

A Comparative Study On Customers' Satisfaction Towards Online And Physical Shopping With Reference To Readymade Garments

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ABSTRACT

The online market sector has gone through many industrial and rigid changes, which play a role in creating a shift in consumer buying attitudes. The present study makes an effort to locate the differences in the problems associated with shopping in the online and also the offline market. The study consist 650 customers; they were randomly, those who were shopping both online and offline in Cuddalore District. The study establishes the problems faced by consumers while shopping at both online and offline retailers. This research attempts to measure the customers' perception regarding problems associated with shopping with both market retailers. The study was based on primary data collected through an interview schedule. SPSS has been used to analyze and interpret the data. t-test and chi-square analysis have been used.

Key Words: Online market, offline market, consumer buying attitudes, customers' problems.

Introduction

Online environment has transformed and become the most favored form of shopping. Online Retailing is enabled to sell products and services directly to their

customers. Online retailing is a flattering, a well-liked instrument to attract the attention of probable customers and keep hold of the-hand customer by delivering customer value and also helps to serve their customers quickly and more competently by offering a collection of products and services. Now, social media have evolved into a powerful tool that is shaping the way of online shopping and making it more interactive and convenient for consumers. Social media incorporate live shopping events, where brands and influencers showcase products in real-time and interact with their audience. Customer satisfaction is the main pillar for success and survival of the business, and the problems associated with shopping will affect customer satisfaction. The widespread adoption of strategies will help to overcome the problems in both online and offline shops. Identifying and understanding of problems that affect customer satisfaction is beneficial for businesses as this knowledge will drive them to focus and further strengthen the critical areas that lead to customer satisfaction and retention. Therefore, it is imperative for online retailers to align their strategies in response to changing customer's needs and developments in technology. The research is undertaken to gain a better understanding of the problems associated with both online and offline shopping and how that affects customer's satisfaction with reference to readymade garments.

SIGNIFICANCE OF THE STUDY

The study is about the consumer buying attitudes in online and offline shops and problems associated with them in different market segments. The present study would help companies, financial designers, e-retailers, to add value and achieve a competitive edge against their competitors and remain successful in the long run and would recognize the most important problem that greatly influences their consumers' satisfaction. The present study also would help the government to recognize the harms and risks that affect consumers and frame needful legal procedures to solve risks to satisfy

both marketers and buyers in online and offline market segments by providing legal support.

Need for the Study

At the present day, consumers have not only many choices, but they also have a wide variety of channels to choose from different modes of market, i.e, online and offline. Due to the start of many channels, an incessant increase in the competition between online and offline marketers, and the accepting of what incites consumers to purchase from online and offline market. In modern years, studies eminent a different store and non-retail format market. The study contributes to the current marketing literature by comparing the offline and online channels side-by-side. This study also contributes hypothetically and practically to a better understanding of consumer behaviour, particularly their problems associated with access issues, demographic issues, product availability, technological familiarity, experience, trust, and brand and customer service while shopping in two different major market streams. This study will see whether problems linked with shopping will be great from the consumer's point of view. Which option would be more preferred by the consumer to shop whether online or offline? Cuddalore district is taken as an area of study because no study is being done in the context of problems of these markets, not even in the context of Tamil Nadu.

Statement of the Problem

The sudden increase in internet behavior among all levels of people has revolutionized shopping online and people have preferred to buy products in the comfort of their homes and offices. This sudden rush of online shopping made a major impact on traditional store marketing and has induced several research efforts aimed at understanding the factors leading to the customer switchover from offline shops to the online shops environment. Shops both in online and offline purchasing experience include many things starting from information search, evaluation of products, decision

making, transaction making, delivery of goods, returns of goods purchased and customer support service. There is still lack of awareness and low digital literacy among the rural consumers is one of the important factors hampering the growth of online shopping behaviour. Both the online and offline markets have perceived dissimilar problems of manifold magnitudes, including social, financial, physical, psychological, time, and performance risks. Problems relating to contacting sellers, changing delivery conditions, receiving wrong goods, difficulty to change products, not assuring product guarantee, complex process of order/payment, visual differences between picture and received goods, no availability of after-sales service etc, of major problems associated with shopping in both online and offline shops. In this situation of the changing retail landscape from offline to online shops, the retailers in both online and offline markets need to identify and understand the problems which affect consumer satisfaction. It is very important to build strong relationships with consumers to achieve customer loyalty to their store. Hence, this study has been undertaken to consider. Elevated the research question, do problems faced by consumers while shopping with both online and offline retailers differ or not? It is against this backdrop that the paper examines the satisfaction level of problems shopping online.

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. Consumers also changed their shopping behaviours and started to shop for goods and services online. The vendors have lined up their trade in online mode with offers different schemes and benefits. To be a successful marketer, it is absolutely essential to read the perceptions of the prospective buyers relating to problems associated with shopping in both online and offline shops. Therefore, there is a need

to study and compare the problems faced by consumers while shopping in online and offline mode.

Objectives

This study has the following objectives:- To analyse and compare the consumers' perception of various problems associated with online and offline shopping.

Hypothesis

The study proposes to test the following hypotheses:

Ho1. "There is a significant difference in the level of problems associated between online and offline markets"

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.

Comparison of Problems associated with on Offline and Online Shopping

Today, modern marketing is a challenge in and of itself. Marketers now have to know target customers not only locally but from all over the globe and may also need to for understanding how to develop the business for a worldwide existence. Not only to the best return on investment and to the business, getting new customers, training keeping a marketing team, keeping up with the latest global changes, expanding the brand into other countries, budgeting for marketing campaigns, avoiding struggling with a lack of resources, handling market changes in the increased competition and to generating the right leads and better traffic, sellers require to think about the marketing challenges and make a plan for overcoming them. Studying various problems which are faced by consumers while shopping both online and also in offline media of markets is very important. The researcher made an attempt to find the significant difference in the level of problems faced by customers while shopping in online and physical stores. For this purpose, the researcher has constructed the following statistical null hypothesis and tested it.

Ho1: "There is no significant difference in level of problems 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.

TABLE1 SIGNIFICANT DIFFERENCE IN LEVEL OF PROBLEMS IN ONLINE AND PHYSICAL STORES

Item No	Items Measuring Problems	Physical Stores		Online Stores		t-Value
		Mean	SD	Mean	SD	
1.	Difficult to get answers for our queries	3.71	1.17	4.15	1.01	4.28**
2.	Difficult to return and exchange products	3.12	1.03	4.02	0.85	2.76**
3.	Received wrong or damaged goods	3.66	1.02	3.97	0.96	3.34**
4.	Difficult to change defective product	3.59	0.95	3.88	0.86	3.40**
5.	Products guarantee is not assured	3.64	0.97	3.81	0.94	1.87

6.	Complex process of order/payment	3.63	0.97	3.71	0.84	0.86
7.	Visual differences between picture and received goods	3.02	0.96	3.93	0.83	4.18**
8.	No after sales service	3.50	0.98	3.63	0.84	1.59
9.	Poor grievance mechanism	3.15	0.98	3.80	0.95	2.70**
10.	Payment security	3.37	1.06	3.93	0.90	2.41*
11.	Hidden charges	3.57	0.92	3.66	0.76	1.19
12.	No chance for taste and preference	3.04	1.05	4.25	1.04	6.16**
13.	Less offers and discount	3.65	0.96	3.83	0.91	1.99*
14.	No choice for bargaining	3.04	1.09	3.94	0.95	2.05*
15.	No credit facilities	3.11	1.09	4.75	1.01	9.12**
16.	Poor packing	3.33	1.02	3.53	0.92	2.18*
17.	Logistic issue and delivery timeline	3.42	1.03	4.06	0.99	4.42 **
18.	False commitment	3.38	0.99	3.75	0.89	4.18**
19.	Fluctuation in pricing	3.37	1.01	3.50	0.99	1.45
20.	Poor quality issue	3.17	1.03	3.88	1.08	3.89 **

Source: Computation from primary data

A perusal of the table ----- reveals that the extent of problems faced by the consumers while shopping made from Online Stores are significantly higher due to “Difficult to get answers for our queries ” (Mean = 4.15, t value = 4.28, $p < 0.01$), “Return & exchange policies” (Mean = 4.02, t value = 2.76, $p < 0.01$), “Received wrong or damaged goods” (Mean = 3.97, t value = 3.34, $p < 0.01$), “Difficult to change defective product” (Mean = 3.88, t value = 3.40, $p < 0.01$), “Visual differences between picture and received goods” (Mean = 3.93, t value = 4.18, $p < 0.01$), “Poor grievance mechanism” (Mean = 3.80, t value = 2.70, $p < 0.01$), “No chance for taste and preference” (Mean = 4.25, t value = 6.16, $p < 0.01$), “Less offers and discount” (Mean = 3.83, t value = 1.99, $p < 0.05$), “No choice for bargaining” (Mean = 3.94, t value = 2.05, $p < 0.05$), “No credit facilities” (Mean = 4.75, t value = 9.12, $p < 0.01$), “Poor packing” (Mean = 3.53, t value = 2.18, $p < 0.05$), “Logistic issue and delivery timeline ” (Mean = 4.06, t value = 4.42, $p < 0.01$), “False commitment” (Mean = 3.75, t value = 4.18, $p < 0.01$) and “Poor quality issue” (Mean = 3.88, t value = 3.89, $p < 0.01$). This shows that the extent of problems faced while

shopping on the online market is significantly higher for consumers compared to the extent of problems faced while shopping in the offline market.

CONCLUSION

The current literature shows that there are significant differences facing problems in shopping between online and offline media of shopping based on certain parameters. Even though the fast development in online sales in India and the outcry of an additional uptick in online shopping, still in India a greater fraction of consumers choose an offline shopping experience. All the way through various problems, it is found that most the consumers are shopping online. Offering more schemes and discounts, supplying different types of products and different dimensions have really put a huge force on shopping through online for middle and low level people. Hence, the online medium of shopping has no doubt hit the offline stores hard.

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