

# Understanding the Difference Between Online and Offline Shopping and Consumer Behavior Towards Online Mode of Shopping

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**Abstract** - In today's world, the Internet has grabbed the interest of retail merchants. A survey was conducted by ComScore, a multinational digital measurement and analytics company. E-tailing, or online retail, is at an all-time high right now, with domestic retail sites dominating. E-commerce is giving birth to a new industry in India that has a lot of potential. It is mostly changing corporate processes as well. In this new era of E-Commerce, it's critical to understand the consumer's perception of online shopping. As a consequence, E-tailers must be aware of and understand the relationship between service quality, customer satisfaction, trust, and purchasing behavior. These days, e-commerce, or online buying has become a more convenient and popular option for consumers. This one-of-a-kind purchasing approach is really unique. Online shopping has been shown to satisfy modern consumers' desires for ease and speed. Some consumers, on the other hand, are still reluctant to buy online. For example, consumers seem to be reluctant to make purchases online owing to a lack of confidence. Before making a purchase, consumers may want to inspect and feel the items, as well as meet up with friends and get further feedback. Consumer behavior is the lifeblood of every business. Furthermore, as businesses expand their online presence, they are seeing that some consumers are still reluctant to take the plunge. A recent research looked at consumer incentives that affect online purchasing behavior. It's still unclear what factors influence internet purchasing decisions. This article looks at the differences between online and physical buying, as well as customer attitudes about internet shopping.

**Index Terms**- Online shopping, Offline shopping, Consumer behavior, E-Commerce, etc.

## I.INTRODUCTION

The Internet is rapidly gaining popularity as a global media and garnering attention as the most creative marketing tool. The worldwide character of communication and buying has also been reinvented since it is the perfect medium for online shopping companies. The ease of shopping online is mostly reflected by less time and energy invested, as well as cheaper shipping prices, less crowds and queues than in physical markets, and unlimited time and space. As a substitute for traveling to the store, businesses and consumers are increasingly turning to the internet. For every kind of company in the world, marketing is a way of life. Marketing is about more than just selling products to make money; it's also about meeting the requirements of customers. The need of the day is modern marketing. It is the process of identifying a customer's requirements and arranging actions to fulfill those needs. Online buying has morphed into a whole other kind of commerce. Online merchants may increase their sales base and financial resources by developing their own e-products and services to suit changing customer expectations. Online shopping is one of the most common ways to buy for convenience. In fact, it is a common way of buying among Internet users. The online buying trend is increasing in popularity, whether it's for clothes, electronics, or pets. Hundreds of websites and applications are created and launched each year to satisfy the increasing demand for easy shopping.

Thanks to the internet, people may connect with people on the other side of the globe, send email around the clock, look for information, play games with others, and even buy goods online. Meanwhile, internet shopping has become more popular as a means of procuring products and services. It has becoming more popular on the Internet. Customers

may also get more information and choices for comparing goods and pricing, as well as more options, convenience, and the ability to find anything online.

## II. INTERNET EVOLUTION

As a consequence of the development of www – the World Wide Web, Internet-based E-Commerce has developed, and these circumstances allow people to get and give more information about goods and services in a more efficient way. In addition, industrial conglomerates have used the internet to advertise themselves. Because of the internet's strength and many other advancements, online searching has now become a regular habit. It's no longer surprising that a company's main objective is to connect with consumers and generate revenue. As a consequence, businesses are becoming more reliant on knowing, interpreting, and analyzing consumer behavior. It is an essential characteristic since there is no face-to-face interaction in online business. Managing key client behavior choices becomes considerably more vital and crucial. The significance of the connection between the selling technique and the buyer's behavior is emphasized by Rogan. Online merchants should look at why certain consumers still refuse to buy online. The internet is utilized for a variety of purposes. Businesses take on a whole new dimension thanks to the internet. It has established a new marketplace for both customers and companies. As a result, it has expanded beyond the usual market. Websites allow users to search for information about goods and services, leave comments, and make purchases. As a result, past selling experiences have formed a separate phase. Currently, businesses are making an effort to provide a variety of payment methods, delivery options, and even distinct web interfaces for diverse geographic areas.

The internet has become a necessary part of our daily life. It offers a lot of advantages. People may now connect, learn, have fun, buy things, and receive services. It may have certain disadvantages, including the danger of a virus, the risk of private data being taken, and spamming. The benefits or advantages are thought to outweigh the drawbacks. Since its beginnings, the internet has piqued people's curiosity. The internet currently connects over 2 billion individuals. According to this statistic, 30 percent of

the world's population uses the internet. As a consequence, companies may be able to acquire a competitive edge by using the internet. Market science has grown more concerned with deciphering the behaviors of internet customers. Furthermore, businesses and academics have been responding to these challenges in this way for years; many studies have been conducted on the classification of traits that influence online search behavior.

## III. ONLINE SHOPPING

Every customer likes the convenience, quickness, cost-effectiveness, benefits and opportunity to compare goods online. This does not mean that these characteristics do not include traditional shopping methods. However, the importance of these features has changed among consumers as the lives of individuals have altered. People find it harder to buy via traditional techniques. A new form of purchase has arisen, as a consequence of all these issues, as well as technological improvements: online shopping, often called electronic buying. As a consequence the internet has altered significantly, customers' views of convenience, speed, price, product information and online purchasing services. The internet is a whole new method of offering value to customers and building connections with marketers via the online purchase process. Online shopping is the acquisition without the use of a middleman of a goods or services of a seller via the Internet. The 'e' stands for electronic shopping also called e-shopping. Thus, electronic shopping is defined as a computer activity/exchange performed by the client through a computer-based interface with which the consumer is linked and may engage in order to buy goods and services via the Internet from a retailer's digital store.

When consumers opt to buy over the internet, they are going through an online buying process. Online shopping is a type of electronic commerce in which consumers buy goods or services, also known as internet shopping, online retailers or e-tailing, from the vendor through the internet, without the use of an intermediary. Computers, laptops, mobile phones, tablets, and an increasing number of search engines as well as payment methods have facilitated the change from offline to online purchasing. In addition to many benefits, including savings in time, comfort, purchases

at any time, price comparison and other advantages, online shopping has attracted a wide public interest.

#### IV. ONLINE BUYING BEHAVIOUR

Shopping is a common thread connecting all of us. It is a kind of personality-defining self-expression, which is an experience that we share. India is currently an internationally recognized BRICS-country (Brazil, Russia, India, China, and South Africa) with growing markets. Meanwhile, as a consequence of deregulation, the country has experienced tremendous growth. In India, despite changes in most sectors, capital markets, infrastructure, banking, insurance and other businesses have developed significantly. As a consequence of changes in business sectors and revolutionary developments in the information technology industry, the consumer choices for buying circumstances and payment instruments have increased. Buyers now have the option to buy a product or to get a service from physical and online shops. These purchasing techniques have become increasingly popular as the availability of the Internet increases. People today have many choices to buy websites, but most recent ones are online purchases, also known as online shopping. The Internet has become an essential part of everyday life and is now widely used for a number of reasons. The Internet was used primarily for communication, but with the passing of time, it became a source of knowledge, entertainment and, most recently, of exchanges between buyer and seller of goods and services. The Internet has provided a new transaction mechanism between buyers and sellers and a new alternative for the old market. As a consequence of internet purchasing, commercial activities have taken on a new dimension. Consumers prefer internet over brick and mortar shopping because of benefits, such as shopping from anywhere across the world at any time, looking for product information, submitting inquiries or comments, and placing purchase orders online. Two additional reasons contribute to the internet's development as a new purchase channel alongside these characteristics, convenience and lower prices.

#### V. ONLINE SHOPPING AND OFFLINE SHOPPING: THE DIFFERENCE

As much as we dislike splurging, it is unavoidable. You can't blame yourself since technology has made our bank accounts susceptible to e-commerce sites, particularly when discount coupons and tempting offers are available. In 2021, the comparison of online and physical purchasing will continue to gain traction. Indeed, word about the closure of several physical shops throughout the nation is already circulating on the Internet. There's no disputing that smartphones and tablets make it simple for today's consumers to conduct company research, evaluate items, read user reviews, and even make purchases. However, some individuals prefer to see and touch an item in person before making a purchase. While traditional shops are unlikely to go out of business anytime soon, mobile devices will continue to play an important part in people's total shopping experiences.

During the epidemic, online purchasing seems to be the greatest choice. People, on the other hand, prefer internet shopping over in-store buying to avoid the hassle of traveling from one store to the next. Furthermore, everything they purchase will be delivered right to their front door. Both types of purchasing, however, have advantages and disadvantages.

People in today's society are used to shopping for goods they need online. They don't have to deal with a lot of annoyance while shopping online. They may simply purchase what they want from internet shops using their own computers or mobile devices. The requested items would also be delivered to the customer's doorstep. Here is a list of reasons why internet buying is superior than traditional shopping.

- Yes, consumers prefer to buy online more than offline these days, which means more revenue for e-commerce firms, but online shopping is also more cost-effective for the company.
- In physical shops, merchants attempt to arrange comparable products together so that customers may easily purchase items from the same area. All of the fruits and vegetables are grouped together for a purpose.
- In online shops, you can simply search for the goods you wish to buy. There are also plenty of filters accessible for your convenience. As a result, you can shop for what you want fast.
- You won't have to go to the store to get what you want. To begin shopping, just log into a retail

store's website from your computer or mobile device. You may even shop from many different shops at the same time. Because internet shopping may help individuals save valuable time, it has gotten a lot of attention in the past.

- Traditional physical shops will not help a small company reach the global market. It may, however, do so through the internet. Many people all around the globe have access to the internet, and many of them buy on websites. As a result, you may use your internet shop to reach out to the whole worldwide market. Furthermore, as less developed nations progress, more people will be able to use the Internet, expanding the market.
- You would never want to waste your valuable time waiting in lines. Unfortunately, you will not be able to avoid lines when shopping for what you want at a physical store. However, if you go online, you will be able to avoid lines. You just need to add what you want to purchase to your basket and continue to the checkout.
- There are no transportation costs involved with online purchasing. You just place your purchase from the comfort of your own home. All of the items you purchase will be delivered right to your door. As a result, you will be able to save money on transportation costs.
- Finally, we must not overlook the fact that an internet shop may operate 24 hours a day, seven days a week. Visitors are exploring and purchasing from you while you are sleeping. You can't accomplish the same thing in a normal physical business that doesn't have a lot of foot traffic late at night.
- Finally, internet shopping is excellent for the days you don't feel like getting out of the house, but offline shopping is the best choice if you buy things like electronics, so that you may try them before they are brought home.

## VI. ONLINE SHOPPING AND CONSUMER BEHAVIOUR

Consumer behavior was defined as consumer behavior by studying how individuals groups and organizations choose to utilize and dispoene ideas or experiences (products) for goods services in order to meet their needs and wishes. The way individuals purchase

products and services is consumer behavior - what, when, where, how, from whom, and how frequently. The words consumer and customer are not necessarily the same entity, although they are interchangeably used in the current research. Theoretically, consumers utilize things while customers buy them, or a person purchases goods and services for personal use is a consumer. In principle, shopping is also a matter of people visiting a store, mall or the Internet to get information. The pricing and quality of several goods is compared to the best value. The purchase is when a person goes to the market for the purpose of spending money, regardless whether a particular item is in mind. Shopping is part of the process of decision-making. One may shop while shopping. If we buy something, it may be for the organization or resale. But the researcher has interchangeably used all words of purchasing, shopping and buying, and thus the terms online buying behavior and consumer behavior are of the same meaning.

Today, the Internet has introduced a wide variety of changes in how we seek or purchase goods. With the increasing number of internet users and its advantages, online shopping is gaining appeal for convenience, cost, information and diversity every day. The decision to integrate the World Wide Web by companies into their enterprise to provide online shopping capability has made online shopping a part of our life. As we know, the primary goal of any company is to make profit from sales. Therefore it is of paramount significance for a commercial company to obtain the information and evaluate customer behavior in order to conduct the sale and other connected operations. In this situation, it is much more important to know major problems and different variables influence online clients' or consumers' purchasing behavior.

The online shopping or buying behavior online or the shopping/buying behaviour on the internet refers to the process of buying goods or services. This online buying habit consists of five stages comparable to conventional shopping. When potentials customers identify a need for some goods or service, they resort to the Internet and seek for relevant information throughout the usual online buying process. However, instead of actively seeking, information about goods or services linked with sensed need is sometimes drawn by prospective customers. They assess options

and choose the one that best meets their criteria to fulfill the requirement, and the transaction will ultimately take place.

## VII. CONCLUSION

Online shopping is a relatively young phenomena that has already had a major impact on the lives of Indians. With approximately 70% of the population under 35, India's millennials are expected to continue to drive the ecommerce wave, which is expected to grow gradually in the future years as technology improves. Online shopping businesses may utilize the research's key components and elements to rethink and update their strategy and objectives. Businesses would benefit from a better understanding of consumer online purchasing behavior not just in recruiting more online consumers and increasing e-business revenues, but also in delivering better customer care. Consumer purchasing behavior is a mix of the user's preferences, views, goals, and judgments about the customer's reaction in the market while purchasing a product. The social science disciplines of anthropology, psychology, sociology, and economics are all used to investigate consumer behavior. In the online purchasing environment, the demography of the customer is crucial. Only the purchase, which is generated by the buyer for the purchasing choice that the consumer executes, is the main part of a more complex decision process. Consumer decision-making differs depending on the purchase. There are many differences between buying a new vehicle, a computer, toothpaste, and a tennis racket. Complicated and costly transactions need greater consumer thought and participation.

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