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## To study the concept of online shopping, offline shopping, consumer behaviour and difference between them

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### Abstract

Conversely, offline purchasing entails going to physical shops so that clients may see and test items in person. People's decisions about where and how to purchase pricing, trust, and other factors all play a role in shaping experience, and social influence. While online shopping is favored for convenience, product variety, and ease of order cancellation, offline shopping remains preferred for product authenticity, immediate availability, and better after-sales service. Trust and personal interaction are key reasons for offline preference, especially in urgent purchases. Overall, consumer behavior varies notably across demographics, highlighting the complementary roles of online and offline channels in meeting diverse shopping needs.

**Keywords:** Shopping, offline shopping, purchasing, consumer behavior, online shopping

### 1. Introduction

In contrast, buying offline gives you the opportunity to physically examine the products you are interested in purchasing, try on clothing, and experience immediate satisfaction. While also providing opportunities for personal connections, it helps to support local companies, which may make the shopping experience more enjoyable. Visits to physical shops, on the other hand, involve time and effort, and the selection may be more restricted than that of online possibilities.

In the end, the decision between buying online and shopping offline is determined by your priorities, which may include convenience and variety vs immediacy and the opportunity to engage in a physical encounter. A lot of individuals find a middle ground, using both approaches to meet their various requirements. With the assistance of a comparison between offline shopping and online shopping, you will be able to comprehend the distinctions between the two types of shopping and choose which one is more suitable for you.

Online shopping, often known as E-commerce, or "online shopping," refers to the practice of buying and selling goods

and services over the World Wide Web. The term "e-webstore" may also refer to an online shop, virtual store, online type, web-shop, web-store, internet shop, web-store, web-store, etc. As a whole, it refers to any purchase that is made using an online platform. The advent of the internet has undeniably given shopping a whole new connotation. Due to the global reach and accessibility of the internet, any person or business may set up shop online with a website.

Traditional retail purchasing has numerous benefits, the most important of which is the ability to physically choose and inspect a product for beauty and quality. The ability to carefully inspect an item before purchase is one reason why some individuals still prefer traditional shopping methods over online ones. There is a lack of product knowledge due to the fact that online shoppers and vendors do not engage in conversation. Regardless of going to the online store, the buyer exhibits no inclination to purchase the goods due to factors such as a lack of trust, absence of tactile experience, and security concerns.

Offline shopping denotes the conventional approach of acquiring products and services in person. Consumers

physically frequent establishments such as supermarkets, shopping centers, and local retailers to examine merchandise. They are able to handle, examine, and evaluate items before to making a selection.

## 2. Literature Review

Tabatabaei (2010) <sup>[1]</sup> has investigated the opinions of consumers who make purchases online and offline. The goal is to determine why conventional customers choose to buy online, what factors drive them to do so, and what factors cause them not to shop online. He conducted a study with 264 respondents at a local mall and analysed the results. All of the customers in this research are literate and have knowledge of computers and the internet. The poll includes questions on demographics, computer competence, and internet knowledge. The survey found that online shoppers buy more than once a month, but physical shoppers shop one to five times each year from shopping websites.

Prof. Mohsin Islam (2008) <sup>[2]</sup> research has been carried out to investigate the shifting attitudes of Indian consumers with regard to internet buying. According to the findings of his investigation, he found that three out of the five dependent variables, which include consumer attitudes, intentions, and purchasing behavior, as well as three out of the five independent variables, which include perceived usefulness, perceived ease of use, perceived enjoyment, information on online shopping, security and privacy, and quality of internet connection, receive the most attention.

Lina Zhou, Liwei Dai and Dong song Zhang (2007) <sup>[3]</sup> in order to provide an explanation for the adoption of online shopping by consumers, an OSAM (Online Shopping adoption Model) has been proposed. Assuming that several methodological issues (such as survey design, subject privacy and confidentiality, sampling and subject solicitation, distribution methods, and survey piloting) are properly addressed, the authors believe that an online survey, supplemented with other qualitative (for example, interview) or quantitative methods (for example, phone survey), appears to be appropriate for validating OSAM. This is assuming that there are no limitations imposed by time or money.

Sinha, P., Kar, S. (2007) <sup>[4]</sup> - A study was conducted to get better understanding of the expansion of new retail formats in India. It is the purpose of their study to analyse contemporary retail trends and the proliferation of contemporary forms, as well as the challenging circumstances and opportunities that are available to retail shops in India. Ultimately, they come to the conclusion that it is not about choosing the format; rather, it is about providing the customer with better service that is also faster and at a lower cost. The reliability and integrity of the dealer is the most significant challenge that arises in the realm of online retailing.

Venkoba Rao (2006) <sup>[5]</sup> customers' attitudes regarding online shopping are a significant element that directly influences their actual purchasing behavior, according to the findings of his research. The findings of a research that took into account the opinions of two hundred people who made purchases online in Hyderabad revealed that trust, security, internet speed, and responsiveness are major factors that influence the behavior of online shoppers.

## 3. Pros of online shopping

- **Convenience:** The convenience of purchasing from home at any time is provided by online shopping, which is perfect for those with hectic schedules or restricted mobility.
- **Variety:** A diverse selection of products that may not be accessible in local stores is available through online retailers. With ease, it is possible to compare various brands, models, and prices.
- **Price Comparison:** Online retailers offer a wide range of products that may not be available in local stores. It is effortless to evaluate a variety of brands, models, and prices.
- **Reviews and Ratings:** Customer evaluations and ratings are frequently included on online shopping platforms, which can assist you in making well-informed purchasing decisions.

## 4. Cons of online shopping

- **Time and Costs of Shipping:** Shipping may increase the price of your order and cause you to wait a few days or weeks for your things to arrive.
- **Lack of Physical Inspection:** You are unable to personally inspect things before making an online purchase, which might leave you disappointed if they don't live up to your expectations.
- **Return Hassles:** Compared to returning products to a physical shop, returning items online may be more difficult and time-consuming.
- **Security Concerns:** When submitting financial and personal information online, there is a chance of fraud and security problems.

## 5. Online shopping sites

### 5.1 Snapdeal.com

- Snapdeal is an Indian e-commerce business. These daily deals website provides discounts on a variety of lifestyle categories, including food, entertainment, travel, and health & beauty. Additionally, it provides discounts on items including mobile phones, watches, luggage, sunglasses, gadgets, fragrances, and clothing.
- Snapdeal.com, which has its headquarters in Delhi, was introduced February of 2010. Two individuals, Kunal Bahl (Wharton alum) and Rohit Bansal (IIT Delhi alum), and longtime friend, started the business. They had decided to begin a project of their own after completing their education and accumulating the necessary job experience.
- Snapdeal.com functions as both a discount website for consumers and an advertising platform for businesses. For retailers that collaborate with Snapdeal, it's an affordable way to bring in new clients. Additionally, it functions as an innocent

### 5.2 Amazon.com

- Located in Seattle, Washington, the United States, Amazon.com is a worldwide electronic commerce firm. It is the biggest internet store in the world. Along with being a leading supplier of cloud computing services, the corporation also manufactures consumer gadgets, most notably the Amazon Kindle e-book reader.

- American, Canadian, British, German, French, Italian, and Spanish countries Japan, and China are among the countries where Amazon maintains distinct retail websites. Some of its items are also sent internationally. Additionally, it is anticipated to open its website in Sweden, the Netherlands, and Poland.

### 5.3 Ebay.com

- The American global internet consumer-to-consumer firm known as eBay runs the popular online marketplace [www.ebay.com](http://www.ebay.com), where individuals and companies from all over the globe may purchase and sell a wide range of products and services. Established in 1995 and today a multi-billion-dollar behemoth with localized operations in more than 30 countries, eBay is a prominent success story of the dot-com boom. From its initial "set-time" auction structure, eBay has extended to incorporate services such as "buy it now" normal shopping, advertising in online classifieds, exchanging event tickets, transferring funds, and much more. This is the website also supports searching by UPC, ISBN, or other kinds of sku.
- Pierre Omiyar, a computer programmer of Iranian and Iranian American descent, launched the website in San Jose, California, under the name auction web on September 5, 1995. The site was part of Omiyar's wider personal portfolio, which featured a humorous homage to the Ebola virus. A damaged laser pointer went for \$14.83 when it was one of the first things sold on eBay. Impressed, Omidyar reached out to the successful bidder to inquire about his comprehension of the broken laser pointer. A buyer named "I'm a collector of broken laser pointers" responded to the seller's email. In 1997, a public relations manager made up the tale Omiyar's fiancée was able to trade Pez candy dispensers when eBay was launched. The story regarding the company's goals of creating a "perfect market" was disregarded by the media, which caused the public to assume that it was a hoax. This was revealed in Adam Cohen's 2002 book, *The Perfect Store*, and confirmed by eBay.

### 5.4 Flipkart.com

- Flipkart is an online marketplace based out of Bangalore, Karnataka, India. Two IIT alums, Sachin Bansal and Binny Bansal, founded it in 2007. Before this, they were focusing on Amazon.com. While flipkart used to focus only on books, it has since branched out to sell electronics and more.
- They started off by promoting their business via word of mouth. "Leaving Microsoft to Change the World" by John Wood was the first book sold by the corporation (flipkart.com, sold a few months later). Among the top 30 websites in India according to Alexa traffic figures, flipkart has over 11 million titles and has been designated India's largest online bookstore.
- Flipkart asserts that it achieved financial independence in March 2010 after seeing quarterly growth of at least 100% from its start. Besides selling CDs and DVDs, the shop started stocking mobile phones, cameras, laptops, and computer accessories and peripherals in 2010. Even in 2011, the shop sold a wide variety of electronic goods, including but not limited to: home appliances,

kitchen appliances, personal care devices, health care items, and pens and stationery. Air conditioning, cooling systems, office equipment, creative materials, art supplies, school supplies, and lifestyle items were also introduced to Flipkart's offerings in 2012. Flipkart now has more than 4,500 employees.

## 6. Consumer behaviour

- The term "consumer behavior" describes the study of how people acquire, use, and eventually discard various products and services.
- "Consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption," claim Mansard, Engel, and Blackwell.
- "Consumer behavior is the decision-making and physical activity that people engage in when evaluating, acquiring, using, or disposing of goods and services," claim Bitta and Loudon.
- The process by which individuals decide what to buy is called consumer purchasing behavior. Beginning with the recognition of a need or desire, the process continues with the collection of relevant data, evaluation of available alternatives, final selection, evaluation of the purchase's impact, and finally, disposal or repurchase considerations. Because it reveals to businesses the factors that influence consumers' product and service preferences, it is fundamental to marketing.

## 7. Stages of consumer buying behaviour

Buying behavior by consumers usually occurs in phases. It starts with identifying a need or issue, starting an information search, and weighing your choices. The customer makes the purchase after deciding on a certain item or service. After the purchase, a post-purchase assessment affects brand loyalty and subsequent purchasing decisions. When it comes to making purchases, every customer goes through essential stages in order to determine which products and services would best meet their requirements. This is true despite the fact that consumer purchasing behavior sometimes seem to be mysterious. Consider the decision-making process of consumers before making a purchase, particularly if the item in question is a substantial one such as a vehicle. Prior to making a purchase, individuals take into account their requirements, do some research, and evaluate the options available to them. The reality is that they constantly rethink the choice that they have made.

### 7.1 Stage 1: Problem Identification

A problem that can be helped by a service or product is the first stage in the customer buying process. This problem may manifest itself in a number of ways.

In such cases, the client first notices indications of an issue. An office worker could observe, for example, that their computer is operating slowly, but they need to be more specific about the issue or how to resolve it.

In other cases, the problem is simpler to resolve. Let's imagine a lady has blisters after wearing high heels all day. She recognizes the problem right away and understands it has to be fixed (e.g., new shoes or anti-blister medicines).

## 7.2 Stage: 2 Information Gathering

The moment a consumer admits that they have an issue (or a sign of a problem), they start looking for a solution, even if it may seem to be an apparent fact. Because of this, the office worker who has a slow computer could look into upgrading the software in order to make things go more quickly. For the motorist who is paying an excessive amount for insurance, they will begin searching for ways to reduce their expenses.

In this part of advertising, the goal of the marketer is to draw in the attention of their target market to their brand. Some of the ways in which customers obtain information include doing searches on Google, putting their items on online marketplaces such as Amazon and eBay, and spreading the word about their products via word of mouth.

## 7.3 Stage 3: Evaluating Solutions

Consumers often choose brands or products that are the most suitable for their requirements after doing research. At this step, customers investigate various solutions to the problems they are experiencing.

For instance, a person who has a computer that is running slowly could think about hiring an information technology specialist, purchasing software, or purchasing an altogether new machine.

## 7.4 Stage 4: Purchase Phase

Customers made their choice to acquire your brand throughout the purchase phase of the purchasing experience as a result of all the efforts you put forth. Because of this, they are now ready to make a purchase of your goods using their credit cards.

Despite the fact that you are in a terrific situation, continue to be active. Even if you give a straightforward checkout procedure, you may still keep them as customers.

Put forth as much effort as possible to finish the task in a comfortable and speedy manner. Amazon is an industry leader in this regard because to their one-click checkout system, which allows consumers to complete their purchases with only the press of a single button.

## 7.5 Stage 5: What Comes Next After Buying

"Post-purchase" refers to the last phase. It is now clear that you have been successful in converting spectators into clients.

Presently, it is time to get feedback. Additionally, you want to make sure that customers remain with you for the longest amount of time possible. Increasing revenue requires a focus on customer retention.

## 8. Comparison of online and offline shopping

### 8.1 Online Shopping Vs Offline Shopping based on certain parameters

It is essential to go shopping on a regular basis, whether it be for food, clothing, or electrical devices. The option to purchase physically or online has both positive and negative aspects. Everything we need may be purchased without leaving the comfort of our own homes via the use of online shopping, which provides both convenience and a diverse range of options.

1. **Convenience:** Many consumers place a high value on convenience when making purchases. It is usually

better to stop these encounters as quickly as possible since most people do not like spending endless hours shopping, whether in-store or online.

- **Online Shopping:** E-commerce offers unparalleled convenience and flexibility by enabling you to make purchases whenever and from the comfort of your home.
- **Offline Shopping:** Demands that you go to the shop during its business hours, which may not always be practical for you given the circumstances.

2. **Product Variety:** A customer's delight is an online store. There is there isn't a brick-and-mortar shop that can match the variety of products offered by an internet company. Because they are not limited by physical location, online stores may stock a vast array of items.

- **Online Shopping:** The company offers a wide choice of items from all around the globe, and it often provides a greater selection than traditional storefronts.
- **Offline Shopping:** There is often a limited variety available according to the store's inventory and the amount of shelf space available.

3. **Price Comparison**

- **Online Shopping:** The ability to easily compare costs across several websites is made possible by e-shopping, which also makes it easier to locate the greatest discounts.
- **Offline Shopping:** To compare prices, it is necessary to go to a number of different shops, which may be a time-consuming and inefficient process.

## 9. Conclusion

Despite its early stages, online shopping does not pose a serious threat to brick-and-mortar stores just yet. This is due to the fact that many customers still place a high value on aspects of brick-and-mortar stores, such as personal relationships with salespeople, the ability to physically examine and try on items before purchase, and the ease and convenience of online shopping. No question, online shopping will dominate in the future. However, it is crucial that we all know how to purchase online securely and sensibly. The results of this study provide light on the differences and similarities between online and physical purchasing behaviour.

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