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### A STUDY OF ONLINE AND OFFLINE SHOPPING WITH SPECIAL REFERENCE TO WOMEN IN RAJASTHAN

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#### ABSTRACT

With the changing market scenario and economical growth, the demand for online shopping has increased. Exposure of e-commerce has changed the buying patterns and preferences of customers. The popular brands are also moving towards e-commerce technology for increased sale of their products. There is no doubt about it that e-commerce has made the transactions smooth, quick, faster and easier. Both the sellers and the buyers get benefited by this technology. The consumer choice is based upon their preference towards online shopping versus offline shopping. The consumer choice of shopping both have their own advantages and disadvantages. Consumers may be use both shopping depending on their preferences at a particular moment, which results in fundamental behaviour across the two modes of shopping. The present paper is an attempt to study the preferences of customers towards online and offline shopping and to give the suggestions for the online shopping websites. For this purpose we have used questionnaire method to get the response from the people. A sample of 100 respondents was taken to conduct the study.

#### KEYWORDS:

 Consumer, Buying Behaviour, Online Shopping, Offline Shopping

#### Introduction

The fundamental issue which arises in front of a consumer when he/she enters into buying something, is the mode of shopping they should choose to satisfy themselves. There are both online and the traditional brick and mortar shops available to fulfil their purchase interests. The abundance of choice available for consumers has thrown up a serious challenge for companies regarding the way they should target consumers to maintain competitive advantages. In the developed countries like the United States, it has become almost a norm to make purchases on the online platform specially for apparel products. However, in a developing country like India, majority of people still depend on the brick and mortar stores to make purchases in different categories. Although in the last few years, online shopping has become quite a craze among the masses specially among the teenagers and youngsters, in absolute numbers, offline shopping is still way ahead of its online counterpart.

In the present day context, learning and analysing consumer behavior is extremely vital for the success of a business, be it online or offline. Consumers drive the market. All the business activities are carried out keeping in mind the interests of consumers. Online shopping, which is a recent phenomenon in the Indian context has gathered steam in the last few years backed by increasing penetration of internet has resulted in consumers spoiled for choice. Internet is helping the promotion of products through online advertisements. The healthy competition between the online stores and the offline brick and mortar counterparts have ushered in a new era where consumers can just not choose the medium of shopping to fulfil their shopping interests. Some of the key differences between the two mediums of shopping are the means of gathering product information, perceived risk and the ability of customers to access wider range of products according to their preferences.