

Anexploratory Study On Consumer Satisfaction Between Online And Traditional Buying In Tirupur District

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Abstract:

Consumer movement help customer to buy safer products, more options, more information and better redress system for the consumers. Globalization is the study of two groups namely Capital and Technology and termed as a “techno capital”. Globalization has greatly impacted socially, culturally, economically and technologically in many ways. The advancement of Information and communication technology has brought lot of changes in all spheres of daily life of human being. E- Commerce has lot of advantages which add value to the customer’s satisfaction online shopping and enables the companies to gain more competitive advantage over the other companies. This creates new desires and new consumption patterns among consumers. In the recent years, the rapid development of E-Commerce has changed the perception of buying among consumers. Online shopping is playing a vital role among people’s buying. It has definitely replaced our Traditional way of buying practices among the buyers. Though there are many advantages of online shopping but there are some noteworthy issues. This paper is going to show case the consumer behavior and perception towards online and Traditional way of buying. And also an attempt made to do a comparative study between online buying and Traditional buying and its emerging challenges.

Keywords: Consumer, Consumerism, E- Commerce, online shopping, Traditional shopping.

Introduction:

Increase in technology is a good platform to the seller in order to approach the consumers in economic way. In recent years online shopping is booming in the Economy and especially developing country like India it is playing a very import role for the consumers and the seller as well. On the other hand, Traditional shopping is still having its space and people examine the product physically their texture and other aspects and also take the possession of goods once the price has been paid by them. There are different categories of Consumers some go for online shopping, some for offline or traditional shopping and others go for both. However, online shopping is easier for the people than offline because people feel they are less priced than the physical shopping. It is purely in the hands of the consumer to choose the best channel for shopping that satisfy their needs and requirements. People are getting

attracted to online shopping as they have variety of choices, options, and other factors that is influencing the buyer to purchase more. (Laing and Lai, 2000) said that the internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing. The behavior of online shopping is also known as online buying behavior and internet shopping. Buying behavior means the purchase of good over internet using web browser.

An online store may also be called e-web store, e-shop, e-store, web-shop, online store, virtual store etc. These are designed to enable customer to browse through products and services over mobile, tablets, computer etc. Chaing and Dholakia (2014) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Consumers argue that online shopping is the best way to purchase as they are very comfortable in purchasing with just with a plastic card or even cash on delivery. In this, it is very important to look into the backward states like Kanyakumari in Tamilnadu, Odisha, Raipur where the economic status of the people is still backward will they prefer for online shopping. This study is going to show case the difference between online and offline shopping. To examine the factors influencing for the consumer to go for online shopping than traditional shopping and also to analyse the preferred online shopping website among the consumers.

Review of Literature:

Iyer and Eastmen (2014) found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behavior towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. However age is not the deciding factor to purchase online it depends on the satisfaction level and their requirements.

Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online

Tabatabaei (2009) has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping. He has done a survey revealed that all the consumers are literate and have knowledge about internet and computer. It has also been analyzed that consumers use web shopping more than one time in a month where as consumer who do offline shopping does only 4 to 5 times in a year.

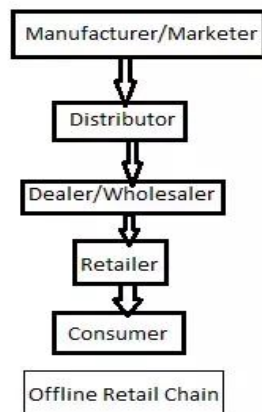
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(Aldrich Archive, 1982) online shopping is invented by a English entrepreneur Micheal Aldrich in 1979. (Palmer& Kimberly,2007) Tim Berners Lee is the one who created the first World Wide Web server in 1990. It was opened for a commercial purpose. There after many technological innovation emerged in 1994 like the online banking, the opening of online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system.

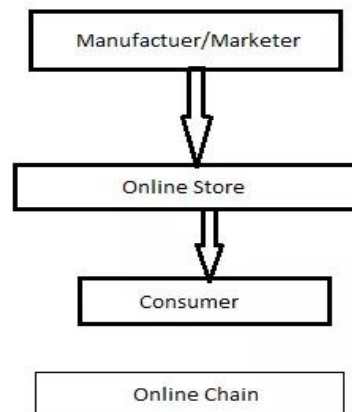
Amazon was launched in 1995, it is the first online shopping site of the world and after that eBay was introduced in 1995. Today many countries are doing online shopping but still some countries are at the starting point of the experiment of online shopping.

Difference between Online Shopping and Traditional Shopping.

Traditional Shopping



Online Shopping



This chart clearly explains that in Traditional shopping the chart flows from the Manufacturer to the Distributor and then to the dealer from the dealer to the Retailer and then Reaches to the Final Consumer.

Whereas in case of Online Shopping the Goods flows from the Manufacturer to the online store and then directly reaches the final consumer. The chain when compared to the Traditional shopping it is very less. In this both the Manufacturer and the Consumer get benefited with less number of channels.

Statement of the Problem:

There are still places in Tamilnadu, particularly is well known state and the literacy rate is also very high people are not comfortable with online shopping. The research is going to fill the gap between Online and Traditional Shopping. This study is going reveal why people go for online shopping than traditional way of shopping. This study also helps to have an idea for the people about online shopping. It will also be clear for the customer to choose the option between online and traditional shopping.

Objectives of the Study

The study compares between the online and Traditional shopping, the objectives are:

1. To analyze the consumer groups of Online and Traditional buyers.
2. To study and analyze the reason for consumers to shift from traditional to online shopping.
3. To analyze Frequency of buying and most preferred method of payment.

Methodology of Study:

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary method includes observation method, interview/questionnaire method, and case study method. Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose.

The sample individual is selected from different age group, different sex and from different location of Tiruppur District. The different group of people such as employee, unemployed people, housewives, students are considered for the study.

Sample size:

Determining the size of sample that is needed for a particular piece of research. For this research 150 sample size is taken for the interviews. Among the 150 respondents 80 responders are using online and 70 respondents are using offline. From this sample size the calculation of simple percentages for each variable is done.

Demographic Profile of the Respondents:

Demographic profile is playing very important role on factors influencing online and offline shopping. The following table shows that the demographic profile of online and offline shoppers in Tiruppur district.

Table 1

S.NO		Demographic factors	Online Shopping		Traditional Shopping		Total	
			No.	Percent	No	Perce nt	No	Percent
GENDER								
1	Male		30	37	40	57	70	46
2	Female		50	63	30	43	80	54
Total			80	100	70	100	150	100
AGE								
1.	Below 20 years	15	19		05	07	20	13
2.	20-30 years	35	44		10	14	45	30
3.	30-40 years	20	25		15	21	35	23
4.	40-50 years	05	06		20	29	25	17
5.	Above 50-years	05	06		20	29	25	17
TOTAL		80	100		70	100	150	100
OCCUPATION								
1.	Farmer	05	06		10	14	15	10
2.	Private Employee	30	37		17	24	47	31
3.	Student	20	25		17	24	37	25
4.	Housewives	15	19		20	29	35	23
5.	Businessmen	10	13		06	09	16	11
TOTAL		80	100		70	100	150	100
Monthly Family Income								
1.	Below 10000	20	25		10	14	30	20
2.	10000-20000	15	18		15	21	30	20
3.	20000-30000	30	38		20	27	34	34
4.	30000-40000	10	13		10	15	13	13
5.	Above 40000	05	06		15	23	13	13
Total		80	100		70	100	150	100

From Table 1 It is very clear that 50 online shoppers are female (63%) and Traditional shoppers are 40 male respondents (57%). 35 online shoppers are lies in the age group between 20-30 years (44%) and 20 Traditional shoppers lies in the age group of 40-50 and also lies in the age group of above 50 years.30 Online shoppers are Private employee(37%) and 20 Traditional shoppers are Housewives (29%). 30 Online shoppers are having monthly income in the range between 20000-30000(38%) and 20 Traditional Shoppers are in the income range of 20000-30000.

A. Respondent's preferences on online portal and Traditional Shopping places.

Respondents preferences on online portal and Traditional shopping places plays a vital role influencing online and offline shopping. The below table shows the preferred online portal for shopping and Preferred Traditional places for shopping in Tirupur district.

Preferred online Portal and Traditional shopping areas:

Table 2

Online				Traditional			
Preferred Portal	Total score	Mean Score	Rank	Preferred area	Total Score	Mean Score	Rank
Jabong	280	3.5	V	Stores	230	3.28	V
Snap Deal	320	4.0	III	Super Market	240	3.42	IV
Amazon	360	4.5	I	Whole sale	355	5.07	I
Flip Cart	340	4.25	II	Vendor	320	4.57	II
Ebay	290	3.27	IV	Kirana Store	255	3.64	III

It is very clear from Table 2 that Amazon obtained First Rank among the online shoppers with the mean score of (4.5) Flip Cartacquired Second Rank with mean score of (4.25) and Snap Deal obtained Third Rank mean score (4.0) and E bay obtained Fourth Rank with mean score of (3.62) and Jabong obtained least Rank(3.5). Among Traditional Shoppers First Rank obtained for Wholesale Shopping (5.07). And Second Rank obtained for Vendor Shopping (4.57) and Stores obtained the least mean score (3.28).

B. Mostly consumed items by online portals and Traditional Stores:

Table 3

Online				Traditional			
Preferred items	Total score	Mean Score	Rank	Preferred items	Total Score	Mean Score	Rank
Electronic items	370	4.62	I	Electronic Items	290	3.28	V
Groceries	360	4.5	II	Groceries	398	3.42	IV
Clothes	312	3.9	IV	Clothes	379	5.07	I
Medicines	072	0.9	V	Medicines	345	4.57	II
Cosmetics	357	4.47	III	Food Items	325	3.64	III

From the Table 3 it is very clear that items mostly purchased by online are Electronic items obtained the first rank among the consumers with mean score of (4.62). Next second rank obtained for groceries with mean score of (4.5) then for third rank obtained for cosmetics with the mean score (4.47), then fourth rank obtained for clothes with mean score (3.9) and the least rank obtained for medicines with mean score (0.9). The items mostly purchased among Traditional shoppers are Clothes obtained the first rank with mean score (5.07). Medicines obtained second rank with mean score (4.57) and then third rank obtained for food items with mean score of (3.64). Groceries obtained fourth rank with mean score (3.42). The Least rank obtained for Electronic items (3.28).

C. Duration of Purchase by Consumers from online and Traditional stores:

Table 4

Online (frequency of online purchase)				Traditional (frequency of Traditional purchase)			
Duration of Purchase	Total score	Mean Score	Rank	Duration of Purchase	Total Score	Mean Score	Rank
Once in a week	390	4.87	I	Daily	400	5.71	I
Once in month	380	4.75	III	Once in a week	380	5.42	III
Once in 3 month	385	4.81	II	Once in 3 month	270	3.85	IV
Once in 6 month	375	4.68	IV	Once in 6 month	250	3.57	V
yearly	365	4.56	V	Frequently	395	5.64	II

It is clear from Table 4 that among the Online shoppers first rank obtained by once in week with mean score (4.87) and the second rank obtained for once in three month with mean score (4.81). Third rank obtained for once in a month with a mean score of (4.75). Fourth rank obtained for once in 6 month with a mean score (4.68). Rank Five for online shoppers who shop yearly with mean score (4.56). Among the traditional shoppers first rank obtained for Daily with the mean score (5.71). Second rank obtained for frequently shoppers with mean score (5.64). Third rank obtained for once in a week with a mean score (5.42). Fourth rank obtained for once in 3 month with mean score (3.85). And least rank obtained for once in six month (3.57).

D. Preferred payment method among Online and Traditional shoppers:

Preference of the payment process for online and traditional is playing very important role on factors influencing online and traditional shopping. The following table shows that the Preference of the payment process for online and traditional shopping in Tirupur District.

Table 5

Online				Traditional			
(Payment Process)	Total score	Mean Score	Rank	(Payment Process)	Total Score	Mean Score	Rank
Debit Card	380	4.75	II	Debit Card	390	5.57	II
Credit Card	246	3.07	V	Credit Card	375	5.35	III
Net Banking	375	4.68	III	Net Banking	000	0	
NEFT Transfer	325	4.06	IV	NEFT Transfer	000	0	
Cash on Delivery	395	4.93	I	Cash on Delivery	400	5.71	I

From Table 5 it is clear that preference of payment process for online shopping cash on delivery obtained the first rank with mean score (4.93) and then the debit card obtained the second rank with the mean score (4.75) and the third rank obtained for net banking with mean score (4.68) and the fourth rank obtained for NEFT transfer with the mean score (4.06) and least score obtained for credit card with the mean score (3.07). Among the traditional shoppers Cash on delivery obtained the first rank with the mean score (5.71) and then the second rank obtained for debit card with the mean score (5.57) and Credit card obtained last rank with the mean score (5.35).

Findings of the Study:

It is clear that online shoppers Female obtained 63% and the male obtained 37% does online shopping and among traditional shoppers male is more obtained 57% and Female obtained 43%. Among the Age group 20 -30 years are more into online shopping with 44% and traditional shopping age group between 40-50 years and above 50 years obtained 29%. Among the online shoppers private employee does more online shopping obtained 37% and traditional shopper's private employee with 47% and students with 37%. 20000-30000 of the employee who get the monthly income does online shopping

more 38% and 20000-30000 (27%) and above 30000 (23%) of the monthly of employees does traditional shopping more.

It is very clear that 50 online shoppers are female (63%) and Traditional shoppers are 40 male respondents (57%). 35 online shoppers are lies in the age group between 20-30 years (44%) and 20 Traditional shoppers lies in the age group of 40-50 and also lies in the age group of above 50 years.30 Online shoppers are Private employee(37%) and 20 Traditional shoppers are Housewives (29%). 30 Online shoppers are having monthly income in the range between 20000-30000(38%) and 20 Traditional Shoppers are in the income range of 20000-30000.

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Recommendations:

The study reveals that female are more into online shopping than compare to male shoppers. It is a myth that female are more into shopping than compare to men and they always enjoy e-shopping than the traditional one. The middle aged and the young generation students are more into online shopping than the old age group because young generation are more aware of the latest technology and able to use this technology for their wellbeing than the old age group. Amazon and Flip Cart are the most preferred websites used by the youngster. Therefore, a great demand increasing for online shopping and many options available in online shopping than the traditional one consumers prefer online shopping as they get even good discounts. Electronic items are been purchased often by the consumers but as it is a Tiruppur district and famous for wholesale and cheap garments clothing are less demand among the online shopper. Earlier people were using traditional shopping but with the knowledge of updated technology and more internet users online shopping is much more comfortable among the shoppers as they get wide variety of products. This paper extend the studies while asking questions from the consumer who are into both online and traditional shopping and to rate both the channels of in terms of quality, quantity, performance, delivery, channels for delivery other related aspects of online and traditional. This approach gives a clear picture and motivations for other buyers to choose online and traditional shopping. The respondents of current study computer user and they are familiar with the technology.

Conclusion:

The result of the study reveals that there is a mixed opinion about online and traditional shopping among the shoppers in Tiruppur district. It is very shocking that a positive response among the respondents about online shopping especially district like Tiruppur where people are having less exposure about online. It has been found among the respondents that they are very comfortable in using online and internet some of the online portals are very friendly especially Amazon and Flip Cart to buy electronic items. Mobile Revolution have increased the penetration of mobile internet the mobile masses thus fuel the increase of internet shopping. There are still some portals which have not reached them and they have less number of options among online websites to choose. For internet firms this very important because it require their efforts to communicate and educate the customers about the benefits of online shopping if they want to increase the demand for online shopping. On the other hand respondents are still not happy with the garments buying through online because as mentioned Tiruppur is a manufacturing place for garments and it is sold in wholesale price people are very happy to buy clothes through offline. The limitation of the study is it is a generalize findings as it is based on particular region of respondents. A comparative study of differences in perception of online shopping of people living in different geographical areas will be carried for further research. The study reveals that Traditional shoppers are very less today, it has very bad impact on stores and they need to implement a marketing strategy to bring back their consumers again.

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