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COMMERCE –A STUDY ON COMPARATIVE ANALYSIS OF ONLINE AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO FLIPKART

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Abstract

In many ways consumers around the world are becoming more alike. As Indian consumers start shopping online with great enthusiasm, it is time to bust a few myths and understand a few simple tips to make online shopping safe and enjoyable. The first myth is that using credit cards online is safe. The reality is that paying by credit card online is safer than using a credit card offline. Most credit card frauds in the world happen because card details get compromised offline. In the online world, credit card information is always submitted directly to a bank and never captured by merchants.

Keywords: consumers, Shopping, Online, credit card.

INTRODUCTION

In recent years, online shopping has become popular; however, it will cater to the middle and upper class. In order to shop online, we must be able to have access to a computer, a bank account and debit card. Shopping has evolved with the growth of technology. According to research found in the Journal of e-commerce, if one focuses on the demographic characteristics of the in-home shopper, in general, the higher the level of education, income and occupation of the head of the household, the more favorable the perception of non-store shopping. Journal of Electronic Commerce Research, an influential factor in consumer attitude towards non-store shopping is exposure to technology, since it has been demonstrated that increased exposure to technology increases the

probability of developing favorable attitudes towards new shopping channels.

In a country that has a large proportion of its working age population contributing to its lucrative consumer base and where people rely on metro cities for finding commodities with good quality and wide selection, online shopping offers a more varied, hassle-free and interesting shopping experience.

FACTORS AFFECTING ONLINE SHOPPING:

Web based shopping ends up important in the most recent decade. The sort of business online retailer are doing is verification enough that they are giving a few advantages to clients which disconnected shopping does not provide for the clients. These are the components which influencing web based shopping:

Risk:

When customer purchase products from online shopping they do not touch or feel the product in a physical sense. Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise a risk of product quality, size, fitting and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

Convenience:

Online shopping is much more convenient than traditional shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from one place to another place. Once you have decided on what you want to buy the payment process is seam less and the order is delivered to your address. Online shopping makes things more convenient. We can have a lot of choice over there in any kind of material 7 we want to deal with that too without any fear of dealing with any dealer or distributors. Online shopping is convenient in its real sense as it do not carry any dealing with issues of asking for wanted items or issues of asking for desired kind of items which helps in avoiding the part of waiting asking, questioning about the product.

Anxiety

People's anxiety of exploring the sites, experimenting over them and enjoyment are also the matter of concern. Sometimes people those who are not very known about any sites like Flipchart, Myntra or any sites they feel like it is a tough kind of activity over internet and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product and its details. This particular activity makes them irritated over any kind of fatal online dealing.

OFFLINE SHOPPING:

Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. With the passage of time came an era of less popular tele-shopping which dealt in limited range of products such as Astrology and spirituality products (such as Rudraksha Mala, Hanuman Kavach, Bal Raksha, etc), Health and fitness equipments (such as Tread Mill, Leg Massager, Height Increaser, Sauna Belt, etc) and even some of the Cooking ranges (including Juicers and Mixers, Vegetable Choppers, etc). But, most of these products could be termed as low-intensity and niche products which could interest only a limited target of people.

Online Shopping:

- ❖ Best bargain as you can visit numerous shops/suppliers.
- ❖ No national or international barriers, making equal playing ground for players from developed as well as 3rd world nations.
- ❖ Consumer at a demanding position and suppliers not in a very commanding one.
- ❖ Enormous employment opportunities, as a whole new industry is defined.

Factors Affecting Traditional Shopping

Offline or Traditional shopping has existence since the existence of mankind. Traditional shopping gives different types of benefits to the customers. There are some factors which affect the offline shopping those are as follow

CONSUMER BEHAVIOUR OF ONLINE SHOPPING

Online shopping behavior depends on four factors such as shopping motives, personality variables, internet knowledge and experience and last factor is shopping incentives. These are key determinants to influence the behavior of online consumers. Online seekers are the main sources of online shopping. Online shoppers always want to seek information

within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and consumer word-of-mouth. Consumer behavior over internet according to consumer behavior report, “one in four consumers indicated that they spend more time online because of the tough economy and 53 percent of consumers said they spend about the same amount of time online”. Online in four factors such as shopping motives, personality variables, internet knowledge and experience and last factor is shopping incentives. These are key determinants to influence the behavior of online e-shopping. Online shoppers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands.

CUSTOMER SATISFACTION

Paramasivan, C. (2016) The major hindrance of consumer protection is that the consumer is unorganized in our country. Consumers need to be protected and made aware of their rights and the ways and means of exploitation they come across in their life and its effect on individual and the country. In this regard the present study focuses on consumer exploitation in organized retailing in Tamil Nadu with the help of descriptive analyses. Customer satisfaction is the critical strategic weapon for the 1990's and beyond for any type of organization. Customer satisfaction is so important because the aim of commercial organization is to make profit. It is therefore important to find out which factors of service influence most the customer's propensity to buy and to be ahead of nearest rivals of these factors in terms of service offer. Customer satisfaction is a moving target. Customer expectations and performance standards are continuously changing because the competition is also working to meet or exceed customer requirements. Different surveys, depending on customer

characteristics, can be used to emphasize different aspects of customer satisfaction. Marketing researchers have identified four distinct factors which influence the customer satisfaction. According to Lile and Sheth, the major aspects of each are Product, Sales activity, After-Sales and Culture.

STATEMENT OF THE PROBLEM

There are millions of peoples are in online at any time and they are potential consumer in the online market. Since there are so many providers, the most important thing for organizations is to understand what are consumer needs and wants in this competitive business environment. In the internet shopping market since there is no face-to-face contact, analyzing and identifying factors that influence the consumer is vital. Moreover, consumers have new demands in the internet medium. Therefore, it becomes more important to answer consumer's demand to retain the customer. This study focuses the problems of traditional consumers and how it will be replaced by the online shopping was ascertained.

OBJECTIVES OF THE STUDY

- ❖ To Study the socio – demographic characteristics of the respondents
- ❖ To Analyses the customer's perception and satisfaction towards on- line business
- ❖ To Analyses the factor influence the online and offline business.

RESEARCH METHODOLOGY

Research is an academic activity which gives creativity thinking and knowledge. Research methodology is the way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically.

Methodology is a comprehensive term, which includes various methods, and procedures, the random sampling methods are used for research analysis. It is way to solve the research problems systematically.

ONLINE SHOPPING – AN OVERVIEW

The introduction of online shopping is a consequence of economic globalization and liberalization of Indian economy. This economic system invited companies from globe to sell their products in Indian market in order to reach the customers, they employed both online and offline retailing.

COMPONENTS OF E-COMMERCE TRANSACTIONS

The major components of e-commerce transactions are:

- ❖ Seller
- ❖ Transaction Partner
- ❖ Consumer
- ❖ Firm/Business
- ❖ Government
- ❖ Internet

The seller should consist of the following:

- A corporate Website with e-commerce capabilities.
- IT-literate employees to manage the information flows and maintain the e-commerce system.

Transaction partners should include:

- ❖ Banking institutions that offer transaction clearing services.
- ❖ National and international freight companies to enable the movement of physical goods within, around and out of the country. For business-to-consumer transactions, the system must offer a means for cost-efficient transport of small packages.
- ❖ Authentication authority that serves as a trusted third party to ensure the integrity and security of transactions.

Knowledge about existence of commercial websites. Firms/Businesses should have:

- ❖ Critical mass of companies with internet access
- ❖ Capabilities to get orders over the Internet. (Dan Muse, 2006). Government should have:

- ❖ Legal institutions that would enforce the legal framework.
- ❖ Internet should depend on:
- ❖ A robust and reliable Internet infrastructure
- ❖ A pricing structure for doing e-business.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts.

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