

A COMPARITIVE STUDY ON ONLINE SHOPPING AND TRADITIONAL SHOPPING

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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Register No: 40410186



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **K. VENKATARAMANAN (40410186)** who carried out the project entitled “**A COMPARITIVE STUDY ON ONLINE SHOPPING AND TRADITIONAL SHOPPING**” under my supervision from January 2022 to March 2022.

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DECLARATION

I **VENKATARAMANAN. K (40410186)** hereby declare that the Project Report entitled “**A comparative study on online shopping and traditional shopping**” done by me under the guidance of **DR. D. VELUMONI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

DATE:

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VENKATARAMANAN. K

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VENKATARAMANAN. K

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ABSTRACT

Shopping is probably one of the oldest terms used to talk about what we have been doing over the years. Online shopping has become a popular shopping method ever since the internet has declared a takeover. The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. This study have focused to analyse the significant difference between online shopping and offline (traditional) shopping. This research study focused to analyse the significant difference between the online and offline consumer groups in terms of technology usage, availability and attitude of the consumer.

CHAPTER 1

1.1 INTRODUCTION

Shopping is part of every day's life. Some get the necessities from shopping, others get something more. It is viewed as a way to release the stress, a way to complete some desire in the mind, or a way to add some flavor to the mechanical way of life. In ancient times, the terms used to talk about what we have all been doing over the years such as 'trading' or 'bartering' and probably 'market'. In this project study, we will be briefly discussing about the benefits and problems in online shopping and offline shopping. This study also helps to know about consumer behavior towards online shopping and physical shopping.

1.2 ONLINE SHOPPING

Online shopping is also known as E-shopping, is a form of electronic commerce that allows consumers to directly buy the goods or services from a seller over the internet using a web browser. Shopping has got a new definition since the arrival of the internet. These days, it is even easier to find the most difficult of all the products, by easily typing in the product or item that the consumer is looking for. The consumer should have no worry regarding the payment as online shopping service provides options to pay through various payment methods.

1.3 ADVANTAGES AND DISADVANTAGES OF ONLINE SHOPPING

ADVANTAGES:

- 1.) Customers can easily purchase items from their home/workplace.
- 2.) It is also easy to cancel the transaction, if the customer is not satisfied with the product.
- 3.) There will be some kind of pressure by sales representative in offline shopping, but whereas the customer is not pressurized in any way in online shopping.
- 4.) Customers do not have to stand in queues to pay for the product, and can easily pay through online payment methods or cash on delivery.

DISADVANTAGES:

- 1.) There can be a risk of lack of proper inventory management which results in the delay of the product.
- 2.) Lack of physical satisfaction (touch-feel-try). For example, online shopping is not suitable for clothes as the customer cannot try them on.
- 3.) A customer has to buy the product without seeing actually how the product looks like. The electronic images of the product may sometime mislead the customer to buy them.

1.4 PHYSICAL SHOPPING

Physical shopping (traditional shopping) needs no introduction, as it has become our day to day routine. Many people prefer this traditional shopping as it allows them to check out the item.

1.5 ADVANTAGES AND DISADVANTAGES OF PHYSICAL SHOPPING

ADVANTAGES:

- 1.) A consumer can instantly get the product after the payment. He have not to wait to receive the item as in the case of online shopping.
- 2.) Customer can quality check the product in physical shopping, which is not possible in the case of online shopping.

DISADVANTAGES:

- 1.) Consumer would not be satisfied as there will be limited variety of products in physical stores.
- 2.) Consumer has to wait for a long time for making the payment, which is a major drawback of physical shopping.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Review of literature

The primary purpose of the literature review is to determine the theoretical framework and research on factors that influence electronic payments. The term "review of literature" refers to the process of recognising existing literature in the field of consumer behaviour to determine what contributions have previously been made so that it can be used as a foundation for growing the literature.

- I. **Wang et al., (2013)** An online channel has distinct characteristics from a physical channel. For example, absence of the experience of examining the physical product within an online channel (**Alba et al., 1997**).
- II. **Lenvin et al., (2003)** found that being able to personally encounter a product prior to purchase is an underlying factor of the preference for an offline shopping method for products such as clothing. However, textile and clothing have found the biggest acceptance in online retail and no branch of the industry is affected by the internet as retail sales have (**Heinemann and Schwarzl., 2010**).
- III. According to **Chayapa (2011)**, the process of making decision are very similar whether the consumer is offline or online but some major differences are shopping environment and marketing communication.
- IV. **Yaobin Lu (2011)** focused on the factors that influence users' intention to transfer their usage from offline to online channel that offer similar services. The study revealed that innovativeness in new technology and relative benefit had positive effects on users' intention to transfer usage. Moreover, the findings of the study also indicated that experience moderates the relationship between relative benefit and consumers' intention to transfer from offline to online services.
- V. **Rick L. Andrews Ourso and Imran S. Currim (2004)** examined the behavioural differences between consumers attracted to online shopping and traditional shopping using actual choice data from an online supermarket and traditional scanner panel data. The study found that as compared to traditional supermarket consumers, online consumers prefer larger size to smaller sizes, do more screening on the basis of brand names, do less screening on the basis of sizes, have stronger choice of set effects.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Need for the study:

This project study is mainly done to identify the answers for the following questions:

- What are the advantages and disadvantages of online shopping and physical shopping?
- Which mode of shopping is preferred more? And why?

3.2 Objective of the study:

3.2.1 Primary objective

- The primary objective of this study is to identify the factors influencing the people towards online shopping and physical shopping.
- To find the suitable mode of shopping with the help of opinions given by the respondents.

3.2.2 Secondary objective

- To know the perception of people towards online shopping and offline shopping.
- To find out the problems faced by the people in online shopping and offline shopping.
- To measure the overall satisfaction level of people towards online shopping and physical shopping.

3.3 Scope of the study:

This study is done to find out the suitable mode of shopping for the people (whether online shopping or physical shopping). This is done with the help of opinions given by the respondents. This study also helps to understand the consumer behaviour towards online shopping and offline shopping. The conclusion of this study will be based on the responses given by the respondents.

3.4 Research design:

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.5 Sample design:

The sampling technique undergone for this study is Convenience sampling. Convenience sampling is a type of non-probability sampling in which sample being drawn from that part of the population that can be easily reached.

3.6 Sample size:

A questionnaire was circulated to the public which is limited to 205 respondents only.

3.7 Data collection:

- Primary data was collected with the help of questionnaire. First part of the questionnaire was designed to know the general information about the respondents. Secondary part of the questionnaire was related to the responses for the questions asked, which helps to cover the topic of this project study.
- Secondary data used was the literature given which were reviewed for the purpose of attaining knowledge on the topic.

3.8 Tools:

In this study, statistical tool like chi square test is used for hypothesis testing.

3.9 AREA OF THE STUDY

- Sample size: 205
- Location: Chennai
- Target people: Public

CHAPTER 4

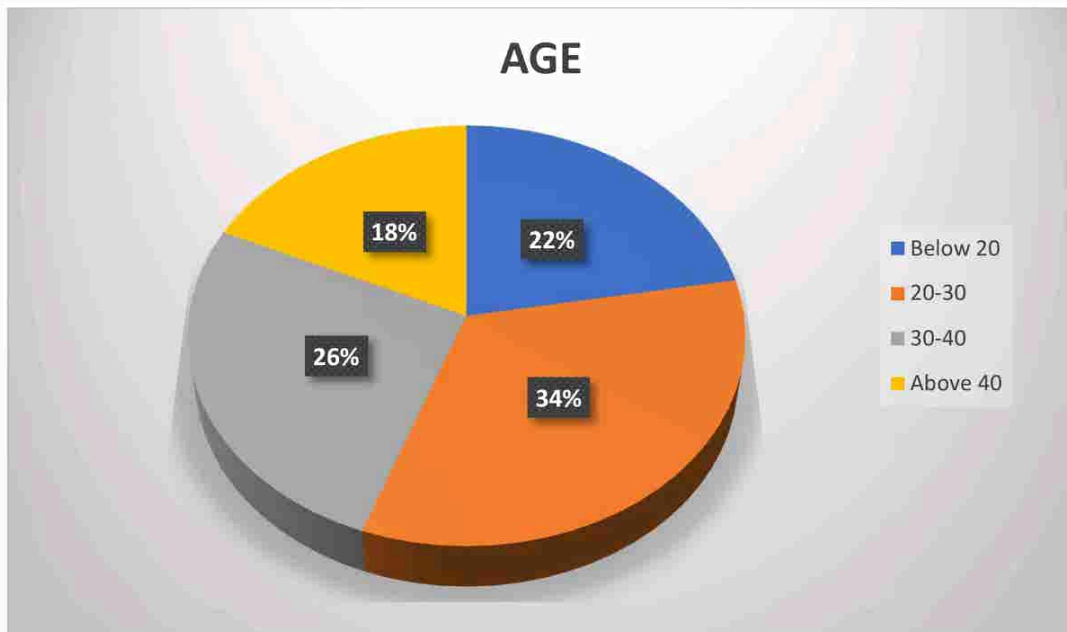
DATA ANALYSIS AND INTERPRETATION

Percentage analysis

4.1 AGE OF THE RESPONDENTS

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1.	Below 20	45	22%
2.	20-30	70	34%
3.	30-40	53	26%
4.	Above 40	37	18%
Total		205	100

CHART 4.1



Interpretation

From the above table it is interpreted that **22%** of the respondents are aged below 20, **34%** aged between 20-30, **26%** aged between 30-40 and **18%** aged above 40.

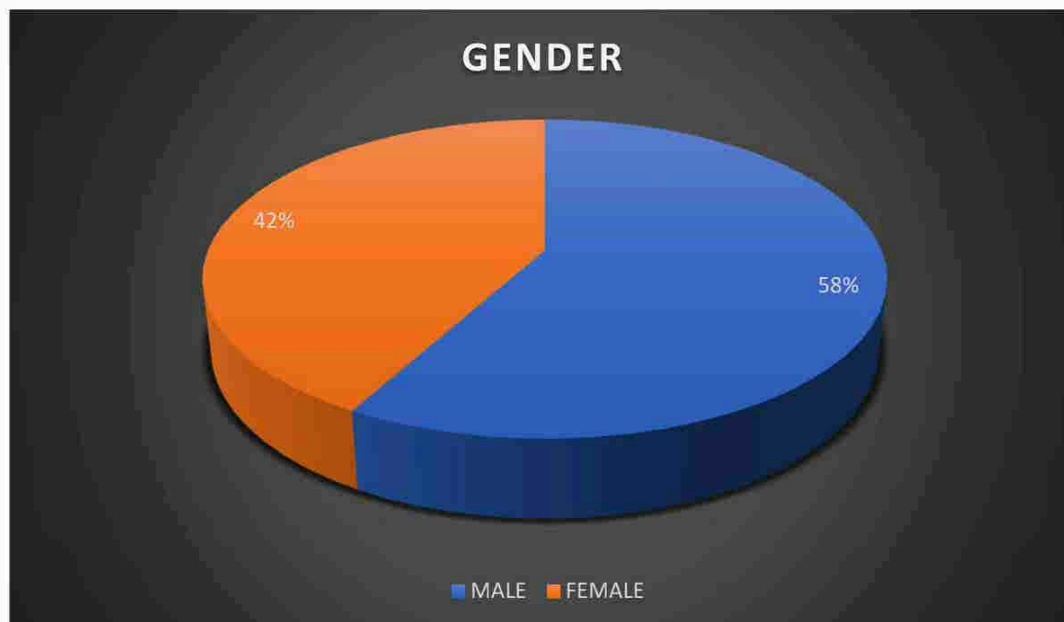
Inference

Majority of the respondents (**34%**) are aged between 20-30.

4.2 GENDER OF THE RESPONDENTS

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1.	Male	119	58%
2.	Female	86	42%
Total		205	100

CHART 4.2



Interpretation

From the above table it is interpreted that **58%** are male and **42%** are female.

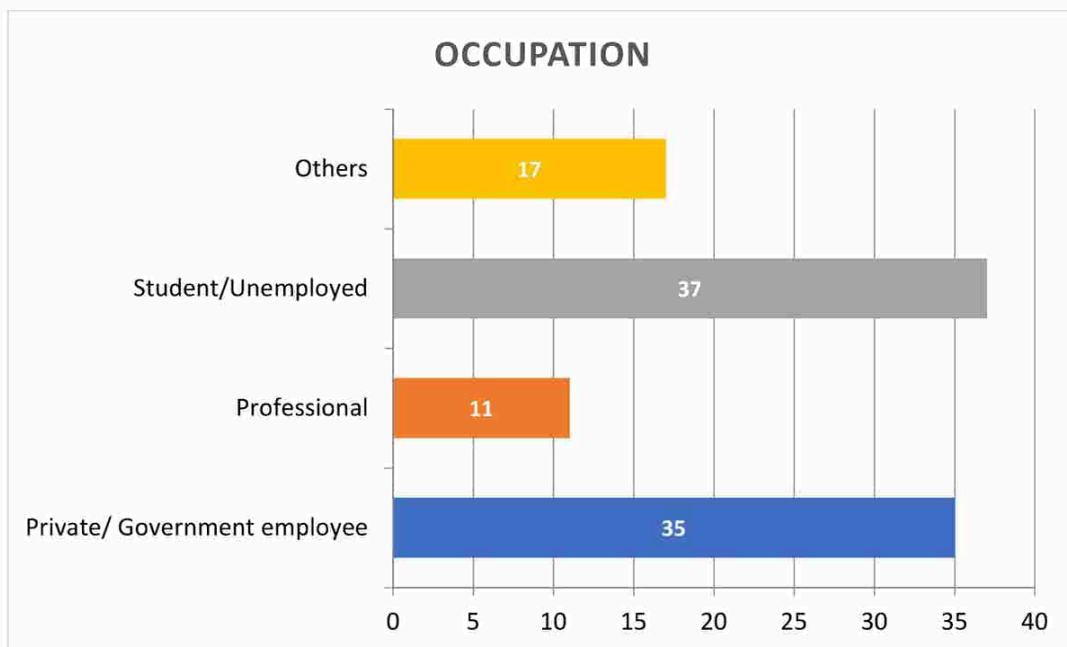
Inference

Majority of the respondents (**58%**) are male.

4.3 OCCUPATION OF THE RESPONDENTS

S.NO	OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
1.	Private/Government employee	72	35%
2.	Professional	22	11%
3.	Student/Unemployed	76	37%
4.	Others	35	17%
	Total	205	100

CHART4.3



Interpretation

From the above table it is interpreted that **35%** of the respondents are private/government employee, **11%** are professionals, **37%** are student/unemployed and **17%** are other workers.

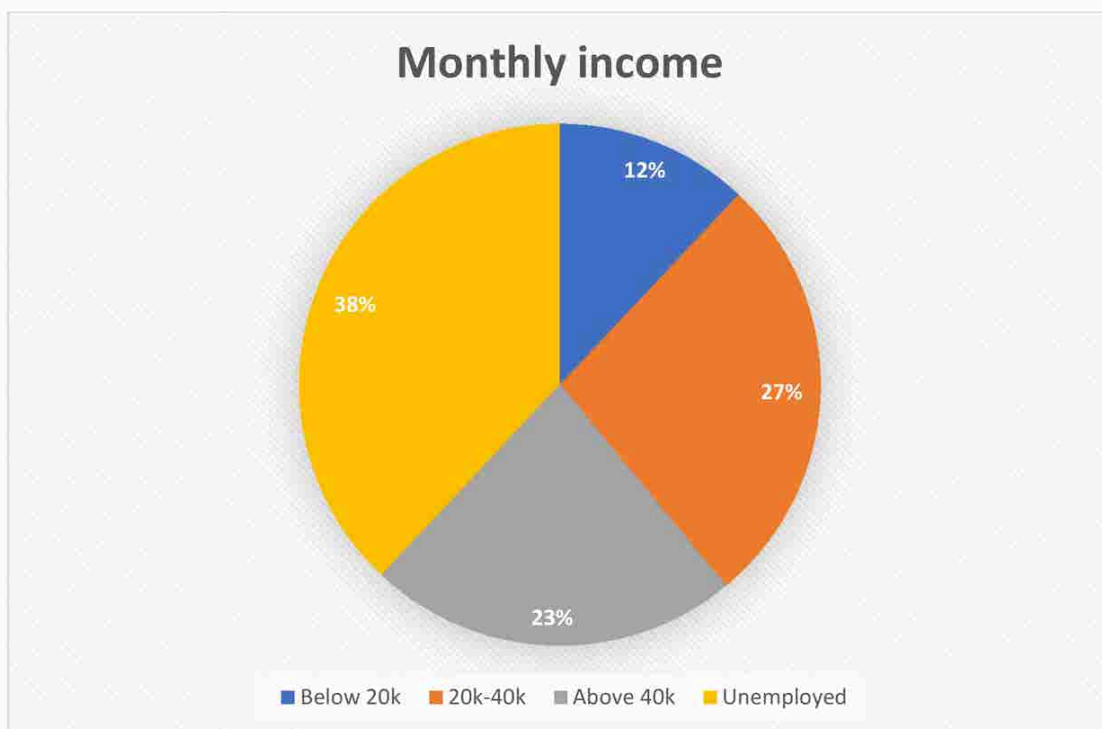
Inference

Majority of the respondents (**37%**) are student/unemployed.

4.4 MONTHLY INCOME OF THE RESPONDENTS

S.NO	MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
1.	Below 20k	25	12%
2.	20k - 40k	55	27%
3.	Above 40k	47	23%
4.	Unemployed	78	38%
	Total	205	100

CHART4.4



Interpretation

From the above table it is interpreted that **12%** of the respondents' income are below 20k, **27%** are between 20k-40k, **23%** are above 40k and **38%** of the respondents are unemployed.

Inference

Majority of the respondents (**38%**) are unemployed.

4.5 MAIN REASON FOR PREFERRING ONLINE SHOPPING

S.NO	REASON	NO.OF RESPONDENTS	PERCENTAGE
1.	Wide variety of products	65	32%
2.	Low cost	37	18%
3.	Various offers/discounts	72	35%
4.	Detailed information	31	15%
	TOTAL	205	100

Chart 4.5



Interpretation

From the above table it is interpreted that **32%** of the respondents have opted wide variety of products, **18%** have opted low cost, **35%** have opted various offers/discounts and **15%** have opted detailed information.

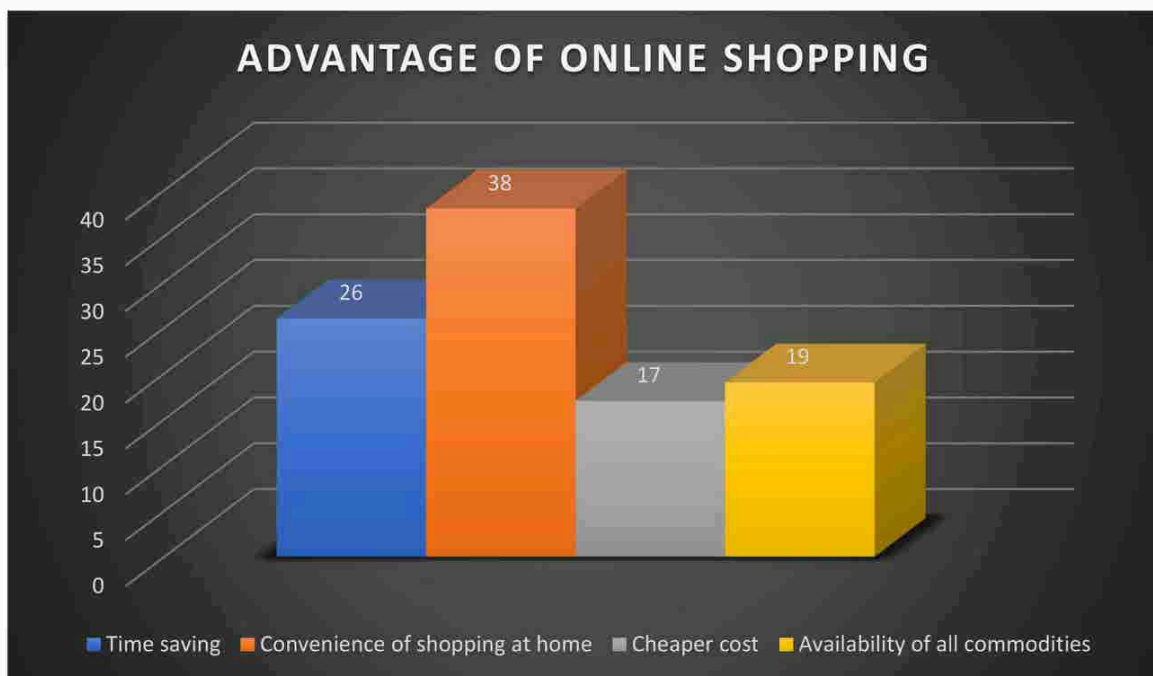
Inference

Majority of the respondents (**35%**) have opted various offers/discounts.

4.6 ADVANTAGE OF ONLINE SHOPPING

S.NO	ADVANTAGE	NO OF RESPONDENTS	PERCENTAGE
1.	Time saving	53	26%
2.	Convenience of shopping at home	78	38%
3.	Cheaper cost	35	17%
4.	Availability of all commodities	39	19%
	Total	205	100

CHART 4.6



Interpretation

From the above table it is interpreted that **26%** have opted time saving, **38%** have opted convenience of shopping at home, **17%** have opted cheaper cost and **19%** have opted availability of all commodities.

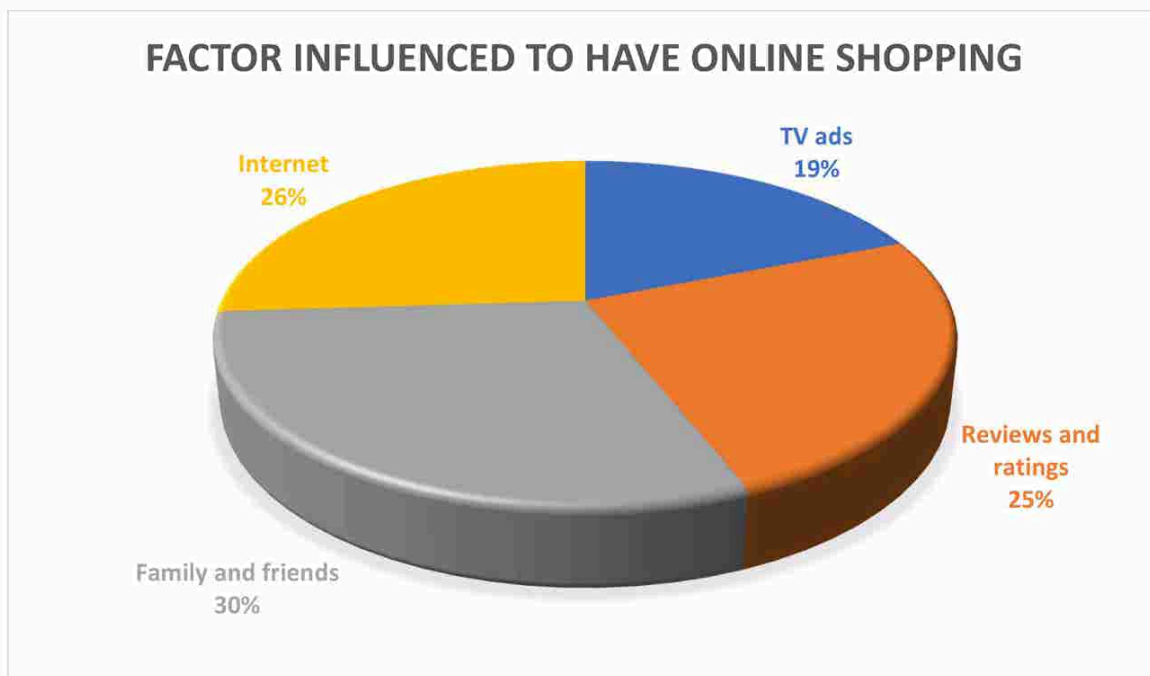
Inference

Majority of the respondents (**38%**) of the respondents have opted convenience of shopping at home

4.7 FACTOR INFLUENCED TO HAVE ONLINE SHOPPING

S.NO	FACTOR	NO OF RESPONDENTS	PERCENTAGE
1.	TV ads	39	19%
2.	Reviews and ratings	51	25%
3.	Family and friends	62	30%
4.	Internet	53	26%
	Total	205	100

CHART 4.7



Interpretation

From the above table it is interpreted that **19%** have opted TV ads, **25%** have opted reviews and ratings, **30%** have opted family and friends and **26%** have opted internet.

Inference

Majority of the respondents (**30%**) have opted family and friends .

4.8 MAIN PROBLEM IN ONLINE SHOPPING

S.NO	MAIN PROBLEM	NO OF RESPONDENTS	PERCENTAGE
1.	Absence of physical satisfaction	72	35%
2.	Insecurity	66	32%
3.	Poor service	28	14%
4.	Complicated procedures	39	19%
	Total	205	100

CHART 4.8



Interpretation

From the above table it is interpreted that **35%** of the respondents have opted absence of physical satisfaction, **32%** have opted insecurity, **14%** have opted poor service and **19%** have opted complicated procedures.

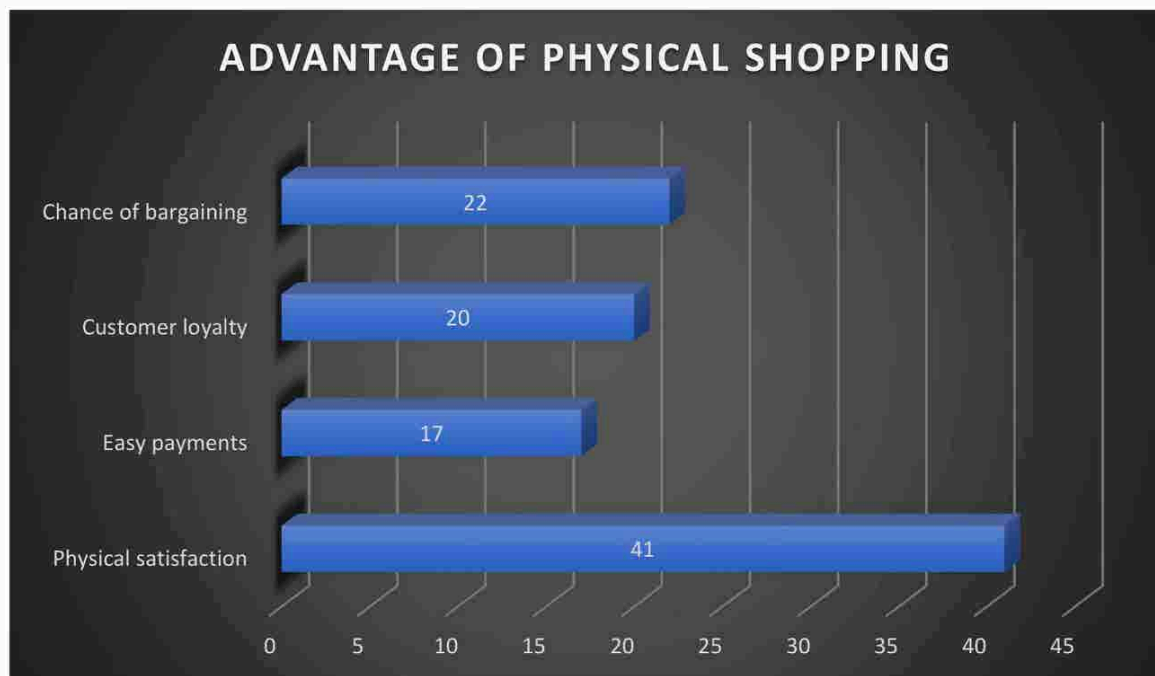
Inference

Majority of the respondents (**35%**) have opted absence of physical satisfaction.

4.9 MAIN ADVANTAGE OF PHYSICAL SHOPPING

S.NO	ADVANATAGE	NO OF RESPONDENTS	PERCENTAGE
1.	Physical satisfaction	84	41%
2.	Easy payments	35	17%
3.	Customer loyalty	41	20%
4.	Chance of bargaining	45	22%
5.	Total	205	100

CHART 4.9



Interpretation

From the above table it is interpreted that **41%** of the respondents have opted physical satisfaction, **17%** have opted easy payments, **20%** have opted customer loyalty and **22%** have opted chance of bargaining.

Inference

Majority of the (**41%**) have opted physical satisfaction.

4.10 MAIN PROBLEM FACED IN PHYSICAL SHOPPING

S.NO	PROBLEM	NO OF RESPONDENTS	PERCENTAGE
1.	Time consuming	84	41%
2.	Heavy price	43	21%
3.	Limited variety of products	55	27%
4.	Getting influenced by salesperson	23	11%
	Total	205	100

CHART 4.10



Interpretation

From the above table it is interpreted that **41%** have opted time consuming, **21%** have opted heavy price, **27%** have opted limited variety of products and **11%** have opted getting influenced by salesperson.

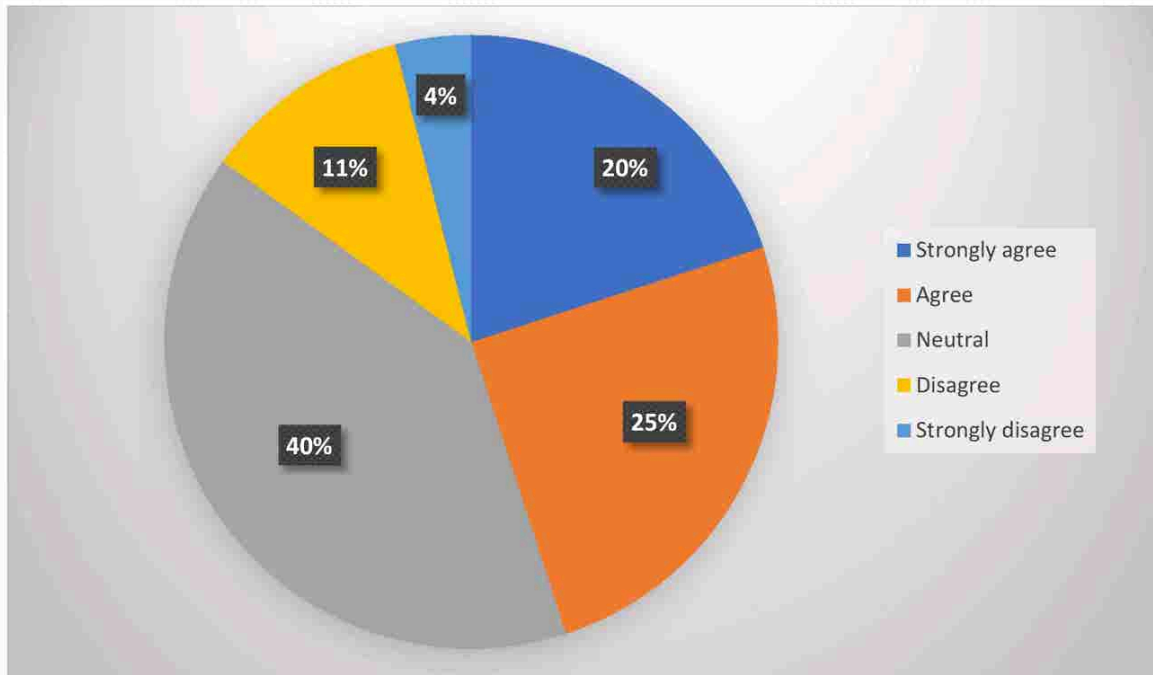
Inference

Majority of the respondents (**41%**) have opted time consuming.

4.11 PHYSICAL SHOPPING IS MORE CONVENIENT THAN ONLINE SHOPPING

S.NO	RESPONSE	NO OF RESPONDENTS	PERCENTAGE
1.	Strongly agree	41	20%
2.	Agree	51	25%
3.	Neutral	82	40%
4.	Disagree	23	11%
5.	Strongly disagree	8	4%
	Total	205	100

CHART 4.11



Interpretation

From the above table it is interpreted that **20%** have opted strongly agree, **25%** have opted agree, **40%** have opted neutral, **11%** have opted disagree and **4%** have opted strongly disagree.

Inference

Majority (**40%**) have opted neutral.

4.12 PREFERRED MODE OF SHOPPING OVERALL

S.NO	PREFERENCE	NO OF RESPONDENTS	PERCENTAGE
1.	Online shopping	43	21%
2.	Physical shopping	49	24%
3.	Partly both	113	55%
	Total	205	100

Chart 4.12



Interpretation

From the above table it is interpreted that **21%** have opted online shopping, **24%** have opted physical shopping and **55%** have opted partly both.

Inference

Majority of the respondents (**55%**) have opted partly both.

ANALYSIS USING CHI SQUARE TEST

Null hypothesis H0:

There is no significant difference between main problem faced in online shopping and advantage of traditional shopping.

Alternate Hypothesis H1:

There is a significant difference between main problem faced in online shopping and advantage of traditional shopping.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
WHAT IS THE MAIN PROBLEM FACED IN ONLINE SHOPPING * WHAT IS THE MAIN ADVANTAGE OF TRADITIONAL SHOPPING	205	100.0%	0	0.0%	205	100.0%

WHAT IS THE MAIN PROBLEM FACED IN ONLINE SHOPPING * WHAT IS THE MAIN ADVANTAGE OF TRADITIONAL SHOPPING Cross tabulation						
Count		WHAT IS THE MAIN ADVANTAGE OF TRADITIONAL SHOPPING				Total
		CHANCE OF BARGAINING	CUSTOMER LOYALTY	EASY PAYMENTS	PHYSICAL SATISFACTION	
		G			ON	
WHAT IS THE MAIN PROBLEM FACED IN ONLINE SHOPPING	ABSENCE OF PHYSICAL SATISFACTION	15	5	7	44	71
	COMPLICATED PROCEDURES	12	10	9	9	40
	INSECURITY (FRAUDULENT ACTIVITIES)	15	15	14	22	66
	POOR SERVICE	3	10	5	10	28
	Total	45	40	35	85	205

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.697 ^a	9	.001
Likelihood Ratio	30.099	9	.000
N of Valid Cases	205		
a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.78.			

CHI SQUARE TEST:

The chi square test determines whether there is an association between categorical variables. It is a non-parametric test.

INTERPRETATION:

Since P value is equal to 0.01, that is lesser than 0.05, null hypothesis H0 is rejected. So there is a significant difference between main problem faced in online shopping and advantage of traditional shopping.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS OF THE STUDY

- Majority of the respondents **(34%) are aged between 20-30.**
- Majority of the respondents **(58%) are male.**
- Majority of the respondents **(37%) are student/unemployed.**
- Majority of the respondents **(38%) have opted unemployed** for the question **MONTHLY INCOME .**
- Majority of the respondents **(35%) have opted various offers/discounts** for the question **MAIN REASON FOR ONLINE SHOPPING.**
- Majority of the respondents **(38%) have opted convenience of shopping at home** for the question **ADVANTAGE OF ONLINE SHOPPING.**
- Majority of the respondents **(30%) have opted family and friends** for the question **FACTOR INFLUENCED TO HAVE ONLINE SHOPPING.**
- Majority of the respondents **(35%) have opted absence of physical satisfaction** for the question **MAIN PROBLEM IN ONLINE SHOPPING.**
- Majority of the respondents **(41%) have opted physical satisfaction** for the question **ADVANTAGE OF PHYSICAL SHOPPING.**
- Majority of the respondents **(41%) have opted time consuming** for the question **MAIN PROBLEM IN PHYSICAL SHOPPING**
- Majority of the respondents **(40%) have opted neutral** for the statement: **PHYSICAL SHOPPING IS MORE CONVENIENT THAN ONLINE SHOPPING.**
- Majority of the respondents **(55%) have opted partly both** for the question **OVERALL PREFERRED MODE OF SHOPPING.**

5.2 LIMITATIONS OF THE STUDY

The study suffers from certain limitations which are stated as follows:

- The findings and conclusions drawn are from the samples taken from the people who are known.
- Sample size of the study limited to 205 respondents only.
- This project study is confined to Chennai only.
- The data collected is based on primary data, as there is a chance of personal bias. So the accuracy may not be perfect.

5.3 SUGGESTIONS

- Some people shared their opinion that both the modes are same, but varies from one's perspective to another.
- Some of the respondents suggested that the physical stores should increase the variety of the products in order to shop conveniently.
- Many respondents also suggested that the services provided by online stores and the quality of the product provided by online shops must be improved.
- Many respondents shared their opinion that, if physical stores improve their service, they can easily compete with modern online stores.

5.5 CONCLUSION

This project study comes to the conclusion after the successful responses and suggestions given by the respondents. In this study, we have briefly discussed about the perception of people towards online shopping and physical shopping. In this conclusion, result may not be accurate as it is of personal bias. Both online and physical shopping has its own advantages and disadvantages and it varies from the perception of one to another. Majority of the respondents (55%) have opted for preferring both the modes of shopping. Apart from that, many respondents (24%) have opted to prefer the physical mode of shopping. This clearly shows that even though the online mode of shopping is time saving process, there is some reluctance for the people in preferring the online mode. Taking all the suggestions into consideration, both online stores and offline stores must improve their services for the good flow of business. Finally, I conclude that physical (traditional) shopping is the suitable mode of shopping from all the aspects.

APPENDIX

- I. NAME**
- II. GENDER:**
 - A.) MALE**
 - B.) FEMALE**
- III. AGE:**
 - A.) BELOW 20**
 - B.) 20-30**
 - C.) 30-40**
 - D.) ABOVE 40**
- IV. OCCUPATION:**
 - A.)PRIVATE/GOVERNMENT EMPLOYEE**
 - B.)PROFESSIONAL**
 - C.)STUDENT/UNEMPLOYED**
 - D.)OTHER WORKERS**
- V. MONTHLY INCOME:**
 - A.) BELOW 20K**
 - B.) 20K-40K**
 - C.) ABOVE 40K**
 - D.) UNEMPLOYED**
- VI. WHERE DO YOU LIVE?**
 - A.) CITY**
 - B.) TOWN**
 - C.) VILLAGE**
- VII. HAVE YOU EVER HAD AN ONLINE SHOPPING?**
 - A.) YES**
 - B.) N0**

- VIII. WHAT TYPE OF COMMODITIES YOU OFTEN PURCHASE IN ONLINE SHOPPING?**
- A.) CLOTHES AND DRESSES**
 - B.) ELECTRONIC PRODUCTS**
 - C.) STATIONERY ITEMS**
 - D.) OTHERS**
 - E.) NONE**
- IX. WHAT IS THE MAIN REASON FOR PREFERRING ONLINE SHOPPING?**
- A.) WIDE VARIETY OF PRODUCTS**
 - B.) VARIOUS OFFERS/DISCOUNTS**
 - C.) LOW COST**
 - D.) DETAILED INFORMATION**
- X. WHAT INFLUENCES YOU TO HAVE ONLINE SHOPPING?**
- A.) TV ADS**
 - B.) REVIEWS AND RATINGS**
 - C.) FRIENDS AND FAMILY**
 - D.) INTERNET**
- XI. WHAT DO YOU THINK IS THE MAIN ADVANTAGE OF ONLINE SHOPPING?**
- A.) TIME SAVING**
 - B.) CONVENIENCE OF SHOPPING AT HOME**
 - C.) CHEAPER COST**
 - D.) AVAILABILITY OF ALL TYPE OF COMMODITIES**
- XII. WHAT IS THE MAIN PROBLEM FACED IN ONLINE SHOPPING?**
- A.) ABSENCE OF PHYSICAL SATISFACTION**
 - B.) INSECURITY**
 - C.) POOR SERVICE**
 - D.) COMPLICATED PROCEDURES**

- XIII. WHAT IS YOUR OVERALL SATISFACTION LEVEL IN ONLINE SHOPPING?**
A.) HIGHLY SATISFIED
B.) SATISFIED
C.) DISSATISFIED
D.)HIGHLY DISSATISFIED
- XIV. WHAT IS THE MAIN ADVANTAGE OF TRADITIONAL SHOPPING?**
A.) PHYSICAL SATISFACTION
B.) EASY PAYMENTS
C.) CUSTOMER LOYALTY
D.) CHANCE OF BARGAINING
- XV. WHAT IS THE MAIN DIFFICULTY FACED IN OFFLINE SHOPPING?**
A.) TIME CONSUMING
B.) HEAVY PRICE
C.) LIMITED VARIETY OF PRODUCTS
D.) GETTING INFLUENCED BY SALESPERSON
- XVI. HOW WAS THE SERVICE THAT ARE PROVIDED BY PHYSICAL STORES?**
A.) VERY GOOD
B.) GOOD
C.) BAD
D.) VERY BAD
- XVII. WHAT IS YOUR OVERALL SATISFACTION LEVEL IN OFFLINE SHOPPING?**
A.) HIGHLY SATISFIED
B.) SATISFIED
C.) DISSATISFIED
D.) HIGHLY DISSATISFIED

XVIII. PHYSICAL SHOPPING IS MORE CONVENIENT THAN ONLINE SHOPPING:

- A.) STRONGLY AGREE**
- B.) AGREE**
- C.) NEUTRAL**
- D.) DISAGREE**
- E.) STRONGLY DISAGREE**

XIX. WHICH MODE OF SHOPPING DO YOU PREFER OVERALL?

- A.) ONLINE SHOPPING**
- B.) TRADITIONAL SHOPPING**
- C.) PARTLY BOTH**

XX. WHAT WILL BE YOUR SUGGESTION/OPINION REGARDING ONLINE SHOPPING AND OFFLINE SHOPPING?
