

# **Comparative Study of Online VS Offline Shopping**

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## **ABSTRACT**

**Among the phrases used to describe what we have all been doing for years is definitely "shopping." Since the internet asserted its dominance, online shopping has grown in popularity. Technology advancements give sellers excellent chances to connect with customers in a more efficient, cost-effective, and timely manner. Online retail has grown rapidly in the last several years. Numerous studies have concentrated on high touch products—those that a customer needs to touch, smell, or try. It cannot be completed through internet shopping, thus it must be done offline when making a purchase. This study examined the notable distinctions between the online and offline customer groups with regard to availability, technological use, consumer attitudes, and demographics.**

## **INTRODUCTION**

A daily component of life is shopping. While shopping, some people acquire the necessary, while others gain more. It is seen as a means of relieving tension, satisfying a mental need, or bringing some flavor to the mechanical way of life. Among the phrases used to describe what we have all been doing for years is definitely "shopping." However, in the past, phrases like "trading," "bartering," and possibly even "market" would have been used. What benefits does traditional purchasing offer now that the internet has given consumers access to a larger and more alluring market? Online and traditional shopping are the two main categories of shopping. These days, with the widespread use of computers, an increasing number of individuals "shop" online. Upon selecting a term, thousands of options will appear on the screen. Getting a fancy pair of shoes doesn't require you to push your way through crowded areas and cross a large road. With just a single keystroke on the keyboard, select your option, and the goods will be delivered immediately.

### **Advantages of Online Shopping:**

In the twenty-first century, shopping online has become an increasingly commonplace part of daily life. The fact that convenience is highly prized in today's environment can be attributed to its popularity. Upon selecting a term, thousands of options will appear on the screen. Getting a fancy pair of shoes doesn't require you to push your way through crowded areas and cross a large road. With just a single keystroke on the keyboard, select your option, and the goods will be delivered immediately. In the twenty-first century, shopping online has become an increasingly commonplace part of daily life. The fact that convenience is highly prized in today's environment can be attributed to its popularity. You can purchase anything and everything you need while preparing for bed or during a flight by shopping online.

Since the internet asserted its dominance, online shopping has grown in popularity. Technology advancements give sellers excellent chances to connect with customers in a more efficient, cost-effective, and quick manner. Online retail has grown rapidly in the last several years. The retail market is paying attention to the internet these days. On the other hand, people have been buying products from the traditional market for years. Many clients prefer to buy offline so they may inspect the product in person and receive it immediately upon making a payment. In the modern world, a company's capacity to consistently give quality, value, and satisfaction determines how loyal its customers are. While some people like to purchase online, others prefer to shop offline, and many people do both. The study's main focus is on consumers' decisions to shop at traditional stores and online during the information-gathering phase. On the other hand, compared to traditional purchasing, online shopping is less expensive and easier for consumers. When making any kind of purchase, whether online or offline, the consumer should be aware of the medium. Customers should choose the channel that best meets their needs and desires and allows them to feel satisfied. It is crucial for managers to comprehend how consumers choose a specific medium for their product purchases in this cutthroat market.

After online shopping, emailing, instant messaging, and web browsing rank third and fourth, respectively, among the most popular online activities. These are the two extremely prevalent thoughts that people have when thinking about what internet users do when they are online, and they are even more significant than viewing or being entertained by the internet or obtaining any information or news. Online buying behavior and internet shopping are other names for this type of activity. The act of purchasing goods online through a web browser is referred to as buying behavior. Consumer attitudes

and behaviors around online purchasing are related. Prior research has concentrated on the reasons that the products purchased online vary from other products. Numerous studies have concentrated on high-touch products—those that a customer needs to touch, smell, or try. At the purchasing stage, it is necessary to shop offline as it is not possible to do it online.

Even with the rise in online sales and the understanding that they will probably put pressure on traditional or offline retail, online shopping is still becoming more and more popular. There isn't much study done in this field or area. Online, or e-shopping, is a type of electronic shopping in which a computer browser is used to make purchases directly from sellers via the internet. Online shopping also goes by the following other names: virtual store, e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, and online store front.

Purchasing from an online shop via a mobile-optimized website or application, where research is done online and transactions are completed offline, is known as mobile commerce, or m Ecommerce. In the context of computer technology and communications, the phrases "online" and "offline" have distinct meanings; "online" denotes a connected state, whereas "offline" denotes a disconnected one.

### **Advantages of Offline Shopping:**

You don't have to wait to use the services or purchase the goods. You can immediately get your services or products because you are purchasing directly from the seller. There's no need to wait for the goods and services you ordered to arrive. When you shop offline, you can rapidly examine the products and provide feedback at the moment of purchase because you can hold them in your hands right away. Because you can get in touch with the seller anytime you feel the need, you can access the after-sale service section more quickly and easily. In order to receive a speedier response from the seller directly—whether it's about returning or exchanging the product—talk to them face-to-face and explain why you need to contact them, such as defective components of the products you purchased, etc. When you purchase offline, you have fewer alternatives and a smaller selection of goods and services. You don't have as much selection as you would while purchasing online because physical stores have space restrictions and availability issues. You can browse an infinite number of possibilities on a single item you wish to purchase on an online buying platform. Due to your physical constraints, you might not be able to find the thing you're looking for, leaving you empty-handed after a shopping expedition.

Additionally, you will need to travel outside a lot and put in a lot of work to find the products of your choosing for the same thing. Searching for the product of your choosing is an exhausting procedure. In terms of money, the same thing may cost more while buying offline, even if you get a discount or other comparable deal. However, online shopping will always result in a lower price. In addition, there are less freebies available than when you shop online. In addition, there are less freebies available than when you shop online. In summary, you should choose offline shopping if you are more concerned with services related to after-sale or similar matters, and you should choose internet shopping if money is your primary concern.

### **Differences between online and offline shopping:**

Online shopping, as the name implies, is done through the internet; as a result, you may buy the items you desire without having to leave your house or wait in line, unlike physical shopping, which requires you to travel to a nearby mall or store. Online shopping offers a great deal of flexibility because it allows one to view a large selection of products, even multiple times, without having to make a purchase. In contrast, traditional or in-store shopping limits options because one must purchase the product that is in stock; if it is not, one must either buy the product of their choice or wait for it to arrive before making a purchase.

When purchasing shoes or clothing online, there is no way to try the product before placing an order, increasing the likelihood that the actual and perceived products will differ. This risk does not exist when shopping in person, as customers try items on first and then make a purchase, eliminating any possibility of a discrepancy between the two. In contrast, when shopping in person, the buyer is forced to accept the price that the seller quotes because there is no way to determine whether or not this is a fair price. Online shopping is transparent in that it allows one to compare product prices across multiple websites to ensure that they purchase the product at the lowest price. When shopping in person, it is not possible to find thousands of different products in one location or on one website. For example, if you want to buy pants and a mobile phone, you will need to visit two different stores because these products are different, which will waste time. Therefore, it can be concluded that internet purchasing surpasses physical buying in terms of time savings.

While most people who shop online are young and tech-savvy, older and middle-aged people are also becoming accustomed to it. In contrast, physical shopping is typically done by older people or those who are not as familiar with the benefits of e-commerce technology advancements. These individuals view online shopping as risky due to concerns about fraud and the unknown.

Many people now exclusively purchase new things online due to the explosive growth of the internet shopping business in recent years. The possible advantages of internet shopping are easy to comprehend, but some individuals prefer to shop in person, and they have good reasons for doing so as well. In the end, it appears that internet shopping is becoming more and more common, but it is also very improbable that traditional retail establishments would disappear. So, what is your position on the matter? This is a succinct examination of the variables influencing the discussion.

Convenience is among the most important factors to consumers when they purchase. Whether they buy in person or online, most people don't love spending countless hours in stores, so it's usually best to get these experiences over with as quickly as possible. One of the primary causes of the surge in popularity of online shopping is the ability to move between stores and products with only a click, eliminating the need to physically visit a new store. For instance, you can purchase everything on the Christmas list at a retailer like Marks & Spencer! It is usually pleasant to have a new object in your possession right away, whether you are buying it for someone else or for yourself. This might help you maintain control over the goods and, if needed, wrap it fast. Because you do not have to wait for shipping, traditional shopping still has an advantage in this particular area.

Ultimately, attempting to save as much money as possible is still another crucial component of any buying experience. The fact that you can frequently find products online for less money than you can in stores is one reason why people prefer shopping online. To offset this, delivery expenses typically apply as well, which can more than make up for the savings on the base price. Benefit: Draw. Certainly, shopping online is preferable to offline shopping since it allows us to shop at our preferred stores and receive our orders the same day. Want it now is only one of the many courier service providers available. While we shop, we can find a variety of discounts and offers. Online shoppers report that the following factors are having an impact on the offline purchasing graph: Purchasing from marketplaces and retail establishments is more costly because there are fewer deals and a smaller selection available. It takes a lot of time and energy. It might get hectic since people might suddenly find themselves in traffic while trying to go shopping. Despite knowing that offline retail is more reliable and authentic and that buyers must inspect their purchases before making a payment, internet shoppers continue to favor this method of shopping.

Middle-aged consumers are reported to favor offline media over online media. The vast majority of elderly consumers purchase in the conventional manner. These customers believe that the most crucial aspects of purchasing are checking the item before making the final payment, as well as trust and authenticity—factors that can only be found through offline channels and not online. Without a doubt, this is the greatest method for assessing the quality. When a customer shops at stores or marketplaces, they interact with the vendor, which enables them to get their opinion about the goods before making a purchase.

Older consumers have different opinions on online shopping. The great majority of consumers are unfamiliar with and have never made an online transaction, according to the report. Older adults claim that online buying is less genuine and that there is a higher likelihood of poor quality. As a result, several trust-related problems arise. Touch-based product inspection is not feasible when making an online purchase, which requires payment in advance. Even though they have to wait days for the product to arrive, older consumers prefer to purchase right away. For this reason, many find online buying to be quite time-consuming.

Compared to older purchasers, younger shoppers are making their purchases online years earlier. Younger participants said that online shopping will surpass offline purchasing, whereas middle-aged persons hold a different opinion. It has also been discovered that, despite the fact that e-commerce is rapidly growing, offline purchasing will not go away. Even though offline customers agree that online shopping follows international fashion trends and that Cash on Delivery (COD) is a must, they still prefer to shop in marketplaces or physical stores.

Customers engage in their preferred medium based on their perceptions of online and offline shopping, each with their own opinions. In summary, the study's comparison of respondents' opinions from the age groups of over and under 35 reveals that online buying is more popular than offline medium these days. Because of customer preference, both media have advantages and disadvantages that are overlooked.

## **CONCLUSION**

In the brief period it has been around, online shopping has had a significant impact on customers' lives and is a novel experience. Online shopping has increased customer effectiveness and efficiency and pushed businesses to new heights, requiring them to make the required alterations and modifications in order to cater to the new, educated consumer market.

The survey's findings highlight how important it is for companies to consider the internet market. Even customers who still prefer traditional businesses had positive attitudes and behaviors toward internet purchasing, according to the report. The majority of these customers are between the ages of low and high. These customers enjoy offline shopping for social reasons, including getting together with friends, and have the leisure to visit conventional retailers and malls. Because they research products online and buy them from physical stores, these customers seem to be better informed. The worldwide retail infrastructure is undergoing an E-transformation as a result of the rapid rise of e-commerce. The internet has become a more affordable way to conduct business. Even with all of the obstacles in the way, we are grateful for the growing internet, better salaries, and more astute populace. Safe online payments, improved electronic store policies, return guidelines, and attractive discounts may all contribute to consumers' perceptions of the advantages of shopping. Given the demographics of internet users, in the current Indian context, web shopping is significantly correlated with age, gender, and education. In general, the findings indicate that respondents had a favorable perception of internet purchasing. This amply supports the country's projected expansion in e-commerce. But the regularity of internet

In comparison, there is less shopping in the nation. The study's discovered elements and factors can be utilized by online shopping companies to develop their strategies and plans within the nation. The companies are able to Give the needs of the customer, both explicit and implicit, top priority when purchasing online. Numerous businesses might utilize the information to determine which consumer categories are their target market. Practitioners might review or redesign their online buying strategy based on the study's findings. Online retailers ought to focus more on the female market, since data indicates that women make up the majority of online shoppers compared to men.

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