# Online Vs Offline shopping

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## Abstract

The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and offline buyers can be evaluated to see how value is constructed in both channels. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping. The study finds that female are more into online shopping than male. Since last two years as population are more aware of the technology the online shopping increased immensely. The people from the age group 35 and above are less likely to do online shopping because they are less aware of the technology. However the respondent said that they will love to purchase from online shopping if only the price of the product is less than the market. They revealed that it is fairly important to go for e-shopping.

Keywords: Technology, consumer, online shopping, offline shopping, internet, purchasing behaviour

## Online shopping

Online contracts are classified as distance contracts, which means that the trader (service provider, seller) and the consumer (natural person who is acting for purposes which are outside his trade, business or profession), in lack of their simultaneous, actual and physical presence enter into contract not by meeting in person (e.g. in commercial premises, market, open-air market, via trade agent etc.), but only in an electronic way.

## Definition

In computer technology and telecommunication, **online** and **offline** are defined by Federal Standard 1037C. They are states or conditions of a "device or equipment" or of a "functional unit". To be considered online, one of the following may apply to a system: it is under the direct control of another device; it is under the direct control of the system with which it is

associated; or it is available for immediate use on demand by the system without human intervention.

In contrast, a device that is offline meets none of these criteria (e.g., its main power source is disconnected or turned off, or it is off-power).

The Oxford dictionary defines "online" (sometimes also referenced as "On the Line") as "controlled by or connected to a computer" and as an activity or service which is "available on or performed using the Internet or other computer network".[1] The term is utilized within terms such as these: "online identity", "online predator", "online gambling", "online shopping", "online banking", and "online learning". The online context is given to other words by the prefixes "cyber" and "e", as in the words "cyberspace", "cybercrime", "email", and "ecommerce".[2]

### Factors Affecting Online shopping

Shopping Online shopping becomes relevant in the last decade. The kind of business online retailer are doing is proof enough that they are providing some benefits to customer which offline shopping does not give to the customer. These are the factors affecting online shopping:

1. **Risk:** When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and a l so there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.
2. **Convenience:** Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place.
3. **Anxiety:** People's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like flip kart ,myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product about its details. This particular activity makes them irritated and anxiesious over any kind of fatal online dealing.
4. **Previous online experience:** How has been a person's experience in past as far as online shopping is concerned is a major story of concern. Previous experience is what matters actually as its hamper or sometime it keep good view or mood of people. There are two experiences one is about good and another is about bad. Both has its own and different affect in the mind of buyers. So these factors also influence online shopping or e shopping.

5. **Pricing Policy:** Online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills etc. They can pass their price directly to customer and generally offer a lower price to customer than offline market. Even when shipping charges are included than also it is better than the offline shopping.

6. **Quality:** The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money. In general, qualities is a primary need over any kind of purchasing as it somewhat secure or give a good sense of buying or kind of guarantee about the product preferred.

7. **Online trust:** It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in there nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing. Trust 6 carry a lot of points examples- trust about the same product size quantity weight and security etc.

8. **Tangibility of the product:** At the store the customer gets to touch and feel the product they purchase before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether, we can and see feel a product is also a reason which determines whether a person's wants to go for shopping or not. Tangibility of any product also determines the online shopping. Without touching the preferred or desired substance nobody can get its security about the worthiness or quality or sense of any preferred product.

9. **Delivery time:** The product ordered by the customer in online shopping takes a minimum of six to seven days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer. So this is a major factor which affects the online shopping. People want a good delivery time; they prefer to get a product in a desired time or in short time of duration. Duration is the second major factor affecting the demand of product.

10. **Income:** The person whose income is more, do more online shopping as compared to the person whose income is less. Income plays a major role to purchase online products. Higher income people prefers to purchase online more than offline as it gives them reliability and convenient. Higher the income higher wills the purchasing of online product and vise-versa.

11. **Taste and preference:** The taste and preference of the customer vary from customer to customer and time to time, taste and preference also a factor which influences online shopping. Taste and preference of age group also matters in online shopping. Old people buy or purchase product for their kind of use. Young generation or teenagers use to purchase their taste of product. Taste and preference move in tend of ages and choices. Every customer or buyer choices are different in nature as per their ages.

12. **Information:** The information given in the site may not be correct or may not be appropriate information. The full information about the quality of the product may not reach to the customer. Hence it will affect the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product. May be with the provided 7 information and details customers are not very satisfied. Sometimes it happens that even many customers use to buy the product after their full knowledge of details as they prefers the detail are accurate and good in sense. Information related to product may vary in its real sense when it arrives or delivered to relevant customer.

13. **Variety:** The kind of variety that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the entire major brand and a customer can find any product in their listing no matter how hard to find it is in the offline store. Online and offline both shopping provide variety of range from various brands. Variety in it itself is the foremost dealing factor which influence the market. Larger the variety of product in shop higher the selling and vice-versa. People generally prefer to move where they get more variety of products.

14. **Discreet shopping:** While buying some products like lingerie customers don't feel comfortable to purchase it in offline store. Shopping online is discreet and some online portals also provide discreet shopping. Purchase of girly material are very convenient in offline shopping as it is not dealt with any kind of uncomfortable situation. There is no person to who is to ask for any kind of intimate product, customer can easily cope with offline as they can go and purchase their usable items without any kind of hesitations.

15. **Offers:** Apart from offering products at lower price most online shopping regularly come up with discount offers in association with bank, brand etc. Which entail customer to get additional saving while buying products online? Offline stores only give offer or discount during stock clearance or when the manufactures gives the discount on the products. Online shopping always provides offers at all the time and day.

16. **Instant gratification:** Customer buying offline gets their products as soon as they pay for it but in online shopping customer have to wait for their product to get their product. Under normal circumstances waiting a day or two does not matter much but when a customer want to get the product instantly than offline shopping become necessary.

17. **Available product and services:** Online shopping offer customers more benefit by providing more variety of goods and services that they can choose from. There are some goods which a customer can only find online.

**Factors Affecting Offline Shopping**

Offline shopping has existence since the existence of mankind. Offline shopping gives different types of benefits to the customer. There are some factors which affect the shopping offline those are as follow:

1. **Less number of choices:** There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choice in that less number of materials due to manual factor.

2. **Time consuming:** It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. In off-line shopping customer move one place to another and one shop to another in search of their desired product.

3. **Information:** What generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

4. **Authenticity:** Offline shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it's like. We exactly know what we are buying while buying anything offline. But in online shopping, we don't always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.

5. **Taste and preference:** The taste and preferences of the customer change from time to time. While buying any product from a store we have the flexibility and the choice to try out 9 outfits. But while buying any product from a website we don't have this facility. Therefore, buying offline caters more to the changing taste and preferences of the customers.

6. **Bargaining:** In offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

**Difference between online and offline shopping**

1. Online shopping as the name suggest is done over internet and therefore you do not have stand in line or go anywhere from your home to purchase the stuff you like whereas in physical shopping if you want to buy you have to go nearby mall or shop and then purchase the item you like from there.

2. In online shopping one can look many products and that too multiple times without buying them and therefore it offers lot of flexibility whereas in case of physical or traditional shopping one does not have too much of choices as one has to buy the product which is available at shop and if that product is not available then either you buy the product which is your second choice or wait for that product to come and then buy.

3. In Online shopping if one is buying products like shoes or clothes then one cannot try the product before placing the order and therefore the chances of actual product being different from perceived product is high whereas in case of traditional shopping there is no such risk because consumer try it first and then buy and therefore there is no scope of difference between actual and perceived product.

4. Online shopping is transparent in the sense that one can compare the price of product over different websites to ensure that he or she buys the product at cheapest price, however in case of physical shopping one does not have this luxury because the buyer has to purchase the product at a price which is quoted by seller as there is no way of finding whether the price quoted by seller is fair or not.

5. In case of online shopping thousands of different products are available at one place or website whereas in case of physical shopping this is not possible and hence if you want to buy mobile and trousers then you have to go to 2 different shops as these product are different and hence it leads to time wastage. Hence one can say that when it comes to time saving online shopping definitely scores over physical shopping.

6. Online shopping scope is used by people who are tech savvy and therefore it is mostly used by young people, however in recent times middle age and older age people too are getting used to it whereas physical shopping is done by old people or by those who are not that familiar with technology advancement in e commerce and its benefits and they consider online shopping risky because of fear of fraud and unknown.

### Online Shopping Is Better Than Offline Shopping

In recent years, the online shopping industry has absolutely exploded, to the point that there are now many people who will only buy new products online. It's not difficult to understand the potential benefits of online shopping, but at the same time there are also people who are sticking to ordinary shopping, and they have their reasons as well. Ultimately, it certainly seems as if things are trending toward online shopping becoming more and more popular, but it is also highly unlikely that ordinary stores are going anywhere. So, where do you stand on the issue? Here is a brief analysis of the factors that play into the debate.

- **Convenience**
  One of the things people care most about when shopping is convenience. Most people don't enjoy spending endless hours shopping, whether in a store or online, and it is always nice to get these experiences over with as soon as possible. This is one of the

main reasons that online shopping has become so popular, as it allows you to switch stores and products by clicking a button rather than traveling to a new store. For example, at a store like Marks & Spencer you can buy a whole Christmas list's worth of different products!

- **Immediacy**

  When you purchase a new product, whether for yourself or for another person, it is always nice to have that product in your possession immediately. This can allow you to be in control of the product, or to wrap it quickly if necessary. This is one area in which ordinary shopping still has an edge, because you do not have to wait for shipping.

- **Saving Money**

  Finally, another very important aspect of any shopping experience is trying to save as much money as possible. One reason that people enjoy online shopping is that you can often find a product more cheaply online than you can in stores. However, to counter this fact, there are also shipping costs more often than not, and these can make up for the money you save with the base price. Advantage: Toss-Up.

- **Discounts and offers**

  Yes online shopping is better than offline because we can shop at any of our favorite shop and can get the delivery on same day itself and there are many courier service provider one of them is Want it now. We can get various discount and offers while shopping.

**Conclusion**

The review of relevant literature has revealed that majority of the studies have been conducted on outside the country. There has been no study in the context of Odisha. Most of the studies have focused on the switching behaviour of the consumer from one channel to another channel. The literatures reveal that those who are aware of technology, knowledge, and high income level population, are specially engaged in the online shopping.

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