Online and Offline shopping in India: - A study of electronic goods purchase

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Abstract

Online shopping is not a very new but also not a very old phenomenon in this time. It can be said that it is old for those who are habitual with this but it is new for those who still get it very tough and insecure to deal with. The present study is to find out the consumer behavior towards online shopping in India for the purchase of electronic goods. Researcher has tried to find out the motives that instigate the consumers to go for online shopping and if not, then what are the reason behind it. The objective of the research is to study the behavior of consumer while doing shopping whether it is online or offline. In the study it is found that people go for online as well as offline both. But they do not prefer online shopping for electronic goods purchase. they are still more comfortable with the offline shopping for the same.

Keywords: - *Online Shopping, Offline Shopping, Consumer, Electronics Goods.*

1. INTRODUCTION: -

In today's world no one can think to live without internet, even on villages. Everywhere it is spread like a wind. If someone wants to talk to their closed one, they can, they see them they can send msg free of cost, they can search anything on google, they can find someone, they can send their love with gifts to their special ones and so on. This is the power of advancement of technology. Now a day's people are more knowledgeable than ever, they spend their time in collecting the information about various thing, because they are very curious about everything. They first gather the proper information then they decide that whether they want do it or not. It is said that humans think twice before they act. It is absolutely true when it comes to spend their hard-earned money. Yes, here researcher is talking about shopping. The most important part of human life. Everyone loves shopping. Sometime it is for the fulfillment of need and sometime it is for just the enjoyment.

However, it consists time and money both, the role of technology is very necessary over here. The advancement of technology is also the part of shopping, and the online shopping is the result of this advancement. Online shopping brings a lot of changes into the traditional market. This facility provides a lot of choices in product, convenience, comparison between the product category and very easy to find anything at one place. Major consumer who choose to go for online shopping is because they need convenience and speed at same time. So as there are always two faces of every coin, there are some consumers, who still feel uncomfortable in online shopping. Because of security issue, trust issue and sometime because it is very much convenient. They believe in touch and feel concept, which is not allow them to go for online shopping. They want to touch the product, get an idea about it with friends and family, then they will invest on it.

The researcher has tried to first provide the theoretical and conceptual framework that includes the differences between consumer buying behavior for online and offline shopping. Further it will add some factors that are responsible for choosing any one of them, and last but not the least there are sone managerial implication that will help the online sellers to improve their sales.

2. BACKGROUND OF STUDY

Online and offline shopping

Online shopping and offline shopping are two major factor that has to be considered, whenever the concept market is discussed. It cannot be denied that without considering these two, the definition of market will

complete. As it is well known that the process of both the shopping mode is very much similar but still there are some major differences are available, which make them two different phenomena.

It is found in a study that in whether it is online shopping or offline shopping there are some major factors which has been followed during the course of action. These are need recognition, information search, alternative evaluation, final decision and last after sale services.

3. MAJOR FACTORS RESPONSIBLE FOR ONLINE AND OFFLINE SHOPPING

These factors can be divided into three major points

1) Need Recognition
2) Information gathering
3) Actual buying

The point is these three factors work differently while doing shopping. Means consumer who go for online shopping will also consider these same factors which is consider by the consumers those who go for offline shopping. But the priority will change during the course of action. In a below given table it will be easier to understand this.

Online shopping	Ease of Buying	Need Recognition	Search Information
	Packaging & Delivery of product Financial facility Exchange & Return facility After sales services	Festival offers Stock clearance sale Advertisement on T.V. & social media Recommendation from friends and family	Trust on shopkeeper reviews Window shopping from malls and market Trust on brand name Reviews from friend and relatives
Offline shopping	Need Recognition	Ease of Buying	Search Information
	Suggestions and recommendations Offers and Discounts Financial Facility	Financial Security Cash on delivery Return Policies Hassle free buying After sales services & goodies	Google site Review on site Review from friends and relatives Physical review from malls

In terms of offline buying these factors will work as consumer will first recognize their need for buying the particular product. This can be generated through media advertisement, visual merchandising and online advertisements that attract them. then they will decide that what are those major facilities are available that will increase their need for that product. Then they will decide to buy it from traditional store because of ease of buying means, because they get security about the product, they are well aware of the shopkeeper who will provide them some financial facilities also. So here it can be said that in offline shopping it is the major factor to choose it is facility that they got. Last, they will go for information gathering part where their need will generate after getting the proper information about the product. It is very much true that one can not invest their money on something which is not known for them. if they have information about the product, they will decide to buy something.

In online shopping it all work differently. Consumer chose to go for online shopping because it is easier to go for and very much convenient but off-course if they are ready to take the risk at certain rate. Convenient buying is the reason for consumer to choose online shopping. Then need recognition will come in affect. Means they know that online shopping is very much convenient that's why they will recognize their need for the product. That will generate through various reasons like, stock clearance sale is available, festival offers are present at time and so on. In electronic goods shopping people only go for online shopping because during the festivals or during the end of year they can get discounts and some other facilities which they can not get in offline shopping. Last, information gathering is coming here into the action. In online shopping information search is important when consumer buy some electronic goods, because they are not providing the return facility over there. There are some major online sites available who are not providing that facility. Some of them can provide the exchange facility but not the return.

Electronic goods shopping is totally different from other products shopping. Like it takes time and money at the same time. You cannot just buy something which is not necessary for you or maybe you don't about its feature, obviously no one can buy anything in electronic until and unless they don't know how to use it.

4. REASONS TO NOT GO FOR ONLINE SHOPPING FOR ELECTRONIC GOODS PURCHASE

1) **Risk: -** In online shopping there are some risk involved which is not easier to ignore. There certain types of risk involved like financial risk, product quality risk, delivery related risk, after sales service-related risk and so. Hence the risk involvement is very high and in case of electronic goods purchase this risk is very high that no one can ignore it. Because electronic goods are not a ready to go product. That products are needed when there is actual need so, without taking confirmation about the product no one will buy it.

2) **Technology advancement:** - people at the age of 35 and above are not very keen to learn new things and that too which are not as necessary for living. Here comes the biggest barrier for choosing the online mode. Yes, there are certain group of people who belongs from the age of 20 – 35, they are so engaged with technology and its new changes that they can easily learn everything. But for electronic purchase they do not took the decisions solely. They have to take the permission with their elders and for that their elders will not prefer online shopping over the offline shopping.

3) **Old school thoughts: -** This includes taste and preferences for the product. There are certain group of people who gave importance to taste and preferences for the decision-making process. In online shopping consumer are not able to get this experience and that is most important preference for someone to buy any product especially electronic products.

4) **Lack of awareness: -** It is true that if we adopt the changes, the life will get easier, but for that one should know the process of change. For that one should get aware about the need of change, process for adopting the change. The channels to go for online sites and getting review about the product is still very complicated for some people. It can be said that to buy an electronic product, market research is very necessary, that is not facilitated in online shopping. Yea they can provide you comparison at one roof but touch and feel concept is very important for Indian consumer.

5) **Family Income: -** It is very much vigilant through the study that in online shopping people are indulge so much that couldn't make a difference between the buying and actual buying. Means it happens lot of time when product buying is happened during the window shopping. These sites attract so much that consumer couldn't resist them to do no purchase those products, which are not in the need of an hour. That effect the family income for those families where only one person is bread winner and others are dependents.

5. CONCLUSION: -

Electronic goods purchase is neither very old nor very new concept in India. Now a day people are very easily doing it to satisfy their need. Earlier it was done by the male members of the family but now females are also doing it very comfortably. It is all because of awareness and education facility. The female is more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. The young generation are more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Flipkart is the shopping site which is more preferable by the youngster.

There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market. Electronic items were less demanded from the e-shopping but clothes are much more demanded by the consumers. There are several products which are not delivered by the shopping sites in the preferable area, it is seen that with the advancement of the technology the preference of the online shopping increases. Earlier people more use the traditional shopping. Now also people who are not aware of the several shopping sites and not that technically advanced are less into internet for shopping. In nutshell we can say that people at the age of 20 to 35, independent, young and lived in a joint family are more into the online shopping but still hesitate to choose this mode of shopping for electronic goods. Sometime it happens only for small cost product like headphones, earplugs, charger and power banks not more than this.

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