

Customer Behaviour for Online and Offline Shopping of Selected Products in Hadoti Region

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Abstract

Online shopping was valued around \$151 billion in 2025, projected to hit \$170 billion by 2030. Offline shopping remains dominant in India, accounting for the majority of purchases (around 78% by volume) despite e-commerce growth, driven by consumer preference for physical touch-and-feel, assured quality/authenticity, and support for local businesses, though online shopping offers convenience and broader range, with many Indians using both (omnichannel). Primary data were collected from 800 respondents across the Hadoti region, and multiple regression analysis was employed to assess the relationship between the identified factors and customer satisfaction. The findings reveal that online buying experience plays a significant role in enhancing customer satisfaction, while offline shopping continues to be preferred for aspects such as product inspection, immediate availability, and personal interaction. The results highlight the importance of transparent pricing, reliable customer support, flexible return policies, and value-oriented promotional strategies for improving customer satisfaction and loyalty in both online and offline retail environments. The main aim of this article is to study the customer behavior for online and offline shopping of selected products in Hadoti region of Rajasthan.

Keywords: Customer Behaviour, Online Shopping, Offline Shopping and Online Buying Experience, Hadoti Region

1. Introduction

The rapid transformation of the retail landscape over the past decade has significantly altered the way consumers search for information, evaluate alternatives, and purchase products. The emergence of e-commerce platforms, supported by widespread internet access, smartphones, and digital payment systems, has introduced new shopping behaviors that coexist with traditional offline or brick-and-mortar retail formats. As a result, understanding customer behaviour in both

online and offline shopping environments has become crucial for businesses, marketers, and policymakers.

Customer behaviour refers to the study of how individuals make decisions to spend their available resources—time, money, and effort—on consumption-related items. This behaviour is influenced by a combination of cultural, social, personal, psychological, and technological factors. While online shopping offers convenience, wider product variety, competitive pricing, and home delivery, offline shopping continues to attract customers due to factors such as physical product inspection, immediate purchase satisfaction, personal interaction, and trust in local retailers.

The Hadoti region of Rajasthan, comprising districts such as Kota, Bundi, Baran, and Jhalawar, presents a unique context for studying customer behaviour. The region is witnessing a gradual shift from traditional shopping practices to digital commerce, particularly among younger and urban consumers, while a significant portion of the population still relies on offline markets due to habits, infrastructural limitations, and preference for face-to-face transactions. This coexistence of modern and traditional retail formats makes Hadoti an important area for analyzing comparative shopping behaviour.

The present study focuses on examining customer behaviour toward online and offline shopping of selected products in the Hadoti region. By analyzing consumer preferences, influencing factors, satisfaction levels, and purchase intentions, the study aims to provide insights into how customers perceive and utilize different shopping channels. Such insights can help retailers and marketers design effective strategies that align with regional consumer expectations and contribute to the balanced growth of both online and offline retail sectors.

2. Review of literature

The rapid expansion of online shopping has significantly altered consumer behaviour and reshaped traditional retail structures worldwide. Roy Setiawan et al. (2020) note that the growth of e-commerce has compelled offline retailers to reassess their strategies, as consumers are increasingly attracted by convenience, price transparency, and product variety. However, offline

stores continue to retain experiential value through personalized services and physical interaction.

Early studies by Jarvenpaa and Todd (1996) and Zhou, Dai, and Zhang (2007) identified perceived usefulness, trust, and ease of use as critical determinants of e-commerce adoption, while privacy and security concerns remain persistent barriers. These factors continue to be central to online consumer behaviour. Lakshmi B. and Hansa Lysander Manohar (2021) found that online shopping appeals due to speed, accessibility, and lower transaction costs, but the lack of physical product inspection limits its adoption among certain consumers, suggesting the need for hybrid retail strategies.

The COVID-19 pandemic accelerated online shopping adoption. Moon et al. (2021) observed increased reliance on online channels during mobility restrictions, with trust and prior online experience significantly influencing purchase decisions. Similarly, Siddiqui and Mehrotra (2021) identified safety, convenience, and discounts as key motivators during the pandemic, particularly among younger consumers. Patel (2021) further noted that while e-commerce growth intensified during this period, shopping frequency remained moderate, indicating scope for improved consumer engagement.

Chen et al. (2022) highlighted the importance of online reviews, showing that consumers, especially females, are more influenced by negative feedback, emphasizing the need for effective reputation management. Studies by Kumaran and Arthisri (2022) and Lakhani (2022) report that platforms such as Amazon and Flipkart dominate the Indian e-commerce market due to competitive pricing and service convenience, with youth and female consumers showing stronger online shopping preferences. Recent research by Dhanya and Sasi Kumar (2023) and Jyoti et al. (2023) confirms that online retail growth in India is driven by time efficiency, affordability, and accessibility.

Overall, the literature identifies convenience, trust, price competitiveness, and product variety as primary drivers of online shopping behaviour, while challenges such as security concerns and the inability to physically inspect products persist. Researchers broadly agree that integrating online and offline channels, along with trust-building and technological innovation, is essential for the future of retail.

3. Research Methodology

Objective of the Study: The main aim of this article is to study the customer behavior for online and offline shopping of selected products in Hadoti region of Rajasthan:

Type of Research: Descriptive Research

Area of Research: Hadoti Region of Rajasthan (Kota, Bundi, Baran, Jhalawar)

Focus area: Offline retail stores and online retail stores

Type of respondents: Customers of retail sector (no specific demographics)

Population: Customers of Hadoti region

Sample Size: 800 (200 from each 4 selected cities)

4. Data Analysis

Table No. 1: Rating why consumer prefer online shopping

Respondents	1	2	3	4	5
Most reliable	198	146	78	52	37
Easy convenient	28	204	188	54	37
Variety Available	48	38	191	162	72
Reasonable Price	78	46	13	215	159
Multiple offers and deals	159	77	41	28	206
Total	511	511	511	511	511

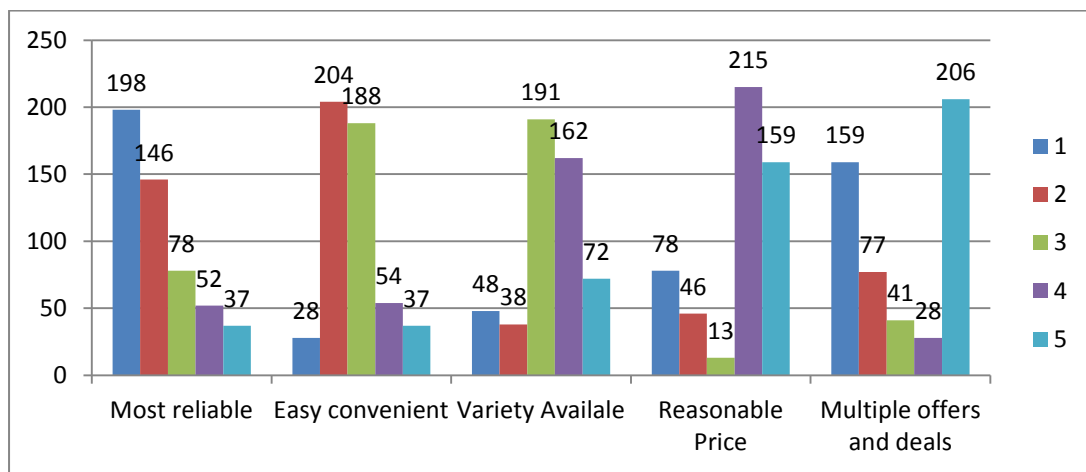


Figure No. 1: Rating why consumer prefer online shopping

The ranking of reasons for online shopping among 511 respondents shows that reliability is considered the most important factor, with 198 respondents ranking it first and 146 ranking it second, indicating that trust in the website or seller is a primary motivator. Ease and convenience is also highly valued, ranked first by 28 respondents and second by 204 respondents, reflecting the importance of accessibility, time-saving, and the ability to shop from anywhere. Variety available holds moderate importance, ranked third by 191 respondents, while reasonable pricing is less influential, ranked fourth by 215 respondents. Multiple offers and deals are also considered, ranked first by 159 respondents but fifth by 206 respondents, suggesting that while promotions attract attention, they are not the dominant factor. Overall, this indicates that online shoppers prioritize reliability and convenience over price incentives, highlighting the role of trust and accessibility in the decision to shop online.

Table No. 2 **Consumer makes their decisions**

Respondents	Numbers	Percentage
Reading the reviews and rating	52	10.18
Comparing the product with others for technical aspects	89	17.42
Brand image of the product	134	26.22
Offer and deals for best price and value to your money	236	46.18
Total	511	100

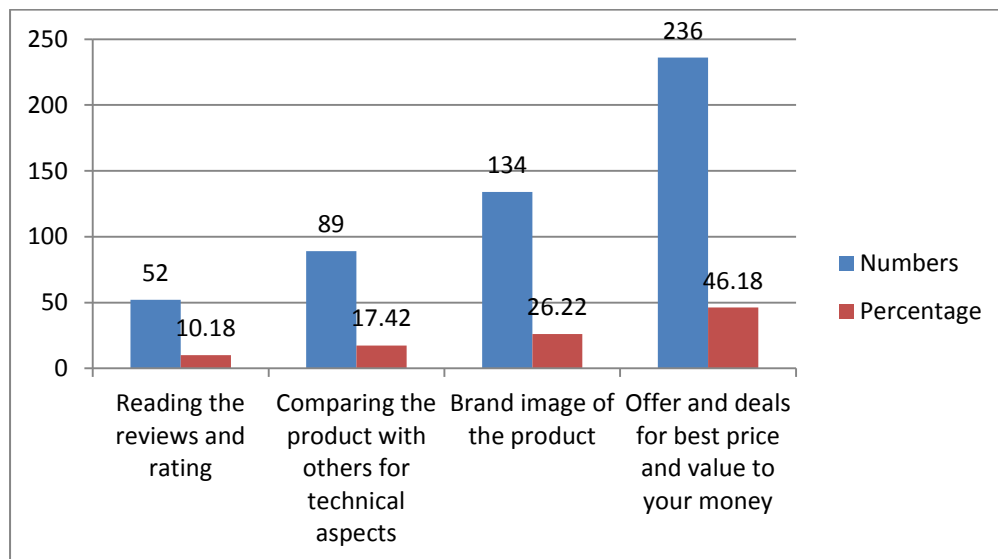


Figure No. 2: **Consumer makes their decisions**

The data in Table 4 highlights the factors that influence respondents' decisions when making online purchases. Out of 511 respondents, the largest proportion, 236 individuals (46.18%),

consider offers and deals for the best price and value for money as the primary factor guiding their decision, indicating that cost-effectiveness is a key motivator in online shopping. Brand image influences 134 respondents (26.22%), showing that reputation and trust in a brand also play a significant role. Comparing the product with others for technical aspects is considered by 89 respondents (17.42%), reflecting the importance of product features and specifications. The least influential factor is reading reviews and ratings, chosen by 52 respondents (10.18%), suggesting that while online feedback is valued, it is not the primary determinant for most shoppers. Overall, the findings indicate that consumers prioritize price-related offers and brand reputation over technical comparisons or online reviews when making purchasing decisions.

HYPOTHESIS

H₀₁: Online buying experience has no positive impact on customer satisfaction level of the Hadoti region.

H_{a1}: Online buying experience has positive impact on customer satisfaction level of the Hadoti region.

Table No. 3: *Regression Statistics*

<i>Regression Statistics</i>	
Multiple R	0.928328
R Square	0.861794
Adjusted R Square	0.860148
Standard Error	0.296668
Observations	511

Table No.4: ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	6	276.597	46.09949	523.7867	6.2E-213
Residual	504	44.35803	0.088012		
Total	510	320.955			

Table No. 5: First Hypothesis

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P- value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	-0.03	0.08	-0.36	0.72	-0.19	0.13	-0.19	0.13
Genuine Prices	0.17	0.05	3.28	0	0.07	0.27	0.07	0.27
Variety Available	0.06	0.03	1.81	0.07	0	0.12	0	0.12
Convenience	0.09	0.06	1.53	0.13	-0.03	0.2	-0.03	0.2
Customer Support	0.55	0.02	22.62	0	0.5	0.59	0.5	0.59
Delivery Time and Experience	0.03	0.03	1.19	0.24	-0.02	0.09	-0.02	0.09
Offers and Discounts	0.1	0.04	2.78	0.01	0.03	0.17	0.03	0.17

The results of the multiple regression analysis reveal a strong positive relationship between online buying experience and customer satisfaction, as indicated by a Multiple R of 0.928 and a high R^2 value of 0.862, meaning that approximately 86.2% of the variation in customer satisfaction can be explained by factors associated with the online buying experience. The ANOVA results further confirm the model's overall significance, with an F-value of 523.79 and a p-value (Significance F) of 6.2×10^{-213} , which is far below the 0.05 threshold, indicating that the regression model is statistically significant.

Among the independent variables, Customer Support ($p = 1.07E-78$), Genuine Prices ($p = 0.001093$), and Offers & Discounts ($p = 0.005561$) show statistically significant positive effects on customer satisfaction, while factors such as Variety Available, Convenience, and Delivery Time & Experience exhibit weaker or statistically insignificant effects. This suggests that customers in the Hadoti region place greater emphasis on trustworthy customer service, fair pricing, and attractive offers when evaluating their overall satisfaction with online shopping experiences.

Given these results, the null hypothesis (H_{01}) stating that online buying experience has no positive impact on customer satisfaction is rejected, and the alternative hypothesis (H_{a1}) is

accepted. It can therefore be concluded that online buying experience has a significant and positive impact on customer satisfaction in the Hadoti region. The findings highlight the importance of strengthening customer support mechanisms, maintaining genuine pricing, and providing value-driven offers to enhance customer satisfaction and loyalty in the online retail sector.

THIRD HYPOTHESIS

H₀₃: Customers of Hadoti region do not prefer online shopping as compared to offline shopping.

H_{a3}: Customers of Hadoti region prefer online shopping as compared to offline shopping.

Interpretation of Category-wise Differences

- **Highest χ^2 contributions (strongest differences):**

- Financial Products → **117.66**
- Dairy Products → **101.57**
- Home Decorative → **90.65**

→ These show that customers **heavily prefer offline** for these categories.

- **Lowest χ^2 contributions (least difference):**

- Electronic Goods & Gadgets → **10.73**
- Mobiles → **12.70**

→ These categories show **relatively more balanced** online–offline preferences.

Table No. 6: Interpretation of Category-wise Differences

Products	Observed Online	Observed Offline	Expected Online	Expected Offline	χ^2 Contrib ution
Grocery	209	302	155.9	355.1	26.03
Dairy Products	51	460	155.9	355.1	101.57
Sweets & Refreshments	91	420	155.9	355.1	38.88
Fruits & Vegetables	108	403	155.9	355.1	21.18
Mobiles	193	318	155.9	355.1	12.7
Computer & Accessories	215	296	155.9	355.1	32.24
Electronic Goods & Gadgets	190	321	155.9	355.1	10.73
Home Decorative	255	256	155.9	355.1	90.65
Clothing	204	307	155.9	355.1	21.36
Financial Products (Mutual Funds, Insurance)	43	468	155.9	355.1	117.66
Total $\chi^2 = 472.996$					

Table No. 7: Results for Third Hypothesis

Parameter	Result
χ^2 Calculated	472.996
df	9
χ^2 Critical ($\alpha = 0.05$)	16.919
p-value	3.46×10^{-96}
Decision	Reject H_0
Interpretation	Significant difference — Offline shopping preferred

Interpretation Statement

The Chi-square test conducted to examine the shopping preferences of customers in the Hadoti region reveals a statistically significant difference between online and offline shopping modes across all product categories ($\chi^2 = 472.996$, $df = 9$, $p < 0.001$). This indicates that customers in the region do not equally prefer online and offline shopping.

A category-wise analysis shows that the strongest differences occur in Financial Products (Mutual Funds and Insurance), Dairy Products, and Home Decorative items, where customers display a strong inclination toward offline shopping. Conversely, product categories such as Mobiles and Electronic Goods & Gadgets exhibit relatively smaller differences, suggesting that customers are more open to online shopping for these technologically oriented items.

Overall, the findings confirm that customers in the Hadoti region significantly prefer offline shopping compared to online shopping, particularly for essential, perishable, and high-trust products, whereas online shopping is gradually gaining acceptance in product categories involving convenience and technology.

5. Conclusion

The analysis of factors influencing online shopping preferences shows that reliability and ease of convenience are the most important reasons for choosing online platforms, outweighing price-related incentives and promotional offers. This highlights that trust in sellers and platforms, along with time-saving and accessibility benefits, plays a crucial role in motivating consumers to shop online. Although offers and discounts attract attention, they are not the primary deciding factor for most consumers, indicating a shift toward experience-based evaluation rather than purely price-driven decisions.

The regression analysis strongly supports the hypothesis that online buying experience has a significant positive impact on customer satisfaction. With a high explanatory power ($R^2 = 0.862$), the results demonstrate that factors such as customer support, genuine pricing, and attractive offers and discounts significantly enhance customer satisfaction levels. Among these, customer support emerges as the most influential factor, emphasizing the importance of post-purchase

services and responsiveness in online retail. Consequently, the null hypothesis related to online buying experience and customer satisfaction is rejected, confirming the positive role of online shopping experiences in shaping customer satisfaction in the Hadoti region.

However, the Chi-square analysis of online versus offline shopping preferences reveals a significant overall preference for offline shopping. Customers show a strong inclination toward offline purchasing for categories such as financial products, dairy products, and home decorative items, where trust, physical verification, and personal interaction are critical. In contrast, categories like mobiles and electronic goods show relatively balanced preferences, indicating growing consumer confidence in purchasing technology-oriented products online.

In conclusion, the study establishes that although online shopping positively influences customer satisfaction and is increasingly accepted for certain product categories, offline shopping remains the dominant mode in the Hadoti region, particularly for essential, perishable, and high-trust products. The findings suggest that retailers should adopt an integrated online–offline (omnichannel) approach, strengthening trust, customer support, and pricing transparency in online platforms while leveraging the experiential advantages of offline stores. Such a balanced strategy will better address evolving consumer expectations and contribute to sustainable growth in both retail formats.

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