A COMPARATIVE STUDY OF PRICE FLUCTUATIONS IN ONLINE PURCHASE AND OFFLINE PURCHASE IN RETAIL MARKETS

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ABSTRACT:

This study investigates the impact of price fluctuations on consumer behavior in online and offline retail markets. As e-commerce continues to grow, understanding how consumers react to price changes across different purchasing channels is crucial for businesses and policymakers. Employing a descriptive research design, data was collected from 110 respondents using a structured questionnaire. Key factors examined include consumer perception of price volatility, psychological influences on purchasing decisions, and the role of price sensitivity in shaping shopping preferences. Findings indicate that online shoppers are more affected by price fluctuations compared to offline shoppers, with significant differences in purchasing frequency and trust levels. Chi-square analysis revealed no association between the primary mode of shopping and price fluctuation awareness, while ranking correlation analysis highlighted that consumers prioritize price stability in their purchase decisions. The study concludes that transparent pricing strategies, price-matching policies, and consumer education on market-driven price variations can enhance consumer trust and improve retail strategies in both online and offline settings.

INTRODUCTION OF THE STUDY:

In recent years, the proliferation of e-commerce platforms has fundamentally transformed consumer purchasing behaviors and market dynamics. This study seek explore the impact of price fluctuations on consumer decisions in the context of online versus offline purchases. By examining factors such as price volatility, consumer trust, and perceived value, this research aims to elucidate the differences in how price changes affect buying patterns across these two channels. Understanding these dynamics is crucial for businesses to develop effective pricing strategies and for consumers to make informed purchasing decisions. Price sensitivity varies across different purchasing platforms, influenced by factors such as convenience, product availability, and perceived value. Online shopping offers consumers the advantage of easily comparing prices across multiple vendors, often leading to heightened price sensitivity. Conversely, offline shopping provides tangible experiences and immediate product access, which can influence consumers' willingness to tolerate price variations. The primary objective of this study is to investigate how price fluctuations affect consumer purchase decisions in online versus offline settings. By examining this dynamic, we aim to provide valuable insights for retailers to optimize pricing strategies and improve customer satisfaction. Understanding these nuances is crucial in a market where price competition is intense, and consumer loyalty is often swayed by the perceived value. By comparing the impact of price fluctuations on online and offline purchases, this research seeks to contribute to the broader understanding of consumer behaviors in the digital age. The findings will have practical implications for retailers aiming to enhance their pricing strategies and for policymakers interested in fostering a competitive and fair market environment. Ultimately, this study aspires to bridge the knowledge gap in consumer price sensitivity across different shopping contexts, offering strategic insights for the evolving retail industry.

STATEMENT OF THE PROBLE:

The problem addressed in this study is the lack of comprehensive understanding of how price fluctuations affect consumer behaviors differently in online and offline purchasing environments. Despite the growing prevalence of e-commerce and its distinctive pricing dynamics, there is limited

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research on the comparative impact of these fluctuations on consumer trust, perceived value, and purchasing decisions. This gap in knowledge hampers retailers' ability to devise effective pricing strategies and leaves consumers ill-equipped to navigate price volatility in various purchasing contexts. The study seeks to address this issue by systematically analyzing and comparing the effects of price changes in both online and offline settings.

OBJECTIVES OF THE STUDY:

- ✤ To study the demographic profile of the respondent.
- To investigate consumer perception of price volatility in both online and offline markets.
- To identify psychological factors that affect consumer response to price changes in online and offline settings.
- ◆ To determine the impact of price fluctuations when compared with online and offline purchase

RESEARCH METHODOLOGY: RESEARCH APPROACH

A quantitative research approach was adopted for this study to analyze the impact of price fluctuations in online purchases compared to offline purchases. This approach enabled the collection of numerical data, which was subjected to statistical analysis to draw meaningful conclusions about consumer behavior and preferences.

RESEARCH DESIGN TYPE:

This study employs a descriptive research design, which facilitates the systematic exploration of existing patterns and trends in consumer responses to price fluctuations. The design helps to identify and describe the differences in purchasing behavior across online and offline platforms without altering the variables involved.

POPULATION AND SAMPLING:

Population: The population consists of consumers who engage in both online and offline shopping. **Sample Size and Sampling Method:** A sample of 110 consumers was selected using a simple random sampling method. This method was chosen to ensure efficient and accessible data collection while representing diverse consumer demographics.

DATA COLLECTION METHODS:

Primary Data: Primary data was collected through structured surveys and direct interviews with consumers who shop both online and offline. A questionnaire was designed to gather insights on price fluctuations, shopping preferences, and factors influencing purchase decisions. Additionally, real-time price tracking of selected retail products was conducted to compare variations in online and offline markets.

Secondary Data: Secondary data was obtained from research papers, industry reports, and government publications on retail pricing trends. E-commerce websites and retail store records were analyzed to assess historical price fluctuations over time. Furthermore, statistical data from market research firms provided valuable insights into consumer behavior and price dynamics.

DATA ANALYSIS TECHNIQUES:

The collected data was analyzed using statistical tools such as:

Percentage Analysis: To identify general trends in consumer behavior.

Chi-Square Tests: To determine the significance of relationships between variables like price sensitivity and shopping platform preferences.

Ranking correlation: To assess the degree of agreement between ranked variables, such as the prioritization of features or services by consumers

LIMITATIONS OF THE STUDY:

- The study is based on a limited sample size, which may not fully capture the diversity of consumer buying behavior across different regions or demographics.
- The focus on a specific timeframe may overlook seasonal or long-term trends in purchasing behavior.

ANALYSIS AND INTERPRETATION:

This chapter provides an in-depth analysis and interpretation of the study titled "A Comparative Study of Price Fluctuations in Online Purchase and Offline Purchase in Retail Markets"s. The analysis is based on a sample of 110 respondents, which includes customers who frequently shop online and offline. Data collected from the respondents have been systematically classified, tabulated, and analyzed using the following statistical tools:

- Percentage Analysis
- Chi-square
- Ranking correlation

SIMPLE PERCENTAGE:

Simple Percentage Analysis is a statistical tool used to measure the relative distribution of data as a percentage of the total sample. This method helps in understanding the prevalence and proportion of specific responses within a dataset. It is widely used to compare preferences, behaviors, or opinions across categories. For instance, it can identify what percentage of the respondents are influenced by price fluctuations in online versus offline purchases. By presenting data in percentages, researchers make findings more interpretable and accessible for stakeholders.

PERCENTAGE = (NUMBER OF RESPONDENTS * 100) / TOTAL NUMBER OF RESPONDENTS

TABLE 1- AGE		
AGE	NO. OF RESPONDENTS	PERCENTAGE
BELOW 20	49	44.5
21-30	46	41.8
31-40	7	6.4
41 AND ABOVE	8	7.3
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 44.5% of the respondents belong to the age group of Below 20, 41.8% of the respondents belong to the age group of 20-30, 6.4% of the respondents belong to the age group of 31-40 and 7.3% of the respondents belong to the age group of 41 and Above. Hence the majority (44.5%) of the respondents belong to the age group of Below 20. TABLE 2 - CENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	67	60.9
FEMALE	43	39.1
TOTAL	110	100

SOURCE: PRIMARY DATA INTERPRETATION:

ISSN: 2278-4632 Vol-15, Issue-03, No.01, March: 2025

The above table shows that 60.9% of the respondents are Male and 39.1% of the respondents are Female. Hence the majority (60.9%) of the respondents are male

TABLE 3 MARITAL STATUS

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
SINGLE	98	89.1
MARRIED	12	10.9
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 89.1% of the respondents are Single, and 10.9% of the respondents are Married . Hence the majority (89.1%) of the respondents are Single

TABLE 4EDUCATION QUALIFICATION

EDUCATION QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
HIGH SCHOOL	18	16.4
GRADUATE	71	64.5
POST GRADUATE	12	10.9
OTHER	9	8.2
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 16.4% of the respondents are High school, 64.5% of the respondents are Graduate, 10.9% of the respondents are Post graduate and 8.2% of the respondents are Other. Hence the majority (64%) of the respondents are Graduate

TABLE 5 - OCCUPATION		
OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	73	66.4
EMPLOYED	26	23.6
SELF-EMPLOYED	6	5.5
OTHER	5	4.5
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that 66.4% of the respondents are Student, 23.6% of the respondents are Employed, 5.5% of the respondents are Self-Employed and 4.5% of the respondents are Other. Hence the majority (66.4%) of the respondents are Student

TABLE 6 INCOME LEVEL		
INCOME LEVEL	NO. OF RESPONDENTS	PERCENTAGE
NONE	56	50.9
BELOW 20,000	26	23.6
20,000-30,000	20	18.2
30,000 AND ABOVE	8	7.3
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 50.9% of the respondents are None, 23.6% of the respondents are Below 20,000, 18.2% of the respondents are 20,000-30,000 and 7.3% of the respondents are 30,000 and Above. Hence the majority (50.9%) of the respondents are None

TABLE 7 FAMILY MEMBERS		
FAMILY MEMBERS	NO. OF RESPONDENTS	PERCENTAGE
1	2	1.8
2	7	6.4
3	32	29.1
4	60	54.5
MORE THAN 4	9	8.2
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 1.8% of the respondents in no. of family members is 1, 6.4% of the respondents in no. of family members is 2, 29.1% of the respondents in no. of family members is 3, 54.5% of the respondents in no. of family members is 4, and 8.2% of the respondents in no. of family members is 4.

TABLE 8 LOCALITY			
LOCALITY	NO. OF RESPONDENTS	PERCENTAGE	
URBAN	69	62.7	
SEMI-URBAN	15	13.6	
RURAL	26	23.6	
TOTAL	110	100	

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 62.7% of the respondents are Urban, 13.6% of the respondents are Semiurban and 23.6% of the respondents are Rural. Hence the majority (62.7%) of the respondents in are Urban.

TABLE 9PRIMARY MODE OF SHOPPING

PRIMARY MODE OF SHOPPING	NO. OF RESPONDENTS	PERCENTAGE
ONLINE	21	19.1
OFFLINE	33	30.0
вотн	56	50.9
TOTAL	110	100

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 19.1% of the respondents are Online, 30% of the respondents are Offline and 50.9% of the respondents are Both. Hence the majority 50.9%) of the respondents are Both

PREFERRED PAYMENT METHOD		
PREFERRED PAYMENT METHOD	NO. OF RESPONDENTS	PERCENTAGE
CASH	34	30.9
CREDIT/DEBIT CARD	51	46.4
DIGITAL WALLETS	5	4.5
UPI	20	18.2
TOTAL	110	100

TABLE 10 PREFERRED PAYMENT METHOD

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 30.9% of the respondents are Cash, 46.4% of the respondents are Credit/Debit Card, 4.5% of the respondents are Digital Wallets and 18.2% of the respondents are UPI. Hence the majority (46.4%) of the respondents are Credit/Debit Card

SHOP ONLINE		
SHOP ONLINE	NO. OF RESPONDENTS	PERCENTAGE
DAILY	5	4.5
WEEKLY	15	13.6
MONTHLY	41	37.3
RARELY	49	44.5
TOTAL	110	100

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that 4.5% of the respondents are Daily, 13.6% of the respondents are Weekly, 37.3% of the respondents are Monthly and 44.5% of the respondents are Rarely. Hence the majority (44.5%) of the respondents are Rarely

TABLE 12 SHOPPING SECTOR			
SHOPPING SECTOR	NO. OF RESPONDENTS	PERCENTAGE	
FASHION	28	25.5	
ELECTRONICS	26	23.6	
GROCERIES	28	25.5	
OTHER	28	25.5	
TOTAL	110	100	

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 25.5% of the respondents are Fashion, 23.6% of the respondents are Electronics, 25.5% of the respondents are Groceries and 25.5% of the respondents Other. Hence the majority (25.5%) of the respondents are Fashion, Groceries and Other.

ENICTIONAL RESPONSE FRICE INCREASE				
EMOTIONAL RESPONSE PRICE INCREASE	NO. OF RESPONDENTS	PERCENTAGE		
ALWAYS	26	23.6		
OFTEN	38	34.5		
RARELY	41	37.3		
NEVER	5	4.5		
TOTAL	110	100		

TABLE 13 EMOTIONAL DESDONGE DDICE INCDEASE

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that 23.6% of the respondents are Always, 34.5% of the respondents are Often, 37.3% of the respondents are Rarely and 4.5% of the respondents are Never. Hence the majority (37.3%) of the respondents are Rarely

DISCOUNT INFLUENCE ON PURCHASES					
DISCOUNT INFLUENCE ON PURCHASES	NO. OF RESPONDENTS	PERCENTAGE			
YES	40	36.4			
NO	29	26.4			
MAYBE	41	37.3			
TOTAL	110	100			

TABLE 14

SOURCE: PRIMARY DATA

INTERPRETATION:

The above table shows that 36.4% of the respondents are Yes, 26.4% of the respondents are No and 37.3% of the respondents are May be. Hence the majority (37.3%) of the respondents are May be.

TABLE 15

PRICE COMPARISON ONLINE AND OFFLINE STORES	NO. OF RESPONDENTS	PERCENTAGE
ALWAYS	34	30.9
OFTEN	37	33.6
RARELY	34	30.9
NEVER	5	4.5
TOTAL	110	100

PRICES COMPARISON ONLINE AND OFFLINE STORES

SOURCE: PRIMARY DATA INTERPRETATION

The above table shows that 30.9% of the respondents are Always, 33.6% of the respondents are Often, 30.9% of the respondents are Rarely and 4.5% of the respondents are Never. Hence the majority (33.6%) of the respondents are Often

PRICE VOLATILITY A DETERRENT					
PRICE VOLATILITY A DETERRENT	NO. OF RESPONDENTS	PERCENTAGE			
ALWAYS	24	21.8			
OFTEN	35	31.8			
RARELY	42	38.2			
NEVER	9	8.2			
TOTAL	110	100			

TADIE 1/

SOURCE: PRIMARY DATA **INTERPRETATION**

The above table shows that 21.8% of the respondents in Always, 31.8% of the respondents are Often, 38.2% of the respondents are Rarely and 8.2% of the respondents are Never. Hence the majority (38.2%) of the respondents are Rarely

TABLE 17 PRICE FLUCTUATION IN ONLINE & OFFLINE IMPACT

PRICE FLUCTUATION IN ONLINE & OFFLINE IMPACT	NO. OF RESPONDENTS	PERCENTAGE	
YES,ONLINE FLUCTUATIONS AFFECT MORE	41	37.3	
YES, OFFLINE FLUCTUATION AFFECT MORE	33	30.0	
NO DIFFERENCE	36	32.7	
TOTAL	110	100	

SOURCE: PRIMARY DATA INTERPRETATION

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The above table shows that 37.3% of the respondents are Yes, Online fluctuations affect more, 30% of the respondents are Yes, Offline fluctuations affect more and 32.7% of the respondents are No Difference. Hence the majority(37.3%) of the respondents are Yes, Online fluctuations affect more

PRICE FLUCTUATION EFFECT ON SHOPPING FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
INCREASES IT	34	30.9
DECREASES IT	42	38.2
NO IMPACT	34	30.9
TOTAL	110	100

TABLE 18PRICE FLUCTUATION EFFECT ON SHOPPING FREQUENCY

SOURCE: PRIMARY DATA

INTERPRETATION

The above table shows that 30.9% of the respondents are Increases It, 38.2% of the respondents are Decreases It and 30.9% of the respondents are No Impact. Hence the majority (38.2%) of the respondents are Decreases

CHI-SQUARE

The Chi-square test can be used in this study to determine if there is a significant association between price fluctuations and consumer purchasing behavior in online and offline retail markets. By analyzing categorical data such as consumer preference (online vs. offline) and perceived price fairness, the test helps identify whether price variations significantly impact shopping choices. If the p-value obtained from the test is below the significance level (e.g., 0.05), it indicates that price fluctuations have a statistically significant effect on consumer behavior across different retail formats.

TABLE 19 ASSOCIATION BETWEEN PRIMARY MODE OF SHOPPING & PRICE FLUCTUATION

PRIMARY MODE OF SHOPPING & PRICE FLUCTUATION						
PRIMARY PRICE FLUCTUATION						
MODE OF SHOPPING	YES,ONLINE FLUCTUATIONS AFFECT MORE	YES,OFFLINE FLUCTUATION AFFECT MORE	NO DIFFERENCE	Total		
ONLINE	11	7	3	21		
OFFLINE	12	14	7	33		
BOTH	18	12	26	56		
TOTAL	41	33	36	110		

SOURCE: COMPUTED DATA

CHI-SQUARE TESTS				
	VALUE	DF	ASYMP. SIG. (2- SIDED)	
Pearson Chi-Square	11.567 ^a	4	.021	
Likelihood Ratio	11.805	4	.019	

ISSN: 2278-4632 Vol-15, Issue-03, No.01, March: 2025

Linear-by-Linear Association	6.670	1	.010
N of Valid Cases	110		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.30.

SOURCE: COMPUTED DATA

INTERPRETATION

The above table indicates that 41% of respondents are Yes, online fluctuations affect more, 33% of respondents are Yes, offline fluctuations affect more and 36% of respondents are No difference The calculated X2 value is 11.567, the p value (0.021) is less than 0.05, so it is null hypothesis is rejected. Hence, it can be concluded that there is an association between primary mode of shopping & price fluctuation

TABLE 20

ASSOCIATION BETWTEEN PRICES COMPARISON & PRICE FLUCTUATION

PRICES COMPARISON & PRICE FLUCTUATION						
	PRICE FLUCTUATION					
PRICES COMPARISON	YES,ONLINE FLUCTUATIONS AFFECT MORE	,ONLINE YES,OFFLINE TUATIONS FLUCTUATION CCT MORE AFFECT MORE DIFFEREN				
ALWAYS	12	9	13	34		
OFTEN	14	11	12	37		
RARELY	15	12	7	34		
NEVER	0	1	4	5		
TOTAL	41	33	36	110		

SOURCE: COMPUTED DATA

CHI-SQUARE TESTS					
	VALUE	DF	ASYMP. SIG. (2-SIDED)		
Pearson Chi-Square 8.217 ^a 6 .223					
Likelihood Ratio	9.296	6	.158		
Linear-by-Linear Association	.005	1	.944		
N of Valid Cases 110					
a. 3 cells (25.0%) have expected count less than 5. The minimum expected					
count is 1.50.					

SOURCE: COMPUTED DATA INTERPRETATION

The above table indicates that 41% of respondents are Yes, online fluctuations affect more, 33% of respondents are Yes, offline fluctuations affect more and 36% of respondents are No difference The calculated X2 value is 8.217, the p value (0.223) is greater than 0.05, so it is null hypothesis is accepted. Hence, it can be concluded that there is no association between primary mode of shopping & price fluctuation

RANKING CORRELATION:

ISSN: 2278-4632 Vol-15, Issue-03, No.01, March: 2025

The ranking correlation using the weighted average method helps determine the relationship between price fluctuations in online and offline retail markets by assigning weights to different ranks based on respondent preferences. Each response is multiplied by its assigned weight, and the weighted averages are calculated for both online and offline purchases. The ranks are then compared to analyze whether price variations in one purchasing mode correspond with fluctuations in the other. A high correlation suggests that price changes in online and offline markets follow a similar trend, while a low correlation indicates significant differences in price behaviors across both platforms. This method provides a quantitative approach to understanding consumer perceptions and market trends regarding price volatility

WEIGHTED AVERAGE = \sum (RANK * NO. OF RESPONDENTS) / TOTAL RESPONDENTS TABLE 21

PRICE FLUCTUATION & BRAND TRUST

		NO. OF	RESPON	DENTS			WEIGHTE D AVERAGE	RAN K
	I RAN K	II RAN K	III RAN K	IV RAN K	V RAN K	TOTA L		
STRONGLY AGREE	44	13	11	19	23	110	2.67	III
AGREE	10	56	24	13	7	110	2.55	V
NEUTRAL	25	24	42	11	8	110	2.57	IV
DISAGREE	19	29	23	28	11	110	2.84	II
STRONGLY DISAGREE	19	27	24	11	29	110	3.03	Ι

SOURCE: PRIMARY DATA

INTERPRETATION

In the table, Strongly Disagree holds the I Rank with a weighted average of 3.03, indicating that it is the most significant response. Disagree follows in II Rank with a weighted average of 2.84, showing it is also a crucial factor. Strongly Agree is in III Rank with a weighted average of 2.67, while Neutral and Agree hold the IV Rank (2.57) and V Rank (2.55), respectively. This ranking suggests that most respondents tend to disagree with the statement in question.

TABLE 22
PRICE IMPACT ON BUDGET PLANNING

	NO. OF RESPONDENTS					TOTAL	WEIGHTED	DANUZ
	I RANK	II RANK	III RANK	IV RANK	V RANK	TOTAL	AVERAGE	KANK
STRONGLY AGREE	50	13	21	10	16	110	2.35	V
AGREE	19	46	22	13	10	110	2.53	IV
NEUTRAL	27	27	33	7	16	110	2.61	III
DISAGREE	19	35	14	29	13	110	2.83	Ι
STRONGLY DISAGREE	25	26	24	14	21	110	2.81	II

SOURCE: PRIMARY DATA

INTERPRETATION

ISSN: 2278-4632 Vol-15, Issue-03, No.01, March: 2025

In the table, Disagree is ranked I with a weighted average of 2.83, making it the most significant response. Strongly Disagree follows in II Rank with a weighted average of 2.81. Neutral is in III Rank with a weighted average of 2.61, while Agree and Strongly Agree hold IV Rank (2.53) and V Rank (2.35), respectively. This implies that disagreement is the dominant sentiment in this survey.

FINDINGS:

SIMPLE PERCENTAGE ANALYSIS

- 44.5% of the respondents belong to the age group of Below 20.
- \bullet 60.9% of the respondents are male
- ✤ 89.1% of the respondents are Single
- ✤ 64.5% of the respondents are Graduate
- ✤ 66.4% of the respondents are Student
- ✤ 50.9% of the respondents are None
- ✤ 54.5% of the respondents in no. of family members are 4.
- ✤ 62.7% of the respondents in are Urban
- ✤ 50.9% of the respondents are Both
- ✤ 46.4% of the respondents are Credit/Debit Card
- ✤ 44.5% of the respondents are Rarely
- ✤ 25.5% of the respondents are Fashion, Groceries and Other.
- ✤ 37.3% of the respondents are Rarely
- ✤ 37.3% of the respondents are May be.
- ✤ 33.6% of the respondents are Often
- ✤ 38.2% of the respondents are Rarely
- ✤ 37.3% of the respondents are Yes, Online fluctuations affect more
- ✤ 38.2% of the respondents are Decreases

CHI-SQUARE:

- The calculated X2 value is 11.567, the p value (0.021) is less than 0.05, so it is null hypothesis is rejected. Hence, it can be concluded that there is no association between primary mode of shopping & price fluctuation
- The calculated X2 value is 8.217, the p value (0.223) is greater than 0.05, so it is null hypothesis is accepted. Hence, it can be concluded that there is no association between primary mode of shopping & price fluctuation

RANK CORRELATIONS:

- In the table, Strongly Disagree holds the I Rank with a weighted average of 3.03, indicating that it is the most significant response. Disagree follows in II Rank with a weighted average of 2.84, showing it is also a crucial factor. Strongly Agree is in III Rank with a weighted average of 2.67, while Neutral and Agree hold the IV Rank (2.57) and V Rank (2.55), respectively. This ranking suggests that most respondents tend to disagree with the statement in question.
- In the table, Disagree is ranked I with a weighted average of 2.83, making it the most significant response. Strongly Disagree follows in II Rank with a weighted average of 2.81. Neutral is in III Rank with a weighted average of 2.61, while Agree and Strongly Agree hold IV Rank (2.53) and V Rank (2.35), respectively. This implies that disagreement is the dominant sentiment in this survey.

SUGGESTION:

- Retailers should adopt transparent pricing policies to help customers understand the reasons behind price changes in both online and offline markets.
- Offering price match guarantees between online and offline platforms can create consistency and enhance customer loyalty.

- Both online and offline retailers could implement loyalty programs or targeted discounts to provide more stable pricing for repeat customers.
- Utilizing data analytics to predict demand and adjust prices accordingly can help minimize abrupt fluctuations that disrupt customer trust.
- Creating awareness campaigns for customers about factors influencing price fluctuations (e.g., seasonality, market conditions) can foster understanding.

CONCLUSION:

In conclusion, while price fluctuations are common in both online and offline retail markets, they significantly impact consumer behavior and purchasing decisions Consumers tend to prefer pricing stability, and strategies like price transparency, loyalty programs, and data-driven pricing can help bridge the gap between the two shopping experiences. By adopting these measures, retailers can build trust and improve customer satisfaction across both channels.

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