



A COMPARATIVE STUDY ON ONLINE SHOPPING 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. The advent of e-commerce has transformed the retail landscape, offering consumers a convenient alternative to traditional shopping. This study aims to investigate the differences in consumer behavior and preferences between online shopping and traditional shopping in Madurai city. The results indicate that while traditional shopping remains the preferred mode of shopping for many consumers, online shopping is gaining traction, particularly among younger demographics.

KEYWORDS:

ONLINE SHOPPING, TRADITIONAL SHOPPING, COMPARATIVE, CONSUMER PREFERENCES, SHOPPING BEHAVIOR, SHOPPING PATTERNS.

1.1 INTRODUCTION

Shopping is an integral part of human life; we get the necessities from shopping. In today's era person is dependent on shopping for goods and services either online or traditional. It is been seen that people shop not only for necessities but also for releasing stress. It given a break from the monotonous routine of life. In general, we have got two types of shopping ways. Online shopping and Traditional shopping (offline shopping). Online shopping is a kind of electronic shopping which allows customer to purchase the goods over the internet facilities from the seller using a web-shop, Amazon, e-shop, e-store, internet-shop, online store and virtual store. Just at a click of the mouse or by typing a word in the search engine in the handset, thousands of product pop up on the screen based on choice and the good will be delivered at the door step in online shopping. Traditional shopping, also known as involves physically visiting stores or markets to purchase products or services.

1.2 STATEMENT OF THE PROBLEM:

Security and Privacy Concerns Online transactions involve sharing sensitive personal and financial information, which can be vulnerable to hacking and cyber attacks. Shopping and Delivery Issues damaged goods, or lost packages can occur, Quality Control Issues Buyers may receive counterfeit, defective, or low-quality products. Traditional shopping in Limited Product Availability Stores may not carry the desired product or brand, or may be out of stock, some time expiry date product give to stores.

1.3 REVIEW OF LTERATURE:

1. Sarkar & Das (2017) identify the difference between online shopping and offline shopping in India. The study uses five stage consumer decision making model and the comparison was made based on certain parameters like convenience, variety, consumer review, comparison shopping, discount, availability of unique products, tangibility and trialability, shopping experience, delivery of products and return of products. It concluded that, mostly the

teenagers who are fuelling the amazing growth story of online shopping in India.

2. 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 in-store shopping.

1.4 OBJECTIVES OF THE STUDY:

- To identify the demographics and characteristics of online shoppers and traditional shoppers.
- To compare the preferences and behaviour of online shoppers and traditional shoppers in terms of product selection, pricing, convenience, and customer service.
- To analyze the advantages and disadvantages of online shopping and traditional shopping from the consumer's perspective.
- To provide recommendations for businesses and marketers on how to effectively target and serve online shoppers and traditional shoppers.

1.5 RESEARCH METHODOLOGY:

In the data collection from Primary and Secondary for the study and Primary collected from respondent from Questionnaires to the Online shopping and Traditional shopping in the Madurai City. Secondary data was collected from the Websites, magazines, journals, internet and other books related to the topic. Tools used percentage Analysis.

1.6 DATA ANALYSIS:

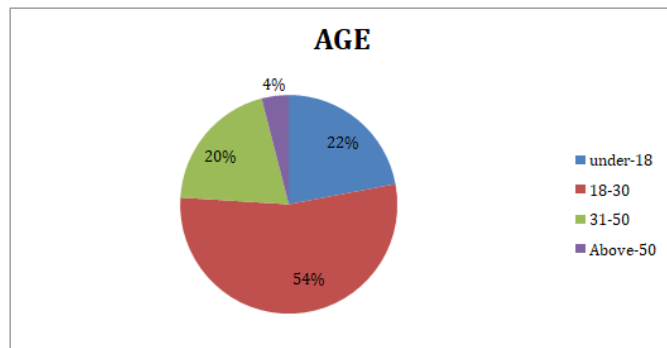
**1.6.1 TABLE
 AGE OF THE RESPONDENTS**

AGE	NO OF RESPONDENTS	PERCENTAGE
Under-18	11	22
18-30	27	54
31-50	10	20
Above-50	2	4
Total	50	100

INTERPRETATION:

From the above table, it is interpreted that the number of respondents between under-18 age of respondents are 22% between 18-30 age of respondents are 54% between 31-50 age of respondents are 20% between above-50 age of respondents are 4%.

CHART 1.6.1 AGE OF THE RESPONDENTS



The majority (54%) of the respondents are aged between 18-30 ages.

**1.6.2: TABLE
 GENDER OF RESPONDENTS**

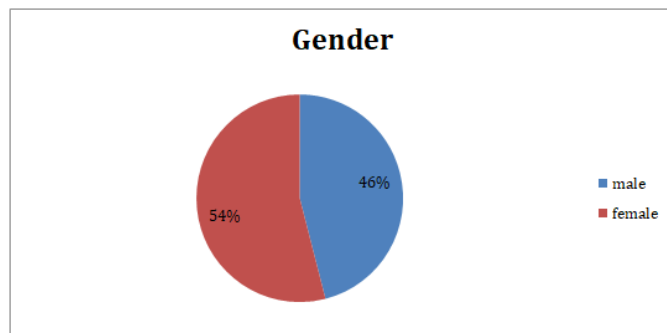
GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	23	46
Female	27	54
Total	50	100

SOURCES: Primary data

INTERPRETATION:

From the above table, it is interpreted that the number of male respondents is 46% and female respondents is 56%

CHART: 1.6.2: GENDER OF RESPONDENTS



The majority (54%) of the respondents are female

1.7 FINDINGS AND SUGGESTIONS;

1.7.1 FINDINGS:

- The majority (54%) of the respondents are aged between 18-30 ages.
- The majority (54%) of the respondents are female.

1.7.2 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 traditional 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 traditional stores improve their service, they can easily compete with modern online stores.

1.8 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 prefers 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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