

# **Systematic Literature Review: Comparison Analysis of Online and Offline Shopping**

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## **Abstract**

The development of internet users in Indonesia has increased in recent years. The rapidly increasing internet users support e-commerce businesses and online shopping. Online shopping is a shopping activity carried out by consumers through media or intermediaries namely social networks that have been provided by sellers, both products in the form of goods and services. This study uses the Systematic Literature Review method. The study aims to find out there are differences in consumer decisions and consumer satisfaction in doing online and offline shopping. Consumer decisions in choosing online and offline shopping have no difference because they both have balanced advantages and disadvantages. This certainly comes back to consumer preferences in choosing online shopping or offline shopping. the level of consumer satisfaction in doing offline shopping is higher compared to online shopping. This is also based on the results of previous research as a literature review for our research.

## **Keyword:**

Online, Offline shopping, Electronic Commerce, Systematic Literature Review

## **1. Introduction**

With the Covid-19 pandemic that hit the whole world in early 2020, people cannot and are afraid to get out of the house and forced them to do almost all their activities online, including shopping. The number of internet users in the world continues to experience rapid growth that has an impact on business activities through the internet, so it is known as e-commerce (Nuraini and Evianah, 2019). The online business movement that occurred in Indonesia began in 2010 which was marked by the existence of online transportation applications (Astuty, Winatha, and Putri, 2020). Along with the progress of the times let alone entering the industrial revolution 4.0, online shopping activities have developed very rapidly, so that shopping activities have become more practical and easier. People are more likely to be interested in doing shopping activities online because it can be done anywhere and anytime. Based on the results of research from Wardoyo and Intan Andini stated that the advantages of doing online shopping are that it can provide convenience, especially in making payments. This happens because when shopping online, the payment method that can be done is through ATM or mobile banking (Fauzi and Sicily, 2020).

Basically, online and offline shopping activities have something in common, namely both doing product purchase activities. However, the thing that distinguishes is from how to buy it. Online and offline shopping activities have their own advantages and disadvantages. This certainly comes back to consumer preferences (Nuraini and Evianah, 2019).

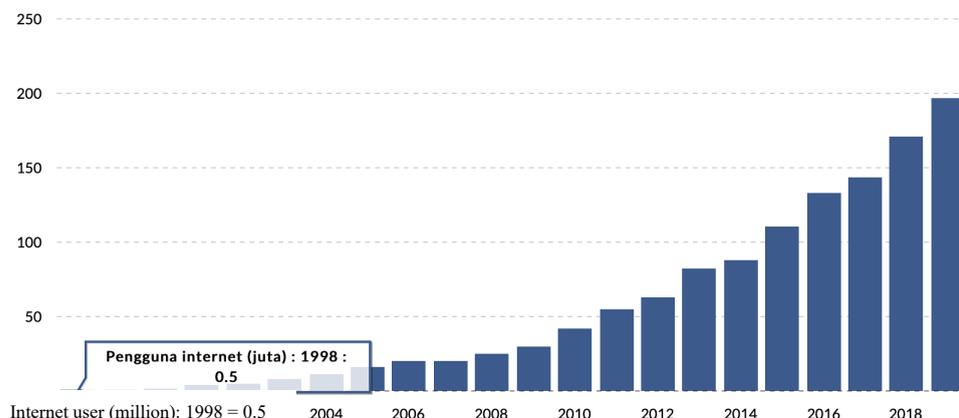


Figure 1. Internet users in Indonesia, 1998 – Q2 2020 (in million)  
Source: Association of Indonesian Internet Service Providers

Based on the data from Figure 1, the number of internet users in Indonesia from 1998 to 2020 continues to increase significantly. This is due to advances in technology, information, and communication and people in Indonesia have relied on the internet in carrying out daily activities, especially in carrying out business or business activities. So with the number of internet users that continue to increase and many, business activities can continue to grow with the support of the development of the internet which we commonly call e-commerce (Nuraini and Eviana: 2019). The Internet has provided access for telecommunication services and information resources to be used by millions of people as internet users spread around the world (Jalaham, Mananeke, and Loindong, 2018). With the advent of the internet can lead to the advancement of information technology that continues to grow rapidly and continues to increase. This can be an opportunity and can be utilized by business people to be able to develop their business with the help of technological sophistication in order to be able to compete and be able to provide satisfaction to their customers (Apriliani, Budhiluhoer, Jamaludin, and Prihandani, 2020). In addition, businesses can also sell their products online and can be ordered through electronic devices such as *smartphones* and make payment methods through ATMs or *mobile banking* (Fauzi and Sicily, 2020).

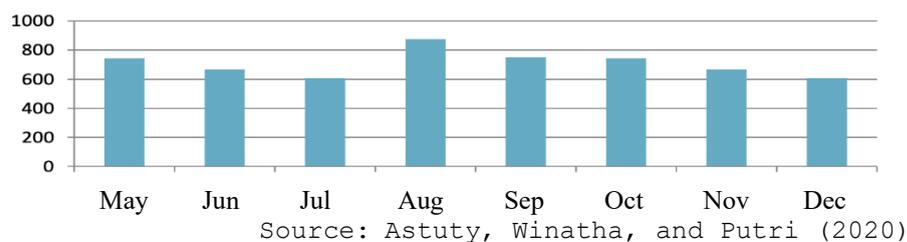


Figure 2. Offline Sales Data of Bandar Lampung Melstore Store  
Source: Astuty, Winatha, and Putri (2020)

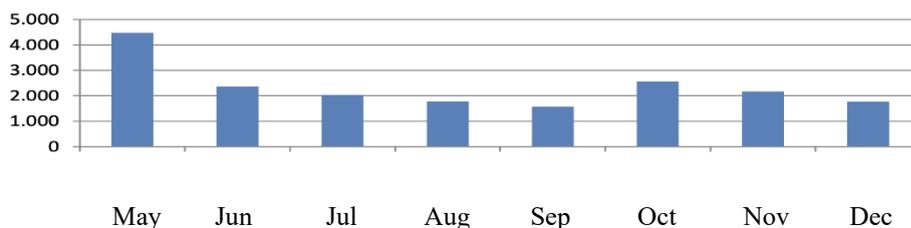


Figure 3. Online Sales Data of Bandar Lampung Melstore Store  
Source: Astuty, Winatha and Putri (2020)

Based on the data from Figure 2 and Figure 3 that every shopping activity, both done online and offline consumers who have their own preferences and satisfaction. According to Kotler Philip in Danang Sunyoto (2013) states that consumers can experience one of three levels in satisfaction, if consumers make spending transactions and

performance below consumer expectations, consumers will feel disappointed. Vice versa, if consumers make spending and performance transactions above consumer expectations, consumers will certainly feel satisfied with their services (Astuty, Winatha and Putri, 2020). So, based on the from Figure 2 that offline shopping activities still tend to be dominant compared to online, although the number of internet users continues to grow.

### **1.1 Problem Formulation.**

Specifically, this article aims to answer the problem formulation below.

How the growing study answers the problem formulation:

1. What is the meaning of online and offline shopping?
2. Is there a difference in consumer decisions in doing online and offline shopping?
3. Is there a difference in consumer satisfaction in doing online and offline shopping?

### **1.2 Research Objectives.**

1. To find out the definition of online and offline shopping;
2. To find out there are differences in consumer decisions in doing online and offline shopping;
3. To find out there is a difference in consumer satisfaction in doing online and offline shopping.

### **1.3 Scope of Research.**

This research was conducted by collecting various journals that are related to the topic of online and offline shopping activities. The completion of this research is carried out by the *systematic literature review* method approach or which can be shortened to SLR or in Indonesian which means Systematic Library Review.

## **2. Literature Review**

### **2.1 E-Commerce**

E-Commerce (Electronic Commerce) is a transaction that is carried out using electronic devices such as telephones and the internet. E-commerce is an e-commerce network for the whole world, covering the entire process from marketing, sales, shipping, services, payments and customer development, not just online buying and selling. E-commerce systems rely on Internet resources and other information technologies (Trihudyatmanto, 2019). E-commerce can be used as a solution to assist companies in developing and facing the company's business pressures (Santoso et al., 2019).

E-commerce can make consumers freer in collecting and comparing information about the goods or services to be selected without any borderless restrictions. The positive impact of e-commerce can not only be felt by consumers, but also business actors, especially when marketing products that save costs and time. Payment of e-commerce model trade transactions can be made through many ways either conventionally (credit cards, transfers between bank accounts), and online (bitcoin, e-money, online banking, e-gold) (Veza, 2019).

According to (Wirapraja and Aribowo, 2018) In general, the type of e-commerce can be divided into several parts, namely:

1. *B2C (Business to Customer)*  
It can be interpreted as a company selling its company's products to retail players or directly to customers. For example, Amazon sells products by offering gimmicks and merchandise to potential customers.
2. *B2B (Business to Business)*  
The company sells raw materials to other companies to be processed into finished materials. An example is the Go2Paper company which is a third party in marketing its products to paper processing companies.
3. *C2C (Customer to Customer)*  
Sales made by consumers themselves as business partners to other consumers. An example is the use of airbnb and Uber applications that facilitate service providers in this case consumers who are members of this application to market their products directly to consumers.
4. *M-Commerce (Mobile Commerce)*  
The use of mobile applications such as laptops and mobile phones to facilitate commercial transactions.
5. *Social E-Commerce*  
An example is Facebook which has dual functions as a social networking site and E-Commerce service provider.

#### 6. *Local E-Commerce*

An example is the Groupon service that provides discount coupons from local business networks that customers can use whenever needed.

According to (Mubarak and Hamdani, 2008) the advantages of E-commerce are as follows:

- New revenue streams may be more promising that cannot be found in traditional transaction systems.
- Can increase market exposure (market share).
- Lower operating costs

In addition to all the advantages that exist e-commerce also has disadvantages, according to (Mubarak and Hamdani, 2008) the shortcomings are as follows:

- Losing financial matters directly due to fraud. A fraudster transfers money from one account to another or he has replaced all existing financial data.
- Theft of valuable confidential information. The disturbance that arises can reveal all the confidential information to the unauthorized parties and can cause great harm to the victim.
- Lost business opportunities due to service interruptions. This error is a nontechnical error such as the electricity suddenly goes out.

### **2.2 Purchasing decisions**

According to Kotler and Keller (2012) purchasing decisions are the way individuals, groups or organizations choose, buy, use, and utilize goods, services, ideas, and experiences to meet needs. Tjiptono (2018) stated that the purchase decision is a stage passed by buyers in determining the choice of products and services to be purchased. Basically, a purchasing decision is an act or decision of a customer's behavior whether to make a purchase or transaction. The number of customers in making decisions becomes one of the determinants of whether the company can achieve its goals. Customers are often faced with several options for using a product or service.

According to Kotler and Armstrong in Priansa (2017) the dimensions of purchasing decisions consist of:

- Product choices, such as product excellence, product benefits, and product selection.
- Brand choices, such as interest in the brand, habits in the brand, and price suitability.
- Purchase Channel options, such as services provided, ease of obtaining, and inventory of goods.
- Purchase Time, such as suitability to needs, perceived gains, and reasons for purchase.
- Purchase amount, such as the decision of the purchase amount and the purchase decision for inventory.

### **2.3 Consumer satisfaction**

According to Kotler and Keller (2009), Consumer Satisfaction is a person's feelings of pleasure or pleasure feelings of disappointment that arise from comparing the perceived performance of the product (results) contrary to their expectations. According to Kotler and Armstrong, (2008), Consumer Satisfaction is the consumer's perception of the performance of product assumptions relative to buyer expectations.

In addition, Daryanto and Ismanto, (2014) said consumer satisfaction is an emotional assessment of consumers after consumers use products where the expectations and needs of consumers who use them are met. Based on some of the above, it can be concluded that customer satisfaction is a feeling of pleasure or disappointment that consumers feel over the experience obtained from the products offered by the company in the hope that its wants and needs can be met.

### **2.4 The impact of online shopping**

According to (Yan, 2018) states that there are several impacts of online shopping:

- Online shopping platforms allow customers to buy anything comfortably in their home. The online store is available 24 hours 7 days a week. The Internet allows clients to access services regardless of their location. This leads to the desire to buy higher.
- The freedom to compare different brands or models through the help of detailed information about the products sold and the fact that online shopping saves time. Customers are exempt from the stress of standing in long queues at cash counters to pay for purchased products. Customers can also use the search engines on online sites to search for the products of their choice, again saving time. Online tracking. After the customer makes a purchase, they can track the order status and delivery status.

- Customers are exempt from the stress of standing in long queues at cash counters to pay for purchased products
- Online stores do not have to pay storefront rent in urban areas where the rent is quite high. They sell goods in relatively larger quantities because they can easily sell their products and services at relatively cheaper prices compared to shopping malls.
- Online shopping platforms cannot replace the experience of physically viewing and touching products before making a decision on a product purchase. Some products such as clothing are becoming a big challenge in the online world because customers cannot physically check and try the product to find out its application. In addition, in some cases, there are some small details that are not visible from the online store. Online shoppers are also denied the ability to physically examine and interact with the goods to try them out before the purchase is made. In addition, there is a risk of losing some customers because online shoppers do not have the power to negotiate prices with online sellers- something that exists in local stores.
- Finding second (used) items. Some items sold online may have been sold and taken back.
- Shipping costs are expensive so customers must reach the minimum purchase criteria to get a free shipping fee

## **2.5 The impact of offline shopping**

According to (Gupta, 2017) stated that there are several impacts of offline shopping:

- *Fewer number of options:* A limited number of options when it comes to offline shopping. The number of varieties is limited. The range of products available in stores is limited. Sometimes, the stock is old and ready for discounts and sold. Basically, in any offline or store customers get fewer options because it consists of manual work. Customers should choose in smaller amounts of materials due to manual factors.
- *Time consuming:* It takes a lot of time to shop to the store. The distance from home or work to the store takes time. It is also time consuming when trying on clothes in the store or even through other products. In the transfer of offline shopping customers one place to another and one store to another to look for the products they want.
- *Information:* What generally happens is that the information provided by the shopkeeper is incorrect. Also, this information does not always suit the needs of the customer. And customers buy products according to what they say when customers themselves do not have adequate knowledge about the product. Such a purchase is based on goodwill when a customer happens to know the store owner.
- *Authenticity:* Offline shopping is more authentic than online shopping. When buying a product customers can feel the texture and know what it feels like. But in online shopping what we see on a website is not always what we see buying when the product reaches the customer.
- *Taste and preferences:* Customer tastes and preferences change over time. When buying any product from a store, customers have the flexibility and option to try on clothes. But when buying any product from the website, the customer does not have this facility. Therefore, buying offline better caters to changing tastes and preferences of customers.
- *Bargaining:* In offline stores, customers can make physical bargains to sellers unlike online shopping. In online shopping customers cannot bargain because the price of the product is fixed. Some customers buy products depending on the bargain so they don't go shopping online because they feel online shopping is more expensive than the market.

## **3. Methodology**

In the research process, researchers use research methods in the form of *Systematic Literature Review* or abbreviated slr which uses systematic interpretation to review and identify long-term scheduling. The SLR method can make it easier for researchers to be able to explore more deeply, which is by following a predetermined process to conduct a library review to be able to allow researchers to provide actual data about data sources and criteria. In addition, the method used in this study is to use experimental research methods by way of survey approaches. The technique used is sampling from several respondents collected. In addition, the study also uses library reviews that can be useful for identifying eligible studies. One way is to collect raw data containing the diagnosis and classification obtained, then filtered back to be able to become information. Quantitative approach is an approach that focuses on hypothesis testing equipped with empirical studies of previous journals as a complement to support mathematical and statistical conclusions (Nuraini and Evianah, 2019). The data collected comes from SLRs and journals in Google Scholar and Research Gate.

As for the explanation of the stages in this study, namely:

1. Search SLR and journals on Google Scholar or Research Gate  
Before starting the creation of slr, the first stage is to look for a review of literature or literature to be able to become a reference. The literature obtained is in the form of SLRs and journals that have been available on Google Scholar or Research Gate. SLRs and collected journals are shaped in Indonesian and English.
2. Literature review selection.  
After conducting a literature review search, a selection of library reviews is conducted, both in the form of SLRs and journals related or related to our SLR title.
3. Filtering library reviews associated with SLR titles.  
After doing it has a library review from Google Scholar and Research Gate, then sorting or filtering is done on the review of the selected library which of course has something to do with our SLR title.

#### 4. Data Collection

Based on the results of the analysis of the research year, the literature search conducted through inclusion and exclusion criteria there are 20 journals relevant to our research from 2008 to 2021. (Figure 4)

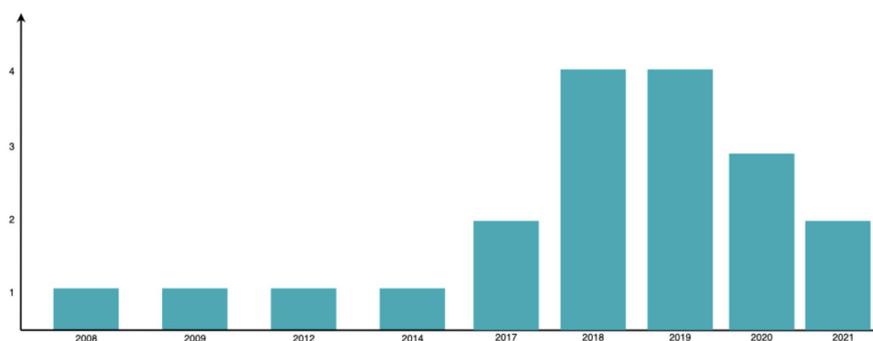


Figure 4. Paper data by year of issue

In 2008 there was 1 relevant literature namely Mubarak, R. L., and Hamdani, A. U. (2008). In 2009 there was Kotler, Philip, and Keller, K. L. (2009). In 2012 there was 1 relevant literature namely Kotler, P., and Keller, K. (2012). In 2014 there was 1 relevant literature, namely Daryanto and Ismanto, S. (2014). In 2017 there are 2 relevant literatures, namely Priansa, Juni Donni. (2017) and Gupta, P. (2017). In 2018 there are 4 relevant literatures namely Jalaham, A. P., Mananeke, L., and Loindong, S. S. (2018), Wirapraja, A., and Aribowo, H. (2018), Yan, X. (2018), and Harahap, D. A. (2018). In 2019 there are 4 relevant literatures, namely Dewi Nuraini, E. (2019), Santoso, K. I., Wahyudiono, S., (2019), Trihudyatmanto, M. (2019), and Veza, O. (2019). In 2020 there are 3 relevant literatures, namely Irene Vikining Astuty R, I. K. (2020), Alma Apriliani, M.B. (2020), and Nela Retti Fauzi, K. S. (2020). In 2021 there are 2 relevant literatures, namely Kurniawan, R., Sanjaya, R.B. Y. R., and Rakhmawati, R. (2021) and Hartanto, I. S., Yuwono, A. R., and Ananda, R. (2021). (Table 1)

Table 1. Paper data based on the name of the researcher

| Year | Author's name   |
|------|---|
| 2008 | Mubarak, R. L., and Hamdani, A. U. (2008)                 |
| 2009 | Kotler, Philip, and Keller, K. L. (2009)                  |
| 2012 | Kotler, P., and Keller, K. (2012)                         |
| 2014 | Daryanto, and Ismanto, S. (2014)                          |
| 2017 | Priansa, Juni Donni. (2017) and Gupta, P. (2017).         |
| 2018 | Jalaham, A. P., Mananeke, L., and Loindong, S. S. (2018), |

|      |   |
|------|---|
|      | Wirapraja, A., and Aribowo, H. (2018), Yan, X. (2018), and Harahap, D. A. (2018)  |
| 2019 | Dewi Nuraini, E. (2019), Santoso, K. I., Wahyudiono, S., (2019), Trihudyatmanto, M. (2019), and Veza, O. (2019).          |
| 2020 | Irene Vikining Astuty R, I. K. (2020), Alma Apriliani, M.B. (2020), and Nela Retti Fauzi, K. S. (2020).                   |
| 2021 | Kurniawan, R., Sanjaya, R. B. Y. R., and Rakhmawati, R. (2021) and Hartanto, I. S., Yuwono, A. R., and Ananda, R. (2021). |

Based on the analysis of the research year, the literature search conducted through inclusion and exclusion criteria contained 20 relevant journals in our research. 2018 and 2019 are the year in which the largest number of literatures is 4 relevant literatures, where each literature has different authors, including Dewi Nuraini, E, Santoso, K. I., Wahyudiono, S., Trihudyatmanto, M, Veza, O, Jalaham, A. P., Mananeke, L., and Loindong, S. S., Wirapraja, A., and Aribowo, H. Yan, X. and Harahap, D. A.

## 5. Result and Discussion

### Definition of online and offline shopping

The definition of online shopping or commonly referred to as e-commerce is a method of transactions carried out through media or intermediaries in the form of social networking sites that have provided products, either in the form of goods or services sold or purchased. In addition, online shopping can be defined as a method that is done by the way consumers order the desired goods through the marketplace that is already available. According to Grant and Meadows, (2008) that online shopping is part of e-commerce which refers to business activities by utilizing communication technologies such as the internet as a platform (Harahap and Amanah, 2018).

The opposite of online shopping is that the definition of offline shopping is a condition in which a seller offers his product directly to consumers. Another definition of offline shopping is customer shopping activities that are carried out directly without any intermediaries or media (Muna, 2019).

### The differences in consumer decisions in doing online and offline shopping

Based on the results of research from 4 literature related to the question consisting of a Comparison Analysis of Online and Offline Customer Purchasing Decisions on OR-K 689 Clothing (Nela Retti Fauzi, K. S.: 2020), Consumer Behavior in Contemporary Business Priansa, (June Donni., 2017), Phenomenon of Offline Shopping Behavior and Attitudes and Online Shopping in Millennial Communities in Jakarta. (Hartanto, I. S., Yuwono, A. R., and Ananda, R.: 2021) and Online shopping behavior in Indonesia: Case studies (Harahap, D.A., 2018) that online shopping can have a significant influence on consumer decisions. From the results of the study explained that the test results showed that there are significant differences in consumer decisions with online shopping. The factors that influence consumer decisions in doing online shopping are trust (Chen and Dhillon, 2003), convenience (Bhatnagar and Ghose, 2004, Eastlick and Feinberg, 1999, Korgaonkar and Wolin, 2002), cheaper price (Korgaonkar, 1984), time and power efficiency (Soopramanien and Robertson, 2007).

Based on the results of research from 2 literature related to the question which consists of a Comparative Analysis of Online and Offline Customer Purchasing Decisions at OR-K 689 Clothing (Nela Retti Fauzi, K. S., 2020) and the Phenomenon of Offline Shopping Behavior and Attitudes and Online Shopping in Millennials in Jakarta (Hartanto, I. S., Yuwono, A. R., and Ananda, R., 2021) that offline shopping can have a significant influence on consumer decisions. From the results of the study also explained that the factors that make consumer decisions in doing offline shopping are the existence of the location of the shopping place, the condition of the shopping place, the quality of the product, and so on. In addition, friendly service and the price offered is relatively affordable can make the decision of consumers to do offline shopping.

### The differences in consumer satisfaction in doing online and offline shopping

Based on the results of research from 4 literature related to the question consisting of a Comparative Study of Online-Based Consumer Satisfaction and Offline Shopping for Consumer Loyalty (Irene Vikining Astuty R, I. K. 2020), Analysis of Differences in Consumer Satisfaction with Online and Offline Clothing Product Purchases (Dewi Nuraini, E.,2019), Comparison Analysis of Online and Offline Customer Purchase Decisions at OR-K 689

Clothing (Dewi Nuraini, E., 2019), Comparison Analysis of Online and Offline Customer Purchase Decisions at OR-K 689 Clothing (Dewi Nuraini, E., 2019), Comparison Analysis of Online and Offline Customer Purchase Decisions at OR-K 689 Clothing (Dewi Nuraini, E., 2019), Comparison Analysis of Online and Offline Customer Purchase Decisions at OR-K 689 Clothing (Dewi Nuraini, E., 2019), Comparison Analysis of Online and Offline Customer Purchases on Online and Offline Purchases (Dewi Nuraini, E., 2019), Comparison Analysis of Online and Offline Purchasing Decisions on Online and Offline Purchases (Dewi Nuraini, E., 2019), Comparison Analysis Nela Retti Fauzi, K. S., 2020), and The Exploration of Word Of Mouth Factors, Trust, and Price Against Customer Satisfaction Who Shop Online (Lazada Customer Case Study in Manado City) (Jalaham, A.P., Mananeke, L., and Loindong, S. S., 2018) that online shopping can have a significant influence on consumer satisfaction. This can happen due to satisfactory service, quality products, and affordable prices.

Based on the results of research from 2 literature related to the question consisting of a Comparative Study of Online-Based Consumer Satisfaction and Offline Shopping for Consumer Loyalty (Irene Vikining Astuty R, I. K., 2020) and An Analysis of Differences in Consumer Satisfaction with Online and Offline Clothing Product Purchases (Dewi Nuraini, E., 2019) turned out to be Offline shopping can have a significant influence on consumer satisfaction. However, from the results of the study that consumer satisfaction in doing online and offline shopping has a difference where in the test results that the level of consumer satisfaction in offline shopping is higher compared to online shopping.

## **6. Conclusion**

Online shopping or commonly referred to as e-commerce is a shopping activity carried out by consumers through media or intermediaries, namely social networks that have been provided by sellers, both products in the form of goods and services. Meanwhile, offline shopping is a shopping activity carried out by consumers directly without the presence of media or intermediaries and sellers can offer their products directly to consumers.

Basically, consumer decisions in choosing online and offline shopping have no difference because they both have balanced advantages and disadvantages. This certainly comes back to consumer preferences in choosing online shopping or offline shopping.

The results of our study also state that the level of consumer satisfaction in doing offline shopping is higher compared to online shopping. This is also based on the results of previous research as a literature review for our research.

## **7. Recommendations**

Online and offline shopping have their advantages and disadvantages. This of course goes back to consumer preferences about where to shop online or offline.

Consumers must be wise in determining their decision to do online or offline shopping. Consumers must also be careful and continue to seek information about products and services in doing online or offline shopping.

Services provided by sellers, both through online and offline have the same goal of providing consumer satisfaction. In addition, the role of digital needs to be increased again so that the level of online shopping satisfaction also increases.

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