A COMPARATIVE STUDY ON ONLINE AND OFFLINE SHOPPING

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Abstract : Shopping is likely one of the oldest terms used to talk about what we've each been doing over the times. Online shopping has become a popular shopping system ever since the internet has declared a preemption. The increase in technology provides good openings to the dealer to reach the client in an important, quick, easier and in a profitable way. Online shopping is rising quickly in recent times. Numerous studies have concentrated on the high touch products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it can not be done in the online shopping. This exploration paper concentrated on anatomizing the significant difference between the online and offline consumer groups in terms of demographic, technology use, accessibility and posture of the consumer.

IndexTerms – **ONLINE SHOPPING, OFFLINE SHOPPING, E-COMMERCE**

I. INTRODUCTION

ONLINE SHOPPING

Using a web browser, customers can purchase products or services directly from a vendor over the Internet in many cases. It is possible to use a shopping search engine to find a product of interest across multiple online retailers by comparing the prices and availability at each of these sites. The wide range of computers and devices available to consumers in 2016 allows them to purchase goods online, from desktop and laptop computers to tablets and smartphones.

Business-to-consumer (B2C) shopping is a type of online retailing that mimics the physical experience of shopping at a bricks-and-mortar store or mall. Business-to-business (B2B) online shopping occurs when an online store is set up to allow businesses to buy from other businesses. For example, a typical online store lets customers browse the company's product and service offerings, view product photos or images along with product specifications and pricing information.

Customers can typically use "search" features in online stores to locate specific models, brands, or products. Customers must have Internet access and a valid method of payment, such as a credit card, an Interac-enabled debit card, or a service like PayPal, in order to complete a transaction. To ship physical products, such as books or clothing, and to send digital products, such as digital audio files or software, the e-tailer typically sends the file over the Internet to customers. Alibaba, Amazon.com, and eBay are the three largest online retailers.

TERMINOLOGY

Electronic retail is also known as "e-tailing" or "e-shopping," two other abbreviations for the same thing. The terms e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront, and virtual store are all used interchangeably to describe an online store of any kind. Online retailers' mobile-optimized websites and applications are referred to as "m-commerce" (or "mobile commerce") ("app"). A company's products and services can be viewed by customers on tablets and smartphones through these websites or apps.

OBJECTIVE

- To compare consumer behaviour when shopping online and in-store. To learn why customers prefer to shop online.

- To learn about the perceived advantages and disadvantages of shopping online vs. in a brick-and-mortar store.

- To find out how satisfied consumers are with online vs. brick-and-mortar shopping.

- To understand what influences customers' purchasing decisions.

II. LIMITATIONS

ACCURACY OF THE STUDY DEPENDS ON THE TRUTH OF RESPONSE.

SOME RESPONDENTS WERE VERY RELUCTANT TO SHARE THE INFORMATION WITH THE RESEARCHER.

TIME FACTOR WAS THE MAIN LIMITATION.

THE STUDY WAS RESTRICTED TO A LIMITED AREA.

ONLY 73 RESPONDENTS WERE TAKEN FOR THE STUDY.

ATTITUDE OF THE RESPONDENTS CHANGE FROM TIME TO TIME.

LACK OF SERIOUSNESS IN FILLING THE QUESTIONNAIRE.

SHORTAGE OF DATA AVAILABILITY ON INTERNET REGARDING TO COMPANY.

LACK OF MONEY HAD BEEN THE MAIN LIMITATION.

3.1 LITRATURE REVIEW

Here, we'll take a look back at some of the earlier studies that have been done in the same area. Research into clothing shopping both online and offline is discussed in this chapter. There will be a direct impact on consumer purchasing decisions based on the findings of this study. Before making a purchase, consider things like how much time the product saves you and how much enjoyment you get from using it. Once this study is complete, we'll know more about what customers want to buy both online and offline. Purchase intention, as defined by Pan (2007), refers to an individual's desire to buy something. Engel, Blackwell, and Miniard define a decision-mental maker's state as a mental process (1990). Customers are less likely to shop online if they prefer a more physical experience, a greater degree of interaction, and a good time. When making a purchase online, customers should be aware of the risks involved. To gain the confidence and support of their intended market, designers must pay close attention to their own needs (Alzola et. al., 2006).

In this section, we'll take a look at definition variables and expert citations.
Purposeful Purchases pan was defined as a "buying intention" by Engel, Blackwell and Miniard (1990). 2007 No. 5 of P. Pan's book describes consumers as gathering relevant information to meet their needs prior to purchasing a product or service (2007).
In the theory of reasoned action, attitudes and norms influence behaviour when resources and opportunities are available (TRA). Chen, Tsou, and Ching's theory was suggested as a possible explanation in a recent study (2007). A person's assessment of the consequences and the strength of the link between those consequences reveal their motivations for engaging in specific behaviours. To form these beliefs and attitudes, one must analyse their actions and outcomes (Chen, Ching and Tsou, 2007).
When it comes to making a decision to buy something on the internet, Delleart, Monsuwe and Ruyter believe that a wide range of factors influence whether or not a customer intends to do so (2004). Customers' willingness to shop online is influenced by a variety of factors, including their age, income, gender, and level of education. People under the age of 25 are more likely to shop online because they enjoy using new technology to research and compare products (Wood, 2002). Customers who know how to use a computer are more likely to shop online than those who don't (Burke, 2002).

As a result of the time and mobility it provides customers, online shopping is convenient because of the allure of online alternatives that customers might be searching for (Monsuwe, Delleart and Ruyter, 2004). Because of their hectic schedules, many people are unable to shop in traditional stores. When working people have some free time, they can shop online and finish their purchases (Wolfinbarger, et, al,. 2001). Customers with mobility issues may not be able to make it to the store to make purchases. Geographically dispersed people are those who live a long way from a shopping centre. Customers' desire to personalise their purchases may be fueling the demand for unique products, according to a new research study (Monsuwe, Delleart and Ruyter, 2004).

The product's features play a large role in whether or not an online purchase is a success or failure. Standardizing or customising a product's features is an option. There is a lack of face-to-face interaction and assistance for customers who need product advice from a salesperson when shopping online, making it less appealing (Monsuwe, et. al., 2004). People are less likely to buy cars, computers and perfumes and lotions because they lack personal experience and knowledge (Elliot, et. al., 2000).
It is just as important for online shoppers to have a positive experience as the products they purchase. If a customer has a positive experience, they are more likely to shop online again (Shim, Eastlick, Lotz and Warrington, 2001). When customers have a positive shopping experience, their risk perception decreases (Monsuwe, Delleart and Ruyter, 2004).

It is critical that you have faith in the system before making an online purchase. According to Lee and Turban, customers are reluctant to shop online because they lack faith in the system (2001). Secure payment, customer privacy, return policies, and product delivery are all critical considerations when shopping for clothing online (Kim, et. al., 2003). Any online purchase should be preceded by thorough research into security and privacy concerns.
Cost-effectiveness

3.2 RESEARCH METHODOLOGY

The procedure used to conduct the study is the subject of Research Methodology.

Data collection procedures are laid out in a research design, according to Green and Tull. Which data will be collected from which sources and how will be specified by the overall operational pattern or framework of the project. The study was conducted using both primary and secondary data collection methods.

3.3 TYPE OF RESEARCH

Knowledge acquisition is the goal of research. Scientists use this term to describe an organised effort to gather relevant data on an issue of interest. Searching for new facts in any field of knowledge is a form of investigation.

Research is critical to the project's success. All of the project's findings are based on the research of the facts and figures that were gathered through various methods of research. As a result, it's also referred to as the transition from the familiar to the unfamiliar. To add to the existing body of knowledge, one must conduct research.

•Formative or exploratory research: this type of research is used to identify and resolve ambiguous issues.

Studies that describe something in detail are known as descriptive studies.
The purpose of diagnostic research is to determine how often an event occurs
Design of the Study
In order to achieve our goal, we used a combination of primary and secondary data collection methods.

The most important information is contained in the following:
A questionnaire-based survey was used to gather the bulk of the data. Our research was aided by Ms SMITA BARIK, who provided helpful guidelines and a clear goal for our investigation.
Inferred information:
Secondary sources, such as books and the internet, gathered the information.

Systematic risk is the only independent variable for the CAPM and inflation, interest rate, oil prices and exchange rate are the independent variables for APT model.

3.2 Data Source

The data that is collected from different sources,as the first hand information that is called primary data. The source of primary data in our research is questionnaire an observation method. The secondary data were also used in our report preparation. This is collected from internet.

3.3 Research approach

The required information in the form data is collected through survey method with the help of personnel interview through questionnaire method.

3.4 Sampling

There is a stage where the planning is done about the sample unit, sample size, sampling procedure, etc.mThis means, which is to be surveyed .So as mention earlier that the sample unit is potential peoples.mThe sample size means how many people should be surveyed. So that total sample size is 73, which covers greater Noida. We choose convenient and judgmental sampling for our research.

3.4.1 Data collection Method

Personal interview method is used for collection of primary data in the form of questionnaire from respondents.

3.4.2 Research instruments

Once the source of the data collection is decided then comes the instrument for data collection or the research instrument. In the survey method a questionnaire was framed.

4.1 Results of Descriptive Statics of Study Variables

Supply of product and services is hindered by a lack of transportation vehicles for quick and emergency delivery.
• The customer enjoys online shopping because it takes less time and offers a better deal.
Late delivery due to a slow distribution channel made the customer unhappy. • Less use of technology in the products or services.
• Products are cheaper than at a physical store.
Compared to physical stores, customers spent more money shopping online.

III. CONCLUSION

There was once a time when people had the time and energy to visit shopping malls and peruse a wide variety of goods. Overwhelmingly, shoppers would rather haggle than pay full price before seeing the product in person. From a few hours to a few weeks, it all depends on what you're purchasing and how much of it you're purchasing. The current situation has undergone a dramatic change. The Internet is now the foundation for everything from EDI to email to e-business and e-commerce.

E-commerce is the exchange of information via the internet. – In today's high-cost environment, e-commerce can be used as a competitive strategy. This includes everything from developing and marketing products and services to selling them, as well as shipping and delivering them to the customer.

Retailing on the internet is a rapidly growing field of knowledge. Because of this, it can thrive in a dynamic and competitive environment. Just make sure you use it securely.

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