

A COMPARATIVE STUDY OF ONLINE SHOPPING AND TRADITIONAL SHOPPING

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ABSTRACT

Online shopping is concerned with e-commerce. The act of purchasing products or services over the internet is known as online shopping. Despite the advent of online shopping, the traditional shopping still prevails. But there has been a controversy as to which is better in comparison which the researcher himself has not been able to find. The survey, thus, conducted shows that people are not likely to use it every time but only prefer it sometime. The dilate is still on the pros and cons of online shopping, type of e-commerce threats that society poses using online shopping and also its advantages over traditional Shopping.

Keywords: *Online Shopping, e-commerce, Traditional Shopping etc.*

INTRODUCTION

Online shopping is a trade dealing with e-commerce. The act of purchasing products or services over the internet is known as online shopping. Online shopping has revolutionized the business world by making everything anyone could want available by the simple click of mouse button. But still people around are facing problems of the population are vexed by quality, time of delivery and defective items.

An online store may also be called e-web store, e-shop, e-store, web-shop, online store, virtual store etc. These are designed to enable customer to browse through products are services over mobile, tablets, computer etc.

Problem in the research appear as that we have to find the scope of online shopping amidst the society. To figure about whether online shopping in better than traditional shopping or not, People facing problems about the fraud transactions. Do people can really trust online companies and consider it trustworthy.

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In city like Raipur where the Online Shopping is in its flash, there are people suffering from its ill-effect up to 20% of the population faces the problems like mismatched Quality of products , delay in delivery , defective item's. Though it saves the times and offers a more wide range of things at single place but at the same time you have to wait for days even after making the payment and it is less reliable as the things we see in front of eye may be different as they seem on the screen. Thousands of people find it worth but, here researcher thinks it better to visit a nearby stores or traditional shopping rather then check them on Internet.

The Researcher when done the Empirical and Doctorial research both. This research initially by lots of ideas the researcher have done questionnaire which consists of 10 question and so researcher decided to a subject in which he can get 100 range of sample size. The Questionnaire thus designed deals with various aspects of online marketing with regards to the profit, benefits and advantages to the online marketing from a customer point of views.

HISTORY

English entrepreneur Michael Aldrich was a pioneer online shopping in 1979. His system connected a modified domestic TV to a real time transaction processing computer via a domestic telephone line. During 1980 he designed manufactured, sold, installed, maintained and supported many online shopping system using videotext technology.

The first worldwide hub server and browser created by Tim Berres Lee in 1990 opened for commerce use in 1991.

Thereafter, subsequent technological innovation emerged in 1994 online banking, the opening of an online pizza shop by pizza hut, etc. The first secure retail transaction ova the web was either by Net Market or Internet Shopping Network in 1994 Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995.

Retailers are increasingly selling goods and services. Not only in USA and other developed countries, online shopping is now becoming too popular to all nations and all kinds of people².

² Avilableat:<https://www.google.co.in/search?q=wikipedia+e+commerce&oq=wikipedia+ecomm&aqs=chrome.1.69i57j0l3.9524j0j4&client=ms-android&sourceid=chrome-mobile&ie=UTF-8>. (Last Visited on 19/10/2016, visited at 11:42PM)

Types of E-commerce

We can be more specific and actually divide e-commerce into six major types, all with different characteristics

1. Business-to-Business

Business-to-Business e-commerce encompasses all electronic transactions of goods or services conducted between companies. Producers and traditional commerce wholesalers typically operate with this type of electronic commerce³.

2. Business-to-Consumer

The Business-to-Consumer type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers. It corresponds to the retail section of e-commerce, where traditional retail trade normally operates⁴.

3. Consumer-to-Consumer

Consumer-to-Consumer type e-commerce encompasses all electronic transactions of goods or services conducted between consumers. Generally, these transactions are conducted through a third party, which provides the online platform where the transactions are actually carried out⁵.

4. Consumer-to-Business

In Consumer to business here is a complete reversal of the traditional sense of exchanging goods. This type of e-commerce is very common in crowdsourcing based projects. A large number of individuals make their services or products available for purchase for companies seeking precisely these types of services or products⁶.

³Jose fernandes, 15 July 2014, Available on: <http://bloomidea.com/en/blog/types-e-commerce> ,Visited on 19/10/2016, Visited at 11:45PM

⁴ *Ibid*

⁵ *Ibid*

⁶ *Ibid*

5. Business-to-Administration

This part of e-commerce encompasses all transactions conducted online between companies and public administration. This is an area that involves a large amount and a variety of services, particularly in areas such as fiscal, social security, employment, legal documents and registers, etc. These types of services have increased considerably in recent years with investments made in e-government⁷.

6. Consumer-to-Administration

The Consumer-to-Administration model encompasses all electronic transactions conducted between individuals and public administration⁸.

ADVANTAGES AND DISADVANTAGES OF E-COMMERCE

1. Every product is at the tip of your fingers on the internet, literally. Type in the product you are looking for into your favorite search engine and every option will appear in a well-organized list in a matter of seconds⁹.
2. Side by side comparisons are readily available and easy to do. When products are placed online, they come with all the specifics, and they want you to compare them with others, know they have the best options and come back for more¹⁰.
3. With every online business wanting you, more and more coupons and deals can't be avoided, which are totally great for customers. With major sites that act as department store, you may find items up to 80% off! Take advantage of the competition and find the best price available¹¹.
4. With e-commerce there is no driving in circles while looking and digging in hopes of finding what you need. Stores online offer their full line as well as use warehouses

⁷ *Supra* note 2

⁸ *Ibid*

⁹ Enkivillage, Available at :<http://www.enkivillage.com/e-commerce-advantages-and-disadvantages.html> (Visited on 19/10/2016, Visited at 11:35 PM)

¹⁰ *Ibid*

¹¹ *Ibid*

instead of store fronts—products are easy to locate and can be delivered to your door in just days¹².

5. Without driving from store to store the consumer can easily compare and contrast products. See who offers the best pricing and have more options to choose from. While a physical store has limited space, the same store on the internet will have full stock¹³.

Disadvantage of E-commerce

1. Before making instant transactions online, be sure to check the sites certificates of security. While it may be easy and convenient to shop, no one wants their personal information to be stolen. While many sites are reputable, always do your research for those with less than sufficient security¹⁴.
2. When making purchases, the consumer is aware of the product cost, shipping, handling and possible taxes. Be advised: there may be hidden fees that won't show up on your purchasing bill but will show up on your form of payment. Extra handling fees may occur, especially with international purchases¹⁵.
3. Although delivery of products is often quicker than expected, be prepared for delays. A snow storm in one place may throw off the shipping system across the board. There is also a chance that your product may be lost or delivered to the wrong address.
4. While e-commerce makes everything easily accessible, a consumer cannot actually touch products until they are delivered to the door. It is important to view the return policy before buying. Always make sure returning goods is an option¹⁶.
5. While the rules and regulations of each e-commerce business is laid out for you to read, there is a lot to read and it may be confusing when it comes to the legalities.

¹² *Ibid*

¹³ *Ibid*

¹⁴ *Supra* note 8

¹⁵ *Ibid*

¹⁶ *Ibid*

With large or important orders, there is no one you can talk to face to face when you have questions and concern¹⁷s.

CONCEPT OF ONLINE MARKETING

Online shopping is a form of e-commerce which allows consumer to directly buy goods or services from a seller over the internet using web browsers. It has become increasingly popular due to convenience people are often preferring it over traditional shopping.

ONLINE SHOPPING VS TRADITIONAL SHOPPING

Many people wonder where they can find the better deal, online or in the nearby stores. These are people who prefer to do their shopping online and then there are those that do not so when it comes to online shopping vs traditional shopping, both sides have their advantages and disadvantages.

When compared to online shopping, traditional shopping is a secure option to shop. You know from where does the things come, no body can steal your data, even you can feel the desired quality and can see the product as simply seeing pictures doesn't work every time. These things make over online shopping.

Also there is disadvantage that online stores ship within a certain area for free but many times if you are located outside of city or area you need to pay hefty shipping prices.

Advantage of online shopping is that finding things are pretty easy as they are available just at a click but then quality becomes biggest issue for example if some shops that sell cake online there is no way you will know what are you purchasing but when you for traditional shopping you get to smell and in some cases even taste the cakes.

ONLINE SHOPPING IS NOT RELIABLE

Thing we buy at stores are much more reliable. Buying online can still be a little scary. Evil hackers are always in search of your personal data and digits. Giving out your card numbers in cyberspace is really unsafe. Through measures are taken for safe transaction but advancements are on both the sides. Still people are unaware about the cheaters giving dodgy offers.

¹⁷ *Supra* note 8

ONLINE SHOPPING IS NOT TRUSTWORTHY

We find many exclusive collections in online stores over the areas we cannot access but then there are things like fittings, desired colors, quality, and policy. Also the policy is not every time in favors of customers.

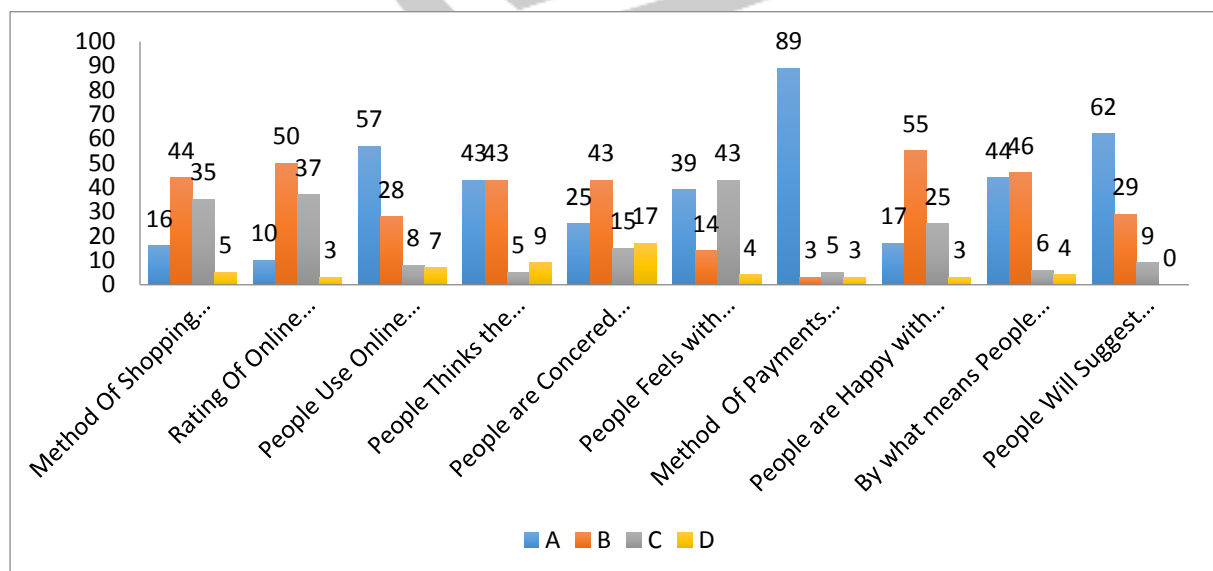
Questionnaire:-

S.NO.	Questions	Total	Percentage
1	What method of shopping you prefer?		
A)	Street Marketing	16	16%
B)	High Street Marketing	44	44%
C)	Online Shopping	35	35%
D)	Others	5	5%
2	How would you rate online shopping?		
A)	Excellent	10	10%
B)	Satisfied	50	50%
C)	Good	37	37%
D)	Bad	3	3%
3	How do you use online shopping?		
A)	Sometimes	57	57%
B)	Often	28	28%
C)	Always	8	8%
D)	Never	7	7%
4	Do you think the products are of good quality in online shopping?		
A)	Satisfactory	43	43%
B)	Good	43	43%
C)	Excellent	5	5%
D)	Worst	9	9%
5	Have you ever be concerned about?		
A)	Time of delivery	25	25%
B)	Return policy	43	43%
C)	Review of product	15	15%
D)	Never be concerned	17	17%
6	How do you feel with online shopping?		
A)	Its easy and safe	39	39%
B)	Unsafe	14	14%
C)	Would prefer sometimes	43	43%
D)	Very complicated	4	4%
7	What method of payment you prefer?		
A)	Cash on Delivery	89	89%
B)	Credit Card	3	3%
C)	Debit Card	5	5%
D)	Internet transaction	3	3%
8	Are you happy with features and design provided in online shopping sites?		

A)	Very Happy	17	17%
B)	Satisfied	55	55%
C)	Need Improvement	25	25%
D)	Poor	3	3%
9	By what means you use internet?		
A)	Broadband connection	44	44%
B)	Mobile data	46	46%
C)	Dongal	6	6%
D)	Others	4	4%
10	Would you suggest others to opt online shopping?		
A)	Good for suggestion	62	62%
B)	Surely	29	29%
C)	Never	9	9%

RESULT

E-commerce is becoming more and more popular day by day. But still there is a debate amongst the people about its advantages and disadvantages. So to get a clear view on this a survey was conducted among students, businessman, doctors, lawyers etc. People participated heartily to give their views. The results are as follows:



Question 1: What method of Shopping you prefer?

Question 2: How would you rate online shopping?

Question 3: How often do you use online shopping?

Question 4: Do you think the products are of good quality in online shopping?

Question 5: Have you ever be concern about?

Question 6: How do you feel with online transaction?

Question 7: What method of payment you prefer?

Question 8: Are you happy with features and designs provided in online shopping sites?

Question 9: By what means you use internet?

Question 10: Would you suggest others to opt online shopping?

- 1) Only 35% of the people prefer online shopping and also 50% of people rate it satisfactory. 65% of people are more happy with traditional shopping like high street marketing and street marketing
- 2) People prefer it sometime. When asked about quality of products, 43% of people said it good and satisfactory, 5% of people are very happy and mark it excellent. On other side 9% said it to be worst.
- 3) Concerning about its features 43% of the people think about return policy and rest 25% people are concerned about how fast the product is delivered.
- 4) When it comes to transaction process people usually do not use online transaction and consider it unsafe. 89% of people go for cash on delivery and 3% use credit card and 5% use debit card and remaining 3% go to net banking option.
- 5) 25% of people think that the sites and its features need to improve. People are mostly satisfied i.e. 55% of people said it satisfactory and 17% are very happy with provided. But still 62% go for it sometime and 29% wish to suggest it others.

DISCUSSION

As the result says 65% people prefer traditional shopping over online shopping. People are more interested in high street marketing. These brands are available in online shopping too but it gives the satisfactory quality to buy from regional shops. Also sometimes the customer shopkeeper relations provide some chance of bargaining for customers. 50% of people consider it satisfactory and only 35% of people use online shopping. Only a small part of the society takes part to buy things online. Some are not satisfied with the quality some say it good, some are satisfied and few say it be worst. If we analyses the graph we see that 43% people sale it good and same percentage of people said it satisfactory. As the buyers are less

so 5% of people mark it excellent. More than people are unsatisfied i.e. 9% of people mark it worst. That is why people are preferring to buy it from shops so that they can fully analyze feel the product quality. People face problems with fitting, size, color, look etc. Also people are facing problems with the delivery options and return and exchange policy. It happens sometimes that delivery time is too late and customer has to wait for long time. Even the exchange and return takes much time. For example if the pickup cannot be arranged the customer has to post it. 43% of the society is concerned with return policy and 25% are concerned about delivery time. Also it happens that problem occurs with the online transactions. Only 11% of people go for online options rest 89% of people go for cash on delivery options. In past year we have seen many online scandals and fraud that some people face.

Some people consider it problematic to use internet. Most of the society people don't know the use of internet. Also for years people are using these traditional ways and care not able to accept these new ways. Also the percentages of society using it are unhappy i.e.. 25% of people think that the sites and its features needs to be improved. Although the graph 55% people consider it satisfactory by a major part I.e. 20% are still unsatisfied. Thus we see that the people are unsatisfied and do not prefer it even don't wish to suggest it to others too.

CONCLUSION

As to conclude results we see that people are still unhappy and consider it good for sometimes. People are suffering with its ill effects and are hostile. They prefers traditional ways over these new technologies. As the population is increasing the companies and market is growing day by day. People are thus posing threats of cheating, fraud, transactions, etc. Essentially people are not considering it really reliable and cannot fully depend on it for any purpose. Thus we can clearly conclude that traditional shopping is better than online shopping.