



JOURNAL ON COMMUNICATIONS

ISSN:1000-436X

REGISTERED

Scopus®

www.jocs.review

TITLE OF THE RESEARCH PAPER: TO STUDY ONLINE VS. OFFLINE SHOPPING – A COMPARATIVE STUDY

AUTHOR NAME: SUBHASH BABAN NAKHATE

RESEARCH SCHOLAR

**UNIVERSITY NAME: CHHATRAPATI SHIVAJI MAHARAJ
UNIVERSITY PANVEL, NAVI MUMBAI**

SUPERVISOR NAME: DR. GEETA KOHADE

**UNIVERSITY NAME: CHHATRAPATI SHIVAJI MAHARAJ
UNIVERSITY PANVEL, NAVI MUMBAI**

**TO STUDY ONLINE VS. OFFLINE SHOPPING – A
COMPARATIVE STUDY**

Abstract: Shopping is probably the most settled term used to examine what we have all been doing all through the long haul. Electronic shopping has turned into a standard shopping method since the time the web has broadcasted a takeover. The extension in innovation gives extraordinary opportunities to the merchant to show up at the client in a ton speedier, less difficult also, in efficient way. Internet shopping is emerging very speedy in nowadays. Various assessments have focused that the high touch things that the purchaser feels when they need to contact, smell or endeavor in utilizing the thing. It requires the direct shopping at the buying stage since it is unthinkable in the internet shopping. This original copy paper focused to take apart the basic difference between internet shopping and direct shopping packs to the extent that portion, innovation use, availability and assessment of the shopper. Shopping is apparently the most settled term used to examine what we have all been doing all through the long haul. Electronic shopping has turned into a standard shopping strategy since the time the web has broadcasted a takeover. The extension in innovation gives extraordinary opportunities to the merchant to show up at the client in a ton speedier, easier furthermore, in affordable way. Internet shopping is emerging very speedy in nowadays. Various assessments have focused that the high touch things that the purchaser feels when they need to contact, smell or endeavor in utilizing the thing. It requires the direct shopping at the buying stage since it is unimaginable in the internet shopping. This composition paper focused to take apart the basic differentiation between internet shopping and direct shopping bundles to the extent that section, innovation use, availability and assessment of the customer.

Keyword: Internet shopping, Direct shopping, Innovation

1. Introduction: Shopping has become extremely essential in the present life. Few get the basics from shopping, though others get something different. It is found as a pressure buster, a way to fulfill the desire of the brain or a way to liberated from our everyday schedules of life. Shopping is probably the most seasoned term used to talk about what we have all been doing all through the long haul. In days of yore, the terms such as exchanging, dealing and even market was utilized. The web has opened up a greater and truly dazzling business area to the ongoing purchasers. There are two kinds of shopping: customary shopping and On-line shopping. These days an progressively number of individuals are utilizing internet shopping, because of the comprehensiveness of the PC. By a solitary snap of our decision numerous things are seen on the screen. There isn't need for us to walk quite far or dive into the groups to purchase merchandise. Simply a snap of the mouse, decisions are made and merchandise are conveyed to the necessary location. Online shopping has become imperative on the grounds that of the reality it gives accommodation shopping to the clients. The advances in innovation have cleared a way to the dealer to reach the purchaser extremely quick and financially. Direct buying is likewise going on since numerous clients wish to analyze the item and needs to accept responsibility for products when the installment is made for the merchandise. In the current world dependability of clients relies upon the quality conveyance of products, upgraded worth of merchandise and client please. The embodiment of this study is to know the purchaser's decision of shopping on the internet and at direct retail outlet. Anyway online shopping is as straightforwardness for clients in view of less valuing than direct shopping. Clients ought to pick the method of shopping that would fulfill their requirements and wants.

2. What is Online Shopping?

Online shopping is a type of electronic business which permits purchasers to directly purchase labor and products from a dealer over the Internet utilizing an internet browser or a versatile application. Shoppers track down a result of interest by visiting the site of the retailer directly or via looking among elective merchants utilizing a shopping web index, which shows a similar item's accessibility furthermore, valuing at various e-retailers. Starting around 2020, clients can shop online utilizing a scope of various PCs and gadgets, counting PCs, workstations, tablet PCs and cell phones.

3. What is Traditional Shopping?

The office to pick truly and purchase an item when we like it are the upsides of direct shopping. This is the justification for why still clients incline toward customary shopping. Absence of trust, contact and believe and security issues are not many justifications for why clients don't incline toward online shopping.

4. Literature review:

2008 - Expansion in development of online shopping by 17% from the last year in the US, with web based business deals figures around \$204 billion. Around the same time Gathering on is sent off as is Magneto - so anybody could have a go at making their own online store.

□ 2013 - UK customers spent an incredible £91 billion online.

□ 2014 - In 2014, 198 million U.S. customers purchased something online in the principal quarter alone, (com Score) which is 78% of the U.S. populace age 15 or more.

□ 2015 - The present customers consolidate online shopping with genuine shopping, utilizing admittance to Wi-Fi and the show living pattern. They frequently make buys in a retail locations simultaneously as utilizing cell phones to purchase something online. Truth be told, this Forbes report tells Forbes report lets us know that 74% of individuals utilize their versatile.

□ 2020 - Numerous Indian customers known to be cost-cognizant and moderate as a piece of their worth framework, are for the most part not drawn to pursuing speedy choices in light of advancements and promotions. Also, online customers, many-a-times, go over issues concerning item conveyance timetables and client care administrations (Khare, 2016; Arpana, 2020). Clients' view of chance toward online sites is bothered because of the sub-par IT set-up utilized by a few e-rears, bringing about the hacking of individual data (Retail Financial Seasons of India, 2020; Staff, 2020).

5. Advantages of Online Shopping

Comfort: Purchasers can buy things remaining in their homes. Simple to drop the exchange.

Non persuasive shopping: In direct promoting, the deals chiefs attempt to impact the purchasers in simply deciding of procurement. While in online shopping no such impact is conceivable.

Saves time: The clients don't need to invest energy on heading out to buy products. They can advantageously buy from their place of stay along these lines saving time. Clients can type watchwords or use web indexes to look for the items that would fulfill their longings.

Comparative shopping: Clients can look at the changed organization items including different variety, use, cost, administration and so on..

Accessibility of online shop: The shopping center is open on all time. In this way, time doesn't go about as a boundary, any place the merchant furthermore.

6. Factors affecting Online Shopping

Postpone in conveyance: Long length and absence of legitimate stock administration brings about defers in shipment. However the term of choosing, buying and paying for an

online item may not require over 50 minutes, the conveyance of the item to clients doorstep requires around 1-3 weeks. This disappoints the clients and keeps them from shopping online.

Absence of huge limits in online shops: Actual stores offer limits to clients and draw in them so this makes it challenging for e-designers to rival the offline stages.

Absence of touch and feel of product in online shopping: Absence of touch-feel-attempt makes worries over the nature of the item on offer. Online shopping isn't exactly appropriate for garments as the clients can't give them a shot.

Absence of intelligence in online shopping: Actual stores permit cost talks among purchasers and the vender. The display area deals specialists the delegates give individual thoughtfulness regarding clients and help them in buying merchandise. Certain online shopping store offers administration to converse with a salesperson.

Absence of shopping experience: The customary shopping exercise gives parcel of fun as show-room climate, brilliant deals specialists, fragrance and sounds that can't be capable through a site. Indian for the most part appreciate shopping. Purchasers anticipate it as a valuable chance to go out and shop.

Absence of close assessment in online shopping: A client needs to purchase an item without seeing really digger it looks like. Clients might snap and get some item that isn't exactly needed by them. The electronic pictures of an item are once in a while deluding. The variety, appearance in genuine may not coordinate with the electronic picture. Individuals like to visit actual stores and really like to have close assessment of good, however it consumes time. The electronic pictures shift from actual appearance when individuals purchase products in view of electronic picture.

7. Advantage of Offline Shopping

Clients are not expected to hang tight for the appearance of the products bought. It is conveyed promptly not long after the installment is made. After deals administration is at its ideal. Item returning or trading is likewise simplified in customary shopping.

8. Factors Affecting Offline Shopping

Less assortment is accessible for clients. This is because of the constraint of retail space accessible to the retailer. Comparative shopping isn't made simple. Clients pass up a major opportunity weighty limits that are for the most part presented by online advertisers. Hence, if clients care for cash then it would be ideal to settle on online shopping. Assuming clients are more worried of after deals administration then they ought to pick offline shopping.

9. Pros and Cons of Online and Offline shopping

Pros of Online Shopping

1. With online shopping, you approach a great many items. From garments and shoes to family necessities, everything is only a tick away.
2. You can shop whenever of the day. The online shopping store is at your administration day in and day out.
3. You get restrictive arrangements on online items, which are not accessible at stores.
4. No money? From PayPal and Google Pay to credit and check card, there are a lot of alternate ways of paying online.
5. There are a lot of channels accessible to limit your inquiry to what precisely you want. Helpful, right?
6. You can likewise contrast items with be hundred percent sure before you get them.

Cons of Online Shopping

1. Moving between different shops can be debilitating and tedious. Here and there, you go through hours meandering around looking for a dress, yet you track down nothing.
2. Limits and offers are given exclusively for a brief period. You likely will not get as large a markdown on a thing as you can on an online site.
3. Some of the time shopping centers and markets are packed to such an extent that you can scarcely walk. Envision being hauled along on the off chance that you disdain swarmed places and sweat-soaked individuals (a bad dream).

10. Objectives of Study

The objectives of the present study include:

- (a) To analyze the difference between both online and offline customer groups in terms of innovation, product availability, demographics and customer attitude.
- (b) To explore the factors influencing customers to switch from offline to online shopping.
- (c) The explore the factors influencing consumers to shop solely online and offline mode.
 - (d) To study whether the customer qualification affects the online shopping and offline purchasing.

11. Research Methodology

It describes the sampling plan, research instruments used for the collection of data pre- testing of questionnaire, the use of statistical tools and techniques for the analysis of the collected data.

12. Scope:

Scope was limited to the geographical boundary of the Chennai.

13. Need of Study:

This study was conducted to find out the differences of consumer behavior after the COVID-19 pandemic towards both online and offline shopping.

14. Research Design

It is an arrangement of plan, which guides the collection of data and analysis of data. The purpose of research design is to ensure that the data collected is accurate and relevant. Any research work requires clarity of objective to be achieved effectively research. The descriptive design used for this survey.

15. Selection of Population

The study has been conducted in the Chennai area. The population for this research is student, job consumers and home consumers.

16. Research Instruments

With the end goal of exploration, poll was utilized to meet with the respondents. The survey was grown in order to acquire reactions applicable to objects of the examination. While planning the polls each endeavor was made to make it exact so the motivation behind topping off the reactions doesn't consume time. To track down the overall demeanor, discernment, convictions what's more, expectation of individuals towards their discernment, a survey was created. The survey, which was administrated

to the respondents with the end goal of assortment essential information, was an organized one

17. Data Collection Method

Primary Data: The primary data was collected using a structured questionnaire.

Secondary Data: The secondary data was collected from past records, journals, websites, newspapers and reference books.

18. Limitations of the survey

Because of assets and time limitations the study was restricted to the main Chennai region. Since the example size was 250. So finding and closing of the study are just intriguing not decisive disregarding awesome and legit endeavors. Fundamentally, based on essential information, thus we can't contend that the exploration is relevant in each condition, general setting.

19. Data Analysis and Interpretation

1. Age of the respondents:

Options	Respondents	Percentage
18 to 25 years old	180	72%

Over 26 years	70	28%
Total	250	100%

2. Gender of the respondents:

Options	Respondents	Percentage
Male	150	60%
Female	100	40%
Total	250	100%

3. Trust of respondents of online shopping:

Options	Respondents	Percentage
Yes	205	82%
No	45	18%
Total	250	100%

4. Preferences of respondents choice of shopping:

Options	Respondents	Percentage
Online shopping	250	100%
Offline shopping	0	0
Total	250	100%

5. Respondents preferences over websites for online shopping:

Options	Respondents	Percentage
Flipkart	50	20%
Snapdeal	50	20%
Shopclues	0	0%
Amazon	125	50%
Myntra	17	7%
Voonik	8	3%
Total	250	100%

6. Criterion considered by respondents during offline shopping:

Options	Respondents	Percentage
Salesman advice	38	15%
Price	55	22%
Quality	112	45%
Payment facility	45	18%
Total	250	100%

7. Criterion considered by respondents during online shopping:

Options	Respondents	Percentage
Delivery	105	42%
Price	38	15%
Quality	57	23%
Payment security	50	20%
Total	250	100%

8. Respondents attitude towards bargaining:

Options	Respondents	Percentage
Yes	175	70%
No	75	30%
Total	250	100%

9. Respondents reason for choosing offline shopping:

Options	Respondents	Percentage
Better return policies	88	35%
Prefer to touch product	92	37%
No product disappointment	20	8%
Discounts	50	20%

Total	250	100%
--------------	------------	-------------

20. Findings of the study:

The primary object of this study was to compare online and offline shopping modes. The findings are:

- ☐ The survey showed, 72% of respondents are 18 to 25 years old and 28% were above 26 years old.
- ☐ The survey showed, 60% of respondents were male and 40 % were females.
- ☐ Out of data surveyed, 82% respondents expressed a positive trust towards online shopping whereas 18% of respondents showed their distrust towards online shopping.
- ☐ 100% of respondents showed their preferences towards online shopping.
- ☐ The survey shows that, 50% of respondents use Amazon, 20% of online shopping respondents use Flipcart , 20% of online shopping respondents use Snapdeal , 7% of online shopping respondents use Myntra and 3% of online shopping respondents use Voonik for shopping.
- ☐ Analysis showed 45% of respondents think that quality,22% consumers think that price,18% consumers think that payment facility and 15% consumers think that salesman advice is the most important criterion when they buy in offline shopping.
- ☐ Analysis showed 42% of respondents think that delivery,23% consumers think that quality, 20% consumers think that payment security and 15% consumers think that price is the most important criterion when they buy in online shopping.
- ☐ Out of data surveyed 70% of respondents prefer to bargaining while 30% do not.
- ☐ The surveyed showed 37% of respondents think that they can touch the product,35% think that there are better return policies,20% think that there are discounts on their shopping and 8% think that there is no disappointment about the product in offline shopping.
- ☐ The surveyed showed 60% of respondents think that they can save their valuable time,20% think that there is the facility of shipping gifts directly,13% think that they can see those items that might not see by them in stores and 7% think that they can organize their finance easily in online shopping.
- ☐ Analysis showed 67% of respondents are using internet from less than 1 year while 33% are using internet from more than one year.
- ☐ Analysis showed 87% of respondents are willing to travel less than 10 miles and 13% are willing that they can travel more than 10 miles for offline shopping.

21. Conclusion

Online shopping is a new experience during the pandemic and has greatly impacted the lives of consumers in its short time of existence. Online shopping has made consumers more effective and efficient in their shopping behaviour and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers. The results of this survey underscore the need for businesses to take the online market seriously.

REFERENCE

- [1] www.Stannsanquest.com.
- [2] <http://reflection.rustomjee.com/index.php/reflection/issue/via/3/showToc>

- [3] <https://www.liveplan.com/blog/effective-offline-marketing-idea-for-startups> in 2015
- [4] <http://www.ebay.com/gds/advantages-of-online-shopping-and-its-disadvantage//g.html>.
- [5] <http://www.shoppingcartelite.com/articles/top-objectives-of-selling-brand-and-services-online>
- [6] <https://www.planetmarketig.com/blog/importance-offline-online-marketing>
- [7] <https://xcluesiv.com/blog>
- [8] Kothari.C.R.(2005), 'Research methodology, Methods and Techniques' New Age International publisher
- [9] <http://www.investorwords.com/1055/consumer.html>
- [10] <http://teachinghistory.org/history-content/website-review/23245>