

DIGITAL DOMINANCE: UNVEILING THE SUPERIORITY OF ONLINE MARKETS OVER TRADITIONAL COUNTERPARTS

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

SARAVANA VEL D K

REGISTER NO:42410054



DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC | 12B Status by UGC |
CATEGORY - 1 UNIVERSITY BY UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**

DECEMBER 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **SARAVANA VEL.D.K 42410054** who carried out the Project Training “**DIGITAL DOMINANCE: UNVEILING THE SUPERIORITY OF ONLINE MARKETS OVER TRADITIONAL COUNTERPARTS**” under my supervision from SEPTEMBER 2023 to NOVEMBER 2023.

Mrs. K. KAAVYA

Internal guide

External Guide

Dr. BHUVANESWARI. G, MBA., Ph.D.
Dean - School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Mrs.K.KAAVYA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.



SARAVANA VEL.D. K

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	Abstract	i
	List Of tables	ii
	List of charts	iii
1.	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Online Market	2
	1.3 Traditional Market	2
	1.4 Online Market Vs Traditional Market	3
	1.4.1 Accessibility and Convenience	3
	1.4.2 Global Reach Vs Local Presence	3
	1.4.3 Customer Experience and Interaction	3
	1.4.4 Cost and Overheads	4
	1.4.5 Adaptability	4
	1.4.6 Significance	4
	1.5 Problem Statement	4
	1.6 Objective	5
	1.7 Need For Study	5
	1.8 Scope Of Study	6
2.	REVIEW OF LITRATURE	7
	2.1 Review Of Literature	7
3.	RRESEARCH METHOLOGY	17
	3.1 Methodology	17
	3.2 Research Design	17
	3.3 Sampling Technique	17
	3.4 Source Of Data	18
	3.4.1 Primary Data	18
	3.4.2 Secondary Data	18

	3.5 Structure Of Questionnaire	18
	3.6 Sample Design	19
	3.7 Period Of Study	19
	3.8 Area Of Study	19
	3.9 Hypothesis	19
	3.9.1 Hypothesis-1	19
	3.9.1 Hypothesis-2	20
	3.10 Tools For Analysis	20
	3.10.1 Percentage Analysis	20
	3.10.2 Data Analysis and Interpretation Tool	20
4	DATA INTERPRETATION AND DATA INTERPRETATION	
	4.1 Percentage Analysis	22
	4.1.1 Age of the Respondent	22
	4.1.2 Gender of the Respondent	23
	4.1.3 Location of the Respondents	24
	4.1.4 The respondents' online shopping behavior	25
	4.1.5 Products most frequently bought online	26
	4.1.6 The respondents' Offline shopping behavior	27
	4.1.7 Product Purchased the Most in Traditional Market	28
	4.1.8 New Product Advertisement In Online Market	29
	4.1.9 New Product Promotion In Traditional Market	30
	4.1.10 Level Of Satisfaction Traditional VS Online Market	31
	4.1.11 Social Interaction Traditional Vs Online Market	32
	4.1.13 Conversion from Traditional to Online Market	33
	4.1.14 Future Consideration	34
	4.1.15 Market Prediction	35

	4.1.16 Online Market Convenience	36
	4.1.17 New Product Discovery	37
	4.1.18 Market Personalization	38
	4.1.19 Wider Range of Product	39
	4.1.20 Social Connect	40
	4.2 HYPOTHESIS-1	41
	4.2.1 Chi-Square Test	41
	4.2.2 Correlation Analysis	42
	4.3 Hypothesis-2	43
	4.3.1 One Way ANVA	43
	4.3.2 Correlation Analysis	44
5.	FINDING, SUGGESTIONS AND CONCLUSION	45
	5.1 Finding	45
	5.2 Suggestion	47
	5.3 Conclusion	48
	REFERENCE	49
	ANNEXURE I – Questionnaire	51

ABSTRACT

This research scrutinizes the escalating dominance of online markets in contrast to their traditional counterparts, aiming to unveil the multifaceted aspects attributing to this profound shift in the contemporary marketplace. Through a comprehensive analysis, it delves into the myriad factors that contribute to the superior position of digital platforms. Central to this investigation is the exploration of the unparalleled convenience and accessibility offered by online markets, reshaping consumer behaviors and preferences. Additionally, it meticulously examines the pivotal role of cutting-edge technologies, including AI algorithms, data analytics, and targeted marketing strategies, in bolstering the competitive edge of online platforms. Moreover, the study dissects the economic ramifications of digital ascendancy, emphasizing the cost-effectiveness, scalability, and expansive global reach inherent in online markets while contrasting these advantages against the limitations faced by traditional establishments. Notably, it dissects the challenges confronting brick-and-mortar businesses in adapting to this evolving landscape, underscoring the imperative for innovation and adaptive strategies to maintain competitiveness. Employing empirical data, industry case studies, and insightful analyses, this research endeavors to provide stakeholders, policymakers, and businesses with an intricate understanding of the evolving market dynamics, thereby facilitating informed decision-making and strategic planning amid the relentless evolution of the digital economy.

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Respondents Age	22
4.1.2	Respondent Gender	23
4.1.3	Respondents Location	24
4.1.4	Online Shopping Behavior	25
4.1.5	Online Product Buying Frequency	26
4.1.6	Offline Buying Behavior	27
4.1.7	Offline Product Buying Frequency	28
4.1.8	Online Market Promotion	29
4.1.9	Traditional Market Promotion	30
4.1.10	Level Of Satisfaction	31
4.1.11	Social Interaction	32
4.1.12	Ratio	32
4.1.13	Conversion	33
4.1.14	Future Consideration	34
4.1.15	Market Predication	35
4.1.16	Market Convenience	36
4.1.17	New Product Discovery	37
4.1.18	Market Personalization	38
4.1.19	Range Of Product	39
4.1.20	Social Connection	40
4.2.1	Chi-Square Analysis	41
4.2.2	Hypothesis-1 Correlation	42
4.2.3	One Way ANOVA	43
4.2.4	Hypothesis-2	44

LIST OF CHARTS

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Respondents Age	22
4.1.2	Respondent Gender	23
4.1.3	Respondents Location	24
4.1.4	Online Shopping Behavior	25
4.1.5	Online Product Buying Frequency	26
4.1.6	Offline Buying Behavior	27
4.1.7	Offline Product Buying Frequency	28
4.1.8	Online Market Promotion	29
4.1.9	Traditional Market Promotion	30
4.1.10	Level Of Satisfaction	31
4.1.11	Social Interaction	32
4.1.12	Ratio	32
4.1.13	Conversion	33
4.1.14	Future Consideration	34
4.1.15	Market Predication	35
4.1.16	Market Convenience	36
4.1.17	New Product Discovery	37
4.1.18	Market Personalization	38
4.1.19	Range Of Product	39
4.1.20	Social Connection	40

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

In an era marked by unparalleled technological advancement, the landscape of commerce has undergone a profound metamorphosis, witnessing the ascendancy of online markets to an unprecedented level of dominance. This transformation has spurred an intricate and dynamic shift in the marketplace dynamics, challenging the longstanding reign of traditional brick-and-mortar establishments. The convergence of digital platforms with consumer behavior has redefined the very essence of commerce, reconfiguring the mechanisms by which goods and services are accessed, consumed, and distributed. At the heart of this paradigm shift lies the undeniable allure and efficacy of online markets, reshaping the economic fabric through their inherent convenience, accessibility, and technological prowess. This research endeavors to unravel the intricate tapestry of factors underlying the overwhelming superiority of online markets over their traditional counterparts. Through a meticulous analysis, it seeks to elucidate the multifaceted dimensions contributing to this seismic transformation, shedding light on the unprecedented advantages and challenges inherent in the digital dominance paradigm. By dissecting empirical data, leveraging industry insights, and delving into comprehensive case studies, this study aims to offer a holistic understanding of the evolving commerce landscape. It aims to equip stakeholders, policymakers, and businesses with invaluable insights crucial for navigating the intricate contours of the digital economy and charting strategies conducive to sustained competitiveness and growth.

1.2 ONLINE MARKET

The advent of the internet has heralded a monumental transformation in the world of commerce, giving rise to an innovative paradigm known as online markets. These digital platforms have revolutionized how goods and services are accessed, bought, and sold, transcending geographical boundaries and time constraints. Online markets epitomize convenience, offering consumers a seamless experience characterized by accessibility, diverse product offerings, and personalized interactions. The unparalleled flexibility and 24/7 accessibility of these platforms have redefined the traditional marketplace, fostering a global ecosystem where businesses of all scales can thrive. Moreover, the integration of cutting-edge technologies, such as AI-driven algorithms and data analytics, has enhanced efficiency and tailored experiences, amplifying the allure of online markets. This introduction seeks to delve into the manifold facets that underpin the rise of online markets, exploring their transformative impact on consumer behavior, business landscapes, and the overarching economy. Through a comprehensive examination, it aims to elucidate the fundamental principles and evolutionary trajectory of these digital domains, shedding light on the pivotal role they play in shaping the contemporary commercial landscape.

1.3 TRADITIONAL MARKET

In the annals of commerce, traditional markets have long stood as the cornerstone of economic exchange, embodying the essence of tangible, physical transactions that form the bedrock of societal trade. Rooted in history and culture, these brick-and-mortar establishments have been the focal points of local economies, characterized by face-to-face interactions, tactile experiences, and a palpable sense of community engagement. Traditional markets encompass a rich tapestry of heritage, craftsmanship, and interpersonal connections, serving as hubs where goods and services are exchanged amidst bustling stalls and storefronts. Their enduring presence, often steeped in local customs and time-honored practices, has woven an intricate fabric of commerce, intimately intertwined with the cultural ethos of regions they serve. This introduction seeks

to navigate the timeless allure and intrinsic values of traditional markets, exploring their historical significance, societal impact, and enduring relevance amid the transformative wave of digitalization in the contemporary marketplace. Through a nuanced exploration, it aims to illuminate the distinctive essence and enduring contributions of these physical marketplaces, elucidating their role in shaping the socio-economic landscape and the experiences they continue to offer in an ever-evolving commercial milieu.

1.4 ONLINE MARKET VS TRADITIONAL MARKET

1.4.1 Accessibility and Convenience:

Online Market: Offers unparalleled convenience with 24/7 accessibility from anywhere with an internet connection. Customers can browse, compare, and purchase products or services at their convenience.

Traditional Market: Typically operates within set hours and physical locations, requiring customers to visit the site to make purchases, limiting accessibility compared to online platforms.

1.4.2 Global Reach vs. Local Presence:

Online Market: Provides a global reach, allowing businesses to cater to a vast audience without geographical constraints. It facilitates access to diverse markets worldwide.

Traditional Market: Often caters to local or regional communities, fostering direct interactions and personal connections but with limited outreach beyond its immediate vicinity.

1.4.3 Customer Experience and Interaction:

Online Market: Offers personalized experiences through tailored recommendations based on data analytics and AI algorithms. Interaction occurs digitally, often through chats or automated systems.

Traditional Market: Enables face-to-face interactions, fostering a more personalized and tangible experience. Customers can physically examine products, interact directly with sellers, and engage in immediate transactions.

1.4.4 Costs and Overheads:

Online Market: Generally, exhibits lower overhead costs as it eliminates the need for physical storefronts and reduces operational expenses associated with a physical presence.

Traditional Market: Involves higher operational costs, including rent, utilities, and staffing, due to the maintenance of physical spaces.

1.4.5 Adaptability and Innovation:

Online Market: Exhibits a higher capacity for rapid adaptation to technological advancements, allowing for continuous innovation in user interface, payment methods, and customer engagement strategies.

Traditional Market: Often faces challenges in adapting to technological changes, although some integrate online aspects (e.g., websites, social media) to complement their physical presence.

1.4.6 Significance:

Each market type offers distinct advantages and caters to different consumer preferences, shaping the overall landscape of commerce with their unique characteristics and capabilities.

1.5 PROBLEM STATEMENT

This study aims to explore the influence of online markets on traditional market systems and to discern the transformative effects of online commerce on the global trade landscape. It seeks to grasp the profound impact exerted by online markets on contemporary commerce, illuminating the shifts and changes these digital platforms bring to the way business is conducted worldwide.

1.6 OBJECTIVE OF THE STUDY

- To conduct a comprehensive comparative analysis between online markets and traditional markets.
- To assess the operational efficiency of both online and traditional markets.
- To evaluate customer engagement within online and traditional markets.
- To examine the market reach in both online and traditional markets.
- To scrutinize the financial performance of online and traditional markets.
- The results will form a basis for data-driven decision-making for businesses and policymakers aiming to enhance their market strategies in today's business environment

1.7 NEED FOR STUDY

The necessity for this study arises from the seismic shift witnessed in the commercial landscape due to the ascendance of online markets. Understanding the implications of this transformation is imperative for several reasons:

- **Evolving Consumer Behavior:** With consumers increasingly embracing online platforms, comprehending their changing preferences, habits, and expectations is crucial for businesses to remain relevant and competitive.
- **Business Strategy and Adaptation:** Traditional market entities need insights into how online markets operate and affect consumer choices to adapt their strategies, innovate, and potentially integrate online components to sustain their market presence.
- **Economic Impact:** The significant economic ramifications of this transition, including job creation, local economies, and the restructuring of supply chains, necessitate a thorough exploration to comprehend the broader implications.
- **Global Trade Dynamics:** Given the influence of online markets on global trade patterns, understanding these dynamics is crucial for policymakers, economists, and businesses operating across borders.
- **Technology and Innovation:** Investigating the role of technology in shaping online markets offers insights into future trends, guiding technological advancements and innovations in commerce.

1.8 SCOPE OF THE STUDY

1. Comparative Analysis:

Evaluate and compare the operational frameworks, consumer behaviors, and economic impacts of online markets versus traditional markets across diverse sectors and geographic regions.

2. Technological Influence:

Explore the role of technology, including AI, data analytics, and digital infrastructure, in shaping the dynamics of online markets and how these advancements impact traditional market structures.

3. Economic and Societal Implications:

Assess the broader implications of the shift toward online markets on employment, local economies, supply chains, and consumer preferences, analyzing both the advantages and challenges presented by this transition.

4. Global Trade Dynamics:

Investigate how online markets have altered the landscape of global trade, examining their impact on international commerce, market integration, and the emergence of new trade patterns and relationships.

5. Adaptation and Future Trends:

Forecast potential trajectories and trends in the evolution of online markets, alongside strategies for traditional markets to adapt, innovate, or coexist within this changing commercial ecosystem.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

In this chapter, the researcher endeavors to grasp the fundamental essence of online and traditional markets. By scrutinizing previous research studies, the aim is to elucidate how the emergence of online markets has transformed traditional market paradigms and influenced strategic approaches. Utilizing a range of resources including books, research journals, and websites, the researcher delves into the bibliography to glean insights. This literature survey seeks to identify the pivotal parameters distinguishing online markets from traditional ones, thereby shedding light on their significance in the evolving commercial landscape.

1. **Chapter- iv theories on consumer behavior Blackwell and Miniard, (1990)** defines purchasing intention as a psychological process of decision-making. In online shopping, it is expected that shoppers are more likely to associate price attractiveness and time saving with their intention to shop while in offline shopping, consumers are more likely to associate tangibility, high interactivity and enjoyment with their intention to shop. As a result, online marketers or retailers should be aware of the problems faced by the consumers and their perceived risk to increase their intention to shop in online. Designers must take note of consumers' needs because the usability is the starting point to get the confidence and support of the consumers.
2. **Digital marketing vs. traditional marketing: what's the difference? By Jennifer Bailey.** This article meticulously explores the strengths and weaknesses inherent in both online and traditional markets. It delves into the advantages of online markets, such as their global reach and convenience, balanced against drawbacks like cybersecurity risks and limited tangibility. Similarly, it highlights the personalized interactions and immediate gratification offered by traditional markets, juxtaposed with limitations such as a restricted customer base and higher

operational costs. Moreover, the article delves into the diverse strategies employed by each market type—online markets focusing on personalization and digital engagement, while traditional markets emphasize in-person interactions and local community engagement. Through this comprehensive analysis, the article provides a nuanced understanding of how these markets attract customers, leveraging their respective strengths while navigating inherent challenges in the ever-evolving landscape of commerce.

3. **According to Vesterby & Chabert, 2001**, the Internet makes it easier for businesses to make information about their products and services available to potential customers. Companies can meet their individual needs for customer information at a lower cost for each report for mailing the product catalog. Vesterby & Chabert, 2001 argues that without physical presence, company would have to sell significantly both online and offline in order for consumers to remember their name.
4. **Rethinking brand for the rise of digital commerce by James Hurman and David Tiltman 2022**. In section one of the white paper, James Hurman argues that we've taken the wrong lesson from digital disruptor brands. He lays out an alternative way of thinking about brand and performance that helps bring the two closer together as complementary techniques. In section two, David Tiltman assesses the current evidence for the role of brand in digital commerce, and how to plan effectively in a fast-changing landscape.
5. **What's next for digital consumers by McKinsey & Company, Neira Hajiro, Klemens Hjartar, Paul Jenkind and Benjamim Vieira. 2021**. In this article the researched focus on how people or consumer will change once the pandemic ends. Here they expressed how the customer will spend more time in social channel once the pandemic ends, that means there is chance how people will choose shop too. This research was conducted in 24 countries and gathered around 29000 respondents which was end in April 2021.

6. **According to Menon and Kahn, the 2002** online shopping feature was a customer assessment of "s typically practical and helpful characteristics such as "ease of use" and "usefulness", or's emotional components such as "fun", contrary to common opinion. And one of the consumer's impressions of the hedonic side, which is rather crucial.
7. **Is the e-commerce trend coming to an end? Joel Alcedo, Bricklin Dwyer, Prachi Mishra, Antonio Spilimbergo 2022.** This article shares insight about hwo the online market spending happened during the pandemic. The share of online spending rose and fell most dramatically in those economies and sectors where e-commerce was already thriving before the pandemic. Industries with lower levels of digital maturity—including retail, restaurants, and health care—have greater potential for e-commerce, particularly in less developed markets, making them potentially ripe for change.
8. **The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to Lee and Turban (2001),** reasons that consumers choose not to shop online is because consumers lack of trust in online shopping. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards online shopping is based on the level of security and privacy
9. **Contrary to common assumption, Schiffman and Kanuk (2004)** describe consumer behavior as "the choice process and essentially physical action participated in while assessing, a quiring, utilizing, or disposing of products and services."

10. **Situational factors will also lead a consumer to have the intention to shop in the internet such as time pressure, lack of mobility, geographical distance, need for special items and attractiveness of alternatives (Monsuwe, Delleart and Ruyter, 2004).** Time pressure can be the insufficient time for consumers to shop in traditional stores because of their hectic lifestyle. Consumers are able to shop any time of the day or night in the comfort of their home; especially for consumers who have little amount of free time because of extended working hours (Wolfenbarger, et, al., 2001). For consumers that lack of mobility might be caused by their inability to reach the traditional store. Geographical distance is referred to as the far distance between the consumer's residential area and the shopping mall. Need to special items could be the consumer's needs of customized products to suit their demand (Monsuwe, Delleart and Ruyter, 2004).
11. **In the recent study of Chen, Ching and Tsou (2007), the authors cited from Azjen (1988); Azjen and Fishbein (1980), that the theory of reasoned action (TRA) states that behavioral intentions formed through the attitude toward a behavior and subjective norms lead to actual behavior given the availability of resources and opportunities. A person's interest in performing a particular behavior is reflected by the attitude toward a behavior and it is determined through behavioral beliefs; these beliefs are obtained through a cognitive evaluation of outcomes associated with performing the behavior and the strength of the association between outcomes and behavior; while the evaluation produces either a favorable or unfavorable response to the object, person, thing or event (Chen, Ching and Tsou, 2007).**
12. **According to Xia and Monroe (2009), their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as "pay less" and "discount" while consumers without shopping goal are responsive towards promotional messages such as "save more" and "free gift". Xia and Monroe (2009, p.691) cited from (Monroe, 2003) that price promotion have several**

benefits such as to increase demand, adjust fluctuations in supply and demand, and increasing consumers' purchasing over time.

13. **Abdul Brosekhan and Muthu Velayutham (2010)** in their joint study Consumer buying behaviour towards the chosen one home appliance products have made an effort To analyze consumer buying behaviour Towards selected home appliance products.
14. **For all intents and purposes, Krishna Kumar (2011)** A study was conducted in Cuddalore on consumer behaviour towards electronic goods with respect to occupational factors. The study definitely revealed that the customer craves to improve the cost of living with basically good 11 quality products, and the study essentially shows that there's a generally great scope for Consumption of electronic goods only when there's a specifically significant increase in actually disposable really personal income (DPI).
15. **Vijayalakshami. S (2013)** the study named an impact of consumer buying behaviour in decision making process in purchase or buying of electronic appliances In Chennai. A study, which showed the impact of both internal and external factors this study also made the authors to conclude that factor must be concentrated by marketers in order to satisfy the consumer.
16. **Dr.M.Rajesh and G.Purushothaman (2013)** authors discovered that consumers purchase goods from online shopping websites based on factors such as offers and discounts, product variety, free home delivery, and website user friendliness, and their hypothesis for the project was that online shopping is beneficial to consumers.
17. **Jyotiindupratap Yadav (2013)** did a study on buying Washing Machine Attitudes: A Comparative Analysis of urban and rural consumers. Purpose of The study was done to analyze the pre-purchase behavior of rural And urban consumers are using

washing machines and Analyze the factors affecting the choice of washing Machine, and also after the study found buying behavior Rural and urban consumers of washing machines. Quick The lifestyle and busy schedules require an urban person Make every effort to reduce the time used in Unproductive activities like laundry. Therefore, there Most of the jobs in private sector companies Hesitant to accept the washing machine as a necessity

18. **Janki and Santhi (2013)** have done a study on Marketing Incentives in purchase of home appliances from customers Perspective. The objectives of the study are to study Purchase Decision Behavior Related to Home Appliances And to analyze customer response to marketing stimuli Of home appliances. The study concluded that successful Companies rely on their satisfied customers to keep returning Repurchase and offer the company to others. Interest resulting from a stimulus (or stimuli) or aspects of Person, product and situation all come together Determine consumer's motivation to buy a home Equipment resulting in higher participation purchases

19. **Pandey and Mithilesh Kumar Pandey (2013)** together Study of the effect of lifestyle on buyer's brand preference Treating Uttarakhand with special reference. The aim of the study was to analyze the changes in Consumer behavior under the influence of the media. The study concluded that advertising has a major impact Purchasing decision of sustainable products.

20. **Mr. Shiv Prasad (2014)** In the contribution on shifting methods of behaviour toward online buying of electronic items in India especially, have critically analysed the buyer behaviour with regard to the type of select goods through online shopping in a fundamentally large way. The character of customers has fundamentally altered, particularly with regard to luxury items such as televisions, refrigerators, mobile phones, and other commodities where consumers are now essentially more disposed, or so they believed. To drastically alter or shift their

purchase habits while acquiring these technological products through internet shopping. Furthermore, contrary to common assumption, the writers have concluded that purchasing is quickly becoming as an essential media choice for certain/Services. The end outcome also means that the Internet is a medium that is more suited for eye engagement products and services, particularly in the informational category.

21. **Chitra Sharma (2015)** concluded that There are mainly two influencing factors: Consumers to make decisions: Risks In disgust and inspiration. while less risk averse consumers can tolerate Risk and uncertainty in their purchase. one in global measure that captures the degree of Consumers are willing to take risks.
22. **Kanupriya, Rita and Anupreeti Kaur (2016)** said that the biggest thing Business is ecommerce and it is by storm. and it is built into the new economy, in which with the potential to radically change change in the way of doing business a good manner. its recognition in the coming year that, electronic commerce will become A huge industry. There are buyers and seller's demographic in online shopping. It has been observed that despite having immense the possibilities available on the Internet are Mainly for mailing, chatting and. is used for Surfing email applications still formed The largest share of net traffic in the country
23. **Dr.A.T.Jaganathan, Mr.J.Suresh Kumar, Mr.M.Sakthivel, and Mr.M.Mohanraj (2016)** demonstrates that most students are hooked to online purchasing, and as a result, the elderly 13 do not use online shopping as much as the younger generations, thus awareness has been fashioned in the next period.
24. **Dr. Archana and Dhiman Kuwad (2017)** This study was conducted in the state of Gujarat. Retail sector in India is Growing rapidly in the last decade. Foreign Investment, Global Economic Situation and New Economic Policies That is why modern retail has taken place. Shopping malls are also growing rapidly in Tier I and Tier II cities. It The study tells about consumer behavior in shopping malls. The

main objectives of this study are understood Gender difference in purchasing behavior of shopping mall goers and shopping behavior in shopping mall. This study is a quantitative analysis and a sample of primary data will be collected with the help of questionnaire. The size is of 50 male and 50 female respondents. The results of this research have been enjoyed by the people of Gujarat State. Shopping experience and most of the respondents are not aware of the safety measures in shopping malls and there are none Differences in purchasing behavior of men and women. Men admit they go to shopping malls for fun And the main purpose of the woman is to go to the shopping mall for shopping and sometime for entertainment purpose.

25. **ASHA (2017)** This study has been conducted in Chennai. Today's shopping malls are the epitome of modern lifestyle. People benefit more in shopping mall, it is a place of both hangout and shopping purpose. People have More comfortable with One Stop Shop. This study mainly tells about the purchasing behavior of the visitors and How demographic factors influence consumer buying behavior and to understand the contechnique Preference in shopping mall. This study adopts descriptive research method and sampling technique Facility sampling, with the help of a structured questionnaire, has a sample size of 75. Key result Demographic factors play a major role in consumer purchasing behavior in shopping malls. Mostly Consumers prefer shopping malls because of their shopping, entertainment purpose and quality product Extensive collection. Most of the people prefer shopping malls for clothes, shoes and food.
26. **According to Vikash and Vinod Kumar (2017)**, as contemporary technology progresses, people's lifestyles are changing dramatically. These developments, in particular, have had a profound influence on how consumers purchase. The poll results essentially demonstrated that customers have a highly positive attitude about online purchase and that numerous features associated to online shopping had emerged, or so they thought

27. **According to Vikash and Vinod Kumar (2017)**, as contemporary technology progresses, people's lifestyles are changing dramatically. These developments, in particular, have had a profound influence on how consumers purchase. The poll results essentially demonstrated that customers have a highly positive attitude about online purchase and that numerous features associated to online shopping had emerged, or so they thought.
28. **Mr. Murthy, P. Raja Babu, P. Srinivas Reddy (2017)** The retail industry has an important role to play in the contribution of GDP in India. This study has been done in Aadhar State. Highlight this paper The problem faced by organized retailers almost at small retailers reveals the result of this study. Primary data The sample size is 504 respondents in a univariate basis, collected by a structured questionnaire with 24 questions. State. The main objective is the impact of organized retail on unorganized retail. The results are the major impact Organized retail is found on unorganized retail which are in the form of product, price, place and promotion. The 4p"s of Marketing Will determine sales on both organized and unorganized retailing. Decrease in sales on unorganized retail Due to the influence of organized retail trade.
29. **Shanti, Nanda Gopal (2018)** Online shopping is becoming more popular day by day with the increase in Internet access. understanding the customer Needs and desires for online shopping, Selling has become a challenging task marketers. to understand in particular Consumer attitude towards online shopping, improving, Factors influencing a consumer to make a purchase Working online and influencing factors Helping consumers to shop online marketers to gain competitive advantage over others.
30. **Zero Barriers: Three Mega Trends Shaping the Future of Entrepreneurship (2017)**. the state of entrepreneurship is improving. Startup activity is up, Main Street entrepreneurship has reached a near two-decade high, and growth entrepreneurship is growing.⁶⁰ While it is still unclear what entrepreneurial activity

will look like in the future, the past year showed improvements in the state of entrepreneurship. Despite this good news, not all Americans are reaping the benefits of entrepreneurial growth or are given the same access to entrepreneurial opportunities. Many Americans are feeling alienated and are facing the future with trepidation. While the average improvements shown in the data seem at odds with what people are living in their experiences, the explanation for the difference is simple. No one lives in the economy—the stuff measured in broad sweep indicators we are usually able to capture. They live in their economy, as Morgan Housel concisely put, and the gap between the averages and people's personal experiences can be wide.⁶¹ This gap means that, even in a strengthening economy, many Americans are feeling disempowered about their situations.

31. **The Impact of E-commerce on Economic Growth: A Bibliometric Study by Dr. Ufuk Baytar (2015).** Innovation is a key driver for economic growth. E-commerce is an example of innovation so that it is an important determinant to raise economic growth. This study find out nine factors which e-commerce affects economic growth as a result of the relevant literature review. It also includes a bibliometric analysis, which is an indicator of scientific productivity. Scientific productivity plays an important role in economic developments of nations. This analysis shows that the greatest number of paper are written about internet usage factors, supply chain management and ICT investment as factors. In addition, the highest numbers of publications are from U.K and USA, which are developed countries.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

The research methodology serves as the blueprint for structuring the research process, outlining the specific designs and tools utilized to investigate the level of employee engagement within the company. This methodology is tailored to ascertain the current state of employee engagement, focusing on understanding employees' attitudes by gathering data through a meticulously constructed structured questionnaire.

3.2 RESEARCH DESIGN

Descriptive research

Descriptive research aims to accurately portray the characteristics of the participants involved in a study. Put more straightforwardly, it revolves around depicting and detailing the individuals who participate in the research.

3.3 SAMPLING TECHNIQUE

Convenience sampling

In this research, convenience sampling, categorized as a non-probability sampling method, is utilized. This method involves selecting individuals who are most easily reachable by the researcher. While it provides a quick and cost-effective means to gather preliminary data, it lacks the ability to ensure the sample represents the entire population, thus limiting its capacity to generate results that can be broadly applied or generalized.

3.4 SOURCE OF DATA

This strategic use of multiple datasets amplifies the depth of analysis, enabling a comprehensive understanding of the subject matter. The synthesis and interpretation of these distinct data types will serve as the cornerstone for deriving nuanced insights and formulating well-founded conclusions that enrich the overall scope of this study.

3.4.1 Primary Data

Primary data refers to information collected directly from original sources or firsthand experiences. This data is newly gathered for a specific research purpose and has not been previously published or documented. It is obtained through methods such as surveys, interviews, observations, experiments, or direct interactions, allowing researchers to tailor data collection to their specific needs and research objectives.

3.4.1 Secondary Data

Secondary data refers to information that has been previously collected, processed, and published by other sources for purposes other than the current research study. This data is not collected firsthand but rather obtained from existing sources such as books, journals, government reports, databases, or previously conducted studies. Researchers analyze and utilize secondary data to complement or support their own research objectives, benefiting from pre-existing information without conducting new data collection.

3.5 STRUCTURE OF QUESTIONNAIRE

The questionnaire comprised two sections: the initial segment aimed to gather general information about the respondents, while the latter portion sought their opinions regarding both online and traditional markets. The questionnaire is comprised of,

- Basic Introduction
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scaling Questions and Suggestions questions

3.6 SAMPLE DESIGN

It involves creating a specific and detailed plan before gathering data from the population. The research process entails choosing a distinct sample. Sampling methods are divided into two categories: probability sampling and non-probability sampling. For this research, solely non-probability sampling is employed. This is further consisting of,

- Sampling design: Non-probability sampling
- Sampling technique: convenience sampling
- Sample unit: General Public (Students, Working Professionals, etc.)
- Sample size: 100 respondents

3.7 PERIOD OF STUDY

The study's duration spans three months, indicating that the research process will be conducted over this period.

3.8 AREA OF THE STUDY

The targeted people are the general public who use both traditional and online market in their day-to-day life.

3.9 HYPOTHESIS

3.9.1 Hypothesis – 1

- **H0:** There is no a significant relation between the gender and the people who think the online market will completely overtake the traditional market.
- **H1:** There is a significant relation between the gender and the people who think the online market will completely overtake the traditional market.

3.9.2 Hypothesis – 2

- **H0:** There is a no significant different between the different genders and the respondents who switch to online shopping from traditional marketing
- **H1:** There is a significant different between the different genders and the respondents who switch to online shopping from traditional marketing

3.10 TOOLS FOR ANALYSIS

The questionnaire was devised to gather essential responses from the sample, aiming to fulfill the research objective. The tools used for the analysis are,

3.10.1 Percentage Analysis

Research questions are typically addressed using descriptive statistics, commonly represented by either percentages or means. Percentages are particularly suitable when understanding the distribution of specific responses among participants is crucial. This statistical measure is often utilized when responses are categorized discretely.

3.10.2 Data Analysis and Interpretation Tools

1. Pie-Chart: A pie chart visually displays the frequencies or percentages of a variable characterized by a limited number of categories. It's depicted as a circular graph divided into slices, with each slice's size directly proportional to the number or percentage of cases within each category.

2. Chi-Square Test: The Chi-Square test serves as a statistical method to ascertain disparities between observed and anticipated data. Additionally, it aids in evaluating the association between categorical variables within our dataset. Its primary function lies in discerning whether distinctions between two categorical variables result from chance or indicate an underlying relationship between them.

3. One way ANOVA: An ANOVA refers to any statistical test where the test statistic follows an F-distribution under the null hypothesis. Its common application involves the comparison of statistical models fitted to a dataset, aiming to determine the model that most accurately represents the population from which the data were sampled.

4. SPSS Statistics Analysis Software: SPSS stands for Statistical Package for the Social Sciences and is a comprehensive statistical software suite developed by IBM for a wide range of data analysis tasks. It is widely used in social sciences, business, education, and other fields to analyze quantitative data.

Key Features of SPSS:

- **Data Management:** SPSS provides tools for importing, cleaning, and organizing data from various sources, including spreadsheets, text files, and databases.
- **Descriptive Statistics:** SPSS generates descriptive statistics such as measures of central tendency, dispersion, and frequency distributions to summarize the characteristics of data sets.
- **Bivariate Analysis:** SPSS performs bivariate statistical tests to examine relationships between two variables, including correlation, t-tests, and chi-square tests.
- **Multivariate Analysis:** SPSS offers a variety of multivariate statistical techniques for analyzing complex relationships among multiple variables, including ANOVA, factor analysis, and regression modeling.
- **Graphing and Visualization:** SPSS provides a rich collection of graphs and charts to visually represent data distributions, relationships between variables, and the results of statistical analyses.

5. Correlation: In statistics, correlation is a statistical measure of the strength and direction of a relationship between two variables. Correlations can be positive, negative, or zero. A positive correlation means that two variables tend to move in the same direction, while a negative correlation means that two variables tend to move in opposite directions. A zero correlation means that there is no relationship between two variables.

CHAPTER 4

DATA ANALYSIS AND DATA INTERPRETATION

4.1 PRECENTAGE ANALYSIS

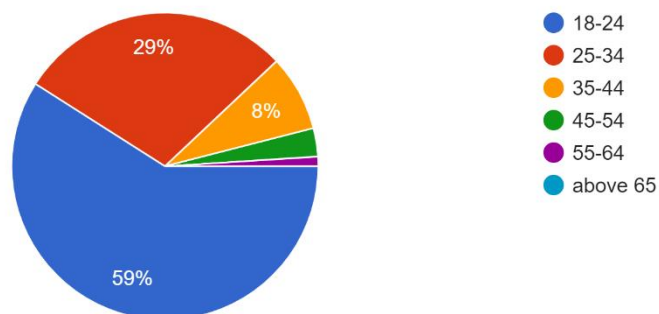
Within this chapter, the data collected through the questionnaire will be listed and analyzed to gain insights into public perceptions regarding online and traditional markets. This analysis aims to decipher public opinions, shedding light on anticipated trends in shopping behavior. This data serves as the fundamental basis for our analysis, propelling us closer to drawing conclusions regarding the subject matter.

4.1.1 Age of the Respondents

S.No	Age	No. Of. Respondents	Percentage Analysis
1	18-24	59	59%
2	25-34	29	29%
3	35-44	8	8%
4	45-54	3	3%
5	55-64	1	1%
Total		100	100%

Table 4.1.1 Table Indicating Respondents age

1. Age:
100 responses



Interpretation

From the above chart we understand that the 59% of the respondents are between age group of 18-24, the second largest group is the 25-34 with 29%, the age group between 34-44 is in the third position with 8% and the rest is occupied by 45-54 age group and 55-64 age group.

Inference

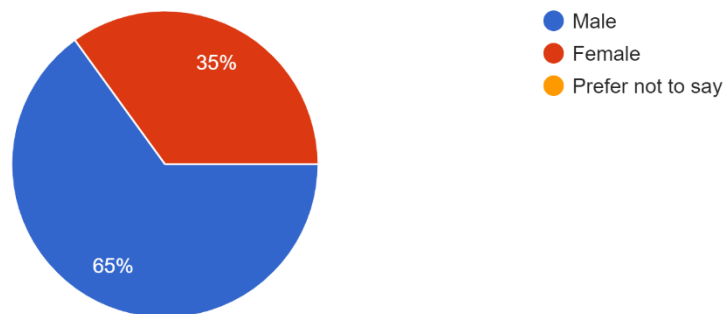
- The majority of the respondents are between the age 18-24 and young people.

4.1.2 Gender of The respondents

S. No	Gender	No. Of. Respondents	Percentage Analysis
1	Male	65	65%
2	Female	35	35%
3	Non-Disclosed	0	0%
Total		100	100%

Table 4.1.2 Table Indicating Respondents Gender

2. Gender:
100 responses



Interpretation

From the above pie chart, it is interpreted that the number male respondents is 65% and female respondents are 35%.

Inference

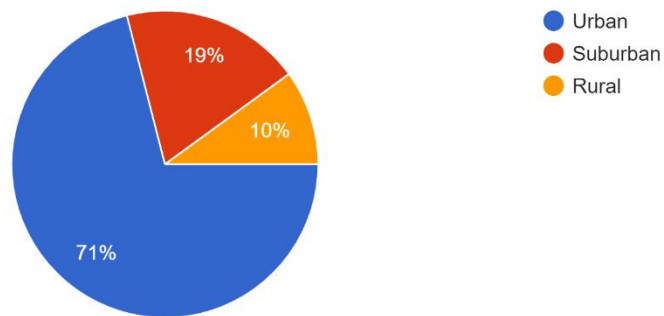
- The majority of the respondents are male with 64% of responses.

4.1.3 Location of the Respondents

S. No	Location	No. Of Respondents	Percentage Analysis
1	Urban	71	71%
2	Suburban	19	19%
3	Rural	10	10%
Total		100	100%

Table 4.1.3 Table Indicating Respondents Location

3. Location:
100 responses



Interpretation

According to the preceding pie chart, 71% of the respondents belong to urban areas, 19% hail from suburban areas, and the remaining 10% reside in rural locations.

Inference

- From the Table we can understand that the majority of the respondents are from urban location.

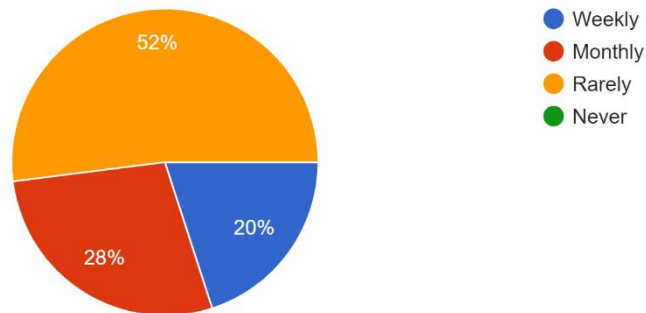
4.1.4 The respondents' online shopping behavior

S. No	Frequency	No. Of. Respondents	Percentage Analysis
1	Rarely	52	52%
2	Monthly	28	28%
3	Weekly	20	20%
Total		100	100%

Table 4.1.4 Table Indicating Online Shopping Frequency

4. How often do you shop online? • Daily

100 responses



Interpretation

Based on the data presented earlier, it's evident that 52% of respondents engage in infrequent online shopping, 28% shop on a monthly basis, and 20% indulge in weekly online shopping.

Inference

- From the above data we can understand that majority of the respondent use online shopping rarely.

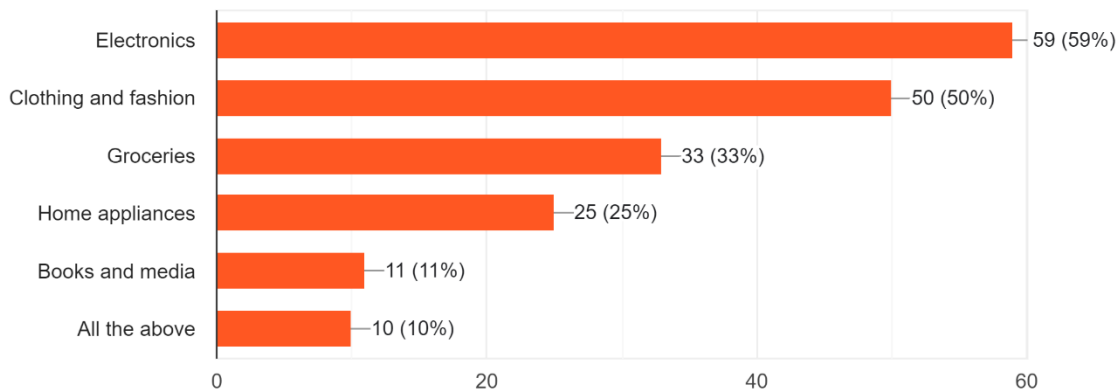
4.1.5 Products most frequently bought online

S. No	Product	No. Of. Respondents	Percentage Analysis
1	Electronic	59	59%
2	Clothing and Fashion	50	50%
3	Groceries	33	33%
4	Home Appliances	25	25%
5	Books and Media	11	11%
6	All the above	10	10%

Table 4.1.5 Table Indicating Product Data

5. What types of products do you mostly purchase online? (Select all that apply)

100 responses



Interpretation

The above data provide that 59% of the respondents buy electronics online and 50% also buys clothing and fashion through online shopping, 33% purchase groceries and 25% purchase books and media through online shopping and there are 10% of respondents who buys all these products online.

Inference

- The majority of the choose to buy electronic product online.

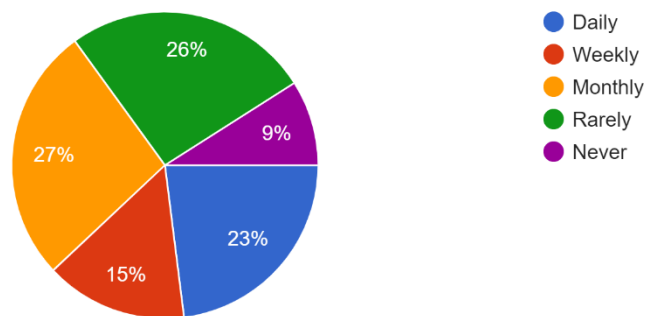
4.1.6 The respondents' Offline shopping behavior

S. No	Frequency	No. Of. Respondents	Percentage Analysis
1	Daily	23	23%
2	Weekly	15	15%
3	Monthly	27	27%
4	Rarely	26	26%
5	Never	9	9%
Total		100	100%

Table 4.1.6 Table Containing Offline Purchase Frequency

6. How often do you shop in brick-and-mortar stores?

100 responses



Interpretation

The above chart indicates that 23% respondents use traditional market on daily basis, 15% use on weekly basics, 27% on monthly basic, 26% respondents rarely use the traditional market and there 9% of respondents who does not even use traditional market.

Inference

- The Majority of respondent use traditional market on monthly basis.

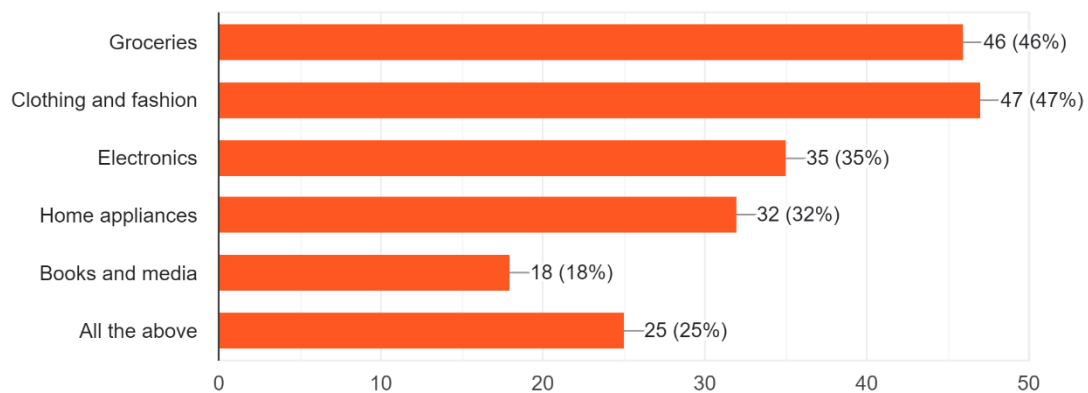
4.1.7 Product Purchased the Most in Traditional Market

S. No	Product	No. Of. Respondents	Percentage Analysis
1	Electronic	35	35%
2	Clothing and Fashion	47	47%
3	Groceries	46	46%
4	Home Appliances	32	32%
5	Books and Media	18	18%
6	All the above	25	25%

Table 4.1.7 Table Containing Product Purchase Data

7. What types of products do you prefer to buy in traditional brick-and-mortar stores? (Select all that apply)

100 responses



Interpretation

The above graph shows that 46% of the respondent use traditional market to purchase groceries, 47% use it to purchase clothing and fashion, 35% use it to buy electronics, 32% use it for home appliance purchase, 18% use to buy book and media in traditional market and 25% purchase all these products in traditional market.

Inference

- The Clothing and fashion get the majority in this section.

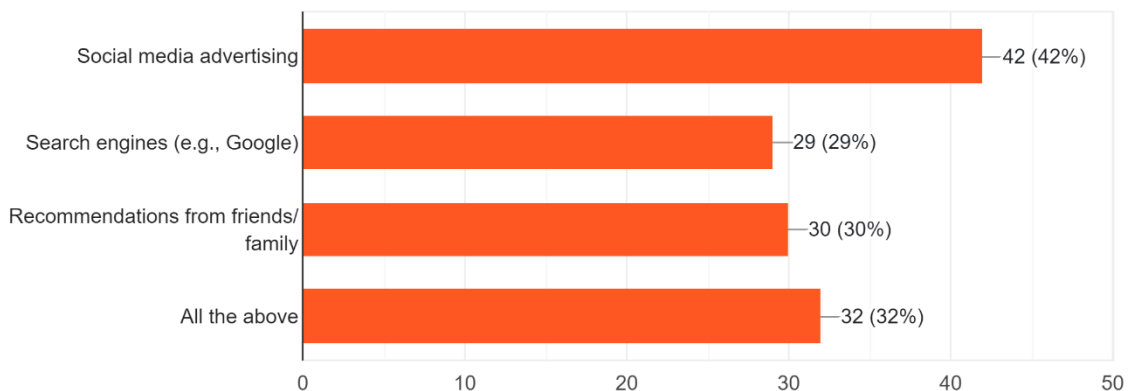
4.1.8 New Product Advertisement In Online Market

S. No	Method	No. Of. Respondents	Percentage Analysis
1	Social Media Advertising	42	42%
2	Search Engine	29	29%
3	Friends/Family Recommendation	30	30%
4	All the above	32	32%

Table 4.1.8 Table Indicating Online Market Advertisement

8. How do you find out about new products or promotions in online markets? • Email newsletters

100 responses



Interpretation

Social media advertising is the most popular way for people to find out about new products or promotions in online markets, with 42% of respondents saying that this is how they find out about new products or promotions. Search engines and recommendations from friends and family are also popular ways to find out about new products or promotions in online markets, with 29% and 30% of respondents saying that this is how they find out about new products or promotions, respectively.

Inference

- The social Media advertisement has majority with 42% respondents choosing it to get to known about new product.

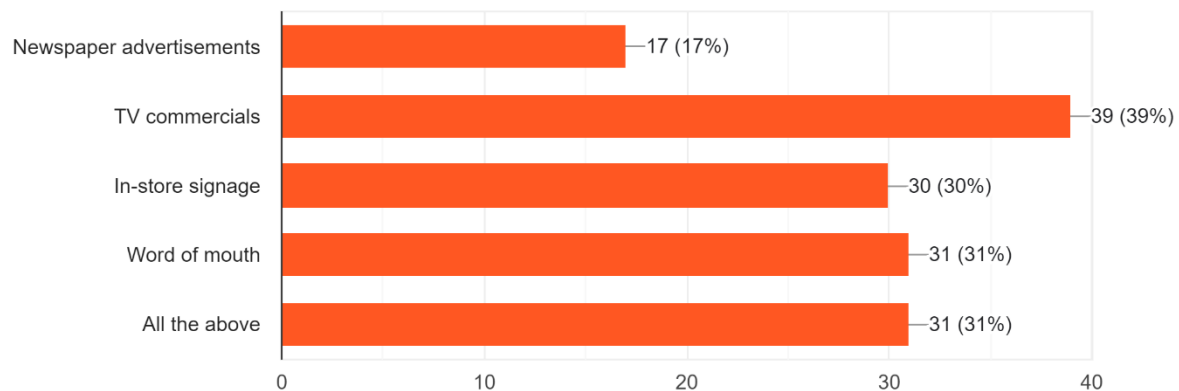
4.1.9 New Product Promotion In Traditional Market

S. No	Method	No. Of. Respondents	Percentage Analysis
1	News Paper Advertising	17	17%
2	TV Commercials	39	39%
3	Instore Signs	30	30%
4	Word of mouth	31	31%
5	All the above	31	31%

Table 4.1.9 Table Containing Traditional Promotion Data

9. How do you find out about new products or promotions in traditional markets?

100 responses



Interpretation

With 30% of respondents saying that this is how they find out about new products or promotions. Newspaper advertisements are the second most popular method, with 17% of respondents saying that this is how they find out about new products and promotions. TV commercials are the third most popular method, with 39% of respondents saying that this is how they find out about new products or promotions. Word of mouth is the fourth most popular method, with 31% of respondents saying that this is how they find out about new products or promotions

Inference

- The data suggest that 39% use TV commercial to get to know about new product in traditional market

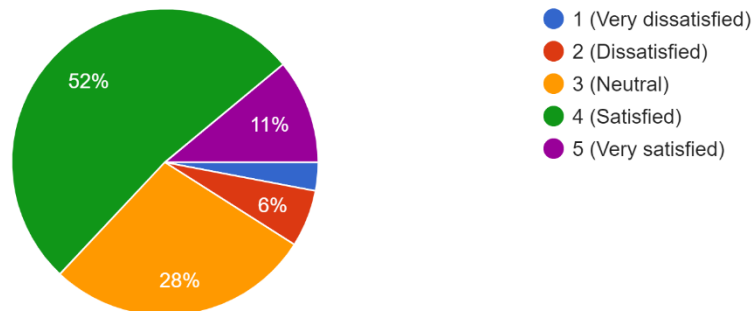
4.1.10 Level Of Satisfaction Traditional VS Online

S. No	Level Of Satisfaction	No. Of Respondents	Percentage Analysis
1	Very Dissatisfied	3	3%
2	Dissatisfied	6	6%
3	Neutral	28	28%
4	Satisfied	52	52%%
5	Very Satisfies	11	11%
Total		100	100%

Table 4.1.10 Table Indicating Satisfaction Level

10. Please rate your level of satisfaction with online markets compared to traditional markets in terms of convenience, on a scale of 1 to 5.

100 responses



Interpretation

52% of the respondents said they were very satisfied with online markets compared to traditional markets in terms of convenience on a scale of 1 to 5. 28% of respondents said they were satisfied, 11% were neutral, and 6% said they were dissatisfied with online markets compared to traditional markets in terms of convenience on a scale of 1 to 5.

Inference

- According to this graph, most people find online markets more convenient than traditional markets.

4.1.11 Social Interaction Traditional Vs Online Market

11. Which of the following statements do you agree with the most?

100 responses

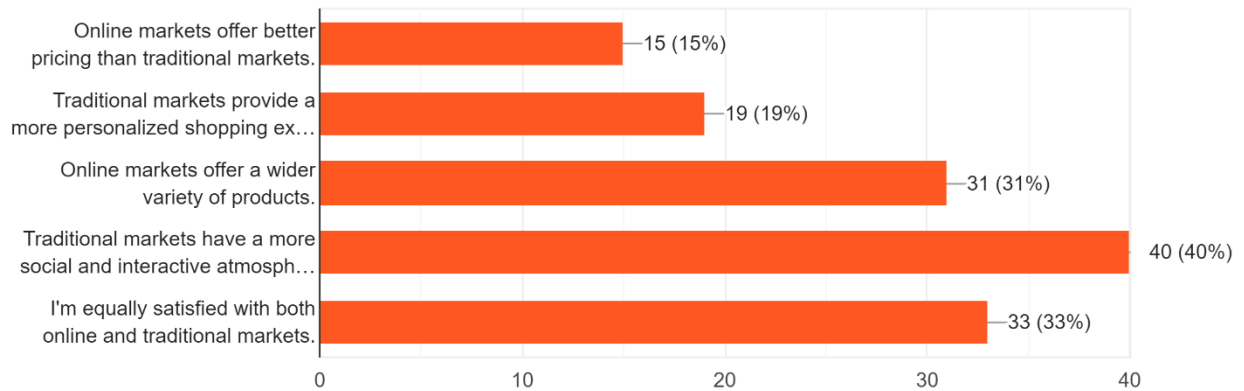


Table 4.1.11 Data Indicating Social Interaction

Interpretation

The graph shows that the majority of people (52%) are very satisfied with the convenience of online markets, compared to traditional markets. 28% of respondents are satisfied, 11% are neutral, and 6% are dissatisfied. This suggests that online markets are generally seen as being more convenient than traditional markets.

Inference

- The fact that Traditional Market has more social and interactive atmosphere than online market is unchanged.

4.1.13 Conversion from Traditional to Online Market

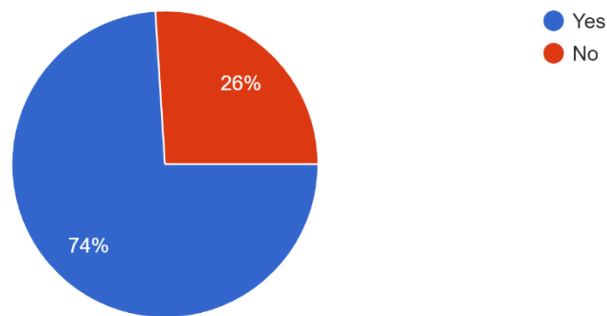
S.No	Option	No. Of. Respondents	Percentage Analysis
1	Yes	74	74%
2	No	26	26%
Total		100	100%

Table 4.1.13 Table indicating the Conversion data

13. Have you ever switched from shopping primarily in traditional markets to online markets?

(Yes/No)

100 responses



Interpretation

The pie chart shows that 74% of the respondents have switched from shopping primarily in traditional markets to online markets. This suggests that online shopping is becoming increasingly popular. The pie chart also shows that 26% of the respondents have not switched to shopping primarily online. This suggests that there are still some people who prefer to shop in traditional markets.

Inference

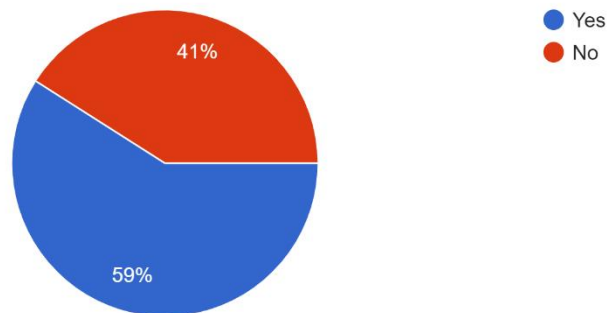
- This data shows how the online market is taking over the traditional market

4.1.14 Future Consideration

S.No	Option	No. Of. Respondents	Percentage Analysis
1	Yes	59	59%
2	No	41	41%
Total		100	100%

Table 4.1.14 Table Indicating the Future

14. Would you consider switching from traditional markets to online markets in the future? (Yes/No)
100 responses



Interpretation

From this data we are able to understand that 59% is considering to change to online market whereas 41% of respondents is not considering that option.

Inference

- This shows how majority of respondents are considering to change.

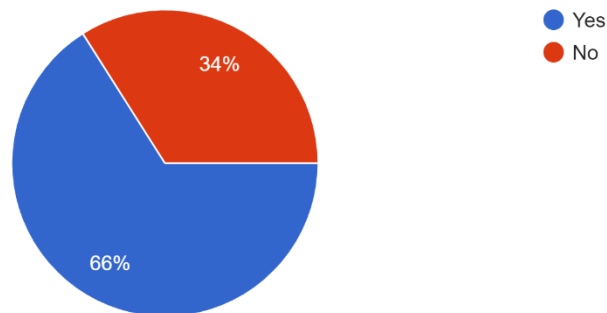
4.1.15 Market Prediction

S.No	Option	No. Of. Respondents	Percentage Analysis
1	Yes	66	66%
2	No	34	34%
Total		100	100%

Table 4.1.15 Indicating the future of the market

15.Do you believe online markets will eventually replace traditional markets entirely? (Yes/No)

100 responses



Interpretation

From the above chart we able to see that 66% of the respondents accepts that online market will eventually overtake the traditional where as 34% of the respondent disagrees with them.

Inference

- The future market may be gone completely shop less

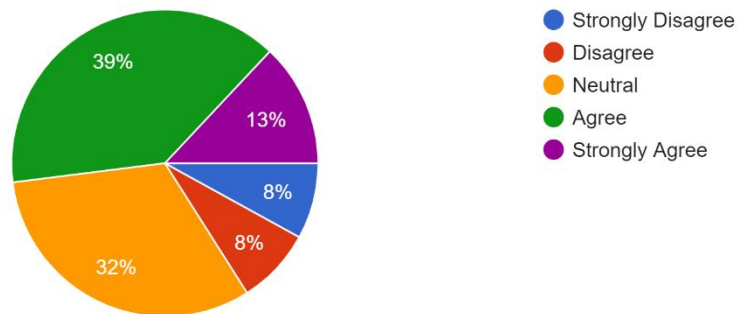
4.1.16 Online Market Convenience

S. No	Acceptance	No. Of Respondents	Percentage Analysis
1	Strongly Disagree	8	8%
2	Disagree	8	8%
3	Neutral	32	32%
4	Agree	39	39%
5	Strongly agree	13	13%
Total		100	100%

Table 4.1.16 Table Indicating the convenience acceptance

16. Online shopping is more convenient than traditional shopping.

100 responses



Interpretation

The pie chart shows that online shopping is more convenient than traditional shopping, with 82% of respondents agreeing or strongly agreeing. Only 10% of respondents disagreed or strongly disagreed.

Inference

- This shows that majority of the respondents accept that online shopping is more convenient than the traditional market.

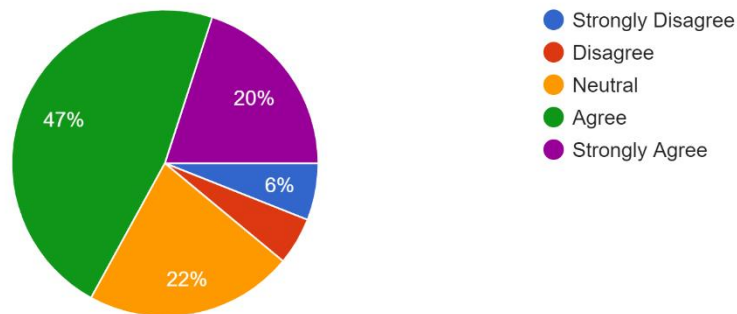
4.1.17 New Product Discovery

S. No	Acceptance	No. Of Respondents	Percentage Analysis
1	Strongly Disagree	6	6%
2	Disagree	5	5%
3	Neutral	22	22%
4	Agree	47	49%
5	Strongly agree	20	20%
Total		100	100%

Table 4.1.17 Table Indicating New Product Discovery Data

17. Online markets help me discover new products and brands easily.

100 responses



Interpretation

The pie chart shows that 47% of people strongly agree that online markets help them discover new products and brands easily. 22% agree, 20% are neutral, 10% disagree, and only 6% strongly disagree. This suggests that online markets are a valuable tool for consumers to find new products and brands.

Inference

- The data show that majority of the respondents accepting that online shopping help them discovering new products.

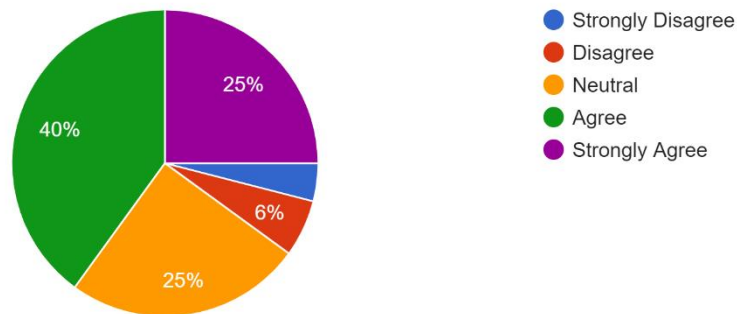
4.1.18 Market Personalization

S. No	Acceptance	No. Of. Respondents	Percentage Analysis
1	Strongly Disagree	4	4%
2	Disagree	6	6%
3	Neutral	25	25%
4	Agree	40	40%
5	Strongly agree	25	25%
Total		100	100%

Table 4.1.18 Indicating Market Personalization Acceptance Rate

18.Traditional markets offer a personalized shopping experience.

100 responses



Interpretation

The pie chart shows that 65% of people believe that traditional markets offer a personalized shopping experience, while the remaining 35% disagree.

Inference

- This suggests that traditional markets are still seen as a place where customers can get a more personal experience than they can from online shopping or big-box stores.

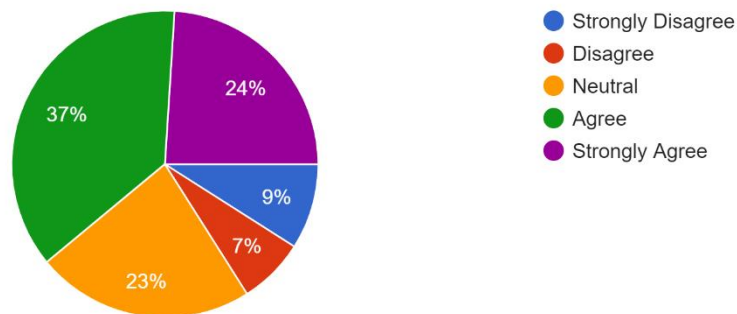
4.1.19 Wider Range of Product

S. No	Acceptance	No. Of. Respondents	Percentage Analysis
1	Strongly Disagree	9	9%
2	Disagree	7	7%
3	Neutral	23	23%
4	Agree	37	37%
5	Strongly agree	24	24%
Total		100	100%

Table 4.1.19 Table Indicating Wider Product Range Acceptance

19. Online markets offer a wider variety of products and choices.

100 responses



Interpretation

The pie chart shows that 74% of respondents agree or strongly agree that online markets offer a wider variety of products and choices. This suggests that consumers are aware of the benefits of online shopping, such as the ability to compare prices from different retailers and access a wider range of products than what is available in physical stores.

Inference

- From the above we can understand that majority of the respondents accept that they find wider range of product in online market.

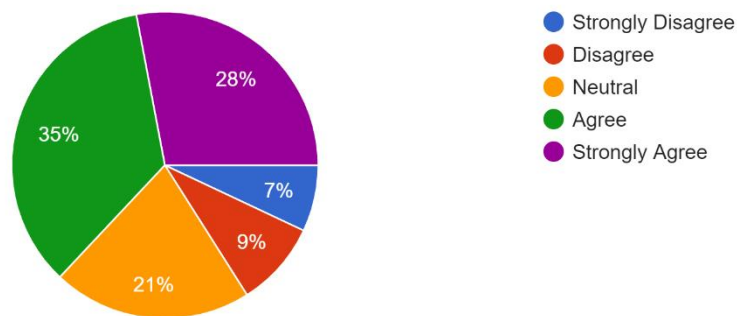
4.1.20 Social Connect

S. No	Acceptance	No. Of. Respondents	Percentage Analysis
1	Strongly Disagree	7	7%
2	Disagree	9	9%
3	Neutral	21	21%
4	Agree	35	35%
5	Strongly agree	28	28%
Total		100	100%

Table 4.1.20 Table Indicating the Social Connect Acceptance.

20. Shopping in traditional markets makes me feel more socially connected.

100 responses



Interpretation

The pie chart shows the percentage of people who feel more socially connected when shopping in traditional markets. 21% of respondents strongly agree, 35% agree, 9% are neutral, 28% disagree, and 7% strongly disagree. This suggests that a majority of people find traditional markets to be a place where they can connect with others and feel more socially connected.

Inference

- From this we can understand that the fact that people will always feel they are socially connected in traditional market will never change.

4.2 HYPOTHESIS-1

- **H0:** There is no a significant relation between the gender and the people who think the online market will completely overtake the traditional market.
- **H1:** There is a significant relation between the gender and the people who think the online market will completely overtake the traditional market.

4.2.1 Chi-Square Test

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.237 ^a	1	.626		
Continuity Correction ^b	.071	1	.791		
Likelihood Ratio	.236	1	.627		
Fisher's Exact Test				.662	.393
N of Valid Cases	100				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 11.90.
b. Computed only for a 2x2 table

Table 4.2.1 Table Indicating Chi-Square Test Data

Interpretation

The calculated Chi-Square is 0.237 and the table chi-square value for degree of freedom 1 and 5% significance is 3.841. The table value is greater than the calculated value. Therefore, the null hypothesis H0 is accepted and alternative hypothesis H1 is rejected

Inference

- Based on the results of the chi-square analysis, it can be concluded that there is no notable correlation between gender and individuals' perspectives on the future of the market's mode.

4.2.2 Correlation Analysis

		Correlations	
		Group (M1/F2)	15.Do you believe online markets will eventually replace traditional markets entirely? (1/0))
Group (M1/F2)	Pearson Correlation	1	-.049
	Sig. (2-tailed)		.631
	N	100	100
15.Do you believe online markets will eventually replace traditional markets entirely? (1/0))	Pearson Correlation	-.049	1
	Sig. (2-tailed)	.631	
	N	100	100

Table 4.2.2 Data of Correlation Analysis

Interpretation

The p value is -0.49 which is less than the signification value (0.05), hence alternate hypothesis H1 is accepted. Therefore, there is a significant connection between respondents' gender and their view of market future.

Inference

- There is a significant relation between the gender and the people who think the online market will completely overtake the traditional market.

4.3 HYPOTHESIS-2

- **H0:** There is a no significant different between the different genders and the respondents who switch to online shopping from traditional marketing
- **H1:** There is a significant different between the different genders and the respondents who switch to online shopping from traditional marketing

4.3.1 One Way ANOVA

ANOVA

Would you consider switching from traditional markets to online markets in the future? (Yes/No)(1/0)

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.120	1	.120	.487	.487
Within Groups	24.070	98	.246		
Total	24.190	99			

Table 4.3.1 Data Indicating One Way ANOVA

Interpretation

The p value 0.487 which is greater than the significance value (0.05) hence null hypothesis H1 has been accepted and alternative hypothesis H1 is rejected.

Inference

- There is a no significant different between the different genders and the respondents who switch to online shopping from traditional marketing

4.3.2 Correlation Analysis

Correlations

		Group (M1/F2)	Would you consider switching from traditional markets to online markets in the future? (Yes/No)(1/0)
Group (M1/F2)	Pearson Correlation	1	.070
	Sig. (2-tailed)		.487
	N	100	100
Would you consider switching from traditional markets to online markets in the future? (Yes/No)(1/0)	Pearson Correlation	.070	1
	Sig. (2-tailed)	.487	
	N	100	100

Table 4.3.2 Table Containing Correlation Data

Interpretation

The p value is 0.79 which is greater than the significance value (0.05) hence the null hypothesis H0 is accepted and the alternative Hypothesis H1 is rejected.

Inference

- There is a no significant different between the different genders and the respondents who switch to online shopping from traditional marketing

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDING

- The majority of the respondents are between the age 18-24 and young people.
- The majority of the respondents are male with 64% of responses.
- The majority of the respondent are from urban location with 71%
- 52% of the respondent uses online shopping rarely
- The majority of the choose to buy electronic product online which is around 59%
- 27% of the respondent used traditional market on monthly basics
- 47% of the respondent use traditional to purchase groceries
- 42% of the respondent are attracted to online market by social media advertising
- 39% of the respondents are attracted to traditional market by TV commercial
- 52% of respondent satisfied with online market is than traditional market
- 49% of the respondents said they find traditional socially interactive.
- 74% of the respondent have switched from traditional shopping to online shopping
- 66% respondents accept online market as the future of the market.
- 59% considering to change from traditional to online market.
- 82% of respondent agree or strongly agree that online market is convenient than traditional market.
- 47% of the respondent said they discover new product in online market.
- 65% of the respondent believe that traditional markets offer a personalized shopping experience.
- 74% of respondents agree or strongly agree that online markets offer a wider variety of products and choices.
- 35% of the respondent believe that they are socially connect in traditional market.

- By using Chi-square, the relation between the gender and Do you believe that online market will eventually overtake tradition market in the future? The calculated Chi-Square is 0.237 and the table chi-square value for degree of freedom 1 and 5% significance is 3.841. The table value is greater than the calculated value. Therefore, the null hypothesis H_0 is accepted and alternative hypothesis H_1 is rejected.
- By using Correlation, the relation between the gender and Do you believe that online market will eventually overtake tradition market in the future? The p value is -0.49 which is less than the signification value (0.05), hence alternate hypothesis H_1 is accepted. Therefore, there is a significant connection between respondents' gender and their view of market future.
- By One way ANOVA the relationship between gender and the Do you consider change to online market from traditional market? The p value 0.487 which is greater than the significance value (0.05) hence null hypothesis H_0 has been accepted and alternative hypothesis H_1 is rejected.
- By Using Correlation, the relationship between gender and the Do you consider change to online market from traditional market? There is a no significant different between the different genders and the respondents who switch to online shopping from traditional marketing.

5.2 SUGGESTIONS

- **Targeted Marketing Strategies:** Since a significant portion of respondents are influenced by social media for online shopping and traditional advertising for traditional markets, tailor marketing approaches accordingly. Invest more in social media advertising for online markets and TV commercials for traditional markets to attract potential customers.
- **Enhance Online Shopping Experience:** Focus on improving the online shopping experience. The majority find online shopping more convenient, but to attract the remaining 41%, invest in improving user interfaces, customer service, and ensuring a wide variety of product offerings.
- **Highlight Personalization in Traditional Markets:** Despite the shift towards online shopping, emphasize the personalized experience of traditional markets. This could involve highlighting the social interactions, personalized service, and unique shopping experiences that online markets might lack.
- **Educational Campaigns:** As a substantial number are considering a change from traditional to online markets, conduct educational campaigns highlighting the benefits of online shopping, such as wider product variety, convenience, and potential cost savings.
- **Diversify Product Offerings in Traditional Markets:** As 65% of respondents believe traditional markets offer a personalized shopping experience, consider diversifying product offerings or incorporating elements that evoke a sense of community or familiarity, further enhancing the appeal of traditional markets.

5.2 CONCLUSION

- **Demographic Influence:** Younger, male, urban individuals predominantly engage in online shopping but maintain ties to traditional markets, especially for specific purchases.
- **Perception and Behavior:** Gender seems to play a role in the perception of the market's future but does not significantly influence actual shopping behavior transition from traditional to online markets.
- **Market Evolution:** Online markets are gaining traction, evidenced by a substantial shift from traditional shopping and a belief in their future dominance. However, traditional markets still hold relevance, particularly for social interaction and certain product purchases.
- **Marketing Strategies:** Tailoring marketing strategies towards specific demographics could be influential in shaping perceptions but might not always drive actual market transitions.
- **Online Shopping:** While a majority of respondents use online shopping, a significant portion still uses traditional markets, especially for groceries and occasional traditional market visits.
- **Reasons for Attraction:** Social media advertising is a major draw for online markets, while TV commercials play a significant role in attracting consumers to traditional markets.
- **Switching Behavior:** A significant majority have shifted from traditional to online shopping, and a considerable percentage believes in the future dominance of online markets.
- **In conclusion,** the study highlights the coexistence of traditional and online markets, with the latter gaining ground but not entirely replacing the former. Understanding demographic preferences and perceptions is crucial for developing targeted marketing strategies that cater to evolving consumer behavior in both markets.

REFERENCE

- Chapter- iv theories on consumer behavior Blackwell and Miniard, (1990)
- Digital marketing vs. traditional marketing: what's the difference? By Jennifer Bailey.(2023)
- Rethinking brand for the rise of digital commerce by James Hurman and David Tiltman 2022
- What's next for digital consumers by McKinsey & Company, Neira Hajiro, Klemens Hjartar, Paul Jenkind and Benjamim Vieira. 2021
- Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience, Menon and Kahn, the 2002
- Is the e-commerce trend coming to an end? Joel Alcedo, Bricklin Dwyer, Prachi Mishra, Antonio Spilimbergo 2022
- The last factor that will influence consumer's intention purchase in online is the trust in online shopping. According to Lee and Turban (2001)
- Contrary to common assumption, Schiffman and Kanuk (2004)
- What drives consumers to shop online? A literature Review, (Monsuwe, Delleart and Ruyter, 2004)
- Literature Review on Online Shopping Ching and Tsou (2007)
- The influence of pre-purchase goals on consumers, Xia and Monroe (2009)
- An empirical study on consumer behavior, Abdul Brosekhan and Muthu Velayutham (2010)
- Teaching and the Neo-Liberal State. Krishna Kumar (2011)
- Impact of consumer buying behaviour in decision making process, Vijayalakshami. S (2013)
- Consumer Perception towards online services, Dr.M.Rajesh and G.Purushothaman (2013)
- ,Janki and Santhi (2013) Marketing Stimuli in Purchase of Home Appliances From Customer Perspectives
- Study of the effect of lifestyle on buyer's brand preference, Pandey and Mithilesh Kumar Pandey (2013)

- Shifting methods of behaviour toward online buying of electronic, Mr. Shiv Prasad (2014)
- A Study on Consumer behavior towards online shopping Chitra Sharma (2015)
- Consumer perception towards online shopping Kanupriya, Rita and Anupreeti Kaur (2016)
- A study on consumer preception towards online shopping, Dr.A.T.Jaganathan, Mr.J.Suresh Kumar, Mr.M.Sakthivel, and Mr.M.Mohanraj (2016)
- A study of foreign investing in Indian Retail market, Dr. Archana and Dhiman Kuwad (2017)
- Effect of Shopping mall in consumer buying behavior, ASHA (2017)
- A Study on Consumer Perception on Online marketing, Vikash and Vinod Kumar (2017)
- A Study on buying behavior of the consumer in online stores, Mr. Murthy, P. Raja Babu, P. Srinivas Reddy (2017)
- Consumer attitude towards online shopping, Shanti, Nanda Gopal (2018)
- Zero Barriers: Three Mega Trends Shaping the Future of Entrepreneurship (2017).
- The Impact of E-commerce on Economic Growth: A Bibliometric Study by Dr. Ufuk Baytar (2015).
- <https://www.iosrjournals.org/iosr-jbm/papers/Vol19-issue8/Version-1/D1908013235.pdf>
- <https://euroasiapub.org/wp-content/uploads/IJRESS5-May2022-KavitaPG.pdf>
- http://ijrar.com/upload_issue/ijrar_issue_20543559.pdf
- <https://www.coursehero.com/file/p4g9qvio/94-Chitra-Sharma-2015-Consumer-Buying-Behaviour-towards-Online-Shopping-A-Review/>
- <https://www.coursehero.com/file/67694052/Review-of-Literaturedocx/>

ANNEXURE – QUESTIONNAIRE

DIGITAL DOMINANCE: UNVEILING THE SUPERIORITY OF ONLINE MARKETS OVER TRADITIONAL COUNTERPARTS

Section 1: Demographics

1. Age:

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

2. Gender:

- Male
- Female
- Non-binary/Other

3. Location:

- Urban
- Suburban
- Rural

Section 2: Online Shopping Habits

4. How often do you shop online?

- Daily
- Weekly
- Monthly
- Rarely
- Never

5. What types of products do you mostly purchase online? (Select all that apply)

- Electronics
- Clothing and fashion
- Groceries
- Home appliances
- Books and media
- Other (please specify)

Section 3: Traditional Shopping Habits

6. How often do you shop in brick-and-mortar stores?

- Daily
- Weekly
- Monthly
- Rarely
- Never

7. What types of products do you prefer to buy in traditional brick-and-mortar stores?
(Select all that apply)

- Groceries
- Clothing and fashion
- Electronics
- Home appliances
- Books and media
- Other (please specify)

Section 4: Market Reach and Engagement

8. How do you find out about new products or promotions in online markets?

- Email newsletters
- Social media advertising
- Search engines (e.g., Google)
- Recommendations from friends/family
- Other (please specify)

9. How do you find out about new products or promotions in traditional markets?

- Newspaper advertisements
- TV commercials
- In-store signage
- Word of mouth
- Other (please specify)

Section 5: Comparison Questions

10. Please rate your level of satisfaction with online markets compared to traditional markets in terms of convenience, on a scale of 1 to 5.

- 1 (Very dissatisfied)
- 2 (Dissatisfied)
- 3 (Neutral)
- 4 (Satisfied)
- 5 (Very satisfied)

11. Which of the following statements do you agree with the most?

- Online markets offer better pricing than traditional markets.
- Traditional markets provide a more personalized shopping experience.
- Online markets offer a wider variety of products.
- Traditional markets have a more social and interactive atmosphere.
- I'm equally satisfied with both online and traditional markets.

Section 6: Ranking Question

12. Rank the following factors in order of importance when choosing between online and traditional markets (1 being the most important, 5 being the least):

- Price
- Convenience
- Product variety
- Personalized service
- Social interaction

Section 7: Dichotomous Questions

13. Have you ever switched from shopping primarily in traditional markets to online markets? (Yes/No)

14. Would you consider switching from online markets to traditional markets in the future? (Yes/No)

15. Do you believe online markets will eventually replace traditional markets entirely? (Yes/No)

Section 8: Likert Scale Questions:

S.No	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Online shopping is more convenient than traditional shopping.					
2.	Online markets help me discover new products and brands easily.					
3.	Traditional markets offer a personalized shopping experience.					
4.	Online markets offer a wider variety of products and choices.					
5.	Shopping in traditional markets makes me feel more socially connected.					