



## A STUDY ON THE SHOPPING TRENDS OF THE CURRENT GENERATION

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### ABSTRACT

The word 'shopping' is heard and experienced by people in all walks of life. Earlier shopping meant getting ready, going out, and buying things but now we have got online shopping where we just sit at home and browse for things in our phones or laptops and these things will be delivered to our door step. In olden days shopping was only meant for special occasions like festivals, weddings, functions etc. but these days shopping has become a routine ritual. Again buying things a few years back meant having a lot of cash with us but now economy has developed to an extent that we have got options like EMI, great discounts, second hand goods at low price etc.

In this research paper we are conducting an extensive study on the shopping trends of the different people. We are also going to highlight on the advantages and disadvantages on online shopping.

**KEYWORDS** : Shopping, Online, Offline, Economy

### Introduction

The traditional meaning of the word shopping is an action of buying goods from a shop, but in a current day this meaning is slightly changed as we do not have to visit a shop to buy things. With the invention of internet shopping has become a hobby rather than a necessity. The trends of shopping have changed over time. Basically there are two types of shopping online shopping and offline shopping. Online shopping is where we shop for things on the internet in our phones or laptops. We do not physically visit the shop for purchase whereas offline shopping is a traditional shopping where we physically go to a shop and buy the necessary things.

There are advantages as well as disadvantages in both online and offline shopping. In our research paper we are going to study the shopping trends of the current generation and also study the online market.

### Objectives

The major objectives of our study are:

- To compare online shopping and offline shopping
- To understand people's perceptions on shopping
- To study the adverse effect of online shopping on offline shops
- To suggest measures to improve online shopping and offline shopping

### Literature Review

*Rao and Natarajan (1994)*, analyse that in India technology ranges from bullock cart with modern wheels to space satellite capability. Indian market is a mixed market with lot of variations and diversity for consumer products. Income cannot define the buying behavior of the person, the purchasing power of the individual is based on a lot of things like cultural conditions, social status, location, etc. there is lot of potential in Indian economy. The trend of market changes as per the fads and fashions of people. The majority sold goods are the consumer goods which are brought by people by all the income groups.

*Raman (1984)*, says that market need not be a physical place, communication with the buyer and seller through other means like telephone, cable, telegraph, etc. can also marked as markets. The major buying problems are the size, style, quality, quantity, price, time of purchase, etc. A change in fashion also causes the change in the market and the sudden change will cause serious cause for the marketers for certain products.

### Research Methodology

To realize the objectives of the study, a direct interview is conducted

on selected consumers in Mangalore Region. Both the primary and secondary sources are used for the collection of data. We have used Random sampling method. The study being descriptive in nature, an attempt is made to study on the Shopping Trends of the Current Generation.

### Comparison of online shopping and offline shopping

Online shopping majority of the time does not give us guarantee of quality, size and the color of the product as what may be seen on the screen may not turn out to be a reality plus tangible feel of the goods is lacking, but when it comes to shopping in the shop (offline shopping) majority of the time we are guaranteed of the quality, size and color of the product and the added advantage is we get to touch and see the reality of the quality of the product.

When it comes to online shopping there is a requirement of a certain degree of skill which is to say we need to download the app and register ourselves by giving a lot of details. This may not be ideal option for a person who is not well versed with computers, but shopping offline there are no such problems we just need to go to shop and buy the required product.

Majority of the products found online are always branded which automatically makes their price higher wherein, it is not necessary that all those products found in offline market are branded automatically making the price a little lower.

In offline shopping the choices is less as compare to online shopping. In a shop we have got sales person will keeps on pestering us plus we are sometimes uncomfortable to ask the price of the product whereas we do not have all these problems while shopping online.

Online shopping means shopping any time anywhere which saves us a lot of time and energy and there is also ease of making payments like using different types of cards and also cash payments, but when it comes to offline shopping it is time and energy consuming and majority of the shops do not accept cards.

When shopping in shops we have a bargaining power which is deemed to be the birth right every Indian shopper but this bargaining power cannot be used when shopping online.

### The adverse effect of online shopping on offline shops

It is believed that online shopping does have an adverse effect on the shops in the market. As we see these days it is very easy to shop online and there are also stores online which easily sells used goods.

Prices are slashed to a great extent in online shopping added to all the other advantages online shopping has an upper hand over offline shopping. This has a great negative effect on the shops in the market because people prefer shopping online as compared to offline shops. As the prices seemingly are less people buy more products online because of which the stores offline are suffering.

### Findings

The important findings of our survey are:

- 60% of our respondents prefer shopping in the traditional way rather than online shopping because only 40% of the respondents actually like to shop online. The reason for this might be due to the technological inconvenience and lack of knowledge.
- All the respondents have tried online shopping one time or the other. This might be due to the curiosity of the respondents to experience a new and easier way of shopping.
- Half of the respondents use the online market to buy electronic goods whereas the other half respondents use this online portal to buy clothes and fashionable items. This might lead us to think that people prefer to buy mainly electronic items and clothes through online market.
- 70% of the respondents were influenced by advertisements to shop online whereas 10% of the respondent's friends prompted them to go for online shopping and the remaining 20% of the respondents by themselves were motivated to opt for online markets. Thus, advertisements have great impact on the decision making of the people.
- Majority of the respondents informed us that they have not encountered any problems while shopping online but remaining minority of 40% of the respondents claimed that they have encountered some sort of problems while shopping online.
- Out of the few respondents who have encountered problems while shopping online 90% of the respondents sadly informed us that these problems were not solved and the sellers did not make any attempt to rectify the problems. Only 10% of the respondent's problems were solved.
- 80% of the respondents have never returned product which they brought online even if there were some defects or if they were not happy with the products and only 20% of the respondents have returned the products which they brought for some reason or the other.
- The majority of the respondents who tried returning their products found the return procedure tedious and only a few respondents did not face any problems while returning the product. This might be the reason for respondents as not to return the products because they find the procedures difficult.
- Amazon is the most preferred and liked online shop which is followed by Flipkart because 70% of the respondents prefer using Amazon for their online shopping needs and 20% prefer Flipkart and the remaining 10% of the respondents use other shopping markets like Myntra, Jabong, etc.
- 60% of the respondents use cash on delivery method to make their payments for online purchases, 30% of the respondents use debit cards to make online payments for online shops and 10% of respondents use others avenues like credit cards, paytm, etc.
- Majority of the respondents believe that prices of the product found online are moderate and the few respondents believe that the prices of the products are low as compare to the offline markets. None of the respondents believe that the prices are high in online market.
- 75% of the respondents had only good experiences by using E-Marketing, wherein 25% of the respondents informed us that they have bad experience using E-Marketing because of which they are shying away from online markets.
- 95% of the respondents are completely satisfied with the quality of products which are purchased online and only a handful (5%) of the respondents are not satisfied with the quality of products which are purchased online. One conclusion we can derive from this point is qualitative products are sold

online.

- According to 70% of the respondents privacy is the most important factor of online market, according to 20% of respondents security is the most important factor of online market and the remaining 10% of the respondents believe that variety is the most important factor of online market.

### Suggestions

Below are the recommendations:

- Offline marketers have to attract the attention of people by using innovative and attractive window display. An attractive window display grabs the attention of people and also increases their curiosity which leads them to enter the shop and ultimately buy the product.
- Offline shops should follow the pricing strategy used by the online marketers because the less the prices of the product the more the sale. Shops also should regularly give discounts so that people will feel that they have benefited by their purchase.
- Extensive advertisement should be followed by the shops, when there is huge publicity people tend to be attracted to the product of shops. Innovative measures have to be initiated by the shops to attract customers.
- As our economy is developing and the trend of going cashless is increasingly becoming popular with people it is necessary for the shops to accept both cash as well as different kinds of cards. This will increase the ease of shopping ultimately increasing the number of shoppers for offline shopping.
- It is very essential to have excellent and trained sales persons on the premises of the shops. A talented sales person has a possibility of increasing the customer based of the shop ultimately leading to the increasing the sales.
- Generally when we buy products online in addition to the prices of the products we require paying delivery charges. Even though the price of the product is less the delivery charges are high. This simply adds to the price burden thus, delivery charges should be completely removed or at least minimized to a great extent.
- In offline marketing usually there is a problem of receiving goods with defects and damage and the return procedures are difficult and burdensome thus, marketers should inspect the goods properly and also pack them securely and dispatch them and the return procedures should also be simplified.
- As online market has been recently gaining importance and publicity, more and more people are opting for online market but unfortunately online products are not accessible to all the places thus, the accessibility should be improved so that people from remote places can also enjoy online shopping.
- Training should be provided to the delivery personnel and delivery centers so that they provide excellent service to their customers.

### Conclusion

Ignoring online shopping is like starting the business but not telling anyone. Online shopping has become not only a trend also a necessity but are we losing the traditional emotional touch which we have with the shop keepers. The relationship which is present with the vendors is not possible with the online shopping. After our extensive study we come to the conclusion that both online shopping and offline shopping have both advantages as well as disadvantages. A smart person is one who uses the best of both the markets. The surviving ability of both these markets depends on complimenting each other.

### Questionnaire

Dear Respondents,

We – Mitchell and Seema are conducting a survey on, "A study on the Shopping Trends of the Current Generation". We request you to kindly give us your valuable time to fill this Questionnaire. We assure you that the data provided by you will be kept confidential.

1. Name:

