



FACTOR AFFECTING ON ONLINE AND OFFLINE SHOPPING

Mr. Swapnil Shashikant Dongardive and Dr. M.K. Thitte

ABSTRACT

Online shopping is all about e-commerce. The act of buying products or services on the Internet is called online shopping. Although online shopping continues, traditional shopping still persists. But what better argument could there be than that which the researcher himself could not find? Thus, surveys conducted show that people are less likely to use it every time but only occasionally. The pros and cons of online shopping, the e-commerce risks posed to society by using online shopping, and its advantages over traditional shopping are also being discussed.

KEYWORDS: Online Shopping, Offline Shopping, Consumer.

INTRODUCTION

The basic question that arises when a customer starts buying an item is that he should choose the method of purchase to satisfy himself. Online and traditional brick and mortar shops are available to cater to their shopping interests. These vast choices available to customers have created a serious challenge for companies on how to target customers in order to maintain competitive advantage. In developed countries, such as the United States, shopping on online platforms, especially for apparel products, has become almost a rule. However, in a developing country like India, the majority of people still rely on brick and mortar stores for shopping in various categories. Although in the last few years, online shopping has become very popular among people, especially teenagers and young adults, offline shopping is still far ahead of its online counterpart. In the current context, learning and analyzing consumer behavior is essential for business success, whether online or offline. Consumers drive the market. All business ventures are run with the interests of the customer in mind. Online shopping, which is a recent phenomenon in the Indian context, has accumulated steam in the last few years in support of the growing penetration of the Internet, resulting in consumers struggling to make choices. The Internet is helping to promote products through online advertising. Healthy competition between online stores and offline brick and mortar counterparts has ushered in a new era where consumers can pick and choose the means of purchase to meet their shopping preferences. Some of the key differences between the two means of purchase are the means of collecting product information, the perceived risk, and the ability of consumers to access similar products according to their preferences.

In the current context, learning and analyzing consumer behavior is essential for business success, whether online or offline. Consumers drive the market. All business ventures are run



with the interests of the customer in mind. Online shopping, which is a recent phenomenon in the Indian context, has accumulated steam in the last few years in support of the growing penetration of the Internet, resulting in consumers struggling to make choices. The Internet is helping to promote products through online advertising. Healthy competition between online stores and offline brick and mortar counterparts has ushered in a new era where consumers can pick and choose the means of purchase to meet their shopping preferences. Some of the key differences between the two means of purchase are the means of collecting product information, the perceived risk and the ability of consumers to access similar products according to their preferences. In developed countries, such as the United States, shopping on online platforms, especially for apparel products, has become almost a rule. However, in a developing country like India, the majority of people still rely on brick and mortar stores for shopping in various categories. Although in the last few years, online shopping has become very popular among people, especially teenagers and young adults, offline shopping is still far ahead of its online counterpart.

FACTOR AFFECTING OFFLINE SHOPPING:

Offline shopping has existed since the dawn of mankind. Offline shopping brings a variety of benefits to consumers. Here are some of the factors that affect offline shopping:

- **Low number of choices:** There are limited options for offline shopping. The number of varieties is limited. The range of products available in the shops is limited. Sometimes, stocks are old and for discounts and sales. Basically offline or in any shop we get less options because it involves manual work. Due to the manual component we have to choose less material.
- **Time consuming:** It takes a long time to go shopping in the shop. The distance from home or work to the shop is time consuming. It also takes time when using clothes in the store or going through other products. In offline shopping, customers move from one place to another and from one shop to another in search of their desired product.
- **Information:** Generally, the information given by the shopkeeper is incorrect. Also this information does not always meet our needs. And when we don't have enough knowledge of the products ourselves, we buy the products according to what they say. Such a purchase is based on goodwill when we know the shopkeepers.
- **Fact:** Offline shopping is more honest than online shopping. When buying a product we can feel its texture and know how it is. When making any purchase offline, you know exactly what you are buying. But in online shopping, you don't always know exactly what you're shopping for. This is because what you see on the websites is not always what you buy when the product reaches you.
- **Bargaining:** In offline stores, the customer can bargain directly with the seller as opposed to buying online. The customer cannot bargain as the product is priced in online shopping. Some consumers buy products based on bargaining so they don't go shopping online because they think shopping online is more expensive than the market.

FACTOR AFFECTING ONLINE SHOPPING:

Online shopping has become relevant in the last decade. The kind of business that online retailers are doing is proof enough that they are offering customers some benefits that offline shopping does not offer to customers. The factors that affect online shopping are:

- **Risk:** When consumers buy products from online shopping they do not physically touch or feel the product. So we understand that when buying online product it is also a concern whether it will reach us at the right time. And the size and color of the product can also be a risk because it can be different in actual view or sense. Sometimes the ordered product is spoiled.
- **Convenience:** Online shopping is more convenient than offline shopping. Instead of taking your vehicle to the store, you can shop at home. It is convenient to sit in one place and buy your favorite product without moving from one place to another. Once you decide what you want to buy, the payment process is complete and the order is delivered to your location. Online shopping makes

things more convenient. We want to handle any kind of content without any fear of any dealer or distributor. Online shopping is really convenient because it has nothing to do with the problem of ordering the desired item or the desired type of item which helps to avoid waiting, asking, questioning about the product.

- **Past Online Experience:** How a person has a past experience as far as online shopping is concerned is a major concern. Past experience is a hindrance to it or sometimes it is important as it keeps people's attitude or mood good. There are two experiences, one good and the other bad. Both have their own and different effects on the minds of buyers. So these factors also affect online shopping or e-shopping.
- **Pricing Policy:** Online retailers have an inherent advantage in pricing as they do not have to incur store costs, bills, etc. They can offer their price directly to the customer and generally offer the customer a lower price than the offline market. Even if shipping charges are included, it's better than offline shopping. So it determines the level of online shopping. Price low - demand mood high, price high - demand low. The price of any item also affects the purchasing power of any particular buyer. Consumers generally prefer a mild or modest price with good quality and do not want to spend or spend too much on any type of material. Therefore, both buying and selling affect the price of the product at the same time.
- **Quality:** The quality of the product varies greatly between online sites and offline stores and then determines the frequency of online purchases. Quality has a great effect on nature in any kind of purchase. Consumers or buyers want better product quality because they have spent a lot of money. In general, quality is the primary requirement for any type of purchase because it is somewhat secure or gives a good sense of purchase or guarantees a preferred product.
- **Online trust:** Whether they trust a particular site and its products and services depends on the perception of the customer. So the frequency of online shopping also depends on whether they trust a particular site or not. People have different temperaments and thoughts, some types of people believe in online transactions, some types of people are afraid of online transactions.
- **Product tangibility:** In the store, customers touch and experience the purchased product before purchasing which helps the customer to decide whether to buy the product or not. One of the reasons a person decides whether to go shopping or not is because we can experience and see a product. The tangibility of any product also determines the online purchase. No one can be assured of the merits or quality or meaning of any preferred product without touching the desired or desired substance.
- **Delivery time:** In online shopping, it takes at least six to seven days for the product ordered by the customer to reach the customer. But in offline purchases, possession of the goods is immediately transferred to the buyer. So this is a major factor affecting online shopping. People want good delivery time; they prefer to get the product in the desired time or in a short period of time. Duration is another major factor affecting product demand.
- **Income:** People who have higher income do more online shopping than those who have lower income. Income plays a big role in buying products online. People with higher incomes prefer to shop online than offline because it gives them reliability and convenience. The higher the income, the more you want to buy the product online and vice versa.
- **Taste and Preference:** Consumer tastes and preferences vary from customer to customer and from time to time, taste and preference is also a factor that influences online shopping. Taste and preference of age group is also important in online shopping. Older people buy or purchase products for their type of use. The younger generation or teenagers use it to buy flavors of their product. Tastes and preferences vary with age and choice. The choices of each customer or buyer vary according to their age.
- **Information:** The information provided on the site may or may not be accurate. Complete product quality information cannot reach consumers. So it's going to have an impact on consumers' online

purchases. The information provided by the preferred sites may not be the same as the product details.

- **Variety:** The variety that the customer gets online is hard to match with any product purchased offline. Online retailer stock products from all major brands and consumers can find any product in their inventory, no matter how difficult it is to find them in offline stores. Both online and offline shopping offer different categories from different brands. Diversity is one of the leading factors influencing the market. Sales are high and vice versa as the variety of products in the shop are high. People generally prefer to go where they can find more diverse products.
- **Discretionary shopping:** When buying some products like lingerie, consumers do not feel comfortable buying them in offline stores. Online shopping is prudent and some online portals also offer prudent shopping. It is very convenient to buy girl material in offline shopping as it does not face any kind of uncomfortable situation. There is no one person who demands any kind of intimate product, customers can easily face offline as they can go and buy their usable items without any hesitation.
- **Offers:** In addition to offering low priced products, most online shoppers regularly come up with discount offers in collaboration with banks, brands etc. Which customers can save extra when buying products online? Offline stores offer offers or discounts only during stock clearance or when manufacturers offer discounts on products. Online shopping always offers all the time and day offers. Whether it's a festival or a carnival, we get some offers on every purchase. Offerings are a great way to attract customers to buy online. Offers have a huge impact on purchases.
- **Instant Satisfaction:** Offline customers get their products as soon as they pay for them, but in online shopping, customers have to wait for their product to arrive. Under normal circumstances, waiting a day or two does not make much difference, but when the customer wants to get the product quickly, it is necessary to buy offline.

ONLINE SHOPPING VS. OFFLINE SHOPPING:

- Many people wonder where they can find a good deal online or in a nearby store. These are the people who prefer to do their shopping online and then there are some people who do not do so in the case of online shopping vs. traditional shopping, both sides have their advantages and disadvantages.
- Compared to online shopping, traditional shopping is a safer option for shopping. You know where things come from, no body can steal your data, you can even feel the quality you want and see the product because just looking at pictures doesn't work every time. These things make online shopping more popular.
- The disadvantage is that online stores offer free shipping to a specific area, but most of the time, if you are out of town or out of area, you will have to pay higher shipping costs.
- The advantage of online shopping is that it is very easy to find things because they are available at the click of a button but then quality becomes the biggest problem. Comes and in some cases the taste of cake.

CONCLUSION:

To conclude we see that people are still unhappy and sometimes consider it good. People are suffering from its side effects and are hostile. They prefer traditional ways over these new technologies. Companies and markets are growing day by day as the population grows. People are thus threatening fraud, deception, transactions etc. Basically people don't really believe it and can't rely on it for any purpose. In this way we can clearly conclude that traditional shopping is better than online shopping. A review of the relevant literature shows that most of the studies have been conducted outside the country. No study has been done in the context of Mumbai. Most studies have focused on customer switching behavior from one channel to another. The literature shows that those who know about

technology, knowledge, and high incomes of the population are more likely to engage in online shopping.

REFERENCES:

1. Aniket Khatwani (2016). A Comparative Study on Online and Offline Traditional Shopping. Journal of Contemporary Issues of Law, Vol-3, Issue-8, pp. 1-10.
2. Bhavik Nawa (2018), A Comparative Study on Consumer Behaviour Towards Online and Offline Shopping. International Journal of Creative Thoughts, Vol-6, Issue-2, pp. 1852-1858
3. I-Ping Chiang and Chia-Yi Lin, Measuring the Effect of Online to Offline Marketing, *Contemporary Marketing Research*, Vol-14, Issue-3, pp. 167-189, 2018
4. Lynch, P. D., Kent, R. J., & Srinivasan, S. S. (2001). The Global Internet Shopper: Evidence from Shopping Tasks in Twelve Countries. *Journal of Advertising Research*, 15-23.
5. Mahesh Kumar and Sobha P.G., Online Shopping Behaviour among Higher Education Students with Special Reference to Palakkad, Kerala, India, *IJARIE-ISSN(O)-2395-4396*, Vol-1, Issue-5, pp. 507-513, 2015.