# SHIFTING PARADIGM TO ONLINE SHOPPING FROM OFFLINE SHOPPING IN INDIA

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*Abstract :*   *Often to buy products people have to travel to shops, departmental stores or malls where buyers have to face chaos and long queue for billing especially at the weekends. These are time taking and also time bounded activities. Whereas in case of online shopping people don't have to wait in the queue or look for time constraint. They can shop with ease at any hours of the day and can place order just with few clicks and even comparing the prices at comfort of their home or office. Thus the concept of online shopping is tremendously increasing in our Indian market and it's very essential for companies to register their presence at every nook and corner. To popularize online shopping, stores exhibit their programmes not only on internet website but also on different television channel. Thus the men and women of all ages visit the e-Commerce websites regularly and buy the necessaries of life. One of the main advantages of online shopping is the no crowd and noise free zone. Also it helps us to compare the prices of various items across several e-Commerce website and thus, we are assured with the best deal.*

*In this paper we have tried to study the attitude of common people of India towards online shopping keeping in consideration of different issues related to perception about online shopping, literacy, familiarity with internet use, computer knowledge etc.*

*Keywords- Online shopping, Shopping Behavior, B2B, B2C, conventional shopping.*

## INTRODUCTION:

In today's world, Internet has changed the way consumers shop and buys goods and services.The techniques like electronic devices, multimedia and computers have big influence on our daily life. Especially Internet has become significantly important for nearly everybody and is surely the "Base of the Future." Many companies have started using the Internet with the intention of cutting marketing costs, thus reducing the price of their products and services in order to stay ahead in highly competitive markets and efficiently reaching the existing and potential customers. Whereas customers use the Internet not only to buy the product online, but also to compare prices, features of the product that they will receive if they purchase the product from a particular store.

Customers also find it suitable and easy to buy products at the comfort of their home or office without standing in queues and hunting for parking. All the activity of purchasing products or services is done on the Internet. At customers end, online shopping starts with the act of submission of any demanded information on a search engine. Secondly the information on the online website provides information regarding the deals made available by online seller, payment methods, and mode of delivery and specifications of product, delivery and return of the shipment.

Online shopping can be done for both B2B (Business-to-Business) and B2C (Business-to-Consumer). B2B products and services are sold from one company to another whereas B2C products are sold from a company to the end user. Thus online shopping has become very common and prominent and use of internet has revolutionized the way people shops.



**Figure 1: Intentions related with Online Shopping**

Thus we see, online shopping provides comfort at our door steps and without any chaos we can compare a number of products and can also return if its unsatisfactory, following certain conditions.

**OBJECTIVES OF STUDY:**
　　(i) To study the difference in consumer behavior for Online Vs Offline shopping.
　　(ii) To study various factors that promotes online shopping.
　　(iii) To find the satisfaction level of customers with special reference to Clothing category.

**RESEARCH METHODOLOGY:**
This research is descriptive in nature based on the secondary data. The data has been collected from various sources using net such as articles, blogs, magazines, journals and even experiences of various customers involved in online shopping. Through the study, it has been analyzed that in today's time, with increase in number of working professionals, better living, hectic schedule, single click option to choose from n number of products, various payment options; people are more inclined towards online shopping.

**REVIEW LITERATURE:**
According to Solomon (1998), Consumer behavior is the study of the processes involved when an individual selects, purchases, uses or disposes products, services, ideas, or experiences to satisfy his needs and desires

In simple words, shopping can be defined as the medium where, a retailer or shop presents a selected variety of goods or services and offers to sell them to customers for money or other goods. Earlier the traditional way of shopping was prominent where the customers visited the retail stores and purchased goods. But with changing time and evolution of information technology, customers have increasingly shifted from the crowded stores to the one-click online shopping format..

Ratchford et al. (2001) have told that through Internet, consumers can gather information about merchandise and they can compare a product across suppliers at a low cost. They can also effectively analyze the offerings and easily locate a low price for a specified product.

Online shopping has gained popularity over the years throughout the world. It is easy for people to shop from the comfort of their home or office or any accessing point. Also another big advantage of online shopping is, it doesn't require the need to wait in long lines or search from store to store for a particular item.

Today people purchases almost everything online, starting with groceries and clothing to cell phones to rail tickets, air tickets, theater ticket, bust ticket and so on. Moreover people also look for jobs and a variety of services online, such as a broking service, salon service etc. Even servant may be booked through internet.
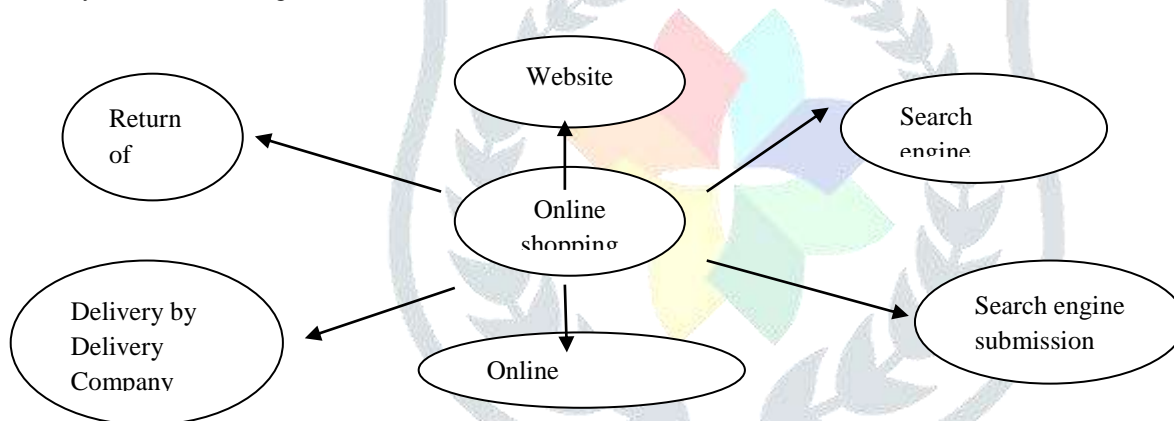


**Figure 2: Factors related with Online Shopping**

Figure 2 explains various factors that are related to online shopping. Various activities of online shopping are interlinked to each other. It starts on the part of customer who looks for a product and begins with the act of submission of any information required on a search engine which optimizes the information based on information available on the web. It provides information regarding the deals made available by online seller, mode of delivery and reciprocal linkages with the financial partners with respect to payments. Also the product can be returned if incase it is not liked by customer or not as per his expectations, following certain conditions.

**DISCUSSION:**
Online shopping is increasingly becoming popular these days. Among various factors, an important factor is the awareness of e-commerce among people. Potential customers find it comfortable to shop from home without moving out of the comfort zone and avoiding the long queues for billing. Also the ease of different modes of payment, tracking shipment and return or exchange of goods has popularized the online shopping in India. But as every coin has two sides, similarly online shopping too is not away from misuse or drawbacks. There are a number of factors that must be taken into consideration for online shopping.

**Consideration for online shopping -**
a.　**Secure website-** whenever you are going to shop online, always limit yourself to secure sites. One can check whether the website is secured or not by the URL. A secure web site starts with HTTPS:// instead of HTTP://. Secure sites will also have a small lock icon in the lower right corner of the screen.
b.　**Choose Credit or Debit card wisely-** Credit cards are generally safer to be used as they offer protection from identity theft that debit cards don't. However, if you are using debit card online and someone gains access to it, they can clean out your checking account even

before you trace any problem. Though you can a part of money lost back but full amount won't be returned and the process will certainly be lengthy. So its advisable to use a credit card instead and pay the bill off monthly.

c. **Don't Store Information Elsewhere-** Maximum shopping sites offer you the ability to save your credit/ debit card information on their servers for speedy shopping process. But incase, a company you are shopping with has a data breach, your personal information could be put at risk. Thus it is always advisable to enter your details and information every time instead of storing it.

## CONCLUSION:

From the above study we can conclude that online shopping has grown tremendously and there is a large scope for its expansion. It provides a number of products with wide range of varieties. The convenience that is attached with online shopping and easy payment options have motivated the people to shop online. Today from buying grocery to vegetables to buying airline and railway tickets, books, home appliances, electronic gadgets, movie tickets, etc can be easily done though website rather than visiting the stores physically. Also with huge competition, the products are available to customers at very competitive prices.

However the threats online shopping bring along with it cannot be denied. One major among them being the safety of financial transactions. The online shopping companies should take suitable measures for data encryption so as to safeguard the financial transaction and to safeguard the personal details of customers stored. Last but not the least, the website of online shopping companies must be customer friendly and must be exciting enough to ensure that the customers revisit the websites.

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