

# A Comparative Study on Online Shopping Vs Traditional Shopping in Kallakurichi, Tamil Nadu

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## **Abstract**

Online shopping has become a time-efficient alternative to traditional retail methods. Consumers can conveniently locate specific products through search functions, and the checkout process is typically completed within minutes. In contrast, conventional shopping often requires significant time investment, including travel to multiple stores and extensive product searches. In this study, both primary and secondary data were utilized. A sample of 200 customers from the total population of Kallakurichi, Tamil Nadu, was selected for data collection. The data were analyzed using the simple percentage method, and the findings, along with relevant suggestions, were presented. The primary objective of the research was to conduct a comparative analysis of online versus traditional shopping behavior.

**Keywords:** Online Shopping – Traditional Shopping – Factors – Benefits – Shopping Commodities – Overall Satisfaction

## **Introduction**

Online shopping is a form of electronic commerce that enables consumers to purchase goods or services directly from sellers via the Internet, typically through a web browser or mobile application. In contrast, traditional shopping provides a tangible, hands-on experience, allowing consumers to see, touch, and try products prior to purchase. It also offers the advantage of immediate gratification and the opportunity to interact with experienced sales staff who can offer personalized assistance and guidance.

## **Online Shopping**

Online shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

## **Traditional Shopping**

Online shopping is a form of electronic commerce that enables consumers to purchase goods and services directly from sellers via the Internet, using either a web browser or a mobile application.

Consumers typically identify products of interest by visiting a retailer's website directly or by utilizing shopping search engines, which aggregate product listings and provide comparative information on availability and pricing across various e-retailers.

### Objective of the Study

- To examine the mindset of customers with regard to online and traditional shopping practices.
- To identify the key factors influencing consumer purchasing behavior in both online and traditional shopping environments.
- To analyze the benefits perceived and experienced by customers in online and traditional shopping.
- To assess the overall level of customer satisfaction associated with online and traditional shopping methods.

### Research Methodology

The present study was carried out in Kallakurichi, Tamil Nadu. A total of 200 respondents were selected as the sample using the simple random sampling technique. Primary data were gathered through a structured questionnaire administered to the participants, while secondary data were obtained from textbooks, journals, websites, and previous research studies. The collected data were analyzed using tabular representation, employing the simple percentage method for interpretation.

### Review of literature

**Ganapathyraman, S., Sugumaran, S., & Thirumagal, P. G. (2024)**, in their study Comparing Consumer Preferences: Offline Shopping Versus Online Shopping, investigated consumer preferences for online and offline shopping. It employs descriptive research design and analyzes data from 250 respondents using descriptive and inferential statistics. The findings indicate that factors such as age, gender, and city tier significantly influence shopping channel preferences, with younger consumers and urban dwellers showing a stronger inclination towards online shopping.

**Mandavia, Vaghela & Vidani (2024)** investigate satisfaction among Gen Z consumers in Ahmedabad regarding online versus offline apparel shopping. Using a structured questionnaire, they find that while online channels offer convenience, discounts, and wide variety, offline shopping remains preferred for product quality, fit, trust, and personalized service. Their respondents utilize both modes depending on the occasion, suggesting value in omnichannel strategies.

**Research by Hult et al. (2019)** suggests that online shoppers place more importance on price, convenience, and delivery efficiency, while in-store shoppers are more influenced by the physical environment, customer service, and immediate product possession. A hybrid approach, such as "buy online, pick up in-store," is emerging to bridge the gap between the two.

**Sukhwinder and Vikramjit (2018)** conducted a study to examine the significant differences between online and offline consumer groups in terms of demographics, technological preferences, accessibility, and consumer attitudes. The research also explores the factors that influence consumers to shift from offline to online shopping and vice versa. Additionally, the study investigates whether educational qualification plays a role in shaping consumer behavior in both traditional and online purchasing contexts.

**Jigyasha and Japneet (2017)** examine consumer preferences between online and traditional shopping. The research employed descriptive analysis, gathering primary data via questionnaires. The findings reveal that nearly all participants have engaged in both online and in-store shopping experiences.

**K. Kuppuraj & N. Ravichandran (2014)**, concentrated on a paper titled "Consumers Preference Towards Online Shopping Websites in Coimbatore City: An Empirical Analysis", which involved 120 respondents and explored online shopping behavior among graduates in Coimbatore. It found that educated, young consumers accessed the internet at home and considered online purchasing simple, economical, and convenient.

### Data Analysis and Interpretations

**Table No. 1: Gender, Age and Living Region**

Category	Particulars	Frequency	Percentage (%)
<b>Gender</b>	Male	120	60
	Female	80	40
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Age</b>	Below-25	80	40
	25-30	50	25
	30-40	60	30
	Above-40	10	05
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Living Region</b>	Urban	130	65
	Rural	70	35
	<b>Total</b>	<b>200</b>	<b>100</b>

*(Sources: Primary Data)*

### Interpretation

Based on the data presented, the researcher observed the following: 60% of the participants were male, while 40% were female. In terms of age distribution, 40% were under 25 years old, 25% fell within the 25–30 age range, 30% were between 30 and 40 years, and the remaining 5% were above 40. Regarding residential location, 65% of the respondents resided in urban areas, whereas 35% were from rural regions.

**Table No. 2 : Shopping Preference and Reason for not Prefer Online & Offline Shopping**

Category	Particulars	Frequency	Percentage (%)
<b>Shopping Preference</b>	Online	100	50
	Traditional	100	50
	<b>Total</b>	<b>200</b>	<b>100</b>
<b>Reason for not Prefer Online Shopping</b>	Not Aware Of Online Shopping	15	15
	Risk Of Credit/Debit Transaction	40	40
	Internet Illiteracy	05	05
	Risk Of Identity Theft	30	30
	Duplicate Quality	10	10
	<b>Total</b>	<b>100</b>	<b>100</b>

<b>Reason for not Prefer Traditional Shopping</b>	More Time to Spend	20	20
	Transport Issue	10	10
	Health Issue	30	30
	Depending Someone	25	25
	Shop in Crowd	15	15
	<b>Total</b>	<b>100</b>	<b>100</b>

*(Sources: Primary Data)*

**Interpretation**

From the data presented, the researchers noted the following insights: An equal proportion of respondents 50% each expressed a preference for online shopping and traditional market shopping. Among those who do not prefer online shopping: 15% cited a lack of awareness about online shopping, 40% were concerned about the risks associated with credit or debit card transactions, 5% mentioned internet illiteracy, 30% were worried about identity theft, and 10% were deterred by the potential for receiving counterfeit or low-quality products. In contrast, among those who do not prefer traditional shopping: 20% said it requires too much time, 10% faced transportation issues, 30% avoided it due to health concerns, 25% reported dependency on others for in-person shopping, and 15% disliked shopping in crowded environments.

**Table No.3 : Factor Influences To Buy Through Online & Traditional Market**

<b>Factor Influences Online Market</b>	<b>Frequency</b>	<b>Percent age (%)</b>	<b>Factor Influences Traditional Market</b>	<b>Frequency</b>	<b>Percent age (%)</b>
Quick Shopping	30	30	Check Product Quality	25	25
Time Consuming	20	20	Reliability	50	50
Cheap & Best Price	50	50	Accuracy	25	25
<b>Total</b>	<b>100</b>	<b>100</b>	<b>Total</b>	<b>100</b>	<b>100</b>

*(Sources: Primary Data)*

**Interpretation**

The table illustrates the key factors influencing consumer decisions to shop through online and traditional markets. For online shopping, the data reveals: 30% of respondents are influenced by the quick purchasing process, 20% are motivated by time efficiency, and 50% are driven by the availability of affordable pricing and value for money. In contrast, for traditional market shopping, the influencing factors include: 25% of respondents prefer it to physically assess product quality, 50% are influenced by the perceived reliability of in-person transactions, and 25% value accuracy and assurance in purchasing decisions. These findings highlight that while convenience and price dominate online shopping motivations, trust, product inspection, and transaction reliability are the primary drivers for traditional retail purchases.

**Table No.4 : Benefits In Online And Traditional Shopping**

<b>S.No.</b>	<b>Important Benefits</b>	<b>Online Shopping</b>		<b>Traditional Shopping</b>	
		<b>Frequency</b>	<b>Percentage (%)</b>	<b>Frequency</b>	<b>Percentage (%)</b>
1.	Genuineness	15	15	18	18

2.	Convenient To Purchase	20	20	15	15
3.	Safety Assurance	10	10	12	12
4.	Product Selection	40	40	30	30
5.	Human Interaction	00	00	20	20
6.	Instant Purchase	15	15	05	05
7.	<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(Sources: Primary Data)

### Interpretation

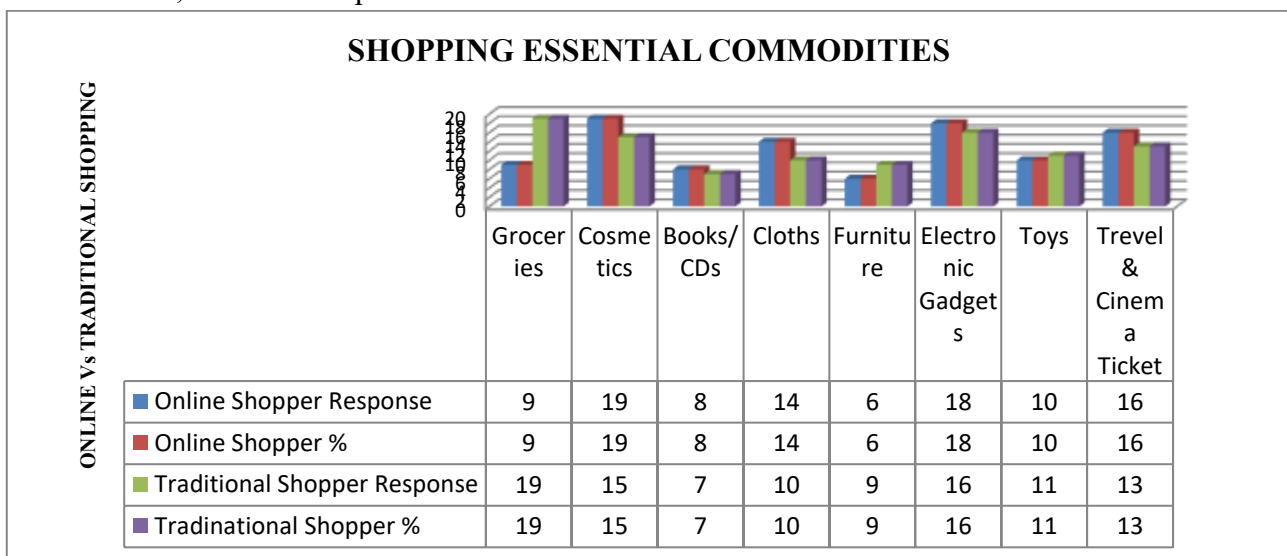
The above table shows about the benefits in online shopping and traditional shopping, 15% of the respondents do online shopping for genuineness whereas 18% of the respondents do traditional shopping for genuineness, 20% of the respondents do online shopping for convenient whereas 15% of the respondents do traditional shopping for convenient, 10% of the respondents do online shopping for safety whereas 12% of the respondents do traditional shopping for safety, 40% of the respondents do online shopping for the selection of product whereas 30% of the respondents do traditional shopping for the selection of product, 15% of the respondents do online shopping because of instant purchase whereas 5% of the respondents do traditional shopping because of instant purchase and 20% of the respondents do traditional shopping because of human interaction.

### Chart No. 1 : Shopping Essential Commodities

The Chart No. 1 presents the distribution of shopping preferences for various essential commodities across online and traditional markets.

### Interpretation

According to the chart drawn by the researcher the following items were interpreted; **Groceries:** 9% of respondents purchase groceries online, whereas 19% shop for groceries in traditional markets. **Cosmetics:** Online shoppers account for 19%, slightly higher than the 15% who buy cosmetics offline. **Books/CDs:** 8% prefer online purchases, compared to 7% favoring traditional outlets. **Clothing:** 14% of respondents buy clothes online, while 10% shop for clothing in physical stores. **Furniture:** 6% shop for furniture online, whereas 9% prefer traditional stores.



(Sources: Primary Data)

**Electronic Gadgets:** 18% of respondents purchase electronic gadgets online, with 16% buying offline. **Toys:** 10% prefer online shopping for toys, compared to 11% who shop in traditional markets. **Travel and Cinema Tickets:** 16% purchase tickets online, while 13% do so through traditional channels. These figures indicate that while certain categories like cosmetics, clothing, electronics, and tickets show a strong online preference, others such as groceries and furniture still see higher patronage in traditional markets.

**Table No.5: Overall Satisfaction In Online and Traditional Shopping**

Overall Satisfaction	Online Shopping	Percentage (%)	Traditional Shopping	Percentage (%)
Highly Satisfied	15	15	40	40
Satisfied	25	25	28	28
Average	10	10	6	6
Highly Dissatisfied	8	8	6	6
Dissatisfied	42	42	20	20
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

*(Sources: Primary Data)*

### Interpretation

The table highlights the overall satisfaction levels of respondents regarding online and traditional shopping experiences.

**Highly Satisfied:** 40% of respondents reported being highly satisfied with traditional shopping, compared to only 15% for online shopping.

**Satisfied:** 28% expressed satisfaction with traditional shopping, slightly higher than the 25% who were satisfied with online shopping.

**Average Satisfaction:** 6% rated their satisfaction as average for traditional shopping, whereas 10% felt the same for online shopping.

**Highly Dissatisfied:** 6% of respondents were highly dissatisfied with traditional shopping, while a slightly higher 8% were highly dissatisfied with online shopping.

**Dissatisfied:** A notable 42% of respondents were dissatisfied with online shopping, which is more than double the 20% who felt dissatisfied with traditional shopping.

These results suggest that traditional shopping tends to generate higher satisfaction, while dissatisfaction rates are significantly greater among online shoppers.

### Findings

The study reveals that 60% of the respondents are male, with 30% falling within the 30 to 40 years age group. A majority, 65%, reside in urban areas. Consumer preferences are evenly split, with 50% favoring online shopping and the other 50% preferring traditional markets. Among those reluctant to shop online, 40% cited concerns about the risks associated with credit or debit card transactions. On the other hand, 30% avoid traditional shopping due to health-related issues. Price competitiveness is a significant motivator for online shoppers, with 50% influenced by cheap and best prices, whereas reliability motivates 50% of traditional market shoppers. Product selection drives 40% of online shopping choices, while 20% of respondents shop traditionally because they value human interaction. In terms of product categories, 15% shop for cosmetics in traditional markets, and 18% purchase electronic

gadgets online. Satisfaction levels indicate that 40% of respondents are highly satisfied with traditional shopping, while 42% express dissatisfaction with online shopping.

### Suggestions

- Online marketers should enhance security measures for credit and debit card transactions to build greater consumer trust in online shopping.
- Efforts should be made to minimize issues and difficulties encountered during online purchases, ensuring a smoother shopping experience.
- Online shopping platforms could expand their product offerings beyond just tickets to attract a wider customer base.
- Traditional markets should simplify the process of purchasing tickets offline to make it more convenient for customers.
- Increasing the variety of options available across different online sites can provide consumers with more choices.
- Online shopping platforms should continuously improve to offer additional benefits and incentives to their users.
- E-commerce businesses must focus on strategies that increase overall customer satisfaction among online shoppers.

### Conclusion

The researchers in this study have identified various sources of information that influence consumers' shopping preferences in both online and traditional markets. Despite significant technological advancements in online marketing, the traditional market remains irreplaceable. This stability is largely because customers enjoy the tactile experience of shopping in physical stores, where they can personally assess the quality and quantity of products before purchase.

Conversely, online shopping appeals to customers seeking convenience and time-saving options, allowing them to shop from anywhere. However, many consumers face challenges such as concerns over product quality, risks related to debit/credit transactions, damaged goods, counterfeit brands, delivery delays, and additional hidden charges.

Online retailers may not fully understand customer perceptions toward the growing online marketplace. Therefore, continuous market research—conducted by experts or through academic collaborations—should be employed to better understand and address customer needs and preferences. The researchers conclude that online marketers must develop effective solutions to overcome these challenges to foster greater trust and satisfaction among consumers, ultimately driving the sustained growth of online shopping.

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