IMPACT ON OFFLINE SHOPPING INFLUENCE ONLINE SERVICE

[1]N.Venkateswaran, [2]R.Jegadeesan,[2]Vaida.Deepak, [3]Santhoshini Vishwanatham, [4]Dr.Madugula.Sujatha
[1,2,4]Associate Professor, [2,3]Student
Department of Computer Science and Engineering
Jyothishmathi Institute Of Technology And Science, Karimnagar, 505001

ABSTRACT: In this new era, time becoming an essential factor for every individual and the main motto of our application is to satisfy the customer and increases the small scale business. The study tries to acknowledge that, however shopping for his or her buying. Specifically, It progresses an abstract model that addresses shopper worth perception for using the net searching versus the regular searching. Observations of online and offline patrons will be evaluated to check the quality of each channel. It's so far to recognize what factors influence online and offline searching alternative progression. The primary goal of the comprehensive survey is to produce a bearing of online searching call method by comparing the offline and online deciding and characteristic the factors that encourage customers to make user mind up whether or not to try to online searching or choose the offline searching. Consumer's search once and wherever they require, wherever the products are quickly and easily find in our surrounding area. Compare to online shopping it will take to 2-7 days for delivery though we can't see it and test it through the product & and product quality is well known in offline shopping, though we are making an application with online services. The proposed methodology will make the users more comfortable and flexible to get the products quickly from the current location, by this improves the buying behavior of the users,

IndexTerms: Online & offline shopping, Online shopping v/s offline shopping, advantages & disadvantages of online and offline shopping, difference between online shopping and offline shopping ,online purchasing ,offline purchasing.

I.INTRODUCTION:

In 21st-century computer technology, the internet, and modern communication technology. Economic globalization, informatization, and networking are not only influencing economy and culture but also transforming the
traditional administration pattern and government operation mode. As such, the study on government informatization is of considerable theoretical significance and practical value for many countries. [2]

Now a day and money are the two primary things which the world can be moving on it and such important things are getting wasted on searching of the needs by searching a place with investing significant time and money unsatisfied manner due to the absence of that particular needs at that specific location. Wasting of that valuable element due to unavailability of the requirements is not an ethical issue and visiting many shops and the unavailability of our particular item may lead to dissatisfaction of the user, and he wants to compromise with the requirements at last. To overcome the time complexity, and provide flexibility for the customer to buy the item quickly. Where the availability of the needs of the goods in the shops will displays along with the count of availability by mentioning the particular brand, and it also traces the roots from the current location and will even mention the time need to travel to that specific location. The data will be automatically updated when something credit money on it. The techniques incorporate beneficial for every individual, and it also makes benefits for the shopkeepers too. In our form, the shopkeeper should be registered into our website and keep on updating the availability brands, and the item's he also mentions the availability of the count in the website so that the user can get clear out information about the location and stock of their wanted needs.
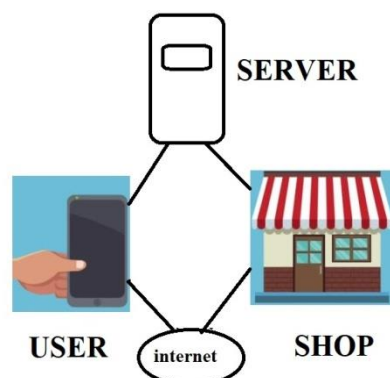

Fig1:Architecture f The Application

The data will be automatically updated if any item is billed or sold. By this, the shopkeeper can attract many more customer will be automatically. The stock is exhaling of the particular brand they should post the alternative company/brand which is similar to that product, and The decision is in customer's hand whether to take or not In case of emergency of any customer our app already shows the nearest location. In the case of unavailability of any particular brand/company the shopkeeper to update the list of items, our application will send an alert message for those specific customers.

FLOW CHART:
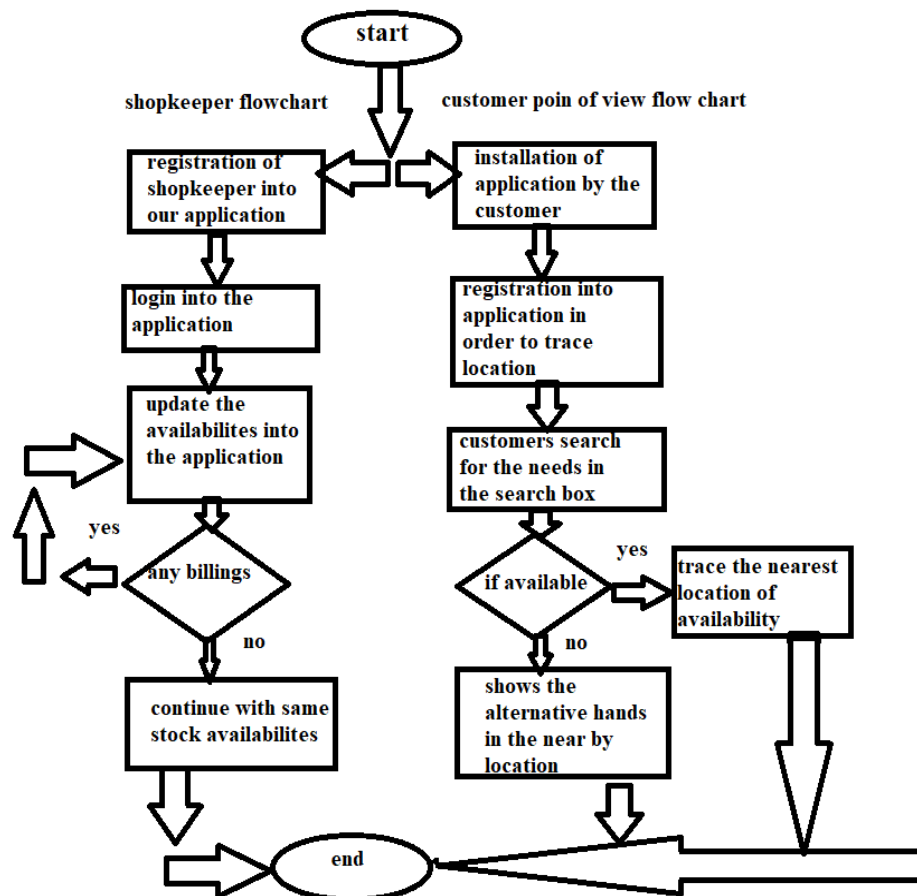
The above flow chart describes the following steps:

In the shop keeper point of view:

    i.   First of all the shopkeepers should register into our application and should log in into the app.

    ii.   The shopkeeper to make the customers aware of their availabilities.

    iii.   He should update as quickly as billings occurred else continue with the same stock.

In the customer point of view flow chart:

    i.   The customer should install the application, and he also should register into the app, to trace the location ii. Here, In this application, he can search for his needs by the above-provided search bar.

    ii.   If he got his need to trace the location which is nearer to him else show the alternative brands and the place of availability

II.RELATED WORK

We can assure you that our application will be unique by considering the following aspects. The first unusual thing in our form is that it is an offline shopping application through online services. So that small scale business can increase their business in through online where the company to online shopping will be a delay for a minimum of 2 to 7 days. But where in our application. We can see the products of the nearest by store & location, and we go and test the product before buying. Our app encourages the small scale business where they can expand their business and make more profits, and in this process, the government can also get more taxes through the government getting the revenue indirectly.

• The paper surveys the effects of customized promotions at three different levels: mass market, various segments, and the individual. The importance of customization is highlighted, and its impact on the multiple types of stores is surveyed to understand the ability to make profits. It will monitor the loyalty promotions are more useful in online stores than offline stores, and vice versa is true for aggressive promotions.

• This paper primarily brief about impacts on online business marketing with tightly integrated communication in marketing. It provides us a brief knowledge about the different tools of marketing communications like an advertisement strategy, sales promotion concepts, public relations, and their benefits. It projects how marketing communication helps in the smooth flow of the buying process and a gradual uplift in profits for the industry. It expects the cause of lack of marketing communications which would impact the customers level of commitment.

• The trend of consumers regarding Internet use and buying products online is increasing day by day. Because of the use of tablets and smartphone in Europe, online retail transactions in 2014 increased by 130.8% and 121.6% accordingly, and in 2015 the growth in consumption is expected to be 83.6% and 92.8% respectively. In the USA, online sales in 2014 to be $306.85 by (Centre of Retail Research Limited, 2015). The competition in the e-commerce industry is getting very intense. Hence, online

retailers should have a concern about understanding the consumer's perception, what consumers accept online shopping to build a long term relationship with the customers.

- In this article, the critical differences in customer loyalty of 100 grocery brands were monitor and observed in conventional and online environments. It found that customer who purchased online for groceries looked at good-quality brands. After the sage of the product, the buyer study with the quality of the product and thus doesn't hesitate in making numerous purchasing choices. Customers hold low-quality branded items as being a risky option in online shopping. While buying groceries offline, they do not mind purchasing a lesser available products. When e-commerce first emerged user felt that it would lead to vanishing the brand of loyalty and also true to an extent, even in today's context.

- The following article highlights how the positioned the ability of industries is higher for online other than the offline scenario. Because there is competition between the two sectors to get the market share. The online market is easily accessible to the masses, and therefore large firms tend to advertise more of their products in the online mode and leave the offline mode. However, the cost of advertising remains high in either case.

- Tony Ahn, Seewon Ryu and Ingoo Han,(2004), explored online and offline features of Internet shopping malls and their relationships with the acceptable behaviors of customers. In Korea, a Web survey was conducted with 932 users in 6 shopping malls. The study validates the technology acceptance model (TAM) in predicting the acceptance of Internet shopping malls. Online and offline features have positive effects on user acceptance, usefulness, attitude and intention to use.

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III. PROPOSED METHODOLOGY & FRAMEWORK:

The products in the nearby the store are not exposed whereas to compare on the online services they always expose their products, due to these reasons the e-shopping became a fashion on nowadays. Due to this reason, many small scale business is shutting off, unemployment is caused are occur. So to encourages the small and medium scale business then our application is very useful to their business.

Research questions :

❖ **Reasons to buy the products in online shopping & offline shopping**.
        Due to the unawareness about the local availabilities users go to online shopping but it takes about 1-7 days for delivery whereas our applications provide the recognition of nearby shops and availabilities and increase the small scale industry.

❖ **Comparisons of products in the online shopping and offline shopping.**
        Products from online may not visible, tested by the customer may not be seen, and tested by the customer whereas in offline shopping we can see and touch, our application customer can go and check the product manually before buying.

❖ **Why offline & retail sale is decreasing day to day.**
        Due to unawareness of nearby availability, nowadays customers go to online shopping with our application we can provide awareness of the near availabilities.

❖ **Why e-shopping sale is increasing day to day.**
Online shopping or e-shopping is increased their sales by attracting the customers, by making of flash sales, and by taking of the advantages on the unawareness of customers and no offline application for creating awareness to the people. The people go with online applications without trying in local areas. Hence, due to this reason, e-shopping is developing.

Offline shopping:
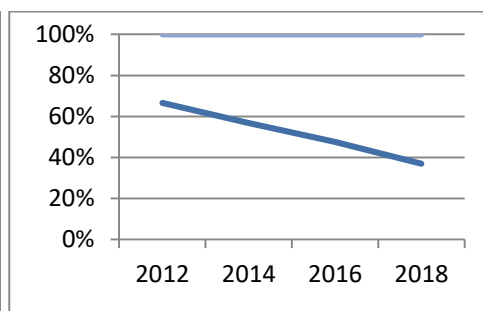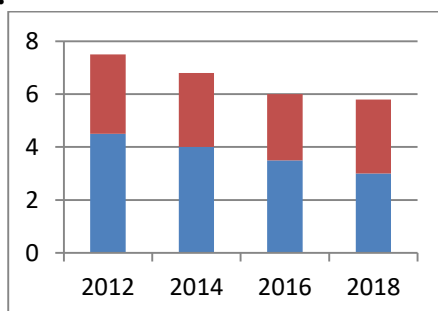
(app)

Sales Of Offline Shopping(Approximately)

Nearby location: It directly shows the nearest place we can get the products quickly, As we required by the nearby availability of shops.

Time-saving indirectly through our convenience, we can go to the shop and get the required things so we can get it quickly without any delay.

Touch and feel we can able to touch and feel the product, and know the quality of the product compare to online shopping we can't see the quality of the product, it as an advantage for offline shopping.

➢ Shopping at local stores gives you clarity. You can touch the product you like; you may try it on or test it beforehand.

➢ You won't have to wait for a couple of weeks until it gets shipped. You will see the merchandise before you pass away from the shop.

➢ We can feel by seeing & touching and feel before pass away from the shop, which is not possible in case of online shopping and you will make a trial for clothes/shoes etc.

➢ In case of Emergencies(like any events), we can get easily compare to online services. These are some benefits to offline shopping. Comparing to online shopping offline shopping will save much time.

Limitation:

Less type of varieties: We can see the less kind of varieties compare to the e-shopping through the customers are more attracted by the e-shopping.

Some time unavailability of goods: In the case of unavailability of the products in the shop, we have to visit the shop once again, in fact, the assets not yet at a shop the customer has to revisit the shop. So the customer feels uncomfortable to visit again and again.

It may be a matter of fewer types of varieties, but the customer can go with his required content item.

Instead of x item, our application will show y item, for temporary/emergency purpose our app will show y item,

After the stock is back our application will give an alert message for the particular customer.

Performance analysis of Online shopping
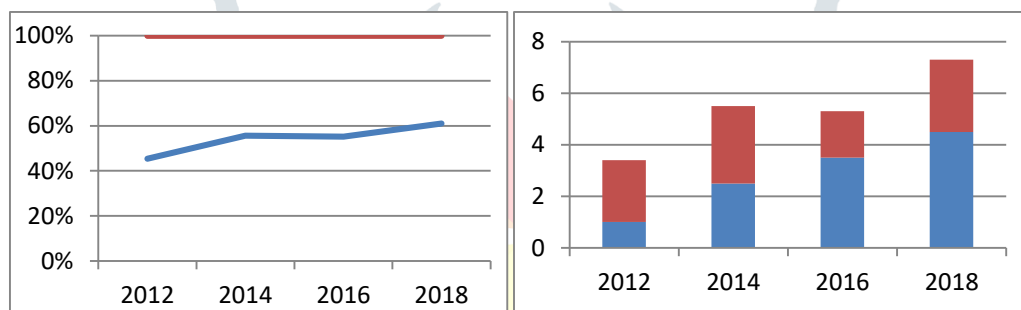
Sales Of Online Shopping(Approximately)

Better Costs: Low-cost deals and higher costs are on the market online, as a result of merchandise return to you direct from the manufacturer or trafficker while not involving intermediaries. Plus, it's easier to match costs and notice a far better deal. Several online sites provide discount coupons and rebates, as well.

More Selection: The alternatives on-line are superb. You'll notice virtually all the available item. You'll get in on the most recent international trends while not cash on the fare. You'll search from retailers in different elements of the state, country, or perhaps world rather than being restricted to your earth science. A so much wider choice of colors and sizes than you'll notice regionally are at your disposal. Plus, the stock is far additional plentiful. Thus you will always be ready to see your size and color. .

You Can Send Gifts Additional: Causation gifts to relatives & friends are straight forward, notwithstanding wherever they're. All the packaging and shipping is be will completed for you.

24*7: Compare to offline shopping, online shopping is open 24*7 and 365 in the year, so people are more attracted.

Some of the above reasons customers are attracted to e-shopping through which some of the offline shopping are ready to shut-off,

Limitation:

Ease of use is the prime reason that drives the success of e-commerce. The web provides a fast and simple thanks to purchasing a product; some individuals value more highly to use this technology solely in an exceedingly limited method. They regard web as a way for gathering a lot of info a couple of product before shopping for it in an exceedingly look. Some individuals conjointly worry that they could get passionate about on-line searching.

Delay in delivery: Long period and lack of correct inventory management end in delays in cargo. The period of choosing, shopping for and paying for a web product might not take quite fifteen minutes; the delivery of the merchandise to customer' s sill takes concerning 1-3 weeks. Unsophisticated client prevents them from searching online.

Lack of severe discounts in online outlets: Physical stores supply discounts to customers and attract them; thus this makes it through for e-shopping will be given at only seasonally.

Lack of bit and feel of merchandise in online searching: Lack of touch-feel-try creates considerations over the standard of the merchandise on supply. On-Line searching isn't entirely appropriate for garments because the customers cannot attempt them on.

Lack of interactivity in online searching: Physical stores enable worth negotiations between patrons and therefore the merchandiser. The projects the area sales attendant representatives offer personal attention to customers and facilitate them in getting merchandise. Bound online searching sales outlet offers service to speak to a sales representative,

Lack of searching expertise: The traditional searching exercise provides a heap of fun within the type of show-room atmosphere, good sales attendants, scent and sounds that can't be intimate with through an internet site. Indians typically relish searching. Shoppers forestall to that as a chance to travel out and look.

Lack of shut examination in online searching: A client has got to purchase a product while not seeing the items. Customers might click and buy some product that's not very needed by them. The electronic pictures of a product square measure generally dishonest. The color looks, in reality, might not match with the electronic images. People prefer to visit physical stores and like to own shut examination of beautiful, It consumes time. The electronic pictures vary from natural look once individuals purchase merchandise supported electronic photos.

METHODOLOGY INFLUENCE TO GET AWARE OF OFFLINE SALES:

Free publicity: Media source area unit is perpetually searching for attention-grabbing stories – so why not yours? Contact your native newspapers, radio stations, and tv networks and supply attention-grabbing facts regarding you, your product and why you started your business.

Low-Priced Newspaper Ads: Most great colleges & schools have newspapers. If your product appeals to the current demographic, these area units excellent resource for low-cost advertising, also, you'll be able to approach new extensive browse papers and provide to shop for any advertising area they can't sell for a considerably reduced worth.

Coupons, and handouts: With publishing, you'll be able to produce skilled cards, flyers, and donations for a little price. Distribute these from your house of business or distribution points wherever potential customers congregate.
By deploying the proposed framework, we are expecting the growth of offline shopping may reach high in the future. The graph represents the impact of offline growth.

By Sharing The User: The user can share the app, and they can earn some referred amount.
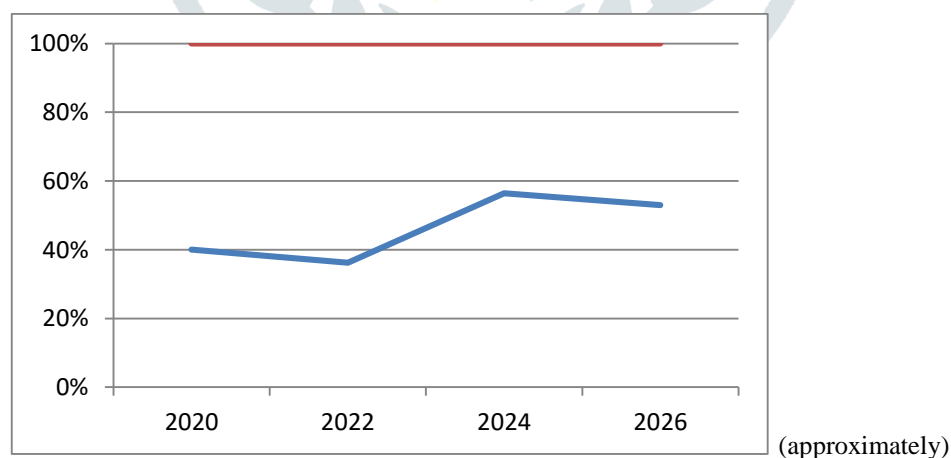
(approximately)

where while using our application we expecting the offline shop will get the sales as the following above(approximately)

Comparison:

v/s [8]

offline shopping	online shopping
Base on the customer convenient	Delivery time is required
Quality of the product can' be seen	Quality of the product can' be seen
Trial can be done	No trial option
Base on the customer convenient	Exchange of product consumes more time compare to offline shopping

CONCLUSION:

Nowadays, the customer always choose the best choice; instead, it may come through in online or offline. However, the customer did not make aware of which is the best choice. The proposed framework provides offline shopping that may offer higher discounts, more flexible, easy way to access and also a quick process. It ensures and increases the buying behavior of customer and the impact of increasing the offline sales.

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