

A Comparative Study on Consumer Behaviour Between Online and Offline Grocery Shopping

Dr. J.Aarthy, Shreeyesh V.V

Assistant Professor, Department of B. Com CMA, Sri Ramakrishna College of Arts & Science, Coimbatore
aarthy@srcas.ac.in

Student, III B. Com CMA, Sri Ramakrishna College of Arts & Science

Abstract:

This document gives formatting instructions for authors preparing papers for publication in the Proceedings of a This study examines consumer behaviour in online and offline grocery shopping and compares the factors influencing consumer preferences between the two modes. The grocery retail sector has undergone significant transformation due to technological advancements, digital platforms, and changing consumer lifestyles. Online grocery shopping offers convenience, wider product variety, and time-saving benefits, whereas offline grocery shopping provides product inspection, immediate purchase satisfaction, and social interaction.

The study aims to analyse consumer perceptions, trust levels, satisfaction, and challenges associated with online and offline grocery shopping. Primary data was collected through a structured questionnaire from 50 respondents using convenience sampling. Statistical tools such as Percentage Analysis, Chi-square Test, and ANOVA were used to analyse the data.

The findings reveal that convenience, product variety, and promotional offers strongly influence online grocery shopping behaviour, while product inspection and immediate availability remain major advantages of offline shopping. The study highlights the growing importance of hybrid shopping behaviour where consumers combine both online and offline modes.

Key Words: Consumer Behaviour, Online Grocery Shopping, Offline Grocery Shopping, Retail Marketing, Consumer Preference.

INTRODUCTION

Consumer behaviour refers to the study of how individuals make decisions regarding the purchase, use, and disposal of goods and services. In recent years, the grocery retail sector has experienced a major transformation due to technological advancements, increasing internet penetration, and changes in consumer lifestyles.

Traditionally, grocery shopping was carried out through offline retail stores such as supermarkets, local markets, and neighbourhood grocery shops. These stores allowed consumers to physically inspect

products, compare quality, and purchase items immediately. However, the emergence of e-commerce platforms and mobile applications has introduced online grocery shopping as a convenient alternative.

Online grocery shopping enables consumers to purchase groceries through digital platforms and have them delivered directly to their homes. This method has gained popularity due to its convenience, flexibility, and time-saving nature. The growth of digital payment systems and improved logistics infrastructure has further accelerated the adoption of online grocery shopping.

The covid-19 pandemic significantly accelerated the shift toward online shopping as consumers sought safer and contactless purchasing options. However, despite the growth of online platforms, offline grocery shopping continues to remain popular due to the advantages of physical product inspection, immediate availability, and personal interaction.

Therefore, understanding consumer behaviour in

AGE	RESPONDANTS	%
18-25	37	74%
26-35	8	16%
36-45	2	4%
< 45	3	6%
TOTAL	50	100%

both online and offline grocery shopping is important for retailers to develop effective marketing strategies and enhance customer satisfaction.

OBJECTIVES OF THE STUDY

- To compare the buying behaviour of consumers in online and offline grocery shopping.
- To identify the factors influencing consumer preference for online grocery shopping.
- To analyse consumer trust and perceived risk in online and offline grocery shopping.
- To evaluate the level of satisfaction among consumers in both modes of grocery shopping.

STATEMENT OF THE PROBLEM

The grocery retail industry has witnessed rapid growth in online shopping platforms due to technological developments and changing consumer lifestyles. While online grocery shopping offers convenience, wider product choices, and home delivery services, consumers often face issues such as delivery delays, product quality concerns, and lack of physical inspection.

On the other hand, offline grocery shopping allows consumers to personally inspect products and obtain them immediately, but it may involve time consumption, travel inconvenience, and long queues.

Retailers often struggle to understand which factors influence consumer preferences and satisfaction in online and offline grocery shopping. Without a clear understanding of consumer behaviour, businesses may fail to design effective marketing strategies.

Therefore, this study attempts to analyse and compare consumer behaviour in online and offline grocery shopping and identify the factors influencing consumer preferences.

SCOPE OF THE STUDY

The study focuses on consumers who purchase groceries through online platforms and traditional offline stores. It examines the factors influencing consumer decisions such as convenience, price, product quality, trust, and delivery services.

The research is limited to a sample of respondents and focuses mainly on grocery shopping behaviour. The findings of the study will help retailers understand consumer preferences and improve marketing strategies in the grocery retail sector.

RESEARCH METHODOLOGY

The study is based on primary data collected through a structured questionnaire distributed among grocery consumers.

Sampling Method: Convenience Sampling
Sample Size: 50 Respondents

Secondary data was collected from journals, research articles, books, and online sources related to consumer behaviour and retail marketing.

The collected data was analysed using the following statistical tools:

- Percentage Analysis
- Chi-square Test
- ANOVA Analysis

TABLE SHOWING AGE OF RESPONDANTS
TABLE 4.1

CHART 4.1

INTERPRETATION:

The age distribution shows that the study is largely youth-driven, with 74% of respondents aged 18–25, highlighting strong online grocery adoption among digital natives. The 26–35 group (16%) reflects hybrid shopping behaviour, while older age groups (10% combined) are underrepresented, limiting insights into traditional offline preferences.

DATA ANALYSIS AND INTERPRETATION
CHI-SQUARE TEST

Hypothesis

Null Hypothesis (H₀)

There is no significant association between age and confidence in using digital platforms for grocery shopping.

Alternative Hypothesis (H₁):

There is a significant association between age and confidence in using digital platforms for grocery shopping.

Chi-Square Tests

INTERPRETATION:

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.372 ^a	12	.497
Likelihood Ratio	11.516	12	.485
Linear-by-Linear Association	.116	1	.733
N of Valid Cases	50		

The Chi-square test was conducted to examine the relationship between age and confidence in using digital platforms for grocery shopping. The obtained p-value (0.497) is greater than the 0.05 level of significance, indicating that there is no statistically significant association between age and confidence level. Therefore, the null hypothesis is accepted and

it is concluded that age does not significantly influence respondents' confidence in using digital platforms for grocery shopping. However, since 85% of the cells have expected counts less than 5, the results should be interpreted with caution due to violation of Chi-square assumptions.

ONE WAY ANOVA

How Satisfied are you with the quality of products purchased through online grocery platforms?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.867	2	.434	.360	.700
Within Groups	56.653	47	1.205		
Total	57.520	49			

INTERPRETATION:

A one-way ANOVA was conducted to examine whether satisfaction with the quality of products purchased through online grocery platforms differs based on educational qualification (School, Under Graduate, Post Graduate). The ANOVA results show that the p-value (0.700) is greater than the 0.05 level of significance, indicating that there is no statistically significant difference in satisfaction levels among the different educational groups. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected. Additionally, Levene's test of homogeneity of variances is not significant (p = 0.065), confirming that the assumption of equal variances is satisfied. Hence, educational qualification does not significantly influence satisfaction with product quality in online grocery shopping.

A. Links and Bookmarks

B. Books

- C. • Kotler, P., & Keller, K. L. – *Marketing Management*
• Schiffman, L., & Kanuk, L. – *Consumer Behaviour*
- D. Websites
- E. • www.researchgate.net
• www.statista.com
• www.scholar.google.com

CONCLUSIONS

The study concludes that both online and offline grocery shopping play important roles in the modern retail environment. Online grocery shopping is preferred for its convenience, flexibility, and availability of discounts, while offline grocery shopping remains popular due to product inspection, immediate availability, and personal interaction.

The findings indicate that demographic factors such as age, income, and education do not significantly influence consumer satisfaction or confidence in online grocery shopping. However, convenience, trust, and product quality remain key factors influencing consumer behaviour.

Retailers should adopt **omni-channel strategies** that combine both online and offline shopping experiences to meet evolving consumer needs and improve customer satisfaction.

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