

A Comparative Study Of Online Shopping And Offline Shopping With Reference To Sira Taluk Of Tumkur District Of Karnataka.

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ABSTRACT:

Shopping might be one of the oldest phrases for what we were doing through the years. Because the dominance of the internet changed into declared, on-line purchasing has become a popular purchasing technique. Advances in technology allow sellers to attain clients faster, less difficult, and cheaper. On-line buying has evolved hastily in current years. Many studies focus on high-contact merchandise that customers sense once they contact, odor, or attempt the product. Offline shopping is needed at the shopping stage due to the fact on-line buying can not. This studies paper focuses on studying extensive differences among online and offline client corporations in terms of patron demographics, generation usage, availability, and attitudes.

Keywords: online, offline, products, shopping.

1. INTRODUCTION

Shopping is a part of everyday lifestyles. A few people get the necessities while purchasing, while others get a touch greater. It is visible as a way to alleviate stress, satisfy the cravings of the coronary heart, and add taste to a mechanical life-style. Shopping might be one of the oldest terms for what we've got been doing over the years. In ancient instances, however, the term changed into "change" or "barter" and perhaps even "market". Now that the net has spread out a much broader and greater appealing market for trendy clients, what does conventional shopping have to offer? There are major kinds of buying: traditional shopping and on-line purchasing. These days, with the spread of computer systems, increasingly people are "purchasing" over the internet. On-line purchasing has become increasingly famous within the 21st century. On-line buying lets in you to shop for the whole lot you need while you are on the aircraft or getting prepared for bed. Since the dominance of the net became declared, on-line purchasing has ended up a famous purchasing method. Advances in era allow sellers to attain customers faster, simpler, and less expensive. On-line buying has developed hastily in recent years. The net is presently taking the spotlight of the retail market. However, the acquisition of products from conventional markets has been going on for years. Many customers pick to buy offline to test the product and preserve ownership of the product immediately after paying for it. In this contemporary international, consumer loyalty depends on your steady potential to supply pleasant, price and pride. A few keep offline, some on-line, and some keep both methods. The focus of the take a look at is customers' purchasing decisions on the net and in brick-and-mortar shops on the time information is available. However, on-line buying is less difficult and inexpensive than offline buying. Clients need to understand the shopping for medium every time they make a shopping choice, whether on-line or offline. On-line buying behavior is also referred to as on-line shopping for conduct or net shopping. Buying conduct approach shopping items over the net using a web browser.

Attitudes and behaviors while purchasing on-line relate to purchasers. Previous studies have centered on what makes on-line shopping products different from others. Many studies recognize on high-touch merchandise that customers experience when they contact, odor, or strive the product. Offline shopping is important all through the purchasing stage due to the fact online shopping cannot. We additionally understand that with the boom in on-line purchasing, on-line shopping is possibly to place greater stress on offline and traditional shopping. Studies on this area may be very constrained. On-line or e-shopping is a type of electronic buying that allows a client to buy items over the internet at once from a service provider using her net browser. On-line buying has numerous aliases. Mobile commerce or m-commerce is called shopping from on-line retailers via cell-optimized on-line websites or packages. Use the online channel for research and the offline channel for getting. The terms "online" and "offline" have precise meanings related to computer era and telecommunications, with "on-line" indicating a related country and "offline" indicating a disconnected nation.

2. Review of literature

Degeratu et al. (2000) show that for some categories the brand name is more important online than in a traditional shopping environment, but this might depend on the available attribute information.

Kolko (2000) finds that cities that are farther away from other cities are more likely to make use of the internet.

Brynolfsson and Smith (2000) and **Clay, Krishnan, and Wolff (2001)** find that prices drop due to the introduction of online book markets.

Scott Morton, Zettelmeyer, and Silva-Risso (2001) document that consumers who used an online service to help them search for and purchase a car paid on average two percent less than other consumers.

Smith and Brynolfsson (2001) use data from an onlineshop but to study the behavior of online book consumers. They find that brand has an effect on the consumers' willingness to pay.

Lenvin et al. (2003) found that being able to personally encounter a product prior to purchase is an underlying factor of the preference for an offline shopping method for products such as clothing.

Sinai and Waldfogel (2004) find that conditional on the amount of local content on the internet, people in smaller cities are more likely to connect to the internet than people in larger cities.

Forman, Goldfarb, and Greenstein (2005) find that rural areas are on the margin more likely to adopt participation technologies, as defined above, that aid communication across establishments.

However, textile and clothing have found the biggest acceptance in online retail and no branch of the industry is affected by the internet as retail sales have (**Heinemann and Schwarzl, 2010**).

According to **Chayapa (2011)**, the process of making decision are very similar whether the consumer is offline or online but some major differences are shopping environment and marketing communication.

Dong-Mo Koo, Ji-Hoon Lee (2011) proposed an inter- relationship among dominance, energetic and tense arousal, pleasure and their impact on intention. Results from the from a survey of 406 consumers (217 from offline store customers and 189 online store users) demonstrated that dominance had a significant positive and/or negative effect on both energetic and tense arousal, it has no impact on pleasure and intention under both offline and online environment; effect of dominance on tense arousal was not statistically significant in an online shopping environment; both energetic and tense arousal has a positive and/or negative impact on pleasure.

Yaobin Lu (2011) focused on factors that influence users' intention to transfer their usage from the offline to the online channel that offer similar services. The study revealed that innovativeness in new technology and relative benefit had positive effects on users' intention to transfer usage. Moreover, the findings of the study also indicated that internet experience moderates the relationship between relative benefit and consumers' intention to transfer usage from offline to online services.

What is Online Shopping?

Online buying (e-buying) is a type of electronic trade that allows a customer to purchase goods and services directly from dealers over the net using her net browser. Different names include e-web save, e-shop, e-store, net save, net save, web keep, on line sorting, and virtual keep. Today, it's even simpler for customers to discover the toughest of all merchandise via clearly typing inside the product or item they may be seeking out. Because logistics businesses are also on board the educate to help make sure product availability international. In reality, online buying has increasingly blessings and benefits, that is why humans select to keep this manner over traditional shopping.

Advantages of on line purchasing

- Convenience of on line purchasing:
customers can purchase products from the consolation in their domestic or administrative center. Cancelling a transaction is also easy.
- No pressure shopping for: In popular, store salespeople attempt to steer purchasers to buy products. Despite the fact that a client is not under any pressure at her save on line online, there may be a few stress.
- On-line buying saves time: customers do now not should wait in online at the coins join up to pay for the goods they buy. You can save from your private home or office even as now no having to spend time touring. customers can also look for the goods they need through getting into key terms or the use of a seek engine.
- Comparisons: groups showcase all the goods they provide to attract clients with first rate tastes and needs. Customers can select from pretty a few fashions after comparing the workmanship, equipment and prices of the goods on display. Price comparisons will also be available on line online.
- Availability of on line online save: The shopping centre is open all day. consequently, no matter in which the vendor and client are, time does no longer act as barrier.
- Online shopping for saves time: To entice customers to on-line buying, e-tailers and entrepreneurs offer discounts to clients. by way of lowering safety and actual property costs, stores can promote their products on line online at appealing discounts. Important purchasing web sites might also provide keep comparisons.

Elements affecting on-line purchasing

- Put off in transport: Lack of inventory manage over the years results in shipping delays. The time taken to pick, buy, and pay for an online product ought to no longer exceed 50 mins, but allow approximately 1-3 weeks for the product to be added to the client's doorstep. This frustrates clients and discourage them from online buying.

- Lack of full-size discounts in on line shops: Brick and mortar shops provide reductions and entice customers, making it tough for on line tailors to compete with offline structures.
- Lack of contact and sense of merchandise in on-line buying: in case you don't contact and try it, it increases issues approximately the best of the goods you provide. On-line buying is not incredible for garb due to the fact the customer can not attempt it on.
- Loss of interactivity in on line shopping: bodily shops permit rate negotiations among consumers and dealers. Showroom representatives, sales friends, personally take care of clients and help them in making purchases. some on-line purchasing malls provide the service of talking to a income representative.
- Lack of buying revel in: you may absolutely experience the using of shopping, along with the surroundings of the showroom, the clerks with proper flavor, and the scents and sounds which you cannot revel in on the net. Indians generally want to buy groceries. customers sit up for going out and buying.
- Lack of accurate checks when on-line shopping: clients have to buy products without seeing what they simply seem like. Customers can click on and purchase merchandise they don't really want. Digital snap shots of merchandise may be deceptive. Shade and actual appearance might not in shape the digital image. Human beings love going to brick and mortar shops, and they prefer to take the time to peruse the products. An digital image isn't like the bodily appearance when people purchase a product based totally at the digital image.

What is Traditional/Offline Shopping?

Having the capacity to bodily choose and take a look at what an item or product looks like and its characteristics is a perk of traditional buying. Have a tendency to pick due to the fact buying is not where shoppers and dealers meet, product focus is low. Loss of confidence, loss of physical contact and sense, and security worries are some of the reasons why clients visit an internet shopping web site but are not interested in shopping a product.

Advantage of Offline Shopping

No need to look forward to a products or services to buy. because you buy without delay from the vendor, you'll discover products and services within easy attain. You don't need to wait for your purchased offerings or goods to arrive. while you purchase offline, you get your product instantly, so you can check the fine and give remarks proper on the time of buy. Customer support is better and faster because you may contact the vendor whenever you want it. if you meet face-to-face and imply the reason for contacting, which include a defective a part of the object you purchased, you'll receive a spark off response immediately from the vendor for both a return of exchange.

Factors Affecting Offline Shopping

The few choices and options for products and services to buy offline. the supply of offline stores is confined and each shop has limited area, so that you do not have as many alternatives as shopping on line. You can visit endless shopping web sites and find a large quantity of alternatives for the only object you need to shop for. There are physical regulations on touring multiple shops right now, and if you can not find the product you like, you may grow to be empty-handed after buying. Also, you regularly must go out and installed lots of effort to discover the product of your preference, even for the same product. Locating a product, you want can be a daunting assignment. In terms of cost, the equal product may be more high-priced to buy offline, or even in case you find reductions, and so on., It'll still be cheaper to shop for online than in case you shopped online. Also, you get fewer freebies as compared to on line buying. In quick, if you are worried about money, you have to choose the web purchasing mode, and if you price after-income provider and comparable offerings, you ought to pick out the web buying mode. Offline purchasing need to be selected.

Difference Between Online and Offline Shopping

There are a few differences between on-line purchasing and offline purchasing.

1. Online shopping, as the name suggests, is finished over the net, so whilst you shop offline, you don't should wait in line or exit of your private home to buy what you need. There's no visit a nearby mall or store and buy what you like there.
2. Online purchasing gives quite a few flexibility due to the fact you could examine many merchandise time and again with out creating a buy, while offline purchasing requires you to shop for merchandise which are available in stores, you do not have a good deal choice. If no longer available, buy the second desire product or look ahead to it to reach before purchasing.
3. Whilst buying products which includes shoes and garments online, there's a high opportunity that the actual product will differ from the photo because you can't try at the product before ordering, however there is no such threat whilst buying offline, there's no distinction among the actual product and the perceived product, because purchasers strive it first and then buy it.
4. Online buying is obvious in that you could evaluate product costs on various websites to make certain you are shopping for the product at the lowest rate, while offline shopping lets in the consumer to buy the product due to the fact you don't want that luxury. Buy on the rate the seller is imparting because there may be no manner to inform if the

price the seller is offering is honest.

five. With on line purchasing, lots of various products are to be had at his one location or his one website, which is not feasible with offline buying. So in case you need to buy a cellular telephone and trousers, you have to visit some other save for these merchandise and you'll be wasting some time because these merchandise are different. So in terms of time financial savings, on-line purchasing surely scores better than offline purchasing.

3. OBJECTIVES OF THE STUDY

1. To analyses the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
2. To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.
3. To study the factor influencing the consumer to shop solely online and solely offline.

4. RESEARCH METHODOLOGY

It lists a description of the sampling layout, the survey gear used for statistics series, questionnaire pre-screening, and the usage of statistical equipment and strategies to investigate the amassed statistics.

- Scope

Scope changed into restrained to the geographical boundary of the Sira taluk of Tumkur district.

- Selection of populace

The study has been conducted inside the sira taluk of Tumkur district vicinity. The population for this studies is student, activity customers and domestic consumers. Because the sample length was 100.

- Records series method

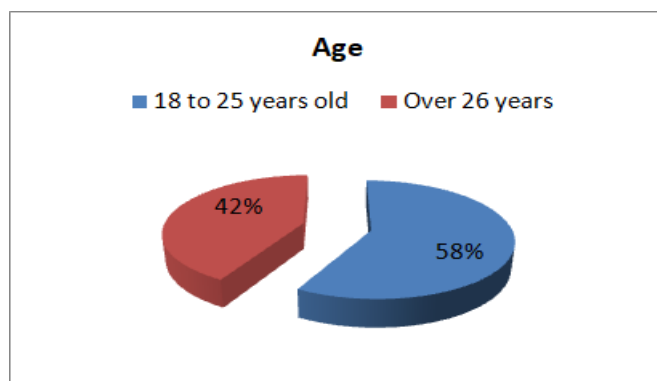
Primary information: Questionnaire improvement is the crucial part of number one statistics collection technique. For this researcher prepares a questionnaire in this sort of way that it'll be able to accumulate all relevant statistics regarding the mission.

Secondary data: It'll be accrued to feature the cost to the number one records. This could be used to accumulate necessary information and information by way of one of a kind websites, magazines, journals, reference books, and many others.

5. DATA ANALYSIS AND INTERPRETATION

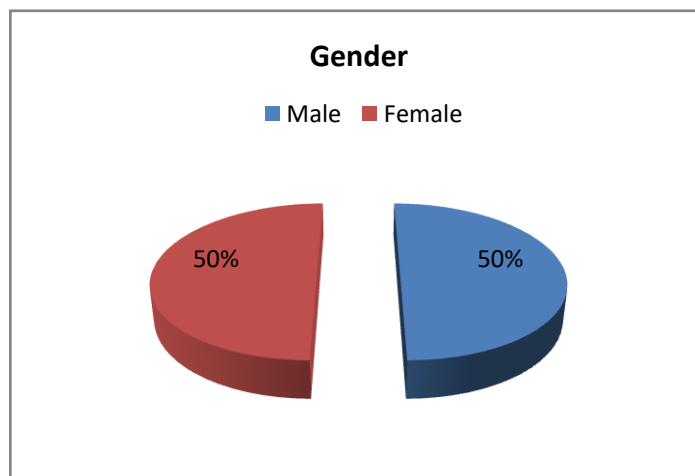
5.1 Age

Options	Respondents	Percentage
18 to 25 years old	58	58%
Over 26 years	42	42%
Total	100	100%



5.2 Gender

Options	Respondents	Percentage
Male	50	50%
Female	50	50%
Total	100	100%



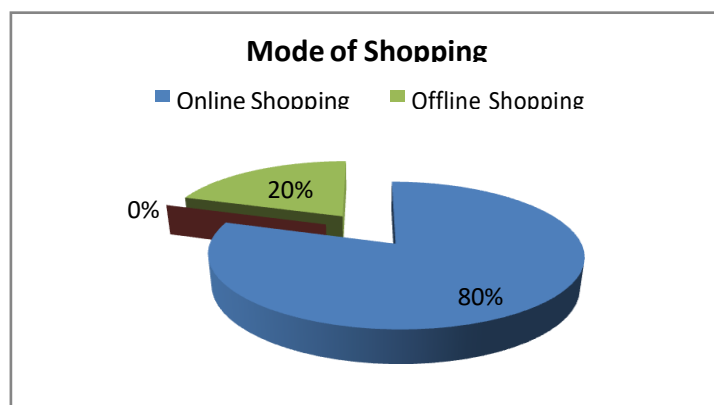
5.3 Do you trust on Online Shopping?

Options	Respondents	Percentage
Yes	74	74%
No	26	26%
Total	100	100%



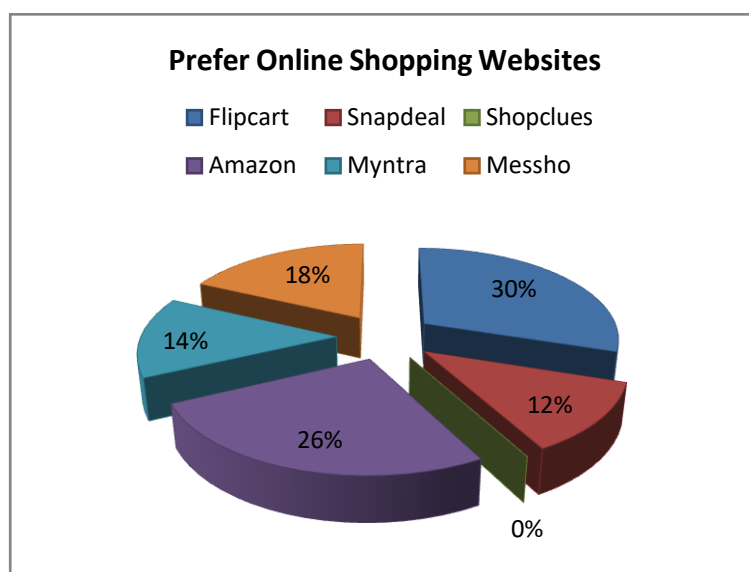
5.4 Which option do you prefer to choose?

Options	Respondents	Percentage
Online shopping	80	80%
Offline shopping	20	20%
Total	100	100%



5.5 If you prefer Online Shopping on which Website did you shop?

Options	Respondents	Percentage
Flipcart	30	30%
Snapdeal	12	12%
Shopclues	0	0%
Amazon	26	26%
Myntra	14	14%
Messho	18	18%
Total	100	100%



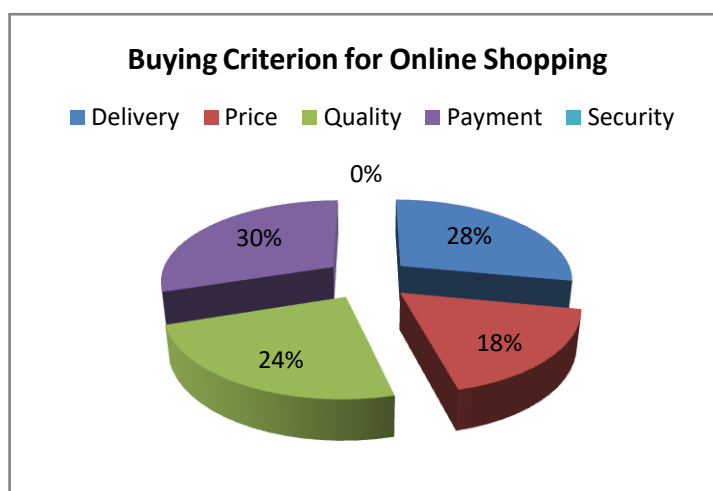
5.6 What is the most important criterion when you buy in Offline Shopping?

Options	Respondents	Percentage
Salesman advice	12	12%
Price	30	30%
Quality	36	36%
Payment facility	22	22%
Total	100	100%



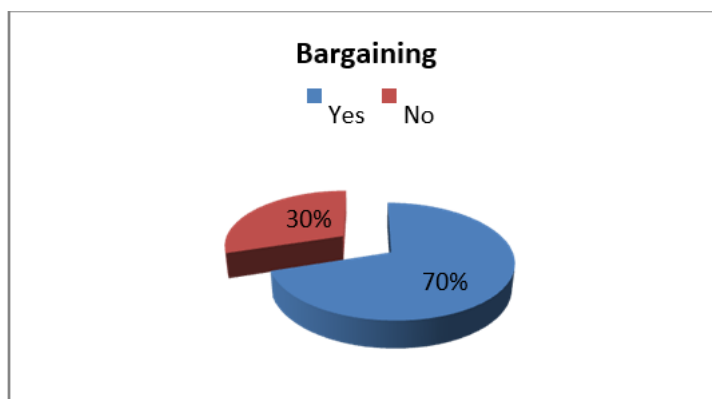
5.7 What is the most important criterion when you buy in Online Shopping?

Options	Respondents	Percentage
Delivery	28	28%
Price	18	18%
Quality	24	24%
Payment security	30	30%
Total	100	100%



5.8 Do you like Bargaining?

Options	Respondents	Percentage
Yes	70	70%
No	30	30%
Total	100	100%



5.9 Tick the reason why you choose Offline Shopping?

Options	Respondents	Percentage
Better return policies	28	28%
Prefer to touch product	40	40%
No product disappointment	12	12%
Discounts	20	20%
Total	100	100%



5.10 Tick the reason why you choose Online Shopping?

Options	Respondents	Percentage
Saving Valuable time	56	56%
Organizing finance	12	12%
Shipping gifts directly	26	26%
Finding items which might not see in stores	6	6%
Total	100	100%



6. FINDINGS OF THE STUDY

The number one item of this study changed into to evaluate online and offline buying modes. The findings are:

1. The survey confirmed, 58% purchasers are 18 to 25 years old and 42% consumers over 26 years.
2. The survey confirmed, 50% customers of online and offline buying are male and 50% consumers are female.
3. Out of statistics surveyed, 74% consumers believe on online buying and 26% customers are not trusted on online buying.
4. The most consumers are satisfied with on-line buying so 80% consumers prefer to online purchasing and 20% purchasers are happy with most effective offline purchasing.
5. The survey shows that, 26% of online shopping consumers use Amazon, 30% Of on line buying customers use Flipcart, 12% of online buying consumers use Snapdeal, 14% of on line shopping customers use Myntra, and 18% of on-line shopping clients use Messho for buying.
6. Evaluation confirmed 36% consumers assume that best, 30% purchasers assume that fee, 22% customers assume that payment facility and 12% consumers suppose that salesman advice is the maximum crucial criterion once they purchase in offline shopping.
7. Analysis showed 28% purchasers suppose that transport, 24% consumers suppose that high-quality, 30% customers suppose that payment safety and 18% purchasers assume that fee is the maximum vital criterion when they buy in on line purchasing.
8. Out of data surveyed 70% customers like bargaining while 30% consumers do not.
9. The surveyed confirmed forty% clients assume that they can contact the product, 28% clients think that there are better go back policies, 20% clients think that there are discounts on their buying and 12% consumers suppose that there's no sadness approximately the product in offline buying.
10. The surveyed showed fifty six% customers assume that they can keep their valuable time, 26% purchasers suppose that there's the power of purchasing presents directly, 6% customers suppose that they could see those objects that might not see by using them in stores and 12% clients suppose that they are able to arrange their finance effortlessly in online buying.

7. CONCLUSION

On-line buying is a new enjoy that has made a huge effect on purchasers' lives in a quick period of time. Many accept as true with that on-line shopping will make the essential adjustments and changes to make consumers' buying conduct more effective and green, take their business to new degrees and attain new markets of savvy customers. I'm robust. The findings of this take a look at underscore the want for agencies to take their on line market critically. The survey conducted revealed positive attitudes and behaviors in the direction of online purchasing, even amongst clients who decide on brick-and-mortar stores. Those purchasers are frequently more youthful and older age corporations. These purchaser businesses have more time to spend in conventional shops and department stores and value offline buying studies for social motives inclusive of: B. to meet with friends. These clients accumulate statistics online and appear like extra informed to buy in brick-and-mortar stores. The rapid increase of e-trade has caused the e-transformation of world retail infrastructure.

The net has advanced into a cheap way to do commercial enterprise, regardless of many bottlenecks because of the unfold of the net, growing incomes, and a knowledgeable population. Cozy online bills, higher e-shops, go back regulations, and attractive discounts can boost perceptions of the advantages of buying. Consider the demographic profile of online users. In the contemporary Indian state of affairs, gender, age and training have essential relevance for

internet shopping.

Ordinary outcomes suggest that respondents have a advantageous belief of on-line shopping. This definitely justifies the boom of on line buying tasks inside the us . However, the frequency of on-line purchasing in the country is enormously low. on-line buying groups canuse the relevant variables and factors identified from the survey to expand strategies and plans for their usa. Organizations can prioritize customers' implicit and express demands inside the online buying surroundings. The outcomes can also be used by various companies to become aware of target client segments. The consequences of this study can be used by practitioners to rethink or regulate their on line buying strategies. on-line websites want to pay extra interest to the female segment as consequences display that women make greater online purchases than guys.

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