

A STUDY TO ANALYSE CONSUMER BEHAVIOUR ABOUT ONLINE SHOPPING OVER THE TRADITIONAL SHOPPING

Khyati Dhingra

Assistant Professor, Department of Commerce and Management, DAV College, Sector 10, Chandigarh

Abstract

Internet has evolved as a huge web for online shopping where each and every product can be easily searchable and accessible. Internet has become an electronic distributor of products because of which online transactions are increasing at a rapid rate. Behavior of consumers is also on the positive side concerning online shopping. Time, convenience and cost are most important factors that is influencing consumer behaviour towards electronic shopping. Despite the advent of online shopping, consumer still prefers traditional shopping because of the type of the product the consumer is buying. Most of the consumers have shifted to online shopping whereas some of them have not switched over due to the authenticity and security reasons. The era is of applications or what we call apps that are ruling over our smart gadgets. All of our shopping is just a click away and products are delivered at are doorsteps. The harassment of going to one shop to another has become one stop shop. The discreet shopping has taken level up of the online shopping among the females. The consumer has even stopped going to groceries shop and buying online (grofers, big basket, etc.). Online shopping has become boon for the working women. Keeping in mind the objective of this study, a survey was conducted and 100 questionnaires were randomly distributed to only female respondents within the age group of 20-30.

Keywords: Consumer behaviour, online shopping, traditional shopping, discreet buying



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Introduction

Internet has widely connected the long distance buyers and sellers through virtual markets. The discomfort zone of the consumers i.e. going to different markets to find the best product is now easily accessible, searchable and approachable. The marketers have targeted the consumer mind so intelligently that consumers stays in dilemma as to which product he should pick or leave it. The behaviour or psychology of the consumer either forces or happily allows the consumers to buy the products.

Consumer behaviour is the study of consumers causes, actions and reactions about the product and services that are existing in the markets. It is the combination of different stages of buying decisions that is awareness, interest, desire, affordability and satisfaction. The purchasing power of consumers plays vital role in influencing the consumers behaviour. The Copyright © 2017, Scholarly Research Journal for Interdisciplinary Studies

affordability to get the product has deep effect on the consumers behaviour. The consumer stimuli forces the consumers to buy or leave the product. Consumer Behavior not only helps to know the consumers but also aids the companies to identify the untapped opportunities that are currently not explored.

Online shopping is the electronic shopping where all the sellers come in the virtual world and sell their products to the buyers. It is the economic transactions where products are sold over the Internet. The over discounted prices of products given on the online shops is just like cherry on the top of ice cream. The discomfort zone and convenient cost have made consumers to buy the best products out of the all given e-markets. Today online shopping is just another application on the mobile phones, where you are sitting at any place, anytime you can buy the product.

The availability of online products have made consumer shopping easy as well as difficult . Sometimes consumers buys online and sometimes in traditional way. The types of products matter a lot for example, fabric , its quality the tangibility factor which can not be done online on the spot. For such products consumers have to wait till the delivery, then check and finally taking decision to keep it or return back. Whereas in traditional shopping consumers gets authentic products only after proper scrutiny of the quality and gets immediate delivery without waiting like minimum 5 days in case of online shopping. One of the major drawback of traditional shopping is the discreet shopping i.e lingerie shopping and personal shopping among females. Females do not feel comfortable in buying personal and private products so they order online and embarassement situation is not faced by the females. After all the pros and cons of online shopping and traditional shopping, majority of the consumers prefers online shopping due to time saving, variety and convenience.

Objectives of the study

1. To find whether consumers prefer online shopping over traditional shopping.
2. To examine the factors influencing consumers to switch from online to traditional buying and traditional to online buying.
3. To find the problems faced by the consumers during traditional and online shopping.

Analysis of the data

1. Do you shop online?
 - a) yes 89%
 - b) no 11%

89% of the respondents confirmed that they do online shopping and 11 % of the respondents said they do traditional shopping and do not opt for online shopping.



2. What do you shop online?

- a) clothes and footwear 33%
- b) accessories. 28%
- c) electronics and furniture 11%
- d) groceries. 28%

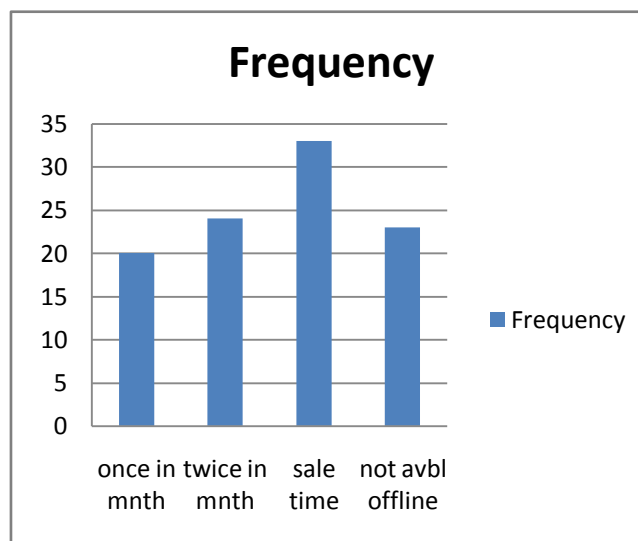
33% of the respondents shop for clothes and footwear online . 28% of the respondents shop for accessories like watches, bags, jewellery and sunglasses. Only 11% of the female respondents shop for electronics and furniture whereas 28% of the respondents shop for groceries.



3. What is the frequency of your online shopping?

- a) once a month. 20%
- b) twice a month 24%
- c) everytime when there is a online sale 33%
- d) only when offline things are not in stock 23%

20% of the respondents shop online once a month. 24% of the respondents shop twice a month. Whereas 33% of the respondents shop online every time when there is online sale. Only 23% of the respondents shop online when products are not available in traditional shopping.



4. Why do you prefer online shopping?

- a) huge discounts every month on variety of the products 45%
- b) time saving and cost effective 31%
- c) 24 by 7 availability 16%
- d) no harassment of bargaining with the seller 8%

45% of the respondents shop online for the reason that there is variety of products with huge discounts that are available online. 31% of the respondents shop online saying that online shopping is time saving and cost effective. 16% of the respondents feel that online shopping is available 24 @ 7. Only 8% respondents confirmed that they prefer online shopping as there is no harassment of bargaining with the seller.



5. What problems you face during the online shopping?

- a) product can not be checked physically 15%
- b) Delivery time issue i. e minimum 7 days 38%
- c) Payment problem where shopping sites demands credit cards and bank transfers 17%
- d) Most of the products are out of the stock. 10%
- e) Product is different from what is being shown 20%

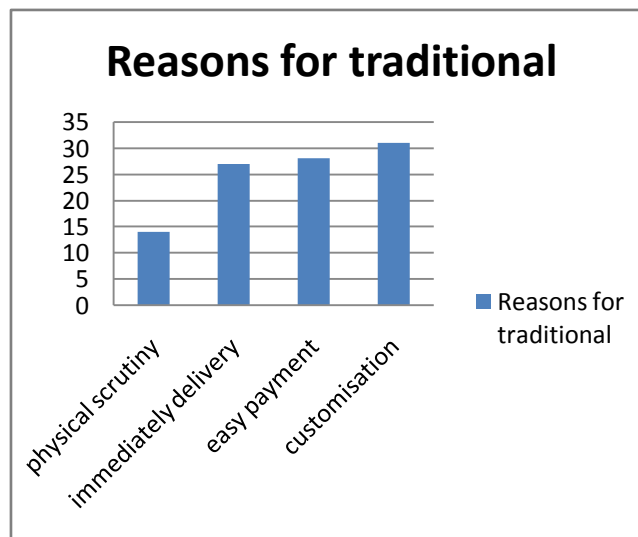
15% of the respondents faced the problem that they can not check the product physically. 38% of the respondents said that delivery time of products is quite long. Whereas 17% of the respondents stated that some sites demand for bank transfers and not cash on delivery basis option. 10% of the respondents said that the products which they liked were mostly out of the stock whereas 20% of respondents stated that the product is different from what is being shown.



6. Why do you prefer traditional shopping?

- a) physical scrutiny of the products. 14%
- b) receiving the products immediately after you make the payment 27%
- c) easy payment system credit cards or cash 28%
- d) customised products as per the needs 31%

14% of the respondents said that the products can be easily checked i. e tangibility factor. 27% of the respondents feel that they receive the product immediately after making the payment and there is no waiting time. 28% of the respondents feel that it is easier in making payments. 31% of the respondents said that they can get customised products as per their needs and requirements.



7. What problems you face during traditional shopping?

- a) time consuming activity and travelling expenses 13%
- b) forgetting the price of products of previously visited shops. 24%
- d) harassment of bargaining with the seller 28%
- e) lingerie shopping is uncomfortable 35%



13% of the respondents said that traditional shopping is time consuming and more travelling expenses are incurred. 24% of the respondents said that they forget the prices of the products of previously visited shops. 28 % of the respondents faced the harassment from the seller due to bargaining of the products. 35 % of the respondents find difficult to shop for their personal products.

Conclusion

Technology has developed the environment of shopping immensely and gigantically. Internet has modified the ways of shopping among the consumers. Consumers are more inclined towards virtual markets due to time factor and convenience but vice versa traditional shopping has its advantages for the consumers. Female consumers are more into online shopping as compared to male consumers. The privacy issue is one of the major factor affecting the online shopping. There are negative points regarding online shopping such as credit cards frauds that complicates consumers to buy the products. To conclude, both the techniques of online shopping and traditional shopping are standing at par after studying pros and cons of the both.

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