Emerging trends of shopping in digitalized scenario

Neha Kalra
ASSISTANT PROFESSOR, LINGAYA’S LALITA DEVI INSTITUTE OF MANAGEMENT & SCIENCES
(AFFILIATED TO GGSIPU)

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ABSTRACT: Most of the organizations have understood the prospective of digitalization and online marketing in India due to cost effectiveness, time utility and convenience. Digitalization refers to marketing of goods and services using digital channels. Online marketing is a form of marketing and advertising which uses internet to deliver messages to consumers. It is helping them to understand their customers getting immediate feedback and reviews about the products.

With the advancement of technology, consumers nowadays are using internet platform to buy goods and services. Consumers in the metro and non-metro cities are opting online shopping and e-commerce for most of their purchases. Indian consumers are choosing online shopping. But there are still people who prefer offline shopping.

The purpose of this study is an analysis of emerging trends of shopping in digitalized scenario focusing on online and offline shopping.

Key Words: Digitalization, Online marketing, technology, consumers,

Introduction
Digitalization refers to marketing of goods and services using digital channels to reach consumers. Internet is considered as lifeline for online shopping.

Online shopping is the use of technology for better marketing performance Internet has changed the way how consumers earlier used to buy goods and services. In order to stay competitive in the market, many organizations have started using Internet with the motive of cutting marketing costs and ultimately reducing the price of their goods and services.

“Companies also use Internet to convey, communicate and disseminate information to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the products online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store”. (Kanupriya, Dr. Rita, Anupreet Kaur, 2016).

Even in the era of digitalization, consumers are committed towards offline shopping as it provides so many benefits like experiencing the product, immediate purchase, safety of payments, etc.

A special attention for distinguishing factors contributing to shopping online is given to factors such as convenience, variety, quality, saving money and less time of consumers. On the other hand, determinants of offline shopping which are being analyzed are experiencing the product, interaction with human, immediate purchase and safety of payments. It is expected that this study will help in predicting the future trends of online shopping and offline shopping in India. It will also provide a base for similar studies in the field of digitalization.

Objectives Of The Study
- To study the difference between consumer preferences towards online shopping and offline shopping.
- To identify the factors which attract consumers towards online shopping.
- To find out the determinants due to which consumers are committed towards offline shopping.

Literature Review
1. Hogskolan pa (2011) in his study researched that the four factors are which are most influencing towards online shopping were website design/features, convenience and time saving. Some other factors which influence online shoppers are less price, discount, feedback from previous customers and quality of product.

2. Umair Cheema, Muhammad Rizwan, Rizwan Jalal, Faiza Durrani, Nawal Sohail (2013) Their research paper reveals that perceived ease of use and perceived enjoyment are the factors that
affect online shopping intention. This paper also studied that perceived ease of use has a significant positive effect on perceived usefulness.

3. **Dr. Rizwana Bashir, Irsa Mehboob, Waqas Khaliq Bhatti (2015)** referred the most relevant factor that seems to be affecting consumer buying-behavior towards online shopping when it comes to the younger generation seemed to be the trust factor and convenience was another significant factor.

4. **Zivile Bauboniene, Gintare Guleviciute (2015)** in their study concluded that the key factors influencing consumers to shop online were convenience, simplicity and better price. Respondents of the 25 to 35 year age group more often choose shopping online for such reasons such as lack of time and a wide range of products. The most beneficial factor of shopping online was identified as a comparing prices and buying at lower price.

5. **Kanupriya, Dr. Rita, Anupreet Kaur (2016)** studied that the most important motivating factor, which influenced the online shopping, was convenience followed by time saving and price. Regular online shoppers considered convenience as the significant motivating factor while buying and were less price sensitive.

6. **Prof. Pritam P. Kothari, Prof. Shivganga S. Maindargi (2016)** in their study revealed that shipping charges charged by companies are very high. It was observed that major hurdle behind development of online shopping was customer awareness. Majority of customers were not aware about various pre and post services rendered by online shopping companies.

**Hypothesis**

**Hypothesis 1**

H0- Convenience and less time of the consumer play a critical role in online shopping.  
H1- Convenience and less time of the consumer do not play a critical role in online shopping.

**Hypothesis 2**

H0- Variety, quality and saving money encourage online shopping.  
H1- Variety, quality and saving money does not encourage online shopping.

**Hypothesis 3**

H0- Experiencing the product and safety of payments result in commitment of consumers towards offline shopping.  
H1- Experiencing the product and safety of payments does not result in commitment of consumers towards offline shopping.

**Hypothesis 4**

H0- Interaction with humans and immediate purchase stimulate offline shopping.  
H1- Interaction with humans and immediate purchase does not stimulate offline shopping.

**Research Methodology**

This research is descriptive and analytical in nature. Size of 35 respondents are taken for the collection of the data. This research is based upon primary and secondary data both. The primary data was collected through a questionnaire. Secondary data was taken from journals, research papers and websites. For data analysis, percentage analysis and simple charting are used to understand the behavior of the respondents for online shopping and offline shopping.

**Data Analysis**

**Graph 1**
ONLINE SHOPPING

Determinants considered while Online Shopping and their respective frequencies

1. Less Time

Graph 4

Graph 5
2. Saving Money

Graph 6

3. Quality

Graph 7

4. Variety

Graph 8
5. Convenience

**Graph 9**

**OFFLINE SHOPPING**
Determinants considered while Offline Shopping and their respective frequencies

**Graph 10**

**Ranking of the Determinants**
1. Immediate Purchase

**Graph 11**
2. Safe Payments

Graph 12

3. Interaction with humans and representatives

Graph 13

4. Experience the product

Graph 14
Findings

1. Graph 1 depicts that 77.10% respondents (27 out of 35) prefer online shopping. By seeing through the other side, 14.3% (5 out of total) does not prefer. While 3 respondents are not sure regarding their preferences.

2. Graph 2 indicates that 71.4% respondents (25 out of total) prefer monthly online shopping, 17.1% (6 out of total) choose yearly, 5.7% (2 out of total) opt weekly and never online shopping respectively. However, none of the participants prefer daily online shopping.

3. Graph 3 shows that 85.7% respondents (30 out of total) prefer monthly offline shopping, 8.6% (3 out of total) choose weekly, 2.9% (1 out of total) opt daily and yearly offline shopping respectively. However, none of the participants prefer never to shop offline.

4. Graph 4 implies the determinants considered while online shopping and their respective frequencies. “Convenience” is the most preferred whereas “Quality” is the least preferred determinant.

5. Graph 5 signifies that the determinant “Less Time” has been ranked 4 by maximum (48.6%) respondents.

6. Graph 6 reveals that “Saving Money” has been ranked 3 by most (42.9%) of the participants.

7. Graph 7 depicts that “Quality” has been ranked 3 by maximum (51.4%) respondents.

8. Graph 8 indicates that “Variety” has been ranked 4 by most (45.7%) of the participants.

9. Graph 8 reveals that “Convenience” has been ranked 4 and 5 by equal (34.3%) number of respondents.

10. Graph 10 implies the determinants considered while offline shopping and their respective frequencies. “Experience the product” is the most preferred whereas “Safe Payments” is the least preferred determinant.

11. Graph 11 reveals that the determinant “Immediate Purchase” been ranked 5 by maximum (40%) participants.

12. Graph 12 signifies that “Safe Payments” has been ranked 4 by most (42.9%) of the respondents.

13. Graph 13 shows that “Interaction with humans and representatives” has been ranked 3 by maximum (40%) participants.

14. Graph 14 indicates that “Experience the product” has been placed at 5th rank by most (57.1%) of the respondents.

15. Graph 15 depicts that 65.7% respondents (23 out of 35) prefer both online and offline shopping. 20% (7 out of total) choose offline shopping whereas 14.3% (5 out of total) opt online shopping. From the findings, it is clearly expressed that respondents prefer blend of both online and offline shopping.

Recommendations

With the advancement of technology, many consumers are switching towards online shopping but though there are various consumers who are illiterate or have little access to technology. Marketers are advised to provide their goods and services both via online and offline mode in order to stay competitive and build consumer’s confidence and trust. Examples of various brands which are available via both the modes are Xiaomi, Chumbak, H&M, Kazo, Maxfashion, Oneplus and many more.
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