An Analysis of Traditional Customers to Trends On E – Commerce Services

V.DEVI SURESH- PHD Scholar
Vels Institute of Science, Technology & Advanced studies (VISTAS)

ABSTRACT

The main motive of this research is to study about the traditional customers trends on e – commerce services by which the customers can prefer the traditional or online services for their trends. E – Commerce (Electronic commerce) is the trading of goods and services on the internet.Shopping is the most talked about time period when it comes to contemporary residents. The boom of the retail area in India is the quickest in world terms. When it comes to standard traditional vs on line shopping, a vast distinction can be determined in the conduct of the buyers belonging to the present- digital era. In the modern days, with the growth of e – commerce most customers,particularly kids ideally select to buy from an online store. This research paper is analysed for consumers to trends on traditional shopping or online shopping services. Main purpose of our study is to analyse the quality, reliable and satisfaction of boththe shopping services. Finally we found the customerare accepting the traditional and online shopping services which cannot be avoided now a days.

I.   BACKROUND OF THE STUDY

Traditional buying is a technique of shopping for a product through going to the keep directly. It enables one to see the actual products before paying the money. One could get the actual product that he or she likes with the money. It is a very important virtue for people buying the fashion products like fashion clothes as people need to make sure the clothes are in the right size and colour.The traditional shopping is very useful for valuable products like Gold, Silver, Diamond etc. The real glimpse of Indian tradition in these regularly bustling markets such as Zaveri Bazaar-Mumbai, Sarojini Nagar market- New Delhi, Floating vegetable market-Srinagar, and Mahidharpura diamond market etc.

The current lifestyles hasgrownto be extra and greater handy with the web usage. It does no longer solely offers human beings grater possibilities with capacity of communications, however additionally the systems of business. Some humans locate it greater preferable to save on line whilst some fancies to save at the actual shop. Online keep on Facebook and Instagram now develops its characteristics alongside the up to date and the increase of people's needs. Over these past years E-commerce has developed very speedy due to the fact of many benefits associated to shopping for on web due to the fact of simpler transaction and decrease price as in contrast to other sorts of shopping. Through online buying all and sundry can purchase faster, have more options and can order more than a few product or offerings with decrease charge (cuneyt koyuncu; Gautam Bhattacharya,2017)

The comparison study of Traditional shopping and online shopping may occur some pros and cons. Online buying is the exercise of buying items and offerings over the web whilst usual buying is the exercise of travelling save and making purchases. Convenience of on line shopping tends to be greater handy than regular shopping. This is due to the fact clients can store anywhere, whenever as there are no geographical boundaries. In usual shopping, clients are surely capable to see what they are shopping for earlier than they make the payment whilst in online shopping, clients don't have threat to bodily see or contact the objects they order.Traditional buying is safer than given that there is a hazard of on line fraud and protection troubles like hacking in on line shopping. Online buying approves clients to examine expenditures and locate the most inexpensive products, however regular buying doesn't enable clients this risk to examine fees easily.

OBJECTIVES OF STUDY

1.To study on analysis of traditional customers to trends on e-commerce services.
2. To recognize customer to prefer like to purchase most
3. To find out the difference between traditional and online shopping on reliable,Quality,andSatisfaction of the study.

II.   Literature of Review

Koen pauwels et. Al. (2011) found that the offline revenue impact of the informational website critically depends on the product category and customer segment. The lower online search costs were especially

beneficial for sensory products and for customers distant from the store. In contrast, customers in a particular segment reduce their shopping trips, suggesting their online actions partially substitute for experiential shopping in the physical store.

Isabel P.Enrique and Sergio Roman (2014) examined the role of several consumers' cognitive and psychographic traits in their perception of retailers ' deceptive practices (perceived deception) and the different effects on perceived deception associated with online vis-à-vis-in-store shopping.

Jigyasha & Japneet (2017) identify the consumer preference towards online shopping and traditional shopping. The study used descriptive analysis and primary data was collected through questionnaire. It concludes almost all of them have experienced both online and off line shopping.

Shaip Bytycl (2020) recognized that online shopping replaces traditional shopping in all developed countries but it is worth noting that countries with emerging economies cannot yet claim to replace traditional shopping as a cause of civil awareness, technology awareness, online payments etc. In this study we used the primary data to achieve the main purpose

Methodology

The present data is collected by using primary data both traditional shoppers and online shoppers using Survey method.

Analysis of the study

Data collected through google form and sample size is 50 . The questionnaire prepared and done validity through experts and reliability is done by test retest method and the value 0.86. the collected data is analysed through spss. Their profiles are given in the below

Table No:1 Frequency of Gender

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
	MALE	21	42	42	42
Valid	FEMALE	29	58	58	100
	Total	50	100	100	

With reference to the above table, among the 50 respondents, 42% are Male and 58% are Female.
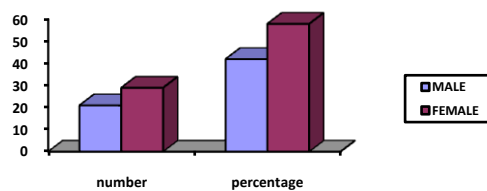
Table No: 2, level of age group

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
	Below 25	11	22	22	22
Valid	25 - 40	28	56	56	78
	40 - 55	11	22	22	100

As stated in the above table, the age frequency of the respondents, the majority of the age group from 25 – 40 years and another age group of below 25 years and 40 - 55 years respondents are equal.
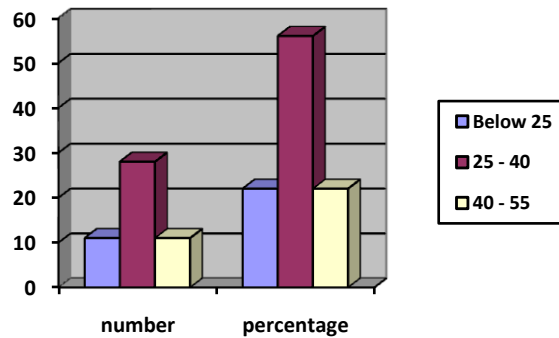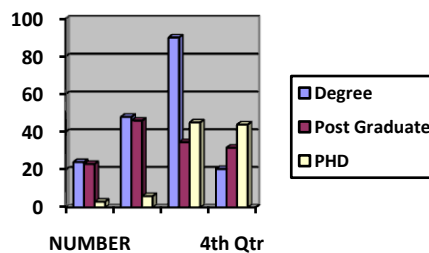
Table No: 3, Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Degree	24	48	48	48
	Post Graduate	23	46	46	94
	PHD	3	6	6	100
	Total	50	100	100	

With the reference to the above table, the majority of the respondent's education level with degree and second high level of respondents with post graduates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 1 year	2	4	4	4
	More than 2 years	9	18	18	22
	Above 5 years	39	78	78	100
	Total	50	100	100	

Table No: 4. How long have you been using in internet service

As stated in the above table, the respondents using in internet services -Majority of the age group of people using more than 5 years and secondly more than 2 years.
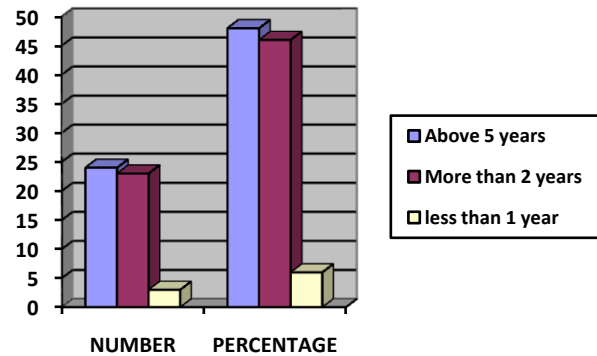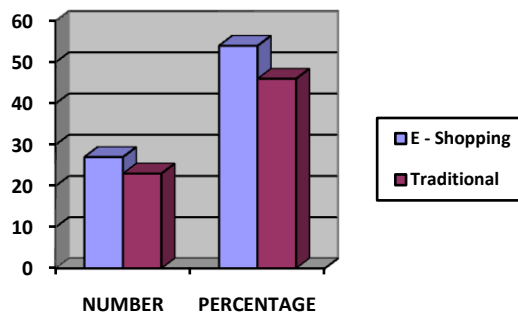
Table No: 5, Do you prefer online or Traditional Shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	E - Shopping	27	54	54	54
	Traditional	23	46	46	100
	Total	50	100	100	

With the reference to the above table, 54% of the respondents preferring the online shopping and 46% preferring traditional Shopping.

Results of online shopping and Traditional shopping
In this study we analyse which shopping is more reliable, suitable and satisfaction for the customers as tabulated below.

Table 1

What do you think about E – shopping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Easy to purchase	19	38	38	38
	Time saving	13	26	26	64
	Less price	17	34	34	98
	High quality	1	2	2	100
	Total	50	100	100	

In this survey to find the respondents thinking about the E- shopping for which majority of the respondents (38%) think about E- shopping enable to easy purchase and secondly for less price(34%).

Table 2:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality better than online	20	40	40	40
	Personal satisfaction	6	12	12	52
	Time consuming	5	10	10	62
	Physically verify	19	38	38	100
	Total	50	100	100	

What do you think about Traditional shopping

As stated in the above table to analyse the respondents thinking about traditional shopping comparedwith online shopping for which 40% ofrespondents agreed that quality better than online and 38% of respondents agreed physically verify.

Table 3:

Traditional shopping is more reliable than E - shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	36	72	72	72
	neutral	4	8	8	80
	disagree	10	20	20	100
	Total	50	100	100	

Table No : 3 explains which shopping is more reliable than other for which72% of respondents agreed traditional shopping is more reliable than e - shopping .20% respondents disagree and balance 8% neutral.

Table 4:

E shopping is more reliable than T shopping

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	agree	31	62	62	62
	Neutral	6	12	12	74
	disagree	13	26	26	100
	Total	50	100	100	

Table No 4 –Analysis of E shopping is more reliable than traditional shopping agreedby 62% respondentsand disagreed by 26% of respondents and the remaining of 12% neutral.

Table 5:

Which of the following comfortable to choose the products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	E - Shopping	27	54	54	54
	traditional	23	46	46	100
	Total	50	100	100	

The above table shows the comparison about the comfortable choosing of the products.54% of respondents preferred E-Shopping and 46% of respondents preferred Traditional Shopping.

Table 6:

Are you happy with your decision to buy this products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	37	74	74	74
	Maybe	3	6	6	80
	No	10	20	20	100
	Total	50	100	100	

As per the final table we have researched that the majority of respondents are happily both the traditional shopping and E - shopping.

III. CONCLUSION

Our research analysis leads to a conclusion that more than half of the respondents prefer using both traditional and e - shopping services for their trends. We have done a comparison for the quality of the products both in the Traditional shopping and E –Shopping and as a result of most of the trends preferring traditional shopping and at the same time comfortable withchoosing the products through E shopping. Respondents are happy choosing and buying their products through e-shopping and traditional shopping.

References

[1]. K. Sreelatha Reddy and S. Jayalakshmi ; A comparative study of traditional shopping Vs online shopping . Dec 2014.
[2]. Ieva Andersone Elina Gaile – Sarkane – Consumer purchasing behaviour between online and traditional shopping ISSN 1882-6515
[3]. Katawetawaraks, C ., and Wang C.H ; Online shopper behaviour ; Infiuences of online shopping decisions (2011)
[4]. Kumar, V., and Dange, U,- A study of factors affecting online buying behaviour (2012)
[5]. Innovative Zone Magazine in India (2022)
[6]. M.Sulthana Bravin – Customer satisfaction towards online shopping and traditional shopping. Journal publications; Trans stellar.
[7]. Levin, A.M., Levin, I.P., and Weller, J.A. – A Multi – attribute analysis of preference for online and offline shopping. Journal of E-commerce research.
[8]. https://edubirdie.com
[9]. https://pediaa.com
[10]. https://studycorgi.com