

DISCUSSION

Summary of Findings

The study is an attempt to find out one of the motivators of Conspicuous consumption among North-Indian consumers. Specifically, the study tried to investigate the simultaneous relationship between collectivistic self and individualistic self with conspicuous consumption practices among North-Indian consumers. The results evidenced that collectivistic self had significant positive relationship with conspicuous consumption. Collectivistic or interdependent self can thus be easily classified as the antecedent, which can affect one's conspicuous consumption tendencies. However, the results were in contrast for individualistic self. There is no significant impact (neither positive or negative) of individualistic self with conspicuous consumption tendencies. This could also mean that persons with high individualistic self does not engage in the practices of visible consumption as compared with individuals with high collectivistic self. These were in accordance with the results of similar studies of Luciana *et al.*, (2012), Clark, R. A. (2006), Markus, H. R., & Kitayama, S. (1991), etc. The current study also replicated the results of Prendergast *et al.*, (2003) which established the link to enhanced social standing as a result of increased luxury expenditure.

Managerial Implications

Managers of multinational and local enterprises functioning in India, or planning to operate in India, will find various management implications in this research. The findings point to a plethora of business potential for companies selling high-end goods. High conspicuous consumption tendencies are seen among north-Indian consumers of luxury lifestyle products and services. Marketers will be able to better understand and target developing customers, as well as design relevant marketing strategies, with the aid of these insights. According to this research of the North-Indian market, luxury brand merchants should focus their marketing efforts on the materialistic aspects of luxury products and how retailers can help people achieve personal satisfaction and prestige. Firms dealing in Luxury Lifestyle products should be aware that some consumers associate luxury goods with their own notion that that accumulating material items is a way of showcasing one's life accomplishments (Banerjee, R., & Dittmar, H. 2008).

Marketers can ignite the sense of self identity by offering such products and services which are perceived essential indicators of one self.

Thus, there is huge potential for such people who wish to demonstrated their rich individual-self through high-end products and services. Here, the manufacturers and service providers can fill up the above said gap.

The main finding of this study suggests that image of self, affects one's social consumption needs. For which the highly materialistic individuals try to conform themselves with alike individuals in their relationship circle. For that, they even indulge themselves in the practice of Conspicuous consumption. Markets of luxury lifestyle products and services should focus on consumers' need to associate themselves with a particular higher class by targeting their collectivistic or interdependent self.

Main noteworthy point is for consumers who are actively involved in the practice of ostentatious consumption have the most significant implications. They are more likely to go out of their way to consume things that will allow them to distinguish and classify them into a higher social class. This may have a negative influence on consumer savings and investments (Moav and Neeman, 2010). Thus, consumers must be aware about their self-perception needs and might even work on them for wanting to be assimilated with someone might have a toll on a person's resources and savings.

Future Directions

However, the research was limited to just the urban consumers of north side of India. A study including larger samples geographically would have been useful in verifying the findings. In addition, the study focused only on two antecedents namely Individualistic self and collectivistic self to predict their relationship with Conspicuous consumption. Future studies can also focus on conspicuous consumption practices for both developed and developing economies to draw comparisons. Comparisons can also be made among the consumers belonging to different income class.

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Consumer Shift in Shopping Modes : An Exploratory Study with Respect to Online and Offline Shopping

Rajdeep Singh* and Jasleen Kaur**

** School of Management Studies, Punjabi University, Patiala*

*** Dept. of Commerce & Mgmt., G.S.S.D.G.S. Khalsa College, Patiala*

Abstract

Due to various technical and behavioral innovations, every nook and corner significantly affected in positive as well as in negative manner. Nowadays there are ample channels or ways to shop for a product even the consumer can get information regarding specifications, price and other related aspects with a single click on the internet.

Thus, Consumers can access various modes of shopping e.g. online and offline and are switching towards the shopping patterns. This paper tried to identify the various factors responsible for shift in consumer buying behavior towards these shopping modes. The sample size of the study was 600 respondents of Punjab and after implementation EFA model in SPSS software; it is found that there are various factors such as Convenience, price, security; trust, accessibility and quality etcetera are responsible for consumer shift.

Key Words

Consumer Shift, Buying Pattern, Shopping Modes, Online Shopping, Offline Shopping

INTRODUCTION

In past times, consumers used to purchase from retail stores and haats because of easy and nearby availability of the product. But with the advent of technology, when the various sources of transportation and interventions of

innovative shopping modes were made available, consumers started buying from shopping malls and wholesale retail outlets because of convenient mode of reaching out to the products.

However, the next phase evolved in buying behavior of consumers with the emergence of internet and online markets available, which led to buying from virtual stores. Nowadays, we can observe the impact of internet on our lives, hence, each and every person can place an order from his/her mobile phone and product is delivered at the door step. Secondly, with the emergence of marketing strategies, such as, product replacement and money refund policy etcetera contributed towards the growth of online shopping.

In previous time, due to lack of infrastructural facilities, education and other developments people use to shop from nearest stores, local shops and street vendors. However, with the emergence of shopping malls, online shopping websites, transportation, communication and internet, Consumer behavior also went through transitions in the choice of shopping modes. As per the emergence of various modes of shopping, the expectation and buying behavior of consumer significantly affected as per.

Consumer shift is as we can observe nowadays, consumer is not bound to shop from one single mode hence consumer switching between online and offline shopping modes as per his/her perceived value from that specific shopping pattern.

Online shopping is the contemporary style of purchasing the products electronically. People can purchase the products from official websites and online selling companies with the help of internet. Thus, it can be said that technology and internet has emerged that new trend of purchasing the products and services.

Offline shopping refers to purchase the product by physically visiting to the retail stores, exclusive outlets or shopping malls.

REVIEW OF RELATED LITERATURE

Kumar in his thesis *Electronic Shopping : A Paradigm Shift in Buying Behaviour Among Indian Consumers (2012)* explored electronic shopping mode in detail. Writer made sincere effort in evaluating the buying behavior and attitude of consumers while purchasing online. The objective of the study was to measure the factors responsible for shift in buying and demographic factors association with shopping pattern choice. The sample size for the study was 800 respondents of Punjab, Haryana and Chandigarh. The findings of the research depicted that variety; choice, availability, discount/offers and value for money are some of the key factors responsible for consumer shift towards online shopping. Furthermore,

youngsters prefer online shopping than offline shopping and consumer occupation and education are having positive association with online shopping. Researcher found that gender have no significant association with online shopping as both male and female are into online purchase.

Poojari in his thesis a study on Changing Consumer Behaviour Towards Emerging Shopping Malls (2012) illustrated the dynamics of consumer behavior towards the emerging shopping malls. The objective of the study was to evaluate the various factors responsible for shift and attracting consumers towards shopping malls, the impact of consumer demographics on their behavior towards the malls. The sample size consists of 450 respondents and convenience sampling technique was used in the research. Findings of the study revealed that parking space, payment convenience, brands and store location are the most important factors which attract the people towards shopping malls. Moreover, gender, occupation, education and life style of the customer are positively associated with the decision of buying form malls.

Ethan Lieber Chad Syverson (2011) has said that the Emergence of Online Channels in a Market can bring substantial changes to the market's economic fundamentals and, through these changes, affect outcomes at both the market level and for individual firms. The potential for such shifts has implications in turn for firms' competitive strategies. Incumbent offline sellers and new pure-play online entrants alike must account for the many ways a market's offline and online channels interact when making pricing, investment, entry, and other critical decisions.

Tendai and Crispin has elucidated in the paper, In-Store Shopping Environment and Impulsive Buying (2009) the objective to investigate the influence of in-store shopping environment on impulsive buying among consumers. The impulsive decision making theory and the consumer decision making model were used to demonstrate the study (Schiffman and Kanuk, 2007). Author has taken 320 shoppers of shopping mall as sample of the study through convenient sampling technique. A 5% test of significance depicted that in-store factors of an economic nature such as price and coupons were more likely to influence impulsive buying than those with an atmospheric engagement effect like background music and scent used by sellers.

Kishore *et al.*, has explained in their paper titled Consumer Online Buying Decisions : A Critical Appraisal of Literature (2017) the key factors which affect the Indian consumers while buying the product online. Writer reviewed the literature related to the seller, consumer and other related

factors. Furthermore, consumer related factors were further classified into two parts which were Demographic and psychographic. This paper found that marketing mix, sales promotion, consumer life styles are the key factors responsible for buying.

Bhardwaj and Suresh in their paper, A Study on 'Convenience of Shopping' in Apparel Sector (2014) tried to explore the convenience of shopping and its impact in overall apparel industry. Paper elaborated the impact of FDI upon organized sector and revealed that Apparel sector is the second largest growing sector after Food and grocery. Researcher proceeded with 200 sample size from Bangalore city. Study found that there are multiple factors which lead to convenience e.g. parking facilities, after sale services, layout of the store and Customer service.

Divyendu *et al.*, in their paper, Online or Offline Shopping : Factors that Determine Customer Behavior (2019) tried to examine the consumer behavior of online and offline shopping. Researcher took the data of underdeveloped, developing and developed countries as per human development index 2019 for evaluating the different consumer behavior as per the country. This study was done on 100 sample size. Study found that developing and developed countries are having decent online market however underdeveloped countries had scope for future as emerging players can take advantage of that as in present scenario these countries focus on offline shopping. Moreover researcher found that the consumer trust totally depends upon fulfilling of need and delivery of the product. It was observed by the study that countries having adequate infrastructure had better virtual shopping future.

Chilka and Chauhan in their paper, Study on Recent Trends in Online Shopping in India (2018) highlighted the important factors of online shopping and depicted it as most widely preferred mode form Indian context. Writer tried to investigate the recent factors related to online shopping in India. Findings revealed that key drivers of online shopping in India are internet access, discount/offers, return policy and social media ads however quality; delivery and security are considerable challenges in online shopping.

Tamara and Becca explained in the Mckinsey Report (2020), the great consumer shift is observed in past few years. Report concluded that up to 75 percent of users tried new buying platforms and replacing their existing buying patterns. There were few important factors responsible for the shift was product availability, convenience and value. Report found that spending intent for the essential products is stronger in the households.

Chaudhary in his report, *Analyzing the Paradigm Shift of Consumer Behavior towards E-Commerce during Pandemic Lockdown (2020)* explained the emergence of e-commerce and tried to measure the impact of COVID 19 on online shopping behavior of consumers. Writer explained that during lockdown and pandemic period people avoided themselves to go out for shopping and with the availability of 4G internet it is much easier to shopping from e-platforms. Study was done with sample size of 153 respondents and writer found that such that type of crisis can put significant impact upon the consumer buying pattern as majority of people switched towards online shopping.

OBJECTIVES OF THE STUDY

Present paper focuses upon the following objectives :

- To study the various factors responsible for offline to online shift in consumer buying behavior.
- To study the various factors responsible for online to offline shift in consumer buying behavior.

RESEARCH METHODOLOGY

Research Design : This study has adopted descriptive method of research. This method describes a phenomenon and its characteristics. Research study is primarily quantitative in nature where data is collected quantitatively and analyzed quantitatively using frequencies, percentages, averages etc.

Universe of the Study : The universe of the study comprised of Punjab state.

Population of the Study : Residents of state of Punjab falling in the age group 25-40 comprises the population of the study.

Sample and Sample Design : Sampling is concerned with the choice of a subset of individuals from a statistical population to estimate the characteristics of the population. The sample size for the study is restricted to 600 respondents from Punjab. The sample will consist of various individuals belonging to the age group of 25-40 years with different income categories, education and professions. The respondents will be from Majha, Malwa and Doaba which is conventional distribution of Punjab; it represents all segments of customers and will make sample representative.

PLANNING OF THE SCALE

The first step in the construction of the scale is careful planning. A partial adopted and partial self designed questionnaire used in this study. For construction of the scale, available literature on customer satisfaction, loyalty, expectation and factors influencing shift from online to offline mode of shopping and factors influencing shift from offline to online mode of shopping was surveyed. The tools used in previous studies e.g. Factors determination by Wanida Suwunniponth, Lukasz skowron's Customer satisfaction and loyalty assessment model, Consumer buying decisions by Amit kishore sinha were investigated to have a better acquaintance with the construct. The discussion was held with various academicians in marketing field and their views were kept in mind while designing the scale.

Pre-try Out of the Tools

The preliminary draft of the scale was sent to the language experts to ensure the correctness and ease of comprehension. The preliminary draft was corrected by language experts very judiciously and then the corrected draft was sent to 7 experts in the field of marketing field for content validity.

Pilot-try Out of the Tools

In this step second draft was administered on 100 customers. 20 respondents did not complete the survey. On the basis of complete responses provided by 80 respondents the reliability and validity of each tool was established.

Reliability

A test or a scale should be reliable which means that it measures whatever it is measuring consistently. For the present study Cronbach's Alpha Reliability was computed by the investigator. Cronbach's Alpha is a test reliability technique that requires only a single test administration to provide a unique estimate of the reliability for a given test. The value of Cronbach's Alpha Coefficient ranges from 0 to 1. The closer is this value to 1, the greater is the internal consistency of the items included in the scale. The reliability of the each scale is given in table. As clear in the table, the values of Cronbach's alpha for each tool are satisfying the minimum .70 recommended by Nunnally (1978) suggesting that all the tools used in the study have high internal consistency.

Validity : Validity is the extent to which a scale accurately represents the concept of interest. Validity of test can be defined as the degree to which the test measures what it is intended to measure. For the present study the investigator conducted Face Validity and Content Validity.

Cronbach's Alpha Value for Each Tool

Tool	Number of Items	Cronbach's Alpha
Factors influencing shift from offline to online mode of shopping	26	.91
Factors influencing shift from online to offline mode of shopping	27	.83

SCOPE OF THE STUDY

Scope of the study is limited to Punjab only and the product considered while collection of response is Apparels.

Data Collection Method : Data was collected by Primary data collection technique with structured questionnaire.

Data Analysis and Interpretation : Data was analyzed with Exploratory Factor Analysis (EFA) formal measurement model using SPSS software.

Factorability is the assumption that there are at least some correlations amongst the variables so that coherent factors can be identified. Basically, there should be some degree of collinearity among the variables but not an extreme degree or singularity among the variables. Factorability can be examined via any of the following :

1. Inter-item correlations (correlation matrix) - are there at least several small-moderate sized correlations e.g., > .3?
2. Anti-image correlation matrix diagonals - they should be > ~.5.
3. Measures of sampling adequacy (MSAs):
 - Kaiser-Meyer-Olkin (KMO) (should be > ~.5 or .6) and
 - Bartlett’s test of sphericity (should be significant)

DATA INTERPRETATION AND ANALYSIS

Factors responsible for shift in consumer behavior from offline shopping mode to online shopping mode

The analysis part shows the extraction of factors responsible for shift in consumer behavior from offline to online shopping mode. Factor analysis has been used for this purpose. Principal component analysis (PCA) along with Varimax rotation has been executed in SPSS 20 software for extracting the factors. The appropriateness of analysis was determined by the use of Bartlett’s Test of Sphericity and Kaiser-Meyer-Olkin Measure of Sampling Adequacy. For good factor analysis, value of KMO measure of sampling adequacy should be at least .60 & above (Tabachnick & Fidell, 1986) and Bartlett’s Test of Sphericity

should be significant. As shown in Table 1.1, KMO measure is sufficiently high and Bartlett's Test of Sphericity is also significant ($p < .000$) thus, it is appropriate to perform factor analysis for this data.

In the next step of factor extraction linear components has been found by calculating eigenvalues. Eigenvalues for each factor before extraction, extraction sums of squared loadings and rotation sums of squared loadings have been done. All the factors having eigenvalue greater than 1 were retained in the factor solution. So, six factors were extracted from each shift. These factors explained 83.309% of cumulative variance.

Table 1.1
KMO and Bartlett's Test (Offline to Online)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.855
Bartlett's Test of Sphericity	Approx. Chi-Square	15264.922
	Df	325
	Sig.	.000

Table 1.2
Factors Influencing During (Offline to Online)

Extracted Factors (Descriptive Statistics)					
	N	Minimum	Maximum	Mean	Std. Deviation
Convenience	598	1.00	5.00	3.2037	1.33587
Accessibility	598	1.00	5.00	3.0893	1.09568
Price	598	1.00	5.00	3.4172	1.31105
Variety	598	1.00	5.00	2.8311	1.33246
Quality	598	.75	5.00	2.8148	1.21129
Discounts and Offers	598	1.00	5.00	2.9409	1.42295

Source : Primary Data

Interpretation

Table 1.2 have given clarity on the factors which played an important role in defining the buying intent of respondents for apparels while shifting from offline to online mode, discounts and offers factor with highest standard deviation (1.42) was followed by accessibility & variety (1.33), price (1.31), quality (1.2) and price (1.09).

Table 1.3
Core Factors Influencing Buying Intent (Offline to Online)

Factors Extracted	Variance Explained	Standard Deviation
Convenience	28.47	1.33587
Accessibility	19.3	1.09568
Price	13.34	1.31105
Variety	9.22	1.33246
Quality	7.98	1.21129
Discount and Offers	5.97	1.42295

Source : Primary Data

From Table 1.3 has depicted that factors extracted from the variance Table 4.18 shows that convenience (28.47) explained higher variance in comparison to accessibility (19.3), price (13.34), variety (9.22), and quality (7.98) and finally discounts and offers (5.97). But from standard deviation we concluded that discounts and offers factor with highest standard deviation (1.42) was followed by accessibility & variety (1.33), price (1.31), quality (1.2) and price (1.09) which in real manner have defined the buying intent of respondents for apparels while shifting from offline to online mode.

Factors responsible for shift in consumer behavior from online shopping mode to offline shopping mode

All the factors having eigenvalue greater than 1 were retained in the factor solution. Following this rule, seven factors have been extracted. These factors explained 87.999% of cumulative variance. (Figure 4.9) also confirmed that there are seven factors responsible for shift in consumer behavior from online to offline shopping mode.

Table 2.1
KMO and Bartlett’s Test (online to offline)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.892
Bartlett’s Test of Sphericity	Approx. Chi-Square	19023.077
	Df	351
	Sig.	.000

Table 2.2
Factors Influencing During (Online to Offline)

Extracted Factors (Descriptive Statistics)					
	N	Minimum	Maximum	Mean	Std. Deviation
Convenience	598	1.00	5.00	2.8435	1.32992
Price	598	1.00	5.00	3.0209	1.38941
Social	598	1.00	5.00	3.1246	1.22609
Process	598	1.00	5.00	3.3579	1.12990
Trust	598	1.00	5.00	3.0456	1.21156
Empathy	598	1.00	5.00	3.0764	1.33414
Security	598	1.00	5.00	3.0596	1.20000

Source : Primary Data

Interpretation

Table 2.2 have given clarity on the factors which played an important role in defining the buying intent of respondents for apparels while shifting from online to offline mode, price factor with highest standard deviation (1.38) was followed by empathy (1.33), convenience (1.32), social (1.22), security (1.20), trust (1.21) and process (1.1).

Table 2.3
Core Factors Influencing Buying Intent (Online to Offline)

Factors Extracted	Variance Explained	Standard Deviation
Convenience	33.1	1.32992
Price	14.5	1.38941
Social	11.6	1.22609
Process	8.9	1.1299
Trust	7.5	1.21156
Empathy	6.2	1.33414
Security	5.6	1.09564

Source : Primary Data

From Table 2.3 has depicted that factors extracted from the variance Table 4.18 shows that convenience (33.1) explained higher variance in comparison to price (14.5), social (11.6), process (8.9), trust (7.5), empathy (6.2) and finally Security (5.6). But from standard deviation we concluded price factor with highest

standard deviation (1.38) was followed by empathy (1.33), convenience (1.32), social (1.22), trust (1.21), process (1.1) and Security (1.09) which in real manner has defined the buying intent of respondents for apparels while shifting from online to offline mode.

FINDINGS

In case of factors responsible for offline to online shift in consumer behavior six factors were extracted which explained 83.309% of cumulative variance. On the basis of factor loadings for each item after performing Varimax rotation, all the items have been grouped under six factors viz. Convenience, Accessibility, Price, Variety, Quality and Discount & offers. These factors are found to be responsible while switching of consumers from offline to online shopping pattern.

However, while considering the factors responsible for online to offline shift in consumer behavior, seven factors were extracted which explained 87.99 % of cumulative variance. On the basis of factor loadings for each item after performing Varimax rotation, all the items have been grouped under seven factors viz. Convenience, Price, social factor, process, trust, empathy and security.

From all the above mentioned findings it can be expressed that consumers evaluate the shopping pattern form various parameters and choose as per their own convenient, value and trust.

CONCLUSION

In concluding remarks, it is witnessed that there are several factors which are responsible for shift in consumer buying of apparels as consumer compare the modes of shopping as per these factors and proceed accordingly. The results of the study indicated that convenience and price are the common factor responsible for shift in buying behavior from online to offline and also from offline to online mode. Customer usually compares the prices of the product and chooses the mode as per the perceived value. This indicates that both online and offline modes have own attributes that make convenient shopping experience to customers. Trust and empathy are the factors lacking in online shopping mode.

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Questionnaire

Shopping Pattern under Study	Online shopping, offline shopping (inc. Shopping Malls, Exclusive Outlets)
Product	Apparels

Your kind cooperation in this research is very much appreciated. Thank you very much for your time and cooperation.

Section-A

Kindly read the following statements and tick in the 5 pointer scale against the statement which according to you is best describe.

1 = Strongly Disagree 2 = Disagree 3 = Not Sure 4 = Agree 5 = Strongly Agree

Offline to Online shift

Statements	1	2	3	4	5
I prefer online shopping which is available 24x7					
I purchase online because of availability of products/ services on the Internet that cannot be found locally					

I shop online as I do not have to leave home for shopping					
I shop online as I can shop whenever I want					
I shop online as I can then save myself from chaos of traffic					
Online shopping do not saves my money					
It is easier to compare similar products with different prices and features					
I feel online payment method much secure than offline					
I purchase online because of low pricing on the Internet or some service for free					
Online shopping provides various schemes and promotions					
I like to buy online because of refund policy by online sellers					
I cannot easily compare prices of products/services offered by different companies via online shopping					
Online shopping provides me with variety of apparels					
I cannot shop multiple brands via online shopping					
I like to buy only well-known brands products/services on the Internet					
I shop online as I get broader selection of products online					
I often got good quality apparel from online shopping sites					
I usually found defects in apparel purchased from online shopping mode					
Online sellers provide detailed information on products/services					
I shop online as I get user/expert reviews on the product					
Online shopping saves my time					
There is no stress of company's personnel to buy something in online shopping mode					
I shop online as I can shop in privacy of home					
I shop online as I can take as much time as I want to decide					
Using Internet for online shopping is not an easy process					
I cannot track my order status in online shopping					

Online to Offline Shift

Statements	1	2	3	4	5
Shipping charges is a drawback to online shopping					
Bargaining is not possible in offline shopping					
Online shopping has high delivery charges					
The product/service desired is high-priced in online shopping					

Try and buy facility is available in offline shopping					
It is not easy to return the faulty products in offline mode					
It is too difficult to order/select product/service via Internet					
I prefer to buy in local shops, as don't like to wait for product / service delivery					
Online shopping procedure is cumbersome and frustrating					
I prefer offline shopping due to various frauds in online shopping					
Payment method of online shopping is not secure (need to give credit card number)					
I feel that my personal information given for transaction to the retailer may be compromised to 3rd party					
Online sellers sometimes deliver inappropriate product/service					
Online sellers do not misuse the personal information of consumers					
It is difficult to purchase apparel only on description or without actual view of product/service (cannot see and inspect the real product)					
I might receive malfunctioning merchandise through online shopping					
One of the reasons that I have not shopped on the web is that I prefer to deal with people					
I do not prefer to buy in local shops, as like to socialize with shop personnel					
I do not like to shop with my family members or friends					
When I make a purchase my friend's opinion is important to me					
I feel that it will be difficult settling disputes when I shop offline					
I do not shop online because of non-availability of reliable & well-equipped shipper					
Store environment and design act as a motivation for you in offline shopping.					
I do not shop online because Internet speed (Web page download time) is very slow					
I will have problem in returning product bought offline					
I shop offline as online shopping delivery takes time					
I cannot get to examine the product when I shop online					