



A STUDY ON CUSTOMERS CONVENIENCE ON PURCHASING- THROUGH ONLINE AND OFFLINE

D. Anitha* **Dr.R.Sathya****

**Ph.D. Scholar, Department of Commerce, PSG College of Arts and Science, Coimbatore.*

***Assistant Professor, Department of Commerce, PSG College of Arts and Science, Coimbatore.*

Abstract

This study investigates the customers' perception towards their online and offline shopping convenience in their point of view. E-commerce is widely considered as the buying and selling of products over the internet, but any transaction that is made through electronic measures can be considered as e-commerce. The e-commerce such as b2b, c2c like amazon, ebay etc...due to technological advancement the shopping trends have been changing now-a-days in e-commerce. Online shopping has become a new type of retail shopping. Now, it has been adopted all over the world including india. Shopping at the click of a mouse is gaining popularity now-a-days. Most of people prefer to buy the products in online. India ranks 5th after china in terms of increasing in online shopping trends. This increasing trend made us to do a research on this topic. The main objective of our study is to know the factors that influence the customers' towards online shopping, what is the deficiency in traditional way of shopping due to which customers prefer online shopping, what are the problems facing by the traditional shopping and what measures can be taken to resolve them so that it can achieve success and earn more profit.

Key words: e-commerce, online shopping, traditional shopping

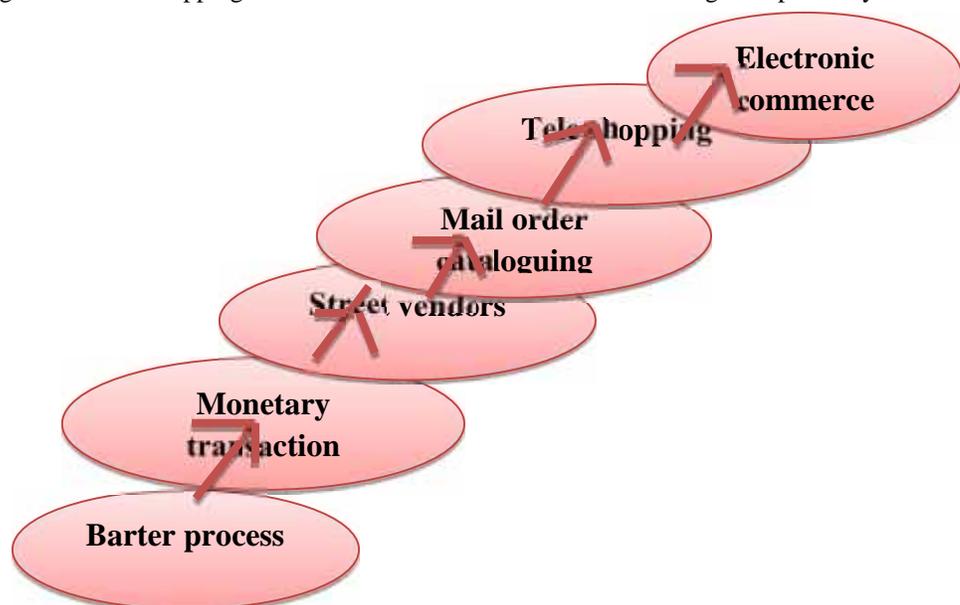
Introduction

Shopping is part of every day's life today. Some gets the essential thing from shopping, others get something more. It is viewed as a way to release the stress, a way to complete desire/ attraction in the mind, or it's a way to build some relationship between customers' to have good reputation to their shops.

Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years. The marketing system in olden days there were no super markets, people go to shop buy products but now in modern day marketing people buy products in online shopping. So that the traditional marketing getting reduction in their business. The traditional marketing should focus seriously on customer retention, and this implies giving great customer services.

now-a-days, more people would go shopping via internet. By clicking one word we get thousands of items where we can select the one which we like most. No need to travel across for long road and we can save our time too. Just a click on the key board, make the choice and the goods will be delivered at the right time at right place. Online shopping offers chance to buy anything and everything by being in our place and you can buy from flight to pet animals. In general, there are two types of shopping: traditional shopping and on-line shopping. Both of them have some merits and shortages respectively.

Evolution of Commerce

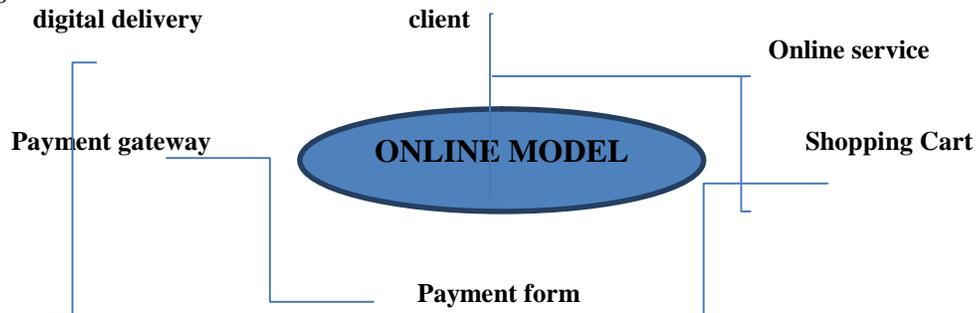




Online Shopping

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online store etc., online shopping is defined as purchasing items from internet retailers as opposed to a shop or store. The other sources of advertise their products through their blogs, leads, email generation, reviews and forums. online shopping has become a popular shopping method ever since the internet has declared a takeover. You never have to leave your home and the stores never been close. As per the merchandise aspect you can generally get a more over view of all products and we can compare with them by price and also we can able to read the online reviews of others. Online sites make one of the easiest tasks possible. For eg: e-bay.com, flipkart.com, amazon.com.

Online shopping model



Offline shopping

Offline shopping has been known to be the traditional way of carrying out marketing. It involves the other uses of sources of media such as newspaper ads, classified ads, brochures, etc., which it's build up an effective way to advertise your business and gain maximum profit. Offline marketing is any promotion or advertisement that is published and released outside the internet. It effectively reaches and grabs the attention of people who are currently within the vicinity of said marketing activity. The internet is not needed to make people participate and gain feedback from them.

Retail involves sales of goods from single point (malls, markets, departmental stores) directly to the consumer in small quantities for his end use. People purchase product for fulfil their needs and satisfy their wants in the stores. For eg; reliance mart, big bazaar.

Offline Shopping Model



Growth of E-Commerce

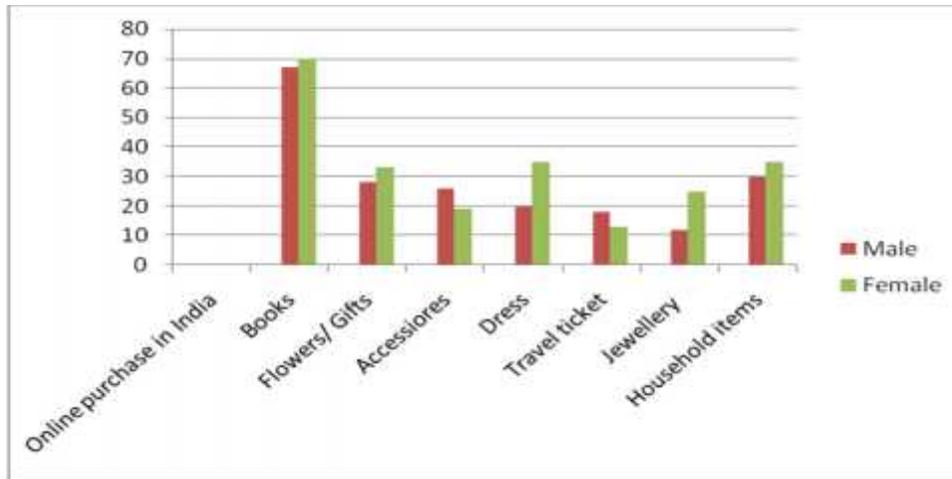
The e-commerce sector has seen prodigious growth in this year. The growth was driven by rapid technology adoption led by the increasing use of devices such as smart phones and tablets, and access to the internet through broadband, 3g, etc., which led to an increased online consumer base. Furthermore, favoured demographics and a growing internet user base helped aid



this growth. In terms of highlights, the growth shown by home-grown players such as flip kart and snap deal and the huge investor interest around these companies displayed the immense potential of the market.

With the entry of e-commerce colossus such as amazon and jabong, the competition is expected to further escalate. Both these international players used to refer to the possession of abundant financial resources and the patience to drive the Indian e-commerce market. for developing countries like India, e-commerce offers substantial opportunity. E-commerce in India is still in growing stage, but even the most-pessimistic projections indicate a boom.e-commerce plays a vital role in today’s economics marketing condition all over the world including India.

E-Shopping in India



Top 10 Indian cities with online shopping

Traffic Share



India is one of the fastest developing countries in the world. And e-commerce retail business is booming very rapidly in india. The latest technology made online shopping very easy and convenient like never before. Within last few years lots of company started online shopping store and they established a good reputation in online shopping world. There are so many big reputed shopping stores that have created the truest in short period.

Statement of Problem

In today’s environment many shopping complex came into existence and they paved way to a highly competitive environment where the retailers struggle for their survival. Traditional shopping methods is going decline as people are attracted more on online shopping with their advertisements in newspapers, television etc.,



People have to spend more time if they have to visit different retail outlet for buying various types of products. Since they are busy they wish to spend their money effectively. So this study is aimed to know the customers' convenience in purchasing through online and off line shopping, which is better and why is performing better in now-a-days.

Objectives

1. To cognise which mode of shopping is preferred most?
2. To examine the factors affecting on online shopping and off line shopping behaviour of customers'.
3. To study the customers' convenience in purchasing through online and offline shopping that might be one of the most important issues of e-commerce and marketing field.

Scope and limitations

Online shopping and physical shopping are modes of shopping chosen by consumers depending on a variety of factors. Therefore, the study will cover the shopping process and experience among consumers. It will also look at the general impact of online shopping on the traditional physical store shopping at the industrial level. The research is thus limited to the shopping process and how consumers make the decision concerning the mode of shopping and how these modes of shopping will impact the industry in the future.

Research Methodology

Research Design

The researcher has undertaken a descriptive type of research. It describes the characteristics of population or presentation of answers for the question like whom, what, where, when and how it is relating to a field or matter. This study will present the state of affairs that exists. This type of study mainly helps to know the present and to predict the future.

Target population

The target population in this case are people between the ages of 20 and 50 who majorly engage in shopping. The target population will be about 100 people from the city who stayed in Coimbatore.

Sampling and Sample Size

The type of sampling method that will be used in this study is the simple random sampling method. The advantage with this method is that each of the individuals has an equal opportunity to participate in the study.

Researcher used structured interview schedule with suitable scaling. Close ended and multiple choice questions. The researcher used the following statistical tools like simple percentage analysis and ranking analysis.

Review of Literature

Consumer behaviour has changed greatly over the past decades, but it has been evolutionary and the seeds of change have been apparent for generations (kar, 2010). Piyush k. Sinha, arindam banerjee, and dwarika prasad uniyal,(2002), identified major drivers behind choice of stores for various shopping needs as exhibited by a typical indian consumer, by conducting study on 293 participates recruited by e-mail.

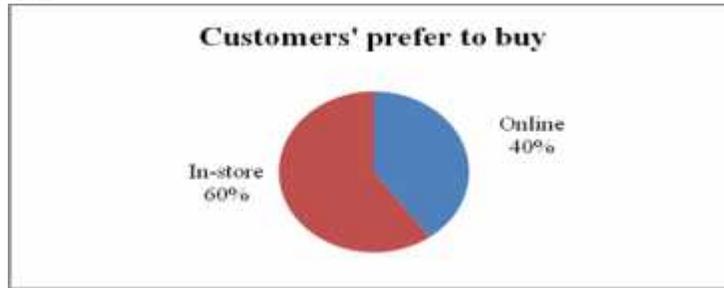
Koenpauwelset.al, (2011), found that the offline revenue impact of the informational website critically depends on the product category and customer segment. The lower online search costs were especially beneficial for sensory products and for customers distant from the store. In contrast, customers in a particular segment reduce their shopping trips, suggesting their online actions partially substitute for experiential shopping in the physical store.

Isabel p. Riquelme and sergio román,(2014), examined the role of several consumers' cognitive and psychographic traits in their perceptions of retailers' deceptive practices (perceived deception) and the different effects on perceived deception associated with online vis-à-vis in-store shopping.

While in online shopping, consumers is expected to relate enjoyment and excitement with the experience absorbed in the purchasing process and the excitement level is expected to arise during the product delivery process. According to broekhuizen and huizingh (2009), online shopping causes enjoyment which is fun and playful rather than from shopping task completion; customers may regard the purchase of goods in online shopping as an experience and the perceived entertainment will be regarded as enjoyment to them.



Data analysis and presentation



Source: Primary Date

In present marketing survey customers' mostly prefer to in-store (off line) purchase, i.e., 60% of customers like to buy in off line shopping whereas the remaining 40% of the customers like to buy in online shopping. But some peoples like to buy in online with their huge number of high discounts and offers in all days.



Source: Primary Date

From the above graph it is clear that 45% of the customers' like to shop in departmental stores, 30% of the customers' like to shop in shopping malls, 20% of the customers' like to shop in traditional shops and 5% of the customers' like to shop in other.



Source: Primary Date

From the above graph it is clear that 20% of customers prefer to buy in snap deal, 15% of the customers prefer to buy in ebay, 14% of the customers prefer to buy in flip kart, 12% of the customers prefer to buy in myntra and amazon, 10% of the customers prefer to buy in shopclues and jabong, 7% of the customers prefer to buy in other websites.



Source: Primary Date

From the above graph it shows that the customers prefer to purchase most on online are 20% of the customers preferred in apparel/accessories, 16% of the customers preferred in medicine/ pharmaceuticals, 15% of the customers preferred in jewels, 13% of the customers preferred in shoes/slippers, 12% of the customers preferred in electronics/home furnishers, 10% of the customers preferred in groceries, 8% of the customers preferred in cosmetics/fragrances and 6% of the customers preferred in books.

Factors affecting online and offline shopping (rank the following from most to least as 10,9,8.....1)

S.no	Factors	Rank	
		Online shopping	Offline shopping
1	Personally check the item	4	6
2	Diminished instant satisfaction	5	7
3	Trial the items	1	8
4	bargaining	2	9
5	Touch and feel	3	10
6	Worry about payment and security	6	1
7	Convenience	7	4
8	Discounts and offers	8	3
9	Cash back offer	9	2
10	Comparative shopping	10	5

Source: Primary Data

From the above table it showed that, the factors affected in online and offline shopping are ranked as, 10th it is ranked as comparative shopping in online and touch and feel in offline shopping, 9th it is ranked as cash back offer in online and bargaining in offline shopping, 8th it is ranked as discounts and offer in online and trial items in offline shopping, 7th it is ranked as convenience in online and diminished instant satisfaction in offline shopping, 6th it is ranked as worry about payment and security in online and personally check the item in offline shopping, 5th it is ranked as diminished instant satisfaction in online and comparative shopping in offline shopping, 4th it is ranked as personally check the item and convenience in offline shopping and 3rd it is ranked as touch and feel and discounts and offer in offline shopping, 2nd it is ranked as bargaining in online and cash back offer in offline shopping and 1st it is ranked as trial the items in online and worry about payment and security in offline shopping.

Factors influencing on your shopping experience (rank the following from most to least as 10,9,8.....1)

S. No	Factors	Rank	
		Online shopping	Offline shopping
1	Price	7	3
2	Selection	3	11
3	Convenience	6	2
4	Availability	4	9
5	Time	9	1
6	Costumer service	5	4
7	Financial security	1	7
8	Time delivery	2	10



9	Discounts/ offers	10	8
10	Location	11	6
11	Ease of use	8	5

Source: Primary Data

From the above table it showed that, the factors influencing in online and offline shopping are ranked as, 11th it is ranked as location and selection in offline shopping, 10th it is ranked as discounts/ offer in online shopping and time delivery in offline shopping, 9th it is ranked as time in online shopping and availability in offline shopping, 8th it is ease of use in online shopping and discounts/ offer in offline shopping, 7th it is ranked as price in online shopping and financial security in offline shopping, 6th is ranked as convenience in online shopping and location in offline shopping, 5th it is ranked as customer service in online shopping and ease of use in offline shopping, 4th it is ranked as availability in online shopping and customer service in offline shopping, 3rd it is ranked as selection in online shopping and price in offline shopping, 2nd it is ranked as time delivery in online shopping and convenience, 1st it is ranked as financial security in online shopping and time in offline shopping.

Suggestion

Online customers are unable to experience the product and may be less tempted to buy on impulse. However, various online product suggestion tools like recommendation agents and online chat may create more impulse sales.

Online shopping doesn't create more optimal choice making. It would be wrong to suggest shopping processes are more deliberate offline and online. Consumers' offline may also make quick decisions based on aesthetics of the product, sales person recommendations or brand names. The deliberation on a decision is based more on a shoppers' involvement level, rather than the online or offline environment in which they shops.

Price where shoppers are looking for a price that matches the value they receive. Comparing to online shopping, the price fixed by offline shopping is in highest price. The customer is looking for the lowest price so, it is suggested that offline shopping is to fix the price medium than in online shopping.

Conclusion

Online and offline shopping plays a major role in today's business environment. Online shopping attracts the customers by offering more discounts from the products but in offline shopping the discounts are offered only at festivals periods. But most of the people prefers to offline shopping because of safety and value the products by seeing, touch and feeling the product, comparing etc... From customers point of view in this study it reveals that online shopping provides more essential features to public where as in offline shopping it is low compared to online shopping. The shopping mall is moving successful depends on many factors such as access, location, services, variety of establishments, and ease of parking, and so on. To get more success in offline shopping they should provide excessive sales seasonality, encourage the public to try the products and services, and develop branding between the customers.

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