that drive consumer behaviour towards online and offline shopping.
- To analyse the influence of these variables on consumer satisfaction in both shopping channels
- To contrast and compare the online and offline shopping experience of the consumer.

3. REVIEW OF LITERATURE

The review of literature discusses different aspects of consumer satisfaction and behaviours in online and offline retail, reflecting the changing trends and tastes of consumers over the past years. With growing technology, shopping behaviours among consumers has changed, with most of them incorporating digital means into their shopping process. This change has impacted both offline and online shopping experiences, which have moulded customer expectations and their levels of satisfaction.

Akhila Kollasseril Sam et al. (2023) has highlighted the benefits of online buying, noting convenience and product selection as drivers that lead to enhance customer satisfaction rates. Ease of access, sales, and e-payment methods have been noted in their research to be significant in driving consumer decisions. affect customer satisfaction in both segments. Conversely, SFGate (2025) examines offline satisfaction in retail through analysis, stating that Sam's Club outranked Costco by introducing technology in-store such as Scan & Go. The research concludes that technology enhancement within physical stores enhances efficiency and customer experience, reducing the gap between digital and in-store shopping.

Food & Wine (2025) ranks best offline grocery stores by customer satisfaction, and it finds that Trader Joe's and Publix are the leaders because of their customer service, product quality, and overall shopping experience. It highlights the ongoing significance of in-store shopping in the wake of e-commerce expansion. The study emphasizes improved management of inventories and allocation of staff. Together, these studies give insights into how shopping behaviours among consumers are changing, what are the advantages and disadvantages of online and offline retailing, and what factors.

STATEMENT OF PROBLEM:

Today's people have various purchasing options, both online and offline, but the customers satisfaction levels and preferences differs depending on convenience, price, and service quality. Businesses can enhance customer's experience and address changing expectations by understanding these differences. This study investigates the most important challenges and drivers of consumer's behaviour and satisfactions across both retail channels.

SCOPE OF STUDY:

The research focuses on consumer satisfaction and behaviour in online and offline shopping. It investigates aspects such as convenience, product range, price, and customer service in both modes of shopping. The research also reveals major reasons for consumer choice and buying behaviours. It evaluates the role of technological progress and store experience in shaping their satisfaction levels. This study seeks to offer information for businesses to enhance their services and satisfy their customers. These findings can benefit peoples, policymakers, and retailers in comprehending changing shopping behaviours.

4. RESEARCH METHODOLOGY

Sample Size - This article has 200 valid filled responses.

SAMPLING AREA - Bangalore

The research was carried out with the help of primary as well as secondary data.

- PRIMARY DATA - Structured questionnaires
- SECONDARY DATA - From various websites, journals

5. DATA ANALYSIS AND INTERPRETATION

Table1: In the Survey Conducted by me and my team mates there are total 200 Respondents.

Particulars	No of Respondents	Percentage
Below 20 Year	38	17.5%
20 to 35 Year	86	43.02%
35 to 45 Year	56	28.1%
Above 45 Year	23	11.3%

Q1 How often do you shop online?

Table 2: frequently do you make online purchases

Particular	No of Respondents	Percentage
Daily	12	6%
Weekly	46	23%
Monthly	55	27.5%
Occasionally	87	43.5%

Data interpretation

The table shows the frequency of online shopping among the respondents. The majority of respondents (43.5%) shop online occasionally. A significant portion also shops online weekly (23.0%) and monthly (27.5%). Only a small percentage (6.0%) shops online daily.

Q2. Which of the following factors influence your online shopping decisions?

Table:3 factors influence your decision to make a purchase online.

Particular	No of Respondents	Percentage
Product variety	21	10.5%
Price	61	30.5%
Convenience	36	18%
Product information	29	14.5%
Online reviews and ratings	53	26.5%

Data Interpretation

The table shows the factors influencing online shopping decisions among the respondents. **Price** is the most important factor for a significant portion (30.5%) of respondents, followed by **Online reviews and ratings** (26.5%). Other important considerations include **product variety** (10.5%) and **convenience** (18%). **Product information** is a factor for 14.5% of respondents.

Q3. How often do you shop at physical stores?

Table4: frequently do you make physical store purchases.

Particular	No of Respondents	Percentage
Daily	34	17%
Weekly	49	24.5%
Monthly	52	26%
Occasionally	65	32.5%

Data interpretation

The table shows the frequency of shopping at physical stores among the respondents. A significant portion of respondent's shop at physical stores 41.5% of the time (16.25% occasionally, 13% monthly, and 12.25% weekly).

Q4 Which of the following factors influence your offline shopping decisions?

Table:5 factors influence your decision to make a purchase offline.

Particular	No of Respondents	Percentage
Product availability	48	24%
Price	50	25%
Store atmosphere	28	14%
Salesperson assistance	20	10%
Product quality	54	27%

Data Interpretation

The primary factor influencing offline shopping decisions is product quality, as indicated by 27% of respondents. Price is the second most influential factor, affecting 25% of the respondents. Product availability also plays a significant role, influencing 24% of respondents. Store atmosphere and salesperson assistance are less influential, impacting 14% and 10% of respondents, respectively. This suggests that consumers prioritize the quality and price of products over the shopping environment and assistance from sales staff when making offline purchases.

Q5How satisfied are you with your overall online shopping experience?

Table:6 Overall satisfactions from online shopping.

Particular	No of Respondents	Percentage
Very satisfied	62	31%
Satisfied	52	26%
Neutral	58	29%
Dissatisfied	28	14%

Data Interpretation

The above table indicate that a majority of respondents (57%) have a positive view of their online shopping experiences, while 29% are neutral and a minority (14%) are dissatisfied.

Q6. How satisfied are you with your overall offline shopping experience?

Table:7 Overall satisfactions from offline shopping.

Particular	No of Respondents	Percentage
Very satisfied	45	22.5%
Satisfied	68	34%
Neutral	56	28%
Dissatisfied	31	15.5%

Data Interpretation

The above table state that the majority of respondents (56.5%) are satisfied or very satisfied with their offline shopping, suggesting that offline shopping generally meets consumer expectations. However, a notable portion (28%) remains neutral, and 15.5% are dissatisfied

Q7. Which shopping channel do you find more convenient?

Table:8 Which shopping channel is continent for you.

Particular	No of Respondents	Percentage
Online	81	40.5%
Offline	57	28.5%
Both equally	62	31%

Data Interpretation

The majority of respondents (40.5%) consider online shopping the most convenient option, indicating a strong

preference for the flexibility and accessibility it offers. A smaller yet significant portion (28.5%) still values the tangible and immediate experience of offline shopping. Additionally, 31% of respondents see both channels as equally convenient, suggesting that these consumers appreciate the benefits of both online and offline shopping.

Q8. Which shopping channel offers better prices, in your opinion?

Table:9 Which shopping channel do you believe generally offers more competitive prices.

Particular	No of Respondents	Percentage
Online	77	38.5%
Offline	69	34.5%
Both equally	54	27%

Data Interpretation

The above table state that Most respondents (38.5%) believe **online shopping** offers better prices, followed by those who think both channels are similar (27%). Offline shopping was chosen by 34.5% of respondents.

Q9. In which shopping channel do you feel more confident about product quality?

Table:10 On which shopping channel do you feel more confident about product quality.

Particular	No of Respondents	Percentage
Online	57	28.5%
Offline	78	39%
Both equally	65	32.5%

Data Interpretation

The above table state that people feel good or comfortable about their physical appearance The majority of respondents (39%) have more confidence in product quality when shopping **offline**. A significant portion (32.5%) believe that both online and offline channels offer similar product quality, while 28.5% trust online channels more.

Q10. Which shopping channel do you prefer for major purchases (e.g., electronics, appliances)?

Table:11 For major purchases such as electronics or appliances, which shopping channel do you prefer?

Particular	No of Respondents	Percentage
Online	81	40.5%
Offline	63	31.5%
Both equally	56	28%

Data Interpretation

For major purchases like electronics and appliances, **online shopping** is preferred by most respondents (40.5%), followed by those who prefer both channels equally (28%). Offline shopping is the choice of 31.5% of respondents.

6. FINDINGS

- Many of the consumers prefer online shopping due to convenience, price discounts, and a wide range of products.
- Despite online growth, many of the customers still enjoy offline shopping for the in-store experience, product quality checks, and instant purchases.
- Customers often compare prices online before buying, even if they shop in physical stores.
- Online platforms attract more customers with frequent price discounts, while offline stores rely on personal service and trust.
- Online customers value convenience and variety, while offline shoppers prioritize customer services and product quality.
- Issues like delayed delivery and product mismatches affect consumer satisfactions.
- Long queues, limited stock, and higher prices sometimes reduce customer satisfaction in physical stores.
- Digital payment options and shopping apps improve both online as well as offline shopping experiences.
- Online reviews influence buying decisions of customers, whereas offline purchases are driven by in-store recommendations and personal experiences.

- A mixture of online and offline shopping (Omni channel retailing) is likely to grow as consumers seek the best of both worlds.

7. CONCLUSION

- This research tells that both online and offline shopping have advantages and disadvantages. e-shopping is in trend because it is convenient for customers, there are much options available, and better price discounts. Offline outlets provides an opportunity for customers to look at and test products before purchasing and provides a more personalized shopping experience.
- Online shopping is convenient for many consumers, but some others prefer offline shopping for immediate purchase and customer support. however, both have certain disadvantages—online shopping is associated with delays in delivery and has issues with the product quality, and offline shopping can be labour-intensive and costlier at times.
- To enhance customer satisfaction, businesses need to emphasize the blending of both shopping experiences. Combining both online convenience and offline trust can assist retailers in addressing the needs of every kind of consumer.
- The success of retailing in the future will be based on how businesses can strike a balance between e-commerce and in-store services in order to deliver the ideal shopping experience to the consumer.

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