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## A STUDY ON THE SHIFT FROM TRADITIONAL IN STORE SHOPPING TO ONLINE SHOPPING OVER THE YEARS .

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### ABSTRACT

This article aims to analyze the shift from traditional in store shopping to online shopping over the past decade. The accessibility of smartphones and internet has made it very easy for consumers to shop products online .Many consumers scroll the web to find their products and make purchases from their smartphone with just one single click .Online shopping has made it easy for consumers to buy their essentials like grocery, toiletries ,medications all at their doorstep,Sellers also don't have pressure on themselves for pushing the product to the consumers as they do it voluntarily on their own .Sellers are also able to get consumer feedbacks and reviews which helps them to improve their sales and profits .Consumers also avail a large variety of options to choose from from different brands and apps with added benefits of coupons and discounts .Especially after COVID -19 ,consumers find online shopping more convenient as it leads to lesser crowds and faster delivery of goods at doorstep. Consumers also have the freedom to compare the sizes of various products and select the product that's best suited for them.Nowadays brands also offer video calling and Try at Home facility with return /replacement options available making their buying their purchase experience even more lively and easy .

**KEYWORDS:** Traditional marketing, Online shopping, transition, social media, buyer shopping behavior, ease of purchase

## **INTRODUCTION**

Online advertising is termed like a coin, which has two sides to it in comparison to traditional marketing. In the 21st century, consumers are not only choosing online shopping, but they also use social media to gather information about the products/brands and then make their purchase decision. This shows that buyers trust people and their reviews more whom they meet online rather than the advertisements shown by the brands/businessmen.

Before the 1990's sellers focused more on the production process rather than customer satisfaction. They used to simply manufacture products as per their feasibility and pushed the product to the consumers without understanding their needs and wants. But post 2000's marketers have focused more on producing their products based on consumer needs and wants and then advertise the product through social media platforms. Consumers nowadays look for more options, gain knowledge about the product through various people and the internet and then make the best buying decision. So the key to customer satisfaction is building strong online brand presence and customer satisfaction to survive in the competing market.

Online marketing, in its definition means, promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes email, social media apps and web based advertising. For online marketing to be effective, businessmen need to post high quality content across multiple channels, choose the right keywords and optimize search, publish blogs regularly, conduct social media campaigns and giveaways and constantly interact with the online audience.

## **REVIEW OF LITERATURE**

In 2003, Janette Hanekom & Charmaine Scriven explored the current and future trends in traditional and online advertising. It highlights the advantages of online advertising, such as global reach and cost-effectiveness. The shift towards online advertising is discussed, emphasizing its effectiveness in reaching fragmented consumer audiences. The article argues against the idea of traditional media becoming obsolete and predicts that online advertising will become profitable with advancements in technology and consumer education.

In 2005, KC Lalramchuani, explored the transition from traditional media to social media in online advertising. It discusses the increasing use of digital media by consumers and the adoption of digital marketing tools by companies. Social media has become a popular platform for social networking and content sharing, offering businesses new opportunities for online marketing. The paper examines various marketing strategies in social media and emphasizes the shift from traditional to social media in advertising. Trust in social media and the appealing nature of interactive content are highlighted.

Dr. Mrs. Vaibhava Desai provides a review of digital marketing, focusing on its conceptual understanding, impact on businesses, and case examples. It highlights the use of digital technologies, such as the internet and mobile phones, in promoting products and services. The paper discusses various digital marketing tactics and channels, including search engine optimization, social media marketing, and email marketing. It emphasizes the increasing prevalence and effectiveness of digital marketing campaigns in today's business landscape.

Mohammad Faruk presents a bibliometric analysis of digital marketing literature from the Scopus database. The study reviews 925 papers published between 2000 and 2019 to identify top themes and the current state of research in digital marketing. The analysis reveals that on average, 2.18 authors contribute to each paper, and the top contributing countries are the USA, India, and the UK. Three dominant clusters in digital marketing research are identified: strategic planning, mobile marketing with app development, and customer demographic profiles. The study aims to fill the gaps in previous research by providing a comprehensive analysis of the development of digital marketing literature and offering future research directions in the field.

Eugenia Mitchelstein and Pablo J. Boczkowski provides a review of recent research on online news production since 2000. It focuses on five key topics: historical context, innovation, changes in journalistic practices, professional dynamics, and user-generated content. The review highlights the tension between tradition and change, with a mix of established practices and experimentation with new approaches. The article also discusses the need for further research to address existing gaps and suggests how studying online news production can contribute to a better understanding of communication and society in today's media landscape.

## **METHODOLOGY**

The tool used for collecting primary data is the Questionnaire method.

## **RESEARCH DESIGN**

The research design is Descriptive technique.

## **SAMPLING TECHNIQUE.**

The sampling technique used is Convenient sampling.

## RESULTS

A total of 30 samples were collected for:

### INCREASE USE OF ONLINE SHOPPING OVER INSTORE SHOPPING

**Figure 1: PRIMARY REASON TO CHOOSE ONLINE SHOPPING**

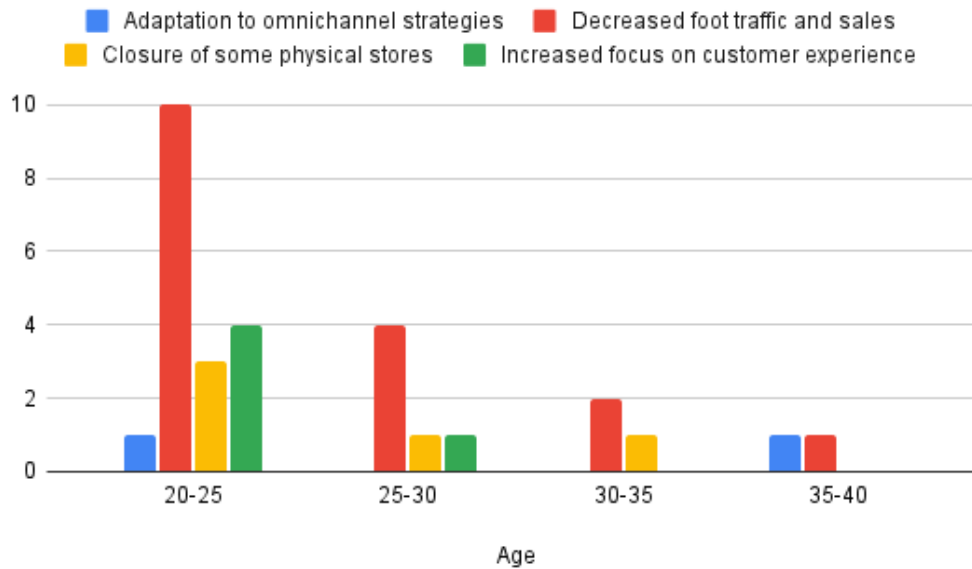


### **INFERENCE:**

The research data indicates that consumers' preference for online shopping apps over physical stores is primarily driven by two key factors: convenience and the ability to compare prices. Across different age groups, the convenience of shopping from anywhere emerges as a major driver, with the highest number of votes in the 20-25 age group. Additionally, the ability to compare prices is consistently valued by consumers across all age groups, suggesting that online platforms provide a convenient way to make informed purchasing decisions. These findings highlight the significance of convenience and price comparison as key determinants in consumers' preference for online shopping apps over physical stores.

## FIGURE 2:IMPACT OF ONLINE SHOPPING SHOPPING ON PHYSICAL STORES :

Impact of online shopping on physical stores

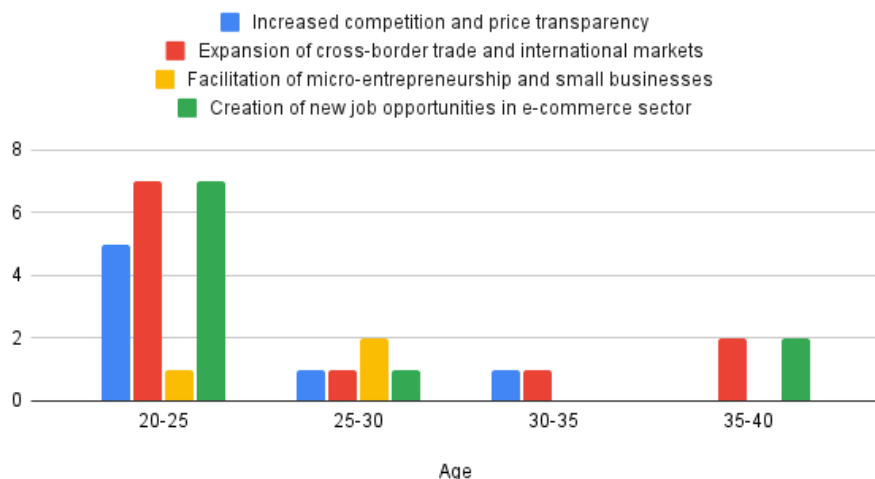


### INFERENCE:

Based on the provided data, the most appealing advantage of online shopping apps to consumers is the increased focus on customer experience. This advantage is consistently favored across all age groups, with the highest number of votes in the 20-25 age group and some support from the other age groups. The ability of online shopping apps to prioritize and enhance the overall customer experience seems to resonate with consumers. On the other hand, factors such as adaptation to omnichannel strategies, decreased foot traffic and sales, and closure of physical stores receive less emphasis from consumers. These findings highlight the significance of customer experience as a key driver in the appeal of online shopping apps for consumers.

## FIGURE 3: CONTRIBUTION OF ONLINE SHOPPING TOWARDS GLOBAL ECONOMY

Contribution of online shopping towards the global economy



### **INFERENCE:**

The increased use of online shopping apps has several notable impacts on physical stores. Firstly, it leads to increased competition and price transparency, with consumers across all age groups recognizing this effect. Additionally, the expansion of cross-border trade and international markets is acknowledged, particularly by the 20-25 and 25-30 age groups. Furthermore, online shopping apps facilitate micro-entrepreneurship and small businesses, as well as create new job opportunities in the e-commerce sector, as indicated by votes primarily from the 20-25 age group. These findings highlight the transformative influence of online shopping apps on physical stores, encompassing both challenges and opportunities.

### **CONCLUSION:**

The research data provides valuable insights into consumers' preference for online shopping apps over physical stores and the impact of increased app usage on physical retail. The primary drivers for consumers' preference are convenience and the ability to compare prices. The convenience of shopping from anywhere resonates strongly with the 20-25 age group, while price comparison is valued across all age groups. These findings underscore the importance of convenience and informed decision-making in shaping consumers' preference for online shopping apps.

In conclusion, the research findings emphasize the pivotal role of convenience, price comparison, and the transformative impact of online shopping apps on physical stores. This highlights the need for retailers to embrace digital strategies, enhance customer experiences, and leverage emerging opportunities to remain relevant in an increasingly online-driven retail landscape.

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