

A Comparative Study on Customer Satisfaction towards Online and Traditional Shopping With Special Reference to Coimbatore City

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Abstract

Online shopping is rising very fast in latest years. Now a days, the web dominance the attention of retail market. Millions and millions of people save online and perhaps the acquisition of product from normal market is persevering with given that years. Many of them used to purchase offline so as to study the product and maintain the possession of the product just after the price for the product. In economically the consumer purchase the product through online. At present online users are increased rapidly . Today the customers expect good quality, low rate brand loyalty, and the fullest satisfaction of the product. Some of the customers used to Purchase on line , some for offline purchasing and many of them go for both kind of shopping. Any how, online purchasing is easier for the people and mush less price than the offline shopping. The people they have to decide which can suit for them to fulfill their needs. The current buying behavior is also studied by the researcher to know about their buying behavior. Moreover many of them used to purchase online shopping as a hobby. This study has made to understand which buying component influenced consumer greater to purchase and also find out which one give more trouble during the time of purchasing.

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I. INTRODUCTION

The amplify in science provides proper possibilities to the vendor to attain the consumer rapidly, easier and in economic way. Online purchasing is emerging very quick in recent years. Now a day the internet users are more it will create the interest of retail market through the online. Millions of people shop online moreover on the other hand the buying of product from regular

marker is continuing since years. Many clients go for purchasing offline so as to look at the product and holds the possession of the product simply after charge for the product. The loyalty of the customer depends upon the supply of the product with quality, less price and the fullest satisfaction of the consumer. However, online purchasing is easier for the people and mush less price than the offline shopping. The people they have to decide which can

suit for them to fulfill their needs. The current buying behavior is also studied by the researcher to know about their buying behavior. Moreover many of them used to purchase online shopping as a hobby. This study has made to understand which buying component influenced consumer greater to purchase and also find out which one give more trouble during the time of purchasing.

TRADITIONAL SHOPPING

Traditional shopping is referred to as actual – time shopping. It is the procedure of purchasing and promoting products or services physically person's personal interplay with a income man or woman is required for the product underneath consideration intention to shop. It is feasible to feel, touch, smell or attempt the product. If we prefer a product just now we can buy it from retail save immediately. A typical retailer bestows the personality of the human contact. Shopping with many humans is a supply of entertainment, almost a social rite. People like to cope with things, specifically clothes they need the better quality to buy the product.

ONLINE SHOPPING

Online shopping is the process of buying and promoting merchandise or services over internet. Online shopping uses computer technology to buy products from shops and stores. Online shopping is the large phase of digital commerce. This form of purchasing has revolutionized the common process of customers buying goods from a retailer of mall that they must without a doubt to into. Online purchasing popularized of its pace and the efficiency with which it can be done.

STATEMENT OF THE PROBLEM

In online or traditional buying customer's satisfaction is essential point. It differentiate that where shoppers make weekly, fortnightly or month-to-month journeys and then spend more on these journeys than other instances specially in nations like India the place competition in on-line is very fierce. Unfortunately in usual shopping, i.e.,

especially in departmental stores most of the customers are unsatisfied customers do no longer complaint, they simply go shopping someplace else. Hence, the lesson for the retailers is that customer's expectations are always more upward and it is solely the cozy customers that are more likely to remain loyal in the long run. Research has been done over the years in different services sector to find out the drives of customers satisfaction and loyalty with respect to different factors of service quality. But online shopping in India is gradually inching its way towards top and becoming the next zoom industry. Now a day's online buying are in trouble. They are going through stiff competition from different formats and have to convey in extra innovations to satisfy the customers and maintain them. So in this juncture the lookup has made comparative find out about on patron satisfaction about online and normal shopping. Hence, the researcher focused on the topic "A Comparative Study on Customer Satisfaction towards Online Shopping and Traditional Shopping".

NEED FOR THE STUDY

The current study is done to locate out how customers are comfortable via on line and common purchasing and which purchasing kind is desired greater by means of the customers. Moreover, purchasing has replaced many other things to do that human beings choose as their hobby. This find out about has made to understand which buying aspect influenced client more to buy and additionally to understand the problems confronted by way of them whilst purchasing.

OBJECTIVES

To be aware of the socio monetary reput of the customer

To be aware of the customer's desire toward on-line and traditional shopping.

To locate out the elements that influences the clients to select on-line and traditional shopping.

To analyse the customer's delight degree toward the merchandise and various offerings presented by on-line and traditional buying.

To know the problems faced by the customers in online and traditional shopping

RESEARCH METHODOLOGY

Research design

A research design defines is based on combination of each qualitative and quantitative data. The qualitative facts is gathered through the sampling from the customers. The pattern person is selected from various area in Coimbatore district. The distinct team of people which include student, employee and unemployed, housewives, etc., is viewed as sample for this study. Sampling methods adopted for the study is simple random sampling for the series of data. The size of the sample was adopted by the researcher is 104. The researcher used both primary and secondary data, to accomplish the objective of the study.

In this study the researcher has used the questionnaire method for collecting relevant information. The data has been collected from the respondents using questionnaire. Data collection is carried out during the month of June 2019 and August 2019.

Tools for Analysis

The following tools are used in the study for the purpose of analysis

- ✓ Simple percentage Analysis
- ✓ Chi-square
- ✓ Ranking Analysis
- ✓ Weighted average Analysis

ONLINE SHOPPING SITES

The following are the online shopping sites which has used by the online users.

Flipkartb) Amazon c) Snapdeald) Jabong e) Myntra f) Ebay g) Homeshop18 h) Voonik i) AJIO j)

Nykaa k) Firstcry l) Forever21 m) Shopclue n) Koovs o) Limeroad p) Smartshoppers q) Localbanya

ANALYSIS AND INTERPRETATION OF THE DATA

Data evaluation and interpretation helps us to discover frequent patterns within the responses and critically examining them in order to achieve lookup aims and objectives. Data analysis for quantitative studies, on the other hand, includes fundamental analysis and interpretation of figures and numbers, and attempts to discover cause at the back of the emergence of primary findings. Comparison of main research findings, to the findings of the literature assessment is severely necessary for each kinds of quantitative as properly as qualitative analysis. The analysis is in basic terms primarily based on 104 respondents

Socio economic Status of the Respondent

The researcher analysed the socio economic status with the help of Sex, Age, Income, Marital status etc. with the help of percentage analysis. The following are the findings.

Majority (64.4%) of the respondents are female.

Most (42.3%) of the respondents are in the age 21 – 30.

Majority (68.3 %) of the respondents are unmarried.

Majority (67.3 %) of the respondents are under graduate.

Most (37.5 %) of the respondents doesn't earn any income. Majority (51%) of the respondents are dependent.

Majority (52.9%) of the respondents belongs to household size 4. Majority (58.7 %) of the respondents preferred traditional shopping

Most (19.1%) of the respondents preferred flipkart.

Most (30.2%) of the respondents are influenced by all.

Most (27.8%) of the respondents purchasing clothing and footwear.

Most (34.6%) of the respondents purchasing for friends.

Majority (51.2%) of the respondents are purchasing regularly. Most (27.9%) of the respondents go for shopping every month.

Most (37.2%) of the respondents spent 501 – 1000 for purchasing.

Majority (65.1%) of the respondents doesn't face any problems.

Most (35%) of the respondents preferred offline shopping because it is preferred to touch product, better return policies and in store discount.

Most (36.5%) of the respondents preferred whole sale shops

Most (45.9%) of the respondents go for shopping every month.

Majority (50.8%) of the respondents are purchasing when required.

Majority (67.2%) of the respondents doesn't face any problems.

RANKING ANALYSIS

The ranking analysis indicates that availability is ranked first with 95 which influenced the customer more to buy online; low price has been ranked second with 105; customer service is ranked third with 137; Variety of products has been ranked fourth with 165; Saves time has been ranked fifth with 186 and Easier way of buying has been ranked sixth with 215.

The ranking analysis indicates that return policy is ranked first with 37 which is the main problem faced by the customers more while purchasing online; Product quality has been ranked second with 39;

Delivery problem is ranked third with 40; Payment issue has been ranked fourth with 53; Security has been ranked fifth with 56.

The ranking analysis indicates that prefer to check product is ranked first with 125 which influenced the customer more to buy offline; product quality has been ranked second with 127; accuracy is ranked third with 186; customer service has been ranked fourth with 234; reliability has been ranked fifth with 243.

The ranking analysis indicates that less variety is ranked first with 36 which is the main problem faced by the customers more while purchasing offline; size issue has been ranked second with 50; time consuming is ranked third with 55; quality has been ranked fourth with 75; money consumption has been ranked fifth with 84.

WEIGHTED AVERAGE ANALYSIS

The weighted average has been carried out in this study to know the respondent's satisfaction level in online shopping. In the above table price has been ranked first with 4.09; quality has been ranked second with 3.72; payment method has been ranked third with 3.67; delivery has been ranked fourth with 3.30; payment security has been ranked fifth with 3.26; product has been ranked sixth with 3.07; choice has been ranked seventh with 3.

The weighted average has been carried out in this study to know the respondent's satisfaction level in offline shopping. In the above table quality has been ranked first with 4.08; payment method has been ranked second with 3.79; price has been ranked third with 3.74; product has been ranked fourth with 3.67; payment security has been ranked fifth with 3.64; choice has been ranked sixth score 3.33.

CHI-SQUARE FOR AGE OF THE RESPONDENTS AND TYPE OF SHOPPING PREFERRED BY THE RESPONDENTS

H0: There is no significant relationship between age and type of shopping.

H1: There is significant relationship between age and type of shopping.

TABLE (1.1)

AGE AND TYPE OF SHOPPING

		AGE					Total
		Less than 20	21-30	31-40	41-50	More than 50	
Type of shopping	Online Shopping	10	17	14	2	0	43
	Traditional Shopping	14	27	12	7	1	61
Total		24	44	26	9	1	104

SOURCE: Computed Primary data

TABLE 1.1

CHI –SQUARE TEST

Calculated Value	Table Value	Degree of Freedom	Level of significant	Significant/Not Significant	Null hypothesis	Alternative hypothesis
3.87	9.49	4	0.05	Not significant	Accepted	Rejected

INTERPRETATION

The calculated value of chi-square is 3.87 which is less than the table value of 9.49 at 5% stage of significance. Since the calculated value is much less than the table value it is inferred that there is no significant relationship between age and type of shopping of the respondents. Hence, the null hypothesis is accepted and the alternative hypothesis is rejected.

CHI-SQUARE FOR INCOME OF THE RESPONDENTS AND AMOUNT SPENT FOR PURCHASING ONLINE

H0: There is no significant relationship between income and amount spent for purchasing online

H1: There is significant relationship between income and amount spent for purchasing online.

TABLE (1.2)
INCOME AND AMOUNT SPENT FOR PURCHASING ONLINE

		INCOME (Per month)					Total
		Below 10000	10001 – 30000	30001 – 50000	Above 50000	No income	
Amount spent	Below 500	0	2	1	1	1	5
	501 – 1000	3	5	3	0	5	16
	1001 – 3000	3	3	3	1	4	14
	Above 3000	1	1	0	2	4	8
Total		7	11	7	4	14	43

SOURCE: Computed

TABLE 1.2(B)
CHI –SQUARE TEST

Calculated value	Table Value	Degree of Freedom	Level of Significant	Significant/Not significant	Null hypothesis	Alternative hypothesis
12.56	21.03	12	0.05	Not significant	Accepted	Rejected

INTERPRETATION

The calculated fee of chi-square is 12.56 which is much less than the desk cost of 21.03 at 5% level of significance. Since the calculated fee is much less than the table value it is inferred that there is no tremendous relationship between income and amount spent for purchasing of the respondents. Hence, the null hypothesis is accepted and the alternative hypothesis is rejected.

SUGGESTIONS

Online medium this medium has to grant expertise to the old people about how to use their websites so that even they can purchase the product besides any help.

To enlarge the deposit facility in online shopping.

The on line sellers should provide clear and sufficient statistics about on-line buying to the on line shoppers.

Use impervious e- commerce transaction system with fair, well timed and low-cost techniques to resolve transaction problems.

Offline purchasing medium desires some modifications like extra range in the product, availability of the product on time, complete expertise of the product to the seller. This medium will have to do these modifications to entice extra customers.

Most of the people experience that products accessible through online purchasing are steeply-priced because of the transport costs whereas in the typical purchasing there are no such charges. So the businesses ought to grant the facility of free delivery in order to create excitement amongst non users.

CONCLUSION

This study reveals that consumer's perception is most important during the time of purchasing the product. In which channel the consumers are used to purchase the product. Price and the quality of the product is take place in a dominant role. This paper extends the studies whilst asking the questions from the client who are purchase through online shopping as properly as traditional shopping to rate each the channels in the phrases of performance, products, time of delivery, great and other related components of on-line and offline shopping. The researcher concluded that the cluster of purchasing behavior is used by the customers. Obviously the perception of the customer is decided that which channel they have used to consume the product.

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