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## **A Comparative Study on Consumer Satisfaction towards Traditional Shopping vs Online Shopping**

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### **ABSTRACT**

Abstract – The growth of retail sector in India is one of the fastest globally. Indian consumers are very particular about their products. The consumer choices vary based upon their preference towards online shopping versus offline shopping. The internet and traditional shopping both have their own advantages and disadvantages. Online shopping doesn't require traveling long distances, offers more variety, remains functional 24\*7, offers huge discounts and extend the facility of customer reviews. On the other hand, traditional shopping allows customers to physically examining products which otherwise online shopping lacks. Consumers may be use both the online and traditional mode of shopping depending on their preferences at a particular moment, which results in fundamentally different behaviors across the two mode of shopping. This article attempts to throw some light on the differences emerging out of online shopping behavior and offline shopping behavior.

Keywords: *Consumer Buying Behavior, Online buying behavior, Traditional buying behavior.*

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### **1. Introduction of the study**

**TRADITIONAL SHOPPING** - In the early days, before the invention of money, there was a barter economy. People exchanged the goods and services for another goods. But after the introduction of money, people are buying goods and services after paying money. This is a shopping process, wherein consumers purchase their desired products and brands by visiting a store. It can be any local stores nearby, or a big department store like Big Bazaar, Spencer, and others. In this type of shopping, customers can directly check the product and feel it with their hands before engaging in a purchase. In other words, the end-consumers can directly visit a shopping center and decides to buy in cash or credit after actually seeing the product and selecting the same. In traditional shopping, products are usually displayed in front of the customers in racks. Besides, there no chance of getting any fake products, as customers can see all brands in front of them.

**ONLINE SHOPPING** Electronic shopping was invented by an English inventor called Michael Aldrich. English entrepreneur Michael Aldrich was a pioneer of online shopping in 1979. His system connected a modified domestic TV to a real-time transaction processing computer via a domestic telephone line. The invention of the first ever web browser, i.e. the World Wide Web in 1990 is the second major proponent of online shopping. This is an ecommerce or electronic commerce shopping procedure, whereby customers directly purchase their favorite brands from a seller in actual time without the interference of any middleman. The entire process is done on a web browser using the internet, or in a mobile shopping application, preferably, in smartphones.

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### **2. Objectives of the study**

- To know the preference between traditional shopping vs online shopping.
- To compare the preference between traditional shopping vs online shopping.
- To analysis the effects of shopping together online modem vs traditional shopping.
- To analysis the difference between traditional shopping and online shopping on efficiency, convenience, vast range of production, comparing prices and safety.

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### **3. Scope of the study**

- This study projects the impact of online and traditional shopping on consumers.
- To know the scope of the products that changes the attitude of the consumers during online and traditional shopping.

#### 4. Review of Literature

- **Hasina Momtaz, Md Aminul Islam, Ku Halim Ku Ariffin, Anayet Karim (2011)**<sup>1</sup> This study proposes an index for online customer satisfaction, To shop on Internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc. Internet in Malaysia is still considered as a new medium toll between the retailers and the consumers, and also retaining customers on e-retail is the most issue that is faced any e-retail store
- **Hsin Hsin Chang, Hsin-Wei Wang (2011)**<sup>2</sup> There were two studies performed in this research. Study 1 validated the self regulating processes; Study 2 tested the moderating effects of customer perceived value between satisfaction and loyalty. Structural equation modelling techniques and linear hierarchical regression models were used to test the causal model. We found that there are emotional and rational routes influencing customer loyalty in the online shopping process. This will contribute to other research that clarifies the influencing process of online shoppers' motivation and behaviour.
- **Xiaoying Guo, Kwek Choon Ling, Min Liu (2012)**<sup>3</sup> With the development of Internet, online shopping is developing rapidly in China as a new way for shopping. Therefore, it is important for this research paper to identify the determinants of consumer satisfaction towards online shopping in China. A total of 350 online shoppers in China had participated in this research. The findings revealed that website design, security, information quality, payment method, e-service quality, product quality, product variety and delivery service are positively related to consumer satisfaction towards online shopping in China.
- **Maria Delarosa Dipta Dharmesti, Sahid Susilo Nugroho (2013)**<sup>4</sup> The purpose of this study is to know the mediation role of customer satisfaction in the causal relationship between 9 antecedents of customer satisfaction and customer loyalty in the Indonesian online store context. Based on the model from Liu et al.(2008), the antecedents of online store customer satisfaction are information quality, security (privacy), payment system, delivery, customer service, transaction ability, response, web design, and product variation.
- **MS Barvin - International Journal of Economics, Commerce and ..., (2014)**<sup>5</sup> This study attempts to analyse the customer satisfaction of online and traditional shopping. Customer's satisfaction has become a crucial point of differentiation in online and traditional shopping where consumers make weekly, fortnightly or monthly trips and then spend more on these trips than other times especially in countries like India where competition in online is very fierce. Unfortunately in traditional shopping, ie, especially in departmental stores most of the unsatisfied customers do not complaint, they just go shopping somewhere else. The most popular form of shopping include those that are click-and-mortar which means stores that have both physical entity and an on-line presence. The numbers of strictly online stores will only continue to grow because of the growing popularity in online shopping and buying. In this study using different socio-economic variables. The outcomes of the study suggest that the better understanding of customer satisfaction.
- **Anas Hidayat, Muhammad Saifullah, Asmai Ishak (2016)**<sup>6</sup> This study aimed to investigate the antecedents of online customer satisfaction and online customer trust in Indonesia toward a particular e-commerce website. This study also analyzes the effect of online customer satisfaction and customer trust as key factors influencing online customer loyalty. A quantitative approach has been employed. The gathered data obtained using online questionnaire with itemized rating scale resulting in 443 respondents. For the purpose of data analysis, Structured Equation Model (SEM) method has been adopted.
- **Journal of Positive School Psychology 6 (2), 2671-2677, (2022)**<sup>7</sup> This study examines the internet buying patterns of clients of different ages. For online buying, it's important to consider factors like a customer's ethnicity or marital status and the kind of job they have as well as their annual income. Customers' reasons for not making online purchases may also be discovered via this study. It concluded that with the increased use of the World Wide Web, online shopping is gaining popularity daily. For marketers, determining a customer's requirement for online selling has become a hurdle. Understanding consumer attitudes regarding online shopping in particular, improving the elements that drive consumers to shop online, and focusing on the factors that encourage consumers to shop online can assist marketers in gaining a

1 Hasina Momtaz, Md Aminul Islam, Ku Halim Ku Ariffin, Anayet Karim "Customers satisfaction on online shopping in Malaysia" International Journal of Business and Management 6 (10), 162, 2011.

2 Hsin Hsin Chang, Hsin-Wei Wang "The moderating effect of customer perceived value on online shopping behaviour" Online information review 35 (3), 333-359, 2011.

3 Xiaoying Guo, Kwek Choon Ling, Min Liu "Evaluating factors influencing consumer satisfaction towards online shopping in China" Asian Social Science 8 (13), 40, 2012

4 Maria Delarosa Dipta Dharmesti, Sahid Susilo Nugroho "The antecedents of online customer satisfaction and customer loyalty" Journal of Business and Retail Management Research 7 (2), 2013.

5 M SULTHANA Barvin "A comparative study on customer satisfaction towards online shopping and traditional shopping with special reference to Tirunelveli District" International Journal of Economics, Commerce and Research 4 (1), 1-6, 2014.

6 Anas Hidayat, Muhammad Saifullah, Asmai Ishak "Determinants of satisfaction, trust, and loyalty of Indonesian e-commerce customer" International Journal of Economics and Management 10 (1), 151-166, 2016.

7 S Satpathy, KVR Rao, GM Charyulu... "Online shopping and the estimation of their effecting parameters using Consumer Attitudes: banking sector" Journal of Positive School Psychology 6 (2), 2671-2677, 2022.

competitive edge over their competitors. As a result, the study concentrated on two research questions: I) what variables impact customers' decision to purchase online, and ii) which criteria are most appealing to Chennai District online shoppers. ii) Who are the demographics of online shoppers? We anticipate that our findings would provide a clear and comprehensive picture for online merchants, assisting them in identifying the particular elements that encourage customers to purchase online, allowing them to develop strategies to cater to online shoppers in the Chennai District.

## 5. Analysis and Interpretation of Data

### 5.1 WEIGHTED AVERAGE SCORE METHOD

A weighted average score takes different scores, or grades, with assigned weights, or percentage. To calculate a weighted average with percentage, each category value must first be multiplied by its percentage. Then all of these new values must be added together.

*Table showing the consumer preference towards online shopping and traditional shopping*

Factors	Highly influenced	influenced	Neither influenced /nor not influenced	Not influenced	Highly not influenced	Total	Weighted Average Score	Rank
Salesman Advice	56	46	31	19	6	601	3.80	1
Discount	74	49	24	11	0	660	4.17	3
Price	61	79	11	4	3	665	4.20	4
Payment Facility	68	53	19	11	7	638	4.03	2

#### Interpretation:

The above table portrays that the consumer preference towards online and traditional shopping is based on the criteria of salesman advice followed by the payment facility, discount and price.

*Table showing the method of payment*

Factors	Highly influenced	Influenced	Neither influenced nor not influenced	Not influenced	Highly not influenced	Total	Weighted average score	Rank
Payment through cash	72	23	35	18	10	603	3.81	3
Credit card	34	47	38	16	23	527	3.33	4
Debit card	61	79	11	4	3	665	4.20	1
Online Payment	48	89	16	5	0	654	4.13	2

#### Interpretation:

The above table portrays that most of the consumers prefer to pay through debit card followed by online payment, payment through cash and credit card.

## 6. Findings

- The weighted average score for the consumer preference towards online and traditional shopping is based on the criteria of salesman advice followed by payment facility, discount and price.
- The weighted average score for the method of payment states that most of the consumers prefer to pay through debit card followed by online payment, payment through cash and credit card.

## 7. Suggestion

- One of the major factors that influence online shopping is that availability of wide range of products. So the traditional shops should provide the customers with variety of products.

- If the traditional shops provide various facilities like food, entertainment and shopping at same place, it will increase the number of customers to shop in store.
- The online retail platforms should provide quality products along with reasonable price.
- The online retail shops should show case the original products and deliver the exact same products without any damages in it.

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## 8. Conclusion

Shopping is the most talked-about term when it comes to modern-day citizens and netizens. The growth of the retail sector in India is the quickest in global terms. Indian customers are especially very conscious about their brands and products. When it comes to traditional shopping vs online shopping, a significant difference can be observed in the behavior of the consumers belonging to the present-day digital era. Nowadays, with the boom of e-commerce, most consumers, especially youngsters preferably choose to purchase from an online store. As online shopping provides various facilities like easy accessibility, availability 24/7, provides a wide range of products, etc., On the other hand traditional shopping provides various other facilities like proper customer service, physical examination of products, immediate delivery of products and most importantly the customers can spend time with their friends and families while shop in store.

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## 9. Websites

- <http://bazarpe24.com/blog/traditional-shopping-vs-online-shopping/>
- <https://way2benefits.com/what-are-the-benefits-of-traditional-shopping/>
- <https://www.ipl.org/essay/The-Importance-Of-Traditional-Shopping-PC6ZFM PGAWU>
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