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**Email : [editor@expressionjournal.com](mailto:editor@expressionjournal.com)**

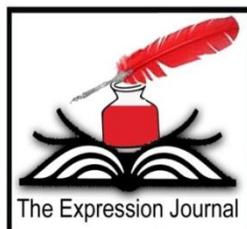
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# The Expression: An International Multi-Disciplinary e-Journal

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## **A COMPARATIVE CASE STUDY OF ONLINE AND OFFLINE COMMERCE MARKET: A CASE STUDY OF SONIPAT**

**Seema Rani**

**Research Scholar**

**Bhagat Phool Singh Mahila Vishwavidyalaya (BPSMV)**

**Khanpur Kalan (Sonipat)**

**&**

**Anju Sigroha**

**Assistant Professor**

**Deenbandhu Chhotu Ram University of Science and Technology (DCRUST)**

**Murthal, (Sonipat) Haryana**

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### **Abstract**

The examination tries to discover channels by which customers measure their obtaining. It concentrates on buyer esteem discernment for utilizing the web shopping versus the customary shopping. Prior investigation demonstrated that view of value, item quality, benefit quality and so on emphatically affect saw an incentive in the disconnected and online system. Perceptions of on the web and disconnected purchasers have been considered to discover how esteem is developed in the two channels. It is heretofore to perceive what factors impact on the web and disconnected shopping decision movement. The target of this examination is to give an impression of internet shopping choice process by looking at the disconnected and online basic leadership and recognizing the variables that propel clients to choose whether to do web based shopping or go for the disconnected shopping. Shopper's shop when and where they need, where they are alright with the items and the decision of shopping. The investigation finds that female are more into web based shopping than male. Since most recent two years as populace are more mindful of the innovation the web based shopping expanded colossally. However the respondent said that they will love to buy from web based shopping if just the cost of the item is not as much as the market. They uncovered that it is genuinely vital to go for e-shopping.

### **Key-Words**

Technology, Consumer, Online Shopping, Offline Shopping, Internet, Purchasing Behaviour.

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### **Introduction, Issues and Objectives of the Study**

Web based shopping is rising quickly. The conduct of web based shopping is otherwise called web based purchasing conduct and web shopping. Nevertheless, web based shopping is similarly less demanding than the disconnected shopping. (Laing and Lai, 2000) said that the web shopping is the third best and most famous movement of the web after web based shopping next comes to the email utilizing, texting and web perusing. Be that as it may, with the expansion in the acknowledgment of the internet shopping, it will probably force the weight on offline shopping or conventional shopping. There are some optional names of web based shopping:- e-web store, e-shop, e-store, web shop, web shop, web-store, online store, and virtual store. Web based shopping likewise comprises a similar five stages which are identified with customary shopping conduct. Mynta, Flipkart and Amazon are a portion of the cases of the fruitful internet shopping locales that are less expensive than block and cement. It requires the disconnected shopping at the buying stage since it is impossible in the web based shopping. Then again the buying of an item from the conventional market is proceeding since years.

### **Factors**

There are various variables that influence web based shopping. Some of these are as per the following:-

Web based shopping makes things more helpful.

Risk: A client does not feel the item in the event if he picks web based shopping. In this manner, we discover a considerable measure of hazard is included while purchasing an online item

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whether it will contact us on legitimate time or not.

Convenience: Online shopping is considerably more advantageous than offline shopping. This can be unsafe as infrequently it happens that the color which you see while web based shopping is totally not the same as the items placed on you. Lower the cost higher the state of mind to request, higher the cost – bring down the request.

Anxiety: Sometimes purchasers who are not net insightful think that it's hard to go for the web based promoting. Infrequently harmed items are conveyed. Hence, the substance of item matters all things considered.

## **Components Affecting Offline Shopping**

Less number of assortments: There are constrained quantities of decisions with regards to disconnected shopping.

Authenticity: Offline shopping is more real than internet shopping.

In web based shopping a client can't do the deal as the cost of the item is settled.

The quantities of assortments are constrained.

In offline shopping, the client moves from one place to another and one shop to another looking for their coveted item which is at times riotous.

A portion of the client bought items relying on bartering so they don't go for web based shopping as they feel shopping on the web is more exorbitant than the market.

## **Significance of the Study**

The customers have a wide assortment of channels to look over. The examination stream recognized investigates the significance of the customer's circumstance as a critical driver of online retail deals. As of late, considers recognized another nonstore retail arrange Internet. This examination will help the customers to discover which shopping is the best from the purchaser's perspective?

## **Objectives of the Study**

(a) To look at the variables impacting the shopper to change from the offline shopping to web based shopping and online to offline shopping.

(b) To discover the variables which impact clients to lean toward on the web or offline shopping.

(c) To find whether the variables like salary, capability, range influences the acquiring style of clients

## **Methodology of the Study**

This piece of study characterizes all the procedure of information gathering. With regards to information accumulation, there are two techniques as a rule utilized by analyst to gather information, essential and auxiliary strategy. Essential technique incorporates perception strategy, talk with/survey strategy, and contextual investigation technique. Optional strategy is the technique in which we incline toward books, diaries, web to gather information.

The present examination depends on blend of both subjective and quantitative information. The subjective information is gathered through the examining from the shopper. The technique for examining is Random Sampling. The example individual is chosen from various age gathering, sex and from various area of Sonipat. The diverse gatherings of individuals for the examination work

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incorporate - understudy, worker and jobless, housewives, and so on are considered as test for the investigation.

(a) Sampling: The kind of examining is arbitrary inspecting. For the investigation, people of various age gatherings, sex, pay gatherings, training is chosen.

(b) Sample measure: For this examination test estimate is 100. From this specimen estimate the computation of straightforward rates for every variable is finished.

## Literature Review

**Li and Zhang (2002)** examined the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review. 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 behavior.

**Chaing and Dholakia (2014)** After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online on the internet. When there is difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing.

**Danaher et.al (2003)** focused on the loyalty of the 100 brands over the online shopping and offline shopping of 19 product of the grocery. However, in the traditional shopping, the expectations and the observations are not at all links to the brand share..

**Tabatabaei (2009)** has explored the opinion of the consumer who is purchasing online and the consumer who is purchasing from the offline market. The outcome of the study was that the consumers of online shopping use to shop online more than one time in a month and the consumer of offline shopping shop one to five times in a year from shopping sites.

**Jin and Kato (2004)** attempted from that eBay market watch 88% of online graded cards are graded 8 or above. According to Beckett price guide, the value of a card grade 8 often doubles the value of card graded 7. This is collective to the experiment outcomes. It was clear that most graded cards traded online are significantly superior in quality than ungraded cards in both retail and online market..

**Hausman and Siekpe (2009)** E-commerce system is different from the traditional information system. An empirical finding shows that to know the motivation factors for online shopper, cognitive and psychological factors do have meanings.

**Johnson et.al (1999)** discussed to identify the factors influencing online shopping. This study concludes that the consumer shop online or use online facilities to save time.

**Koo et.al (2008)** The study concludes that personal values of social affiliation and self-actualization serve as underlying beliefs in shaping, consumer's online shopping motives. In addition, online store attributes are positively related to pre-patronage intention.

**Suki and Suki (2007)** conducted their study in Malaysia. It includes the security and privacy of the personal information of the customer, the transaction of online shopping, the quality of the product and the uncertainty about the product whether the product will reach the consumer or not.

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**Andrew and Currim (2000)** focused on expected differences in choice, the behaviour of the consumer for two products categories, statistically significant difference is found between consumers attracted to shopping online versus traditional super market with regards to parameters describing the choice process.

**Liu et.al (2008)** addressed an empirical study on Chinese customers for shopping online. Continence and easy to use function can save time and improve satisfaction. This can improve customer satisfaction.

**H and Hsu (2008)** Online shopping conditions are different from regular shopping in many ways. So, a new customer satisfaction index is required, to quantify customer satisfaction in the online atmosphere.

**Kim H R (2005)** examined an empirical study in UK to develop an index of online customer satisfaction; this study integrates and applies the concept of satisfaction from three field's i.e. marketing, management information system (MIS) and e-commerce. The main function of this paper is an exploration of the factors affecting satisfaction. The results show that ten factors on index are good exponent of satisfaction repurchase behaviour and repurchase intention.

**Scarborough and Lindquist (2006)** examine self-report of browsing and purchasing using five specific nonstore channels like internet, television, infomercial, advertising that accompanies regular television programming, television shopping channels, and print catalogs.

**Harn and Adeline (2008)** focused in Malaysia about Web navigation behaviour of Malaysian in relation to online purchasing. This study proved successfully that the web navigation behaviour is an important factor to determine the probability of online purchasing, and it does not have the significant effect on the online purchasing decision.

**Jiang et, al (2008)** A good strategy to increase consumer trust while ordering 19 online could be third party certification programs. In order to increase the customer trust, e-retailer can first target people who are experienced and knowledgeable about online shopping and have attained a positive level of trust in e-tailer.

**Devaraj et.al (2006)** critically analyzed an empirical study in the USA regarding the examination of online channel preference. Finally, it was indicated that satisfaction resulting from the above conduct variables was strongly related to the consumer's preference online channel preference.

**Hansen and Jensen (2009)** conducted a study in which they seek to examine shopping orientation and online clothing purchase across four different genders related purchasing context. Less fun significantly affected online clothing purchase for men purchasing for themselves, but not for women.

**Hahn and Kim (2009)** examined the influence of consumer trust and perceived internet confidence on consumer apparel shopping intention through the internet or the online retailer operated by a multi channel retailer. The findings of this study suggest that retailer of offers internet channels as part of the multichannel retail strategy and provide consistent service throughout their various channels.

**Lee and Littrell (2005)** aimed to investigate consumers shopping values and web site beliefs that influence their intention to shop for cultural products. They use the theory of reasoned action

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(TRA) as a framework to explain the structural interrelationships among interest shopping values, beliefs about the web site, shopping attitude, shopping intention.

**Lee and Lin (2005)** examined the relationship between internet service and the overall service quality of the customer like their satisfaction level and their purchase intentions.

**Jayawardhena and Wright (2009)** focused the antecedent of online shopper's excitement, its consequences for behavioural intentions as expressed by intent to return, and positive word of mouth communication. They found that the convenience, involvement, attribute of the web site and merchandising all collectively influence shoppers excitement.

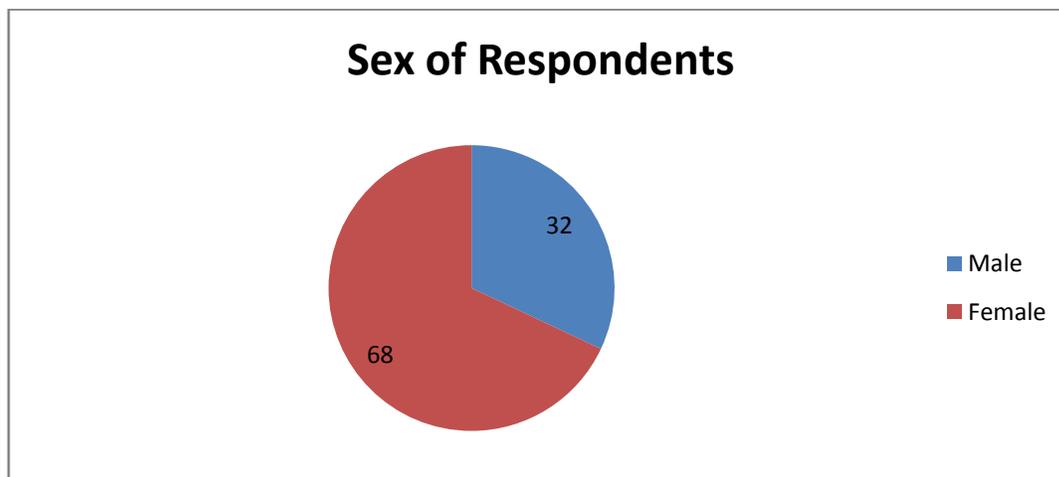
**Jimenez and Martin (2009)** examined on the comparison of the difference that exists between the adoption of e-commerce by potential purchase and the acceptance of the channels by experienced e-customer .therefore this paper seeks to test the influence of online shopping 22 experience on electronic purchase intention.

## Finding and Conclusion

### Demographic Profile of the Study Area

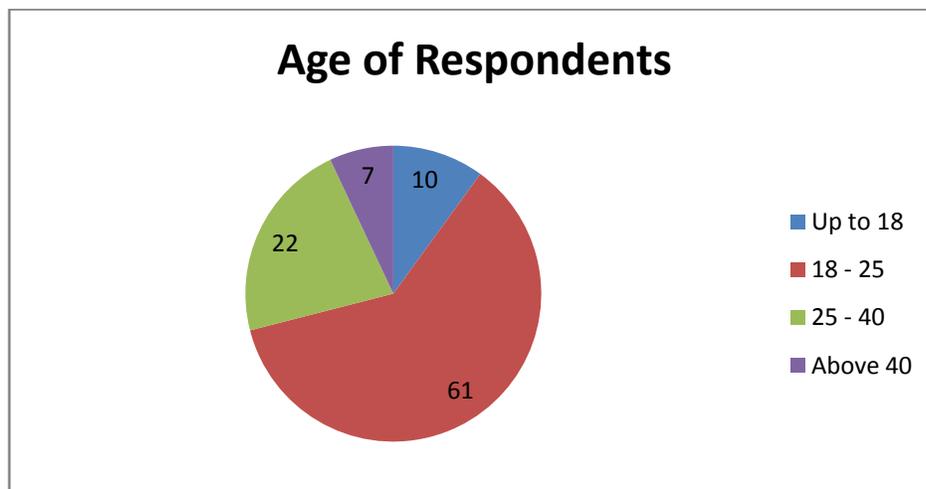
The study was conducted in Sonipat, Haryana. This following section will be mainly focusing on the demographic characteristics of the study area in terms of sex of the respondent, caste, income, education age.

Chart - Sex ratio of the respondent



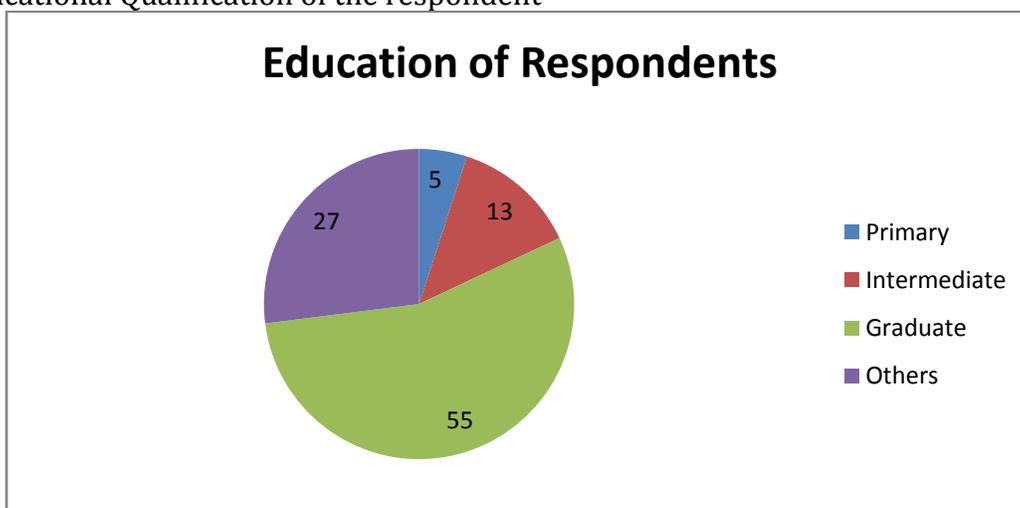
100 respondents were taken into consideration for the study. The graph representation shows the percentage of male and female who are doing online and offline shopping. It shows 32% of male go for the shopping while 68% female do the shopping. This means that females are more engaged in shopping than males.

Chart. Age of the respondent



The above graphical representation shows the age category of population who choose online shopping. The major of customers who use online shopping to fulfill their need ranges mostly between 18 to 25 age category comprising of 61% of the total consumers and this is mostly seen among them because of the increasing technological revolution among the youth population and they are able to use this technology for their well-being more than other age group category. Next is the age group of 25-40 who contribute as the second most consumer type using online shopping services of 22%. For this age group time is the major factor for using them this stream as way to shop. The rest of the consumers are age group of 40 above and 18 below comprising 7% and 10% respectively.

Chart - Educational Qualification of the respondent



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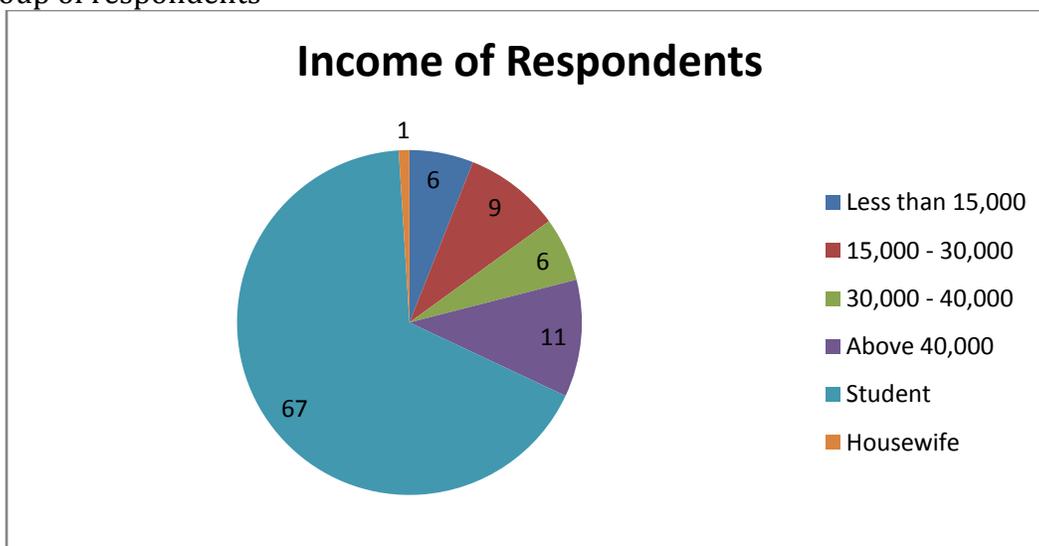
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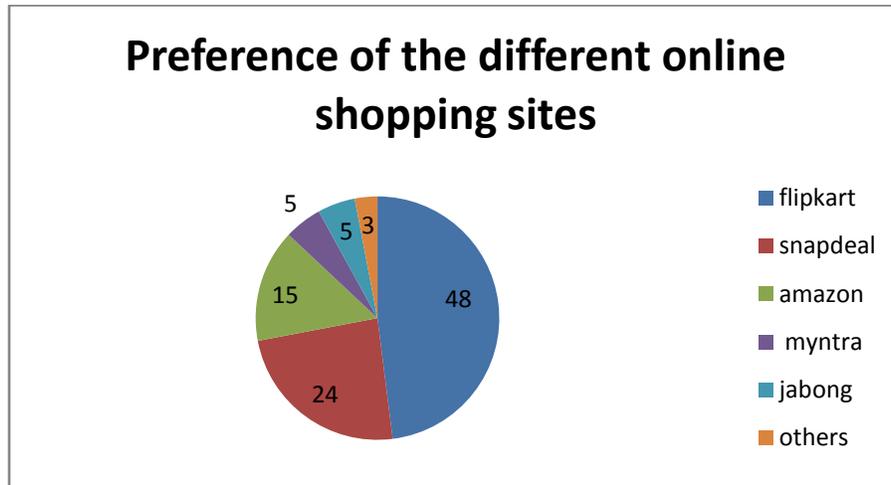
The above pictorial representation shows the qualification of the respondent, and the maximum qualification is others that is graduate people which consist around 55%.next is the others which is around 27% they are of Ph.D, Masters etc. The intermediate group which consist of 13% and the primary group consist of 5%.Qualification is a major factor for online shopping, unless and until the person is qualified enough to access the internet he/she cannot do shopping.

Income group of respondents



The above pie chart shows the income of the respondent, and the maximum income for the shopping site comes from the student class. These people are not employed rather they study and do shopping online this is because they are updated with the current technology. The representation shows that the 67 % of the people are student. Second comes the group of people who is having income of 15000-30000 it takes around 9% then followed by the groups of income 40000 and above which is 11%, then comes the less than 15000 income group which covered 6%,and after that 30000-40000 income group and last comes the housewives which takes 6% and 1% respectively. Housewives do not go for the online shopping as they do not get time out of their household work and they are also not technologically updated. The graph gives the clear cut idea about which income group is more into the online shopping.

Preference of the different online shopping sites



The most preferred website for online shopping is Flipkart as it was the only site for online shopping in the country for many years later when other sites came into picture its market went down, still it's the most preferred site as its marketing done properly with superior brand quality of products and services over other sites. So, it's still able to retain the market. The next comes the Snapdeal site where nearly 24% of consumers prefer it. This is because of the recent increasing marketing strategy of the site and an assurance to give better service and product. Next comes Amazon site which covered 15% of the people, it is an online shop giant outside the country still its striving hard to market its brand in the country, and assures a major potential for market in near future. Next online sites preferred are Myntra and Jabong and the percentage of the people are 5% and 5% respectively. It has come into picture of online shopping because of its fancy offers and benefits it provides. The least number of percentages is 3% for other shopping sites like -Yepme, craftvilla.com and other sites.

#### Mostly Purchase goods from online



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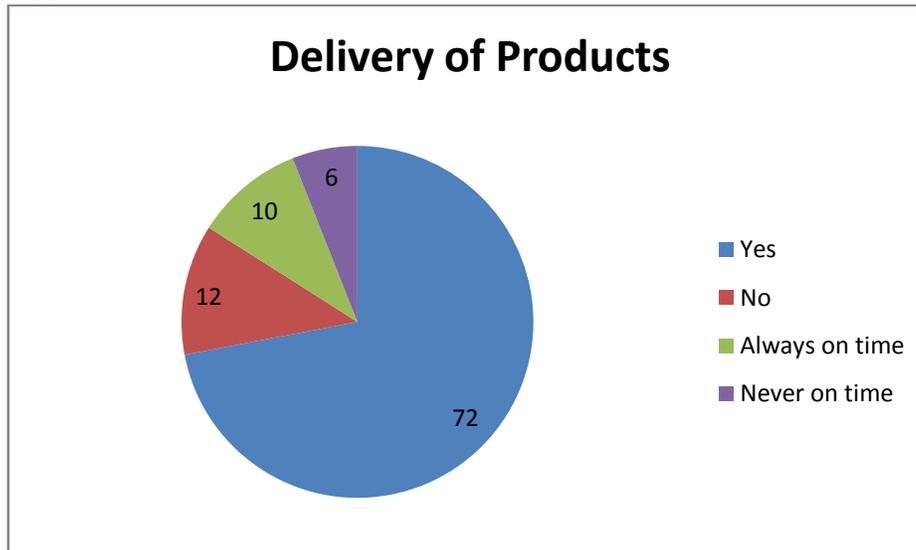
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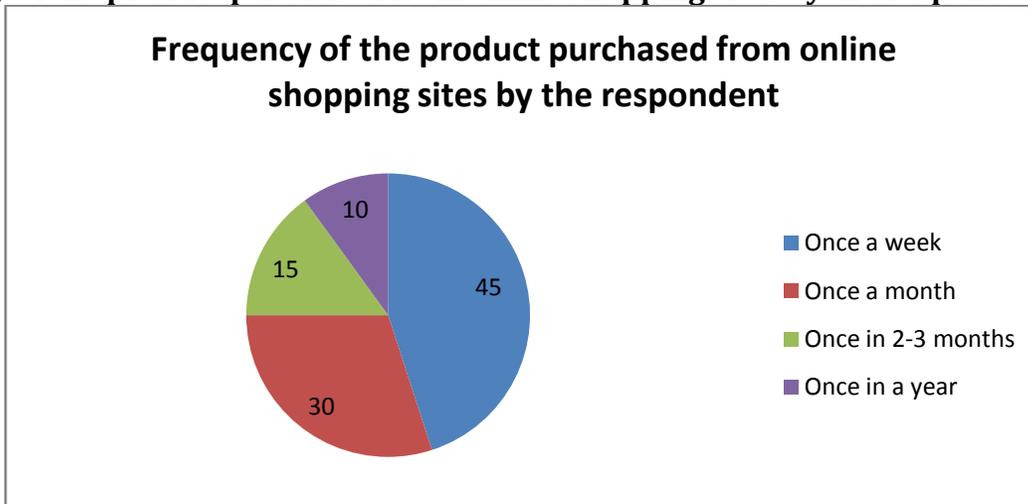
The consumers mostly purchase clothes online comprising of 61% of the population, The increasing demand of clothes online is because of the variety of options the consumers get to choose and that to at a reasonable price. Moreover the quality provided is also superior. So, there is a demand for clothes in online pages .Next comes the electronic items purchase with 15% of the total demand. These sites provide these items at factory output price and also provide a warranty over the items .So, consumers find it reasonable to buy it online. The next demand comes of books comprising of 9% of the demand. The other products purchased online covers for 5% of the total items purchased online like –footwear, cosmetics, etc.

## Delivery of Product



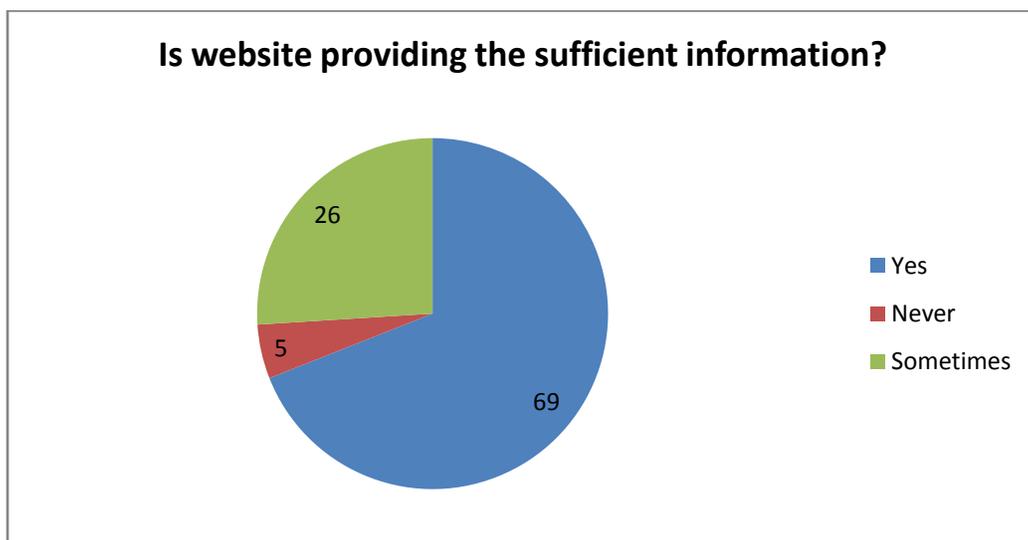
The time of delivering a product by the online shopping sites is one of the major factors that attract consumers towards them. It is one of the key features that have enabled this site to build its market worldwide. These sites provide the customer a date on which their product is going to be delivered by them. This kind of service builds a customer oriented faith towards the site. It also shows proper organization of these sites and builds a confidence among the customers. But in many cases due to lack of resources in the stock or improper mishandling of product during transportation makes the product order getting cancelled or the product does not reach the destination on time. And according to survey it was seen that 72% of the products ordered reach the destination on time. 12 % figure showed not in time and 10% said sometime in time and the last 6% said that never in time.

## Frequency of the product purchased from online shopping sites by the respondent



Recent study shows that due to increasing need of society and time constraint has led most of the population switch to online shopping. It is seen that nearly 45 % of the regular population do buy the product in every 2-3 months at a regular interval. 30% of population does online shopping every month which is because of the availability of income and technology to do shopping. Moreover, 15% of population does online shopping every week and 10% once in a year.

## Is website providing the sufficient information?



Every product which is available for purchase on a particular site gives well-informed information about it along with pictures to attract the customers about it. Most of the times the site provide

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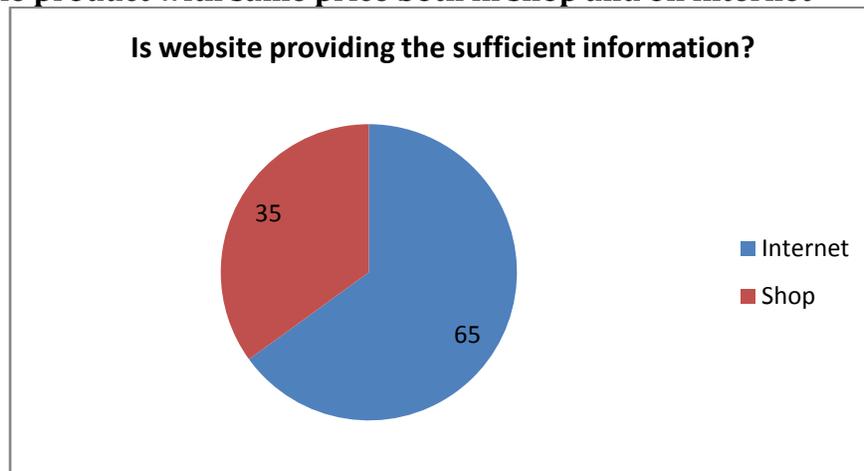
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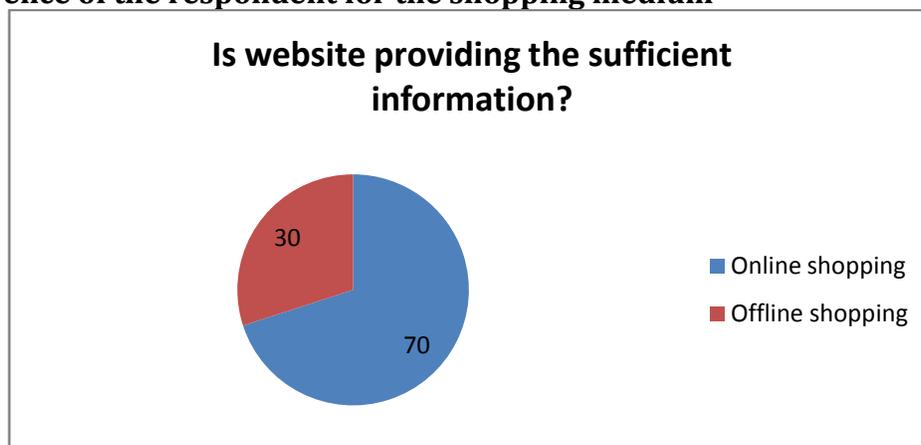
every valuable information needed and many times its avoided when the product is not upto the mark in 69% of the cases it was seen that every information needed is provided which makes the product administered user friendly and a customer can buy the product judiciously. Only in 5% cases it was seen that the product information is not provided and 26 % of the respondent said that it provide the information sometime.

## Preference of the product with same price both in shop and on internet



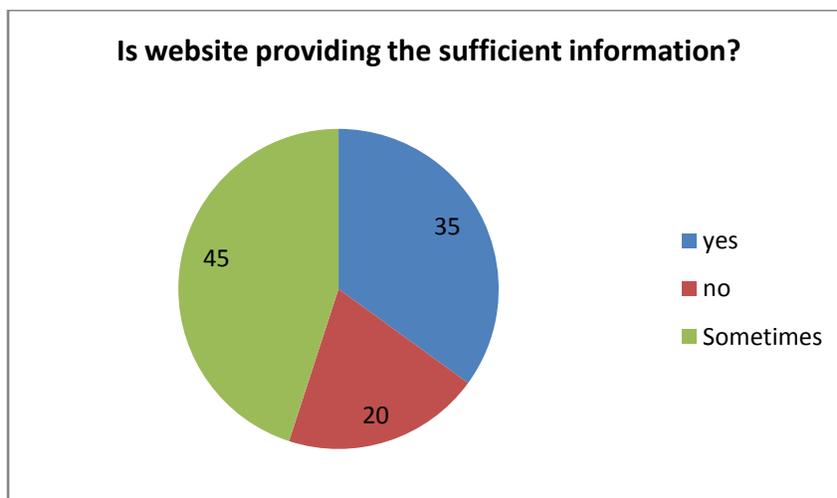
This Study shows that if the product has same price both in the market shop and internet then , nearly 68.7% of population prefers buying the product over the internet as it saves time and transportation cost added while buying the product. But, in case of shop only 31.3% prefers may be due lack of technological resources to do the purchase .Moreover, it gives the customer a sense of inspecting the product buying it.

## Chart - Preference of the respondent for the shopping medium



From the above graph it is clear that out of 100 respondent 70% respondent want to go for online shopping as they find it more convenient and easier for them but 30% customer want to go through the offline shopping because they are more comfortable in traditional market.

## Does online shopping is as secure as traditional shopping?



The Graph clearly shows what customers think about online shopping, with 45% sometime think its secure sometime it is not as compared to traditional shopping. 35% customer think online shopping is as secure as traditional shopping, while 20 % believe it is not secure.

## Reason for doing online shopping according to the age group

Age of the respondent	Time saving	Door to door service	No issue of going to shop	Availability of product	Total no. of respondent
Up to 18 years	2	4	2	2	10
18-25 years	18	13	11	19	61
25-40 years	6	3	5	8	22
40 and above	2	1	1	3	7

The survey conducted on 100 customers of different age group about the factors that attracts them to prefer online shopping. Out of 10 clients up to age 18 years old, 2 said its efficient, 4 gave the reason as way to entryway benefit, 2 said they don't have to go outside to the shop for the buy of merchandise and 2 think items are effortlessly accessible on the web. The 61 client maturing in the vicinity of 18 and 25, 18 said its efficient, 13 gave the reason as way to entryway benefit, 11 said they don't have to go outside to the shop for the buy of merchandise and 19 think items are effortlessly accessible on the web. The 22 client maturing in the vicinity of 25 and 40, 6 said its

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efficient, 3 gave the reason as way to entryway benefit, 5 said they don't have to go outside to the shop for the buy of merchandise and 8 think items are effectively accessible on the web. The 7 client maturing above over, 2 said its efficient, 1 gave the reason as way to entryway benefit, 1 said they don't have to go outside to the shop for the buy of merchandise and 3 feel that the items which they are getting is effectively accessible at on the web.

## **Conclusion**

The finding and investigation demonstrates that the shopper who are between the age assemble 18-25 are more agreeable for web based shopping than rest of the gathering. The gathering which is going under the age 40 or more are very little mindful of the such a large number of shopping destinations and in addition they are not actually progressed to do web based shopping they fear whether the item they are requesting will come veritable or not all that they less do internet shopping rather they incline toward customary market. So it is clear from the finding that the young are more into e-shopping.

## **Summary and Conclusion**

The female is more into web-based shopping since they appreciate doing shopping whether it is customary shopping or e-shopping. The investigation states that the male is less doing the web based shopping than female. The respondents in the present investigation are PC clients and heavier Internet clients. Prior individuals use more the customary shopping. This paper broadens the investigations while posting the inquiries from the shopper who are into web based shopping and additionally conventional shopping to rate both the divers in the terms of execution, items, time of conveyance, quality and other related parts of on the web and offline shopping. Presently, additionally individuals who don't know about the few shopping destinations and not that in fact progressed are less into the web for shopping. There has been an increase in interest of web based shopping in light of the fact that the assortment of alternatives for the purchasers to pick and that too at a sensible cost and at some point even less cost than the market.

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