

## **A STUDY OF ONLINE AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO WOMEN IN RAJASTHAN**

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Akanksha Chawla\*

### **ABSTRACT**

*With the changing market scenario and economical growth, the demand for online shopping has increased. Explosion of e-commerce has changed the buying patterns and preferences of customers. The important brands are also moving towards e commerce technology for increased sale of their products. There is no doubt about it that ecommerce has made the transactions smooth, quick, faster and easier. Both the sellers and the buyers get benefited by this technology. The consumer choices vary based upon their preference towards online shopping versus offline shopping. The internet and traditional shopping both have their own advantages and disadvantages. Consumers may be use both the modes of shopping depending on their preferences at a particular moment, which results in fundamentally different behaviours across the two modes of shopping. The present paper is an attempt to study the preferences of customers towards online and offline shopping and to give the suggestions for the improvement in online shopping websites. For this purpose we have used questionnaire method to get the responses of the people. A sample of 100 respondents was taken to conduct the study.*

**KEYWORDS:** *Consumer, Buying Behaviour, Online Shopping, Offline Shopping.*

### **Introduction**

The fundamental issue which arises in front of a consumer when he/she embarks on buying something, is the mode of shopping they should choose to satisfy themselves. There are both online and the traditional brick and mortar shops available to fulfill their purchase interests. This abundance of choice available for consumers has thrown up a serious challenge for companies regarding the way they should target consumers to maintain competitive advantages. In the developed countries like the United States, it has become almost a norm to make purchases on the online platform specially for apparel products. However, in a developing country like India, majority of people still depend on the brick and mortar stores to make purchases in different categories. Although in the last few years, online shopping has become quite a craze among the masses specially among the teenagers and youngsters, in absolute numbers, offline shopping is still way ahead of its online counterpart.

In the present day context, learning and analyzing consumer behavior is extremely vital for the success of a business, be it online or offline. Consumers drive the market. All the business activities are carried out keeping in mind the interests of consumers. Online shopping, which is a recent phenomenon in the Indian context has gathered steam in the last few years backed by increasing penetration of internet has resulted in consumers spoiled for choice. Internet is helping the promotion of products through online advertisements. The healthy competition between the online stores and the offline brick and mortar counterparts have ushered in a new era where consumers can pick and choose the medium of shopping to fulfill their shopping interests. Some of the key differences between the two medium of shopping are the means of gathering product information, perceived risk and the ability of consumers to access similar kinds of products according to their preferences.

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\* Research Scholar, Department of Business Administration, University of Rajasthan, Jaipur, Rajasthan, India.

## Review of Literature

**Chaing and Dholakia (2014)** carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet. **Iyer and Eastmen (2014)** found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them has no connection with their age and their satisfaction level while purchasing online. **Selvakumar (2014)** concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. **Tabatabaei (2009)** has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective was to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping.

### Objectives

The research paper consists of the following objectives:

- To compare customers perception towards online and offline shopping based on demographic variables.
- To find out the factors which affect Online and offline shopping.
- To give suggestions as to how the E-commerce websites can improve to make the websites appealing and increase the number of online shoppers.

### Research Methodology

For making this research fruitful, primary data has been collected through a structured questionnaire. A sample of 100 respondents were taken from the state of Rajasthan, India. The research also includes secondary data collected from books, journals and various websites. Convenience sampling technique has been used in this study.

### Demographic Profile of Respondents

- **Gender of Respondents**

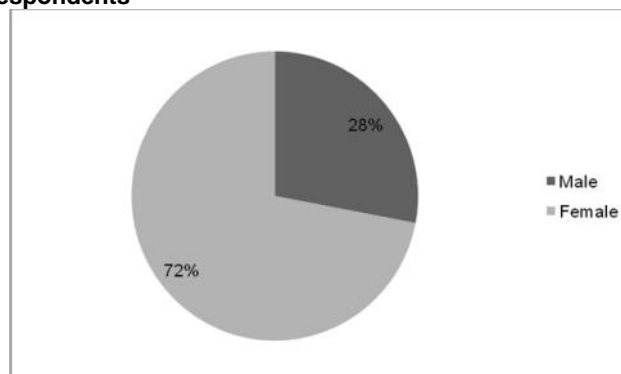


Figure 1: shows that 72% of the respondents are females and only 28% of them are males.

- **Age of the Respondents**

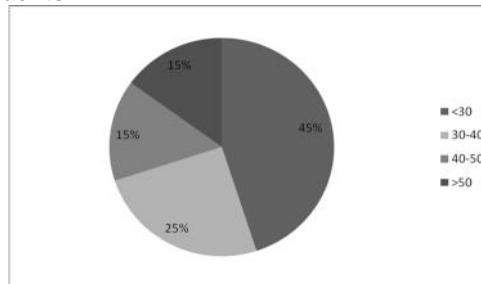


Figure 2: shows that the age of the respondents is majorly less than 30 years, 25% of them are between 30-40 years of age, and the rest are above 40 years.

- **Marital Status of Respondents**

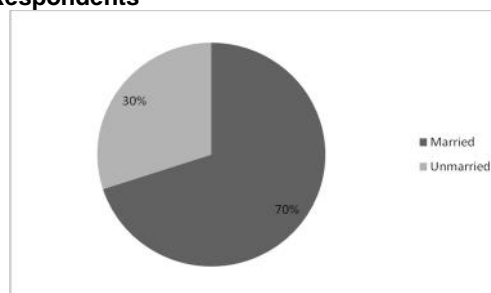


Figure 3: shows that 70% of the respondents are married and 30% of them are unmarried.

- **Educational Qualification of Respondents**

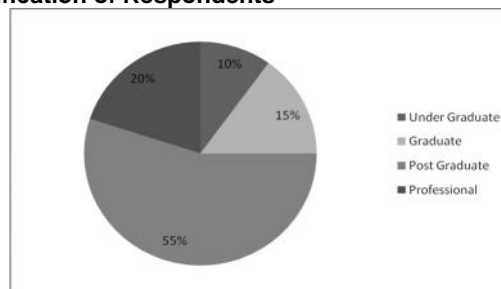


Figure 4: shows that 55% of the respondents are Post Graduates, Some of them are professionals, a few are graduates and others are only graduates.

- **Occupation of Respondents**

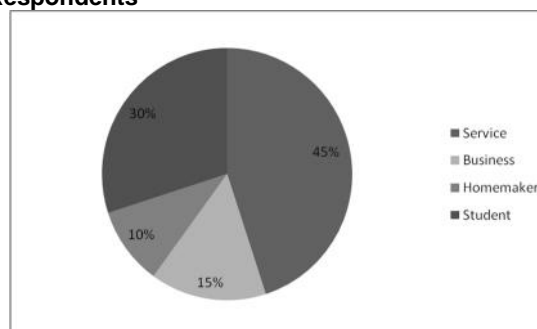


Figure 5: shows that majorly the respondents are from service sector, Some of them are students, few of them operate a business and others are homemakers.

- **Annual Income of Respondents**

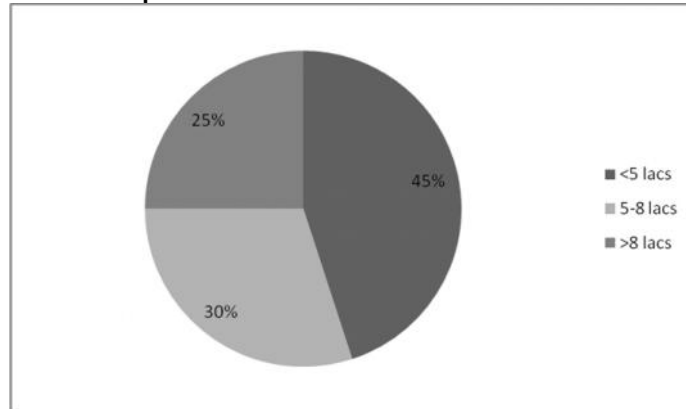


Figure 6: shows that majority of the respondents fall under annual income below 5 lacs, 30% of the respondents fall in the annual income between 5 to 8 lacs and 25% of the respondents have annual income above 8 lacs.

- **Which mode of shopping do you prefer the most?**

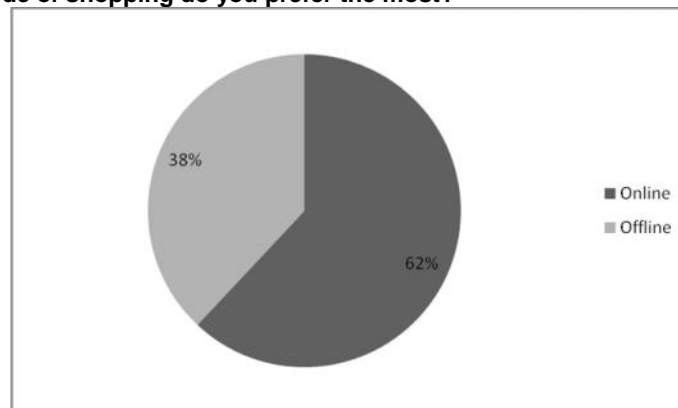


Figure 7: shows that 62 % of the respondents prefer online shopping while 38% of the respondents prefer offline shopping.

- **Which online site do you prefer for shopping?**

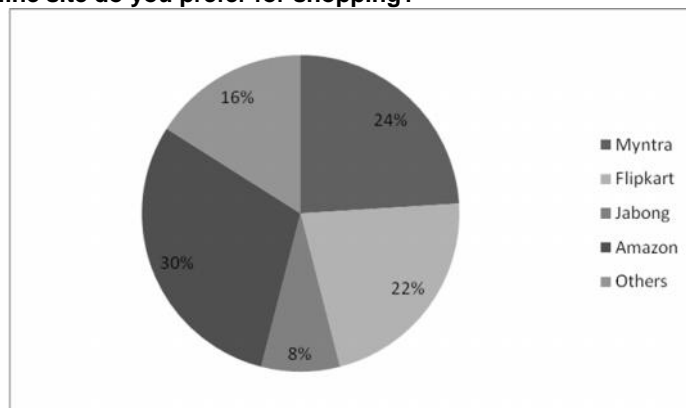


Figure 8: shows that Amazon is the most preferred online site for shopping followed by Myntra, Flipkart, Jabong and Others.

- **What kind of stuffs do you prefer buying online?**

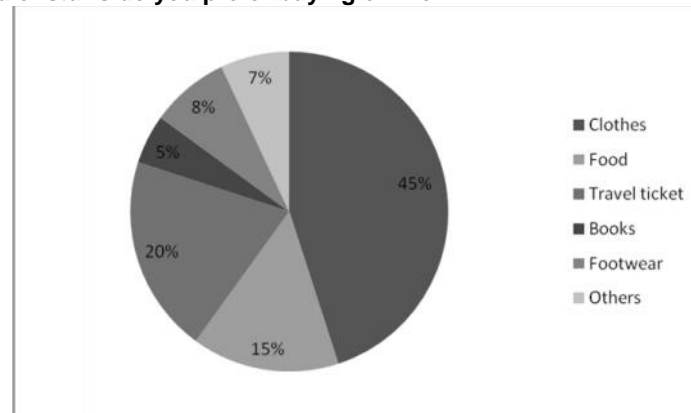


Figure 9: shows that majority of the people prefer buying clothes online, Some of them use online shopping for buying travel tickets, fewer use it for food delivery and only a few of them order books, footwear and other things online.

- **Do you think Online shopping is Secure?**

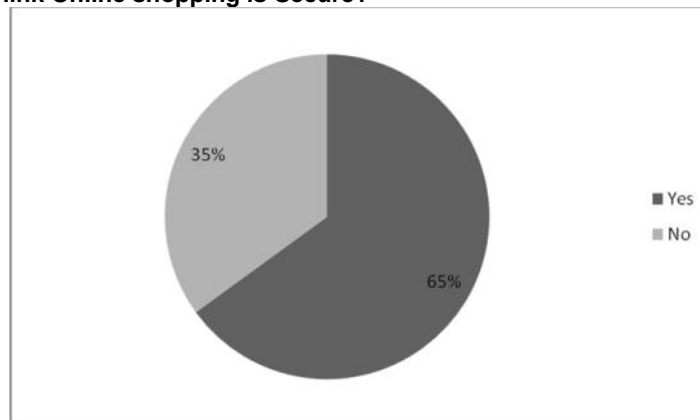


Figure 10: shows that 65% of the respondents think that online shopping is secure and only 35% of them take it to be unsafe.

- **What attracts you the most while making purchase online or offline?**

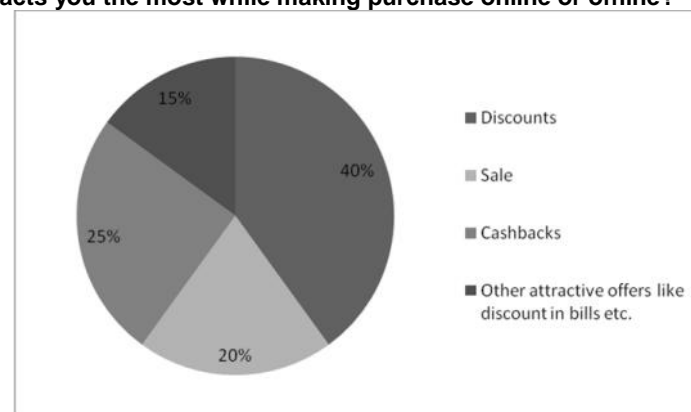


Figure 11: shows that majority of the respondents make online purchases because of huge discounts followed by cashbacks, sale discounts and other attractive offers.

• **What all factors influence you to do Online shopping?**

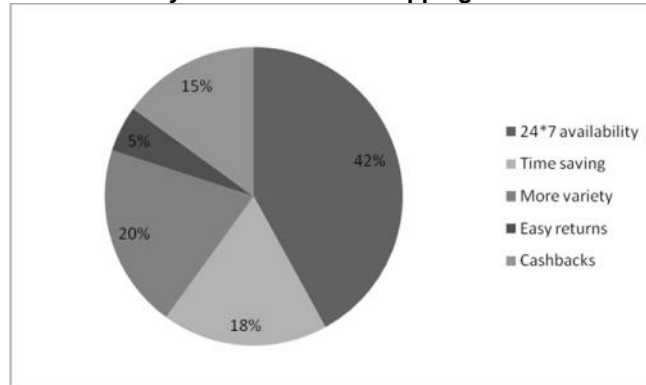


Figure 12: shows that 24\*7 availability is the main factor which influence the respondents to do online shopping, followed by its variety of stuffs, time saving feature, cashbacks and easy returns.

• **What factors influence you to do Offline shopping?**

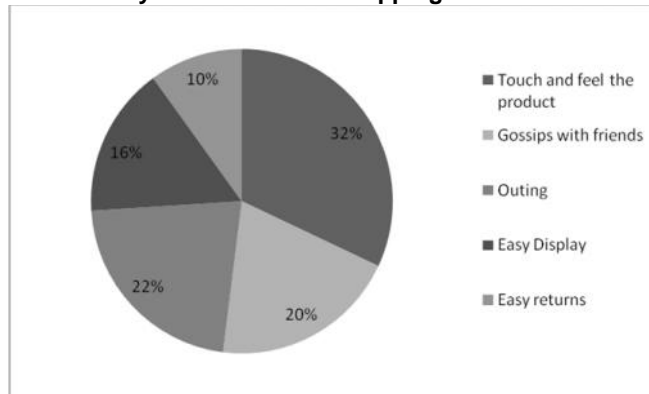


Figure 13: shows that respondents who buy offline are majorly influenced by its touch and feel feature, 22% of them say that they can do outing though offline shopping, 20% of them feel that it is a good mode of shopping with gossips, followed by other influencing factors.

• **What do you think may be a matter of concern in case of online shopping?**

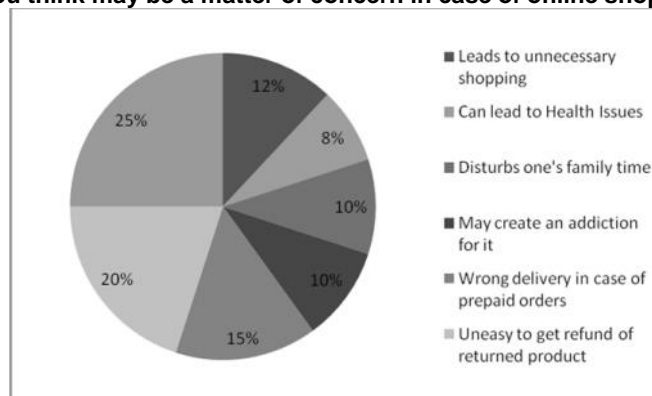


Figure 14: shows that 25% of the respondents feel that the cashback committed during the time of purchase may not be received after the purchase, 20% of them think that it is uneasy to get the refund of the returned product and others feel that it leads to unnecessary shopping and creates addiction to shopping.

### Findings

It is found that the majority of respondents who do online shopping are females in the age group of below 30 years. This may be due to studies or may be because they have small kids due to which they prefer buying from home than going to the crowded places with them.

### Suggestions

Offline shopping medium may be more successful if they can provide more variety under same roof but that becomes practically difficult because of lack of shelf space. The salesman can be more trained in order to possess complete knowledge of the product and help the customer with the same without taking much time. On the other hand Online shopping medium involves technical knowhow as to how to use the internet and surf various websites to get through them for making purchases. Hence, the e-commerce platforms need to be more user- friendly so that people of all ages can easy buy online or may be atleast check the variety available in order to differentiate between offline and online shopping.

### Conclusion

The present literature shows that there are significant differences between consumer purchase style in online and offline medium of shopping based on certain parameters. Despite the rapid growth in online sales in India and the projection of further uptick in this medium of shopping, the majority of consumers in India still prefer real shopping experience of brick and mortar shops. Through various studies it's found that mostly the youngsters are fueling the amazing growth story of online shopping in India. Advent of online medium of shopping has no doubt hit the offline stores hard. Large discounts offered by the e-tailers have indeed put enormous pressure on their bottom line.

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