Consumer Practices: Onstore Versus Online Shopping

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Abstract- Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online shopping basically provides the way consumers go shopping and purchase services and goods with reasonable price on the Internet. For some consumers, shopping and purchasing online have become part of their daily lives, while others may not even care about it.

Present study was done with the given below mentioned two objectives:

1. To study the consumer practice in terms of shopping,
2. To compare the practice of consumers regarding online and onstore shopping.

General results of the study show that people prefer clothing and fashion articles most to buy onstore, while online shopping is mainly focused on mobile devices. Flipkart and Snapdeal apps are most popular amongst consumer. Simultaneously, 55 per cent favoured for online shopping as this can save time and energy. 70 per cent of the consumer respondents face problems while purchasing on store while there are less complaints by the respondents (51.67 %) while buying online, because there is option of product return as well as money back and exchange offers. Pros and cons are there in both methods, but they are different.

Keywords: Consumer, Consumer Practices, On store shopping, Traditional shopping, Online shopping.

I. INTRODUCTION

Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years, if possible, eras. Then again, in ancient times, the terms that would have been used would be 'trading' or 'bartering' and probably even 'market.' So what has traditional shopping have to offer now that the internet has opened up a wider and more enticing market to the current consumers?

Shopping has certainly gotten a new definition since the arrival of the internet. Because of what the internet has to offer, that is, any person or company from any part of the world who is able to post and sell goods on the internet via a website is able to sell. What's more, any consumer does not have to worry about having to find means to exchange monetary paper because not just online banking is made available, the consumer is given the option to pay through different payment methods. In fact, there are more and more advantages and benefits to online shopping and why people choose to do this type of shopping over traditional shopping.

A. What is onstore or traditional shopping?

‘Shopping’ is an activity in which a customer browses the available goods or services presented by one or more retailers with the intent to purchase a suitable selection of them. In some contexts it may be considered a leisure activity as well as an economic one.

These days there are different shopping venues such as, Shopping hubs, Stores, Home Shopping, Neighbourhood Shopping, Party shopping, Malls, Window shopping.

Affordability, Short-term Commitment, Generating Buzz, Testing & Experimentation of new as well as local brands, Encouraging Spontaneous Purchases, Brand Extension etc. are several advantages of traditional buying. However, onstore shopping is time consuming but it can be most convenient for those who are rarely at home and don’t have time to compare prices. It’s especially convenient for those who work outside of home and students on campus. Onstore shopping can also be a lot quicker since one don’t have to worry about shipping. All you have to do is grab the item you want, step in line, and buy it.

B. What is online shopping?

Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store [2]. In modern days customer focus is more transferred towards online shopping; worldwide people order products from different regions and online retailers deliver their products to their homes, offices or wherever they want. The process has made it easy for consumers to select any product online from a retailer's website and have it delivered to the consumer within no time. The consumer does not need to consume his energy by going out to the stores and saves his time and cost of travelling.

The benefits of online shopping include better prices, convenience, accessibility, rate and variety comparability, more variety, fewer traps, discreet shopping and privacy. There are several disadvantages also viz., security concerns surrounding payment by credit card, not being able to physically inspect the goods before purchase, goods getting damaged during transport, goods not arriving in time or at all and it concerns over what information retailers are storing about customers, e.g. buying habits.
C. Objectives of the study

The objectives of the study were:
1. To study the consumer practice in terms of shopping.
2. To compare the practices of consumers regarding online and onstore shopping.

D. Justification/Reason of the study

Present study was done to find out the general practices of consumers of Amreli City of Gujarat State. Amreli city is far located and comparatively products and services are less available. The choice is not much among products and services and expensive as well in comparison to other big cities. People are bound to purchase items whatever is available. But these days, mobile and internet services are used extensively, then how can common men will keep themselves aloof to use this? Hence, shopping is being done from the websites using internet services.

A survey was done using questionnaire through interview method, is purposive. The study was done to compare the practice of shopping among consumers, whether they like traditional shopping or online shopping, and why?

II. MATERIALS & METHODS

The present study was done on the consumers of proper Amreli city. More than 100 respondents were surveyed first. Amongst those, who were using online shopping or have ever done that, chosen for the study. Thus, the selected sample was of 60 respondents aged 15 years to 45 years of Amreli city, Gujarat. Sample was covered from the various areas of Amreli city like Bhojalpara, Hanumanpara, Near Mahilavikas, Gajerapara, Sarvoday Society, Sastrinagar, Manekpara, Railway crossing, Ganga Park Society, Giriraj Nagar and nearby. After making survey of more than 100 persons, 60 respondents of various areas of Amreli city were selected on the basis of their awareness about online shopping. Those consumers who involved in online shopping or had done any in his or her life were selected purposively for further study.

Survey cum interview method was used. A questionnaire was prepared and then it was used to interview the sample chosen for the study. With this, a keen observation was also done to reduce unnecessary confusion. The interview schedule was framed using close ended questions only.

III. RESULTS AND DISCUSSION

It is divided into different sections, are given below.

- Background information of the respondents
- Onstore or Traditional Shopping
- Online Shopping
- Difference between Onstore and Online Shopping

A. Background information of the respondents

Regarding education of the respondents data shows that 40 per cent respondents were graduates and no respondent was less than 10th pass. More than half of the respondents (58.34%) were falling into the young age group, i.e., 15-25 years.

The present research tells that half of the respondents (50%) were doing private job in different firms. Nearly 21.67 per cent respondents were still studying. 6.67 per cent respondents were working as Government employees and the same share is of housewives. Only 2 respondents (3.33%) were having their own gruhudyog. Regarding family composition, maximum of sample size (71.67%) were having 3 to 5 family members. Maximum of the respondents (39%) were earning Rs. 30,000/- above per month, while 11.67 per cent respondents were having their family monthly income less than Rs. 10,000/-. 

B. Onstore or traditional shopping

On asking the respondents, what they buy from stores or shops, maximum of respondents (86.67%) prefer clothing and fashion articles from shop. The reason behind this might be that they can try things on the spot, feel the material type and comfort and any damage before buying. After this, electronics and appliances category comes. 58.34 per cent respondents go for onstore shopping as they can verify that whether the article is in working condition.

66.67 per cent respondents don’t prefer any single shop for buying one kind of products. 78.34 per cent sample persons prefer particular kind of store for particular product. 38 out of 60 respondents prefer buying from branded shop/store.

These days, most noticeable standard mark was Hallmark for jewelry. 55 per cent now-a-days prefer to see Vegetarian or Non-Vegetarian mark on the food products. Very few respondents were aware that they have seen and prefer buying on seeing other standard marks like ISO series, CE, FPO, Ecomark, Energy star, Woolmark etc. while none of the consumer was aware about latest 3 R’s. 60 and 80 per cent respondents have heard about organic and eco-friendly products, respectively. Nearly half of the respondents (49%) go to those shopkeepers, who were good with them. More than 85 per cent respondents are buying products from a particular store, that too of good quality. When asked what payment mode they prefer, 65 per cent respondents prefer paying cash on delivery. 26.67 per cent respondents prefer to pay via debit card. Very few of sample go payment by cash after sale service, credit card and net banking.

TABLE I

DATA IN F & % OF SAMPLE RELATED TO ONSTORE SHOPPING

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particulars</th>
<th>F (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>What things you buy from stores &amp; shops?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grocery</td>
<td>19 (31.67)</td>
</tr>
<tr>
<td></td>
<td>Equipment &amp; Utensils</td>
<td>12 (20)</td>
</tr>
<tr>
<td></td>
<td>Furniture &amp; Furnishing</td>
<td>23 (38.34)</td>
</tr>
<tr>
<td></td>
<td>Clothes &amp; Fashion</td>
<td>52 (86.67)</td>
</tr>
<tr>
<td></td>
<td>Electronics &amp; Appliances</td>
<td>35 (58.34)</td>
</tr>
</tbody>
</table>

N=60
It is important to mention that, before doing onstore shopping, respondents also asked whether they compare price range of the product or service from online shops or sites? 65 per cent respondents’ answer was in ‘Yes’.

C. Online Shopping

Data from table 2 shows that cent per cent respondents do purchase online. More than 100 persons were surveyed, then those 60 persons were selected as sample of the study who have purchased online or who regularly purchase online. 83.34 per cent respondents prefer mobile device for purchasing online from different sites or online stores. Major reason behind this may be that mobile is a small device and can be taken and used anywhere. Simultaneously, various online stores have launched apps for mobile users only which give more benefit to those users who buy from that app. 96.67 per cent respondents were aware of various app for online shopping.

It is revealed from the table 2 that 80 per cent respondents prefer online shopping from Flipkart app. After that Snapdeal app is preferred by 75 per cent respondents for online shopping. More than 71 per cent respondents prefer to buy clothes, bags and shoes from online apps. 63.34 per cent respondents in each purchase Fashion accessories as well as Mobile & accessories.

70 per cent respondents make account and then purchase online from different sites or online stores. Major reason behind this may be that mobile is a small device and can be taken and used anywhere. Simultaneously, various online stores have launched apps for mobile users only which give more benefit to those users who buy from that app. 86.67 per cent respondents prefer paying cash on delivery.

![Data Analysis Table]

**TABLE II**

DATA IN F & % REGARDING ONLINE SHOPPING

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Particular</th>
<th>F (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Do you shop or purchase online?</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>60 (100)</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>How do you purchase online?</td>
<td></td>
</tr>
<tr>
<td>On computer</td>
<td>10 (16.67)</td>
<td></td>
</tr>
<tr>
<td>On mobile</td>
<td>50 (83.34)</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Are you aware of various apps for online shopping?</td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>58 (96.67)</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>2 (3.33)</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Which application software you prefer for online shopping?</td>
<td></td>
</tr>
<tr>
<td>Snapdeal</td>
<td>45 (75)</td>
<td></td>
</tr>
<tr>
<td>Amazon</td>
<td>27 (45)</td>
<td></td>
</tr>
<tr>
<td>Home Shop 18</td>
<td>2 (3.33)</td>
<td></td>
</tr>
<tr>
<td>Lime Road</td>
<td>2 (3.33)</td>
<td></td>
</tr>
<tr>
<td>Myntra</td>
<td>12 (20)</td>
<td></td>
</tr>
<tr>
<td>Zopper</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Flipkart</td>
<td>48 (80)</td>
<td></td>
</tr>
<tr>
<td>Jabong</td>
<td>5 (8.34)</td>
<td></td>
</tr>
<tr>
<td>Shopclues</td>
<td>8 (13.34)</td>
<td></td>
</tr>
<tr>
<td>Voonik</td>
<td>11 (18.34)</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Which kind of products or services you prefer to shop online?</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; laptops</td>
<td>15 (25)</td>
<td></td>
</tr>
</tbody>
</table>

* Note: Answers other than Yes or No are in multiple choices. F is Frequency & Percentage in Parentheses.
Exactly half of the respondents said the complaint comes in particular size and amount only; (56.67 %) and more than half of the sample was in favour of free delivery options and they go for it generally. Combo offers (by 55 % respondents) and free gift (by 28.34 % respondents) were also noticed. 65 per cent and 60 per cent respondents, were quality and brand minded, respectively. 45 per cent sample considered quantity and amount also but in comparison with price. If the amount is more in less price, they prefer that criteria in mind. After that famous products and most used products reviews were also main points to be considered by the respondents.

More than 73 per cent respondents made complaint or returned back, when they purchased online. The reasons were damaged, non-working, not expected colour, quality of the products.

D. Difference between Onstore and Online Shopping

It was asked from the respondents that which type of shopping is easy, 55 per cent favoured for online shopping. Ifs and buts are applicable here. More than 60 per cent respondents given response that actual view is possible in onstore shopping. 48.34 per cent told that suitable amount of the desired product can be chosen. 41.67 per cent said actual feel can be done and same amount of respondents felt that frauds can be avoided. Exactly half of the respondents said laughingly that bargaining can be done only in onstore shopping.

On the other hand, half of the sample was in favour of online shopping as this can save time and energy. 43.34 per cent felt that online apps and stores provide more choices and options. As there are offers, 36.67 per cent accepted that money could also be saved via online shopping. Less than 1/3rd of the respondents (31.67 %) agreed that it is quick method at the time of urgency. As there are more choice available online, only 26.67 per cent respondents said that they can select the product which is within there budget.

Negative points of onstore as well as online shopping were also asked to the respondents. 70 per cent respondents were regretted that there are less choices available at one store, they have to wander shop to shop. More than half of the respondents (58.34 %) felt that products they want to buy come in particular size and amount only; (56.67 %) and frauds, irritations and mishaps cannot be avoided in online shopping. 70 per cent of the consumer respondents face problems while purchasing on store, if the complaint comes after going home, there is an exchange offer but no money will be returned. While there are less complaints by the respondents (51.67 %) while buying online, because there is option of product as well as money back, exchange offer etc. Pros and cons are there in both methods, but they are different.

| Maximum of the respondents (93.34 %) prefer purchasing online when there is any discount or special offers on the products or service. Most of the respondents found free delivery options and they go for it generally. Combo offers |  |  |

| *Note: Answers other than Yes or No are in multiple choices. F is Frequency & Percentage in Parentheses. |  |  |
2. Is online shopping more costly than onstore shopping?
   Yes 28 (46.67)
   No 32 (53.34)

3. What facilities are there in Onstore shopping?
   Actual feel 25 (41.67)
   Suitable amount can be chosen 29 (48.34)
   Bargaining can be done 30 (50)
   Actual View 38 (63.34)
   Any fraud can be avoided 25 (41.67)
   Any other

4. What facilities are there in Online shopping?
   Time & Energy Saving 30 (50)
   Many times money saving 22 (36.67)
   Can select things within the budget 16 (26.67)
   Quick at the time of urgency 19 (31.67)
   More choices/options 26 (43.34)
   Any Other

5. What negative points you feel are in Onstore shopping?
   We have to go to the store at least and spend time and energy for choice 31 (51.67)
   Less choices are available at one store, have to wander from shop to shop 42 (70)
   Have to buy even if we are not getting fully suitable products 27 (45)
   Have to adjust in monetary terms when in urgency 31 (51.67)

6. What negative points you feel are there in online shopping?
   Actual feel & Actual View cannot be possible 38 (63.34)
   Products come in particular size or amount only 35 (58.34)
   Frauds, irritations and mishaps cannot be avoided 34 (56.67)
   If any complaints are there it takes much time to solve 26 (43.34)

7. Have you faced any problem or complaint while purchasing onstore?
   Yes 18 (30)
   No 42 (70)

8. Have you faced any problem or complaint while purchasing online?
   Yes 29 (48.34)
   No 31 (51.67)

*Note: Answers other than Yes or No are in multiple choices. F is Frequency & Percentage in Parentheses

IV. SUMMARY AND CONCLUSION

Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online shopping basically provides the way consumers go shopping and purchase services and goods with reasonable price on the Internet. For some consumers, shopping and purchasing online have become part of their daily lives, while others may not even care about it. At this point, what factors influence online purchasing behavior and explain the difference in online buying behavior among Internet users [1]. These days, it is even easier to find the most difficult of all products, by easily typing in the product or item that you are looking for. One doesn’t have to worry about location because logistic companies are also joining the bandwagon, so to speak, and helps in making sure that their products would be available to any and all destinations in the world.

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