



EVALUATING THE SHIFT: A COMPREHENSIVE REVIEW OF ONLINE SHOPPING VERSUS TRADITIONAL RETAIL EXPERIENCES

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Abstract: *Online shopping is generally further informationally benefit than shopping at physical retail stores and normally has higher comparability and customizability. As consumer preferences & tastes continually grow, understanding the factors influencing this shift becomes supreme. By incorporating insights from existing literatures, this study aims to provide an insignificant understanding of the merits and demerits inherent in both online and traditional retail stores. The finding hold significance for businesses and stakeholders seeking to adapt to the evolving consumer landscape, ultimately contributing to a more informed and strategic approach in the retail sector.*

Keywords: *Online shopping, Traditional retail stores, Consumer tastes & preferences, Literature review, & changing landscape.*

1. INTRODUCTION:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, Laptop, tablet computer and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular brick and mortar retailer or shopping center this process is called business to consumer(B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firms range of products and services, view photos or images of the products, along with information about the product specifications, features, and prices.

Online stores usually enable shoppers to use “search” features to find specific models, brands, or items. Online customers must have access to the internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com and eBay.

In the busy tapestry of commerce, retail stores stand as physical embodiments of consumerism, serving as essential touchpoints where goods and services converge with eager shoppers.it defined as establishments that sell products directly to consumers for personal use, retail stores are the tangible nexus where businesses and customers engage in the age-old exchange of goods for currency. The landscape of retail is as diverse as the product it houses,



ranging from small local shops to expansive department stores, each catering to distinct consumer need and preferences. The essence of retail lies not only in the transactional aspect but in the creating of experiences, fostering connections, and meeting the varied demands of a discerning clientele.

2. Review of Literature :

Karthika and et, al (2023) focused on “impact of online shopping on retail stores” from the data is used for the study is secondary data based on questionnaires. The findings of the study the face of retail has changed. The advent of technology in recent period is being the primary reason for it. Today, retailing means going into shopping centers, going online and going mobile. The retail stores need to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores & retail stores shares both have to survive. None at the cost of the other. Its not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail stores. Retail shops of sector like mobile phone retail, accessory, small clothing are going to be affected by online shopping this can be major cause of action when we want to decide to choose to do retail shop of your choice.

Lokhande(2022) stated that online and offline shopping : A comparative study. The objectives are to analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer & to examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping; & analyze whether the qualification to the consumer affect the online shopping and offline purchasing; to the factor influencing the consumer to shop solely online and solely offline. The data used for the study primary data in the form of questionnaire method and secondary data is additional value to the primary data records by different websites, magazines, journals, reference book etc. The finding of the study the respondent have a positive perception of online shopping. This clearly justifies the growth of online shopping projects in the country. Online shopping organisations can use the relevant variable and factors identified from the survey to develop strategies and plans for their country. Organisations can prioritize consumers implicit and explicit demand in the online shopping environment. The result of this study can be used by practitioners to rethink or modify their online shopping strategies. Online Websites need to pay more attention to the female segment as results show that women make more online purchases than men.

Takhellambas & et. al (2022) focused on “comparative study of online and offline shopping behaviour among undergraduate Girl Students” from the objective of the study was carried out in west Garo Hills District of Meghalaya which is located distantly from the Capital city, Shillong during 2020-21. This study comprises of a descriptive, research design. The data used for the study statistical method sampling technique was used to collect 60 samples from a college in Sangsangre, a small village in Tura. The finding of the study help to understand that customer satisfaction is important for any organization because it helps the organizations positive reputation in the market. According to the following sections, respondents shop online primarily during discount and offer seasons, make more than one purchase per week and almost any product, excluding groceries, furniture and jewellery. Festive advertisements entice respondents to shop online. Amazon and Myntra are the most preferred online e portals during the peak of pandemic. This process influences consumers decisions to shop online versus in stores. It is obvious that it affects customers everywhere, regardless of whether they live in a village, town or city.

Sisca & et.al (2021) focused on “what do consumer really want? Online vs Offline shopping for Fashion Products”, from the data collection is carried out by distributing questionnaires online through whats App and Telegrams groups during June – July 2021 which resulted in 162 responses Chi-square, Mann-whitney and Kruskal – wallis tests are used to test the hypothesis. The findings of the study confirms that one hypothesis is accepted and two hypothesis are rejected by looking at the level of significance in the tests results. The results of this study turned out to be quite different from previous studies, which stated that consumer demographic characteristics could make a significant difference in the decision of consumer shopping methods. Infact, the results of research using the chi-square and kruskal wallis tests show that there is no significant relationship between consumer demographic characteristics with the decision of preferred shopping method. This findings study provide benefits both theoretical and practically. On the basis of theoretical perspective the study further enriches the current literature on consumer purchasing behaviour by looking at the relationship between these motivating factors and consumers demographic characteristics. In terms of practical implications, the findings of this study are expected to contribute to the development of digital marketing in the country and simultaneously provide an overview that there is still a future for offline fashion product stores to survive in competition with online stores by improving themselves to deal with consumer purchases in this new normal era.



Therefore, we suggest future research adopt different product categories to explore how consumers behave in other product categories.

Balu and sondhi (2020) stated that “online versus offline: preferred retail choice for premium brand purchase. The objective of the study are to assess motivational factors that influence the purchase of premium branded apparels and accessories, build a predictive model to forecast the likelihood of premium brand buyers seeking in-stores or online platforms, identify the purchaser benefits sought by the offline and the online buyer of premium branded apparel. The data used for study in mixed method approach and the qualitative study was to generate items/ themes which were incorporated in the quantitative study instruments. The finding of the study focused on premium brand buying the apparel sector, future research specific to categories like grocery, electronics and even automobiles would justify as timely contributions.

Paul (2019) focused on “A study on the impact of online shopping over small retailers”, from the objectives of the study the emerging E- stores impacting on profitability of retail shops, the changing pricing patterns of retailer to face the competitions from E-stores, the changing business patterns of retailers to achieve customer retentions, analyze the new business pattern for achieving their customer satisfaction. The data used for the study research methodology consists of sampling techniques and statistical tools for analysis, data interpretation. The data for this particular study is been collected through primary data. The sources for the primary data are direct and personal interview from the retail owners. The finding of the study is the advent of technology in recent period being the primary reason for it. Today, retailing means going into shopping centers, going online and going mobile. In all these, small retailers miss out somewhere, but the nearby store is always the most important concern for all reason and seasons. It needs to revive not just survive. The retail stores need to simply uplift its pattern of business and face the competitive world with a more positive outlook. E-stores and retail stores both have to survive, none at the cost of the other. It’s not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail stores.

Dr. S Mani (2019) focused on “ a study on the impact of online shopping” from the objectives of the study the effect on profitability of retail stores due to the advent of E-web – stores, the effect upon pricing patterns of retail stores in current times, the change in business pattern to realize customer satisfaction. The data has been collected from primary data. Primary data have been collected through Personal Interview method where interview took place with the possessors of different retail stores. Investigation through schedules at the various units for proper information. The findings for the study retailing means going into shopping centers, going online and going mobile. It desires to revive not just survives, the retail stores desires to simply uplift its arrangement of business and face the competitive world with a more confident outlook. E-stores and retail stores both have to endure, none at the cost of the other. It’s not just about the livelihood it gives to the thousands of people but also the convenience and the steadfastness of a fixed retail stores.

Kaur & Kaur(2018), focused on “comparative study on online vs offline shopping” from the objectives of the study are analyse the significant difference between the online and offline consumer groups interms of demographic, technology use, availability and attitude of the consumer, to examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping. The factor influencing the consumer to shop solely online and solely offline. To analyze whether the qualifications of the consumer affect the online shopping purchasing. The data used for the study is the critical part of primary data collection method and also secondary data will be collected to add the value to the primary data. This may be used to collect necessary data and records by different websites, magazines, annual reports, journals, reference books and newspaper etc.,. The finding of the study clearly justies the project growth of online shopping in the country. Online shopping organisations can use the relevant variables and factors, identified from the study, to formulate their strategies and plan in the country. Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men.

Upadhyay(2016) focused on” online shopping v/s offline shopping: An analysis of consumer buying Preference”, from the objective of the study is to provide an overview of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivate online customers to decide or not to buy online. The findings of the study are attracted to purchase online perceive significantly lower channel risk, search effort, evaluation effort and waiting(delivery) time online than offline and express significantly higher price search intentions online than offline. Although consumers attracted to offline channels also perceive lower search costs and higher price search intentions online than offline, their perceived online search effort and price search intention are significantly lower than



those attracted to online channels. It also suggests that demographics might not be effective bases for market segmentation. This study attempts to exhaustive review on consumer behaviour of shopping online v/s offline.

Kavya (2016) focused on “A conceptual study on the impact of online shopping towards retailers and consumers” from the objectives of the study is to overview the online shopping, to know about fixed shop retailers, to analyze the advantage and disadvantage of online shopping to customers, to find out the reasons for the decline of retail stores due to the emergence of E-stores and review various strategies to be taken by the fixed retailers to improve the business. The finding of the study the use of technology in both for fixed marts and online marts is very essential to expand their market share. This conceptual study helps to know the online shopping or online retailing and it gives the some pictures about how the purchasing pattern of the consumers shifted to online stores. It also highlights certain strategies to be followed by the fixed shop retailers to enhance their sales. As a result it can be concluded that, companies involved in online retailing as well as fixed shop retail business should focus on building trustworthy relationship between producers & customers to improve the business which leads to economic growth.

Shah (2015) focused on “A study on the impact of online shopping upon retail trade business” from the objective of the study the effect on profitability of retail stores in recent times, to analyze the change in business pattern to achieve customer satisfaction. The data for the study have been collected from primary sources by using sample size and sample unit, sampling techniques, data collection techniques and data representation tools. The finding of the study retailers have to change their attitude towards the markets. Today’s is a consumer market and as a result the priority is the consumer satisfaction. The firm has to be in the good books of the consumer. Better quality products, fair prices and friendly after – sale services are the basic areas in which the business has to concentrate to a remarkable extent. Additional services should be provided to the consumers to them and build upon a loyalty which in turn would ensure a stables sales in the years to come.

3. Research gap :

From the review of literature, it is clear that insufficient in depth analysis of the strategies employed by premium brand retailers in navigating the online and offline landscape. Limited exploration of rural retail, lack of comprehensive examination of technology integration and its impact on the overall retail experience. Hence study has gained its significant to fulfil the research gap.

4. Objectives:

The followings are the research objectives for the study

- To know the conceptual background of Online shopping and Traditional Retail Experiences.
- To examine & compare the impact of online shopping on traditional store through comprehensive literature review.

5. Scope : The study focused on online shopping versus traditional retail experiences through comprehensive review of literature.

6. Research Methodology :

The study is based on secondary data which has been collected from various articles & thesis related to online shopping and traditional stores. The study also includes information which have been obtained from concerned websites.

7. Findings & Conclusion :

- The face of retail has changed significantly due to the advent of technology. Retailing now encompasses physical stores, online platforms, and mobile apps. The retail sector needs to adapt its business patterns to remain competitive in this evolving landscape.
- Online shopping is prevalent during discount seasons, and consumers are influenced by festival advertisements & the preferences for online platforms like amazon and Myntra were notable during the peak of the pandemic.
- Online shopping organizations can use the identified variables to develop strategies and cater to consumer demands with a particular focus on the preferences of female shoppers.



- Motivational factors influencing the purchase of premium branded apparel. Building predictive models and understanding purchaser benefits sought by offline and online buyers.
- Consumer demographic characteristics do not significantly influence the choice between online and offline shopping for fashion products. Motivating factors play a more significant role in consumer purchasing decisions.
- Small retailers to adapt and uplift their business patterns to face the competitive world. The convenience and steadfastness of fixed retail stores are considered important.
- Consumers are attracted to online channels perceive lower search and evaluation efforts and lower waiting time compared to offline channels.
- Building trustworthy relationships between producers and customers are essential for both online and fixed shop retail businesses to thrive.
- Quality products, fair prices, and friendly after sale services are highlighted as crucial areas of focus to build consumer loyalty.

8. Conclusion:

The comprehensive review of the literature indicates a significant shift in the retail landscape due to the rise of online shopping. Consumers show a positive perception of online shopping, and their preferences are influenced by various factors such as discounts, advertisements, and the convenience offered by online platforms. The impact on small retailers is notable, requiring adaptation and positive outlooks to remain competitive. The findings underscore the importance of understanding consumer behavior, providing satisfactory experiences and leveraging technology to thrive in the evolving retail environment.

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