

# Pro & Cons : Traditional shopping Vs on-line shopping

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## Abstract:

This epoch of business is placing with a high degree of dynamism. Thanks to technological progression, the construct of competitive advantage is evasion day by day. Shopping at the clicking of a mouse is gaining quality Now-a-days. Most of the folks value more highly to get the product on-line. India Ranks third doing on-line shopping trend. This increasing trend created us curious to analysis on the subject.

Major purpose of our study is to understand what the factors are that influences customers towards on-line shopping, what are the Pro and Cons in an ancient or traditional shopping, thanks to that customers like on-line shopping and additionally to debate the character of on-line shopping, what all issues it's facing and what measures are often taken to resolve them in order that it will become a good success.

The primary data is collected by distributing Questionnaires to fifty respondents and most of them have full-fledged on-line shopping once .Data is collected from the scholars, operating Professionals and Business category folks. Questionnaires embrace response on varied factors like, Time saving, value saving, giant kind of product, 24x7 shopping facility, enticing gifts and discounts attracts customers towards on-line shopping however there are different factors like delay in delivery method, Lack of sufficient data concerning the merchandise and lack of privacy that proves to be hurdle in on-line shopping. Despite of these factors, on-line shopping is increasing at a really giant scale and is predicted to extend additional within the coming years.

**Keywords:-** E-commerce, E-shopping.

## Introduction

Shopping is may be one among the oldest terms accustomed remark what we've all been doing over the years, if potential, eras. Then again, in past, the terms that may are used would be 'trading' or 'bartering' and possibly even 'market.' therefore what has ancient shopping have to be compelled to supply currently that the web has detached a wider and additional engaging market to the present consumers?

## A New Concept : on-line shopping

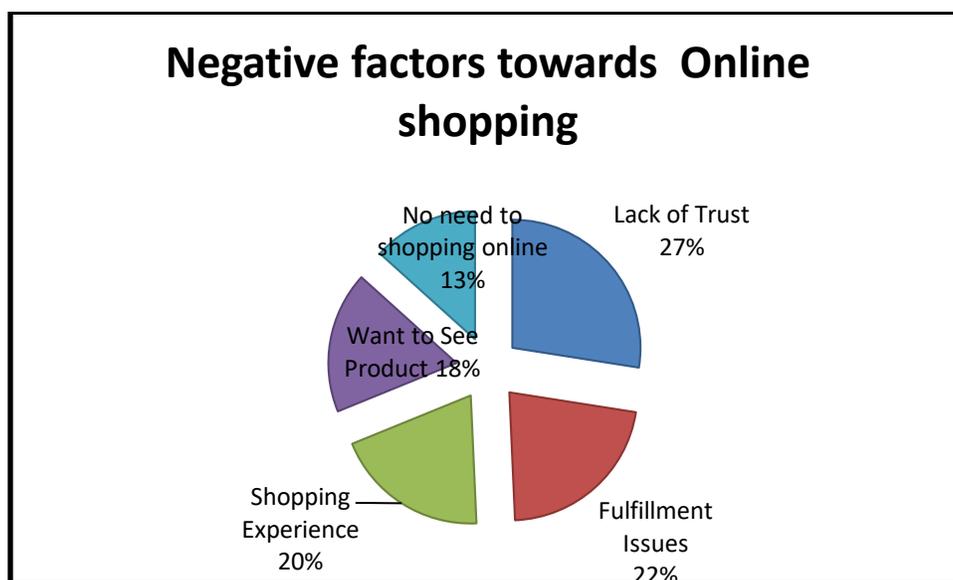
Simply put, it's any form of sale that's done over the web. shopping has definitely gotten a replacement definition since the arrival of the web. thanks to what the web has got to supply, that is, any individual or company from any a part of the planet United Nations agency is in a position to post and sell product on the web via a web site is in a position to sell. What's additional, any client doesn't have to be compelled to worry concerning having to seek out means that to exchange financial paper as a result of not simply on-line banking is formed obtainable, the patron is given the choice to pay through totally different payment strategies. These days, it's even easier to seek out the foremost troublesome of all products, by simply typewriting within the product or item that you simply are trying to find. One doesn't have to be compelled to worry concerning location as a result of supply firms are change of integrity the bandwagon, therefore to talk, and helps in ensuring that their product would be obtainable to any and every one destinations within the world. In fact, there are additional and additional benefits and advantages to on-line shopping and why folks prefer to do that style of shopping over ancient shopping.

## History of shopping?

Imagine getting to a store, consider your favorite store within the nearest mall to wherever you reside. You get into the shop, slowly walking from rack to rack, shopping for the show, a dress over your body and making an attempt to visualize out your reflection on one among the close full-view mirrors that are placed all round the store. You progress on to consecutive show rack, and possibly create another choice and do a similar factor you probably did earlier. This can be what ancient shopping is concerning. Having the flexibility to physically opt for consider what an item or product is like, would appear as if, and what its options are. This can be why some customers still like the normal style of shopping over on-line shopping as a result of for once; it permits them to meticulously consider an item. Some customers aren't quite bound with their own size,

generally fitting a size that may usually be larger or smaller than their actual size, therefore looking back, whereas on-line shopping has not simply various advantages and benefits as explained by several on-line customers likewise as studies and surveys, there are still standard shoppers United Nations agency prefer to consider the merchandise that they're curious about shopping for.

Though the client visit the web shopping website, doesn't show any interest for getting the merchandise a number of the explanations are Lack of trust, Lack of Physical **touch** and feel, security problems etc so, whereas on-line shopping has not simply several advantages and benefits as explained by several on-line customers likewise as studies and surveys, there are still ancient shoppers.



### Growth of e-Commerce in India

According to reports revealed by International fund (IMF) and Central Statistics Office (CSO), India is among the quickest growing economies of the planet. Among many factors, aware patronization of on-line commerce, an emergence of retail as a dominant market section have contributed to the new growth of e-Commerce in India. For the financial year 2016-17, e-Commerce sales reached the U.S. \$16 billion with a projection of a seven fold growth among consecutive 2 fiscals as calculable by Morgan Stanley. By 2020 on-line commerce sales is predicted to cross \$120 billion.

The 3 principal driving factors for this growth in e-Commerce sector of India are:

- ❖ Participation of niche firms in on-line mercantilism
- ❖ Unmatched FDI (foreign direct investment)
- ❖ Uniform GST (Goods and Services Tax)

For developing countries like India, e-commerce offers goodly chance. E-commerce in India continues to be in emerging stage, however even the most-pessimistic projections indicate a boom. it's believed that low value of non-public computers, a growing put in base for web use, an progressively competitive web Service supplier market can facilitate fuel e-commerce growth in Asia's second most thickly settled nation. Indian social class of 288 million folks is adequate the whole U.S. client base. This makes India a true enticing marketplace for e-commerce. To create no-hit e-commerce dealings each the payment and delivery services should be created economical. There has been an increase within the variety of companies' seizing e-commerce within the recent past. Major Indian portal sites have additionally shifted towards e-commerce rather than reckoning on advertising revenue. Several sites are currently commerce a various vary of product and services from flowers, acknowledgment cards, and movie tickets to groceries, electronic gadgets, and computers. With stock exchanges coming back on-line the time for true e-commerce in India has finally arrived.



Source [www.couponzguru.com](http://www.couponzguru.com)

Online retail in India has been growing exponentially since the previous couple of years; the proof to the actual fact is that the ever increasing balance sheets of the key players and therefore the mushrooming from a replacement on-line retail portal each few weeks.

India is one among the quickest developing countries within the world. And E-Commerce retail business is booming terribly apace in India. The newest technology created on-line shopping terribly straightforward and convenient like newer before. Among previous couple of years a lot of company started on-line shopping store and that they established an honest name in on-line shopping world. There are such a big purported shopping stores that have created the truest briefly amount. The given knowledge has taken within the 2d week of April 2014; the knowledge concerning the web sites has been taken from their individual website and Wikipedia.

Specific options of on-line shopping:-

- ❖ 24 X 7 Service obtainable.
- ❖ Easy Access with multiple devices.
- ❖ Single click to navigate multiple sites
- ❖ Comparison are often created in real time.
- ❖ Flexible Payment strategies.
- ❖ Cash back supply.
- ❖ Casual shopping.

B2C denotes a monetary dealings or on-line sale between a business and client. B2C involves a service or product exchange from a business to a client, whereby merchants sell product to customers. This model is incredibly effective and may be totally used to draw in the eye of the potential customers. Here there's no negotiator within the dealings. The party to the current dealings is that the manufacturer and therefore the client. Thanks to this, there are genuineness within the product and can avail similar advantages that the manufacturer is providing to different consumers.

The on top of mentioned knowledge is motivating enough for each consumers and sellers, United Nations agency are willing to use web as a supply of their commerce, as invariably we tend to are centered on the client centric.

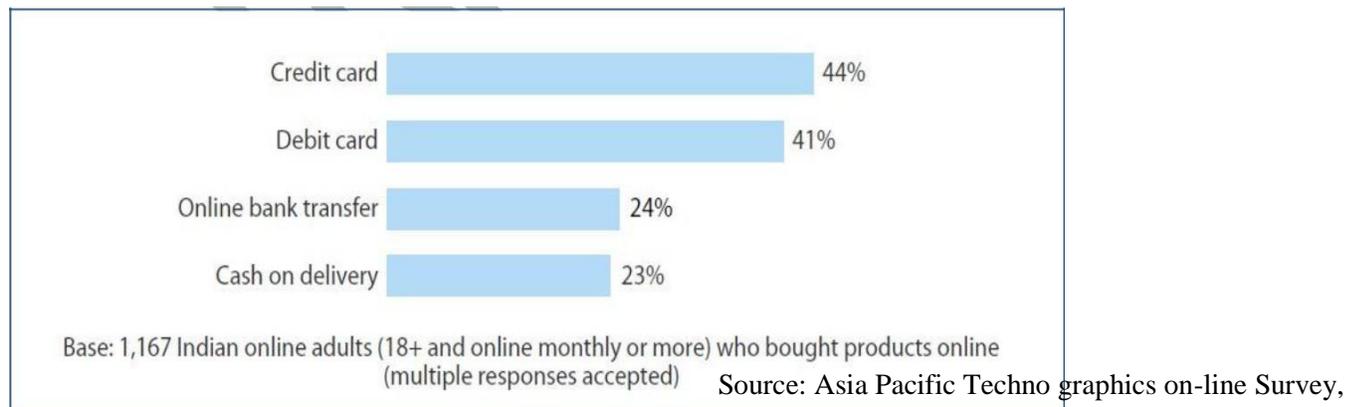
Market, here we are going to analyze a number of the factors that attracts the shoppers preferring the web getting.

## Pros

**1. Convenience Factor:** on-line retailers are moving towards enhancing the convenience issue and so attracting the patrons to use this channel. Moreover the expansion of the mobile communication has light-emitting diode to the expansion of the web marketing as folks are more accessible to web twenty four x seven there's no deadlines involve all you wish could be a web affiliation and cash in your pocket to pay the value and each factor is at your door step.

**2. Payment Mode:** As compare to the sooner days wherever we've to create the payment prior to and await our order for weeks, currently we tend to create the order initial and create the payment once the products are delivered. Except liquid money payments, multiple payment strategies are introduced as revolving credit payments, master card payments , money on delivery etc.

The following chart provides an image for varied payment strategies for E-shopping.



**3. Delivery:** For general style of product line DDV, CD, Goggles, books etc., are being delivered to the client in two to three operating days and therefore the product that are needed to be made like special print sarees, custom-made luggage etc., are delivered among 5-6 operating days. What is more single unit of any product chosen by the client may also be delivered from different country, which cannot be potential to import just in case of physical purchase.

**4. Product Comparison:** while not moving from one shop to different for scrutiny the advantages of the merchandise, the consumer gets the good thing about scrutiny the options and price analysis at one place. By navigation multiple web content with one click. Most of the sites are providing this facility of looking out the merchandise supported budget or supported criteria.

**5. Value and Time Saving:** a client saves an honest quantity of your time and cash by shopping on-line. Within the metros and even within the smaller cities that are growing quick, the lifetime of a mean person has become in no time. They need little time when their traditional routine workplace schedule to travel to the market and get even the daily need things.

**6. Intensive Product combine convenience :** Online shopping offer multiple choices compared to ancient shopping that focus to look and choose a product /items obtainable in native areas. There can be an explicit item that's solely obtainable to those versions of the business that exist within the mall. That is as a result of store consumers have to be compelled to create selections concerning what things to hold in their physical stores, most physical stores have a restricted array of product. They'll solely hold some things, and there are typically several policies touching the provision of product. These selections are compact by native market demand, past getting success and failures and shelf- house constraints.

**8. Fewer Traps :** Physical stores are created to lure the client to purchasing additional things. They use posters, sales messages, colours and merchandise placement to shop for extra things. The foremost common products are generally within the back as a result of the owner needs to look at the entire product. Many folks can realize a number of extra things by the time they reach the factor they came certain. These ways aren't as pronounced with on-line stores. There's no pressure on the client to shop for different things.

**9. Discreet searching :** Physical stores typically create it troublesome to shop for bound things. As an example, shopping for nightwear while not obtaining a number of awkward stares is sort of not possible. There are several instances of this, and generally you would possibly feel embarrassed for no reason. Shopping on-line provides you privacy as a result of you won't have folks watching you whereas you search. Not solely that, however the receipts are sometimes created in order that nobody can understand what you got.

## Cons

The E-Commerce business in India is growing at a motivating pace thanks to high penetration of web and complex electronic devices. However, the recent rate of growth of E-Commerce is way insulation behind than different developed countries. There are several huge issues and challenged on the means of an internet bourgeois. Factors like safety and security of on-

line cash dealings being the most important drawback beside others, have curb the graceful enlargement of the web business within the country.

There might be a large distinction within the click to sale quantitative relation of the many e-commerce sites if they create the browsing expertise trouble free. One among the most important challenges is to supply merchandise to the patron in such a way that he "feel like buying" rather than the location "trying to sell." Most of the E-tailers need the client to register first; solely then one will enter the location. It's like covering the windows of a panoptic on and asking the shopper for private details if he needs to even window-shop.

Though on-line shopping could be a sensible place for discount looking and to induce product at a really competitive price, however still all Indian customers aren't aware of on-line shopping.

The main reason for this can be that Indian customers don't get any real price or incentive from this trend. Additionally they're worry concerning fraud, delivery and client service that isn't removed from the reality. Following are a number of the challenges faced by E-Shoppers.

- 1. Slow amendment within the shopping for behavior:** Indians are still reluctant to shop for on-line and like brick and mortar models. Indians still prefer to have a feel of product and pay time in shopping for.
- 2. Inability of on-line retail players to sway customers from offline mode to on-line retail channel:** Lack of correct promoting and advertisement, inability to make a complete image, lack of correct usage of all potential on-line means that like search engines, paid promoting, on-line ads, social networking, blogs etc to achieve the shoppers. Inability of on-line retailers to drive the values a client will derive by shopping on on-line channels.
- 3. On-line portals aren't up to the mark:** There are few lacuna's within the exiting on-line websites like poor front ends, web site search choices aren't sensible, lack of sufficient data concerning product and terms and conditions, slow websites etc.
- 4. Lack of seriousness:** A numbers of on-line portals have come back up in India backed by major retail distributors however, for several it looks to possess been simply a 1 time setup. Post this there hasn't been enough drive to propagate the complete and services of the portals among potential purchasers.
- 5. Problems regarding security and dealings frauds.** Additionally several of the online portals don't support all on-line modes of payments. There are high incidence of unsuccessful payments and this if typically a deterrent for purchasers to come back the portal.
- 6. Competitors are simply a click away.** Once customers search, they need multiple choices obtainable, and plenty of use searches to navigate the online instead of kind in or bookmarker specific sites.
- 7. Guests will disappear in fifteen seconds or less.** On-line customers are goal-oriented shoppers. If they do not in real time realize what they are trying to find once they reach your website or landing page, they are gone in below fifteen seconds.
- 8. Shopping could be a multistep method.** On-line customers like to browse. Several pay a good little bit of time visiting many sites simply to collect data. They'll additionally compare the offerings of many competitors before touching the "buy now" button.
- 9. Time between initial visit and get has increased.** Progressively financially challenged customers might wait longer before shopping for.
- 10. Customers await merchants' best supply.** Having been seduced throughout the vacation season with free shipping and handling and different price-driven offers, customers are trained to attend for a special deal.
- 11. Shipping Cost/ Returns are often expensive.** It's essential to bear in mind of the come policy for any e-commerce retail merchant you're considering doing business with. The bulk of websites don't pay come shipping, therefore typically it value over the exchange of the item physically in ancient or traditional shopping.
- 12. Unfold of web.** The most important drawback in creating on-line shopping a hit in India is that the restricted unfold of web services. Thanks to low usage rate of web on-line shopping can take time to become a standard thanks to search.

**13. Plastic Cash.** Less prevalence of MasterCard is an additional reason for the patron remaining far from this contemporary means that of searching. Though several sites are acceptive cheques, money on delivery and bank demand drafts however still a bigger section of the service supplier rest on this plastic cash.

Although, major portion of e-business sectors have tormented by on top of mentioned challenges however still there are few on-line giants like Makemytrip.com, flipkart.com, Snapdeal.com United Nations agency have overcome the challenges and represents the proper growth trends of e-Commerce in India.

### **Summary:**

Online shopping has given any and every one forms of customers the flexibility of having the ability to shop for something, that is, any style of item or product, no matter wherever its location is in any a part of the planet. What's additional, the patron doesn't have to be compelled to leave the scope of his house or current location to be able to own and get the merchandise, item, or product that he needs.

Traditional shopping still permits for additional ground to the patron in terms of having the ability to physically consider and even undertake the merchandise that he needs.

So if you have got bound peculiarities, quirks, or habits that you simply, as a client, would have, regardless of what style of shopping you select, whether or not you'd opt for on-line shopping or ancient shopping, the lowest line is that you simply would invariably be able to realize the most effective means that to no matter suits you in each the cash issue and therefore they would like or need issue.

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The main space of concern is that the restricted web usage and security drawback. tons of stress got to lean on these 2 parameters in order that this IT revolution are often of use to everybody in India then solely it are often a hit in true sense of terms. Otherwise, it'll simply find you being a mode statement of few United Nations agency needs to be far from the group then it'll loose its relevancy within the globe.

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