Flavour-Billing System: A Case Study of Online and Offline E-Commerce Website

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Abstract - *E-commerce means trading goods and services in digital mode. B2C (Business-to-consumer) or online shopping is a big part of E-commerce. It turns out that there is a growing trend in online shopping. The increase in online purchases is due to the time-saving factor, simpler payment methods, and the availability of a variety of products. The increasing use of Smartphone's has made it easier for customers to shop online in a developing country like India. In India, however, people consider offline shopping as the most satisfying but start using the Internet to buy goods and services online. That's why; there is a need to analyze the reasons for this conflicting customer behavior. Current research is based on primary and secondary data indicating the status of online shopping in Haryana (India). It also compares both purchases: online and offline. It was found, in this study, that the people of Haryana use both forms of shopping but still prefer to shop offline.*

Keywords: online shopping, ecommerce, consumer

1. INTRODUCTION

E-commerce (electronic commerce or EC) is the platform where customers can buy their essential goods and services and sellers can sell their products to large customer base. With the rise of ICT, especially the Internet, the global business community is increasingly turning to Business-to-Business (B2B) E-commerce. E-commerce is a broad concept and online shopping or B2C (Business-to-customer) trading is part of it. In online shopping, customers can shop online using a variety of devices such as desktop computers, laptops, tablet. The establishment of an online store allows retailers to expand their market and reach out to consumers who can afford to go to traditional stores. Shopping online has become a new trend these days and has become an integral part of the modern lifestyle. Easy access to online shopping is a major attraction for consumers. The benefits of online shopping also come with potential risks and threats.

2. FLAVOUR-BILLING WEBSITE

Flavour-Billing System. It is a billing and shopping type website which works online and offline both. In this website most of the work is online and one work is of offline i.e. Khathabook which term as accepting and de-accepting payment of customer. This make for work purpose of online shopping and easy handling of website so that customer can use it easy and beneficially. Below is flowchart of the project.
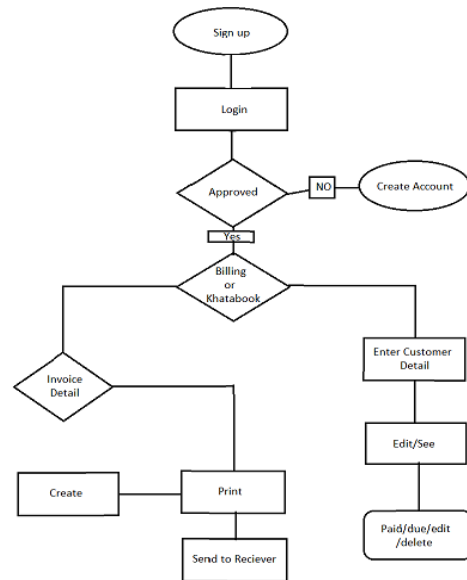

Fig.1 Flowchart

3. WHY FLAVOUR-BILLING WEBSITE?

Online shopping is comfortable and time-saving than offline or traditional shopping. Here, various reasons are given for the increasing trend of online shopping:

- Absence of physical presence of buyer and seller.
- Less time-consuming.
- Easy access from anywhere (24x7).
- Convenient and less costly.
- Many options of products available on the fingertips.

- Customers can compare prices of products easily.

4. OBJECTIVES

- To analyze the trend of online shopping.
- To identify the major products categories selected by consumers through online shopping.
- To compare the satisfaction level of consumer towards online and offline shopping.
- To analyze various problems regarding online and offline shopping
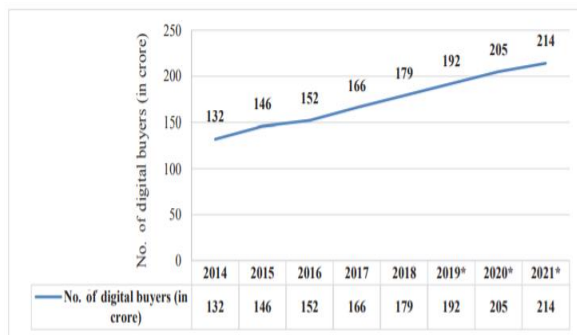
5. RESEARCH METHODOLOGY

[1]The primary and secondary data sources are used in whole study of research method. The study compares the behavior of consumers towards the trend of shifting offline to online shopping.

Primary Sources

To know the right information about the attitude of consumers towards online shopping, Online and offline questionnaire Survey" method of data collection was implemented. As the questionnaire method is easy to use and less expensive to reach more people. Questions related to key findings were included in this study. In this study, the social media platform was used to reach a wide range of people. Key data were analyzed and the results were based on the "Percent Method". Answers were obtained from different regions; but due to time constraints, the sample size is limited to 150.

Secondary Sources

Secondary information was collected through different web pages, newspapers, research articles and different reports.

*Estimated number of digital buyers
Fig. 2: Number of Digital Buyers Worldwide from 2014 to 2021(in crores)

The Fig. 2 shows the number of digital buyers worldwide from 2014 to 2021. In 2014, there were 132 crores digital buyers across the world. At present, this number has increased to 179 crores (in 2018) and 214 crore people are expected to be digital buyers in 2021.

Global Trends

The most popular E-commerce form for independent consumers around the world comes in the B2C category, which includes online shopping refers to online purchases, as well as online retail companies such as Amazon.com, Flipkart, etc. [8]In 2014, the number of digital buyers was 132 crore and online retailers were USD 1,316 trillion and 5.9% of total sales. In 2017, the number of digital buyers was 166 crore and online sales increased to USD 2,197 trillion and accounted for 8.2% of total sales. All of this shows that online shopping has a growing trend. In the future, online sales will be more than offline sales.

National Trends in Online Shopping

By 2020, the number of digital buyers is expected to reach 32.91 crores, meaning 70% of internet users will buy products online. The growing trend of online shopping shows a positive impact on customers because a variety of products are available. The fast growing e-commerce market in the country will touch $84 billion in 2021 from $24 billion in 2017 on account of a healthy growth in organized retail sector[9]. Amazon is the largest online retailer followed by Flipkart and Snapdeal in India. Source: Statista 2018 * Average number of digital buyers. The figure below shows the value of digital purchases.

Fig. 3: Number of Digital Buyers in India From 2014 to 2020 (in crore)

The Fig. 3 shows the number of digital buyers in India from 2014 to 2020. In 2014, there were 5.4 crore digital buyers across the nation. At present, this number has increased up to 22.41 crore (in 2018) and 32.91 crore people are expected to the digital buyers in 2020. [2].

6. DATA ANALYSIS AND INTERPRETATION This section shows the feedback of respondents which are based on a primary survey collected by the author. [4]
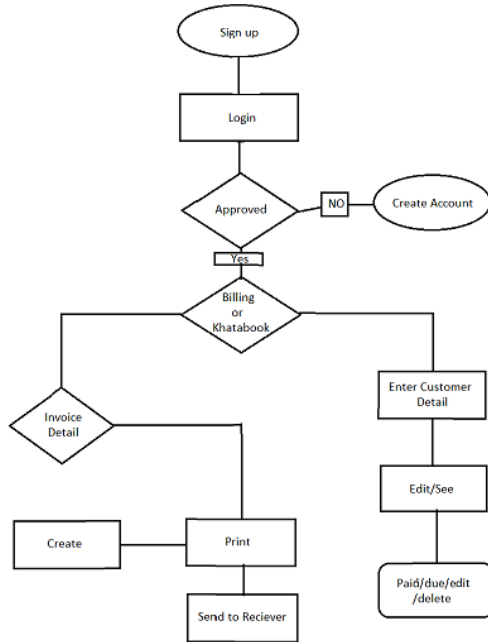
Demographic Profile of Respondents

Fig 4: Flowchart

Age	No. of Respondents	Percentage
0-20	28	18.66%
20-40	110	73.33%
40 and above	12	8%
Total	150	100%

Fig. 5: Number of respondents

Above Table fig 5 presents the details of the respondents. The distribution of the age of the respondent building held a graph of 73.33% of people in the 20-40 age group. In this study, only 18.66% of people under the age of 20 and 8% of people over the age of 40 were included. From these captured results, it can be concluded that the vast majority of Internet users are in their 20s and 40s

District	No. of Respondents	Percentage
Rohtak	70	46.66%
Jind	26	17.33%
Charkhi Dadri	12	8%
Sonipat	11	7.33%
Bhiwani	8	5.33%
Jhajjar	7	4.66%
Hissar	4	2.66%
Kaithal	4	2.66%
Panipat	3	2%
Chandigarh	3	2%
Rewari	2	1.33%
Total	150	100%

Fig 6: Diversification of Respondents (Haryana)

The respondents are taken from all over the state, which are geographically categorized as shown in Fig 6. Responses were obtained from ten states and the state capital. All samples belong to different economic and social domains, which mean that the research is not based on a particular part of the state. However, due to time constraints, the sample size collected was limited to the survey.

7. ANALYSIS OF DATA COLLECTED

Response	No. of Respondents	Percentage
Clothes	68	45.3%
Gadgets	57	38%
Food Items	22	14.7%
Sports Equipment	19	12.7%
Footwear	33	22%
Others	27	18%

Fig 7: Main Items Preferred by Respondents to Buy Online

Fig 7 represents the main interests of respondents who will shop online. 45.3% prefer to buy clothes online, about 38% prefer to buy gadgets online, while 14.7% use online platforms to buy food items. 12.7% chose sports equipment and 22% chose to buy shoes online. However, 18% prefer other items to buy online. Studies show that people are more interested in clothes, gadgets, and shoes. [3]

Response	No. of Respondents	Percentage
Credit/Debit Card	46	30.66%
Cash on Delivery	94	62.66%
E-wallets	7	4.66%
Others	3	2%

Fig 8: Method Preferred by Respondents to Payments

Fig 8 represents the payment method preferred by respondents. About 30.66% preferred credit/debit cards, 62.66% preferred cash delivery, 4.66% preferred E-Wallet payments and 2% preferred alternative payment methods. After many attempts at digitalization in India, people are choosing cash as a payment delivery method. Only 35% of people use the digital payment mode in Haryana.

Response	No. of Respondents	Percentage
Very Satisfied	21	14%
Satisfied	64	42.7%
Neutral	56	37.3%
Dissatisfied	9	6%
Very Dissatisfied	-	-
Total	150	100%

Fig 9: Satisfaction Level of Online Shopping

Fig 9 represents the satisfaction level of respondents in online shopping. Only 14% are very satisfied and 42.7% are very satisfied. On the other hand, 6% are dissatisfied and 37.3% are neutral with the satisfaction of online shopping.

Response	No. of Respondents	Percentage
Yes	57	38%
No	38	25.3%
Can't say	55	36.7%
Total	150	100%

Fig 10: Satisfaction Level of Online Shopping

Fig 10 shows how respondents feel about online shopping being more reliable and secure. Of the 150 respondents, 57 accepted online shopping as reliable and secure, 38 considered it as unreliable and secure and 55 were unable to determine the reliability and security of online shopping.

Response	No. of Respondents	Percentage
Security	13	13.97%
Delivery of product	19	20.43%
Quality of the product	65	69.89%
Internet access problems	7	7.52%
Others	16	17.20%
Total	93	100%

Fig 11: Reasons for not Tractability and Security (out of 93)

Fig 11 shows that 93 respondents disagreed with the use of online stores for a variety of reasons. The vast majority of respondents consider that quality (69.89%) and product

delivery (20.43%) are the main reasons for dishonesty in online shopping. 13.97% responded to security as a reason and 7.52% accepted access to the internet as a problem. [5]

Response	No. of Respondents	Percentage
Yes	94	62.7%
No	56	37.3%
Total	150	100%

Fig 12: Have You Faced Any Problem in Online Shopping in Past?

Fig 12 shows the problems that respondents face in online shopping. Of the 150 respondents, 94 (62.7%) agreed to face the problem but 56 respondents (37.3%) declined to comment on any issues in the past.

Response	No. of Respondents	Percentage
Replacement of Product	48	51.06%
Refunding of Payment	35	37.23%
Service Centres	11	11.70%
Total	94	100%

Fig 13: Solution of the Problems (out of 94)

Fig 13 shows the various solutions to their problems provided by the 94 respondents. Product exchanges resolved more than 50% of respondents 'problems, 37.23% of respondents' problems were resolved with a refund, and 11.70% of respondents' problems were resolved by help centers.

Response	No. of Respondents	Percentage
Trust	44	29.33%
Security	36	24%
Costly	9	6%
Not Accessible	32	21.33%
Others	29	19.33%

Fig 14: Drawbacks of Online Shopping

The fig 14 explains the main drawbacks of online shopping. 29.33% respondents consider trust as the main drawback, 24% security, 21.33% accessibility and 6% consider cost as drawbacks of online shopping.

8. ANALYSIS OF OFFLINE SHOPPING

Response	No. of Respondents	Percentage
Very Satisfied	66	44%
Satisfied	55	36.66%
Neutral	26	17.33%
Dissatisfied	3	2%
Very Dissatisfied	-	-
Total	150	100%

Fig 15: Satisfaction Level of Offline Shopping

[6]The Fig 15 shows the satisfaction level of respondents from offline shopping. 44% are very satisfied and 36.66% are just satisfied. On the other hand, 2% are dissatisfied and 17.33% are neutral about satisfaction from offline shopping.

Response	No. of Respondents	Percentage
Time Consuming	47	31.33%
Cost of Access	21	14%
Price of Products	32	21.33%
Less Variety of Products	19	12.66%
Ill Behaviour of the Seller	18	12%
Others	13	8.66%

Fig 17: Drawbacks of Offline Shopping

Fig 17 describes the major challenges of offline shopping. 31.33% of respondents viewed the use of time as a major offline shopping response. 21.33% looked at the price, 14% looked at the cost of access, 12.66% looked at product diversity, and 12% of respondents viewed the seller's misconduct as barriers to offline purchasing.

9. COMPARISON OF BOTH ONLINE AND OFFLINE SHOPPING

Response	No. of Respondents	Percentage
Online	71	47.3%
Offline	79	52.7%
Total	150	100%

Fig 18: What You Think Which Method Better for Shopping?

Fig 18 shows that out of 150 respondents 52.7% thought that offline shopping was better than online shopping. However, 47.3% of respondents prefer to shop online. In short, despite the growing trend of online shopping, people prefer offline/traditional shopping methods. [7]

Response	No. of Respondents	Percentage
Online	119	79.3%
Offline	31	20.7%
Total	150	100%

Fig 19: What You Think About Which Method of Launching Any New Product?

About choosing a method for launching of any new product, 79.3% respondents chose online method whereas 20.7% of respondents chose the offline method (Fig 19).

CONCLUSION

Technology has made significant progress over an over year for consumer for better experience of everything well needed to them either its online or offline. Government focuses on transferring the economy to the digital economy, but physical/traditional or offline purchases are preferred by consumers. People find offline shopping very satisfying. They can check the quality of physical products and buy locally made products easily with offline purchases where they can margin in offline more comfortably. While in offline shopping you can check the quality and money according to your need. Online shopping has a growing trend due to limited use time, product types that are easily accessible and the customer can compare product prices without any problem. But there is also bad effect of online is about quality and prospectus. Customer buy product easily in online but there some usual effect is the product is original or what but here in online we can return the product if not good quality or its default in product. However, there are some issues regarding online shopping such as security, product quality, and product delivery that must be filtered out. To improve the level of satisfaction with online shopping, it should be more secure, and more products should be added by retailers to meet customer needs.

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