

## CONSUMERS' ORIENTATION TOWARDS SHOPPING: THE CASE OF MOBILE PHONES

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### ABSTRACT

**Purpose:** This paper tries to address the online and offline shopping behaviour of consumers for mobile phones.

**Design/Methodology/Approach:** Five sets of hypotheses have been drawn for the study. The first set of hypotheses is talking about the price sensitivity of the consumers. The second set of hypotheses is about consumers' expectation for conveniences provided by online and offline retailers. The third set of hypotheses is talking about the consumers' compatibility with the Internet. The fourth and fifth set of hypotheses are talking about offers and discounts and after sales services respectively.

**Findings:** On the basis of the findings, it is clear that consumers are actually motivated by the benefits provided by these modes of shopping. Consumers deeply analyses the factors like price of the product, convenience in terms of comparing and purchasing etc.

**Research Limitations/Implications:** The study deals with the consumers' attitude for online and offline shopping with special reference to mobile phones. Other products can be considered for further studies.

**Practical Implications:** The findings will help the marketer in understanding the consumers' attitude and motivation for online and offline mode of shopping.

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**Keywords:** Online Shopping, Traditional Shopping, Conventional Shopping, Online Retailers, Nearby Retailers, Consumer Behaviour, Consumer Orientation, Internet Shopping, Offline Shopping.

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### Introduction

"A mobile phone, cellular phone, cellphone, cell phone, hand phone, hand phone or pocket phone sometimes shortened to simply mobile, cell, or just phone is a portable telephone that can make or receive calls over a radio frequency link while the user is moving within a telephone service area" (wikipedia.org).

"A smartphone is a portable device that combines mobile telephone and computing functions into one unit. They are distinguished from feature phones by their stronger hardware capabilities and extensive mobile operating systems, which facilitate wider software, internet (including web browsing over mobile broadband), and multimedia functionality (including music, video, cameras, and gaming), alongside core phone functions such as voice calls and text messaging" (wikipedia.org).

Online and offline shopping are the two major ways to purchase the product. Online shopping is making its mark very effectively these days while the offline mode of shopping still dominates the market. Consumers, basically youth, are leaning towards online shopping these days. There are various factors which lead the consumers to shift either towards online shopping or offline shopping. Factors like price of the product, convenience regarding the mode of shopping and awareness with the internet play a major role to stimulate the consumer behavior to select either mode of shopping. Sometimes consumers search

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for the product in both the mode of shopping and eventually choose one of them as their final mode of purchase. For example, consumers may search for the product by visiting and revisiting the stores but may choose online shopping for the same product and vice versa. Basically, consumers analyze their perceived benefits till the last moment and take the purchasing decision based on their perception. (Sarkar & Das, 2017).

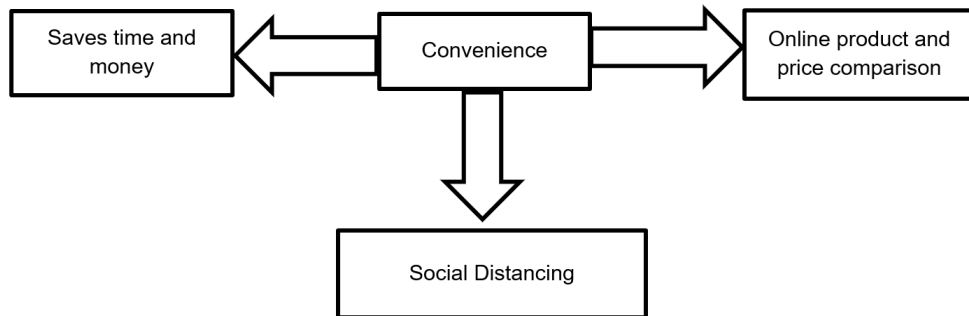
Consumers get affected by the different strategies used for selling the products by the online and offline sellers. The shifting behavior of consumers completely depends upon consumer perception. The roles played by online and offline retailers are significant but that is nor the assurance for consumers' attitude that which way will they go (online or offline).

However, the efforts made by online or offline retailers are major criteria to convert the prospective consumers into the final consumers (Moran, 2020).

The industrial revolutions and technical developments played a great role in shifting the consumers (especially youth in their 20s and 30s) from offline shopping to online shopping. Recently the world faced lockdowns and different procedures which stopped consumers from going outside. People were kind of locked in their houses for months which eventually prepared them to purchase online. One other reason of consumers' shifting from offline to online shopping is the surrounding where they live. Consumers get influenced by the other consumers who are using online shopping and as a result they also start online shopping instead of the traditional shopping (Moon & Song, 2021).

**Objectives**

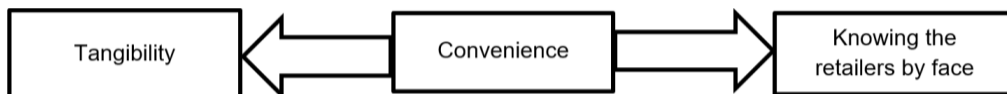
- To understand the effectiveness of the modes of shopping i.e., online mode and offline mode.
- To comparatively analyze the online and offline shopping with factors like Price, Convenience, internet, Offers and Discounts and After Sales Services.
- To understand the convenience factors regarding online and offline mode of shopping.



**Convenience Factors for Online Shopping**

The above figure is showing convenience for online shopping. Here we are showing the factors of convenience which stimulate consumers for online shopping. The three factors which stimulate the consumers to buy through online mode are:

- Saving time and money- Online shopping saves time and money because consumers don't need to go outside throughout the purchasing process. (Punj, 2011).
- Online product and price comparison- Comparing the products and prices online is a great factor of convenience in online shopping. (Singh & Sailo, 2013).
- Social distancing- In the current time of Covid-19, social distancing has been a norm which consumers care a lot. Online shopping provides full social distancing throughout the purchasing process (Itani & Hollebeek, 2021).



**Convenience Factors for Offline Shopping**

The above figure is showing convenience for offline shopping. Here we are showing the factors of convenience which stimulate consumers for offline shopping. The two factors which stimulate the consumers to buy through online mode are:

- Tangibility- Many consumers want to see and touch the product before they make up their mind to purchase it. Hence tangibility is a great factor of convenience in offline mode of shopping (Sarkar & Das, 2017).
- Knowing the retailers by face- Many consumers prefer to know the retailers by face before getting involve in the purchasing process (Nurlinda, Bertuah, & Setiyati, 2018).

### Conceptual Background

Consumers keep searching for the product in both the way they shop (online and offline). In the first case, they visit the stores many times and finally purchase through online mode. This process is called showrooming (Showrooming is the practice of going into a Brick-and-mortar store to see, touch, hear or smell a product in person before going online to purchase the same product.) (Santos & Goncalves, 2018).

Young consumers between the age of 18 to 34 were targeted for the research (Petry, 2002).

In the second case consumers keep searching through online mode and finally purchase through offline, this process is called webrooming. (technopedia.com)

Price comparison is one of the most important motivations that results into webrooming. The Internet has played a significant role in comparing the information. (Santos & Goncalves, 2018).

This paper is based on the consumers' attitude for choosing the mode of shopping either online or offline shopping to purchase a mobile phone. As discussed in the above paragraph, the paper also talks about the showrooming and webrooming effects and why consumers actually practice showrooming and webrooming.

The paper also talks about the effectiveness of modes of shopping. Here effectiveness includes the effectiveness of different factors like Price and Convenience. (Luo & Jhang, 2012).

Effectiveness is also convenient in the buying process. Consumers want to compare the price before purchasing and they want to invest less time in the buying process. Consumers, especially youth, want to save their time. Another level of Convenience is getting the products without going outside. Online shopping has created its mark in the mind of consumers and doorstep delivery of the products through online mode is one of the major reasons behind this. Website information convenience is also very important in e-commerce. If the website of a particular online retailer is giving proper information regarding right from product and price comparison till after sales services process, then it will be treated as convenient for consumers. (Salehi & Langroudi, 2012).

The major purpose behind this paper is to know the consumer's motivation, learning and perception about their mode of shopping while considering purchasing a mobile phone. We are talking about individual perception, learning, and attitude of consumers in this paper

### Review of the Literature

Price is one of the most important aspects in the whole buying decision process. Consumers compare and analyze the prices in both the modes of shopping (online and offline) before considering the purchase of the product (Baubonienė & Gulevičiūtė, 2015).

In offline shopping too the price has been an important factor of consideration (Gilly & Wolfenbarger 2000).

**H<sub>1a</sub>:** Price satisfaction leads to online shopping among consumers.

**H<sub>1b</sub>:** Price satisfaction leads to offline shopping among consumers.

Youth are more interested in online mode of shopping these days since online shopping saves time and money and it is very convenient in its operations. The main issue in online shopping is its trust factor but overall, it satisfies the consumers by providing reasonable prices and better offers and discounts. Online shopping provides better comparison of the products. The consumers can see the color, design and whole specifications of the product and they can compare it with the competitor's product and can take the purchase decision easily. There are many reasons that youth prefer online shopping but the major reasons are their work culture which does not allow them to go outside for purchasing their products. They love to save time for their family and near and dear ones and they consider in-store shopping a time taking activity. Another major reason behind this is youth are very much compatible in surfing the internet. They find it easy and convenient to compare and analyze products in online mode. They can search whatever they want by using a few keywords with the help of the internet. It is a kind of convenience which is only provided by online mode (Singh & Sailo, 2013)

**H<sub>1a</sub>:** Consumers' preference for convenience leads to online shopping.

**H<sub>1b</sub>:** Norms of social distancing leads to online shopping.

**H<sub>1c</sub>:** Online shopping saves consumers' time and money.

**H<sub>1d</sub>:** Online price and product comparison leads to online shopping.

**H<sub>1e</sub>:** Consumers' preference for convenience leads to offline shopping.

**H<sub>1f</sub>:** Tangibility leads to offline shopping.

**H<sub>1g</sub>:** Knowing the retailers by face leads to online shopping.

Due to easy availability of internet services consumers are using online shopping on a big scale.

The older consumers want to see the product and the place of purchasing in advance but youth are relying on online shopping a lot. The biggest challenge for online shopping is to win the trust of consumers. Online shopping is becoming famous tremendously among youth but still the older people use offline shopping. The older people want to become comfortable first by visiting the place of shopping i.e., the nearby retail stores (Sharma 2020).

**H<sub>1a</sub>:** Consumers' more compatibility with the Internet leads to consumers' preference for online shopping.

**H<sub>1b</sub>:** Consumers' less compatibility with the Internet leads to consumers' preference for offline shopping.

Consumers prefer to visit the shops and bargain. Consumers have plenty of time to buy the product from the brick-and-mortar shops. Consumers actually use e-commerce as a good alternative, they search and compare the product on the internet but they prefer offline shopping. The trend of Online shopping is growing faster among youth (Sutthamathi & Jeeva 2020).

The main reasons behind the growing use of online shopping are consumers' compatibility with the Internet and better conveniences provided by online retailers. Consumers can get better information about the product through online mode. It is a challenge for marketers to understand the factors which help them to understand consumers' perception towards online shopping. Knowing the online consumers well will provide the marketers an edge over other competitors in the market (Dani, 2017).

There are many factors which actually affect a consumer's attitude in choosing the mode of shopping. Those factors are Price, Convenience, Online Trust, Store Trust etc. Consumers choose the either mode of shopping (online or offline) through judging these factors according to their attitude (Liu & Hou 2013).

Covid-19 has a positive effect for internet shopping, and it is actually increasing the tendency towards e-shopping. Demographic variables were the major factors for changing in the consumer behavior during Covid-19. When consumers were staying at home during Covid lockdowns, their lifestyles such as eating at home may provide a great opportunity for the grocery delivery industry (Hashem, 2020).

Offers and discounts is one of the best ways to convince consumers. Online mode of shopping is providing a great price discount satisfaction among consumers. (Sheehan & Hardesty, 2019).

Offers and discounts provided by offline retailers are also a great attraction for the consumers. (Dalwadi, Rathod, & Patel, 2010).

**H<sub>1a</sub>:** Better offers and discounts provided by online retailers lead to consumers' preference for online shopping.

**H<sub>1b</sub>:** Better offers and discounts provided by offline retailers lead to consumers' preference for offline shopping.

The after sales services provided by offline retailers are one of the major attractions in offline shopping (Khan, Ahmed, Hassan, & Zia, 2014). The reason behind the growing demand for online shopping is the efficient after sales services provided by online retailers (Tzeng, Ertz, Sarigöllü, 2021).

**H<sub>1a</sub>:** Better after sales services provided by online retailers lead to consumers' preference for online shopping.

**H<sub>1b</sub>:** Better after sales services provided by offline retailers lead to consumers' preference for offline shopping.

### Research Methodology & Design

The study talks about the consumers' attitude and their shopping behavior regarding purchasing a mobile phone. The basic concept in this study is to understand the consumers' preferences regarding the modes of shopping. Three factors have been taken namely Price, Convenience and Internet as the independent variables. The study is designed in such a way that will be fruitful to understand whether consumers prefer online shopping or offline shopping using the above-mentioned independent variables for both the modes of shopping online and offline. The concept of Showrooming and Webrooming has also been covered in the study. We also wanted to know consumers' way of comparing the online and offline modes on the basis of above-mentioned variables. Consumers search the product in both the modes of shopping till the end and eventually they take their purchase decision on the basis of their perception regarding the mode of shopping. Young consumers between the age of 18 to 34 were targeted for the research (Petry, 2002). A Google questionnaire was circulated among respondents. 99 respondents have filled out the form and based on those responses we have designed our whole study. Price is the most important factor in comparing the online and offline mode of shopping. Consumers first investigate the price factor in both the modes of shopping and make the purchase decision. The study deals with Youth (18-34). Respondents were in favor of online shopping on priority basis but they considered offline mode too for better comparison. The major purpose of consumers here is to get the product at lower prices. They want to get the best product at a very reasonable price.

**Cronbach's Alpha value for the same is 0.867**

### Analysis and Interpretation

**Table 1: Average Modal Values of the Constructs**

Price	Convenience	Internet
5	5	5

Table 1: Here we are talking about the average modal values for Price, Convenience, and Internet. We have a few numbers of questions under every construct. The main reason to get the modal values is to correlate them with each other.

**Table 2: Spearman's Rank Correlation among Price, Convenience, & Internet**

Nonparametric Correlation	Common (Online and Offline)	Online Shopping	Offline Shopping
Price & Convenience	.209	.241	.19
Convenience & Internet	.340	.287	.72
Price & Internet	.210	.230	.113

**Table 2:** Here we are talking about the nonparametric correlation among variables. We have correlation with Price and Convenience, Convenience and Internet, and Price and Internet together. The correlation value for Price and Convenience variables together is .209 for both online and offline shopping. For online shopping alone the value is .241 and for offline shopping alone the value is .19. The correlation value for Convenience and Internet variables together is .340 for both online and offline shopping. For online shopping alone the value is .287 and for offline shopping alone the value is .72. The correlation value for Price and Internet variables together is .210 for both online and offline shopping. For online shopping alone the value is .230 and for offline shopping alone the value is .113.

Here we can clearly see that the correlation value for Price and Convenience variables for online shopping is greater than Correlation value for Price and Convenience variables for offline shopping. That means consumers who prefer online shopping are more focused towards Price and Convenience than the consumers who preferred offline shopping. In the same way we can see that the correlation value for Convenience and Internet variables for online shopping is much greater than the correlation value for Convenience and Internet variables for offline shopping. That means consumers who preferred online shopping are more focused towards Convenience and Internet than the consumers who preferred offline shopping. Similarly, the correlation value for Price and Internet variables for online shopping is much greater than the correlation value for Price and internet variable for offline shopping. That means consumers who preferred online shopping are more concerned for Price and Internet than the consumers who preferred offline shopping. This data shows that allover the online shopping is more price effective and more convenient than offline shopping. Consumers who preferred online shopping also believed that they were tech savvy and could easily perform the processes involved in online shopping. They knew the use of the Internet better than offline shoppers.

**Table 3: Hypotheses Testing**

Serial Number	Hypotheses	X2	Degree of Freedom	P Value
1.	<b>H<sub>1a</sub></b> : Price satisfaction leads to online shopping among consumers.	35.363	16	.004
	<b>H<sub>1b</sub></b> : Price satisfaction leads to offline shopping among consumers.	35.765	16	.003
2.	<b>H<sub>1a</sub></b> : Consumers' preference for convenience leads to online shopping.	35.686	16	.003
	<b>H<sub>1b</sub></b> : Norms of social distancing leads to online shopping.	32.355	16	.009
	<b>H<sub>1c</sub></b> : Online shopping saves consumers' time and money.	43.444	16	.000
	<b>H<sub>1d</sub></b> : Online price and product comparison leads to online shopping.	50.002	16	.000
	<b>H<sub>1e</sub></b> : Consumers' preference for convenience leads to offline shopping.	34.433	16	.005
	<b>H<sub>1f</sub></b> : Tangibility leads to offline shopping.	16.695	16	.406
	<b>H<sub>1g</sub></b> : Knowing the retailers by face leads to online shopping.	23.410	16	.103
3.	<b>H<sub>1a</sub></b> : Consumers' more compatibility with the Internet leads to consumers' preference for online shopping.	29.779	16	.019
	<b>H<sub>1b</sub></b> : Consumers' less compatibility with the Internet leads to consumers' preference for offline shopping.	34.713	16	.004
4.	<b>H<sub>1a</sub></b> : Better offers and discounts provided by online retailers lead to consumers' preference for online shopping.	23.067	16	.112
	<b>H<sub>1b</sub></b> : Better offers and discounts provided by offline retailers lead to consumers' preference for offline shopping.	32.391	16	.009
5	<b>H<sub>1a</sub></b> : Better after sales services provided by online retailers lead to consumers' preference for online shopping.	29.871	16	.019
	<b>H<sub>1b</sub></b> : Better after sales services provided by offline retailers lead to consumers' preference for offline shopping.	48.236	16	.000

**Table 3** is showing the hypotheses testing results for all the variables. Here we have explained the chi square value, degree of freedom, and P value for every variable.

Hypothesis number 1, H<sub>1a</sub> is talking about the relationship between price satisfaction and online shopping. We have the alternate hypothesis here. The chi square value for the same is 35.363, degree of freedom is 16, and P value is .004. In this case the null hypothesis will be rejected. It means that price satisfaction plays a very important role in online mode of shopping.

Hypothesis number 1, H<sub>1b</sub> is talking about the relationship between price satisfaction and consumers' preference for offline shopping. We have the alternate hypothesis here. The chi square value for the same is 35.765, degree of freedom is 16, and P value is .003. In this case the null hypothesis will be rejected. It means that price satisfaction plays a very major role in offline shopping too.

Hypothesis number 2, H<sub>1a</sub> is talking about the relationship between convenience and consumers' preference for online shopping. We have the alternate hypothesis here. The chi square value for the same is 35.686, degree of freedom is 16, and P value is .003. In this case the null hypothesis will be rejected. It means that conveniences provided by online sellers lead to consumers' preference for online shopping.

Hypothesis number 2, H<sub>1b</sub> is talking about the relationship norms of social distancing and online shopping. We have alternate hypothesis here. The chi square value for the same is 32.355, degree of freedom is 16, and P value is .009. In this case the null hypothesis has failed to be rejected. It means that social distancing doesn't play an important role in consumers' persuasion for online shopping.

Hypothesis number 2, H1c is talking about the relationship between online shopping and saving time and money. We have alternate hypothesis here. The chi square value for the same is 43.444, degree of freedom is 16, and P value is .000. In this case the null hypothesis will be rejected. It shows that online shopping saves consumers' time and money.

Hypothesis number 2, H1d is talking about the relationship between online price and product comparison and online shopping. We have alternate hypothesis here. The chi square value for the same is 50.002, degree of freedom is 16, and P value is .000. In this case the null hypothesis will be rejected. The data shows that online price and product comparison influences consumers' behaviour for online shopping. Hence it has been also proved that online price and product comparison is a great factor of convenience for consumers.

Hypothesis number 2, H1e is talking about the relationship between convenience and consumers' preference for offline shopping. We have alternate hypothesis here. The chi square value for the same is 340433, degree of freedom is 16, and P value is .005. In this case the null hypothesis will be rejected. The data shows that consumers' preference for convenience lead to offline shopping.

Hypothesis number 2, H1f is talking about the relationship between tangibility and consumers' preference for offline shopping. We have alternate hypothesis here. The chi square value for the same is 16.695, degree of freedom is 16, and P value is .406. In this case the null hypothesis will fail to be rejected. It means that the tangibility factor doesn't play an important role in offline mode of shopping.

Hypothesis number 2, H1g is talking about the relationship between knowing the retailers by face and consumers' preference for offline shopping. We have alternate hypothesis here. The chi square value for the same is 23.410, degree of freedom is 16, and P value is .103. In this case the null hypothesis will fail to be rejected. It means that knowing the retailers by face doesn't persuade consumers to go for offline shopping.

Hypothesis number 3, H1a is talking about the relationship between consumers' compatibility with the Internet and consumers' preference for online shopping. We have alternate hypothesis here. The chi square value for the same is 29.779, degree of freedom is 16, and P value is .019. In this case the null hypothesis will fail to be rejected. The data shows that consumers' compatibility with the Internet doesn't play a significant role in consumers' preference for online shopping.

Hypothesis number 3, H1b is talking about the relationship between consumers' less compatibility with the Internet and consumers' preference for offline shopping. We have alternate hypothesis here. The chi square value for the same is 34.713, degree of freedom is 16, and P value is .004. In this case the null hypothesis will be rejected. It means that consumers' less compatibility and awareness of Internet usage persuade them for offline shopping.

Hypothesis number 4, H1a is talking about the relationship between better offers and discounts provided by online retailers and consumers' preference for online shopping. The chi square value for the same is 23.067, degree of freedom is 16, and P value is .112. In this case the null hypothesis will fail to be rejected. The data shows that better offers and discounts provided by online retailers has no value in persuading consumers for online shopping.

Hypothesis number 4, H1b is talking about the relationship between better offers and discounts provided by offline retailers and consumers' preference for offline shopping. The chi square value for the same is 32.391, degree of freedom is 16, and P value is .009. In this case the null hypothesis will fail to be rejected. In this case too, the better offers and discounts provided by offline retailers play no role to influence consumers for offline shopping.

Hypothesis number 5, H1a is talking about the relationship between better after sales services provided by online retailers and consumers' preference for online shopping. The chi square value for the same is 29.871, degree of freedom is 16, and P value is .019. In this case the null hypothesis will fail to be rejected. The data shows that better after sales services provided by online sellers has no role in persuade consumers for online shopping.

Hypothesis number 5, H1b is talking about the relationship between better after sales services provided by offline retailers and consumers' preference for offline shopping. The chi square value for the same is 48.236, degree of freedom is 16, and P value is .000. In this case the null hypothesis will be rejected. The data shows that after sales services provided by offline retailers has great significance in persuading consumers for offline shopping.

### **Managerial Implication of the Study**

The study is basically talking about how Price, Convenience, Internet, Offers and Discounts and After Sales Services have been major factors in consumer decision making process. These consumers are very conscious regarding the mode of shopping. They look into every aspect like the suitable and the best price for the product and they specially focus on the value for the money. Price of the product is the first important factor which influence consumer decision making to buy a product. Consumers' preference for online shopping leads to greater price satisfaction among consumers. There is a very strong relationship exists between consumers' preference for online shopping and price satisfaction among consumers. Consumers who preferred offline shopping also had price satisfaction. Basically, Price is a very important factor for both the modes of shopping online and offline.

Convenience too is a great factor to influence consumer decision making regarding the mode of shopping to buy a product. Especially after covid-19 consumers are more conscious about their choice regarding the mode of shopping either online or offline mode. In the matter of convenience online shopping is much ahead than offline shopping. Consumers are favoring the convenience provided by online retailers in terms online price and product comparison and saving time and money without any outer exposure throughout the whole shopping process. The Internet is also playing a vital role in consumer decision making regarding the mode of shopping. This study will help from a managerial implication point of view and the managers can better analyze the consumers choice regarding the mode of shopping for mobile phones. Hence managers can take the best decisions to promote their product in both modes of shopping for better results.

The other major aspects of this study are to know the fundamental reasons of consumers' expectation that what consumers believe before purchase consideration. Consumer attitude and opinion also play a significant role in the purchasing process. Youth are very much attracted to the benefits of online shopping but at the same time they also think strategically about the mode of shopping before purchasing the product. They deeply analyze all the benefits and facilities but final decisions of purchase are made on their personal beliefs and attitudes.

The managers should also consider the what are the baselines of consumers' attitude and opinion, since resolving this issue will clear the fog of doubts and will turn a fruitful idea in terms of business. Youth are changing and hence their purchasing behavior is also changing.

Knowing the consumers' attitude will be beneficial for the organizations in the long term.

After price, convenience has been a significant factor which consumers perceive the most.

Convenience is a big term which means differently for different consumers. For some, home delivery of the product is a convenience and for others easy outdoor purchasing is a part of convenience. Managers should also know the youth buying behavior in detail since it does not have fixed patterns. Sometimes young consumers frequently visit the physical stores and finally purchase through online mode and vice versa.

The compatibility with the Internet does not play a very major role in the online shopping process. Consumers' more compatibility with the Internet doesn't lead to consumers preference for online shopping but consumers less compatibility with the Internet leads to consumers preference for offline shopping. Offers and Discounts is the next important factor in consumer purchase decision of a mobile phone. However, there is a poor relationship exists between consumers' preference for online shopping and offers and discounts provided by online sellers. Consumers who preferred offline shopping believed that offers and discounts provided by offline retailers are better than offers and discounts provided by online retailers.

Last but not the least, After Sales Services also played a major role. Here there is a very strong relationship exists between consumers' preference for offline shopping and better after sales services provided by offline retailers. Consumers clearly believed that offline shopping provides much better after sales services than online shopping. However, online shopping making its mark in convincing the consumers for better after sales services by easy return policies (Tzeng, Ertz, Sarigöllü, 2021).

These concepts of showrooming and webrooming must be considered by managers to understand why consumers leave one mode of shopping and shift to another mode of shopping. What are the criteria on which consumers think and why they change their attitude from one to another mode of shopping? The study will help managers to understand the Indian consumers and their learning and motivation towards shopping. Consumers are very much price sensitive and price remains the most important factor in all considerations. However, besides the price factor there are some important factors



which take place in the purchase considerations. Convenience is one of them. Convenience is a very broad term. In this paper convenience means the effectiveness in shopping provided by online and offline retailers. For few consumers searching and comparing may be the part of convenience and for some others visiting the physical retail shops can be a part of convenience. For some other consumers saving time and money through online shopping is a part of convenience and for the remaining others visiting the retail stores and communication through the retailers can be the part of convenience. It depends on the consumers. The concept of "smart-shopper feelings" is well suited for the study. The concept deals with the ego related aspect of consumers in terms of price and discounts. Here in India consumers are very sensitive by the price of the products and services. It gives us immense satisfaction when we consider that we are getting the product in a very genuine price. When a consumer feels that he or she has purchased some product with a higher price then it gives them anger and frustration too. Both the online and offline retailers understand this concept very well. By tremendous offers and discounts especially price discounts they appeal to a very large sect of youth consumers. This strategy is very useful when the marketers are appealing a consumer group who are very price sensitive. Indian consumers are price sensitive and as discussed in this study price has been one of the major variables when it comes to final purchase of a mobile phone. Especially online mode of shopping is dealing with the consumers by providing them a lot of offers and discounts for various products segments. The segment of mobile phone is one of them. Online retailers attract consumers by the tactics of price discount, free delivery, offers and discounts etc. and in return it gives the consumers a sense of winning the deal. This sense of winning the deal is the greatest factor which is making online shopping more desirable especially among youth. (Schindler, 1989).

### Conclusions and Suggestions

The study is all about the consumers' preference regarding the mode of shopping either online or offline. On the basis of the findings, it is clear that consumers are actually motivated by the benefits provided by these modes of shopping. Consumers deeply analyze the factors like price of the product, convenience in terms of comparing and purchasing etc. Internet compatibility is also an important factor in making the final purchase decision. Offers and Discounts and After Sales Services are also considered one of the major benefits which consumers perceived. Consumers combinedly analyze these factors and compare them with respect to online and offline mode of shopping and on the basis of the benefits provided, they finally purchase the product. Offline shopping still dominates the market while online shopping is growing like never before. Consumers, especially youth, prefer the online mode of shopping the most. Consumers are very price sensitive and they consider Price one of the most important variables in the decision-making process. The role of convenience also increased recently. Especially after Covid-19 consumers are more concerned about the convenience factor. They prefer online shopping over offline shopping since online shopping provides easy online information. Comparison and evaluation of the alternative products. There is no need to go outside and the product will be delivered to your doorsteps. Ultimately consumers choose the mode of shopping completely based on their perceived benefits.

### Limitations of the Study

The study is covering the Youth segment only. The further study can be done for older respondents also. Only five independent variables named Price, Convenience, Internet, Offers and Discount and After Sales Services have been taken for the study. The further study can be done with few different independent variables.

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