Management of human resources and organizational strategies for improving the quality of life for dementia patients in the Chinese

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Abstract

The majority of consumers now choose to do their shopping online rather than at conventional brick-and-mortar establishments because of the impact that technology has had on the retail industry. The previous decade saw this tendency move into the spotlight, with many retail giants merging the two strategies in order to get the most possible profit. The purpose of this study is to investigate the similarities and differences between shopping in physical stores and shopping online, as well as the attitudes of consumers about these two distinct buying practices.

This study examines and explores the phenomenon that the male population has a tendency to purchase more often online rather than in traditional stores. When it comes to the security of payments, shopping malls that are tied to actual shopping are given higher favour. People are gradually shifting their shopping habits to include more online transactions, but the majority of people still prefer to purchase in physical stores since they can trust the vendors and physically examine the goods.

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

1.0 INTRODUCTION:

Since 2013, China has led the globe in the retrial e-commerce sector, and it has maintained this led to the present day. Its $2.3 trillion in sales in 2020 accounted for slightly more than half of the $4.3 trillion entire worldwide e-commerce business (Tang et al., 2021). Households prefer to buy items that provide excellent value for the money rather than expensive ones, and mobile devices account for more than 90% of all sales. They claimed that the country's 34-fold growth from 2010 to 2020 compared to the world'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 positive outlook of the Chinese government toward

innovative technologies. Leading data and analytics firm Global Data predicts a (compound annual growth rate) CAGR of 12.4% between 2021 and 2024 in China, with output rising from CNY13.8 trillion (US$2.1 trillion) to CNY19.6 trillion (US$3.0 trillion). The Covid19 Pandemic has caused a decline in retail expenditure and a surge in internet business. According to the National Bureau of Statistics of China, online retail sales of physical items climbed by 14.8% in 2020, despite a 3.9% drop in overall retail sales of consumer goods in the nation.

Due in large part to the proliferation of e-commerce, consumers' views on stores and shopping centers have shifted dramatically. The term "e-commerce" refers to the practice of buying and selling products and services through the Internet. Since China is one of the world's leading economies, it makes sense that the sums of money the country's citizens have given to e-commerce have been growing. More than 3,161,000,000RMB was spent on internet shopping in China in 2018, as according to Pew Research in 2019 (Xi et al., 2018).

RESEARCH OBJECTIVES:
The current research is a comprehensive comparison of online and traditional purchasing with the following particular aims:
   i.   To determine the factors, influence consumers to shop online.
  ii.   To find the advantages and disadvantages of online shopping.
 iii.   To understand the difference between physical consumers and online customers.
  iv.   To examine how frequently people shop online than offline.
   v.   To find the most popular online platform for selling nowadays.

RESEARCH QUESTION?
   i.   What factors influence consumers to shop online?
  ii.   What are the advantages and disadvantages of online shopping?
 iii.   What is the difference between physical consumers and online customers?
  iv.   How frequently do people shop online than offline?
   v.   What is the most popular online platform for selling nowadays?

SCOPE OF THE STUDY:
The purpose of this research was to determine the degree to which customers are satisfied with both offline shopping and online shopping, with particular attention paid to the Tirunelveli area. In addition to this, the research provides information about the conceptual elements of both offline shopping and online shopping.

LITERATURE REVIEW
An in-depth literature analysis of studies examining the online and offline consumer experience was undertaken. The analysis demystifies the most important factor customers think about before making any kind of online purchase choice. After that, researchers examine the significant

theoretical void between retail transformation theory and consumer behaviour theory, focusing on the purchasing decision process, and the reasons and items consumers do and do not buy over the Internet. The research looked at how several factors—quality, value, satisfaction, and loyalty—influence customers' decisions to make purchases online.

While many consumers were able to browse around for a few hours before making a final decision, others liked to haggle for the best price and make their purchases after doing a personal inspection of the goods. Depending on the items, quality, quantity, and source of purchase, the complete procedure might take anything from a few hours to several weeks. E - Commerce is the exchange of information through the internet. It is possible to employ E-commerce as a strategy for survival in the present market. Everything from product development and marketing through delivery and service is covered. A rising number of people are purchasing online. It will flourish in a highly competitive and dynamic atmosphere if it is correctly exploited with ensured safety and security for the transactions (Nanda Kumar et al., 2014). A large percentage of Salem's population is tech-savvy, and the city is peppered with thriving businesses. Because of the increasing number of people in their 20s and 30s, many businesses, hospitals, and educational institutions will turn to online buying in the future (Suthamathi, 2020).

Protection Motivation Theory:
The present research relies heavily on the protection motivation theory (PMT), which was first formulated to account for the factors that drive an individual to react to threats or harmful behaviour. The PMT posits that the way an individual respond to challenging conditions determines whether or not they develop the protective drive necessary to emerge victorious. The strong want to keep oneself safe is known as protection motivation. So, when a person receives information that might endanger his or her well-being, that person will alter his or her behaviour in order to eliminate the danger. This means the person may take measures to safeguard themselves by altering their behaviour. One part of the PMT is called "threat appraisal," and it has to do with how serious an impending danger is thought to be. Perceived vulnerability, or an individual's assessment of how vulnerable they feel to a danger, is another component of threat assessment. The severity of a danger is the degree of potential damage that an individual anticipates it may produce (Zappavigna, 2016).

Ethnomethodological conversation analysis:
With its epistemological origins partly in cultural anthropology (hence EMCA), recent research throughout conversation analysis (CA) investigates weekly shop and other provider encounters not by analysing the architecture of stores (online or off), but by analysing the customers' own systematic and recognisably ordered shopping activities. It analyses how consumers behave and interact with salespeople, other customers, and strangers in a retail setting (Clark and Pinch, 2010). To achieve this, modern EMCA scholars examine not only verbal communication but also (embodied)'modalities' including eye contact, movement of the head and body, gestures, posture,

materials, and objects. They show how several 'modes' are deployed at various times and integrated to build unique procedures within a variety of practices.

Importantly, in EMCA research, 'modes' are only relevant to the study when participants use them as tools for building and developing (Drew, 2013) socially recognised sense-making behaviours (Day and Wagner, 2019). Face-to-face communication never relies exclusively on verbal exchanges to accomplish tasks like navigating, asking for, waiting in line for, concentrating on, studying, and classifying items, and starting or avoiding verbal contacts. Instead, they use items, gaze direction, and other cues to reinforce one another. Therefore, it can be demonstrated that purchasing is far more complicated than is conveyed in many depictions of rote patterns of client and salesperson behaviour in shopping & service interactions. This raises a number of critical questions, foremost among them being the importance of embodiment.

Contributions to this volume:
Some articles in this collection examine the organisational practices of buyers and salespeople, while others examine the design of retail spaces and procedures (both online and off). Video recordings used in Mondada's Appealing to the sensations: approaching, detecting, and conversing at the market's stall illustrate how customers interact with vendors and their wares at Swiss street markets, from a cursory glance as they pass by to a more thorough examination aided by sight and touch. So, her research highlights the many ways in which consumers interact with the same setting. It also demonstrates the reactions of buyers and sellers when clients are prohibited from touching products due to Covid-19 rules. 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 to allow other customers time to study items, "squeeze by," and so on, all while maintaining a socially acceptable level of disengagement. There are no words exchanged throughout this process.

6 E-commerce's environmental impact:
Some papers draw ecological parallels between the online and physical channels of business-to-consumer trade. To now, the findings of nearly half of the research appear to suggest that online shopping is greener than traditional shopping. A little under half of the research found that the outcomes rely on a number of circumstances, with just one article showing a negative viewpoint. Both qualitative and quantitative methods may be employed to investigate this issue, as detailed in it (Velásquez et al., 2009). However, a quantitative method is more suitable for contrasting the effects on the environment of online vs in-store purchases. The environmental effect of e-commerce may be affected at five stages: sourcing, manufacturing, distribution, retail, and consumption. Emissions may rise or fall for each of the aforementioned regions according to the circumstances. In comparison, (Bertram and Chi, 2018) singled out packing, shipping, return, and disposal as four distinct elements that impact emissions.

E-grocery's environmental impact:

Research on the effects of online grocery shopping on urban congestion and air quality has been conducted on several occasions. One research found that switching from automobile trips to van excursions might save vehicle-km by as much as 70 percent. To analyse the impacts of e-grocery on urban transporting goods and the environment, (Taniguchi and Kakimoto, 2003) created models of truck routing and scheduling using durations and traffic simulation. It has been anticipated by (Tehrani and Karbasi, 2005) that switching from using vehicles (in the offline shopping instance) to using delivery vans would result in a decrease in emissions linked to fuel usage (in the e-commerce case). The research was done under the assumption that all in-store sales are replaced with online orders, and the analysis unit was the emission of a whole region, or an entire district in Theran. Taking into account the average number of cars entering the retail district on a daily basis, it was predicted that fuel consumption could be cut by 88%, resulting in a yearly reduction in air emissions of 20.12 tonnes. In addition, (Durand & Gonzalez-Feliu, 2012) contrasted traditional grocery shopping with two types of online purchasing: store-picking and warehouse-picking, with a special emphasis on the last mile of conveyance. The research looked at all of Lyon (France), compared the two choosing options based on total tonnes of CO_2 created in a year, and took into account the differing degrees of diffusion between the two.

Digitization:

The first step toward a fully digitalized enterprise is digitization. Implementing electronic report formats is an example of digitization, which is the process of turning analogue information or forms such as 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. Data is stored and processed by computers because of the encoding scheme. The procedure is more easily integrated into regular life because of the widespread availability of digitization technologies like scanners (Khan, 2015). The globe over, and in a wide variety of different fields, digitization is a current reality. Some industries are quicker to embrace digital methods than others. These top industries are continually digitising their operations to boost efficiency and provide customers with more convenience. The spread of digital technology around the globe follows a similar pattern. This means that nations like Austria and Germany have more fully digitalized industries and processes than their eastern European counterparts. Because a flourishing economy is conducive to successful digital transformation, researchers may expect to see a multiplier impact in the future.

Online consumer behavior:

Purchasing actions taken through the Internet are referred to variously as "online buying behaviour," "online shopping behaviour," and "Internet shopping/buying behaviour." Product(s) or service(s) through the World Wide Web. Online shoppers often begin their journey when they realise they need a product or service and go to the web to research their options.

But sometimes, rather than actively looking, prospective buyers are drawn to information about items or services connected to the perceived need. The next step is for them to identify the sources of their need, formulate criteria for selecting a solution, and finally complete a transaction and get after-sale support. The phrase "online buying mentality" describes a customer's frame of mind when it comes to making purchases through the World Wide Web. Indian consumers commonly visit online retailers. Even while Indian consumers are becoming more used to and fond of online shopping and share many of the same preferences held by shoppers in other countries, the available data suggests that the Indian market is far from being mature for e-tail companies. Shopping online in India might benefit greatly from the country's youthful population, which is its main draw. Because young people make up the bulk of internet users, many businesses cater specifically to this demographic. One of the most popular online services is trip planning internet users in China.

Online marketer's persuasion tools and the Web experience:
In addition to internal and external considerations, customer exposure to the company's marketing may have an impact on consumers' decisions to make a purchase. S way the consumer's choice by feeding information into the "black box" where it will be analysed before a final choice is made. Traditional, offline marketing tools can be used by online marketers to sway the decisions of their virtual customers, but what really matters is crafting and delivering the right Web experience, which includes not just the 4Ps but also online capabilities, information, emotions, cues, stimuli, and products/services (Theverege, 2017). Company websites serve as a vital link in the chain of communication between a business and its customers, and as such, they are the primary vehicle through which the Web is delivered to consumers based mostly online.

Web experience: definition and importance:
"Online shopping experience" or "virtual experience" has been highlighted by a number of academics and practitioners as an important e-commerce marketing issue. There are four distinct phases to an online purchase that may be thought of as a process. Considering that a Web customer is not only a shopper but also a user of information technology, 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 feeling about online company as a result of his or her exposure to a mixture of virtual promotional tool "under the marketer's absolute authority, likely to impact the buying behaviour of the online co (Theverege, 2017). Things like searching, exploring, locating, choosing, comparing, and analysing information and also communicating and transacting with online companies are all a part of the whole Web experience. Design, events, emotions, atmosphere, and other things encountered by the virtual consumer throughout their time on a certain website all work together to form an overarching impression and motivate the user to take some kind of action. Keep in mind that Internet experience is crucial for every website, not just those who sell goods or services online (Theverege, 2017).

Chinese Online Shopping Market:
Fitch Ratings-Shanghai/Hong Kong-15 June 2022: China's e-tailing of products is expected to develop faster than offline retail of goods in 2022, owing to continuous limitations to prevent the spread of Covid-19, albeit the growth rate will be significantly lower than in 2020, at the outset of the pandemic.

The E-Commerce Industry in China:
When it comes to online activity, China has more people than any other country. Chinese Internet users hit 420 million at the end of June 2010, up 9.36% from the previous year. About 1 billion hours per day are spent online by Chinese Internet users, which is more than twice the daily total hours consumed online by Americans. The vast majority of Chinese Web users use the web for social networking and leisure activities (Thomas, 2010). In 1998, Jack Ma and his colleagues established Ailbaba.com, a B2B e-commerce platform, which marked the beginning of China's burgeoning e-commerce industry (Backaler, 2010). Western e-commerce giants eBay and Amazon both entered the Chinese sector in 2003. Further, Alipay, Alibaba's equivalent of PayPal, which increases safety during online transactions, was launched in 2003, marking a significant year for Chinese e-commerce (Backaler, 2010).

RESEARCH METHODOLOGY

Research Design
From January to June 2022, researchers performed a rigorous cross-sectional investigation. The cross-sectional design necessitated a single point in time data collection, which was quick and low-cost. Because of the short timeframe and limited resources, the researcher opted for a quantitative approach. Rao-soft software was used to estimate the sample size of 1460; 1600 questionnaires were distributed; 1563 were returned; and lastly, 63 questionnaires were rejected owing to incompletion of the questionnaire. One thousand five hundred people from China were contacted and interviewed for the study. Using convenience sampling, all respondents were approached at the places listed above. Respondents were asked to engage in a monitoring programme at the factories. Participants who decided to participate in the study were given information about it by the researcher, who was also on hand to answer any questions they had while they were waiting to finish their monitoring programme. When a respondent was unable to read or write, or was confined to a wheelchair, the researcher read the survey questions and response categories to them, and then recorded their responses in the survey form as they were told. In some places, people were given questionnaires to complete and return all at once.

Figure 6: Research Strategy of Research Design
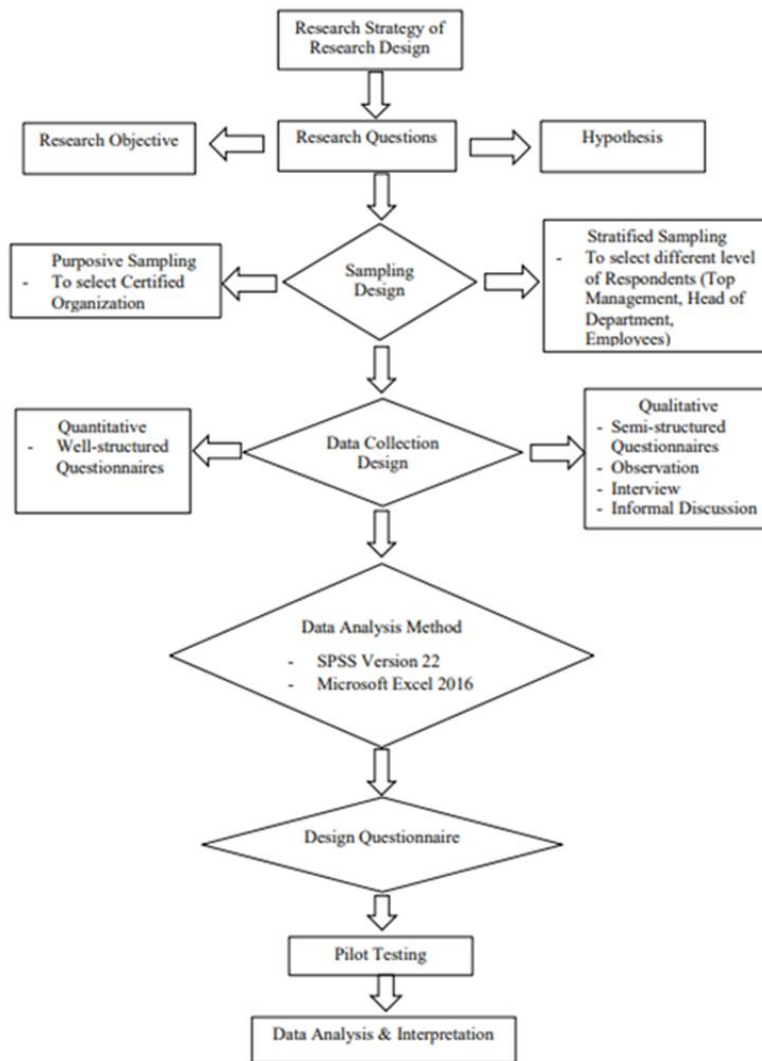
STUDY AREA:

The study was conducted in shopping malls, public area, markets, offices, universities, colleges in China. The study sites were chosen because of the broad availability of people to assess their shopping habits.

DATA COLLECTION:

The researcher also conducted quantitative research in the form of survey collection. The details of the survey collection method are described below.

Respondents first answered control questions regarding their online shopping versus non-online shopping analysis and size of their organization. This left a sample size calculated from Rao Soft and the sample size was 1500.

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

In the study the researcher viewed demographic details that included Age Distribution of the respondents, the occupation of the respondents, Income of the respondents and the last one is Technical Skills of the respondents. That all are included in demographic details.

The questions from 1-20 follow the Likert scale mentioned above and it provides us with the consumers choice of online shopping and offline shopping analytics.

SAMPLE:

Data for the study was collected through a questionnaire. Sample Size calculated through Rao-soft software was 1500, a total of 1600 questionnaires were distributed, out of which 1563 questionnaires were received back, and 63 questionnaires were rejected because they were incomplete. The final number of questionnaires used for study is 1500 with 855 females and 645 males respectively. The member of the study surveyed were the following: Health care professional 284 respondents (19.0%), Govt. employee 273 respondents (18.0%), Teacher 218 respondents (15.0%), Business 234 respondents (16.0%), Pvt. Employee 260 respondents (17.0%), Pvt. Employee 491 respondents (33.0%).

PROPOSED MODEL:

Here, the study's conceptual framework is laid out in a handy infographic. Independent variables in the framework include consumer behaviour; E-commerce, better quality of goods, consumer satisfaction with online shopping, consumer satisfaction with offline shopping, consumer preference of these variables have interrelations and direct and indirect relations in the path model, according to the conceptual framework.
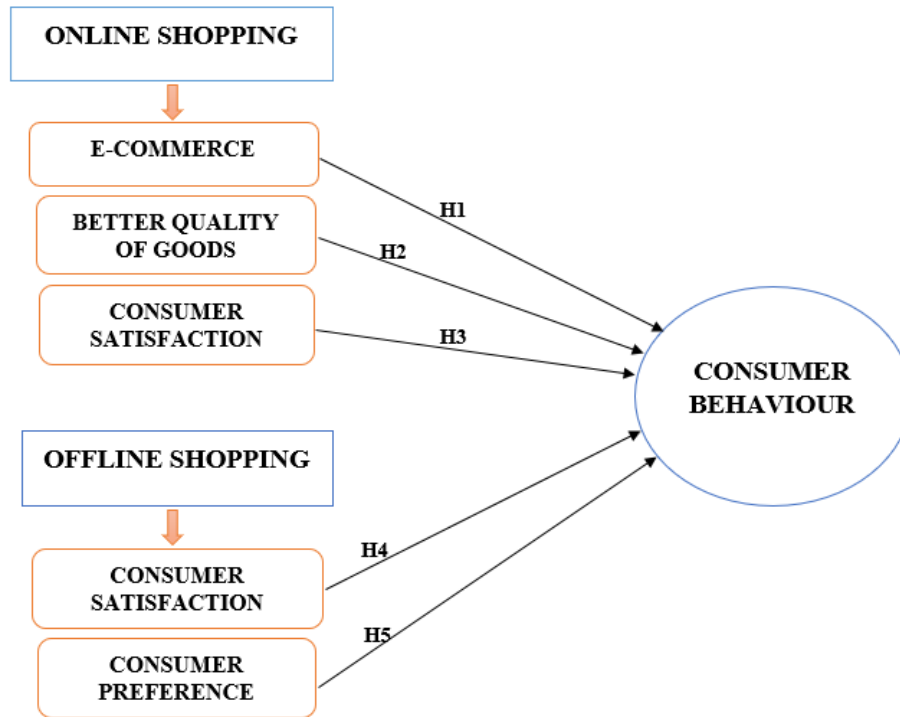
METHOD OF ANALYSIS

It is possible to examine data using a variety of statistical tests using SPSS software, version 25. As part of this study, SPSS will be used to analyse data from the survey questionnaire. It is expected that frequency and cross-tabulation tables will be compiled and presented in (Chapter 4, Data analysis).

i. **Descriptive Statistic Method** – For scientific research, this is the most straightforward approach of analysing data and guaranteeing that all of the important data is accessible for comparison and analysis. They were the foundation for almost any quantitative study of data, along with basic pictorial analysis.

ii. **Reliability Test** – Each individual item on a scale is compared to the total of the remaining elements in order to determine how well each item correlates. It assesses the degree of consistency and dependability among the various factors on a scale. Cronbach's alpha coefficient is a measure of internal consistency and trustworthiness. If the Cronbach's alpha is higher than or equal to 0.700, then the strength data may be accepted.

The researchers have utilised this kind of test to see whether there's any correlation between gender and how much people know about consumers' choice of online shopping and offline shopping. P-values are set at 5% and 95 percent confidence intervals are utilised for statistical significance calculation. To accept the null hypothesis, it must be accepted at a significant level greater than

0.05. Online shopping and offline shopping awareness is linked to the lower end of the significance range when the p-value falls inside the 0.05 range. The degree of the significant link, however, is not shown by the statistical significance. This is because the significant test is used alone to determine whether or not the null hypothesis may be accepted or rejected.

RESULTS

The results of the inquiry and the methods employed to get them are presented in the section of the report labelled "Results." These data are presented in an orderly fashion, free of prejudice or interpretation from the author, and provide the basis for the evaluation and analysis that follows in the discussion section. The findings section's principal function is to provide the data in a way that highlights their relevance to the research problem addressed by the study (s).

The findings of the research should be included in the results section, and only the findings of the study should be included there. The following are the findings:

• Information provided in the form of tables, charts, graphs, and other figures

• A contextual analysis of this data that explains its significance in sentence form

• Every piece of information that is relevant to the primary research topic (s).

CONCLUSIONS

It's becoming common practice to purchase online. Online buying is becoming more popular among consumers of all ages, genders, professions, and levels of education. Online shopping is more convenient for customers since it allows them access to a wider selection of goods from more reputable companies, allowing them to choose and purchase their ideal items in record time. Because of the efficiencies brought about by the Internet, businesses may sell their wares at reduced prices, which in turn allows them to provide deeper discounts to customers who choose to purchase online rather than at a physical store. Online shopping will continue to grow in popularity as more people realise how easy it is and how much money they can save by purchasing from home. Customers in the 31-40 age range, who traditionally buy once every three months, show that there is still a desire 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' newest trends. The statistics also highlight the benefit of offline shopping, which is that customers do not have to wait to get their purchases. Trying on clothing at a shop may help them get the perfect fit, so they don't have to spend time and effort exchanging or returning items. Offline shopping is progressively becoming less inferior to internet purchasing as a result of the proliferation of large-scale shopping malls. Additionally, customers noted various issues relating to the consuming experience, such as the overall services of shopping advisors and parking services surrounding them, in order to ask for consumers' suggestions on improving offline shopping. This means brick-and-mortar stores will continue to thrive. As was previously noted, customers see 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 enhance our offline shopping experience. Meanwhile, advertisements can encourage them to go out, and mates to shopping, through the lens of social to contact for people to attempting to access shopping, shopping online to feel can bring social experience and shopping experience.

June 15, 2022, Fitch Ratings-Shanghai/Hong Kong: E-tailing, or online retailing, in China is expected to expand faster than offline retailing in 2022 owing to continuous limitations to control the spread of Covid-19, however this growth rate will be significantly lower than in 2020 at the beginning of the epidemic. After dipping to 27.4% in 2021 from 27.7% in 2020, it is expected that e-proportion commerce's of total retail of products would climb to about 29% in 2022. The penetration rate of online shopping in China reached 32.2% in May 2022, thanks to a 5.6% yoy increase in 5M22 and a 14.3% yoy increase in May. This is in contrast to a 3.8% yoy decline in offline retail and a 12.0% yoy decline in department stores. This trend is reminiscent to that seen in 2020, when the first wave of Covid-19 saw internet retail expand by 14.8% while offline retail shrank by 8.9%.

Growth in online shopping is expected to decline this year compared to the previous two years (2020 and 2021), and the penetration rate increase may be less than the 2.6 percent seen on average from 2015 to 2021. This is because of factors such as a larger starting point, the increased integration of both online and off-line channels (known as "new retail"), which are often counted as offline department stores by official statistical studies, and dwindling consumer confidence due to worries about a slowing economy and increasing unemployment. Assuming China would only progressively phase off its "dynamic zero-Covid" policy beginning in 2023, Fitch predicts that China's retail sales growth will slow to low single digits in 2022, from 12.5% in 2021.

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