

Shopping Boom in Aurangabad-A study of Traditional Shopping v/s Online Shopping

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I INTRODUCTION

Meaning of Shopping

Shopping is an activity in which a customer browses the available goods or services presented by one or more retailers with the intent to purchase a suitable selection of them. In some contexts it may be considered a leisure activity as well as an economic one.

Traditional Shopping:

In traditional shopping consumers simply need to go to store where they can meet the seller and interact with each other to do the transaction.

In antiquity, marketplaces and fairs were established to facilitate the exchange of goods and services. People would shop for goods at a regular market in nearby towns. However, the transient nature of stalls and stall-holders meant the consumers needed to make careful inspection of goods prior to purchase.

However, by the late middle Ages, consumers turned to markets for the purchase of fresh produce, meat and fish and the periodic fairs where non-perishables and luxury goods could be obtained. Women were responsible for everyday household purchases, but most of their purchasing was of a mundane nature. For the main part, shopping was seen as a chore rather than a pleasure.

Relatively few permanent shops were to be found outside the most populous cities. Instead customers walked into the tradesman's workshops where they discussed purchasing options directly with tradesmen.

Online shopping

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. 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's availability and pricing at different e-retailers.

Online stores typically 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 Interac-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 typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

II OBJECTIVES

1. To, Find satisfied customers of online shopping.
2. To study is there any problem in online shopping.

III HYPOTHESIS

- A. Online shopping uplifting customer standard of living.
- B. Awareness can be seen in online shopping as Digital Payment System.

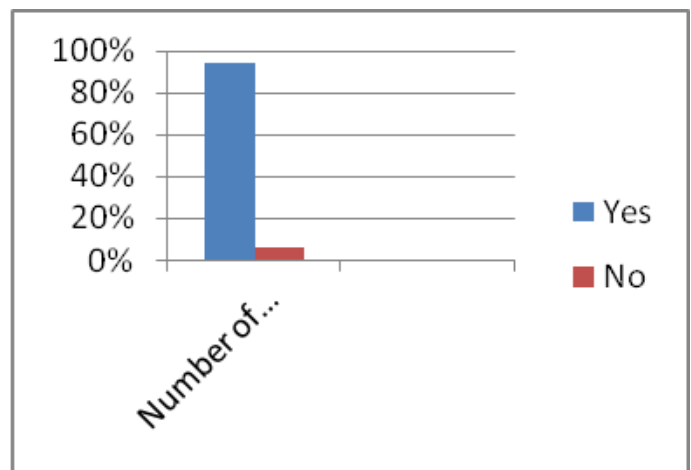
IV REVIEW OF LITRATURE

The extensive literature review has been conducted understanding the research about online and traditional customer and their experience. The review clarifies and simplifies the dominant dimension consumer consider when they make any online purchase decision.

V ANALYSIS

Q.1) Are you convenient with the online shopping?

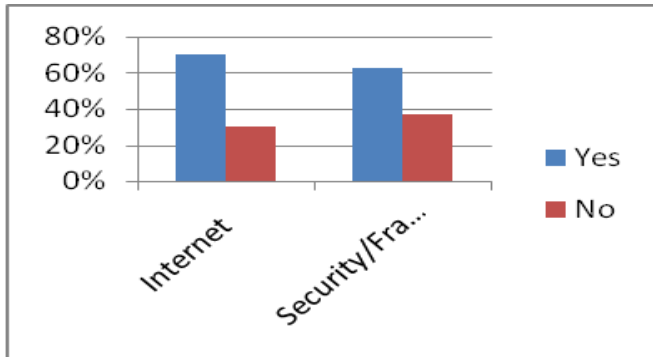
Remark	Number of Respondents
Yes	94
No	6
Total	100



(Source: Primary Data)

Q.2) Which problems do you face during online shopping?

- A. Internet
- B. Security/Frauds



(Source: Primary Data)

V INTERPRETATION

The above graph shows that 96% of respondents are convenient with the online shopping and only 6% of respondents are not convenient with the online shopping. Graph Shows about the problems of online shopping, 70% respondents faces the internet problem and 37% of respondents faced Security/Frauds problem.

VI CONCLUSION

This research paper revels that the number of online buyers are very much satisfied with online shopping format as compare to traditional format due to constraints like time and digital payment mode facility.

So here we conclude that online shopping is more convenient than the traditional Shopping.

REFERENCE

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