



CONSUMER BEHAVIOUR SHOPPING EXPERIENCE ONLINE VS OFFLINE

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ABSTRACT

The shopping behavior of individuals has changed with the advancement of technology, resulting in individuals preferring online shopping instead of traditional in-person shopping. Over the past 10 years, the two have joined ways to help small animal profit. The purpose of this research is to understand buyer behavior between legal store and online shopping. This article looks at and explores the traditional retail trend of men towards web retail. Retail jurisdictions are preferred for retail sales due to retail security. Although web shopping is becoming more and more obvious, different people actually prefer to go to actual stores because they can touch, feel and believe the things there. In our estimation, Flipkart and Jabong are the two driving brands in e-retailing. E-commerce happens and this reform is not widespread.

The customer is fast, in-store shopping and online shopping are completely related concepts.

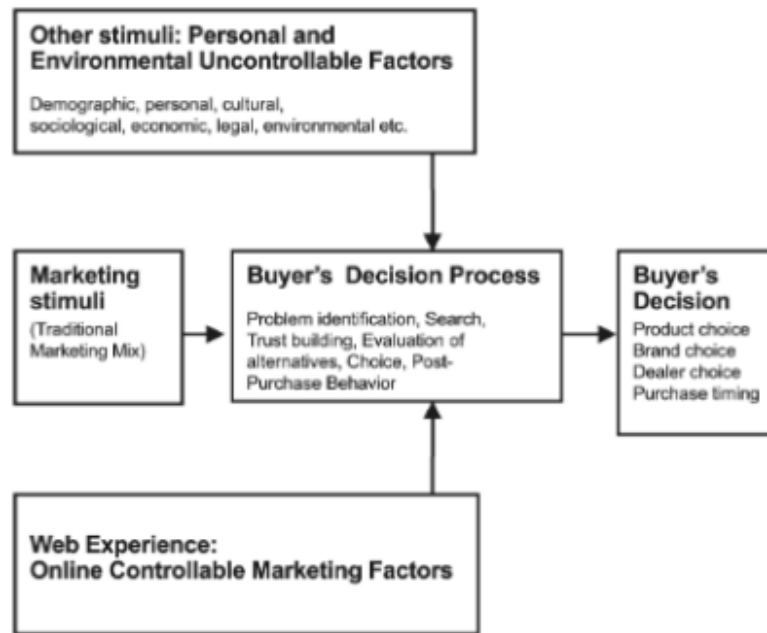
INTRODUCTION

Evolution has changed the way we shop. With the popularity of web shopping, consumers now have more options. Customer rating is based on how people, gatherings, or associations select, secure, and thus dispose of goods, ideas, or connections. Over the past ten years, the two approaches have converged to help retail brands turn profits. The purpose of this study is to explore the relationship between virtual reality and e-commerce. Adding, ignoring or distorting factors affecting purchase choices can be considered in a virtual and guaranteed environment to the full understanding of the buyer. For example, the mistake of online stores to actually see what happens before making a choice is seen as a factor influencing the purchase. Web access is rapidly spreading from one end of the world to the other, changing how people shop and buy things. As customer acquisition behavior becomes more important to all stakeholders, various affiliates have started using the web to display spend. Thus, the value of their property decreased. In order to attract customers

and drive them to buy, you need to know where to spend everything and where to spend it. By asking questions, customer acquisition techniques are a big part of careful consideration and long-term consideration. From a traditional perspective, buyers or customers make their purchase choices based on given, unbiased information. It is important to look at what and how much information is needed by focusing on the specific needs and engagement obligations of the customer. Online consumer shopping suggests and selects what customers do when they use web media to search and buy, use and evaluate. Individuals who prefer to shop in person are those who prefer to visit in person, manage a finished skill, read a magazine or paper, or use telephonic media.

E-commerce plans

Understanding the customer quotient and e-commerce processes is at a critical level increasingly respected by virtual business professionals. The rise of the Web has given consumers more opportunities to shop, do schoolwork, and make their own decisions online. Online shopping is based on how individuals select, acquire or use various items, links, ratings or encounters to meet their needs and preferences. Marketing professionals need to target customers directly on the Internet. For a customer to expect a lead online, they need to see the price directly. Wild factors, both internal and external, that quickly affect the client, affecting the development of the association, can affect the "black box" that the client uses to manage information before making a decision. To get a complete picture of the types of controlled entertainment that may affect or block the outcome of a virtual meeting, it is important to visualize and visualize the components of the web data. Showcasing experts who need to assess the nature and breaking point of web influencer tools can find this gathering essential. Likewise, it can directly add to credible speculative discourse about the electronic consumer by presenting the most compelling scientific beliefs that require further evaluation.

Fig 1 Consumer behaviour online shopping

Offline Client

Behavior When a consumer decides to buy a good or service, he may go to traditional retailers, talk to salespeople, use magazines, newspapers, or telephone media. This is called their autonomous consumer buying behaviour. This study attempts to find out the strategies used by online stores at a particular stage of the buyers' decision-making process.

Factors Affecting Online Shopping

Online transactions have grown in importance over the past decade. The business experience of online merchants is proof enough that offline retailers give customers an edge. The following variables affect online shopping:

Risk: When customers buy items from online retailers, they do not directly touch or feel the products. Lastly, we understand that there is a lot of risk involved when buying things online. These risks include that items may not arrive on time and that the size and color of the product may differ from what is shown or felt in real life. Sometimes there is some damage to the purchased item. **Convenience:** Online shopping is easier than traditional retail. You can buy your car at home without having to park it and instead of going from store to store. It is more convenient to stay in one place and buy what you want instead of moving from one place to another. Once you decide to buy an item, payment is simple and the item is delivered. Online shopping adds to the convenience. There, we can choose from a wide range of products without having to deal with a reseller or distributor. Online shopping is straightforward in the true sense of the word, as it saves you from the hassles of waiting, asking and inquiring buying process, as well as asking for the wanted or desired merchandise.

Previous Online Experience: A person's online shopping experience can be a major concern. Past experience is really important because it has the power to shape people's thoughts or moods, whether positive or negative. There are two memories, one good and one not so good. Both have a unique, personal psychological effect on their customers. So these elements also affect e-commerce. **Pricing Policy:** Online retailers can charge lower prices as they have to pay for store rent, charges etc. They do not have to pay such costs, and because they can pass their costs directly onto the customer, they can provide a lower price to the customer. More than offline market. With shipping costs down, shopping online is more convenient than visiting a physical store. Determines the final amount of the online purchase. When costs fall and prices rise, demand increases. The price of any product affects the purchasing power of any buyer. Because the average consumer doesn't want to spend a lot of money on an item, they prefer soft or moderate prices over high quality. Therefore, the price of a commodity affects both buying and selling. **Quality:** The extent to which product quality varies between online and offline retailers affects how often people shop online. Quality purchases have a greater positive impact on the environment than other purchases. Consumers and buyers want to buy high quality goods as they are making huge financial commitments. Quality is usually the most important consideration when making any purchase, as they help ensure transaction security, provide a satisfactory shopping experience, or act as a warranty for the selected product. The customer's attitude towards a particular website, its goods and services determines how trustworthy it is online. Ultimately, how often a person purchases online depends on how much they trust a particular website. Online transactions are welcomed by some and feared by others. Individuals have different personalities and ways of thinking.

Product's palpability:

Before buying, customers can handle and feel the goods in the store, which helps them to decide whether to buy or satisfy their needs for goods. Purchase intention affects the ability to investigate and pursue a potential purchase. The physicality of shopping also affects online shopping. No one can be sure of the value, quality or feel of a desired product without touching the desired or desired substance.

Delivery time

When a customer orders a product online, it usually takes six to seven days for the product to reach the customer. On the other hand, when shopping offline, the customer receives the product immediately. This makes it an important factor influencing online shopping. People like to get the product at a certain time or immediately, so they want convenient delivery time. The second major factor affecting product demand is durability.

Income:

People with higher incomes shop online more than people with lower incomes. Revenue is an important factor to consider when shopping online. High income earners prefer online shopping as it is safer and more convenient than traditional retail. A higher income level will contribute to more online purchases and vice versa. In addition to rarely varying from customer to customer, customer preferences and preferences can influence online purchases. Style and

age group preferences should be kept in mind while shopping online. Elderly people buy things for their special needs. Teens and people under the age of 18 often buy products they want. Age and lifestyle affect preference and taste. Every customer or buyer has different taste depending on their age.

Information:

The content provided on the website may not be accurate or relevant. A buyer may not know everything there is to know about product quality. Therefore, it will affect the customer's online transactions. Product descriptions on recommended websites may not be accurate.

Factors affecting online shopping

Man has been shopping online since ancient times. Online shopping has many benefits for the consumer. Some of the variables that affect online shopping include:

There is less chance

When it comes to online shopping, there are only a few options. There are no different types. The selection of goods in stores is very limited. Rare goods are discounted or obsolete. Online stores often require manual labor. As a guide, our range of materials is limited.

Time needed:

Shopping at a store takes a lot of effort. It takes a lot of effort to go to the store away from home or work. Also, take the time to try on clothes and see other items in the store. Offline shoppers move from store to store and beyond in search of the products they want.

Note: The seller's experience is often questionable. Also, this information is not always necessary. and we buy our products based on their demand

LITERATURE REVIEW

Continuous research on consumers' e-purchasing decisions usually involves understanding the factors that influence consumers' involvement in web purchases. Schiffman et al. There are general patterns of behavior that indicate what customers want to buy. These models are important to buyers because they can track and predict consumer purchases. A typical framework for focusing on the buyer's decision cycle is the five-stage model. A typical customer buying speculation can move from general decision making to narrow decision making behavior and then to broad decision making behavior. As shown in the model, the consumer benefits from an implicit need to obtain information about specific evidence (the evidence recognition problem). Collected information forms the basis of research decisions. Created and defined procurement evaluation criteria to stay ahead of the curve. We believe that this assessment will

help you become better known online and directly differentiate your customers by making real purchasing decisions. Finally, it is important as seen in terms of direct post-purchase performance, as it affects customer loyalty or fair trade effect or frustration with the organization. In general, buyer lead generation is a typical five-step model. However, every e-motivator must find a solution to the challenges of moving towards a virtual environment. Peterson et al. [1997], the Internet is too early to develop an emergent model of customer purchase behavior. The innovative partnership will be influenced by the customer's initial stage, ambitious marketing plans and the debt of the things.

OSAM (Online Shopping Authentication Model) for Representing Web Shopping Convergence Lina Zhou, Liwei Dai and Dongsong Zhang Journal of Electronic Research, Vol. 8, no. 1, 2007 or Financial Objectives, a web-based framework augmented with other abstract (eg, interviews) or quantitative methods (eg, telephone surveys) that have been shown to be suitable for supporting OSAM. Buyer factors and their impact on web retail outlets and results are presented from several perspectives. Various organizational issues, for example with online retailers, also require research directions to change customer trends that are of any importance. The OSAM Recommendation also integrates web interaction rules and procedures. This assessment included areas expected for future investigation. In Transportation Studies E 45 (2009) 86–95, Ming-Siung Siao observes that the past decade has seen dramatic changes in the way people shop. Advances that promise to disrupt consumer interaction and purchasing. E-commerce or online shopping allows customers to do what they want without visiting physical stores. The three most obvious points for choosing e-commerce versus in-store shopping are information variety, business acquisition, and traffic. In-store shopping beats online shopping for things like cars, land, disaster protection and more. Music, programming and more. Business wins in these types of cases.

Purpose of learning

Evaluate which trading process is more important. Evaluate the components that customers consider when choosing a purchasing method. Because of the mechanical movement, many people now prefer online shopping to traditional in-person shopping. These two processes have logically combined with the retail industry to create one of the most ridiculous payments in decades. This study attempts to assess how shopping is done in physical stores and online stores.

- 1 Identify the reasons why customers prefer to shop online compared to online and physical shopping.
- 2 Understand the distinct advantages and disadvantages of online shopping as opposed to traditional store shopping.
3. Realize that online shopping has a longer lasting effect than in-person shopping.

DESCRIPTION OF THE PROBLEM

- 1 Comparative analysis of Internet and in-person shopping.
- 2, to see how customers engage with each of these methods.

Results analysis methods

The focus of this article is to compare physical stores and online shopping. This is done with a framework consisting of the following elements:

I. Research Design: In this case, descriptive research design was used as it is a descriptive and organized study to study the characteristics of the problem.

Second. Cluster sampling was used in this example because the survey was conducted online and asked different questions. The research is qualitative in nature and uses primary data to evaluate and interpret the results.

The third. Sample size: A sample of 100 people was used in this study. (number of people).

Experience and results

According to our research, the male population prefers to shop online rather than online.

2 In terms of payment security, shopping malls with physical shopping are preferred.

The best website for online shopping is Flipkart as it offers more deals and discounts.

4 Although more and more people are slowly shopping online, many people prefer to shop in person because they can see, touch and feel the products directly.

5 Because people's shopping preferences vary, it is difficult to determine exactly what a person's shopping preferences are.

6 People have been shopping online for over a year, but it has become more popular recently.

CONCLUSION

The review shows that, depending on what parameter differences may be due to the behavior of online consumers and offline consumers, merchandising design and marketing strategies should differ in the two purchasing contexts. Most of the studies were conducted abroad, according to the relevant literature review. Mumbai reference not checked. Much research has focused on how consumers move from one channel to another. The literature shows that high-income, tech-savvy people are interested in online shopping. Online shopping is popular these days. Regardless of age, profession, gender or education level, people are more inclined to shop online. Customers can purchase the most desired products in the shortest possible time as online shopping can provide convenience to the public with its wide variety of brands and products. Online shopping offers more discounts than offline shopping as internet technology provides convenience to consumers. Online shopping is certainly becoming more popular due to the convenience and low prices offered by online retailers. Quarterly and consumers between the ages of 31-40 prefer online stores. In the coming years, online retailers will adopt the consumption pattern of consumers according to various new trends launched every quarter, and pay more attention to the online shopping environment and experience. In addition, according to the findings, one advantage of online shopping is that customers can avoid waiting by receiving their purchases

immediately. You can also try on clothes in real stores to get the best fit and save time and effort and reduce the chance of alterations. The types and brands of offline shopping comparable to internet shopping are constantly increasing with the establishment of large shopping malls. When asked for ideas on how to improve online shopping, customers also mentioned some issues with the consumer experience, such as parking and the shopping guide's customer service standards. Therefore, offline trading is still necessary.

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