ASSESSMENT OF THE TRENDS AND PRACTICES OF CONSUMERS BUYING THEIR PRODUCTS ONLINE AND OFFLINE

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Abstract

Background: The purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. The increase in technology increases the online shopping by the consumer. Hence; the present study was undertaken for assessing the trends and practices of consumers buying their products online and offline.

Materials & methods: A total of 100 subjects were enrolled in the present study. Complete demographic details of all the subjects were obtained. A questionnaire was prepared and was given to all the respondents for assessing the trends and practices of consumers buying their products online and offlineAll the results were recorded in Microsoft excel sheet and was analysed by SPSS software.

Results: The most common online shopping websites used by the subjects of the present study was Amazon, followed by flipkart, Myntra and Snapdeal. Clothes and electronic items were the most common items purchased from online shopping websites. Majority of the subjects purchased products from online shopping websites once a month. 77 percent of the subjects preferred to purchase the same priced products online while 23 percent of the subjects preferred purchasing them on shops.

Conclusion: Those who are aware of technology, knowledge, and high income level population, are specially engaged in the online shopping./

Key words: Offline, Online, Products

INTRODUCTION

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years.[1-3] Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. In general the population from high level of income and high level of learning are more favourable to do online shopping.[4-6] The population who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology increases the online shopping by the consumer. The increase in technology creates a favourable attitude towards the consumer for online shopping.[7]

Hence; the present study was undertaken for assessing the trends and practices of consumers buying their products online and offline.

MATERIALS & METHODS

The present study was planned with the aim of assessing the trends and practices of consumers buying their products online and offline. A total of 100 subjects were enrolled in the present study. Complete demographic details of all the subjects were obtained. A questionnaire was prepared and was given to all the respondents for assessing the trends and practices of consumers buying their products online and offline. The data gathered during the depth interviews was used for identifying common questions concerning consumer behaviour as it related to the pure online and offline buying process as well as channel switching from one trade channel to another during the buying choice process. Deepness of the interviews and concentration groups provided an efficient means of spreading and emerging theoretical concepts to improve the ultimate research design. All the results were recorded in Microsoft excel sheet and was analysed by SPSS software. One-way Chi- square test t was used for assessment of level of significance. P- value of less than 0.05 was taken as significant.

RESULTS

In the present study, a total of 100 subjects were enrolled. Mean age of the subjects of the present study was 38.6 years. 40 percent of the subjects of the present study belonged to the age group of 30 to 50 years. 63 percent of the subjects of the present study were males while the remaining 37 percent were females.

In the present study, out of a total of 100 subjects, 15 were illiterate, 25 were educated upto the level of secondary, while 33 were educated upto level of graduation. 79 subjects in the present study belonged to urban residence while the remaining 21 had rural residence. The most common online shopping websites used by the subjects of the present study was Amazon, followed by flipkart, Myntra and Snapdeal. Clothes and electronic items were the most common items purchased from online shopping websites. Majority of the subjects purchased products from online shopping websites once a month. 77 percent of the subjects preferred to purchase the same priced products online while 23 percent of the subjects preferred purchasing them on shops.Significant results were obtained while assessing the preference of subjects towards online shopping (p- value < 0.05).

Discussion

Online shopping becomes relevant in the last decade. The kind of business online retailer are doing is proof enough that they are providing some benefits to customer which offline shopping does not give to the customer.[6]The kind of variety that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the entire major brand and a customer can find any product in their listing no matter how hard to find it is in the offline store. Online and offline both shopping provide variety of range from various brands. Variety in it itself is the foremost dealing factor which influence the market.[7]Offline shopping has existence since the existence of mankind. Offline shopping gives different types of benefits to the customer. There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale.[8]Hence; the present study was undertaken for assessing the trends and practices of consumers buying their products online and offline.

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age group of 30 to 50 years. 63 percent of the subjects of the present study were males while the remaining 37 percent were females. Out of a total of 100 subjects, 15 were illiterate, 25 were educated upto the level of secondary, while 33 were educated upto level of graduation. Li and Zhang (2002) examined the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review. In doing so, this study attempts to provide a comprehensive picture of the status of this subfield and point out limitations and areas for future research. They decided to restrict their search of research articles to the period of January 1998 to February 2002. This methodological matter wants to be addressed in upcoming research so that a validated instrument can be developed for evaluating consumer online shopping approaches and behaviour.[8]In offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.[6]

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and merchandising all collectively influence shoppers excitement. E-shopper excitement leads to positive word-of-mouth (WOM) and increases the intent to return.[10]

Conclusion

From the above results, the authors conclude that those who are aware of technology, knowledge, and high income level population, are specially engaged in the online shopping. However; further studies are recommended.

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Table 1: Age and gender-wise distribution of respondent

Parameter		Number of subjects	p- value
Age-group (years)	Less than 30	33	0.18
	30 to 50	40	
	More than 50	27	
Gender	Males	63	0.02 (Significant)
	Females	37	

Table 2: Qualification and residence of the subjects

Parameter		Number of subjects	p- value
Qualification	Illiterate	15	0.71
	Upto secondary	25	
	Upto graduation	33	
	Postgraduate	27	
Residence	Rural	21	0.00 (Significant)
	Urban	79	

Table 3: Preference of online shopping website

Online shopping website	Number of subjects	p- value
Flipkart	22	0.19
Snapdeal	19	
Alibaba	8	
Amazon	23	
Myntra	19	
Others	9	

Table 4: Mostly purchased items from online shopping websites

Most purchased items	Number of subjects	p- value
Clothes	38	0.04 (Significant)
Electronic items	35	
Books	15	
Others	12	

Table 5: Frequency of products purchased from online shopping websites

Frequency	Number of subjects	p- value
Once a week	22	0.98
Once a month	33	
Once every six months	22	
Once a year	23	

Table 6: Preference of purchasing product online or on shops

Preferences	Number of subjects	p- value
Online	77	0.00 (Significant)
On shop	23	