A comparative study on traditional shopping and digital shopping with special reference to Erode

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ABSTRACT

This era of business is marked with a high degree of dynamism. Due to technical development, the concept of competitive advantage is avoiding day by day. Spending at the tick of a mouse is ahead popularity Now-a-days. Most of the people select to purchase the goods online. India Ranks 3rd after China in relationships of increasing online shopping fashion. This increasing trend made us interested to study on the topic. Main purpose of our study is to know what the factors are which influences consumers to online shopping, what are the flaws in traditional way of shopping due to which consumers prefer online shopping and also to discuss the nature of online shopping, what all difficulties it is facing and what actions can be taken to resolve them so that it can become a great success.

INTRODUCTION

Shopping is part of every day's life. Some get the necessary from shopping, others get something more. It is viewed as a way to release the stress, a way to complete some desire in the mind, or a way to add some flavour to the mechanical way of life. Shopping is maybe one of the eldest terms used to talk about what we all have been responsibility over the years. Then again, in early times, the terms that would have been used would be 'trading' or 'bartering' and maybe even 'market.' So what has traditional shopping have to offer now that the internet has opened up a wider and more enticing market to the current consumers. In over-all, there are two kinds of shopping: traditional shopping and online spending. Both of them have some merits and shortages respectively.

STATEMENT OF THE PROBLEM

Customer's gratification has become a crucial point of difference in online and traditional shopping where consumers brand weekly, fortnightly or monthly trips and then spend more on these trips than other times especially in

republics like India where competition in online is actual fierce. Unfortunately in traditional shopping, i.e., particularly in departmental stores most of the unsatisfied patrons do not complaint, they just go shopping somewhere else. So the lesson for the retailers is that customers' expectations remain continuously more upward and it is only the satisfied customers that are additional likely to remain loyal in the long run.

OBJECTIVES OF THE STUDY

- To find the awareness level of customer about digital and traditional shopping
- To identify the problem faced by customer on online shopping and traditional shopping

SCOPE OF THE STUDY

- This study will helpful to evaluate the positive impact of traditional and digital shopping.
- The present study will be helpful for analyses the problem faced by people due to traditional and digital shopping.

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LIMITATIONS OF THE STUDY

- Many respondents neglected to respond to the survey in their busy schedule.
- Many respondents found it difficult to rank the problem faced by them, as they are equally facing the entire problem.

LITERATURE REVIEW

Crawford (1997) said that traditional consumer behaviour online shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post purchase behaviour [1].

Solomon (1998) studied the online shopping and said that it is the study of the processes involved when an individual selects, purchases, uses of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice [2].

Women at Inter-net: creating new cultures in cyberspace. United Kingdom Biddles Ltd. Explores women's access to and knowledge of the Internet, across the world, and suggest concrete implications in order to in-crease women's engagement with new in-formation technologies [3].

RESEARCH METHODOLOGY

Research design

A Master plan that specifies the method and procedures for collecting and analysing needed information.

Sample design

Sampling is the process of selecting a sufficient number of elements from the population. A Sample Design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn [4].

Non-probability sampling

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Convenience sampling

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

Size of the sample

The Sample size is 141. (81 male & 60 female)

DATA COLLECTION METHOD

Primary data

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire cum Enumeration Method.

Secondary data

These are data which are already collected and used by someone preciously. The data's are collected from journals, magazines and websites.

STATISTICAL TOOLS USED

To analyse and interpret collected data the following simple percentage and ranking were used.

Simple percentage analysis

To analyse and interpret collected data the following simple percentage and ranking were used.

Formula

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

Henry Garrett ranking

Garrett's ranking technique to find out the most significant factor which influences the respondents

Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula: Percent Position $= 100 (R_{ij} – 0.5) N_j$ Where R_i Rank given for the ith

Variable by j^{th} respondents N_j= Number of variable ranked by j^{th} respondents.

DATA ANALYSIS

The Respondents participated in the research are from diversified background with gender, age group, marital status and educational qualification.

Table No 1: Demographic profile of the respondents

Details of the Respondents		No. of. Respondents.	Percentage
Age	Below20years	25	18
	20-30 years	72	51
	30-40years	36	25
	Above40years	8	6
	Total	141	100
Gender	Male	81	57
	Female	60	43
	Total	141	100
Marital Status	Married	62	44
	Unmarried	79	56
	Total	141	100
Educational Qualification	SSLC	12	8
	HSC	18	13
	UG	59	42
	PG	52	37
	Total	141	100
Occupation	Salaried	34	24
	Self-Employee	87	62
	Students	14	10
	Home Maker	4	3
	Retired	2	1
	Total	141	100
Monthly Income	Below 10000	63	44
	10000-20000	52	36
	20000-30000	10	9
	Above 40000	12	8
	No Income	4	3
	Total	141	100
Area of Residence	Village	21	15
	Town	57	40
	City	63	45
	Total	141	100

INTERPRETATION

From this study it is evident that age group of the 51% of the respondents fall under the category of 20 -30 years. In gender 81% was male and here 79% was unmarried. Among the respondents 59% was completed their UG degree. 87% of the respondents are self-employee. The respondents belong to 63% from city.

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Table No 2: This table shows the problems faced by respondents due to traditional shopping through henry Garett ranking technique

SL.NO	PROBLEM FACED	TOTAL SCORE	RANK
1	Limited variety of products	868	4
2	Retail price inflation	441	5
3	Time convenience	1950	1
4	Over expansion	1612	2
5	Fraud	1296	3

INTERPRETATION

Time convenience ranked no 1 with the total score of 1950.Over expansion ranked no 2 with the total score of 1612.Fraud ranked no 3 with the total score of 1296. Limited variety of products ranked no 4 with the total score of 868. Retail price inflation ranked no 5 with the total score of 441.
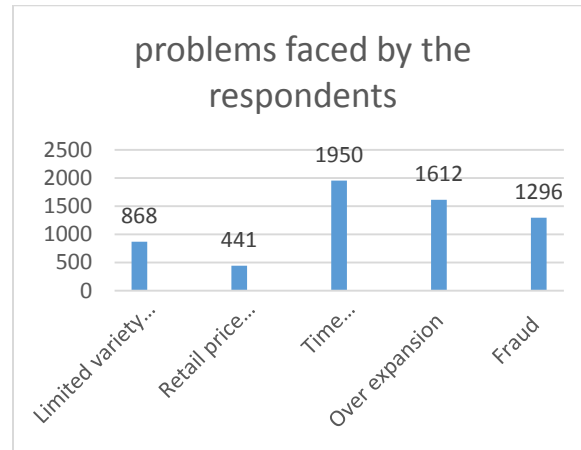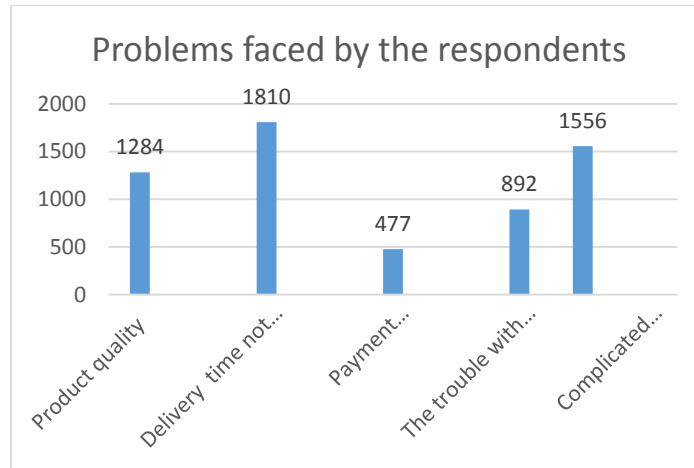

problems faced by the respondents

Table 3: This table shows the problems faced by respondents due to traditional shopping through henry Garett ranking technique

SL.NO	PROBLEM FACED	TOTAL SCORE	RANK
1	Product quality	1284	3
2	Delivery time not clear	1810	1
3	Payment confirmation missing	477	5
4	The trouble with hidden cost	892	4
5	Complicated navigation	1556	2

INTERPRETATION

Delivery time not clear ranked no 1with the total score of 1810.Complicated navigation ranked no 2 with the total score of 1556.Product quality ranked no 3 with the total score of 1284. The trouble with hidden cost ranked no 4 with the total score of 892. Payment confirmation missing ranked no 5 with the total score of 477.

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Problems faced by the respondents

FINDINGS

1) Age group of the 51% of the respondents fall under the category of 20 -30 years
2) In gender 81% was male and here 79% was unmarried.
3) Among the respondents 59% was completed their UG degree.
4) 87% of the respondents are self-employee.
5) The respondents belong to 63% from city.
6) Time convenience ranked no 1 with the total score of 1950.
7) Over expansion ranked no 2 with the total score of 1612.
8) Delivery time not clear ranked no 1with the total score of 1810.
9) Complicated navigation ranked no 2 with the total score of 1556.

SUGGESTIONS

1) Product delivery may include some corrective measures to improve delivery time accuracy.

2) Internet environment has to be improved in the areas of art, dynamic and interactive techniques.
3) In most of the websites the given information, features about the product on the website and product received from the online vendor are different.

CONCLUSION

Online shopping has assumed any and all types of patrons the ability of being able to buy everything, that is, any type of item or product, regardless of where its location is in any part of the world. What's extra, the customer fixes not have to leave the limits of his house or current location to be able to own and purchase the merchandise, item, or product that he wants. Online shopping has come up as a boon for all type of consumers and it has something to offer for everyone. Notwithstanding of this fact that it is highly convenient and time saving and to certain degree it is also cost cutting workout as one need not to step out of his / her home for responsibility shopping.

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