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GREENATION RESEARCH

Comparing Customer Satisfaction: The Role of User Experience in Online vs Offline Shopping

Jayesh Sompura[1], Paras Ramchandani[2], Harsh Shriyal[3], Bhavya Raithatha[4], Rahul Chauhan[5], Andino Maseleno[6], R. Rizal Isnanto[7]

[1]Unitedworld Institute of Management, Karnavati University, Gandhinagar, India
[2]Department of Information Systems, Institut Bakti Nusantara, Lampung, Indonesia
[3]Department of Computer Engineering, Diponegoro University, Semarang, Indonesia

Corresponding Author: rj88chauhan@gmail.com[1]

Abstract: This research explores the influence of demographic factors, specifically age and income, on consumer preferences and behavior regarding online and offline shopping. Using a sample of 114 respondents from Ahmedabad, the study assesses the satisfaction, convenience, and trust associated with both shopping modes. ANOVA analysis reveals that while age and income significantly affect online enhancements and offline convenience, other factors like trust and barriers remain relatively consistent across demographics. The results emphasize the importance of omnichannel strategies, blending the convenience of online shopping with the tactile and trust-based advantages of physical stores. Future research should explore additional demographic and psychological variables, as well as the adoption of advanced technologies like augmented reality (AR) in shopping, to better understand the evolving consumer landscape. The findings offer global insights relevant to both emerging and developed markets.

Keyword: Consumer behavior, Omnichannel shopping, Demographic influence

INTRODUCTION

The rapid evolution of digital technologies has drastically transformed the landscape of retail, fundamentally altering how consumers engage with businesses. As a result, customer satisfaction has become increasingly influenced by user experience in both online and offline shopping environments. The comparative analysis of online versus offline shopping experiences highlights a range of factors that impact consumer trust, purchase intention, and overall satisfaction. With the rise of e-commerce, consumers have greater convenience, accessibility, and choice at their fingertips, while physical retail stores continue to offer tactile engagement, personalized services, and a sense of immediacy. This paper seeks to explore the differences in customer satisfaction between these two modes of shopping and how user experience shapes these outcomes.

As highlighted by Tahir (2021), both online and offline retailers have employed various reward mechanisms to restore customer satisfaction and trust, especially in the wake of service failures. Online shopping experiences often rely on personalized, algorithm-driven rewards, whereas offline retailers typically offer tangible loyalty programs. These strategies, though

different in execution, both aim to build long-term consumer trust and satisfaction. The effectiveness of these rewards in influencing customer behavior across platforms provides valuable insights into how retailers can create more cohesive shopping experiences.

Marine tourism, a niche yet growing sector, is also witnessing the integration of omnichannel strategies, according to Tang, Chen, and Peng (2022). In this context, the synchronization of online and offline customer experiences is crucial for maintaining consumer satisfaction, especially in sectors like tourism where personalized services and immersive experiences play a significant role. This omnichannel coordination is a prime example of how retailers and service providers must integrate multiple touchpoints to provide a seamless, satisfying customer journey.

Furthermore, Urinbaeva, Khasanova, and Clugston (2023) demonstrate the importance of corporate social responsibility (CSR) in shaping customer perceptions within mobile commerce. In the mobile shopping domain, consumers are increasingly aware of a company's ethical practices, which significantly impacts their trust and satisfaction. The integration of CSR into both online and offline business strategies is pivotal for enhancing customer loyalty and fostering long-term relationships, particularly in today's socially conscious market.

The COVID-19 pandemic has further blurred the lines between online and offline shopping, accelerating digital adoption while forcing brick-and-mortar stores to innovate, as noted by Verhoef, Noordhoff, and Sloot (2023). Retailers have been compelled to rethink their business models, emphasizing safety, convenience, and enhanced customer experiences in both online and offline settings. This shift underscores the need for a hybrid retail model where the strengths of both digital and physical shopping environments are leveraged to maximize customer satisfaction.

Finally, technological innovations like augmented reality (AR) are enhancing the brick-and-mortar shopping experience, as explored by Zimmermann et al. (2023). AR applications enable offline retailers to offer personalized recommendations similar to those available in online shopping, thus improving the overall shopping experience. These technologies allow retailers to bridge the gap between the online and offline shopping worlds, creating a more unified and satisfying customer experience across all platforms.

METHOD

This research aims to compare customer satisfaction between online and offline shopping experiences, focusing on the role of user experience in both modes. The study will use a quantitative approach, collecting data from a sample of 100 consumers in Ahmedabad, India. The sample will be selected using a convenience sampling method to ensure a diverse representation of participants who engage in both online and offline shopping. The participants will be recruited from shopping malls, retail stores, and through online platforms to capture a broad spectrum of consumer experiences.

A structured questionnaire will be used as the primary data collection tool, consisting of closed-ended questions. The questionnaire will be divided into sections that measure key variables: demographic information (age, gender, income), shopping preferences (online vs. offline), perceived convenience, trust, customer service, product variety, and overall satisfaction. Likert scales ranging from 1 (strongly disagree) to 5 (strongly agree) will be employed to gauge the respondents' opinions on various aspects of their shopping experience. Data analysis will be conducted using SPSS software. Descriptive statistics such as mean, median, and standard deviation will be used to summarize the demographic profile and shopping preferences of the respondents. To compare customer satisfaction between online and offline shopping, an independent sample t-test will be employed to examine any significant differences in satisfaction levels. Additionally, correlation and regression analyses will be

conducted to determine the relationship between user experience factors (such as convenience and customer service) and overall satisfaction in both shopping modes.

To ensure reliability and validity, the questionnaire will be pre-tested on a small group of respondents, and adjustments will be made based on feedback. The reliability of the scales will be tested using Cronbach's alpha to confirm the internal consistency of the items. The findings of this research will provide valuable insights into consumer satisfaction in Ahmedabad's retail landscape, offering businesses recommendations on improving their customer experience in both online and offline environments.

RESULT AND DISCUSSION

Table 1 : Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	21	18.4	18.4	18.4
	26-35	22	19.3	19.3	37.7
	36-45	21	18.4	18.4	56.1
	46-55	29	25.4	25.4	81.6
	56 and above	21	18.4	18.4	100.0
	Total	114	100.0	100.0	

Table 1 shows that the age distribution is relatively balanced, with respondents spread across various age brackets. The largest group is those aged 46-55, making up 25.4% of the sample. Individuals aged 26-35 and 36-45 are close behind, each representing 19.3% and 18.4%, respectively. The youngest group, aged 18-25, and the oldest group, 56 and above, both account for 18.4%. This variety of age groups reflects diverse perspectives, indicating that the research encompasses both younger, tech-savvy shoppers and older, more traditional consumers. The cumulative percentages also show that over half the respondents are below 46 years of age, which suggests a significant portion of this sample may have grown up using digital platforms.

Table 2 for Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	57	50.0	50.0	50.0
	Female	57	50.0	50.0	100.0
	Total	114	100.0	100.0	

As seen in Table 2, gender is evenly split between male and female respondents, each representing 50% of the total sample. This balanced representation ensures that gender-based preferences or biases towards online or offline shopping are well accounted for in the research.

This equal distribution allows for comprehensive analysis across male and female perspectives without the risk of gender skew influencing the findings.

Table 3 for Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25,000	25	21.9	21.9	21.9
	25,000-50,000	10	8.8	8.8	30.7
	50,000-75,000	22	19.3	19.3	50.0
	75,000-1,00,000	22	19.3	19.3	69.3
	Above 1,00,000	21	18.4	18.4	87.7
	Prefer not to say	14	12.3	12.3	100.0
	Total	114	100.0	100.0	

Income, outlined in Table 3, highlights a diverse range of economic backgrounds. The largest group (21.9%) earns below ₹25,000 per month, followed by 19.3% each in the ₹50,000-₹75,000 and ₹75,000-₹1,00,000 income brackets. Interestingly, a significant portion of respondents (18.4%) earn above ₹1,00,000, while 12.3% of participants preferred not to disclose their income. This broad income spread enables the study to examine how financial capability influences shopping preferences, with lower-income groups potentially prioritizing affordability and discounts, while higher-income groups may seek quality and personalized experiences.

Table 4: ANOVA TEST FOR AGE AND FACTORS

		Sum of Squares	df	Mean Square	F	Sig.
Preference	Between Groups	.282	4	.071	.100	.982
	Within Groups	76.744	109	.704		
	Total	77.026	113			
Enhancement (Online)	Between Groups	42.500	4	10.625	5.976	<.001
	Within Groups	193.790	109	1.778		
	Total	236.289	113			
Enhancement (Offline)	Between Groups	6.001	4	1.500	.765	.550
	Within Groups	213.753	109	1.961		
	Total	219.754	113			
Satisfaction	Between Groups	6.741	4	1.685	.831	.508
	Within Groups	221.118	109	2.029		
	Total	227.860	113			
Comparison	Between Groups	.214	4	.054	.080	.988

	Within Groups	72.777	109	.668		
	Total	72.991	113			
Convenience (Online)	Between Groups	18.587	4	4.647	1.700	.155
	Within Groups	297.878	109	2.733		
	Total	316.465	113			
Convenience (Offline)	Between Groups	59.425	4	14.856	5.390	<.001
	Within Groups	300.434	109	2.756		
	Total	359.860	113			
Barrier (Online)	Between Groups	9.570	4	2.392	1.072	.374
	Within Groups	243.352	109	2.233		
	Total	252.921	113			
Barrier (Offline)	Between Groups	14.783	4	3.696	1.945	.108
	Within Groups	207.156	109	1.901		
	Total	221.939	113			
Trust (Online)	Between Groups	4.504	4	1.126	.575	.681
	Within Groups	213.329	109	1.957		
	Total	217.833	113			
Trust (Offline)	Between Groups	5.591	4	1.398	.680	.607
	Within Groups	223.926	109	2.054		
	Total	229.518	113			
Frequency (Mobile Apps)	Between Groups	7.006	4	1.751	.778	.542
	Within Groups	245.284	109	2.250		
	Total	252.289	113			
Technology (Online)	Between Groups	.779	4	.195	.286	.886
	Within Groups	74.212	109	.681		
	Total	74.991	113			
Likelihood (AR in Stores)	Between Groups	3.613	4	.903	.451	.771
	Within Groups	218.247	109	2.002		
	Total	221.860	113			

The ANOVA test results for age groups in Table 4 provide insights into how age influences various aspects of shopping behavior, both online and offline. The "Between Groups" variance reflects the differences across the age groups, while the "Within Groups"

variance shows the variability among individuals within each age group. Here's a breakdown of the findings:

Shopping Preference

The F-statistic (.100) and high significance value (Sig. = .982) indicate that there is no statistically significant relationship between age and shopping preference. This suggests that across different age groups, there is no strong difference in whether they prefer online or offline shopping.

Enhancements in Online and Offline Shopping

For online shopping enhancements, the ANOVA reveals a significant relationship between age and the perception of enhancements (F = 5.976, Sig. < .001). This means that different age groups perceive improvements in the online shopping experience differently, with older or younger age groups possibly finding more value in online advancements. However, the results for offline shopping enhancements (F = .765, Sig. = .550) show no significant relationship, meaning age does not strongly impact how individuals perceive offline shopping improvements.

Satisfaction

The F-statistic for satisfaction (.831) and the associated p-value (.508) indicate that age does not significantly influence overall satisfaction with shopping. People of all age groups tend to have similar satisfaction levels, whether they shop online or offline.

Comparison of Shopping Modes

The test for comparison between online and offline shopping modes shows a very low F-statistic (.080) and a high p-value (.988), indicating no significant differences in how various age groups compare their online and offline shopping experiences.

Convenience

For online shopping convenience, the results show a non-significant relationship with age (F = 1.700, Sig. = .155), meaning age has little influence on whether individuals find online shopping convenient. However, there is a significant relationship for offline shopping convenience (F = 5.390, Sig. < .001), suggesting that different age groups perceive offline shopping convenience differently, with some age groups possibly finding it more or less convenient.

Barriers to Shopping

Age does not significantly influence barriers faced in online shopping (F = 1.072, Sig. = .374) or offline shopping (F = 1.945, Sig. = .108), suggesting that individuals of all ages experience similar barriers when shopping in either mode.

Trust

The results for trust in online shopping (F = .575, Sig. = .681) and offline shopping (F = .680, Sig. = .607) show no significant differences based on age, indicating that trust, in terms of product quality or transaction safety, is consistent across different age groups.

Technological Influence and AR in Stores

For the use of mobile apps (F = .778, Sig. = .542), technology in online shopping (F = .286, Sig. = .886), and the likelihood of using augmented reality (AR) in stores (F = .451, Sig. = .771), there are no significant differences between age groups. This suggests that the use of

technology and new shopping tools like AR are similarly adopted across different age demographics.

Overall, the ANOVA results indicate that age significantly impacts only a few aspects of shopping behavior, particularly online shopping enhancements and offline convenience. However, age does not appear to have a strong influence on factors like shopping preference, satisfaction, trust, or barriers to shopping, suggesting that many aspects of the shopping experience are consistent across age groups.

CONCLUSION

The research reveals important insights into how demographic factors, specifically age and income, influence online and offline shopping behaviors. While certain areas like online shopping enhancements and offline convenience show significant variation across age groups, many other aspects, such as overall satisfaction, trust, and barriers to shopping, remain consistent across different age categories. Income levels, too, show a similar trend, with minimal influence on factors like trust and convenience but some impact on preferences and shopping satisfaction. This suggests that while demographic factors play a role, other variables, such as personal preferences and technological familiarity, may hold equal importance in shaping consumer behavior.

The findings highlight the growing role of online shopping among all demographics, but the continued relevance of offline shopping, particularly for tactile experiences, remains evident. The balance between convenience and trust across both modes suggests a need for further integration of omnichannel strategies, where businesses blend online convenience with offline customer service to create a seamless shopping experience.

Future research can expand the scope by exploring how other variables like education, technological literacy, and urban versus rural settings impact consumer behavior. Additionally, studying more detailed psychological factors, such as consumer trust in new technologies (e.g., AR and AI-driven shopping), would provide a deeper understanding of evolving shopping preferences. Globally, the shift toward omnichannel shopping strategies is critical as e-commerce continues to grow. The findings of this research, while based on a sample from Ahmedabad, offer insights applicable to emerging economies where online shopping is gaining momentum. With globalization, brands need to address diverse consumer preferences across markets, integrating local and global strategies to meet the needs of a connected yet diverse customer base. Understanding these demographic influences will be key to creating inclusive and effective shopping experiences in a digitally transforming world.

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