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A COMPARATIVE STUDY OF TRADITIONAL VERSUS ONLINE SHOPPING IN BILASPUR CITY OF CHHATTISGARH

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ABSTRACT:-

With the ever growing population, there is a huge pressure on the market and the manufacturers have to face tough competition to earn profit which depends on good market and customer satisfaction. Traditional shopping has been the one and only option available to



the people till few years back for their domestic / large scale needs. With the growing information technology, use of the internet services and upcoming of online market, customers are switching over from traditional to online shopping. Online shopping offers various advantages over the traditional shopping in terms of

wide variety of products, good discounts, etc. The primary data has been collected from 167 respondents residing in Bilaspur city of Chhattisgarh. The study concludes that the traditional shopping for purchase of products is more preferred over the online shopping by the respondents till today.

KEYWORDS: Traditional Shopping, Online Shopping, 24 X 7 Accessibility.

INTRODUCTION :

From the very beginning, man has not been able to sustain by himself and has always been dependent on the nature / environment and other humans. For sustaining life from the primitive ages, that is, from Stone Age to till date; there is a need of society and cooperation among other human beings. There was exchange of goods, skin and bones of animals, fruits, cereals, vegetables, tools in the Stone Age for livelihood. In Bronze and Copper Age, there was exchange of small pieces of metals or coins to buy fruits, vegetables, clothes and food for their livelihood. Development of currency has replaced these patterns and has now been equated as the power to purchase products. With the growing modernisation / newer developments, purchases of products at individual and family basis have been replaced on a broader scale as 'Shopping'. Shopping includes purchase of products for sustaining day to day life and for entertainment, leisure, luxury, etc.

Traditional shopping means going to a shop for purchasing products from that particular shop at local level. They provide certain 'Offers' and 'Limited Discount' after setting their own selling price (including profits). The products may be limited in stock and offers brands which may be limited to a local region for distribution. These may not be able to suffice the requirement of the individuals and they may have to seek another shop for the same. It may be possible that the individual may not get what they actually need and may have to adjust for

the same for something else as a replacement or otherwise they may have to contact / reach the bigger cities / distributors for their needs which may be another burden for them in terms of time, cost and any wear and tear of the product which may not be replaced / returned. Billing done for the payment may not be accurate / original or may be from a duplicate bill book to save taxes by the traditional shopkeepers. The shopkeepers may exploit or may not provide adequate incentives / wages to their employees. Traditional shopping has always been the first priority of the individuals in terms of easy approach, time saving and sufficing usual day to day requirement of the individuals.

Since the development of information technology, internet services and development of mobile services / applications for shopping, for example, Amazon, Flipkart, Myntra, Snapdeal, Jabong, Urban Ladder, Big Basket, etc., these are now contributing to a larger proportion of shopping in developing / developed nations across the world. With the improvement in internet services across the world including India, there has been an ever increase in transactions / shopping through these. Online shopping offers a wide variety of products not only limited to the local level but also national / international brands. They offer all variety of products from individual brand to multiple brands. Most of the time they provide a good discount as they bypass multiple distributors and provide direct factory outlet. They have fixed policies especially concerned with customer satisfaction and offers customer service guidance usually not seen in traditional shopping and a variety of feedback system. They offer not only cash on delivery but a variety of payment system including debit / credit cards / UPI services / net banking, etc. These online shopping provide a safe and secured method of payment and offers replacement / return policies usually for most of the product or refund of the payment done. They try to provide customer satisfaction to the best at their level. Most of the online shopping brands have started their own delivery / courier services to provide better services to the customer at a cheap rate with faster delivery service. These delivery services provide proper tracking of the packages / product ordered and they provide time to time notification through text messages (mobile) / emails. They provide original billing of the product with proper taxes and discounts as applicable. It offers a wide variety of jobs to large group of population who may be involved in logistics / employed by these companies.

Online shopping has drawbacks too which usually includes heavy shipping charges (third party services), out of stock product which may take very long time to return to the stock, delay in delivery / lost of track (usually due to third party services / logistics), damaged products and long time to get it returned and receive the new one, the products are standard but for few exceptions the size may not be suitable, thus require return / replacement of the products which may take longer time and specially depend upon the stock availability.

On a broader scale, it can be concluded that with the developing technologies and mobile services across the nation / worldwide, there is a very much increase in online shopping usually due to their multiple advantages which usually includes large variety of products, good offers / discount, good delivery services, better payment facilities, delivery at their door step (individual home or selected place), time to time tracking of package, easy return / refunds with good customer services and feedback, the online shopping is now replacing the traditional shopping.

2. LITERATURE REVIEW

With the increase in knowledge and development of internet services, the ways or modes of shopping are also gradually changing. The individuals now prefer to do online shopping over traditional shopping. The perceptions and viewpoints of the individuals changes depending upon their preferences and choices. For completing the research paper, the views of various authors, research scholars, philosophers and economists were considered which are as follows:

Gender does impact the possession of internet and the frequency of purchase online. The online shopping frequency is relatively less. The organisations can prioritize the consumer inherent and unequivocal requirements in online shopping environment (Nagra & Gopal, 2013).

The factors which favours the online purchase are instant check of products / service availability, pre planning of buying, 24/7 availability, comparison of different services and their quality, time saving, feedback from customers helps in buying and different mobile apps helps in easy purchase. The factors which hinder the

buying behaviour of the customer are overload of information, complexity, technology failure, lack of transparency, security, privacy, trust and trustworthiness (Singhal & Shekhawat, 2015).

The online and offline shopping is independent of gender and income for eyewear. Both the low and high income people are aware about the eyewear online shopping (Lopes & Prabhatendulkar, 2016).

The study is undertaken to know the views of the respondents in order to make a comparative study between the traditional shopping and the online shopping while focusing on the reasons for their preferences / choices. The study was conducted amongst the people who are using traditional and online shopping both and are residing in Bilaspur city of Chhattisgarh.

3. OBJECTIVES OF THE STUDY

The objectives of the study are:

- 1) To study the views / preferences / choices of the respondents concerned with traditional and online shopping.
- 2) To study the benefits and drawbacks of traditional shopping from respondent's point of view.
- 3) To study the benefits and drawbacks of online shopping from the respondent's point of view.

4. HYPOTHESES OF THE STUDY

The hypotheses of the study are:

H₀₁: The respondents are not satisfied with the traditional shopping.

H₀₂: The respondents are not satisfied with the online shopping.

5. RESEARCH METHODOLOGY

Data was collected to know the preferences of the respondents by using both primary and secondary sources. For fulfilling the objectives, primary data has been collected from 167 respondents through self-structured questionnaire. The relevant information concerned with secondary data was collected from the articles, journals and internet.

5.1 Universal Sample

The study was conducted amongst the people residing in Bilaspur city of Chhattisgarh to know the preferences and choices of the respondents regarding traditional and online shopping.

5.2 Sample Size

167 duly filled questionnaire was returned from the respondents which constituted the sample size.

5.3 Research Design

Descriptive research design has been used for completing the research paper. The convenient non – probability sampling has been used to collect primary data through self – structured questionnaire designed for the purpose of the study.

5.4 Statistical Tools

To identify and represent the preferences and choices of the respondents, pie charts have been used. The data has been analysed using IBM SPSS software.

5.5 Limitations of the Study

- 1) The study has been conducted amongst the people residing in Bilaspur city of Chhattisgarh.
- 2) People using both traditional and online shopping have been considered for the study.
- 3) Biasness of the respondent.

6. ANALYSIS OF DATA

Analysis of data collected from 167 respondents has been made using IBM SPSS software and the results are depicted with the help of Pie Charts.

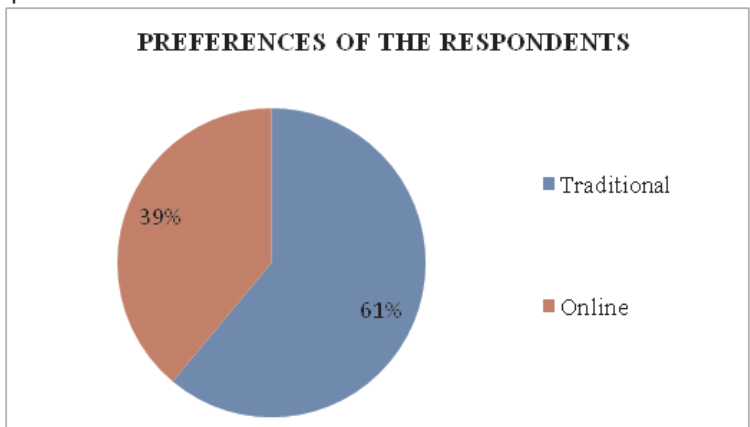


Exhibit No. 1 Preferences of the respondents for the shopping

Majority of the respondents prefer to do traditional over online shopping for purchasing of the products.

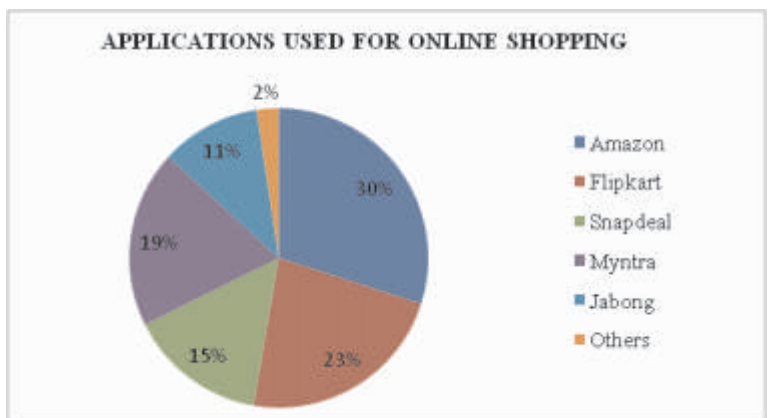


Exhibit No. 2 Various applications used for online shopping for purchase of products

Respondents prefer Amazon, Flipkart and Myntra than the other applications for online shopping for the purchase of the products.

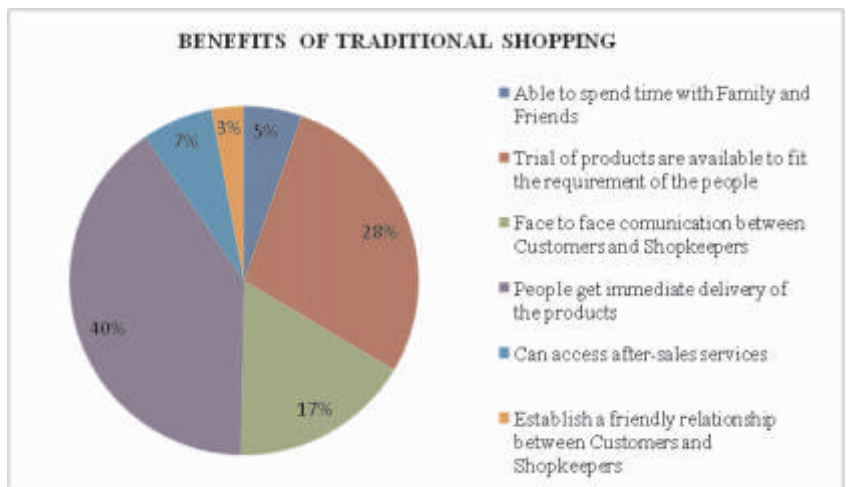


Exhibit No. 3 Benefits of Traditional Shopping for purchasing of products

Immediate delivery of products, trail facilities and face to face communication between the customers and shopkeepers are considered as the main benefits of the traditional shopping which attracts the respondents for purchasing products.



Exhibit No. 4 Drawbacks of Traditional Shopping for purchasing products

The major drawbacks of traditional shopping considered by the respondents are that mostly the local brands are available in the shops, minimum discounts are available on the products and only profitable products are kept by the shopkeepers leading to loss of interest by the customers doing traditional shopping.



Exhibit No. 5 Benefits of Online Shopping for purchase of products

Respondents prefer online shopping for purchasing of products as it provides wide variety of products, provides 24 X 7 accessibility and products are delivered at door step which motivates the respondents for online purchases.

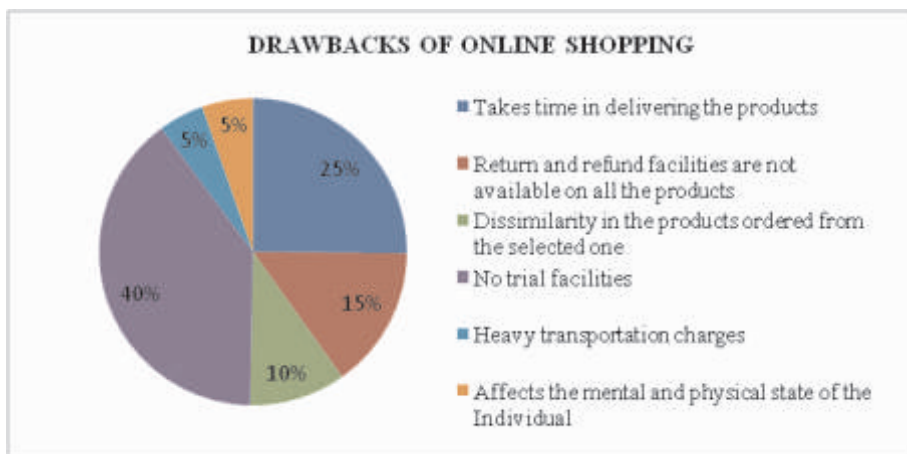


Exhibit No. 6 Drawbacks of Online Shopping for purchase of products

Respondents hesitate to use online marketing as there is no trial facilities, takes time in delivering the ordered products and the return and refund option are not available for all the products.

It can be clearly stated that the respondents prefer to do traditional shopping than the online shopping for purchasing of the products; Amazon application is preferred one over others for online purchases; the immediate delivery of the products is the major factor for their preference for traditional shopping whereas availability of mostly the local brands is the major drawback; wide variety of products is the major reason for doing online purchase while no trial facilities is the major hindrance. From the study; it can be concluded that both the hypothesis taken, that is, the respondents are not satisfied with the traditional shopping and the respondents are not satisfied with the online shopping have been rejected, since the respondents prefer to do both the traditional and online shopping even with drawbacks as mentioned; preferring traditional over online.

7. CONCLUSION

Since the very beginning, people have always been familiar to traditional shopping and accepted it as the only available option. With the beginning of online shopping, customers have come to know the various advantages of online over traditional shopping like wide variety of products to choose from national / international brands, good discounts, easy exchanges, multiple payment systems, easy tracking of products. Along with the advantages, it also has drawbacks like delay in delivery, duplicacy of products, heavy transportation charges, etc. But even with these flaws online shopping has open a new era of shopping and would be replacing the traditional shopping in near future.

The study concludes that traditional shopping is still preferred by the respondents till date, as it provides immediate delivery of the products, trial facilities and face to face communication between the customers and shopkeepers.

8. SCOPE FOR FURTHER RESEARCH

The study is conducted among the people residing in Bilaspur city of Chhattisgarh using both the traditional and online shopping. A comparative study among online and traditional shopping can be conducted in the future depending upon customer satisfaction, payment options, region, age, gender and family size. The study can be extended for making a comparative study among the various websites available for online shopping.

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