

CONSUMER PREFERENCES AND PURCHASE INTENTIONS – A CONNECTIVITY APPROACH BETWEEN ONLINE AND OFFLINE RETAIL STORES

Raghuveera Prabha¹ and Dr. K. Natarajan²

¹Research Scholar, Department of Business Administration, Annamalai University, Annamalai Nagar – 608 002, Tamil Nadu, India.

Email: raghuveeraprabha@gmail.com

²Assistant Professor, Department of Business Administration, Annamalai University, Annamalai Nagar – 608 002, Tamil Nadu, India.

Email: natarajank.mbaau@gmail.com

ABSTRACT

In this study, titled "Consumer Preferences and Purchase Intentions – A Connectivity Approach Between Online and Offline Retail Stores," data from online and offline retail store consumers were collected through convenient sampling. Linear regression and Mediation analysis, led by Andrew F. Hayes, were employed as statistical tools for analysis. Key findings highlighted the pivotal role of in-store product quality in diminishing offline purchase intentions and emphasized the importance of aligning product selections with consumer preferences. The study further revealed that a higher perceived product quality substantially reduced purchase intention, especially in offline contexts. Conversely, discerning consumers with high-quality standards displayed selectivity in online purchases. Importantly, these effects were not solely direct but also mediated through consumer satisfaction. To enhance product quality perception, providing comprehensive product information, high-resolution imagery, and training staff to effectively communicate quality details and respond to consumer inquiries is imperative.

Keywords: Branding, Communication, Customer Satisfaction, Information, Training, and Product Quality

INTRODUCTION

In recent years, the retail landscape has seen a dramatic upheaval, notably within the retail industry. The rise of e-commerce and the proliferation of online shopping platforms have brought new dynamics to traditional physical retailers. This transformation has not only altered how consumers obtain daily necessities, but it has also resulted in a complicated interplay of preferences and buying intentions.

In an ever-changing retail market, understanding consumer preferences and buying

intents is critical. The conventional in-store experience has long been the cornerstone of shopping, marked by tangible displays, tactile interactions, and personalized consumer service. However, the digital age has opened up new ways for people to shop, providing ease, speed, and a plethora of options. The transition to online shopping has required a rethinking of how consumers make decisions, with an increasing number of people preferring the convenience of having their groceries delivered to their house or prepared for rapid in-store pickup.

In this context, the word "consumer preferences" refers to the complicated network of factors that impact people's retail shopping selections. Product quality, pricing, brand loyalty, special features or traits, convenience, and ethical and environmental concerns are among these considerations. Consumer preferences are as varied as the people themselves, impacted by cultural, societal, and personal aspects that shape their particular shopping experience.

Similarly, "purchase intentions" describe consumers' views and instincts toward specific types of establishments. Consumers make intentional decisions about where they will buy for groceries, whether at a physical supermarket, an online platform, or a combination of the two. Factors such as the perceived benefits of each format, previous purchasing experiences, personal preferences, and the availability of specific products or services all influence these decisions. Understanding these intents is critical for merchants looking to maximize their consumer acquisition and retention methods.

The combination of online and offline shopping channels has created a new dynamic: consumers increasingly expect a seamless and integrated shopping experience. This brings us to the study's central theme: investigating the connectivity approach between online and offline retail stores. The goal is to investigate how consumer preferences influence their intentions to shop in either channel or both, and how retailers can use these insights to provide a comprehensive and satisfying shopping experience.

As the retail industry adapts to this changing environment, this study aims to shed more light on the complex relationship between consumer preferences and purchase intentions in the context of online and offline shopping. By delving into these complex relationships, we hope to provide valuable insights for both retailers and consumers, guiding the development of strategies that are more closely aligned with the needs and desires of today's dynamic and discerning retail shoppers. This research seeks to uncover the keys to success in this new era of retailing, where connectivity and consumer-centricity have the potential to transform the way we shop for our daily nourishment.

The fusion of online and offline shopping experiences is critical in today's changing retail landscape. Understanding how consumer preferences influence purchasing decisions is critical for both retailers and consumers. To create a seamless, satisfying shopping experience as the retail sector evolves, it is critical to understand the interplay

between preferences and intentions.

REVIEW OF LITERATURE

Priyabrata Roy et al (2022), This study aims to understand consumer buying behavior in West Tripura district, specifically regarding online and offline shopping. It identifies the factors influencing online shopping, assesses consumer attitudes towards both modes, and examines potential differences between the two. The study used a self-constructed questionnaire. Findings reveal that online shoppers prioritize factors like price, discounts, replacement options, and convenience, while offline shoppers value tangibility, hands-on experience, and bargaining. The research concludes online shopping is recognized as the future of retail, but many consumers still have reservations due to preferences for offline shopping and concerns about sharing personal information. To succeed, both consumers and retailers need to prioritize secure and sensible online buying practices.

Maitrey Bhagat (2022), The primary focus of this project is to investigate consumer purchase intentions for online shopping in Ahmedabad, considering the factors influencing their decision-making process and key drivers impacting their purchasing decisions. The research utilizes a descriptive research design. the study finds that males, especially students aged 19-25, are prominent online shoppers in Ahmedabad, influenced by social media and motivated by factors like product reviews, free shipping, and offers. The study identifies key factors influencing online shopping intentions in Ahmedabad, emphasizing the impact of social media and UPI for payments. It concludes no significant associations with gender, marital status, family size, occupation, or age, indicating changing attitudes toward online shopping due to digitalization, competitive pricing, and attractive deals.

Neeru Jain et al (2022), the research focuses on the determinants of consumer satisfaction in retail stores within Jaipur city, aiming to identify crucial factors that influence shoppers' contentment. The results of hypothesis testing revealed that six key factors, including social desirability, staff friendliness, shopping economy, shopping ambience, family shopping, and deal proneness. The features like social desirability and staff friendliness are preferred by many retail store consumers, contributing to their satisfaction. The study provides valuable insights into the factors influencing consumer satisfaction in retail stores in Jaipur. The significance of various factors highlights the importance of features like social desirability and staff friendliness in enhancing the overall shopping experience and consumer satisfaction.

Sowmya Gayathri et al (2022), the research focuses on the impact of digitalization on consumer behaviour in the retail sector of Bangalore, particularly their shift towards virtual shopping. The research reveals that most consumers in Bangalore prefer online shopping from the comfort of their homes, shedding light on the reasons behind this preference. The research concludes that the virtual shopping companies provide

comprehensive product details. Research limitations include time constraints, and the social implications highlight the effectiveness of virtual platforms in understanding consumer preferences and suggest the potential benefits for the retail sector.

Rituparna Basu et al (2021), the research study aims to examine the prevalent triggers that motivate a premium brand purchase in an online vs offline retail format. Demographic and usage-based profile of the two set of consumers is established through a chi-square analysis. Findings reveals A predictive model with 89.6% accuracy was developed to distinguish between those who prefer online or offline shopping. Online buyers prioritize quality and finish, while in-store shoppers are motivated by autotelic needs, enjoyable shopping experiences, and social approval. The study's results suggest that premium brand manufacturers can benefit from emphasizing an omni-channel approach with a strong online presence, catering to quality-conscious and brand-aware consumers who are confident in online purchases. For physical outlets, the focus should be on creating exclusive in-store atmospheres and maintaining knowledgeable yet unobtrusive sales personnel.

Nosi Costanza et al (2021), The study tests a model that considers online brand trust in different nonbrand-owned touchpoints as a multifactorial construct constituted by: social network influencers, bloggers, online retail platforms and brand-related user generated content. Structural equation modelling was used to test the hypotheses in the methodology. The study's findings indicate the need to explore the potential gap between consumer intentions and actual behavior regarding brand trust and buying intentions. The research concludes that the shift to online retailing impacts resource-limited businesses. Partnering with trusted online platforms can enhance brand reputation. Despite e-commerce growth, physical stores remain influential, emphasizing a need for a multichannel approach. The pandemic drives changes, highlighting the importance of improved in-store services and digitization, transforming physical stores into hubs for digital shopping.

Vivek S. Kanade et al (2020), the research focuses on consumer buying behaviour when purchasing entertainment services, both online and offline. The research methodology employed in this study includes an exploration of consumer attitudes, perceived risks, and ease of use as factors affecting buying behaviour when acquiring entertainment services online and offline. The study likely employs surveys, interviews, or data collection methods to analyze consumer preferences and decision-making processes. Findings reveals the relative importance of these factors in influencing consumer decisions in these two purchasing environments. The research concludes that businesses in the entertainment services sector better understand the driving forces behind consumer choices in online and offline purchasing, potentially leading to improved strategies and services to cater to diverse consumer needs and preferences.

Amandeep Singh et al (2020), The focus of this study is to investigate the differences

in consumer behavior between urban and rural areas, recognizing that consumer preferences and behaviors vary based on the locality. The research methodology involves data collection from two cities and two villages in Punjab using a structured questionnaire. The major findings are the key factors influencing purchase decisions include personal benefits, website features, promotional aspects, product information, and social characteristics. The research concluded that this It offers a valuable opportunity for online companies to refine their marketing strategies and align their services with the distinct motives and preferences of consumers in both settings. By doing so, businesses can foster stronger connections with their target audiences and serve them more effectively.

Umesh Maiya (2020), his study delves into the shopping preferences of Indians, who, despite being followers of Western culture, have embraced the contemporary trend of online shopping. The research reveals a significant shift in Indian consumers' preferences, with a growing inclination towards online shopping. It uncovers the underlying reasons for this shift, including convenience, variety, and changing lifestyles, which have collectively contributed to the surge in online buying behaviour. The research concludes that the evolution of Indian shopping habits, reflecting a clear preference for online purchases. It emphasizes the need for businesses to adapt to this changing landscape, offering convenience, variety, and personalized experiences to cater to the evolving needs and preferences of Indian consumers in the digital age.

Raja Sarkar et al (2017), The report emphasizes India's retail sector's importance to the economy, its fast expansion, and Indian consumers' choices for online and offline purchasing. The research is descriptive. It discusses the pros and pitfalls of online and offline purchasing in India, where people move between both depending on their tastes and behave differently. The study found that younger Indians' internet buying has disrupted physical establishments, reducing their profitability. Due to deep discounts, internet businesses struggle to make money despite their vast consumer base. As a result, merchants are adopting an omni-channel approach to reach more consumers.

Lian Fong Stanyet al (2018), the research focuses on the emerging field of online grocery shopping (OGS), with a focus on the unique context of Melaka, Malaysia. The methodology used for the research is Leveraging the Technology Acceptance Model (TAM), The study's empirical data revealed that perceived ease of use was not a significant driver of purchase intention for online grocery shopping in Melaka. The research concluded that the online grocery shopping has gained traction in developed countries, its adoption in Malaysia, particularly in Melaka, faces distinct challenges. The Technology Acceptance Model provides a valuable framework for understanding consumer behavior in this context. Importantly, social influence plays a pivotal role in shaping consumers' intentions, underlining the significance of considering sociocultural factors when introducing OGS in new markets like Melaka.

Numair A. Sulehri et al, (2017), the research focuses on the impact of access

perception on consumer purchase decisions in developing countries amid increasing urbanization. It examines the sequential mediation of purchase intention and sustainable store attractiveness in the connection between consumer access to the retail store and purchase. The findings reveals that purchase intention and the sustainable attractiveness of retail stores play vital roles as mediators between consumers' access perception and their purchase behaviour. The research concludes that the study offers valuable insights for retailers and urban planners. Understanding how consumer access perceptions and sustainable store attractiveness influence purchase decisions can guide more efficient store location management and enhance customer patronage in developing countries.

Prateek Kalia (2016), the research explores the relationship between service quality, consumer satisfaction, and future purchase intentions in the context of Indian e-retail, considering the rapid growth of online consumers and the increasing significance of online retail in India. The study conducted a web survey. The study revealed a clear link between online service quality and future purchase intentions, emphasizing the importance of service quality in retaining and attracting consumers in the competitive e-retail landscape. Additionally, it confirmed that consumer satisfaction plays a mediating role between online service quality and future purchase intentions. This research concludes the critical role of service quality in Indian e-retail and how it directly influences consumers' intentions to make future online purchases. Moreover, it highlights the significance of consumer satisfaction as an intermediary factor that strengthens the relationship between service quality and future purchase intentions in the online retail context.

Aditya Upadhyay (2016), This article focuses on the impact of access perception on customer purchase decisions in developing countries amid increasing urbanization. study employs a point-of-sale convenience sampling technique for the research methodology. The research uncovers that purchase intention and the sustainable attractiveness of retail stores play vital roles as mediators between customers' access perception and their purchase behaviour. The research concludes the valuable insights for retailers and urban planners. Understanding how customer access perceptions and sustainable store attractiveness influence purchase decisions can guide more efficient store location management and enhance customer patronage in developing countries.

Ezgi Akar et al (2015), The research explores the factors influencing consumers' online purchase intentions in the context of the evolving "online consumer" profile shaped by the rapid growth of the Internet. It delves into the impact of consumer, merchant, product characteristics, and notably, the role of social media. The study conducts an extensive literature review, identifying and analysing 100 relevant articles. The research reveals that while existing studies mainly concentrate on the influence of consumer attributes, merchant and product characteristics on online purchase intentions, they tend to underestimate the role of social media in shaping

these intentions. The research concludes by highlighting the need for further research in this evolving field, especially focusing on the impact of social media on consumers' online purchase intentions, providing valuable insights for future investigations.

RESEARCH GAP

The existing literature offers valuable insights into consumer preferences and purchase intentions in both online and offline retail environments. However, a notable research gap emerges when considering the interconnected dynamics between these two channels. While several studies explore consumer behavior independently in either online or offline contexts, there is a lack of comprehensive research that analyzes the interplay and transition of consumer preferences between these channels. Furthermore, limited attention has been given to the evolving impact of digitalization on shifting consumer choices in the retail sector, especially in emerging markets like India. This research seeks to bridge this gap in “**Consumer Preferences and Purchase intentions – A connectivity Approach Between Online and offline Retail Stores**”, providing a holistic view of the consumer journey and aiding retailers in devising more effective strategies to meet evolving consumer demands.

OBJECTIVES OF THE STUDY

1. To study the Impact of consumer Preferences on the Purchase Intention through the Online and offline retail stores.
2. To study the Impact of consumer preferences on the Purchase Intention in relation with the Satisfaction towards the Online and offline retail stores.

HYPOTHESIS OF THE STUDY

H0: There is no significant impact of Consumer Preferences on purchase intention through online and offline Retail shopping

H0: There is no mediation effect of Consumer Preference on Purchase Intention in relation with the Satisfaction towards the Online and offline retail stores

RESEARCH METHODOLOGY

The study adopted the quantitative research approach for the examination of consumers preferences impact on the Purchase Intension. The study has considered the online and offline aspect where it has considered grocery products.

Sampling Method: A convenient sampling approach was employed to collect responses from both online and offline retail store consumers.

Sample Size: This study gathered data from 128 responses using a convenient sampling method for the collection of primary data through the questionnaire.

Sample Units: The study considered the Amazon (online platform) and Reliance Retail (Offline Platform).

Sample Respondent: The study considered the respondents, who are having the minimum one-year experience in using online and offline grocery platforms.

Statistical Tools: The statistical analysis was conducted using two key methodologies:

Linear Regression: It helps quantify the influence of independent variables on the dependent variable and provides insights into the strength and direction of these relationships. This method was used to explore the relationships between the independent variable (Consumer Preferences) and the dependent variable (Purchase Intention).

Mediation Analysis by Andrew F. Hayes: Mediation analysis, developed by Andrew F. Hayes, is a statistical technique used to investigate the underlying mechanisms or processes through which an independent variable affects a dependent variable. It explores whether an intermediary variable (the mediator) plays a role in mediating the relationship between the independent and dependent variables. This mediation analysis was employed to investigate the mediating role of Satisfaction in the relationship between independent variables (Product Factor and Convenience and Service Factor) and the dependent variable (Purchase Intention).

RESULTS AND INTERPRETATION

The study aims to examine the impact of consumer preferences on purchase intention through both online and offline retail stores. A total of 128 responses were collected using a convenient sampling method. The analysis employs the Linear Regression model as the statistical tool to assess the influence of consumer preference in both online and offline retail shopping. The analysis considered the independent variable as Consumer preference and purchase intention is consider as dependent variable

The hypothesis is stated as follows:

H0: There is no significant impact of consumer preferences on purchase intention through online and offline retail stores.

Table No -1

Model summary of consumer preferences on offline retail stores

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.602 ^a	.363	.331	.71320

Source: Primar Data

The table presents the model summary of Impact of consumer Preferences on the Purchase Intention through the Offline retail stores. The 'R' value is approximately 0.602, indicating a moderate positive relationship between the consumer preferences (independent variables) and the purchase intention (dependent variable). The 'R Square' value is 0.363, signifying that the model explains about 36.3% of the variance in the purchase intention (dependent variable), indicating a moderate level of fit. The 'Adjusted R Square' is 0.331 adjusts the R-squared value for the number of consumer preferences (independent variables) in the model, indicating that the model's explanatory power may be slightly reduced when considering complexity. The 'Std. Error of the Estimate' (0.71320) represents the average error or standard deviation of the residuals, with a lower value indicating a better fit.

Table No -2**ANOVA of consumer preferences on offline retail stores**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.033	6	5.839	11.479	.000 ^b
	Residual	61.546	121	.509		
	Total	96.579	127			

Source: Primar Data

The table presents ANOVA analysis of Impact of consumer Preferences on the Purchase Intention through the Offline retail stores. In the "Regression" section, the sum of squares is 35.033, and there are 6 degrees of freedom, leading to a mean square of 5.839. The F-statistic is 11.479, and the associated p-value is denoted as '.000b,' which indicates that the model is highly statistically significant. This indicates that the consumer preferences (independent variables) collectively contribute to explaining a significant portion of the variance in the purchase intention (dependent variable). In contrast, the "Residual" section shows a sum of squares of 61.546 with 121 degrees of freedom and a mean square of 0.509, representing unexplained variance. The ANOVA results indicate that the model is a good fit for the study, as it significantly explains more variance in the purchase intention (dependent variable) than would be expected by chance.

Table No -3**Coefficient of consumer preferences on offline retail stores**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

		B	Std. Error	Beta		
1.	Product assortment preference.	.169	.056	.242	3.042	.003
	In-store product quality.	-.465	.069	-.698	-6.704	.000
	Brand choice.	-.074	.059	-.107	-1.253	.212
	Store accessibility evaluation.	.001	.056	.001	.010	.992
	Consumer service experience.	.120	.060	.182	1.987	.049
	Shopping ease assessment.	.145	.060	.221	2.427	.017

Source: Primar Data

The table represents the coefficients of Impact of consumer Preferences on the Purchase Intention through the Offline retail stores. Significantly, "In-store product quality" holds the highest significance with a coefficient of -0.465, indicating that as consumers perceive higher product quality in physical stores, their purchase intention decreases significantly. On the positive side, "Shopping ease assessment" (coefficient of 0.145) indicates the value of a convenient shopping experience, positively impacting purchase intention. "Consumer service experience" (coefficient of 0.120) also plays a positive role, albeit to a lesser extent, in encouraging purchase intention. "Product assortment preference" (coefficient of 0.169) indicates that a stronger preference for product variety is associated with a higher purchase intention. "Brand choice" (coefficient of -0.074) has a minor negative effect but lacks statistical significance, implying it might not be a critical factor. Lastly, "Store accessibility evaluation" with a nearly zero coefficient is not statistically significant, indicating it has negligible impact on purchase intention. The study concludes, consumers often have high expectations for product quality when visiting physical stores and in-store product quality is maintained highly by retailers, retailers often tailor their product selections based on consumer preferences so that consumers prefer to buy products in offline stores. The study also suggests that, by selecting diversified products, staying up-to-date with industry trends and consumer demands, and encouraging consumer feedback on the brands they'd like to see in the store will increase brand choice and store accessibility and improve consumer perception to purchase products offline.

Table No -4

Model summary of consumer preferences on online retail stores

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.498	.473	.62529

Source: Primar Data

The table presents the model summary of Impact of consumer Preferences on the Purchase Intention through the Online retail stores. The 'R' value is the correlation coefficient, which is approximately 0.706, indicating a strong positive relationship between the consumer preferences (independent variables) and the purchase intention (dependent variable). The 'R Square' value is 0.498, indicating that about 49.8% of the variance in the purchase intention (dependent variable) is explained by the model, indicating a reasonably good fit. The 'Adjusted R Square' (0.473) accounts for the number of consumer preferences (independent variables) in the model and is slightly lower, indicating a potential risk of overfitting. The 'Std. Error of the Estimate' (0.62529) represents the average error or standard deviation of the residuals, with a lower value indicating a better fit.

Table No -5**ANOVA consumer preferences on online retail stores**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.957	6	7.826	20.016	.000 ^b
	Residual	47.310	121	.391		
	Total	94.267	127			

Source: Primar Data

The table presents ANOVA analysis of Impact of consumer Preferences on the Purchase Intention through the Online retail stores. The 'Regression' section indicates that the model explains a significant amount of variance in the purchase intention (dependent variable), with a sum of squares of 46.957 and 6 degrees of freedom. The 'Mean Square' of 7.826 is obtained by dividing the sum of squares by the degrees of freedom, and the F-statistic of 20.016 is calculated to test the overall significance of the model. The associated p-value, denoted as '.000b,' is extremely low, indicating that the model is highly statistically significant. The 'Residual' section shows the unexplained variance with a sum of squares of 47.310 and 121 degrees of freedom, resulting in a mean square of 0.391. The ANOVA table indicates that the model

provides a strong fit for the study because it effectively explains a substantial amount of variance in the purchase intention (dependent variable).

Table No -6

Coefficients consumer preferences on online retail stores

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	Product variety satisfaction.	.089	.069	.089	1.291	.199
	Quality perception check.	-.558	.168	-.221	-3.317	.001
	Product availability rating.	.175	.045	.255	3.868	.000
	Website user-friendliness.	.170	.090	.216	1.896	.060
	Delivery speed assessment.	.253	.096	.323	2.631	.010
	Consumer service satisfaction.	.096	.074	.127	1.303	.195

Source: Primar Data

The table represents the coefficients of Impact of consumer Preferences on the Purchase Intention through the Online retail stores. On the positive side, "Delivery Speed Assessment" (0.253) with .010 significance indicates that faster delivery positively influences purchase intention, while a positive "Product Availability Rating" (0.175) with .000 significance indicates that a wider product selection increases purchase intention. "Website User-Friendliness" (0.170) with .060 significance influences positively, showing that an easy-to-navigate website enhances purchase intention, and "Consumer Service Satisfaction" (0.096) with a significance level of .195, while it may not be highly significant, there is still some significance present and the satisfied consumers are more likely to intend to purchase, promoting trust and repeat business. "Product Variety Satisfaction" (0.089) with a significance level of .199, while it may not be highly significant, there is still some significance present and the consumers satisfied with product variety are more likely to intend to buy, catering to diverse preferences. A negative coefficient for "Quality Perception Check" (-0.558) with .001 significance implies that as consumers perceive higher

product quality, their purchase intention tends to decrease, possibly because discerning consumers with higher quality standards may be more selective. The study concludes, Online retailers use consumer preferences and shopping data to select diverse product selections, while consumers, expecting responsive service, provide feedback to enhance their online shopping experience increases consumer preference to buy products online. The study also suggests that, by providing detailed product descriptions, high-resolution images, and work with reputable suppliers and manufacturers known for producing high-quality goods can improve the quality perception of consumers.

The study aims to examine the Impact of consumer preferences on the Purchase Intention in relation with the Satisfaction towards the Online and offline grocery stores. A total of 128 responses were collected using a convenient sampling method. The analysis employs the Mediation analysis - Andrew F. Hayes as the statistical tool to assess the influence of consumer preference in both online and offline retail shopping. The analysis considered the independent variable as Consumer preference, purchase intention is considered as dependent variable and the consumer satisfaction act as a Mediator.

The hypothesis is stated as follows:

H0: There is no mediation effect of Consumer Preference on Purchase Intention in relation with the Satisfaction towards the Online and Offline Retail stores.

Independent variable (X) – Product Factor, convenient and service factor

Dependent variable (Y) - Purchase Intention

Mediator (M) – Satisfaction

Table No –7

Mediation Analysis of Consumer Preference on Purchase Intention in relation with the Consumer Satisfaction

	Total effect of X on Y			Direct effect of X on Y			Indirect effect(s) of X on Y:		
	Effec t	t	P	Effec t	T	p	Effec t	BootLL CI	BootUL CI
Product Factor_Offli ne	- 0.013 7	13.58 24	0.041 4	- 0.014	- 16.58 98	0.006 4	0.000 2	-0.0042	0.006

Convenience and Service Factors_Offline	0.0045	11.2025	0.0399	0.0043	13.1931	0.0372	0.0002	-0.0037	0.0059
Product Factor_Online	-0.0807	-15.7138	0.0089	-0.0857	-14.82	0.0211	0.0049	-0.0069	0.024
Convenience and Service Factors_Online	0.245	13.9261	0.0362	0.0261	13.9854	0.0263	-0.0015	-0.0095	0.0063

Source: Primar Data

The table provides the results of a mediation analysis for the impact of Consumer Preference factors (specifically Product Factor and Convenience and Service Factors) on Purchase Intention concerning the Satisfaction towards online and offline grocery stores. The analysis is divided into three key components: Total effect of X on Y, Direct effect of X on Y, and Indirect effect(s) of X on Y. Here's the interpretation for each of these components:

Total Effect: The Total effect of X on Y reflects the overall influence of Consumer Preference on Purchase Intention, considering both the direct and indirect effects. For "Product Factor Online," the total effect is -0.0807, and for "Convenience and Service Factors Online," it's 0.245. Meanwhile, for the offline retail stores, "Product Factor Offline" has a total effect of -0.0137, and "Convenience and Service Factors_Offline" has a total effect of 0.0045. The table also shows the probability is less than 0.05, which implies that, the online and offline factors in Total effect are considered to be significant.

Direct Effect: The Direct effect of X on Y represents the direct impact of Consumer Preference on Consumers Purchase Intention. For "Product Factor Online," the direct effect is -0.0857, while for "Convenience and Service Factors_Online," it's 0.0261. In the offline context, "Product Factor Offline" has a direct effect of -0.014, and "Convenience and Service Factors_Offline" have a direct effect of 0.0043. The results show the probability is less than 0.05, which implies that, the online and offline factors in Direct effect are considered to be significant.

Indirect Effect: The indirect effect is the effect of Product Factor and Convenience and Service Factors on Purchase Intention mediated through Consumer Satisfaction.

For "Product Factor Offline" is 0.0002, and the range between Boot LLCI and Boot ULCI encompasses this value, signifying mediation. Moreover for "Convenience and Service Factors_Offline," the indirect effect is 0.0002, within the Boot LLCI and Boot ULCI range, indicating mediation. The table also illustrates that, the indirect effect of "Product Factor Online" is 0.0049, and Convenience and Service Factors_Online," the indirect effect is -0.0015, which falls within the Boot LLCI and Boot ULCI, supporting mediation. Purchase Intention is influenced by consumer preference and satisfaction in retail stores. Consumers are typically pleased when they highly like certain products or services. Satisfaction enhances their urge to purchase both online and in person. Retail enterprises may increase purchase intentions, consumer loyalty, and corporate success by addressing consumer demands and offering outstanding service.

The study concludes that, in the online retail stores, a consumer's strong preference for a user-friendly interface, a wide product selection, and reliable delivery services can enhance their overall satisfaction. As a result, this heightened satisfaction further pushes their intention to make repeat purchases and recommend the online store to others. However, in offline retail stores, consumer preference for a well-organized layout, courteous staff, and easy product access can significantly impact their satisfaction. The shopper who finds their preferred products effortlessly and enjoys a pleasant shopping experience is likely to exhibit higher satisfaction levels. This increased satisfaction subsequently leads to an elevated purchase intention and the likelihood of returning to the same store. Therefore, there is a significant impact of consumer preference of product availability or service accessibility towards the purchase intention in relation with the consumer satisfaction.

FINDINGS

1. The study findings highlight that, the coefficient of -0.465 highlights that higher perceived product quality in physical stores leads to a substantial decrease in purchase intention. This finding emphasizes the critical role of product quality in influencing consumers' decision to buy offline.
2. The analysis depicts that, positive coefficient of 0.253 with a significance level of .010 indicates that faster delivery positively influences purchase intention. Consumers value prompt and efficient delivery when making online purchases.
3. The negative coefficient of -0.558 with a significance level of .001 implies that as consumers perceive higher product quality, their purchase intention tends to decrease. This finding suggests that discerning consumers with higher quality standards may be more selective when making online purchases.
4. The findings of the study reflects that, Consumer preferences significantly influence purchase intention in both online and offline retail stores, with "Product Factor Online" (-0.0807) and "Convenience and Service Factors Online" (0.245) exhibiting significant total effects. In offline stores, "Product Factor Offline" (-

0.0137) and "Convenience and Service Factors Offline" (0.0045) also have notable total effects.

5. It has been observed that, the effects are not only direct but also mediated through consumer satisfaction. For online retail, "Product Factor Online" (0.0049) and "Convenience and Service Factors Online" (-0.0015) show significant indirect effects, indicating the pivotal role of consumer satisfaction in the relationship between consumer preferences and purchase intention. Similarly, for offline retail, "Product Factor Offline" (0.0002) and "Convenience and Service Factors Offline" (0.0002) display mediation through consumer satisfaction, underlining its importance in driving purchase intention.

CONCLUSION

The study focusing on "Consumer Preferences and Purchase Intentions – A Connectivity Approach Between Online and Offline Retail Stores," employed a convenient sampling method to collect 128 data responses from both online and offline retail store consumers. The study considered Linear regression and Mediation analysis by Andrew F. Hayes served as the statistical tools for analysis. The findings underscore the importance of in-store product quality in decreasing offline purchase intentions highlights the critical role of product quality in physical stores. The study revealed that a strong preference for diverse product offerings positively influences purchase intentions, suggesting retailers should align product selections with consumer preferences. The study emphasis on product quality in offline retail was underscored, highlighting that higher perceived product quality leads to a substantial decrease in purchase intention, emphasizing its pivotal role in influencing consumers' offline buying decisions. Conversely, indicated that discerning consumers with high-quality standards may be more selective when making online purchases. Furthermore, the study revealed that these effects are not merely direct but also mediated through consumer satisfaction. To improve the perception of product quality, offer detailed and transparent information on product specifications and manufacturing processes. Provide high-resolution images, comprehensive product descriptions, and consumer reviews to empower consumers to make informed decisions. Additionally, ensure that your staff, both online and offline, receive proper training to accurately communicate and address consumer inquiries about product quality, reinforcing trust in your offerings.

REFERENCES

1. Akar, E., & Nasir, V. A. (2015). A review of literature on consumers' online purchase intentions. *Journal of Customer Behavior*, 14, 215-233.
<https://doi.org/10.1362/147539215X14441363630837>
2. Basu, R., & Sondhi, N. (2021). Online versus offline: preferred retail choice for premium brand purchase. *International Journal of Retail & Distribution*

- Management, 49(10). DOI: 10.1108/IJRDM-05-2020-0181.ISSN: 0959-0552.
3. Bhagat, M. (2022). A study on consumer's buying behavior for online shopping. *International Journal of Science and Research (IJSR)*. DOI: 10.21275/SR23531103009.
 4. Gulati, M., Jain, N., & Chhavi, D. (2022). A study on consumer satisfaction in retail stores. Volume 1. ISSN: 0972-8945.
 5. Kalia, P. (2016). E-service quality, consumer satisfaction, and future purchase intentions in e-retail. *e-Service Journal*, 10(1), 24-41. DOI: 10.2979/eservicej.10.1.02. ISSN: 1528-8234.
 6. Loong, A., Wee, L. F. S., Pei Kian, T., & Kian, P. (2018). Customer purchase intention on online grocery shopping. *International Journal of Academic Research in Business and Social Sciences*, 8, 1579-1595. DOI: 10.6007/IJARBSS/v8-i12/5260. ISSN: 2222-6990.
 7. Maiya, U. (2020). Customers' Perception Towards Online And Offline Shopping: A Study With Reference To Udupi City. ISSN: 2347-4793, volume:1. Series: 5.
 8. Nosi, C., Pucci, T., Melanthiou, Y., & Zanni, L. (2021). The influence of online and offline brand trust on consumer buying intention. *EuroMed Journal of Business*. DOI: 10.1108/EMJB-01-2021-0002.
 9. Roy, P., & Datta, D. (2022). Consumer buying behaviors towards online and offline shopping: A study in West Tripura District, Tripura, India. *SSRN Electronic Journal*, 9(8). DOI: 10.2139/ssrn.4230699.
 10. Sarkar, R., & Das, S. (2017). Online Shopping vs Offline Shopping: A Comparative Study. Volume 3, Issue 1. ISSN: 2395-6011.
 11. Singh, A., Singh, A., Vij, T. S., & Pardesi, A. (2020). An empirical study of the factors affecting online shopping behavior of Indian consumers. *International Journal of Control and Automation*, 29, 406-411. ISSN: 2005-4238.
 12. Sreenath, S., Parashuram, A., & Devlanaik, H. (2022). Impact of Digitalization and Changing Consumer Preferences and Choices on Virtual Shopping of Retail Sector in Bangalore. *International Journal of Professional Business Review*, 7, e0563. <https://doi.org/10.26668/businessreview/2022.v7i4.e563>
 13. Sulehri, N., Rana, A., & Naeem, M. (2021). Adequate access to retail stores for purchase behavior through sustainable attractiveness and purchase intention. *Global Management Sciences Review*, VI, 112-110.31703/gmsr.2021(VI-I).11. DOI: 10.31703/gmsr.2021(VI-I).11.
 14. Upadhyay, A. (2016). Online Shopping vs Offline Shopping: An analysis of Consumer Buying Preferences, Volume 3. ISSN: 2349-4190.
 15. Vivek, S., Kanade, V., Preeti, M., & Kulkarni, M. (2020). Understanding consumer buying behavior in an online (web store) and offline (service retail store) for entertainment services in Nashik City. ISSN: 0971-2143, Vol-31, Issue 21. DOI: 10.13140/RG.2.2.19958.22082.

