

# A Proportional Assessment for Online Shopping V/S Offline Shopping in Indian Context

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**Abstract:** *The Indian retailing industry has emerged as one of the most complex yet dynamic industry due to the undoubted development taken place in both organized as well as unorganized sector. India ranks 71 in UNCTAD B2C E-commerce Index 2020. The retail sector is one of the fastest growing sectors in India. It is one of the backbones of the economy and accounts for about 10% of the country's GDP. The growth of retail sector in India defines that consumer use both modes of shopping depending on their preferences at a particular moment.*

*When it comes to shopping, it is regarded as one of the oldest terms being used by humans from the time of barter system. But in today's scenario online shopping has become very popular method ever since the internet has come to the hands of the people. The increase in technology and the new inventions that have come up in the I.T world has given an opportunity to not only the sellers but also the buyers to come in contact for selling and buying goods and services respectively in a much faster and economical way. At the same time, it is inevitable to ignore the fact when it comes to satisfaction of customers that is derived from the offline shopping. Like a coin has two sides, the online shopping and offline shopping both have their own advantages and disadvantages.*

*This research paper focuses on the significant differences between the online shopping and offline shopping consumer groups in terms of technology use, availability and attitude of the consumers towards both the shopping styles.*

**Keywords:** Indian retailing industry

