

Challenges Faced by Online Vs Offline Business

Life is unpredictable. Who could have imagined that the entire world would go on lockdown? Businesses and corporations had to stop or rearrange the processes to adjust to emergency conditions. Online business vs offline business dilemma has become more urgent. Some have discovered new opportunities and benefits. There are alternative ways to do business. Some just need a backup in case something like this happens again.



➤ INTRODUCTION: -

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand, the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. 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 kind of shopping.

1. ONLINE SHOPPING



Now a day the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So, it is very convenient for them to shop Online.

➤ **FACTORS AFFECTING ONLINE SHOPPING: -**

Online shopping becomes relevant in the last decade. The kind of business online retailer are doing is proof enough that they are providing some benefits to customer which offline shopping does not give to the customer. These are the factors affecting online shopping:

1.Risk: When a consumer buys a product through online sources\online market, it is not possible for him to touch or feel the product to know its actual quality. Hence it is known by all that lot of risk is involve while buying an online product as we don't know whether the product will reach on time or not, will the product be the same which we have ordered or not, is a main concern and also there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

2. Anxiety: People anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like Flipkart , Myntra or any sites they just feel like it's a tough kind of activity over net and its complicated in there sense as they are not very fond of doing online shopping as it takes a time to even understand the product about its details. This particular activity makes them irritated and anxiesious over any kind of fatal online dealing.

3. Quality: The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money.

4. Available product and services: Online shopping offer customers more benefit by providing more variety of goods and services that they can choose from. There are some goods which a customer can only find online.

5. Income: Income plays a most important role in purchasing online products. The person whose income is more, will be more involved in online shopping as compared to the person whose income is less.

6. Information: The information given in the site may not be correct and appropriate information. The full information about the quality of the product must reach to the customer. Hence it affects the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product.

➤ **PROS OF ONLINE RETAIL**

There are so many benefits to online market as first of all setting up an online store comes with significantly lower startup costs than a traditional store, we do not have to pay for a large physical, as a result, you can get started quickly, with less capital investment. Customers do appreciate the convenience of ecommerce as with the ability to browse in your own time from anyplace make the process much more appealing to some customers. Then next comes of having the facility of products delivered straight to their door, within a few days and even at a time suitable to the customer, is more attractive. If we try to look from retailer point of view, it is now possible to track the customer interactions with your store across multiple different platforms gives you access to data that can elevate marketing efforts above anything else that a traditional store could manage.

➤ **CONS OF ONLINE RETAIL**

While on one side an Online store can be easier and quicker on the other side, not having a location can make it costlier to drive customers through to your store. If one is into Online Market, he needs to allocate more resources and time to marketing in order to let the customers know your existence in business. It is also more difficult in online market to build meaningful interactions with your customers as there is no face-to-face interaction.

For more check out [Here](#)

2. OFFLINE SHOPPING



The businesses which have their own physical store to display their products and provide their services are called offline businesses. These sorts of businesses were more popular in the past, in comparison to current times where technology has been developed so far. Here, the company showcases all the available products in a managed way and customers make purchases by visiting these stores.

➤ **FACTORS AFFECTING OFFLINE SHOPPING**

Offline shopping has existence since the existence of mankind. Offline shopping gives different types of benefits to the customer. There are some factors which affect the shopping offline those are as follow:

1. Less number of choices: There are limited numbers of choices when it comes to offline shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically, in offline or any shop we get less numbers of choices as it consists of manual work. We have to choose in that smaller number of materials due to manual factor.

2. Time consuming: It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. In off-line shopping customer move one place to another and one shop to another in search of their desired product.

3. Information: What generally happens is that the information provided by a shopkeeper is not correct. Also this information does not always suit our needs. And we buy products according to what they say when we ourselves do not have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

4. Authenticity: Offline shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it is like. We exactly know what we are buying while buying anything offline. In online shopping, we do not always know what exactly we are buying. This is because what we see on the websites is not always what we buy when the product reaches us.

5. Bargaining: In offline store a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is costlier than the market.

➤ **PROS OF OFFLINE RETAIL**

The advantages of offline retail are well cemented as it had always remained as the most popular shopping channel for consumers and but currently cannot be compared with online when it comes to customer experience. With a traditional store, you can achieve a unique experience for your customers and expressing your brand in a creative way. By having an offline store also gives you instant access to passing trade, without having to invest in a marketing budget. Location plays another important role as it can make you easily visible to your target market and can build your brand locally.

➤ **CONS OF OFFLINE RETAIL**

We are well known, to the cons when we talk about ecommerce. Higher machinery setup and running costs are very likely with addition they generally have many expenses like electricity, water, rent and more to pay for every month. This allows less room for error when it comes to your initial financial investment. With an offline store, you can see funding dry up very quickly if you are not careful. Also, at this time location can work through both the sides either it can be virtue or it can be curse for some bricks-and-mortar stores. No matter how great tactics you have for selling product, nothing can be a subordinate for having a good location.

For more check out [Here](#)

➤ Case Studies and Industry Examples

Several companies exemplify the strengths of both business models:

- **Amazon (Online):** Amazon has leveraged its online platform to dominate e-commerce by offering vast product selections, personalized shopping experiences, and efficient logistics systems that traditional retailers struggle to match
- **Local Coffee Shops (Offline):** Many local coffee shops thrive on community engagement, providing a personal touch through customer relationships that foster loyalty. They often host events that create a strong local presence not easily replicated online.

➤ Future Trends and Predictions: -

The balance between online and offline business is expected to evolve further:

- **Hybrid Models:** Many businesses are adopting hybrid models that combine both online and offline strategies. This approach allows them to leverage the strengths of each while mitigating weaknesses
- **Increased Digital Integration:** As technology advances, offline businesses are likely to integrate more digital elements into their operations (e.g., using QR codes for promotions), enhancing their reach without sacrificing personal interaction

For more check out [Here](#)

CONCLUSION

As the survey, maximum number of people do prefer Online Shopping and the reason for same is it is time saving, less leg work is evolved, we can order a product at anywhere and anytime, and more number of variety but on the other hand they are carrying fear with them because of security issue, tangibility of product (to feel the product and hold the product in hand before buying), there are still trust issues on Online Shopping. Therefore, it is also been recognized that Wholesalers are required in market and the task would then be the toughest. There are some number of participants too who are working on the centre line i.e. they are into a neutral situation neither in support of Online\Offline nor against any of them. However, that is the truth that maximum number of participants have voted for Online Market but they are not 100% towards Online, as there is some or another factor which influences them and do not allow them to be completely for Online market.

RECOMMENDATIONS

The particular survey conducted is been conducted at a very small scale, so the further recommendations for this is that, it can be performed at larger scale and ratio between females and males; and between different age groups need to be calculated, as different gender and people of different age groups can have different thought processes for the same.

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