Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha

A Thesis Submitted for the Partial Fulfilment of Master Degree in Development Studies

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CERTIFICATE

This is to certify that **Ms. Puja Gupta**has carried out the research embodied in the present dissertation entitled "**Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha**" under my supervision for the award of Master Degree in Development Studies at the National Institute of Technology, Rourkela. This thesis is an independent work and does not constitute part of any material submitted for any research degree or diploma here or elsewhere.

Dr. Narayan Sethi

(Research Supervisor)

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Abstract

The study tries to recognize that, how consumer measure channels for their purchasing. Specifically, it progresses a conceptual model that addresses consumer value perception for using the internet shopping versus the traditional shopping. Earlier study showed that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Observations of online and offline buyers can be evaluated to see how value is constructed in both channels. It is hitherto to recognize what factors influence online and offline shopping choice progression. The objective of this study is to provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate customers to decide whether to do online shopping or go for the offline shopping. Consumer's shop when and where they want, where they are comfortable with the products and the choice of shopping. The study finds that female are more into online shopping than male. Since last two years as population are more aware of the technology the online shopping increased immensely. The people from the age group 35 and above are less likely to do online shopping because they are less aware of the technology. However the respondent said that they will love to purchase from online shopping if only the price of the product is less than the market. They revealed that it is fairly important to go for e-shopping.

Keywords: Technology, consumer, online shopping, offline shopping, internet, purchasing behaviour

Chapter I

Introduction, Issues and Objectives of the Study

1.1. 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. 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. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making any purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants and which can satisfy them. In this competitive world how consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. (Laing and Lai, 2000) said that the internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing. These are even more important than watching or getting entertain by the internet or getting any information or news, this are the two very common thought which comes to the people's mind when considering the internet users do when they are online. The behaviour of online shopping is also known as online buying behaviour and internet shopping. Buying behaviour means the purchase of good over internet using web browser. Online shopping also consist the same five steps which is related to traditional shopping behaviour. (Chiang and Dholskia, 2003; Lynch, Kent, and Srinivasan 2001) they said that in the typical way of online shopping when the consumer need some product or service they go through the internet and browse or search the things they need and their

information. But rather than searching actively, many a times potential consumers are attracted by the information about the product they want. They see many products online and choose the best one which suits him/her. Then they purchase that product and finally the transaction takes place and post sales service provided by the online sites. Online shopping attitude and behaviour are related to the consumer. Previous studied have focused on why the products of the online shopping is different from other products. Many studies have focused that the high touch products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping. Even with the increase in the online shopping and the recognition that online shopping is more likely to impose the pressure on offline shopping or traditional shopping. The research is very limited in this area or field. Online or e-shopping is a kind of electronic shopping which allow the consumer to purchase goods over the internet directly from the seller using a web browser. There are some alternative names of online shopping those are as follow- e-web store, e-shop, e-store, internet shop, web-shop, web-store, online store, online store front and virtual store. Mobile commerce or m-commerce is described as purchasing from the online retailer by the mobile optimized online sites or application (app).

(Aldrich Archive, 1982) online shopping is invented by a English entrepreneur Micheal Aldrich in 1979. (Palmer & Kimberly, 2007) Tim Berners Lee is the one who created the first World Wide Web server in 1990. It was opened for a commercial purpose. There after many technological innovation emerged in 1994 like the online banking, the opening of online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. In 1994 the first secure transaction was over the web either by Net market or Internet shopping. Amazon was launched in 1995, it is the first online shopping site of the world and after that eBay was introduced in 1995. Today many countries are doing online shopping but still some countries are at the starting point of the experiment of online shopping. In 1987, the merchant account was launched that helped the software developers to sell their software online easily. Swreg was the name of first software and the oldest software that is still available. Future shop is a book for how new technology will change the way of shopping and what the customer buy. It was published in the year 1992. The book consists of the topic like what will happen in the future date of e-commerce and how the internet will take place in the society. 1994 is the mouth of year of online commerce and Yahoo is launched in this year. In 1995 approx. 12000 domain names were registered in the internet. In 1998 Google entered the world of e-commerce and yahoo

launched yahoo store online. The customer of online shopping should have internet and a valid method of payment in order to purchase the products from the internet. Amazon, Myntra, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to attract the consumer.

In general the population from high level of income and high level of learning are more favourable to do online shopping. 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.

1.2. Factors Affecting Online Shopping

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. These are the factors affecting online shopping:

Risk: When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

Convenience: Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place. Online shopping makes things more convenient. We can have a lot of choice over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributers. Online shopping is convenient in its real sense as it do not carry any dealing with issues of asking for wanted items or issues of asking for desired kind of items which helps in avoiding the part of waiting, asking, questioning about the product.

Anxiety:People's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like flip kart ,myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product about its details. This particular activity makes them irritated and anxiesious over any kind of fatal online dealing.

Previous online experience: How has been a person's experience in past as far as online shopping is concerned is a major story of concern. Previous experience is what matters actually as its hamper or sometime it keep good view or mood of people. There are two experiences one is about good and another is about bad. Both has its own and different affect in the mind of buyers. So these factors also influence online shopping or e shopping.

Pricing Policy: Online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills etc. They can pass their price directly to customer and generally offer a lower price to customer than offline market. Even when shipping charges are included than also it is better than the offline shopping. Hence, determines the level of online shopping. Lower the price- higher the mood to demand, higher the price –lower the demand. Price of any commodity also influences the purchasing power of any specific buyer. Consumer generally prefer mild or normal price with good quality and do not want to spend or expense lot for any kind of stuff. So buying and selling both are simultaneously affected by the price of product.

Quality: The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money. In general, qualities is a primary need over any kind of purchasing as it somewhat secure or give a good sense of buying or kind of guarantee about the product preferred.

Online trust: It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in there nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing. Trust

carry a lot of points examples- trust about the same product size quantity weight and security etc.

Tangibility of the product: At the store the customer gets to touch and feel the product they purchase before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether, we can and see feel a product is also a reason which determines whether a person's wants to go for shopping or not. Tangibility of any product also determines the online shopping. Without touching the preferred or desired substance nobody can get its security about the worthiness or quality or sense of any preferred product.

Delivery time: The product ordered by the customer in online shopping takes a minimum of six to seven days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer. So this is a major factor which affects the online shopping. People want a good delivery time; they prefer to get a product in a desired time or in short time of duration. Duration is the second major factor affecting the demand of product.

Income: The person whose income is more, do more online shopping as compared to the person whose income is less. Income plays a major role to purchase online products. Higher income people prefers to purchase online more than offline as it gives them reliability and convenient. Higher the income higher wills the purchasing of online product and vise-versa.

Taste and preference: The taste and preference of the customer vary from customer to customer and time to time, taste and preference also a factor which influences online shopping. Taste and preference of age group also matters in online shopping. Old people buy or purchase product for their kind of use. Young generation or teenagers use to purchase their taste of product. Taste and preference move in tend of ages and choices. Every customer or buyer choices are different in nature as per their ages.

Information: The information given in the site may not be correct or may not be appropriate information. The full information about the quality of the product may not reach to the customer. Hence it will affect the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product. May be with the provided

information and details customers are not very satisfied. Sometimes it happens that even many customers use to buy the product after their full knowledge of details as they prefers the detail are accurate and good in sense. Information related to product may vary in its real sense when it arrives or delivered to relevant customer.

Variety: 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. Larger the variety of product in shop higher the selling and vice-versa. People generally prefer to move where they get more variety of products.

Discreet shopping: While buying some products like lingerie customers don't feel comfortable to purchase it in offline store. Shopping online is discreet and some online portals also provide discreet shopping. Purchase of girly material are very convenient in offline shopping as it is not dealt with any kind of uncomfortable situation. There is no person to who is to ask for any kind of intimate product, customer can easily cope with offline as they can go and purchase their usable items without any kind of hesitations.

Offers: Apart from offering products at lower price most online shopping regularly come up with discount offers in association with bank, brand etc. Which entail customer to get additional saving while buying products online? Offline stores only give offer or discount during stock clearance or when the manufactures gives the discount on the products. Online shopping always provides offers at all the time and day. In every purchase we get some offers even if there is no festival or carnivals. Offers are a great factor which attract customer to purchase online. Offer carry a great influence in shopping.

Instant gratification: Customer buying offline gets their products as soon as they pay for it but in online shopping customer have to wait for their product to get their product. Under normal circumstances waiting a day or two does not matter much but when a customer want to get the product instantly than offline shopping become necessary.

Available product and services: Online shopping offer customers more benefit by providing more variety of goods and services that they can choose from. There are some goods which a customer can only find online.

1.3. Factors Affecting Offline Shopping

Offline shopping has existence since the existence of mankind. Offline shopping gives different types of benefits to the customer. There are some factors which affect the shopping offline those are as follow:

Less number of choices: 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. Basically in offline or any shop we get less numbers of choices as it consists of manual work. We have to choice in that less number of materials due to manual factor.

Time consuming: It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. In off-line shopping customer move one place to another and one shop to another in search of their desired product.

Information: What generally happens is that the information provided by a shopkeeper isn't correct. Also this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

Authenticity: Offline shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it's like. We exactly know what we are buying while buying anything offline. But in online shopping, we don't always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.

Taste and preference: The taste and preferences of the customer change from time to time. While buying any product from a store we have the flexibility and the choice to try out outfits. But while buying any product from a website we don't have this facility. Therefore, buying offline caters more to the changing taste and preferences of the customers.

Bargaining: 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.

1.4. Statement of the Problem

Odisha, as we all know, is one of the most backward states in the country where the economic status of the people is not good as compared to the other states. It is important to look into the situation from an academic research point of view so as to question the reasons behind the condition of the shopping in the state of Odisha. This research may fill the gap between the choice of online shopping and offline shopping. This study reflect the problems and factors of online and offline shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping. In Odisha, there is less number of people who do shopping online as compared to the other states. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it.

1.5. Significance of the Study

The consumers in today's era have not only many stores choice, but they also have a wide variety of channels to choose from. With the start of numerous channels (e.g. Mobile Commerce, E-Commerce) and a continuous increase in the competition among channels, the understanding of what incites consumers to purchase from one channel rather than another becomes progressively important channel design and management.

In recent years, studies distinguished another non store retail format Internet. Recent studies investigated why consumers shop through stores, catalogs, or the Internet (Black et al. 2002). The study contributes to the current marketing literature by comparing the offline and online channel side-by-side. This study also contributes hypothetically and practically to a better understanding of consumer behaviour, particularly the online buying decision process.

The two major research streams and three distinct research phases can be identified in the online consumer behaviour. The first major research stream identified explores the possibility that product attributes such as the product's suitability for evaluation and delivery via the Internet are important drivers of online purchases.

The research stream identified explores the importance of the consumer's situation as an important driver of online retail sales. Within this second research stream the consumer's situation is taken to include access issues, demographic issue, product availability, technological familiarity, experience, trust, and brand and customer service. Clarification of the debate as to whether it is the product attributes or the consumer's situation that principally drives the online purchase decision process will contribute to a better understanding of consumer behaviour. The outcome of the research will assist retailers understand why consumers search and evaluate products online and then buy them offline and vice versa.

Rourkela is taken as area of study because no study is being done in the context of Rourkela not even in the context of Odisha. As Rourkela is a steel city in Odisha, I like to take this city as the study area. This study will give the idea about which shopping will be best for the consumer point of view? Which option would be preferred by the consumer to shop whether online or offline? This study will give the clear idea about the internet shopping.

1.6. Objectives of the Study

The present study broadly compares the online and offline shopping, specifically the objectives are:

- (a) To analyse the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
- (b) To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.
- (c) The factor influencing the consumer to shop solely online and solely offline.
- (d) To analyse whether the qualification of the consumer affect the online shopping and offline purchasing.

1.7. Methodology of the Study

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary

method. Primary method includes observation method, interview/questionnaire method, and case study method. Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose. The sample individual is selected from different age group, different sex and from different location of Rourkela. The different group of people including student, employee and unemployed, housewives, etc are considered as sample for the study.

(a)<u>Sampling</u>: The target group is of different age, different age group people are considered because to know whether which group of people are involved more in the online shopping and which group of people is not confined to shop online. There are four division of age group in the questionnaire to examine which group is going for more online shopping and which group is going for more offline shopping.

(b)<u>Sample size</u>: Determining the size of sample that is needed for a particular piece of research. For this research 150 sample size is taken for the interviews. From this sample size the calculation of simple percentages for each variable is done.

1.8. Organisation of the Thesis

This study is divided into different chapters .The first chapter of this study set forth the introduction of online and offline shopping and included an overview of relevant background material, both historic and recent; it contained the purpose of the study, why this study is done, and the focal research objectives. Chapter 2 contains a review of the literature in the areas of quality, value, satisfaction, loyalty, and consumer technology. Chapter 3 presents the finding and analysis. Chapter 4 presents conclusions and scope for the further research that is drawn from the findings.

Chapter II Review of Literature

The extensive literature review has been conducted to gain deeper understanding of research about online and offline customer and their experience. The review clarifies and simplifies the dominant dimension consumer consider when they make any online purchase decision. Following this, the major theoretical gap related to understanding what and why consumers do, and do not purchase using the Internet is explored with respect to the theories of retail change and consumer behaviour theory with particular reference to the buying decision process. More specifically, the study examined the interrelationships among quality, value, satisfaction, and loyalty when consumers choose to shop online.

2.1. Review of Related Studies

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. The other two criteria for selection are the articles are empirical in nature, and the articles measure at least one of the identified factors in our taxonomy they searched three primary IS conference proceedings volumes: International Conference on Information Systems (ICIS), Americas Conference on Information Systems (AMCIS), and Hawaii International Conference on Systems Science (HICSS). They also checked the reference sections of the selected articles to identify and include additional prominent articles in this area. Three out of the five dependent variables (consumer attitudes, intentions, and purchasing behaviour) and three out of the five independent variables (personal characteristics, vendor/service/product characteristics, website quality) receive the most attention. This seems to constitute the main stream of research in this area. It is found that personal characteristics, vender/service/product characteristics, and website quality significantly affect online shopping attitudes, intention, and behaviour. The direct implication of these findings is that targeting more appropriate consumer groups, improving product and/or service quality, and improving website quality can positively influence consumer attitudes and behaviour, possibly leading to increased

frequency of early purchase and replication purchases on the part of customers. 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) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are 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. 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 in the internet.

Iver and Eastmen (2014) found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them has no connection with their age and their satisfaction level while purchasing online.

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. They compared the grocery items of both the shopping with starting model which is a new segmented of Dirichlet model, this model has very dominant features which gives the exact classes for the brand choice and also gives the

real model for the purchasing behaviour. The outcome of the study revealed that the reality of the high brands by the high market shares bought the online shopping much greater than the expected. But in case of the small share brand it is just reversed. However in the traditional shopping the expectations and the observations is not at all links to the brand share.

Tabatabaei (2009) has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping. He has done a survey of 264 respondents in a small mall and then those data were analysed by him. All the customer of this study is literate and has knowledge on computer and internet. The survey consists some of the question like demographic profile, computer knowledge and the knowledge over the internet. 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.

Chaing and Roy (2003) focused on the consumer choice to shop on the internet and at the physical stores during the information acquisition period. A convenience sample of 34 students enrolled in undergraduate marketing class to select the product for testing, 56 products were developed based on the popularity of online shopping. The result shows that the consumer perceives shopping offline as inconvenient, online shopping intention was expected to be greater for search products than experience product.

Soopramanien and Robertson (2007) conducted a study in UK on acceptance and practice of online shopping. Their exploration shows that the online consumers choose different course of action based on the apparent beliefs. They found that, how socio demographic variables, attitude and beliefs towards internet shopping effect on the both decision to practice and use of online shopping channels. They categorised online buying behaviour as the one who purchase from online sites and the one who only browse online sites and purchase from the store, and third those who do not buy online. The study do not covered the buyers who choose products in stores and buy online.

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.

Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

Hausman and Siekpe (2009) analysed an practical study in US regarding the effect of web interface features on consumer online purchase intention. E-commerce system is different from traditional information system. It has both features of information system and marketing channels. It contains machine and human element. An empirical finding shows that to know the motivation factors for online shopper, cognitive and psychological factors do have meanings. The study finds both human and computer factors are necessary for antecedent for online shopping.

Johnson et.al (1999) discussed to identify the factors influencing online shopping. This paper seeks to identify web consumer's demographic attitude toward shopping and reasons of online buying behaviour. This survey asked member of WVTM (Wharton virtual test market) whether they have purchased anything online. This study conclude that the consumer shop online or use online facilities to save time. The result of these study suggest several suggestions for the design of online shopping environment such as shopping site should make it more suitable to buy standard to repeat purchase items , they should provide the information needed to make a purchase decision and purchasing process should be easy for the consumer. This paper conclude that the consumer appears to value the web time saving over its cost saving. The consumer attitude may change over time, accessibility rather than cost saving. The results show that the people who spend more money online have a weirder

lifestyle are on the net more and receives more emails compared to the other email users and internet users.

Koo et.al (2008) have conducted an empirical study, they examined the motivational effects of personal values on benefits, attributes, and re-patronage intention in the perspective of shopping online. The study conclude that personal values of social affiliation and self-actualization serves 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. This study is an empirical study. They create a model in which they are identifying the influence of the real value, the real risk and the actual enjoyment of the consumer of online shopping. The consumers who are adopting the online shopping they are in the prominent risk and the prominent indicators. The consumer of Malaysia of online shopping has a perception about the involvement of risk in shopping and their risk is mostly related to the security and the privacy. It includes the security and privacy of the personal information of customer ,transaction of online shopping, the quality of the product and the uncertainty about the product whether the product will reach the consumer or not.

Andrew and Currim (2000) focused on expected differences in choice, behaviour of consumer for two products categories, statistically significant difference are found between consumers attracted to shopping online versus traditional super market with regards to parameters describing the choice process. The study found that correlated to traditional supermarket consumers, online shopping are less price sensitive, prefer larger size to smaller sizes, have stronger size faithfulness. The consumer does more broadcasting choice set effects.

Liu et.al (2008) addressed an empirical study on Chinese customers for shopping online. They proposed a model of satisfaction process in the e-commerce environment. The research work was limited to single country and may not be directly applicable to western countries. The outcome of this study shows that customers services are strongly, predictive of online shopping customer satisfaction. Further delivery and customer service is very important role in Chinese market. The wide range of commodities and competitive price is important, because online customer can compare the price in one click. Detailed and complete product information should be given because buying decision is only made with the decision available online. The first impression is the design of website, its content. This can improve customer satisfaction. Web site transaction capability is necessary element to complete a transaction. Continence and easy to use function can save time and improve satisfaction. Finally, security and privacy becomes spotlight in their findings because ID authentication while making online transaction and credit system is not available in china.

H and Hsu (2008) conducted a study in Taiwan. Online shopping conditions are different from regular shopping in many ways. Shopping site look and fulfilment systems is like front employee, second, every online deals involves number of third parties, such as credit card clearance companies, and delivery firms. So, a new customer satisfaction index is required, to quantity customer satisfaction in online atmosphere. The new model customer expectation is substituted by trust and facilities quality is exchanged by e-SQ. One more supplementary relationship introduced which is form trust to customer faithfulness. The outcome shows that customer satisfaction is most important features that decide online customer loyalty. Online Trust makes a positive impact on perceived value, customer satisfaction and customer loyalty. This result suggests that e- SQ might be more significant than other factor. There are some deficiency of study, i.e. it is based on one -site random sample scheme which limits the generalizability.

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.

Broekhuizen and Jager (2003) investigated to get a better understanding of channel choice by developing a theoretical framework that shows the relationship between the antecedents and mediators of perceived and purchase intention in both channels. The result indicate the main determinants of channels choice and enables comparison between online and offline Shoppers's perception. The result determined the factors that encourage or prevent consumers to engage in online shopping.

Scarborough and Lindquist (2006) studied an empirical study on E-shopping in a multiple channel environment in which a segmentation schema is suggested based on patterns of epurchasing and e-browsing including browsing on the internet with planned purchasing in an offline channel. They examine self report of browsing and purchasing using five specific non store channels like internet, television, infomercial, advertising that accompanies regular television programming, television shopping channels, and print catalogues. The finding of this study shows that the buyer who browse or purchase online, different in their use of multichannel options related to their perception of ease. Some buyers wants to purchase in store setting and do not want multiple forms of non store shopping. Other like to browse different non store media, they extended their browsing to the internet, however keep their loyalty to purchase in store.

Harn and Adeline (2008) focused in Malaysia about Web navigation behaviour of Malaysian in relation to online purchasing. There finding shows that most of the shoppers were well educated with minimum bachelor degree, their age varies between 19 to 34 and they all are unmarried. This study proved successfully that the web navigation behaviour is important factor to determine the probability of online purchasing, and it does not have significant affect for online purchasing decision. The most dissatisfying factor was slow downloading rate of web pages. The finding provide some insight while designing website, taking into consideration that it should be easy to use ,attractive and user friendly with faster downloading time.

Jarvelainen (2007) analysed in her empirical study in Finland that there are many online information seekers who choose to stop the shopping process just before the finishing point of the transaction. The reason behind this is intensely rooted in the internet based trust outcomes. The study focuses on e-commerce background. I-e. Security and confidentiality issue, that how consumer select their purchasing channels. The finding of this study shows that constancy, trust worthiness, and usefulness as well as ease of the use of the system are essential, while the first imprint of online seller is significant, considering the behavioural intention.

Jiang et, al (2008) shown in their empirical study about US customer worries on internet security, while shopping over the internet can influence online buying behaviour and these worries may lead to identify theft. A good strategy to increase consumer trust while ordering

online could be third party certification programs. The result of this study was that displays of third party logos have direct effect on consumer's perception of logos, which influence the transfer of trust towards e-retailer. This study concludes that the logos are ineffective when consumer is unfamiliar with it or do not notice the logo display. 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. Second participate in well known and trustworthy third party assurance programs and work to educate consumers about the significance of the third party logos when consumer have low current level of trust. The media have extended the browsing to internet however keep their loyalty to purchase in store.

Devaraj et.al (2006) critically analysed an empirical study in USA regarding examination of online channel preference. He examined the behavioural and economic features that add to online consumer's satisfaction and further head to their preference of online channel. The results indicate that asset specificity and uncertainty structure variables the electronic marketplace are related with the conduct constructs such as, personalization, website design, time responsiveness, security and reliability of the online channel. Further, it was found that, personalization, time responsiveness, security, and reliability are also significantly linked to the consumer's satisfaction outcome with the channel. Website design has not significant effect to online consumer's satisfaction. 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 gender related purchasing context. A conceptual model for understanding the impact of shopping orientation on consumer online clothing purchase is proposed and tested both in a general setting and across purchasing context. Questionnaires were distributed to 1,150 Danish household addresses by use of the "drop of call back" survey method. Most adults provided response with respect to purchasing clothing for themselves and for their partner, making a total of 906 cases distributed across the four purchasing contexts. T tests and linear structural equation modelling were utilised to investigate expectations and hypotheses. They found that the expected difference s in men's and women's shopping orientations willingness to purchase clothing online. On average, consumer indicate the reduced difficulty in selecting items is

sorely needed when purchasing online clothing, but when evaluated among different purchasing situations, it is difficult to perceived in selecting items only for women. 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 internet or the online retailer operated by a multi channel retailer. A total of 261 students in a large US Midwestern University participated in the paper based survey and provided usable responses. Structural equation based modelling was used to test hypothesis. They found that the consumer trust in an online retailer was a significant predictor of perceived internet confidence and search intention for product information through internet retailer. Search intention for product information through internet retailer. Search intention for product and strong predictors of consumer's behavioural intention towards the online shopping. The findings of this study suggest that retailer of offers an internet channels as part of multichannels retail strategy and provide consistent service throughout their various channels.

Riley et.al (2009) addressed to know why the people and from where they get influence to purchase grocery from online shopping. This research aims to know the role of all the factors which are situational in the process of adaption of grocery shopping from online. Qualitative research is carried out by the researcher which helps the researcher to gain the knowledge about the depth of the consumer of grocery product and their behaviour. Researcher also includes the quantitative method in his research to find the factors which influence them to purchase grocery from online shopping. By merging both the qualitative and quantitative study the researchers find the importance of the specific type of institution. Many shopper are found that they starts discontinuing the online shopping of grocery once there initial point of shopping of grocery created a problem for them they stop doing online shopping.

Lee and Littrell (2005) aimed to investigate consumers shopping values and web site beliefs that influence their intention to shop for cultural products. They uses the theory of reasoned action (TRA) as a framework to explain the structural interrelationships among interest shopping values, beliefs about the web site, shopping attitude, shopping intention. A total of 203 persons responded to an invitation to participate in a web survey for the purpose of data

analysis. They found that the consumer beliefs the web site, especially with regards to merchandising, both directly and indirectly influenced the intention to shop for cultural products in the future. This finding confirms TRA such as belief structure as determined of attitude and attitude as determined of behavioural intention. The consumers who shop for cultural products on the internet have both hedonic and utilitarian shopping values and both these values must be addressed by internet retailers. Regular change in product and presentation are vital for maintaining repeat patronage.

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. The data was collected from 297 consumers which is purchasing online. The positive and negative factors was analysed to examine the reliability and the validity of the model which measures the factors. The structural equation modelling technique is done to test the model of the research. The results shows that the design of the web, their reliability, the responsiveness and the trust affects the overall service quality and the satisfaction of the shoppers. These all are related to the consumer purchase behaviour and the intention. The dimension of the shopping is significantly related to the e-service quality of the sites and the consumer satisfaction. The study suggest to enhance the purchase intention of the consumer, the stores of online shopping should make some strategies and give trust to the consumer about the products. the online sites should give reliability and dependency of the web based services

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. A conceptual model is developed based on the literature; instrument item scales to measures all constructs in the model were as informed by the literature and adapted from prior studies. They found that the convenience, involvement, attribute of the web site and merchandising all collectively influence shoppers excitement. E-shopper excitement leads to positive word-of-mouth (WOM) and increases the intent to return. The limitation of this study was that there is no differentiation is made between the types of goods that e-commerce purchased.

Jimenez and Martin (2009) examined on the comparison of the difference that exist 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 experience on electronic purchase intention. They use the conceptual model, an extended technology, acceptance model (TAM), is tested using structural equation modelling technique. They found that the influence of self-efficacy and usefulness increases as the consumer gains online shopping experience. The motivations that lead a potential e-customer to make a purchase are not the same as those that influence an experienced customer. This paper demonstrated the evolution of customer behaviour and the need to differentiate the perception of consumers depending on their level of experience.

2.2. Conclusion

The review of relevant literature has revealed that majority of the studies have been conducted on outside the country. There has been no study in the context of Odisha. Most of the studies have focused on the switching behaviour of the consumer from one channel to another channel. The literatures reveal that those who are aware of technology, knowledge, and high income level population, are specially engaged in the online shopping.

Chapter III

Finding and Analysis

3.1. Introduction

This chapter mainly describes the qualitative practice to be used to provide data to examine the issues acknowledged and extend the understanding of consumer value creation in the framework of what and why consumers purchase online. Tentative and descriptive research can provide the multiple outlooks necessary to obtain multiple approvals of online, offline and channel switching behaviour during the buying decision process. This typically involves sampling the population, surveying them and using inferential statistics to analyse the responses. The focus of the analysis is to expect the determining factors influencing, in this case, what and why consumers purchase online and offline as well, why they switch from one way to another. The data gathered during the depth interviews were used to identify common questions concerning consumer behaviour as it relates 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 provide an efficient means of spreading and emerging theoretical concepts to improve the ultimate research design. And are used in this research to better appreciate what and why consumers use the Internet to shop and in specific why they choose one channel over another in general. Below defines how this qualitative phase of the research is directed and classifies which of the research objectives each activity supports for both the depth interviews.

3.2. Demographic Profile of the Study Area

The study was conducted in the Rourkela, Sundargarh District of Odisha. Sundargarh is not so established area. It is a semi urban area. 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.

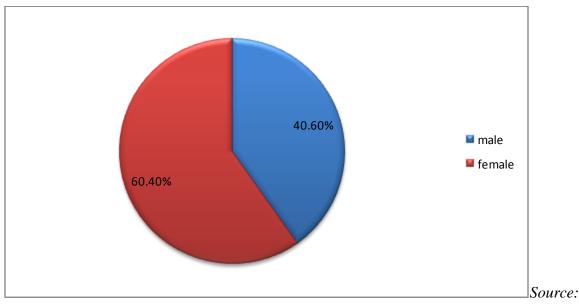
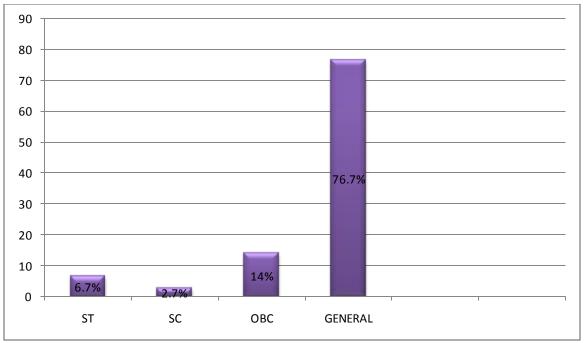


Chart 3.1: Sex ratio of the respondent

Survey Data and Author's calculation

150 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 40.60% of male go for the shopping while 60.40% female do the shopping. This means that more of the female member involved on the shopping. This gives a general idea of the sex ratio who is more involved in shopping.

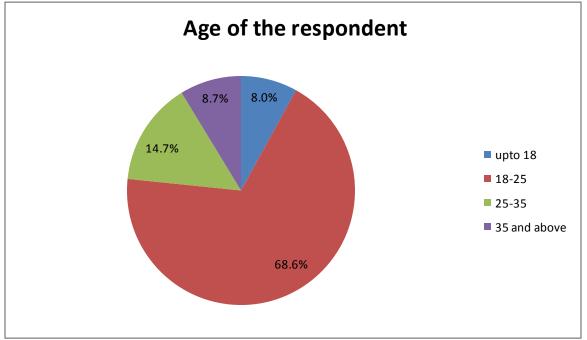
Chart 3.2: Caste of the respondent



Source : Survey Data and Author's calculation

The above graph representation shows the percentage of population category who opt for online shopping. The general caste population are major customers of online shopping covering 76.7 % of the total population. Followed by OBC category comprising 14% of total population. The SC and ST contribute for 2.7% and 6.7% respectively. It was seen that the general population mostly opt for online shopping because of their changing life style. This makes them shop more online where they can save their time and also maintain their status. This online shopping not only fulfils customers need but also saves money and time of their buyers and there it's a win -win situation for all.

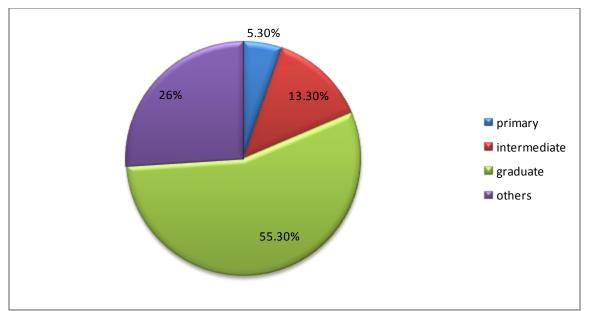
Chart.3.3: Age of the respondent



Source: Survey Data and Author's calculation

The above graphical representation shows the age category of population who choose online shopping .The major of customers who use online shopping to fulfil their need ranges mostly between 18 to 25 age category comprising of 68.6% 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 the age group of 25-35 contribute as the second most consumer type using online shopping services of 14.7%. 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 35 above and 18 below comprising 8.7% and 8.0% respectively. The percentage of population low because most of the 35 above group have lack of adequate knowledge of technology used. And for 18 below money constraint comes into picture.

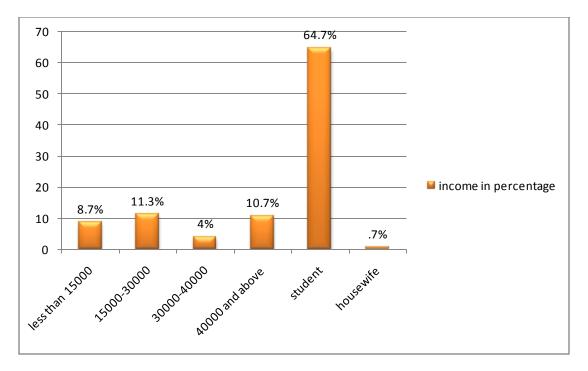
Chart 3.4: Qualification of the respondent



Source: Survey Data and Author's calculation

The above pictorial representation shows the qualification of the respondent, and the maximum qualification is others that is graduate people which consist around 55.30%.next is the others which is around 26% they are of P.hd,Masters etc. The intermediate group which consist of 13.30% and the primary group consist of 5.30%.Qualification is a major factor for online shopping,Unless and until the person is qualified enough to access the internet. They cannot do online shopping

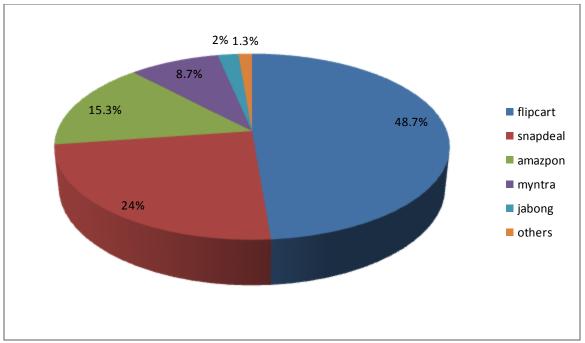
Chart 3.5: Different Income group of the respondent



Source: Survey Data and Author's calculation

The above pictorial representation 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 64.7 % of the people are student. Second comes the group of people who is having income of 15000-30000 it takes around 11.3% then followed by the groups of income 40000 and above which is 10.7%, then comes the less than 15000 income group which covered 8.7%, and after that 30000-40000 income group and last comes the housewives which takes 4% and 0.7% 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.

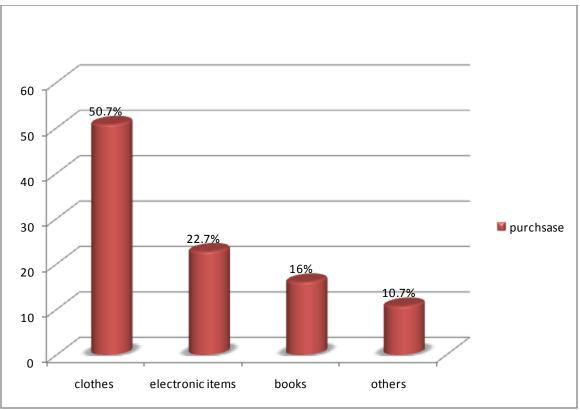
Chart 3.6: Preference of the different online shopping sites



Source: Survey Data and Author's calculation

The most preferred website for online shopping is Flip kart 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 snap deal 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 15.3% 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 8.7%% and 2% respectively. it has come into picture of online shopping because of its fancy offers and benefits it provides. The least number of percentages is 1.3% for other shopping sites like –Yepme, craftvilla.com and other sites.

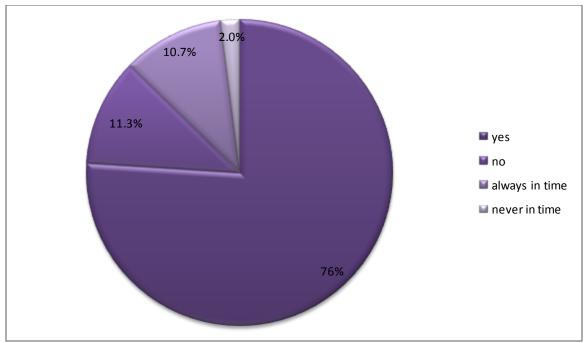
Chart 3.7: Mostly purchased goods from online sites



Source: Survey Data and Author's calculation

The consumers mostly purchase clothes online comprising of 50.7% 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 22.7% 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 16% of the demand. The other products purchased online covers for 10.7% of the total items purchased online like –footwear, cosmetics, etc.

Chart 3.8: Delivery of the product



Source: Survey Data and Author's calculation

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 mis-handling 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 76% of the products ordered reach the destination on time. 11.3 % figure showed not in time and 10% said sometime in time and the last 2% said that never in time.

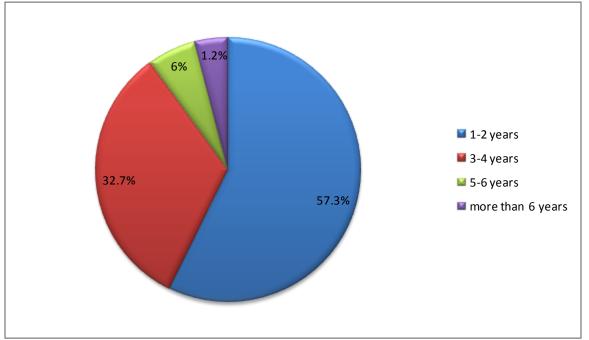


Chart.3.9: Respondent are availing online shopping for the following year

Source : Survey Data and Author's calculation

It is seen that from 1-2 years the trend of online shopping has come into the market comprising of the 57.3% of the total number. It is because of the increasing reach of technology to the common people that have made it possible for increasing number of population opting for online purchase which was not seen earlier back in 5-6 years when it was seen only 6% went for online purchase of products . In past 3-4 years when technology was emerging it was seen that nearly 32.7% switched to online marketing of products. And back in 6 years when technology was possessed by few it was seen that only 1.2% of total did online shopping.

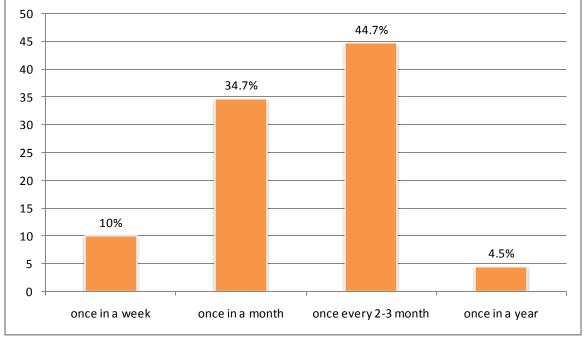


Chart.3.10: Frequency of the product purchased from online shopping sites by the respondent

Source : Survey Data and Author's calculation

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 44.7 % of the regular population do buy the product in every 2-3 months at a regular interval. 34.7% of population do online shopping every month which is because of the availability of income and technology to do shopping. Moreover, 10% of population do online shopping every week. And 4.5% once in a year.

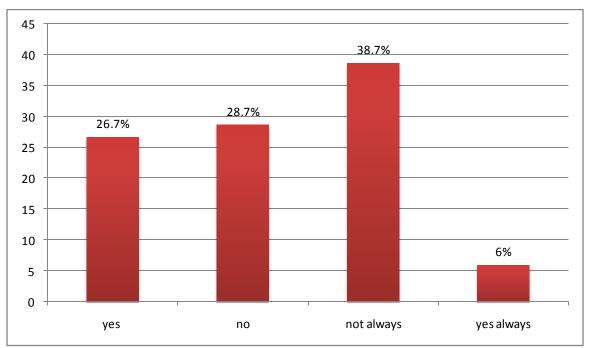


Chart 3.11: Product available on Pin code

Source: Survey Data and Author's calculation

When a particular product is ordered by a user there is one constraint of whether its delivery option is available in that area or not. Depending on the demand and product availability the sites have filtered the delivery option restricted in developing areas where the cost of delivery is higher is more than the income in that area. So, nearly 38.7% of the time the service of delivery for fancy product is not always available in areas. For nearly 26.7% of the times the delivery options for regular products is available in most of the areas. And 28.7% of the products are not available in the area where the study has done. Only 6% account for always availability of product in an area.

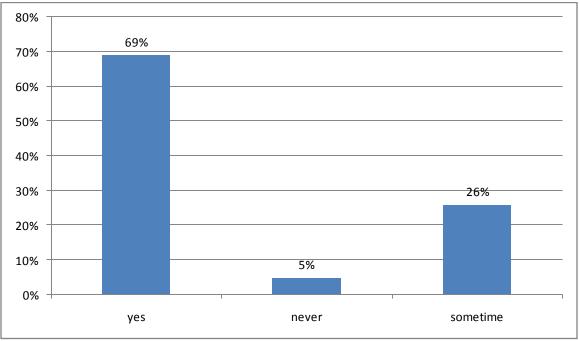


Chart 3.12: Is website providing the sufficient information?

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 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.

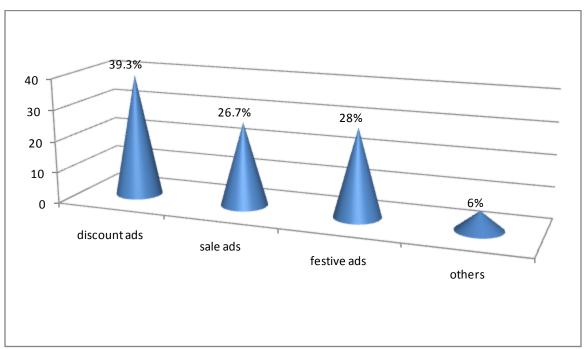


Chart3.13 Type of advertisement mostly attracts to purchase online

Advertisement plays a major role for making a site a brand in the market. Moreover, advertisement attracts its customer towards them to make income. The type of advertisement that attracts the customer towards them is discount ads which is 39.3%, which give the customer a reason to buy their products at reasonable prices. Also the sales ads bring more customers nearly 26.7% of total customer gets attracted to it. The festive season is the time duration during which major of the population do their shopping is 28% and if ads related to it is published then it brings more customer to them.

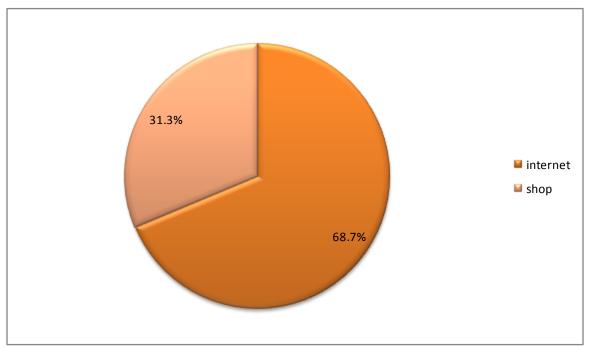


Chart 3.14: Preference of the product with same price both in shop and on internet

Source: Survey Data and Author's calculation

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 buyingit.

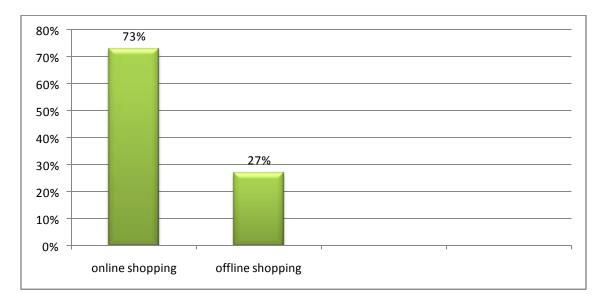


Chart 3.15: Preference of the respondent for the shopping medium

Source: Survey Data and Author's calculation

From the above graph it is clear that out of 150 respondent 73% respondent want to go for online shopping as they find it more convenient and easier for them but 27% customer want to go through the offline shopping because they are more comfortable in traditional market.

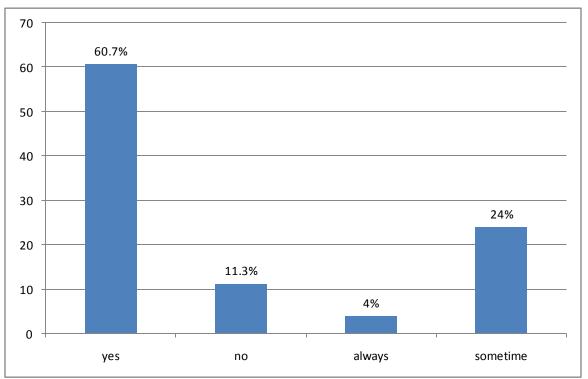


Chart 3.16: Preference of online shopping when price lower than market price

Source: Survey Data and Author's calculation

It is clear from the study that 60.7% of people admit that they would prefer online shopping if they would get price lower than the market price. 24% of people say that they are not sure which option to choose and 11.3% say that they would prefer shop over internet shopping. And 4% people said that they will prefer online shopping instead of purchasing from offline shopping or traditional market.

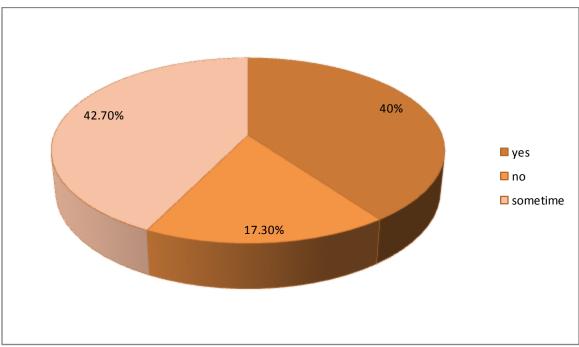


Chart 3.17: Does online shopping is as secure as traditional shopping?

Source: Survey Data and Author's calculation

The Graph clearly shows what customers think about online shopping, with 42.70% sometime think its secure sometime it is not as compared to traditional shopping.40% customer think online shopping is as secure as traditional shopping, while 17.30 % believe it is not secure.

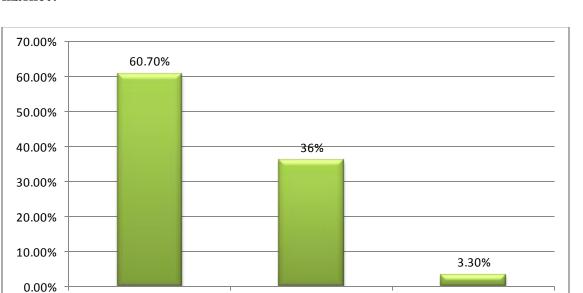


Chart 3.18: Selection of goods on internet is very broad as compared to the traditional market?

yes

sometime

never

Source: Survey Data and Author's calculation

60.70% customers believe that online shopping you get more variety of goods as compared to traditional shopping, which in turn is less time consuming as you can explore many items/goods in just a click , while 36% customers think that the online shopping doesn't always give you variety of items to purchase , they still somewhat believe in traditional shopping. Though online shopping has its own perks, but unavailability of internet connection causes the customers to go to traditional shopping. 3.30 % customers never think that online shopping gives you more or better variety of product; they still do traditional shopping in order to get the product.

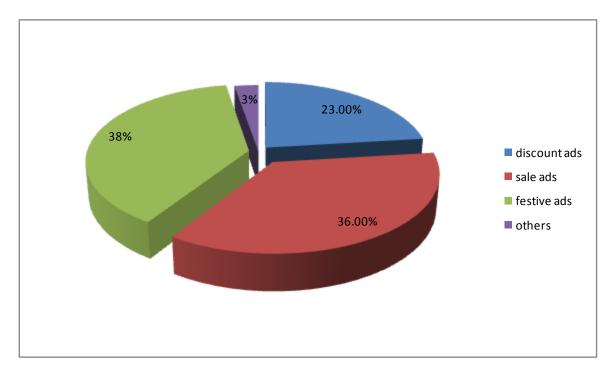


Chart 3.19: Type of advertisement mostly attracts shop offline

Source: Survey Data and Author's calculation

There are various reasons why people are attracted to shop offline- most prominent reasons are discounts ads, sales ads, festive ads and other miscellaneous ads attracts customers to shop offline. India where festivals are regarded as mostauspicious moments, ads play important role in promoting offline shopping. festive ads plays the major role with 38% in attracting the customers to go for offline shopping, followed by sales ads with 36% this type of ads are great events to attract customers by showing ads to customers about sales for a limited period of time. The discount ads which covers up 23 % comes next to sales ads in

attracting customer for offline shopping, While remaining 3% are other miscellaneous ads such as off season etc. Also somewhat attracts people.

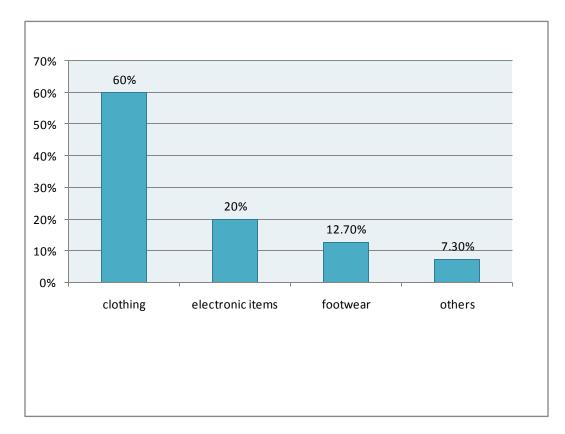
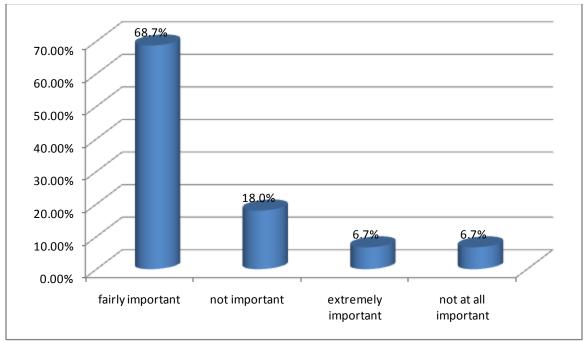


Chart 3.20: Things you mostly prefer from offline shopping

Source: Survey Data and Author's calculation

The clothing is the commodity which is mostly preferred for offline shopping i.e. about 60%, customer like to feel the fabric of clothes, try it and like to see/try different types of clothing that is why they purchase it from offline market/traditional shopping. The second commodity which is most preferred for offline shopping is electronic items 20%, everyone wants to have their hand on items which are in working good condition, the best way to do check the proper functioning of electronic goods is to shop offline where you can use the gadget for trial and make sure that you don't purchase malfunctioned items. Even footwear 12.70% is among the list of the most preferred offline shopping items, sizes vary from customer to customer, so people prefer to buy those footwear which fits them and they are comfortable with. Rest 7.30% are miscellaneous goods which people go for offline shopping such as groceries, vegetables, consumer products etc.

Chart 3.21: Accessing shopping websites



Source: Survey Data and Author's calculation

Accessing shopping websites is also a parameter determining the difference between online shopping and traditional shopping. While north of 68% people think it's fairly important to access the shopping websites, 18% think it's not that important to access shopping websites if you want to purchase anything, they can even purchase goods by traditional shopping, while 6.7% think it's very important to access shopping websites to purchase anything, interestingly same percentage of people think it's not at all important to access e-commerce sites.

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	3	3	12
18-25 years	29	23	19	32	103
25-35 years	6	3	5	8	22
35 and above	3	3	2	5	13

Table 1: Reason for doing online shopping according to the age group

Source: Survey Data and Author's calculation

The survey conducted on 150 customers of different age group about the factors that attracts them to prefer online shopping. Out of 12 customers up to age 18 years of age, 2 said its time saving, 4 gave the reason as door to door service, 3 said they don't need to go outside to the shop for the purchase of goods and 3 think products are easily available online. The 103 customer aging between 18 and 25, 29 said its time saving, 23 gave the reason as door to door service, 19 said they don't need to go outside to the shop for the purchase of goods and 32 think products are easily available online. The 22 customer aging between 25 and 35, 6 said its time saving, 3 gave the reason as door to door service, 5 said they don't need to go outside to the shop for the purchase of goods and 8 think products are easily available online. The 13 customer aging above 35, 3 said its time saving, 3 gave the reason as door to door service, 2 said they don't need to go outside to the shop for the purchase of goods and 5 think that the products which they are getting is easily available at online.

Age of the respondent	Clothes	Electronic items	Books	Footwear	Total no. of the respondent
Up to 18 years	1	7	3	1	12
18-25 years	19	37	33	14	103
25-35 years	8	6	6	2	22
35 and above	5	6	2	0	13

Table 2: Preference of the age group about the item they never purchased from the online sites

Out of 12 customers up to age 18 years of age, 1 said its Clothes, 7 said Electronic items, 3 said books and 1 said its footwear. The 103 customer aging between 18 and 25, 19 said its Clothes, 37 said Electronic items, 33 said books and 14 said its footwear. The 22 customer aging between 25 and 35, 8 said its Clothes, 6 said Electronic items, 6 said books and 2 said its footwear. The 13 customer aging above 35, 5 said its Clothes, 6 said Electronic items, 2 said books and none said its footwear.

Table 3: Preference of the respondent for the shopping sites according to the delivery of the time

Shopping sites	yes	no	Total
Flipkart	61	12	73
Snap deal	32	4	36
Amazon	22	1	23
Myntra	9	4	13
Jabong	3	0	3
Others	2	0	2

Source: Survey Data and Author's calculation

On asking Customers which e-commerce website they prefer to purchase stuffs and do they deliver goods on time73 customers said they shop from Flipkart with 61 saying that goods are delivered on time while 12 denying this fact.36 customers said they shop from Snapdeal with 32 saying that goods are delivered on time while 4 said that goods are not delivered on time.

23 customers said they shop from Amazon with 22 saying that goods are delivered on time while only 1 said that goods are not delivered on time. Out of 13 people shopping from Myntra 9 said yes goods are delivered on time and 4 said no. All the 3 customers who shop from Jabong said that goods are delivered on time. While 2 customers shopped from other websites and are satisfied with the proper delivery on time.

Table 4: Preference of the payment process according to the age of the respondent

Age of the respondent	Cash on delivery	Net banking	Debit card	Others	Totals
Up to 18 years	10	0	1	1	12
18-25 years	81	14	6	2	103
25-35 years	13	6	1	2	22
35 and above	10	3	0	0	13

Source: Survey Data and Author's calculation

Out of 12 customers up to age 18 years of age, 10 said its Cash on delivery, none preferred Net banking, 1 preferred Debit card and 1 preferred other modes of payment (credit card etc.). The 103 customer aging between 18 and 25, 81 said it is Cash on delivery, 14 preferred Net banking, 6 preferred Debit card and 2 preferred other modes of payment (credit card etc.). The 22 customer aging between 25 and 35, 13 said it is Cash on delivery, 6 preferred Net banking, 1 preferred Debit card and 2 preferred other modes of payment (credit card etc.). The 13 customer aging above 35, 10 said its Cash on delivery, 3 preferred Net banking, preferred other modes none Debit card and of payment.

Shopping site	5-8days	8-10 days	10-12days	More than 12 days	total
Flipkart	24	33	10	6	73
Snapdeal	16	10	7	3	36
Amazon	10	9	4	0	23
Myntra	7	3	2	1	13
Jabong	1	2	0	0	3
others	1	0	1	0	2

Table 5: Preference of online shopping sites according to the delivery of time of them

On asking Customers "What is the minimum day of delivering a product to you?" Out of 73 customers who shopped from Flipkart, 24 said it took Flipkart 5-8 days to deliver their goods, 33 said it is between 8 to 10 days, 10 it took 10 to 12 days and 6 said it took more than 12 days. Out of 36 customers who shopped from Snapdeal, 16 said it took Snapdeal 5-8 days to deliver their goods, 10 said it is between 8 to 10 days, 7 it took 10 to 12 days and 3 said it took more than 12 days. Out of 23 customers who shopped from Amazon, 10 said it took Amazon 5-8 days to deliver their goods, 9 said it is between 8 to 10 days, 4 it took 10 to 12 days and no customer said it took more than 12 days. Out of 13 people who shopped from Myntra, 7 said it took Myntra 5-8 days to deliver their goods, 3 said it is between 8 to 10 days, 2 it took 10 to 12 days and 1 customer said it took more than 12 days. Out of 3 customers who shop from Jabong, 1 said it took 5-8 days to deliver their goods, 2 said its between 8 to 10 days, No one said it took more than 8 days. While 2 customers shopped from other websites, 1 reported goods were delivered in 5-8 days and other said it took more than 12 days.

Shopping sites	Yes	no	total
Flipkart	15	58	73
Snapdeal	8	28	36
Amazon	7	16	23
Myntra	3	10	13
Jabong	0	3	3
others	1	1	2

 Table 6: Preference of shopping sites according to consent/without consent of cancellation of the product

73 customers said they shop from Flipkart with 15 said Flipkart cancelled their products without their consent while 59 said flipkart didn't .36 customers said they shop from Snapdeal with 8 said Snapdeal cancelled their products without their consent while 28 denied it .23 customers said they shop from Amazon with 7 said Amazon cancelled their products without their consent while 16 denied it. Out of 13 people shopping from Myntra 3 said Myntra cancelled their products without their consent while 16 denied it consent while 10 denied it. All the 3 customers who shop from Jabong said Jabong didn't cancel their products without their consent. While 2 customers shopped from other websites, one said that product was cancelled without their consent.

Age of the	Many	few	Very few	Too many	Total
respondent					
Up to 18	5	7	0	0	12
18-25 years	52	42	5	4	103
25-35 years	12	9	0	1	22
35 and above	6	7	0	0	13

Table 7: Preference of the respondent to see products while shopping offline

Source: Survey Data and Author's calculation

Out of 12 customers up to age 18 years of age, 5 looked for many products, 7 looked for few, and none looked for very few or too many products. The 103 customer aging between 18 and

25, 52 looked for many products, 42 looked for few,5 looked for very few and 4 too many products. The 22 customer aging between 25 and 35, 12 looked for many products, 9 looked for few, and none looked for very few and just 1 looked too many products. The 13 customer aging above 35, 6 looked for many products, 7 looked for few, and none looked for very few or too many products.

Table 8: Preference of the respondent to buy product when the price of the good is same
in online sites and traditional market

Age of the respondent	Internet	shop	Total
Up to 18	4	8	12
18-25 years	35	68	103
25-35 years	5	17	22
35 and above	4	9	13

Source: Survey Data and Author's calculation

Out of 12 customers up to age group of 18 years, 4 opted for internet while 8 preferred shop. The 103 customer aging between 18 and 25, 35 opted for internet while 68 preferred shop. The 22 customer aging between 25 and 35, 5 opted for internet and 17 preferred shop. The 13 customer aging above 35, 4 preferred for internet while 9 preferred shop.

Conclusion

The finding and analysis shows that the consumer who are between the age group 18-25 are more comfortable for online shopping than rest of the group. The group which is coming under the age 35 and above are not much aware of the so many shopping sites and as well as they are not technically advanced to do online shopping they fear whether the product they are ordering will come genuine or not so they less do online shopping rather they prefer traditional market. So it is clear from the finding that the youth are more into e-shopping.

Chapter IV

Summary and Conclusion

The study reveals that the male are less doing the online shopping than female. The female are more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. The young generation are more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Flipkart is the shopping site which is more preferable by the youngster. There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market. Electronic items were less demanded from the e-shopping but clothes are much more demanded by the consumers. There are several products which are not delivered by the shopping sites in the preferable area, it is seen that with the advancement of the technology the preference of the online shopping increases. Earlier people more uses the traditional shopping. Now also people who are not aware of the several shopping sites and not that technically advanced are less into internet for shopping.

This study advanced an ideal that uses consumer value perceptions to increase our thoughtful of channel choice. Earlier work verified the key effect of perceived value has on purchase intentions, but merely concentrated on product or store value insights. This paper extends the studies while asking the questions from the consumer who are into online shopping as well as traditional shopping to rate both the channels in the terms of performance, products, time of delivery, quality and other related aspects of online and offline shopping. By accepting this approach, investigators and experts can gain valuable insights into the motivations to adopt a definite channel for shopping. A cluster of all customer communication with products, services or persons that is specific. Another concern was that the conceptual model, a theoretical context for the study of the theoretical basis of all the research on it is placed. Customer behaviour is a process of discussions with investors to buy consumer goods and consumer behaviour suggestions of the process.

These are the 4 factor of consumer participation is defined as:

- 1. Person's Features,
- 2. Standard of living,

- 3. Basic needs and
- 4. Status that directly inspire the needs.

The respondents in the current study are computer user and heavier Internet users; they are updated of the technology.

Scope for further research

Despite attempts to confirm that the findings of this research are both trustworthy and effective, a number of limitations lies.Originally this survey had a very less number of respondents. And the study was undertaken in a very small area of state Od isha i.e. Rourkela. It cannot be generalized to the entire district, or implied state to the whole country. The view of 150 respondents cannot replicate the responds of the entire district or the state. The economic well-being of the people describes their improvement in technology. So the area which is more advanced is more likely to involve in the internet than the less or underdeveloped area.

Appendix I

Definition of key terms:

Consumer sovereignty: Consumer sovereignty is the declaration that consumer liking determines the manufacture of goods and services. It is the freedom to choice the product to purchase. It is the product which is desired by the consumer. The demand of the product will lead to manufacture of goods and services. The demand will automatically lead to production.

Electronic shopping / Internet shopping/ online shopping: Purchasing of goods or services over the Internet using web browser, by means of either a computer or an Internet television or a cell phone. It is the purchasing of product through internet.

Consumer behaviour: Consumer behaviour is the study of how, when, why and where people do or do not buy products.it muddles elements from mind-set, sociology, social anthropology and economics. It tries to recognise the buyer choice making process, both individually and in groups. It is the choice of the consumer or consumers to buy or not to buy the products.

E-commerce: Itconsists of the buying and trading of products or services over electronic systems such as the Internet and other computer networks.

Inexperienced shoppers: The people who have by no means conducted an online purchase, as "non-shoppers". The customer who have only gone through offline market for purchasing the products, who have never practised the online shopping.

Experienced shoppers: The "shoppers" to people who do have obtained from an online site. The consumer who have purchased any product from any online sites.

Intention: "It represent inspirational constituents of a behavior, that is, the degree of conscious purpose that a person will apply in order to complete a behavior". This is the determination to buying or not to purchase the goods from online or offline market.

Attitude: "Attitude means the direction of behaviour which reflects as an individual's positive or negative valuation of a applicable behavior and is collection of an individual's important beliefs concerning the real significances of performing behavior".

Influence: The capacity to have a result of the product or goods to the consumer itself. The product or the sites of online shopping have that capacity to influence the consumer to purchase products from online or offline market.

Preference: The likeness for one alternative over other things. The consumer preference is the likeness of a substitute commodity over other product.

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