

The Chinese dementia patients' quality of life is improved through human resources and organizational strategies

JI PENG¹, ABHIJIT GHOSH²

¹Phd. Research Scholar in Lincoln University College

²Dean, Lincoln University College

Abstract

The impact technology has had on the retail industry, the majority of consumers now prefer to shop online rather than in traditional brick-and-mortar stores. This trend gained traction over the previous decade, with many retail behemoths combining the two strategies to maximize profits. The goal of this study is to look into the similarities and differences between shopping in physical stores and shopping online, as well as consumers' attitudes toward these two distinct buying practices.

This study investigates the phenomenon that males prefer to shop online rather than in traditional stores. When it comes to payment security, tied shopping malls Actual shopping is given higher priority. People's shopping habits are gradually shifting to include more online transactions, but the majority of people still prefer to buy in physical stores because they can trust the vendors and physically inspect the goods.

Keywords: Online Shopping, Offline Shopping, Consumers Choice, Consumer Behaviour, Customer Satisfaction.

INTRODUCTION

China has been the global leader in retail e-commerce since 2013 and continues to be so today. Its \$2.3 trillion in sales in 2020 represented slightly more than half of the \$4.3 trillion global e-commerce market (Tang et al., 2021). Households prefer to buy items that offer excellent value for money over expensive ones, and mobile devices account for more than 90% of total sales. They claimed that the country's 34-fold growth from 2010 to 2020 compared to the global's nine-fold growth was due to the widespread adoption of (Artificial Intelligence) AI-supported "Super Apps," the country's fast and convenient delivery system, lenient financial regulations, and the Chinese government's positive outlook toward innovative technologies. Global Data, a leading data and analytics firm, predicts a 12.4% compound annual growth rate (CAGR) in China between 2021 and 2024, with output rising from CNY13.8 trillion (US\$2.1 trillion) to CNY19.6 trillion (US\$3.0 trillion). The Covid19 pandemic has resulted in a drop in retail spending and an increase in internet sales. According to the National Bureau of Statistics of China, online retail sales of physical items increased by 14.8% in 2020, despite a 3.9% decrease in total retail sales of consumer goods in the country.

Consumer attitudes toward stores and shopping malls have shifted dramatically, thanks in large part to the rise of e-commerce. "E-commerce" refers to the practice of purchasing and selling goods and services over the Internet. Since China is as one of the world's leading economies, it's understandable that the amount of money citizens have given to e-commerce has increased. According to Pew Research in 2019 (Xi et al., 2018), more than 3,161,000,000RMB was spent on online shopping in China in 2018.

RESEARCH OBJECTIVES:

This study compares online and traditional purchasing with the following specific aims:

- i. Identify the factors that influence consumers to shop online.
- ii. To assess the benefits and drawbacks of online shopping.
- iii. Identify the distinction between physical and online customers.
- iv. Determine how frequently people shop online versus offline.
- v. Identify the most popular online selling platforms today.

WHAT IS YOUR RESEARCH QUESTION?

- i. What factors drive consumers to shop online?
- ii. What are the benefits and disadvantages of online shopping?
- iii. What is the distinction between physical and online customers?
- iv. How frequently do people shop online vs. offline?
- v. What is the most popular online selling platform today?

Scope of the This study aimed to assess customer satisfaction with offline and online shopping in the Tirunelveli area. In addition, the study discusses the conceptual elements of both offline and online shopping.

Literature Review

An extensive literature review of studies examining the online and offline consumer experience was conducted. The analysis clarifies the most important factor that customers consider before making an online purchase. Following that, the researchers investigate the significant theoretical gap between retail transformation theory and consumer behavior theory, with a focus on the purchasing decision process and the reasons and items that consumers buy and do not buy over the Internet. The researchers looked at How quality, value, satisfaction, and loyalty influence customers' decisions to buy online.

While many customers could browse for several hours before making a final decision, others preferred to haggle for the best price and make their purchases after conducting a personal inspection of the goods. Depending on the items, quality, quantity, and source of purchase, the entire process could take anywhere from a few hours to several weeks. E-commerce is the exchange of information via the internet. It is possible to use e-commerce as a survival strategy

in the current market. The scope of coverage includes everything from product development and marketing to delivery and service. An increasing number of people are making purchases online. It will thrive in a highly competitive and dynamic atmosphere if it is properly exploited while ensuring transaction safety and security (Nanda Kumar et al., 2014). A large portion of Salem's population is technologically savvy, and the city is brimming with successful businesses. Because of the growing number of people in their twenties and thirties, many businesses, hospitals, and educational institutions will shift to online shopping in the future (Suthathi, 2020).

The current research is based on the protection motivation theory (PMT), which explains why people react to threats or harmful behavior. The PMT contends that how an individual responds to difficult circumstances determines whether or not they develop the protective drive required to emerge victorious. The strong desire to keep oneself safe is known as protection motivation. So, when a person receives information that could endanger his or her well-being, he or she will change his or her behavior to avoid the danger. This means that the individual may take steps to protect themselves by changing their behaviour. One section of the PMT is called "threat appraisal," and it deals with how serious an impending danger is perceived to be. Perceived vulnerability, or an individual's assessment of their vulnerability to a danger, is another aspect of threat assessment. The severity of a danger is defined as the amount of potential damage that an individual anticipates it will cause (Zappavigna, 2016).

Ethnomethodological conversation analysis is rooted in epistemology. Cultural anthropology (henceforth EMCA), recent research throughout conversation analysis (CA) investigates weekly shop and other provider encounters not by analysing the architecture of stores (online or offline), but by analysing customers' own systematic and recognizably ordered shopping activities. It examines how customers behave and interact with salespeople, other customers, and strangers in a retail environment (Clark and Pinch, 2010). To accomplish this, modern EMCA scholars investigate not only verbal communication but also embodied "modalities" such as eye contact, head and body movement, gestures, posture, materials, and objects. They demonstrate how multiple 'modes' are deployed at different times and integrated to create unique procedures across a range of practices.

Importantly, in EMCA research, 'modes' are only relevant to the study when participants use them. Tools for creating and developing socially recognized sense-making behaviors (Drew, 2013; Day and Wagner, 2019). Face-to-face communication does not rely solely on verbal exchanges to complete tasks such as navigating, asking for, waiting in line for, concentrating on, studying, and categorizing items, and initiating or avoiding verbal contacts. Instead, they use objects, gaze direction, and other cues to reinforce one another. As a result, many depictions of rote patterns of client and salesperson behavior in shopping and service interactions fail to convey the fact that purchasing is far more complicated. This raises several critical questions, the

most important of which is the significance of embodiment.

Contributions to this volume include articles on buyer and salesperson practices, as well as design considerations of retail locations and procedures (online and offline). Mondada's *Appealing to the Sensations: Approaching, Detecting, and Conversing at the Market's Stall* uses video recordings to show how customers interact with vendors and their wares at Swiss street markets, from a quick glance as they pass by to a more thorough examination aided by sight and touch. As a result, her research emphasizes the various ways in which consumers interact with the same environment. It also shows how buyers and sellers react when they are prohibited from touching products due to Covid-19 regulations. According to a Rasmussen and Kristiansen poll, video and eye gaze recordings of consumers at Danish self-service stores show how they modify their walking pace to accommodate one another, wait for others

Customers have time to research items, "squeeze by," and so on, all while maintaining a socially acceptable level of disengagement. There are no words exchanged during this process.

The environmental impact of e-commerce has been compared to that of traditional business-to-consumer trade. Currently, nearly half of the research findings appear to indicate that online shopping is more environmentally friendly than traditional shopping. Just under half of the research found that the outcomes are dependent on a variety of factors, with only one article presenting a negative viewpoint. According to Velásquez et al. (2009), both qualitative and quantitative methods can be used to investigate this issue. A quantitative method is more appropriate for contrasting the effects on the environment. Comparison of online and in-store purchases. The environmental impact of e-commerce can be seen at five stages: sourcing, manufacturing, distribution, retail, and consumption. Emissions may rise or fall in each of the aforementioned regions depending on the circumstances. In comparison, (Bertram and Chi, 2018) identified packing, shipping, return, and disposal as four distinct factors influencing emissions.

Several studies have examined the environmental impact of online grocery shopping on urban congestion and air quality. According to one study, switching from car trips to van excursions can save up to 70% on vehicle kilometers. To investigate the effects of e-grocery on urban transportation and the environment, Taniguchi and Kakimoto (2003) developed truck routing and scheduling models based on durations and traffic simulation. It was predicted by (Tehrani and Karbasi, 2005) that switching from using vehicles (in the offline shopping case) to using delivery vans would result in a decrease in fuel-related emissions (in the e-commerce scenario). The research was carried out under the assumption that all in-store sales are replaced by online orders, and the analysis unit was the emission of an entire region or district in Tehran. Taking into account the average number of cars entering the retail district each day, it was predicted that fuel consumption could be reduced by 88%, resulting in a 20.12-tonne reduction in air emissions

per year. Furthermore, (Durand & Gonzalez-Feliu, 2012) compared traditional grocery shopping with two types of online purchasing: store-picking and warehouse-picking, with a focus on the final mile of transportation. The study examined all of Lyon (France), compared the two options based on total tonnes of CO₂ produced in a year, and accounted for the varying degrees of diffusion between the two.

Digitization

Digitization is the first step toward Digitization is the process by which an enterprise becomes fully digital. Implementing electronic report formats is an example of digitization, which is the conversion of analogue information or forms like text or sound into digital representations (Brennen & Kreiss 2016). To do this, analogue data is converted into digital bytes, each of which may take on just two possible values—zero or one. The encoding scheme determines how data is stored and processed by computers. Because digitization technologies such as scanners are widely available, the procedure is easier to integrate into everyday life (Khan 2015). Digitization is now a reality all over the world and in a variety of fields. Some industries are faster to adopt digital methods than others. These leading industries are constantly digitising their operations to increase efficiency and provide customers with greater convenience. The spread of digital technology across the world follows a similar pattern. This means that countries such as Austria and Germany have more fully digitalized industries and processes than their eastern European peers. Because a thriving economy promotes successful digital transformation, researchers may anticipate a multiplier effect in the future.

Online consumer behavior, also known as "online buying behavior," "online shopping behavior," or "Internet shopping/buying behavior," refers to internet-based purchases. Product(s) or service(s) offered via the World Wide Web. Online shoppers frequently begin their journey when they realize they require a product or service and turn to the internet to research their options.

However, instead of actively looking, prospective buyers are drawn to information about products or services that correspond to the perceived need. The next step is for them to identify the sources of their need, develop criteria for selecting a solution, and then complete a transaction and receive post-sale support. The phrase "online buying mentality" refers to a customer's attitude toward making purchases over the Internet. Indian consumers frequently visit online retailers. Even though Indian consumers are becoming more accustomed to and fond of online shopping, and they share many of the same preferences as shoppers in other countries, the available data indicates that the Indian market is far from mature for e-commerce companies. Shopping online in India may benefit significantly from the country's youthful population, which is its main attraction. Because young people make up the majority of internet users, many businesses target this demographic. Trip planning is one of the most popular online services

among Chinese internet users.

Online marketers' persuasion tools and the web experience:

In addition to internal and external considerations, customer exposure to the company's marketing may influence their purchasing decisions. Sway the consumer's decision by feeding information into the "black box" where it will be analyzed before a final decision is made. Online marketers can use traditional offline marketing tools to influence their virtual customers' decisions, but what really matters is crafting and delivering the right Web experience, which includes not only the Theverege (2017) defines 4Ps as online capabilities, information, emotions, cues, stimuli, and products/services. Company websites are an important link in the chain of communication between a business and its customers, and as such, they are the primary vehicle for delivering the Web to consumers who are mostly online.

Web experience: definition and significance:

Several academics and practitioners have emphasized the importance of "online shopping experience" or "virtual experience" in e-commerce marketing. An online purchase can be divided into four distinct phases, which can be considered a process. Given that a Web customer is both a shopper and an information technology user, it could be argued that the Web experience is more nuanced than the in-store Shopping experience. The Web experience is defined as the consumer's overall perception of an online company as a result of his or her exposure to a combination of virtual promotional tools "under the marketer's absolute authority, likely to influence the buying behavior of the online company" (Theverege, 2017). The Web experience includes activities such as searching, exploring, locating, selecting, comparing, and analyzing information, as well as communicating and transacting with online businesses. Design, events, emotions, atmosphere, and other elements encountered by the virtual consumer during their visit to a specific website all contribute to the formation of an overall impression and motivate the user to take action. Remember that Internet experience is crucial for all websites, not just those Who sells goods or services online (Theverege, 2017).

Fitch Ratings for the Chinese online shopping market in Shanghai/Hong Kong on June 15, 2022. China's e-tailing of products is expected to grow faster than offline retail in 2022, owing to ongoing restrictions to prevent the spread of Covid-19, though the growth rate will be significantly lower than in 2020, at the start of the pandemic.

China has the largest online population among all countries. Chinese Internet users reached 420 million at the end of June 2010, up 9.36% from the previous year. Chinese Internet users spend approximately 1 billion hours per day online, which is more than double the daily total hours consumed by Americans. The vast majority of Chinese web users engage in social networking and leisure activities (Thomas, 2010). In 1998, Jack Ma and his colleagues founded

Alibaba.com, a B2B e-commerce platform that launched China's burgeoning e-commerce industry (Backaler, 2010). Western e-commerce behemoths eBay and Amazon both entered the Chinese market in 2003. Furthermore, Alipay, Alibaba's equivalent of PayPal, which improves security during online transactions, was introduced in 2003, a watershed moment for Chinese e-commerce.

METHODOLOGY: Research Design

From January to June 2022, researchers conducted a rigorous cross-sectional study. The cross-sectional design required a single point in time data collection, which was quick and inexpensive. Due to the short timeframe and limited resources, the researcher chose a quantitative approach. Rao-soft Software was used to estimate the sample size of 1460; 1600 questionnaires were distributed; 1563 were returned; and, finally, 63 questionnaires were rejected due to incompleteness. For the study, 1,500 Chinese citizens were contacted and interviewed. Using convenience sampling, all respondents were approached in the locations mentioned above. Respondents were asked to take part in a factory monitoring programme. The researcher provided information about the study to participants who decided to participate, and he was also available to answer any questions they had while they waited for their monitoring programme to be completed. The researcher read the survey questions to respondents who were unable to read or write or were confined to a wheelchair. They were given response categories and then asked to fill out the survey form as instructed. In some places, people were given questionnaires to fill out and return all at once.

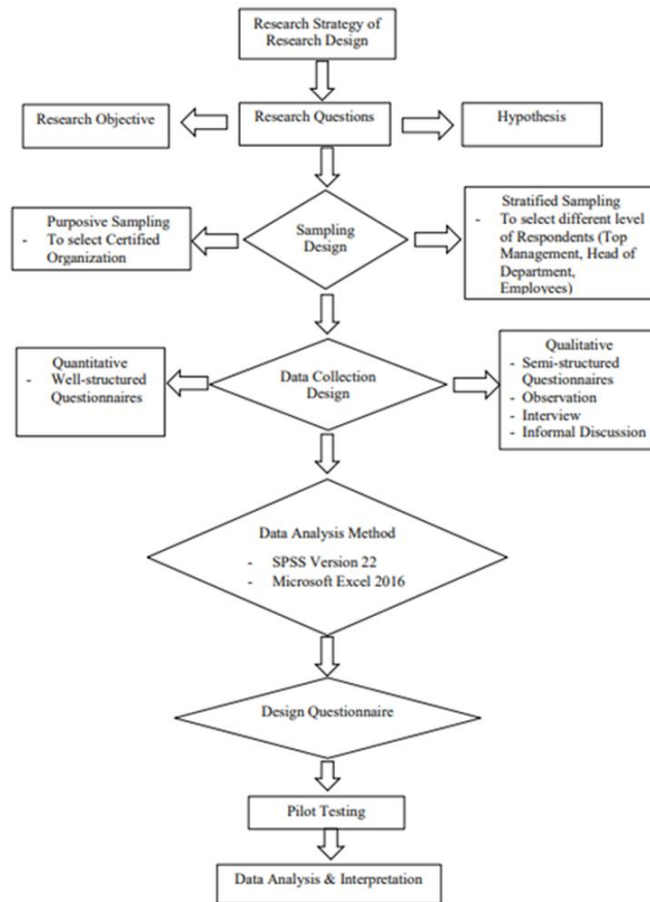


Figure 6: Research Strategy of Research Design

Study Area

The study was conducted in China's shopping malls, public areas, markets, offices, and universities/colleges. The study locations were chosen due to the widespread availability of people to assess their shopping habits.

Collection Data

The researcher collected quantitative data through a survey. The specifics of the survey collection method are described below.

Respondents first responded to control questions about their online versus non-online shopping analysis and the size of their organization. This left a sample size of 1500, as calculated by Rao Soft.

Likert scale is a rating system that is used in questionnaires to assess people's attitudes, opinions, and perceptions. Subjects select from a range of possible responses to a specific question or statement. Responses typically include "strongly agree," "agree," "did not answer," "disagree," or "strongly disagree." Often, response categories are coded numerically, in which case the numerical values must be defined for each study, such as 5 = strongly agree, 4 = agree, and so on.

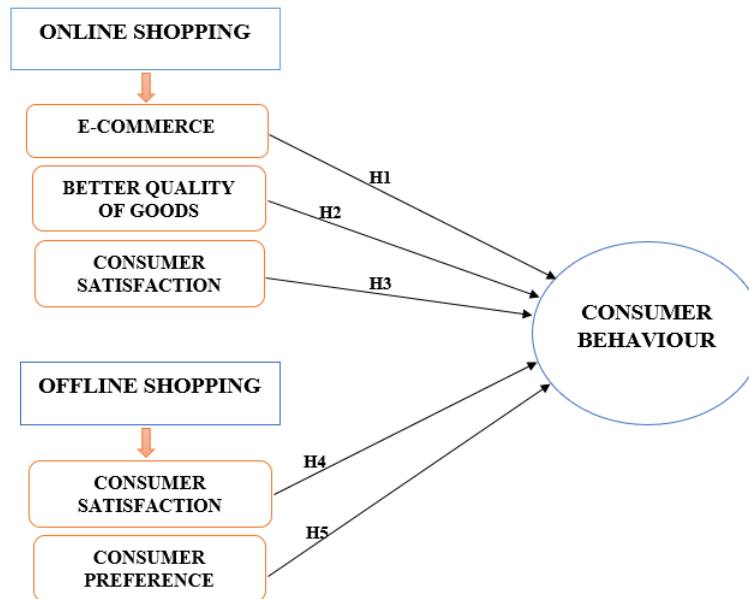
In the study, the researcher looked at demographic details such as the respondents' ages, occupations, incomes, and technical skills. That is all included in the demographic information.

The questions from 1 to 20 follow the above-mentioned Likert scale, and they provide us with consumer preferences for online and offline shopping analytics.

Data for the study was gathered through a questionnaire. The sample size calculated using Rao-software was 1500. A total of 1600 questionnaires were distributed, of which 1563 were returned and 63 were rejected for being incomplete. The final number of questionnaires used for the study was 1500, with 855 females and 645 males. The members of the study surveyed were as follows: Health care professionals (284 respondents, 19.0%), government employees (273 respondents, 18.0%), teachers (218 respondents, 15.0%), businesses (234 respondents, 16.0%), private employees (260, 17.0%), and private employees (491, 33.0%).

PROPOSED MODEL:

This infographic presents the study's conceptual framework. Independent variables in the framework include consumer behavior; E-commerce, better quality of goods, consumer satisfaction with online shopping, consumer satisfaction with offline shopping, and consumer preference. These variables have interrelations and direct. According to the conceptual framework, the path model includes both direct and indirect relations.



Method of Analysis

SPSS software, version 25, allows you to run a variety of statistical tests on your data. As part of this study, SPSS will be used to analyze survey questionnaire data. Frequency and cross-tabulation tables are expected to be compiled and presented in Chapter 4: Data Analysis.

i. Descriptive Statistic Method: For scientific research, this method ensures that all relevant data is easily accessible for comparison and analysis. They served as the foundation for nearly any quantitative data study, as well as basic pictorial analysis.

ii. Reliability Test: Each item on a scale is compared to the total of the remaining elements to determine its effectiveness.

The item correlates. It measures the consistency and dependability of the various factors on a scale. Cronbach's alpha coefficient measures internal consistency and trustworthiness. If Cronbach's alpha is greater than or equal to 0.700, the strength data can be accepted.

The researchers used this type of test to determine whether there is a relationship between gender and how much people know about consumers' preferences for online and offline shopping. P-values are set to 5%, and 95 percent confidence intervals are used to calculate statistical significance. The null hypothesis must be accepted at a level of significance greater than 0.05. Online and offline shopping awareness are associated with the lower end of the significance range, when The p-value falls within the 0.05 range. However, statistical significance does not indicate the degree of the significant link. This is because the significant test is used solely to

determine whether the null hypothesis should be accepted or rejected.

The "Results" section of the report summarizes the inquiry's findings and methods. These data are presented in an orderly manner, without prejudice or interpretation from the author, and serve as the foundation for the evaluation and analysis that follow in the discussion section. The findings section's primary function is to present the data in a way that emphasizes its relevance to the research problem addressed by the study (s).

The findings The results section should only contain the study's findings. The findings are as follows:

- Data presented in the form of tables, charts, graphs, and other figures.
- Provide a sentence-by-sentence contextual analysis of the data's significance.
- Include all relevant information to the primary research topic.

CONCLUSIONS

Online purchases are becoming increasingly common. Online shopping is becoming increasingly popular among people of all ages, genders, professions, and levels of education. Customers prefer online shopping because it provides them with access to a larger selection of goods from more reputable companies, allowing them to select and purchase their ideal items in record time. Due to Businesses can sell their wares at lower prices thanks to the efficiencies brought about by the Internet, allowing them to provide deeper discounts to customers who choose to buy online rather than in a physical store. Online shopping will continue to gain popularity as more people realise how simple it is and how much money they can save by shopping from home. Customers aged 31 to 40, who typically shop once every three months, demonstrate a continued preference for offline shopping. Online and brick-and-mortar stores alike are paying greater attention to the in-store experience and customer service in order to attract and retain customers who prefer to buy in person and whose consumption habits fluctuate with the seasons' latest. trends. The statistics also highlight the advantage of offline shopping, which is that customers do not have to wait for their orders. Trying on clothes in a store may help them find the perfect fit, saving them time and effort exchanging or returning items. As large-scale shopping malls become more prevalent, offline shopping is gradually becoming less inferior to online shopping. Furthermore, customers raised various concerns about the shopping experience, such as the overall services of shopping advisors and the parking services surrounding them, in order to solicit consumer suggestions for improving offline shopping. This means that brick-and-mortar stores will thrive. As previously stated, customers view shopping as a positive experience. Merchants can hold.

a few offline activities that are either appropriate, guide, or exclusive; or they can use the AI artificial change garments, and so on tool to improve our offline shopping experience.

Meanwhile, advertisements can encourage them to go out and shop with their friends, using the lens of social to contact people who are attempting to access shopping, and shopping online to feel can bring social and shopping experiences.

June 15, 2022, Fitch Ratings Shanghai/Hong Kong: E-tailing, or online retailing, in China is expected to grow faster than offline retailing in 2022 due to ongoing limitations in controlling the spread of Covid-19, but this growth rate will be significantly lower than in 2020, at the start of the epidemic. After declining to 27.4% in 2021 from 27.7% in seen on average between 2015 and 2021. This is due to factors such as a higher starting point, increased integration of both online and offline channels (known as "new retail"), which are frequently counted as offline department stores by official statistical studies, and dwindling consumer confidence due to concerns about a slowing economy and rising unemployment. Assuming China will gradually phase out its "dynamic zero-Covid" policy beginning in 2023, Fitch forecasts that China's retail sales growth will slow to low single digits in 2022, down from 12.5% in 2021.

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