An Analysis on E-Commerce and Online vs. Offline Shopping

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Abstract— The E-commerce today has a broad prospective as from buying and selling of goods till online bill payment there is no end to it and there is still more coming into the terminology of E-commerce. As the concept of E-commerce had begun in 1991 when the use of internet was made available for public. And Amazon.com was the first site of ecommerce where public was able to buy the products and after it many of the companies had started their businesses on ecommerce. The convenience of buying goods and user experience were the main points which had boomed ecommerce to a higher extent. The ecommerce now is centre for online shopping. Customers previously used to buy the products offline in a shop or super markets but now the trend has been shifted to online shopping. Through this research it has been observed that the impact of ecommerce on customers had resided in their choice and pattern of shopping. The customers today prefer online shopping for the reasons such as convenience, variety, discounts & offers, ease to select the product, etc.

Keywords: E-commerce

I. INTRODUCTION

E-commerce is the platform where the customer buy and manufacturer sells goods as well as transmissions of data and fund over an Internet is performed. These transactions can be B2B, B2C, C2C or C2B.E-commerce can be applied using many tools such as email, fax, online catalogues and shopping carts, Electronic Data Interchange (EDI), File Transfer Protocol, and Web accommodations. Ecommerce is the kineticism of business into the World Wide Web. These effects related to e-commerce are cognate from customer accommodation to incipient the product design. It provides incipient types of necessary data predicated business for getting available and interrelate it with customers in online marketing, taking it over internet by remaining online and also customer accommodation. The concept of online buying in India have commenced since the year 2000 where websites like eBay and rediff shopping were some of the first few sites to offer electronic products at frugal prices. Since then, numerous brands such as Flipkart, Amazon, etc. commenced to showcase a vigorous presence in the online market. Major discounts, expeditious distribution, prodigious variety of products, facile return policies, EMI options (interest-free in many cases), cash on distribution options, and facile accessibility are few of the aspects which have availed in the rapid magnification of online stores. Marketing through convivial media, targeting the younger tech-savvy crowd has paid off well. Even the not-so-tech-savvy older generations is withal gradually catching up with this trend.

A. Objective of the study

− To analyse E-Commerce and its impact on customers.
− Examine the problems faced by customers while shopping online.

II. SCOPE OF THE STUDY

Consumer buying behaviour is an important element in the marketing activity. This study can be used to determine the buying mode of customer i.e. online and offline mode and can also be used to know the problems faced by consumer during online shopping. This shows the behaviour of people towards online shopping and their patterns of buying. The researcher can know the extent and scope in online shopping in ecommerce for more innovative ideas in businesses.

III. REVIEW OF LITERATURE

Menal Dahiya (2017) had written in her paper that e-commerce is a good platform for customers and retailers both as customer can easily get the ease of shopping the product with variety at an affordable price but simultaneously it can have adverse effects on offline retailers as they find hard to do business as customers buy those same products on online shopping in a low price with offers and in turn retailers has to lower the price of the products which are proving loss to them as well as the cost of infrastructure and other attached cost needs to bear by offline retailers.

Dr. Rajasekar, S. and Sweta Agrawal (2016) according to them the availability of mobile with internet connection contrivances like mobile phones and tablets, millions of buyers are able to make their choices over internet and this is the way where firms can build their brand digitally and increase their productivity although regime policies must ascertain the cost efficacious answers. Ecommerce perpetuating in India is scheduled to increase in both earnings and terrain outstretch. The confrontation with establishment of consumer confiding e-commerce bears quandaries and topics that are in urge for further exploration.

Dr. Richa Ranjan Singh (April 2018) says that we can say that the Website design helps easy access of site, various brands comparability and fast delivery services. Fast, economic and secured connectivity of internet, fast surfing speed, New fashion products available at very short time, cash less transactions, smart phones helps to connect anywhere anytime.

IV. RESEARCH METHODOLOGY

A. Sources of Data

This study is done on primary and secondary data base. In this research paper the descriptive research methodology is utilized for data collection. For data collection I had conducted a well-structured questionnaire that was filled by various people for getting their feedback on online and offline shopping.

B. Sample size

Sample size taken in this study is of 68.The study has been researched in the small size of sample.

C. Study Area

The area of the research will be confined to Nagpur city only.

D. Sampling Techniques

For doing this research study convenient sampling technique is being used, it is a part of non-probability sampling technique. It helps to get the opinion and feedback of different people regarding the study. The sample is collected according to the convenience.

V. RESPONDENT OF STUDY

The overall data was collected from 68 respondents for getting information from which there were Government Servants, Private Employee, Businessman, Students, Housewives, Self Employed.
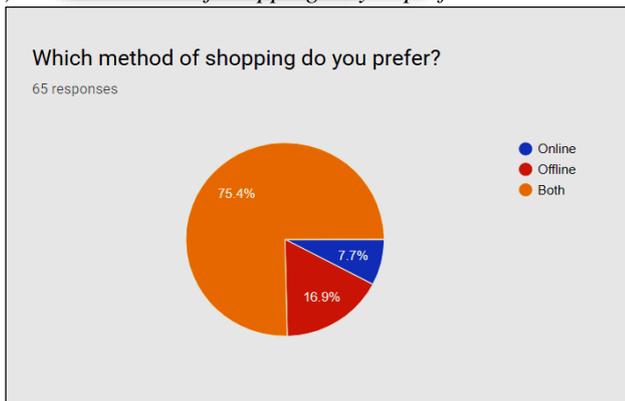
A. Data Interpretation

1) Which devices do you use for online shopping?

It was found from the table and figure with regards to the question "Which devices do you use for online shopping" Out of 100% the 98.4% of people use mobile for online shopping and 4.8% of people uses desktop out of 68 respondents.

2) Which method of shopping do you prefer?

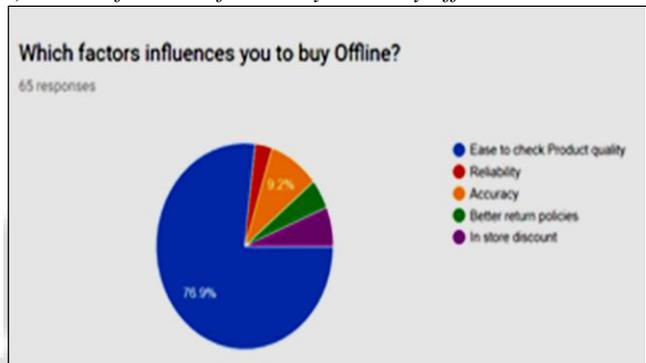It was found from the figure with regards to the question "Which method of shopping do you prefer" Out of 100% the 75.4% of people use both online & offline shopping whereas 16.9% for offline shopping and 7.7% of people for online shopping out of 68 respondents.

*3) Which factor influence you to buy online?*
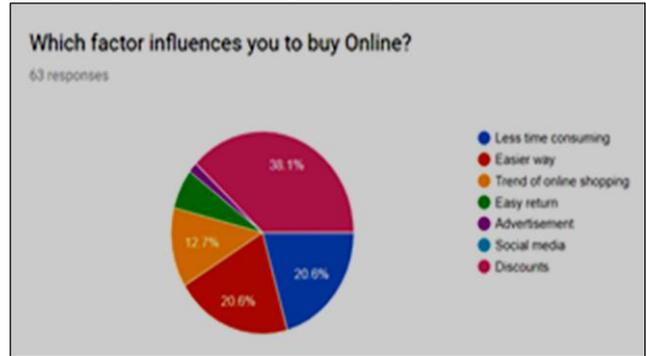
It was found from the figure with regards to the question "Which factor influences you to buy online?" Out of 100% the 38.1% of people prefer due to discounts on online shopping, 20.6% due to social media influence, 20.6% as they find it as an easier way, 12.7% due to trend of online shopping, 6.3% due to easy return & 1.6% due to advertisement out of 68 respondents.

*4) Which factors influences you to buy offline?*

It was found from the figure with regards to the question "Which factor influences you to buy offline?" Out of 100% the 76.9% of people prefer due to ease to check product quality in offline shopping, 9.2% due to accuracy, 6.2% of in store discount, 4.6% due to better return policies, 3.1% due to reliability out of 68 respondents.

*5) Have you felt any problem while purchasing online?*
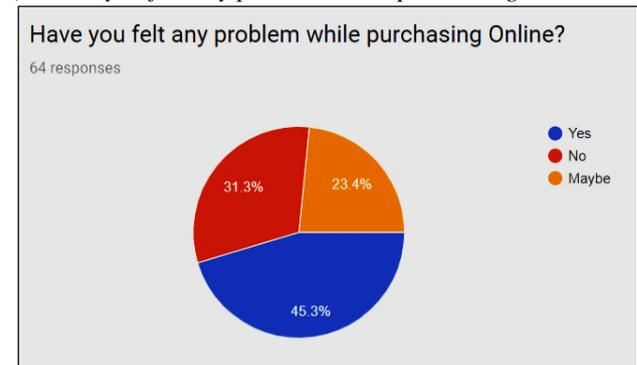
It was found from the figure with regards to the question "Have you felt any problem while purchasing online?" Out of 100% the 45.3% of people had faced the problem while shopping, 31.3% people had not faced any such problems, and 23.4% had said maybe out of 68 respondents.

6) If yes, what kind of problem?
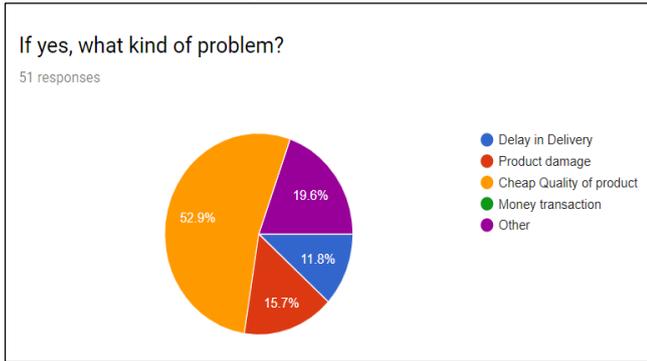
It was found from the figure with regards to the question "If yes, what kind of problem?" Out of 100% the 52.9% of people had faced problem due to cheap quality of product, 19.6% had faced problems due to other issues, 15.7% due to product damage, 11.8% due to delay in delivery reliability out of 68 respondents.

7) How often you do offline shopping?
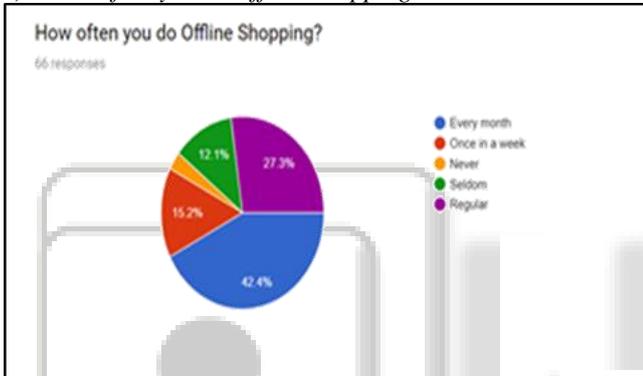
It was found from the figure with regards to the question "How often you do offline shopping?" Out of 100% the 42.4% of people do shopping in every month, 27.3% do shopping on regular basis, 15.2% do once in a week, 12.1% does seldom & 3% never does online shopping out of 68 respondents.

8) If you never had online shopping please specify the reason

It was found from the figure with regards to the question "If you never had online shopping please specify the reason?" Out of 100% the 56.1% of people had not done online shopping due to quality issue, 26.8% had said that they don't know about online shopping, 17.1% said due to risk of credit card and transactions out of 68 respondents.

VI. LIMITATION OF STUDY

In this survey we have use limited sample size, the sample size was only 68 and data is collected from Nagpur city only. So we have got the limited opinions about the online shopping and its impact on customers from certain number of respondents as it is done by non-probabilistic convenient research methodology technique.

VII. FINDINGS

Determinately this research paper can be propitious to assimilate erudition about the consumer pattern and their predilection for online vs. offline shopping as well as the study on ecommerce. Where from this research paper it can be observed that the ecommerce is good platform for both buyer and seller and people prefer online shopping for better discount, offers, ease to buy and variety of products simultaneously they face quandaries in online shopping cognate to product quality and money transactions.

VIII. CONCLUSION

The conclusion of this research paper is that the consumers today mostly buys the products from the online mode due to the factors such as low prices, Access for 24 Hours, Facile to Compare Prices, Many options and range availability, time savings. But on the other hand it has unpropitious effects on retailers that are doing their business offline as they find hard to sell their products as compared to the online shopping ratio, they require to Update hardware and software conventionally, Supplemental costs and expertise for electronic commerce infrastructure, Outstanding logistics needs, Adequate internet accommodations. The disadvantages are that consumers are unable to personally examine the products, Privacy and security in online purchases, Delays in receiving products, Guarantee/warranty. So there are both pros and cons for the customers to buy online.

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