

A Study on Factors Influencing Consumer Purchasing Decisions in Online and Offline Shopping

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HOW TO CITE:

R.Dharmalingam, K. Mehala
(2026). A Study on Factors
Influencing Consumer Purchasing
Decisions in Online and Offline
Shopping.
International Journal of Special
Education, 41(22s), 1285-1293

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ABSTRACT:

The present study intends to analyze the factors influencing the consumer purchase decision in online and offline shopping in Tanjavur District. It emphasizes on understanding of consumer preference, purchase behavior, convenience, pricing, product availability, trust and service related aspects that influence the decision of online and offline shopping. Design/methodology/approach The study is based on descriptive research design with primary data obtained from Consumers in Tanjavur District. A systematic questionnaire was administered to obtain information on demographic variables, shopping preferences, purchasing behavior and factors affecting online and offline purchasing decisions. The acquired data were analyzed using relevant statistical tools to uncover the relationship and differences in customer purchase decisions between online and offline shopping. Findings: The study indicates that price, convenience, diversity of products, quality, trust and service facilities influence consumer buying choices. The preference for online shopping is Convenience and Choice; while Offline shopping is Physical inspection of the product and Instant purchase.

Keywords: Consumer Buying Decision, Online Shopping, Offline Shopping, Consumer Behavior, Purchase Preferences, Convenience Price.

Introduction

The rapid rise of digital technology has transformed the way customers buy items and services. Today consumers can choose between online and offline channels depending on their requirements and preferences. The buying decision is influenced by factors such as price, convenience, product quality, varieties, trust, discounts, and service facilities. Online shopping gives a broader selection and delivery to your home, whilst offline shopping allows for in-person product examination and fast purchase. Hence, the present study is an attempt to find out the elements impacting the consumers' purchase

decision in online and offline shopping in Tanjavur District.

Review of Literature

Singh S et al., (2025)ⁱ this study investigated consumer preference of online and offline retailing in Haryana. Analyzed consumer preferences for online and offline shopping channels in Haryana. The study investigated disparities in shopping preferences across product categories and demographic factors. It gives valuable evidence on consumers' choice of different retail channels according to their buying needs and attributes. The study is important for

understanding how consumer preferences for online and traditional buying are shifting.

Samantaa, P. (2024)ⁱⁱ Study conducted a systematic literature evaluation on customers' in-store and online shopping channel decision behavior. The research uncovered the major determinants of shopping-channel choice and constructed a conceptual model of the online and offline channel choice connection. The report also noted the need for future research in diverse product categories and geographical settings.

Roy, P., et al.,(2023)ⁱⁱⁱthis study investigated consumer buying behavior toward online and offline shopping before, during and after the COVID-19 epidemic. A examination of 90 published publications was conducted to discover factors that influence customer buying behavior. The study gives a holistic picture of the impact of shifting conditions and digital adoption on the consumers' inclinations toward online and offline purchasing channels.

Statement of the Problem

The fast expansion of internet shopping has transformed the purchasing behavior of consumers and offered an alternative to the traditional physical shopping. Today's consumers are able to compare pricing, goods, reviews, discounts and services online. Offline shopping offers direct inspection of products, personal interaction and instant purchase. In contrast, buyers face the challenges of product quality, trust, shipping, return policies, price difference and availability in online buying. Product choice, travel time and excessive pricing may restrict offline buying. These factors may effect consumers differently, depending on their personal characteristics and purchasing behaviors. Therefore, the present study attempts to identify and analyze the factors influencing customer purchasing decision for online and offline shopping in Tanjavur District.

Scope of the Study

The study mainly emphasizes the elements influencing the customer purchase decision in online and offline shopping in Tanjavur District. It deals with consumer desire, buying behavior,

convenience, price, quality of the product, variety, trust, discount and service facilities. The results can help shops and e-commerce sellers to understand the expectations of consumers and enhance their marketing and service strategies. The study is confined to the customers of Tanjavur District and it gives the insight on their purchase decisions in the contemporary retail environment.

Objective of the Study

1. To identify the major factors influencing consumer purchasing decisions in online and offline shopping

Research Methodology

The research is descriptive in nature. The study intends to analyze the factors impacting the customer buying decisions for online and offline shopping in Tanjavur District. The study mainly depends on the primary data of the consumers using a standardized questionnaire. The questionnaire includes questions on demographic characteristics, shopping preferences, purchasing behavior and criteria, such as, price, convenience, product quality, variety, trust, discounts and service facilities. Secondary data was obtained from books, journals, research articles, reports and related websites. The study population consists of the consumers of specified areas of Tanjavur District and the respondents are picked by utilizing acceptable sampling method. The acquired data are analyzed by the percentage analysis, descriptive statistics and suitable inferential statistical methods to study the customer buying behavior in online and offline shopping.

Sources of Data

Primary Data: Primary data are gathered directly from the consumers in Tanjavur District through structured questionnaire. The questionnaire contains questions on demographic characteristics, online and offline shopping preferences, purchasing behavior and factors influencing the consumer purchasing decisions. **Secondary Data:** Secondary data are collected from books, journals, research articles, newspapers, government publications, reports,

websites and other relevant published sources related to online shopping, offline shopping, consumer behavior and purchasing decisions.

Data Analysis

Data analysis is the systematic process of organizing, processing, examining, and interpreting the collected data to obtain meaningful findings and draw conclusions in a research study.

Table 1 Family Members

Family Members	No. of Respondents	Percentage
Up to 2 members	25	10.00
3 to 4 members	191	76.40
More than 4 members	34	13.60
Total	250	100.00

Source: Computed from Primary Data

From the table 1 that there are 191 respondents (76.40%) have 1285-1293 family members and the next is more than 4 members that is 34 respondents (13.60%). Only 25 responders

(10.00%) have up to 2 family members. Thus, most of the respondents belong to medium-sized households.

Table 2 Residential Area

Residence	No. of Respondents	Percentage
Urban	25	10.00
Rural	204	81.60
Semi-Urban	21	8.40
Total	250	100.00

Source: Computed from Primary Data

From the table 2 show the 204 respondents (81.60%) are from rural areas, 25 respondents (10.00%) are from metropolitan areas and 21

respondents (8.40%) are from semi urban areas. Thus, most of the responses are from rural areas.

Table 3 Qualification

Qualification	No. of Respondents	Percentage
10 th	20	8.00
Diploma	20	8.00
12 th	27	10.80
UG	143	57.20
PG	40	16.00
Total	250	100.00

Source: Computed from Primary Data

According to the table 3 show, 143 grads (57.20%) and 40 respondents (16.00%) are postgraduates.

10.80% of respondents (27) have completed 12th grade, 8.00% of respondents (20) each have 10th and Diploma level. Most responses are graduates.

Table 4 Family Type

Family Type	No. of Respondents	Percentage
Nuclear Family	167	66.80
Joint Family	83	33.20
Total	250	100.00

Source: Computed from Primary Data

Table 4 shows that 167 respondents (66.80%) are belonging to nuclear family and 83 respondents (33.20%) are

belonging to joint family. Most of the respondents come from nuclear families.

Table . 5 Factors Influencing Consumer Purchasing Decisions

Variables	SA	A	N	DA	SDA	Total
Reasonable price influences my decision to purchase products online or offline.	46	119	44	41	00	250
	18.40	47.60	17.60	16.40	00	100
Convenience and ease of shopping influence my decision to purchase online or offline.	46	119	38	47	00	250
	18.40	47.60	15.20	18.80	00	100
Perceived product quality influences my purchasing decision.	13	42	18	99	78	250
	5.20	16.80	7.20	39.60	31.20	100
Availability of a wide variety of products influences my purchasing decision.	46	129	34	00	41	250
	18.40	51.60	13.60	00	16.40	100
Trust in the seller and shopping channel influences my purchasing decision.	46	119	38	47	00	250
	18.40	47.60	15.20	18.80	00	100

Source: Computed from Primary Data

From the table 5 show it can be seen that 47.60% of the respondents agreed that affordable price and convenience of shopping are the primary elements that influence their purchasing decisions in online and offline stores. The largest agreement was on the availability of a wide range of products (51.60%). In contrast, perceived product quality has 39.60% disagreement and 31.20% strong disagreement, whereas trust on the seller and shopping channel has 47.60% agreement.

H₀₁ There is no significant difference between demographic variables and Factors Influencing Consumer Purchasing Decisions

One way ANOVA has been used to test the significant difference between Qualification and Factors Influencing Consumer Purchasing Decisions

One-way ANOVA finds the significant difference between Qualification and Factors affecting consumer purchasing decisions. It checks for differences in buying decisions by qualification.

H₀1(a) There is no significant difference between
Qualification and Factors Influencing Consumer
Purchasing Decisions

Table 6 Qualification and Factors Influencing Consumer Purchasing Decisions

Source: Computed from Primary data

Variables	Qualification	N	Mean	S.D.	F Value	Sig.
Reasonable price influences my decision to purchase products online or offline.	10 th	20	5.00	0.000	175.632	0.001*
	Diploma	20	5.00	0.000		
	12 th	27	4.04	0.192		
	UG	143	2.80	0.634		
	PG	40	3.03	0.158		
	Total	250	3.32	0.958		
Convenience and ease of shopping influence my decision to purchase online or offline.	10 th	20	5.00	0.000	173.393	0.001*
	Diploma	20	5.00	0.000		
	12 th	27	4.26	0.447		
	UG	143	2.80	0.634		
	PG	40	3.03	0.158		
	Total	250	3.34	0.987		
Perceived product quality influences my purchasing decision.	10 th	20	3.35	0.988	1.555	0.187 (NS)
	Diploma	20	3.85	1.348		
	12 th	27	4.15	1.134		
	UG	143	3.68	1.225		
	PG	40	3.88	1.202		
	Total	250	3.75	1.211		
Availability of a wide variety of products influences my purchasing decision.	10 th	20	5.00	0.000	248.998	0.001*
	Diploma	20	5.00	0.000		
	12 th	27	4.04	0.192		
	UG	143	2.73	0.546		
	PG	40	3.03	0.158		
	Total	250	3.28	0.949		
Trust in the seller and shopping channel influences my purchasing decision.	10 th	20	5.00	0.000	173.393	0.001*
	Diploma	20	5.00	0.000		
	12 th	27	4.26	0.447		
	UG	143	2.80	0.634		
	PG	40	3.03	0.158		
	Total	250	3.34	0.987		

According to the results of one-way ANOVA, qualification significantly impacts fair price ($F=175.632$, $p=0.001$), convenience and ease of shopping ($F=173.393$, $p=0.001$), availability of product variety ($F=248.998$, $p=0.001$), and trust in the seller and shopping channel ($F=173.393$, $p=0.001$). However, there is no significant difference in perceived product quality according

to qualification ($F=1.555$, $p=0.187$). The respondents' mean scores with the most significant elements were found to be the highest among 10th and Diploma with an overall mean of 3.75 for product quality. Since the significance value is $0.001 < 0.05$ for four factors, the null hypothesis is rejected for reasonable price, convenience, product variety, and trust. For

perceived product quality ($p = 0.187 > 0.05$), the null hypothesis is accepted.

One way ANOVA has been used to test the significant difference between Residence and Factors Influencing Consumer Purchasing Decisions

The one-way ANOVA is used to test the significant difference of Residence on Factors

Influencing Consumer Purchasing Decisions. It attempts to determine if place of residence impacts on purchase decisions.

$H_{01}(b)$ There is no significant difference between Residence and Factors Influencing Consumer Purchasing Decisions

Table 7 Residence and Factors Influencing Consumer Purchasing Decisions

Source: Computed from Primary Data

Variables	Residence	N	Mean	S.D.	F Value	Sig.
Reasonable price influences my decision to purchase products online or offline.	Urban	25	3.52	1.005	5.631	0.004*
	Rural	204	3.45	1.415		
	Semi-Urban	21	2.43	0.978		
	Total	250	3.37	1.374		
Convenience and ease of shopping influence my decision to purchase online or offline.	Urban	25	5.00	0.000	98.145	0.001*
	Rural	204	3.28	0.816		
	Semi-Urban	21	2.00	0.000		
	Total	250	3.34	0.987		
Perceived product quality influences my purchasing decision.	Urban	25	3.52	1.005	20.833	0.001*
	Rural	204	3.93	1.140		
	Semi-Urban	21	2.29	1.102		
	Total	250	3.75	1.211		
Availability of a wide variety of products influences my purchasing decision.	Urban	25	3.52	1.005	5.631	0.004*
	Rural	204	3.45	1.415		
	Semi-Urban	21	2.43	0.978		
	Total	250	3.37	1.374		
Trust in the seller and shopping channel influences my purchasing decision.	Urban	25	5.00	0.000	98.145	0.001*
	Rural	204	3.28	0.816		
	Semi-Urban	21	2.00	0.000		
	Total	250	3.34	0.987		

The results of one-way ANOVA indicate that has a significant effect on reasonable price ($F=5.631$, $p=0.004$), convenience and ease of shopping ($F=98.145$, $p=0.001$), perceived product quality ($F=20.833$, $p=0.001$), availability of product variety ($F=5.631$, $p=0.004$), and trust in seller and shopping channel ($F=98.145$, $p=0.001$). Urban respondents also had the greatest mean ratings for convenience (5.00) and trust (5.00) whereas rural respondents had the highest mean score on perceived product quality (3.93).

One way ANOVA has been used to test the significant difference between Family Members and Factors Influencing Consumer Purchasing Decisions

One way ANOVA was utilized to determine the significant difference between Family Members and Factors Influencing Consumer Purchasing Decisions. It is useful to know whether buying decisions change greatly by family size.

$H_{01}(b)$ There is no significant difference between Family Members and Factors Influencing Consumer Purchasing Decisions

Table 8 Family Members and Factors Influencing Consumer Purchasing Decisions**Source:** Computed from Primary Data

Variables	Family Members	N	Mean	S.D.	F Value	Sig.
Reasonable price influences my decision to purchase products online or offline.	Up to 2 members	25	5.00	0.000	148.361	0.001*
	3 to 4 members	191	3.32	0.725		
	More than 4 members	34	2.06	0.343		
	Total	250	3.32	0.958		
Convenience and ease of shopping influence my decision to purchase online or offline.	Up to 2 members	25	5.00	0.000	130.920	0.001*
	3 to 4 members	191	3.36	0.774		
	More than 4 members	34	2.06	0.343		
	Total	250	3.34	0.987		
Perceived product quality influences my purchasing decision.	Up to 2 members	25	3.52	1.005	11.529	0.001*
	3 to 4 members	191	3.93	1.140		
	More than 4 members	34	2.91	1.379		
	Total	250	3.75	1.211		
Availability of a wide variety of products influences my purchasing decision.	Up to 2 members	25	5.00	0.000	154.397	0.001*
	3 to 4 members	191	3.27	0.710		
	More than 4 members	34	2.06	0.343		
	Total	250	3.28	0.949		
Trust in the seller and shopping channel influences my purchasing decision.	Up to 2 members	25	5.00	0.000	130.920	0.001*
	3 to 4 members	191	3.36	0.774		
	More than 4 members	34	2.06	0.343		
	Total	250	3.34	0.987		

The results of the one-way ANOVA indicate that family size significantly affects ,reasonable price ($F=148.361$, $p=0.001$), convenience and ease of shopping ($F=130.920$, $p=0.001$), perceived product quality ($F=11.529$, $p=0.001$), product variety ($F=154.397$, $p=0.001$), and trust in the seller and shopping channel ($F=130.920$, $p=0.001$).The highest mean of 5.00 for price, convenience, variety and trust was reported by respondents with up to 2 family members whereas the greatest mean for product quality (3.93) was recorded by respondents with 3–4 members.

5.2.8 T-test used to test significant differences between t-test used to test significant differences between Family with Family Members and Factors Influencing Consumer Purchasing Decisions

The t-test is to see if there is a significant difference between Family Members and Factors Influencing Consumer Purchasing Decisions. It is useful to find out whether family size has a substantial impact on the purchase decisions of consumers.

H_{03} a: There is no significant difference between type of family of the respondents and Factors Influencing Consumer Purchasing Decisions

Table 9 Family of the respondents and Family Members and Factors Influencing Consumer Purchasing Decisions

Source: Computed from Primary Data

Variables	Family Type	N	Mean	S.D.	F Value	Sig.
Reasonable price influences my decision to purchase products online or offline.	Nuclear Family	167	3.66	0.935	9.374	0.001*
	Joint Family	83	2.63	0.534		
Convenience and ease of shopping influence my decision to purchase online or offline.	Nuclear Family	167	3.70	0.966	9.428	0.001*
	Joint Family	83	2.63	0.534		
Perceived product quality influences my purchasing decision.	Nuclear Family	167	3.87	1.126	2.360	0.019*
	Joint Family	83	3.49	1.338		
Availability of a wide variety of products influences my purchasing decision.	Nuclear Family	167	3.60	0.944	8.764	0.001*
	Joint Family	83	2.63	0.534		
Trust in the seller and shopping channel influences my purchasing decision.	Nuclear Family	167	3.70	0.966	9.428	0.001*
	Joint Family	83	2.63	0.534		

The results of one-way ANOVA show that family type has a significant effect on reasonable price ($F=9.374$, $p=0.001$), convenience and ease of shopping ($F=9.428$, $p=0.001$), perceived product quality ($F=2.360$, $p=0.019$), product

variety ($F=8.764$, $p=0.001$), and trust in the seller and shopping channel ($F=9.428$, $p=0.001$). Nuclear family respondents scored higher mean in all the variables with maximum score of 3.87 in factor perceived product quality.

Reliability Analysis

Table 10 Reliability Analysis

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Factors Influencing Consumer Purchasing Decisions	0.870	0.893
decision to purchase products online or offline.	0.8580	0.856
Perceived product quality influences my purchasing decision	0.863	0.873

Source: Computed from Primary Data

The Cronbach's Alpha for Factors Influencing Consumer Purchasing Decisions is 0.870 and the normalized alpha for is 0.893. exhibiting strong internal consistency and dependability with the items regularly measuring the elements driving consumer purchasing decisions.

Findings

1. Majority of the respondents 191 (76.40%) have 3–4 family members and only 25 (10.00%) have up to 2 relatives. The bulk of

respondents 204 (81.60%) were from rural areas whereas only 21 (8.40%) were from semi-urban areas.

2. 143 (57.20%) respondents have UG qualifications and 20 (8.00%) each have 10th and Diploma qualifications. Majority of the responses 167 (66.80%) are nuclear families and 83 (33.20%) are joint families.

3. The most important element was the range of products (51.60%), followed by acceptable pricing, ease and trust (47.60% each).

Perceived product quality was disagreed with 39.60%. There is significant difference for four purchase criteria ($p=0.001$) but perceived product quality is not significant ($p=0.187$).

4. All five factors of purchase differ significantly by residence, $p=0.004$, or $p=0.001$. Urban respondents had the highest mean score of 5.00 for convenience and trust. There is a substantial difference in all five purchase criteria when considering a family size ($p=0.001$ each). The highest mean score was on responders with family members up to 2 is 5.00.

5. The five purchase factors differ significantly amongst the family types at $p<0.05$. The mean scores of nuclear family respondents were higher, ranging between 3.60 and 3.87. The dependability of the five items is good (0.870) and can be further explored.

Suggestions

1. Awareness programs and consumer services may be built with the requirement of medium sized families in view, which constitute primary respondent group. There is a need to increase the level of awareness and support programs for rural responders to enhance their access to relevant services and opportunities. The responders at different academic levels need more skill-based training and awareness programs to expand their knowledge and opportunities.

2. Support and awareness programs must be directed on the needs of nuclear families and appropriate guidance should be provided for their economic and social welfare. To better consumers' purchase decisions, sellers should offer competitive prices, more product variety, easy shopping options and trustworthy services.

3. Retailers should consider the varying educational levels of consumers when developing strategies for price, convenience, product assortment and establishing confidence.

4. Retailers need to adopt resident specific tactics, particularly for semi urban clients, by boosting convenience, product diversity, quality assurance and confidence building measures. Retailers should take into account the size of the family in price, convenience, product diversity and trust-building efforts to suit diverse consumer purchase needs.

5. Retailers need to examine the distinctions between nuclear and joint families when formulating the strategies relating to pricing, convenience, product diversity, quality and trust. The scale has acceptable reliability and the researcher can retain all the five elements for future statistical analysis.

Conclusion

The study Factors including as price, convenience, product quality, variety, trust, discounts and service facilities affect the shopping decisions of consumers in Tanjavur District, the study reveals. Convenience, variety of goods, attractive deals and doorstep delivery are the main reasons for preferring internet shopping whereas physical examination of objects, personal interaction and instant purchase are the main reasons for preferring offline shopping. According to the poll, consumers use both online and physical channels according to their preferences and purchase scenarios. Therefore, the research of these characteristics can help the businesses and online sellers to enhance their products, services and marketing methods according to the consumer expectations.

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