Online Shopping Vs Shopping Mall in India: An Overview

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*Abstract***: This study mostly focused on consumer behavior about online shopping and shopping at retail mall. I used some secondary data information about consumer behavior about the purchasing that what factors really attract to consumer toward different kinds of shopping. However, it would appear that internal values do not influence shopping environment preference. The study indicates that personal values may influence consumers' approach-avoidance behavior.**

*Keywords***: - Online Shopping, Retail Mall, Attract, Consumers**

Introduction

Mall:-

Mall may refer to a shopping mall, (a long open area where people can walk). Mall may refer a large, often enclosed shopping complex containing various stores, business and restaurant usually accessible by common passageways, a large retail complex containing stores and restaurants in adjacent building or in a single large building.

A shopping mall is a modern and North American term for a form of shopping centre, in which one or more building form a complex shops representing merchandisers with interconnecting walkways that enables customers to walk from unit to unit.

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Online shopping:-

Online shopping is a form of electronic commerce which allows to directly buy goods or services from a seller over the internet using a web browser. It is also known as e-web-store, e-shop, e-store, internet shop, web shop, web store, online store, and online storefront and virtual store.

Now a day's mobile is also used in e commerce, mobile commerce or e-commerce describes purchasing from an online retailer's mobile optimized online site or app.

Online shopping mall is websites that enable a multivendor checkout system enabling retailers to sell in one portal and allow the customer to check out with many different transactions.

The act of purchasing products or services over the internet, online shopping has grown in popularity over the years, mainly because people find it convenient easy to bargain shop from the comfort of their home or office. One of the most attractive factor about online shopping is that it decreases the waiting time or search from store to store for a particular item during holidays season.

Objectives of the Study:-

1. To identify factors influences consumers towards purchasing product online.
2. To investigate shopping mode choice and profile internet shoppers, mall shoppers and product-specific cross shoppers.
3. To identify advantages and disadvantages of online shopping and retail shopping.

Scope of the study:-

This study focuses on both typical mall shoppers and computer users, although those groups may not be mutually exclusive. Mall shopping is a modern and attractive segment introduced in India since last 15 years approximately, most attractive factor of shopping mall is that it facilitate all product at once place. Customer not only purchases the product but also feel pleasure and entertaining environment at shopping mall. Online shopping is increasing in India since last 5to 10years approximately. Most

attractive factor of online shopping is that customer doesn't need to go anywhere for purchasing the product, customer not only purchases their product but also compare the product from anywhere any time. Online shopping saves the time, energy and as well as money because through online shopping customer get product very cheaply. So this study will help to consumer as well as seller (both online shopper and mall shopper) to understand the purchasing behavior of consumer.

Description to Methodology:-

1. **Data Collection-** Secondary data were used for the study. Secondary data was generated from library research sources, text books, trade journals, articles from news papers and from websites.
2. **Measurement:-** Based on product or situation specific scenarios, use of internet for product information search was studied**.**

Theoretical Framework

Online shopping on a rise in India: Survey

Online shopping trends in India are expected to continue to grow, made easier and convenient by deep penetration of mobile devices. Consumers indicate that they are likely to shop online more frequently in forthcoming years, said a CBRE India Consumer Survey 2015.

"A large majority of Indian shoppers anticipate spending more through both online as well as physical retail platforms in coming years. However, a much larger percentage (nearly 80%) of shoppers feel that they are likely to spend more via online shopping routes, in comparison to those who expect to spend more at physical stores," said the survey.

Online Shopping Trends in 2016

Over the last couple of years, a substantial growth in the online shopping industry has been noticed, especially in India. The reason? People are always looking for newer and better modes of service, and the online shopping industry is catering it to them. The online shopping industry is continuously designing and executing newer trends that allow them to attract the potential customer.

What is the importance of the new trends?

Trends help businesses to stay ahead of their competition. It is generally the business that invents a trend that gets the most benefit out of it. Hence the trends are mainly an equipment to help the businesses make more profits. With the online shopping industry in its boom period at the moment, the online shopping companies and portals are coming up with newer and better trends that will make them the first choice for their consumers.

Some online shopping trends to be followed in 2016:

Every year there is a new set of trends entering the market. These trends allow every business an equal chance in securing their place in the national as well as the international online shopping market. Online shopping companies, collaborate with leading sites like Snapdeal, to offer their consumers best deals and offers. This has been one of the significant trends of 2016 and it will surely continue to be so in the coming year as well. Here are a set of trends, suspected to be followed in 2017:

In-store pickups-
In-store pickups are already quite a deal in the western countries with one or two leading brands. Here business allows clients to make their orders online and pick it up while passing through store. This can surely be a great trend to follow for the super markets.

Pick Up Depots-
Not all business holders can go large scale but they can surely win over the online market. Small businesses can create pick up depots, wherefrom the customer can check as well as pick up the goods ordered online. This is a great way to go online, especially for local businesses.

User generated videos-
More businesses will incorporate user generated videos on their sites, to maintain transparency with their consumers and also attract newer clients.

Other potential trends that we might be able to see in 2016 are daily deals, Promo and flash sales, deal aggregators, etc.

The shopping malls are capturing by online market in India.

Technology is changing day by day not only in the world but also in India, first Indian consumers are attracted toward shopping mall but now a day they are interested in online shopping. Consumer attracted toward shopping mall because they found all product at once place which saves their time and energy, but through online shopping consumers buys product from their home, and get product at home through home delivery, which saves much more consumer time and energy rather than shopping mall.

Tim worstall have given his opinion with facts in forbs magazine that the shopping mall are being killed by online shopping in US. I think that it is Indian market is also moving faster towards online shopping so the time is no far from us that one day mostly Indian market is captured by e –commerce.

Advantages of online shopping

1. Ultimate Convenience

Shopping through online is very easy, we are bothering about crowds on Sunday or holydays, bargaining power, parking problem. We can save our time and energy of transportation, and also saves fuel of our vehicle. We escaped all difficulties of travelling, like pollution, traffic etc. we can shop 24 hours in a day, and seven days of a week. We can shop on bed at our home. We can easily compare features and price of a product of different companies.

2. Freedom to Browse

Sometime we want to purchase a product but we confuse that which company is best for product, we are curious to know about the company who gives more features in less price. We need some suggestion about product, we use advice from our friends, collogues or someone else, but still we can't rely on it. Online shopping gives us freedom of browse until we find right product for us, while shopping mall and local market has limitation about browsing.

3. Endless Selection

One of the greatest advantages of shopping mall is that, thousands of items on your finger tips. Any particular shop exists in shopping mall has limitation of quantity of particular product. They have limited quantity of product available. Customer has to select product between all that available products at particular shop. If a consumer doesn't find their desired product then they have to move at another shop. It consumes our precious time as sell as energy. This problem is solved by online shopping, at online store, thousand of varieties are available of a particular product, and we easily select our desired product.

4. Great Prices

Purchasing through online is beneficial as price point view. Through online we can get product so cheaply because online store don't have any overhead cost like rent, utilities etc. Due to this sometimes online store offer their product below the wholesale price. If consumer gets the same product at fewer prices so obviously he will be delight.

We can differentiate service of shopping mall and online shopping:-

1. Choice of Store:-

- **Mall-**
Consumer visiting a mall has a choice of visiting large retail chain that sells different products. Some mall may have stores selling similar product bur the prices are different. the stores carry a range of stocks that is limited by their physical sige to a distribution centre.

- **Online-**
By shopping on the internet consumer may visit any type of store which are online present. Consumer also can compare prices across a range of different store; online retailers don't have the limitation of physical stocks or floor area, so they can display a wide choice of product.

2. **Opportunity for price comparison:-**

- **Mall-**

In a Mall, consumer may only be able to compare prices in small number of stores selling the same products.

- **Online-**

Consumer can buy the product online at lowest price, Not only they can visit online many different stores to compare price , they also can visit price comparison websites to find best deal. Online retailers may charge for delivering small and large goods, usually the delivery charges are free on most of the goods.

3. **Customer services:-**

- **Mall-**

Shoppers in a mall can obtain personal advice and services from store staff if they have queries or want to discuss product in more details.

- **Online-**

Online retailer can provide customer service via chat facilities, telephone or email. However these are remote services, with no opportunity, for face to face contact, some online retailers try to overcome those barriers by providing a web conference services where consumer can view product presentations and discuss issues with an adviser in a virtual face to face environment.

4. **Convenience of shopping:-**

- **Mall-**

Shopping at a mall can collect their goods immediately but shopping mall not open 24 hours. It has time limit for shopping.

- **Online-**

Consumer can shop 24 hours in a day, and seven days of a week. Although supermarkets are open 24hours, most mall stores have shorter business hours, by shopping online; consumers do not have to travel. But online shoppers have the disadvantage of waiting for their goods.

5. **Trying Before Buying:-**

- **Mall-**

Consumer can try product before buying at shopping mall, this can be important, particularly for product such as clothing, feel and fit influence the buying decision.

- **Online-**

Online retailers are trying to overcome this problem by use of photographs and making it easy for customers to exchange or return products.

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Conclusion, Findings and Suggestions

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Findings:

I have seen that online shopping and store shopping differentiate in various ways, however, they both are convenient ways to shop. Online shopping has been most convenient for a particular customer but I believe that shopping preferences change depending on a person to person and situation to situation.

Out of those who expect to spend more online, nearly 85% are in the age group of 18-24 years. Future is all about online shopping and it is expected that online shopping will increase among the customers.

Conclusion:

Online shopping most convenient for individuals that don't have time to go to the store ,it is also easy for that person which don't have time to travel it save time and energy and it is also so economical. Anybody can buy or order anything at any time because it is open 24 hours. However online shopping have some limitation also because we cannot buy product for quick consuming, it has also a timely delivery problem, and the payment risk option also a big problem, however online shopping is trusted but still some risk regarding payment is always there.

Shopping at mall is also convenient for consumer, because consumer can buy product quickly and can feel touch and try the product, shopping mall is also a source of entertainment, so that consumer also go there for their enjoyment, however it has time

consuming process, because consumer have to go there through expensive traveling, and it is so energy and time consuming process, but as my point of view shopping mall is also a good place of shopping, if want to enjoy holyday or weekend.

Finally I conclude that shopping mall and online shopping both are good platform for shopping, both are preferred according to time, situation, convenience and individual behavior.

Suggestions:

I want to suggest that all retail store of shopping mall, or retail store in street, or local market ,should create their own website, and retain at least those consumers, which are belongs to his/her area, because online shopping increasing very fast in Indian market, and consumers are moving very fast towards online shopping.

Secondly I want to suggest that all retail store of shopping mall, or retail store in street, or local market, should provide all home delivery to their local consumers.

All Local Retailers should have to be liberal about payment for their local and loyal consumers.

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