

# **An Empirical Insight of Examining Impact of Recent Demonetization on Monetary System: Evidence from India**

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## **Abstract**

*This study examines the factors influencing online and offline shopping of consumers. This study provide an impression of online shopping decision process by comparing the offline and online decision making and identifying the factors that motivates customers to decide whether go for online shopping or 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 females are more into online shopping than males. 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.*

**Key Words: Demonetization, Money Supply, ARDL, India**

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## **1. Introduction**

The increase in technology provides good opportunities to all the sellers to reach the customers in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a days, internet holds the attention of retail marketing. Millions and millions of people shop online. On the other hand, the purchasing of product from traditional market is continuing since many years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment. 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. 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 is nominal in price than 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 competitive world, consumer should decide the particular medium for their purchase of goods and which is very important to understand in a managerial point of view. According to Laing and Lai 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. According to Chiang and Dholskia, 2003; Lynch, Kent, and Srinivasan 2001, the typical way of online shopping is 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 study had focused on why the products of the online shopping are different from other products. Many studies had 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 sellers. 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 describes purchasing from the online retailer by the mobile optimized online sites or application.

Online shopping is invented by 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 approximately 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, Mynta, flipkart are some of the examples of the successful online shopping sites that use less price for 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.

Odisha 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 are 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.

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. 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 City 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 and also considered as cosmopolitan city, where there large number of multi ethnic and multi-cultural people are living. Recently, Govt. of India declared this city as smart city. The 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? The study will give the clear idea about the internet

shopping. This 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 and (d) to analyse whether the qualification of the consumer affect the online shopping and offline purchasing. This paper is organized into five sections including the introduction. Section 2 briefly discusses the factors affecting both online and offline shopping. Section 3 presents the review of literatures. Section 4 findings and analysis. Section 5 presents the summary and conclusion with some policy suggestion.

## **2. 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.

Chaing and Dholakia (2014) carried out a study in which they examined the purpose of 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.

Iyer 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 who 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 have 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 expectations and the observations is not at all links to the brand share.

Tabatabaei (2009) 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 influences them to purchase online and what are the factor for not using 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.

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 a 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.

Suki and Suki (2007) conducted their study in Malaysia. This study was an empirical study. They created a model in which they identified the influence of the real value, the real risk and the actual enjoyment of the consumer of online shopping. The consumers who was adopting the online shopping were 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 the correlation of the 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.

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

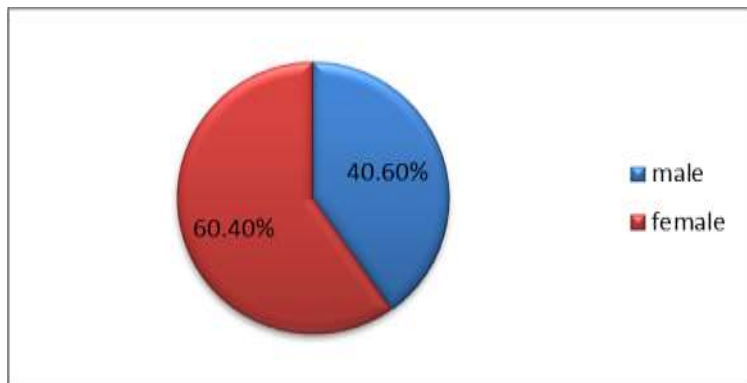
The review of relevant literature has revealed that majority of the studies have been conducted on outside the country. There has been no study in the context of Odisha. Most of the studies have focused on the switching behaviour of the consumer from one channel to another channel. The literatures reveal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



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. 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. 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.

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.

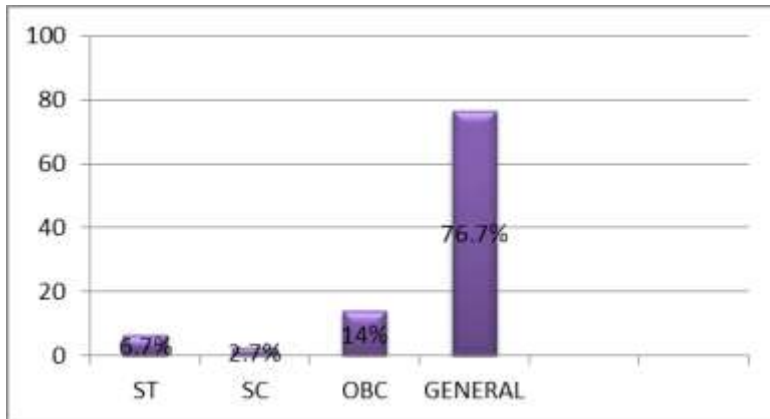
**Figure 3.1: Sex ratio of the respondent**



*Source: 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.

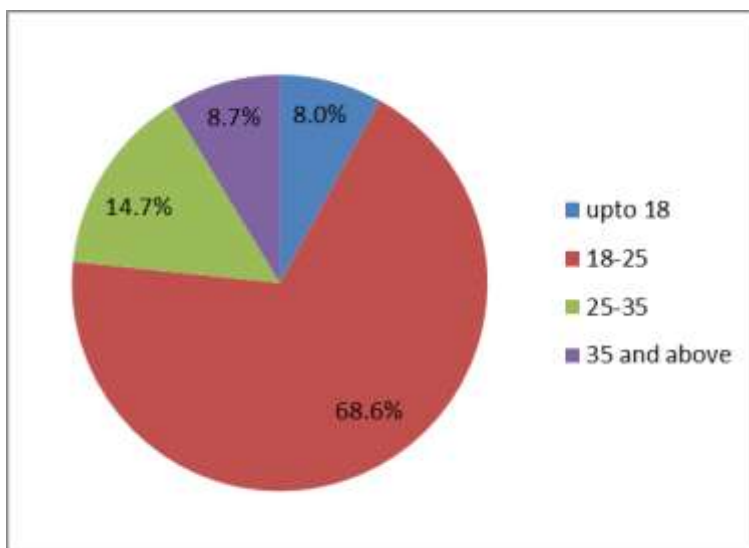
**Figure 3.2: Caste of the respondent**



*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 comprises 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.

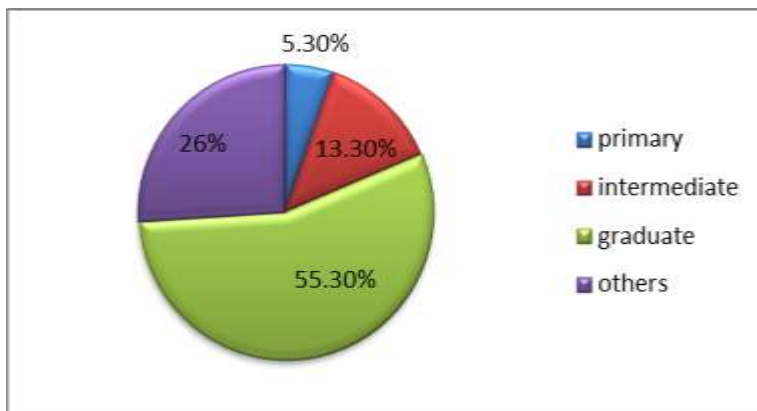
**Chart.3.3: Age of the respondent**



*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.

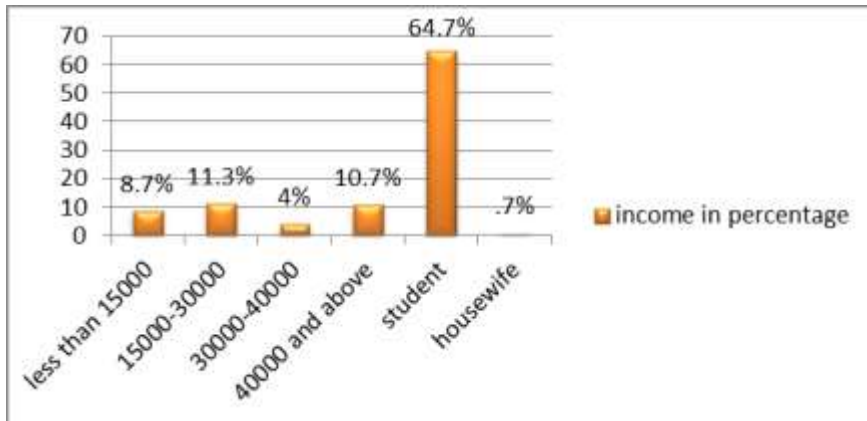
**Chart 3.4: Qualification of the respondent**



*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 Ph.D., 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.

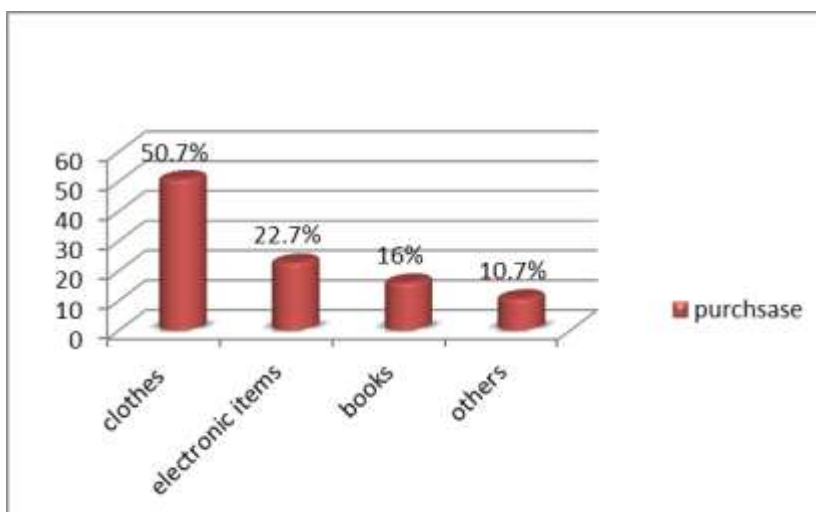
**Chart 3.5: Different Income group of the respondent**



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.

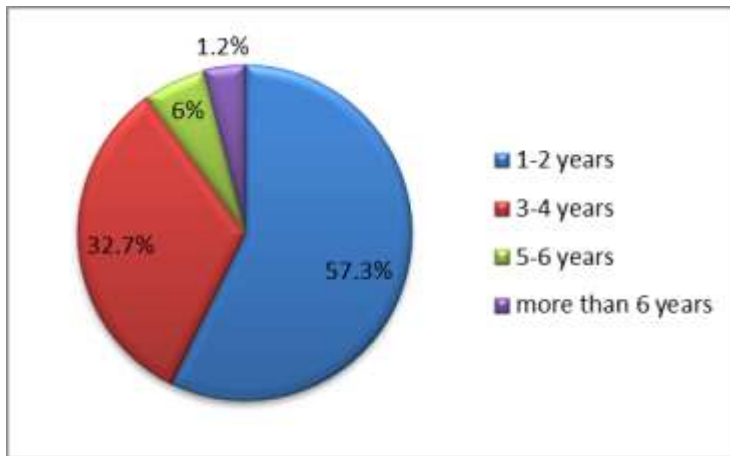
**Chart 3.6: Mostly purchased goods from online sites**



*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.

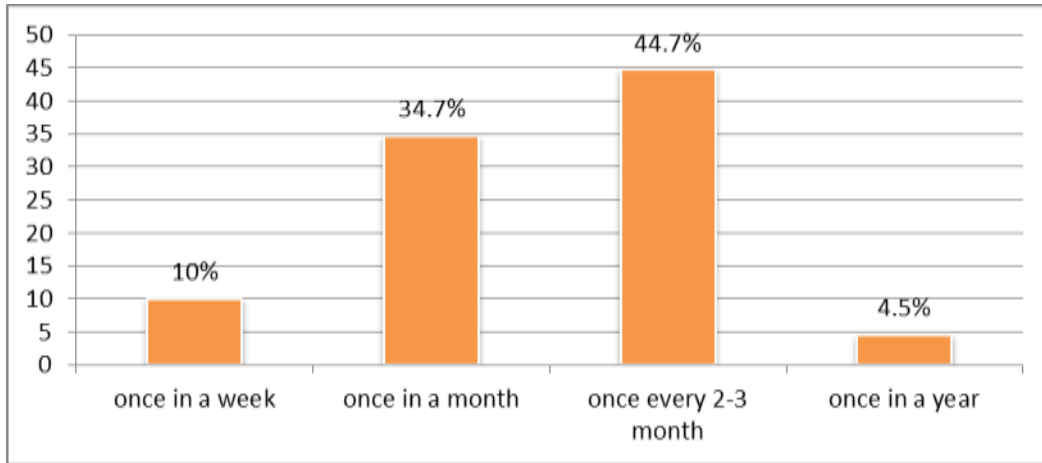
**Chart.3.7: Respondents are availing online shopping for the following year**



*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.

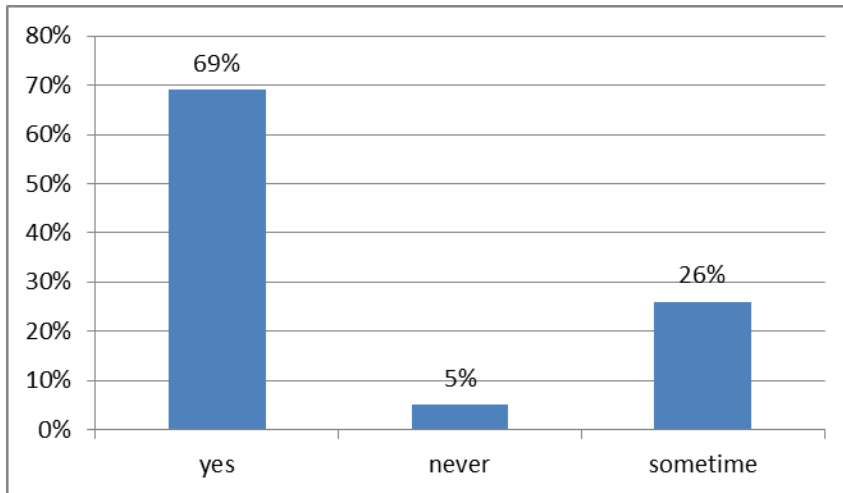
**Chart.3.8: Frequency of products purchased from online shopping sites by respondent**



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.

**Chart 3.9: Is website providing the sufficient information?**

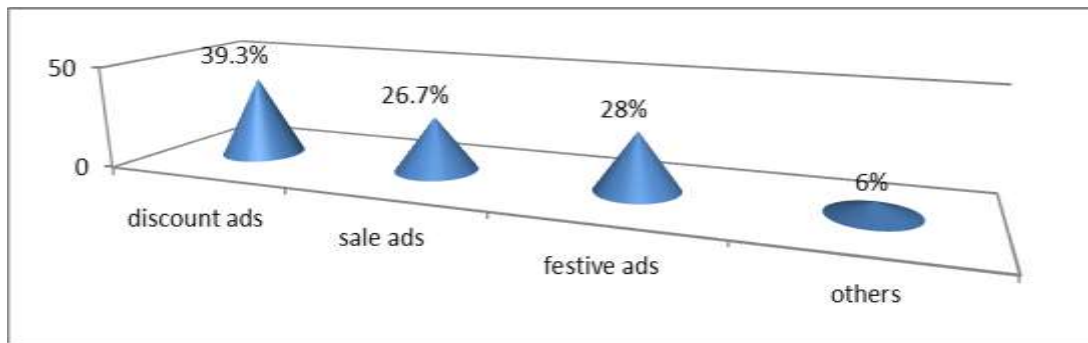


Source: Survey Data and Author’s calculation

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.

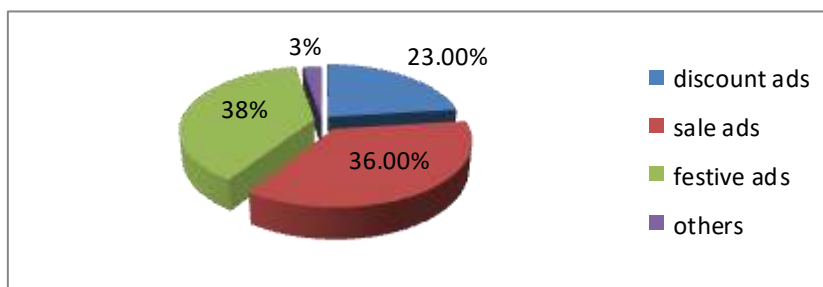
**Chart3.10: Type of advertisement mostly attracts to purchase online**



*Source: Survey Data and Author's calculation*

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 are 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 3.11: Type of advertisement mostly attracts shop offline**



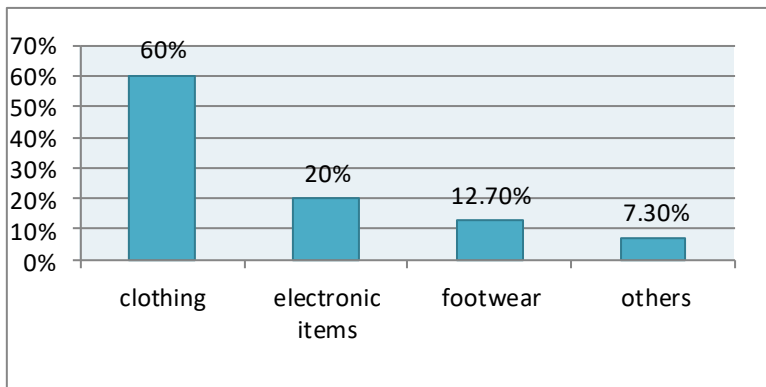
*Source: Survey Data and Author's calculation*

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 most auspicious 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.

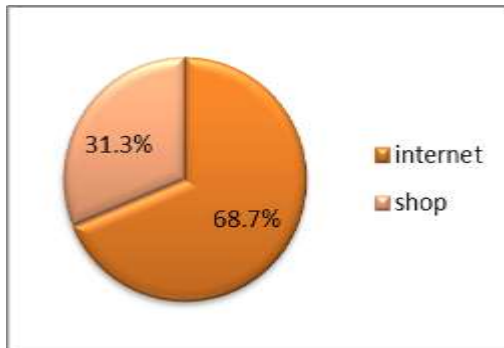
**Chart 3.12: Things you mostly prefer from offline shopping**



*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.

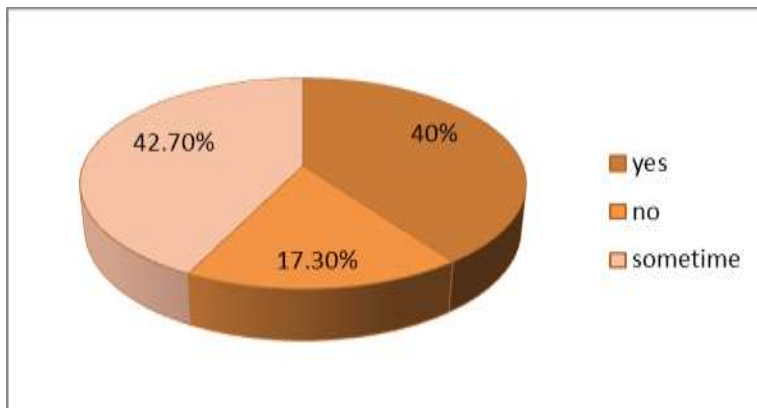
**Chart 3.13: Preference of the product with same price both in shop and on internet**



*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 buying it.

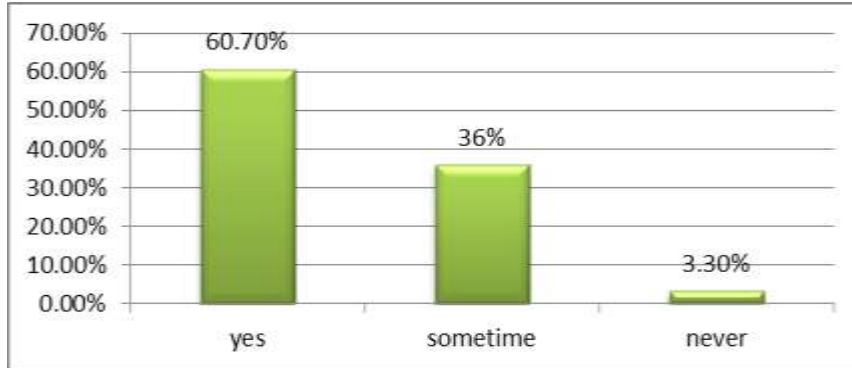
**Chart 3.14: Does online shopping is as secure as traditional shopping?**



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



*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.

**Table 1: Preference of the respondent to see products while shopping offline**

Age of the respondent	Many	Few	Very few	Too many	Total
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

*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 2: Preference of the respondent to buy product when the price of the good is same in online sites and offline shopping**

Age of Respondent	Online Shopping	Offline Shopping	Total
Upto 18	4	8	12
18-25 years	35	68	103
25-35 years	5	17	22
35-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

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

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.

**Table 3: 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.

## **5. 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. An earlier person 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: person's features, standard of living, basic needs and 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. Despite attempts to confirm that the findings of this research are both trustworthy and effective, a number of limitations lie. Originally this survey had a very less number of respondents. And the study was undertaken in a very small area of state Odisha 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.

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