



## A COMPARATIVE STUDY OF ONLINESHOPPING AND TRADITIONAL SHOPPING IN MADURAI CITY.

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### ABSTRACT:

The advent of the internet has revolutionized the way consumers shop, providing them with the convenience of online shopping. This study aims to compare online shopping with traditional shopping in terms of various factors such as convenience, product variety, price, and overall satisfaction. A comprehensive literature review was conducted to analyze existing studies and identify key differences between the two shopping methods. The findings suggest that while online shopping offers greater convenience and a wider range of products, traditional shopping provides a more tactile experience and immediate product availability. Additionally, factors such as trust, security, and social interaction play crucial roles in shaping consumer preferences. Understanding these differences can help businesses tailor their strategies to meet the evolving needs of consumers in the digital age.

### KEYWORDS:

ONLINE SHOPPING, E-COMMERCE, TRADITIONAL SHOPPING ETC.

### 1.1 INTRODUCTION

Online shopping is a form of e-commerce where products or services are purchased over the Internet. It has transformed the business world by making everything accessible with just a click of a button. However, some people still face issues such as poor quality, delayed delivery, and defective items. Online stores are also referred to as e-web stores, e-shops, e-stores, web-shops, online stores, or virtual stores. They are designed to allow customers to browse through products and services using their mobile devices, tablets, or computers. The research aims to determine the scope of online shopping in society. It seeks to find out if online shopping is better than traditional shopping and if people have trust issues with online companies due to fraudulent transactions.

### 1.2 STATEMENT OF THE PROBLEM

"In the current retail landscape, consumers have the option to shop either online or through traditional brick-and-mortar stores. This study aims to compare and analyze the key differences between online shopping and traditional shopping, focusing on aspects such as convenience, pricing, product variety, customer experience, returns and exchanges, interaction and assistance, and environmental impact. By understanding these differences, retailers can make informed decisions about their business strategies to better cater to consumer preferences and enhance the overall shopping experience."

### 1.3 REVIEW OF LITERATURE

A comparative analysis of traditional shopping and online shopping reveals distinctive advantages and challenges

inherent in each mode. Traditional shopping offers a tactile experience and immediate gratification through interpersonal interactions, fostering customer satisfaction. However, it is limited by store operating hours and may have a narrower selection of products compared to online platforms. In contrast, online shopping provides convenience and accessibility, with 24/7 availability and a broader range of choices. Yet, trust and security concerns, along with complexities in returns and exchanges, can deter some consumers. Emerging trends indicate a convergence towards hybrid shopping experiences, blending the best aspects of both traditional and online channels to meet evolving consumer preferences. Integrating technologies like augmented reality and virtual reality holds promise for enhancing the shopping experience and bridging the gap between these two modes.

The present study broadly compares the online and offline shopping, specifically the objectives are:

### 1.4 OBJECTIVES OF THE STUDY

1. To analyse the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer.
2. To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping.
3. The factor influencing the consumer to shop solely online and solely offline.

4. To analyses whether the qualification of the consumer affect the online shopping and offline purchasing.

### 1.5 RESEARCH DESIGN

A comparative analysis of online and traditional shopping can be conducted through a mixed-methods approach, combining quantitative and qualitative research techniques. The study could begin with a comprehensive literature review to establish a theoretical framework and identify key variables for comparison. For data collection, surveys and interviews could be used to gather insights from a diverse sample of shoppers, focusing on aspects such as convenience, price sensitivity, product variety, and overall shopping experience. Additionally, transactional data and website analytics could provide quantitative metrics on shopping behavior and preferences. The analysis would involve comparing these data sets to identify trends, differences, and potential correlations between online and traditional shopping habits. The findings could be presented with statistical support, accompanied by qualitative insights to provide a holistic understanding of the shopping preferences and behaviours of consumers in both environments.

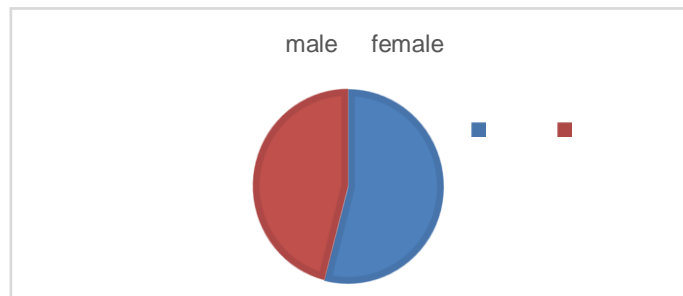
### 1.6 DATA ANALYSIS

#### CLASSIFICATION OF RESPONDENTS ACCORDING TO DEMOGRAPHIC PROFILE

TABLE 1

##### 1.6.1 GENDER

S.No.	PARTICULARS	NO.OF.RESPONDENTS	PERCENTAGE
1	MALE	27	54%
2	FEMALE	23	46%
TOTAL		50	100%



Source: Primary data.

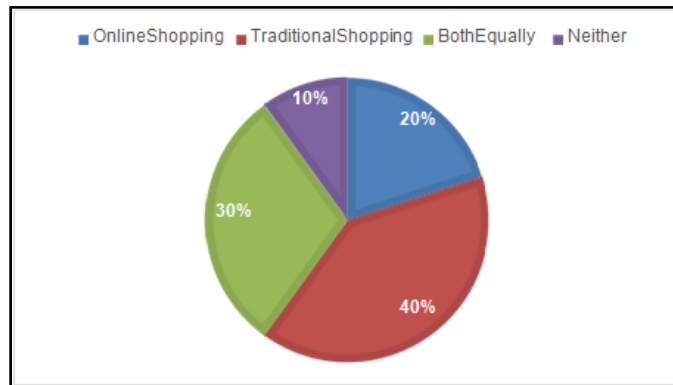
#### INTERPRETATION:

In the above table 1.6.1 Show that the data indicates that 46% of respondents were female 54% were male.

##### 1.6.2 SHOWING THE SHOPPING METHODS DO PREFER OVER ALL

S.No	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	ONLINE SHOPPING	10	25%

2	TRADITIONAL SHOPPING	20	40%
3	BOTH EQUALLY	15	30%
4	NEITHER	5	10%
TOTAL		50	100%



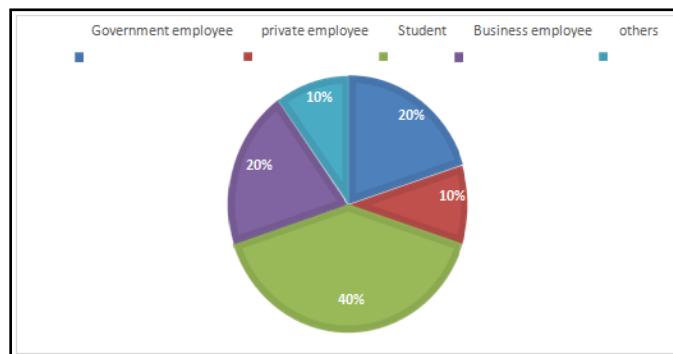
Source: Primary data.

#### INTERPRETATION:

In the above table 1.6.2 show the online shopping of the respondent are 20% traditional shopping of the respondent are 40% both equally of the respondent are 30% neither of the respondent are 10%.

TABLE 1.6.3 OCCUPATION

S.No.	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	GOVERNMENT EMPLOYEE	10	20%
2	PRIVATE EMPLOYEE	5	10%
3	STUDENTS	20	40%
4	BUSINESS EMPLOYEE	10	20%
5	OTHERS	5	10%
TOTAL		50	100%



Source: Primary data.

#### INTERPRETATION:

In the above table 1.6.3 show the government employee of the respondent are 20% private employee of the

respondent are 10% student of the respondent are 40% business employee of the respondent are 20%. Others of the respondent 10%

### 1.7 FINDINGS & CONCLUSION

1. The majority of the respondent are male, comprising 54% of the total.
2. 40% of the respondent prefer traditional shopping.
3. The Majority of the respondent are occupation student 40% of the total.

### CONCLUSION

As to conclude results we see that people are still unhappy and consider it good for sometimes. People are suffering with its ill effects and are hostile. They prefer traditional ways over these new technologies. As the population is increasing the companies and market is growing day by day. People are thus posing threats of cheating, fraud, transactions, etc. Essentially people are not considering it really reliable and cannot fully depend on it for any purpose. Thus we can clearly conclude that traditional shopping is better than online shopping.

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