

A Comparative Study on Consumers Perception on problems associated with Online and Physical Shopping

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ABSTRACT

This study examines the comparison between traditional shopping and online shopping with special reference to readymade garments. The population consists of all the customers of Cuddalore district who do offline and online shopping. Based on stratified purposive sampling, the population selected for the present study was divided into strata as per the demographics. The researcher has been taken representation from all the strata. The sample size of the study is 600 customers. Primary data for this study was collected through a questionnaire from the persons who were involved in both traditional and online shopping. The data was analyzed descriptively using SPSS software and also arithmetic mean model and graphs were used in this study. According to the research conclusion, online shopping is more convenient than traditional shopping, online shopping has more opportunities to compare prices of goods than traditional shopping and traditional shopping is safer since there is a risk of online fraud and security issues like hacking in online shopping were identified as main differences between traditional and online shopping.

Key Words: Online market, Traditional shopping, Customers' Expected performance, Customers satisfaction.

Introduction

Shopping has turned out to be extremely very important in today's life. Nowadays, customers can shop in two different sorts of shopping for example, customary (conventional) shopping and online shopping. In customary shopping, the customers prefer to choose physically and buy a product. It is conventional shopping. Here, customers are able to physically pick and look at what a thing or item resembles. Where buyers and sellers meet each other, which results in full awareness about the product, trust and security, touch and feel and security issues are a few reasons why customers prefer conventional types of retail stores like departmental stores, discount stores, mom and pop stores, supermarkets, malls etc. This form of shopping is an old and most basic form of business. It maybe small or big but they mostly operate in the same line. Nowadays, the process of selling goods and services to consumers is possible through multiple channels of distribution. No systems of marketing remain static; all are in stages of adaptation of continuing change both in the external environment and with the marketing organization itself. Presently there are alternative shops for physical shops. In modern times, the growth of technology has made the consumer's purchase pathway enormously diversified. The Internet has distorted the way of business and consumer communication. The availability of internet services, consumers can alternatively shopping through online in electronic retail or e-shopping i.e., virtual store, it has attained immense popularity in recent because it allows consumers to directly buy goods and services anything and everything they need while on a flight or getting ready for bed. It is suitable and easy to shop from the pressure of their home or office and also ease the problem of moving from shop to shop in seeking out the goods of choice. Online shopping has become vital and convenient because there is no need to walk a long way or plunge into the crowds to buy goods, just a click of the mouse, choices are made and goods are delivered to the required

address. There are several perks to an online shopping experience, such as 24/24-hour shopping, having rich product availability and taking the time to make comparisons, including having the ability to conduct online research on products that one might like to buy. Unlike conventional shopping, the net savvy customer can get a detailed account of the specifications of a product through their website. Some of the leading online stores currently in India are Amazon, Flipkart, Snapdeal, Homeshop, Myntra etc. The internet shop has many advantages over retail stores. The choice of designs, size, color, quality has got hundreds or thousands of variables, even 10 times more products than the average retailer can possibly dream of. Online shopping offers path-breaking services like Cash on Delivery, a 30 day replacement policy, EMI options, free shipping and electronic wallet, a coupon and discounts on dining, health, beauty services, branded products, travel and more. Customer satisfaction is a strategically important outcome in a seller's context. It is strongly associated and positively with repeated intentions. Never before has it been so easy for customers and suppliers to establish direct contact with each other. Direct purchasing is also continuing, since many customers wish to examine the product and want to take ownership of the goods as soon as the payment is made for the goods. In the present world, loyalty of customers depends on the quality delivery of goods, enhanced value of goods and customer delight. Ever since the advent of civilisation, purchasing of products from shops, stores or markets has continued. The essence of this study is to know the buyer's choice of shopping on the internet and at direct retail outlets. On the other hand, online shopping is as simple for customers because of less pricing than direct shopping. Customers should choose the mode of shopping that would satisfy their needs and desires.

Statement of the Problem

Development of technology provides an excellent opportunity for the vendor to get the customer in to a great extent quicker, easier and in a way. Today's consumers have many store choices; they also have a wide diversity of channels to select from. In the present time, millions and millions of people shop all the way along the internet. Online shopping is rising very fast and holds the concentration of the retail market. But some other groups of people buying products from traditional markets are continuing and many people go for both markets. Buying in a physical shop so as to examine the product and hold possession of the product just after payment for the product. Whereas consumers make any decision relating to buying, they are supposed to be acquainted with the medium to purchase, whether online shopping or offline shopping. The behavior of online shopping consists of most of the steps which are related to traditional shopping behavior. However, there are many problems associated with online trading. i.e, quality & right product, lack of return policy, more hidden charges, lack of security and personalization, lack of customer support, lack of after-sales support, issues in the supply chain, problems related to delivery, most of the buyers prefer online buying, because online shopping is easier and less price than the offline shopping, based on consumer need and wants, they decide the channel for satisfy them. In this contemporary world, a customer's loyalty depends upon a consistent ability to deliver quality, value and satisfaction. In order to create a loyal customer, the online retailer is supposed to make their service stronger. Most of the existing literature is intense on studying offline customer fulfillment as a whole at a variety of locations. In important circumstances of the changing retail landscape, it is very important for online traders to put up a well-built association with consumers to attain customer faithfulness to online shops.. As comparatively little quantity of literature has empirically examined service in the online marketing atmosphere.

A need is identified to study the consumers' perception towards factors motivating customers to move from traditional shopping to online shopping, and compare satisfaction and problems associated with online and offline shopping in an Indian context. Hence, the current study is undertaken to fill the gaps in the existing research in the field of the online market. In this background, the study has elevated the following research questions: What are the major reasons behind online and offline shopping? What are the factors that influence consumers to move from traditional shopping to online shopping? Does consumers' perception towards online and offline shopping differ on the basis of their demographic factors? Does a problem faced by consumers while buying online and offline differ on the basis of their demographic factors?

Need of the Study

There is a vast probability for both home and worldwide producers to market their products all the way

through the online market. Nowadays, both online marketers and consumers are accessible with massive opportunities and problems in the future. It is an eminent reality that with altering life style and the beginning of increasing buying power towards both necessary and lavish products. These days, all the producers and marketers have taken steps to find out what, why, where they buy. The vendors have lined up their trade in online mode and offer different schemes and benefits. Consumers also changed their shopping behaviours and started to shop for goods and services online. To be a successful marketer, it is absolutely essential to read the minds and perceptions of the prospective buyers online. Hence, knowing the consumers' buying behaviour online and also offline in the diverted market segments helps sellers to choose the indented division and develop a variety of promotion strategies to enhance the quantum of sales. Online marketers and members in the supply chain are supposed to do research on why people are shifting from traditional shops to online shops and tend to supplementary shopping in online mode and to discover which group of consumers has a preference for online shopping and paying attention more towards online retailers' pay service. Therefore, there is a need to study and compare the consumers' behavior in online and offline shopping and their preferences, perceptions and satisfaction in both offline and online shopping and problems faced by consumers in both online and offline shopping are needed to study periodically once.

Objectives

This study has the following objectives:- To analyse and compare the consumers' satisfaction towards various attributes of online and offline shopping.

Hypothesis

The study proposes to test the following hypotheses:

H₀₁. "There is a significant difference in level of satisfaction between online and offline shopping aspects"

Methodology

Nature of the Study: The present study has been done to analyse the attributes that drive respondents towards online and offline shopping, hence it is an exploratory study in nature.

Nature and tools of data: This study is based on primary data sources and data was collected through a well-structured questionnaire.

Method of Sampling and Sample size

The population consists of all the customers of Cuddalore District who do offline and online shopping. Based on stratified purposive sampling the population selected for the present study was divided into strata as per the demographics. The researcher has been taken representation from all the strata. The sample size of the study is 600 customers.

Tools for data analysis

The data was analyzed descriptively using SPSS software. To analyse the comparison between the traditional and online shopping, arithmetic mean model and graphs were used in this study and based on this, the results for the study purpose have been achieved.

Customer Satisfaction

Shopping systems include selection and actual purchasing of products, and consumer satisfaction derived from the use of the product. Physical stores witnessed positive growth due to various developments in the retail industry. However, physical stores are facing strong market competition from online stores as a result/impact of the industrial revolution 4.0. Availability of wide product selection, convenience and flexibility, time-saving and efficiency, access to customer reviews and feedback on online shopping and visiting physical stock, tangible and interactive shopping experience in physical stores cannot be replicated online, personalized assistance from sales staff, limited store hours and geographical constraints involve visiting physical stores to make purchases. It offers a tangible and interactive shopping experience that cannot be replicated online. The tangibility and inability is highly to inspect products, potential shipping delays and additional costs. Studying consumer satisfaction is the most important topic in promotion strategies. Investigating customer satisfaction is a key objective of all types of marketing strategies and identifies the decisive factors which can help them to retain existing customers and to attract new customers. It is broadly known as a key force in the development of an organization and also for customers' prospects of buying intentions. Satisfaction is based on the role between perceived

performance and expectations. . Customer satisfaction occurs when the value and customer service provided through a retailing experience meet or exceed consumer expectations. The customer is dissatisfied when the expectation is more than the performance, but when the performance is equal to expectations, it is said to be that customers are satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted. Fulfilled customers are possible to inform others of a positive experience and therefore employ heartening mouth promotion. This study is because there is still a lack of studies to explain how customer satisfaction can be developed by physical stores in sustaining a competitive advantage against online stores.

Respondents Level of Satisfaction on Offline and Online Shopping

The researcher made an attempt to find a significant difference in level of satisfaction between customers of online and physical stores. For this purpose, the researcher has constructed the following statistical null hypothesis and tested it.

H₀1: "There is no significant difference in level of satisfaction between customers of online and physical stores."

In order to find the difference, the 't' test was used and the result is shown in Table 1.

TABLE 1
SIGNIFICANT DIFFERENCE IN LEVEL OF SATISFACTION BETWEEN CUSTOMERS OF
ONLINE AND PHYSICAL STORES

Sl.No	Factors	Customers of		Result of 't' Test *Sig
		Physical stores	Online stores	
1.	Time save	3.28 (0.89)	4.56 (0.27)	5.618 .000*
2.	Money save	3.81 (0.77)	3.78 (0.72)	1.027 .264
3.	Shopping relax	2.98 (0.48)	3.54 (0.39)	7.611 .000*
4.	Convenient delivery	3.08 (0.85)	4.11 (0.48)	12.068 .001*
5.	Reliability of information	3.56 (0.68)	3.07 (0.64)	4.238 .075*
6.	Variety availability	3.24 (0.80)	4.35 (0.46)	9.337 .004*
7.	Brand availability	2.98 (0.44)	3.98 (0.56)	10.238 .001*
8.	Products' quality	3.25 (0.44)	3.20 (0.42)	2.031 .318
9.	Offers and schemes	2.98 (0.51)	4.12 (0.48)	45.032 .000*
10.	Cash on delivery facility	3.56 (0.46)	3.42 (0.44)	1.235 .211
11.	Competitive Price	2.99 (0.52)	3.89 (0.39)	8.862 .002*
12.	Discreet shopping	3.76 (0.49)	3.68 (0.42)	2.130 .204
13.	After sales service	3.67	2.56	11.034

		(0.51)	(0.42)	.001*
14.	Shoppingtimelimit	4.12 (0.51)	3.20 (.60)	9.567 .000*
15.	Productreturnandreplacementprocedure	4.42 (0.23)	2.84 (0.53)	16.230 .000*
16.	Customercarefacility	4.09 (0.40)	2.58 (0.38)	14.030 .000*
17.	Descriptionandspecificationproduct	3.29 (0.32)	3.11 (0.31)	1.098 .207
18.	Productpackaging	3.07 (0.51)	3.11 (0.50)	1.938 .117
19.	Availabilityofpaymentoption	3.44 (0.64)	3.29 (0.61)	2.648 .098
20.	Grievancemechanism	4.31	2.78	16.034
21.	Bookingandcancellationoforder	2.54 (0.50)	4.23 (0.39)	9.617 .000*
22.	Contactingseller	4.31 (0.50)	3.24 (0.42)	10.238 .001*
23.	Privacyofinformation	4.28 (0.41)	3.05 (0.52)	13.341 .000*
24.	Termsandconditionsofdelivery	3.12 (0.41)	4.01 (0.49)	9.956 .002*
	Overall	3.59 (.56)	4.12 (0.49)	10.562 .000*

Source: Computation from primary data

It is found from table 1 that while shopping in online shops, the customers are highly satisfied in the following aspects; time save (4.56), shopping relax (3.54), convenient delivery (4.11), varieties availability (4.35), brands availability (3.98), offers and schemes (4.12), cash on delivery facility (3.42), competitive price (3.89), product packaging (3.11), booking and cancellation of order (4.23), terms and conditions of delivery (4.01). On the other hand, customers are more satisfied while they are shopping directly in physical stores in the following aspects like money save (3.81), reliability of information (3.56), products' quality (3.25), cash on delivery facility, 3.56 discreet shopping (3.76), after sales service (3.67), shopping time limit (4.12), product return and replacement procedure (4.42), customer care facility (4.09).

, description and specification product (3.29), availability of payment option (3.44), grievance mechanism (4.31), contacting seller (4.31) and privacy of information (4.28). The level of satisfaction differed among the respondents in the following aspects, like, time saved, shopping relaxation, convenient delivery, reliability of information, variety availability, brand availability, offers and schemes, competitive price, after-sales service, shopping time limit, product return and replacement procedure, customer care facility, grievance mechanism, booking and cancellation of order, contacting seller, privacy of information and terms and conditions of delivery. It is authentically proved by the calculated 't' values with corresponding 'p' values. It is concluded that among the all the twenty-four aspects selected for this study, seventeen aspects have significant differences, hence the null hypothesis is rejected and concluded that the level of satisfaction in shopping through online and offline (physical) stores significantly differs among the customers of different types of readymade garments for the present study.

CONCLUSION

The consumer's purchasing behavior has turned out to be immense predictability in modern marketing structures. Despite the fact that consumer's education level has improved, business organizations can

promote their products in different ways as they like. Consumers' level of satisfaction is not up to the mark in online shopping as compared with offline shopping. For this reason, the companies should take different steps to understand the consumers' feelings and have to improve their marketing strategies in the online market. Due to the enhanced standard of living and education levels the rural population is ever-increasing day by day. Manufacturers and marketers should systematize different responsiveness camps.

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