



Consumer Buying Behaviour Towards Online and Offline Shopping with Special Reference to Electronic Goods

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Abstract: -

The internet is a medium that is soaring in polarity in almost every facet of the world and is used for a numerous of causes by persons, governments, universities and businesses. The term Internet is as a business tool for companies and individuals. The Internet shop offers dissimilar ways of online communications with communication differences tools that need a better decision of their effect on customer communications. Studies on online shopping highlighted the factors that influence online shopping as well as motives for, value of and antecedents of online buying behaviour. As a result, the academic researchers and the business world started to focus on the consumer side of the online purchasing behaviour and a lot of researches and articles were prepared to make guidance for the development of online shopping. The present study is critical analysis of various reviews based specifically on online and offline shopping for electronic goods. The nature of data used for this is purely secondary in nature and the library research type is being used. The study has shown the advent and development of Internet has created new opportunities for marketing professional to create better present marketing practices. Moreover, businesses continue to establish an online presence, they are finding that some consumers are still reluctant to switch in that same direction.

Key words: - Internet, Consumer Behaviour, Online and offline shopping.

Introduction: -

The start of Indian electronics industry could be traced to the sixties, when the Government took the initiatives of manufacturing space and defense electronic products. This was followed by developments in consumer electronics, mainly the manufacturing of transistor radios, black and white TVs, calculators and other audio

products; later in 1980s, manufacture of colour televisions also started. Late 1980s saw the advent of computers and telecom products.

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them.

Objective and Methodology: -

- The aim of this paper is to have a review over the work so far has been done towards the proposed field that is offline and online shopping and consumer behaviour towards this.
- For this purpose secondary data has been gathered from authentic resources and database.

Reviewed Study: -

“Buying and Selling Online introduces the largest revolution in retailing since the first department store was opened. The principle difference is that this covers the planet.”

–Anonymous

Consumer behavior is a field of study that focuses on consumer activities. This has been a topic of vast interest for the marketers all over the world. The marketing managers always study these consumer behavioral changes and make continuous changes in products and services. Once a consumer decides what brand he will purchase, he starts purchasing activities. After purchasing he consumes the product. Then he may be either satisfied or dissatisfied. According to his nature of satisfaction he reacts.

Indian consumer durables industry has witnessed a considerable change over the last few years. Changing lifestyle and higher disposable income coupled with boom in the real estate and housing industry and a surge in advertising have been instrumental in bringing about a sea change in the consumer behavior pattern. Consumer durables involve any type of product purchased by consumers that is manufactured for long-term use and includes durable

goods like TV, Washing Machine, Refrigerator, Mixer, Grinder, Laptop/PC, Mobile Phones, Water Purifier, Microwave Oven, Air conditioner. In the competitive market, the prospective buyer is prepared to choose the right brand based on their needs. All the purchases made by a consumer involves a certain decision making process. A consumer is one who does some physical activities and deliberates to take decisions concerning purchase and to dispose off on to evaluate to products and services. As opposed to many goods that are intended for consumption in short term, consumer durables are intended to endure regular usage for several years or longer before their replacement is required. Every household contains at least a few items that may be considered to be of consumer durable nature. With India being the second fastest growing economy having a huge consumer class, consumer durables have emerged as one of the fastest growing industries in India.

Venkateswara and Reddy (1997) studied about the marketing of television sets among 300 households of Prakasam district of Andhra Pradesh. It was found that, in most of the cases head of a household and his wife acted as a decision maker. Influence of wealth, income, education and savings were found negative. But influence of advertisement was found higher (97%) in the study.

Losarwar (2002) attempted to examine the influence of socio-economic profile, role of family and reference groups, life style, brand awareness, factors influencing, buying motives, effectiveness of promotional plans on the purchase decision in respect of select five durable products - Television, Washing Machine, Refrigerator, Mixer and Fan. The results of the study revealed that majority of the consumers purchased the television, washing machine and Refrigerator from authorized dealers whereas mixer and fan from retailers. Company's advertisements, reputation, price and quality of the product were some of the factors that influenced the choice of consumer durables. The study concluded that the modern market is highly competitive and transitional. Thus, the role played by consumer is very prominent and the marketer should consider the behavior and attitude of the consumers before introducing the product into the market.

Ruche and Harman (2003) made a comparative study on urban and rural consumer behavior. Their study revealed significant difference in considering brand image, guarantee, warranty, credit availability, foreign collaboration, latest technology and after sales service and insignificant difference between the two populations in considering durability and price while making purchase decision. The first three most important factors in the rural market were price, credit availability and durability, where as in the urban market the first three factors were price, latest technology and durability.

Mubarak Ali (2007) attempted to study the influence of family members in the purchase decision of durable goods. The aim of the study was to find out the role played by the husband and wife in the process of need identification and fulfillment with respect to the purchase of consumer durables. The respondents chosen for the study were in the age group of 21 to 51 years and above, their family monthly income ranged from 20,000 to 70,000 and above. The study revealed that all the families owned variety of durables like television, motor car,

two-wheeler, washing machine, vacuum cleaner, etc. The study asserted that majority of the respondents gave importance to their friends' opinion and suggestions based on their earlier purchase behavior. The study concluded that to bring about lasting happiness in „one time purchase“ decision should be a joint decision.

Illias (2008) tried to find out the differences in consumer behavior between urban and rural consumers, with respect to their socio, economic, demographic background, with regard to durable products (TV). His study concluded that basically there was no difference between the urban and rural consumers. However it was asserted beyond doubt that the motivational factors influenced the consumers to a greater extent. Brand patronization existed, particularly with the reputed brands.

Hitesh D.Vyas (2010) explored the important factors and sources of information in purchase of consumer durables among households in Bhavnagar city. He opined that the market for consumer durables has become more competitive and the producers of durable products should understand consumers' interest much to find higher sale of their products. His study analyzed the important factors and sources of information that influence the purchase of durable goods. The study revealed that company or brand name, guarantee/warranty, price and after sales service were the important factors in purchase of durables. The sources of important information were authorized dealers' shop, technical expert advice, role of TV as media and influence of friends, relatives and neighbors. The study concluded that the competitive market provides opportunity on one hand and threats on the other hand to both the consumer and the producer. Manufacturers or marketers have improved core products with value addition to enhance customer satisfaction more in the similar price range. Not only quality improvements but improvement in after sales service can also create replacement demand or demand for second piece in the households.

Online shopping behavior: -

Modern Distribution has suffered many changes in the last decades in terms of the stores layout, variety of offers (products, services, brands) and price strategies; it is one of the sectors with the highest rate of employment, significantly contributing to the national GDP, a mature market with a growing number of individuals increasingly informed and very demanding, able to gather various information about products and services, aware of the need to save money but eager for brands that surprises them. Our purpose is to understand if it is possible, in the retail area, to consider having only online stores, since e-commerce in Portugal has been changing over the past few years and the numbers registered in the virtual trade have been growing and constituting a nice scenario or, alternatively, if it is important to offer both possibilities.

Although we are living an economic crisis and there is no doubt that this environment is changing buying behaviors, there are still opportunities for the modern distribution players because the consumers will continue to evolve and modern distribution should evolve with them. Understanding the current market in its various areas of trade must go beyond studying the economic process to adopting marketing strategies that involves producing

and distributing consumer goods or service. The consumer has played such a fundamental role in the market since the 1950's that science, such as Psychology, Sociology, Anthropology, Economy and Administration have been studying him (Pinheiro & Castro, 2006); companies try to define the right planning strategies, using market research and study's results to create positive relationships with consumers, as they aim to satisfy their needs and desires.

Hawkins and Coney (2001) state that the consumer behavior is the study of people, groups of people and organizations and the processes that are constructed for choosing, obtaining, using and assorting consumer goods and services, promoting ideas and experiences that satisfy their needs and desires; it also studies the impact of these processes both in public and in private consumption. Other authors are inclined to identify the study of consumer behavior as the set of physical and mental activities played out by consumers as a result of their decisions, the manner in which they seek, pick, buy and use products and services to satisfy a latent need.

According to Morrison (2009), consumer behavior is based on the consumer's decisions that result from the acquisition and use of the products and services. Churchill and Peter (2000) defend that the decision making processes is composed by many factors that influence the final buying decision; the social influencing factors (Culture, Sub-culture, Social class, Reference groups and Family), the marketing influencing factors (Price, Product, Promotion and Placement) and the situational influencing factors (Physical environment, Social environment, Weather, Nature of the task and Individual's physical condition). Motivation is another factor for many authors; Shank (2002) says that motivation is an inner force that draws the consumer behavior towards the fulfillment of needs. To make a purchase the consumer uses motivation to satisfy a need that was created from desire. According to Engel et al (1990) motivation is where consumption starts, where it all begins, with the acknowledgement of a need. In fact, motivation is a dynamic factor that is constantly changing because once a previous set of needs are fulfilled, new ones arise. What results consensual is the fact that the consumer buying process is understood as a learning, information-processing and decision-making activity, divided in several consequent steps: problem identification, information research, alternatives evaluation, purchasing decision and post-purchase behavior (Bettman, 1979; Dibb et al, 2001; Jobber, 2001; Boyd et al, 2002; Kotler, 1997; Brassington & Petit, 2003). For any company it is very important to identify the elements on this decision process, to observe the changes occurring in the individuals over the time and to prepare adequate answers, in the form of products or services.

Conclusion:-

Thus in nutshell it is observing the huge shift of buyers towards the online purchase of mobile phones and their accessories, the researcher has dug out the various factors that affect the consumer behaviour while choosing the online and offline medium for shopping. Still feeling the various gap, lot many variables and key issue need to be explored and analyzed.

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