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A Comparative Study on Customer Satisfaction Towards Online Shopping and Offline Shopping with Special Reference to Coimbatore District

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Abstract:

This study attempts to analyses the customer satisfaction of online and offline shopping. Customer's satisfaction has become a crucial point of differentiation in online and offline shopping where consumers make weekly, fortnightly or monthly trips and then spend more on these trips than other times especially in countries like India where competition in online is very fierce. Unfortunately in offline shopping, i.e., especially in departmental stores most of the unsatisfied customers do not complaint, they just go shopping somewhere else. The most popular form of shopping include those that are click- and- mortar which means stores that have both physical entity and an on-line presence. The numbers of strictly online stores will only continue to grow because of the growing popularity in online shopping and buying. In this study using different socio – economic variables. The outcomes of the study suggest that the better understanding of customer satisfaction.

Keywords — Online Shopping, offline Shopping, Customer Satisfaction.

I. INTRODUCTION

The rapid advancements in technology and the increasing penetration of the internet have significantly transformed the way consumers shop. Online shopping, once considered a niche market, has grown exponentially, offering convenience, variety, and competitive pricing to shoppers. Conversely, traditional offline shopping, which involves physical stores, continues to play a crucial role, especially in local markets. This study aims to compare customer satisfaction between online and offline shopping, focusing on Coimbatore District, a rapidly developing city in Tamil Nadu, India, known for its mix of modern retail outlets and traditional marketplaces. Coimbatore, with its unique blend of urban and semi-urban areas, offers a diverse shopping environment where consumers engage with both online and offline channels for various goods, from clothing and electronics to groceries and home essentials. With the advent of e-commerce platforms such as Amazon, Flip kart, and local platforms, online shopping has seen tremendous growth in the city. However, traditional brick-and-mortar stores continue to offer a tactile and immediate shopping experience that many consumers still prefer. This study will analyses various factors that influence customer satisfaction in both online and offline shopping environments. Key aspects of consideration include convenience, product quality, pricing, return policies, delivery times, and customer service. Understanding these factors will offer valuable insights into how both shopping methods meet

the needs and expectations of consumers in Coimbatore.

II. ONLINE SHOPPING

Convenience of online shopping: Customers can purchase products from the comfort of their home or office. Cancelling a transaction is also easy. No pressure shopping: In general, store salespeople try to persuade buyers to purchase products. Even if a customer isn't under any pressure at her store online, there may be some pressure. Online shopping saves time: Customers do not have to wait in line at the cash register to pay for the products they purchase. You can shop from your home or office without having to spend time traveling. Customers can also search for the products they need by entering keywords or using a search engine. Comparisons: Companies showcase all the products they offer to attract customers with different tastes and needs. Buyers can choose from a variety of models after comparing the workmanship, equipment and prices of the products on display. Price comparisons may also be available Online.

A) SNAPDEAL.COM

Snapdeal is an e-commerce company based in India. It is a daily deals website that features discount offers across lifestyle segments such as dining, health & beauty, entertainment, and travel. It also offers discounts on products like electronics, perfumes, watches, bags, sunglasses, apparel, and mobile phones. Headquartered in Delhi, snapdeal.com was launched in February 2010.

B) AMAZON.COM

Amazon.com is an American multinational electronic commerce company with headquarters in Seattle, Washington, united states. It is the world's largest online retailer. The company also produces consumer electronics – notably the amazon kindle e-book reader – and is a major provider of cloud computing services. Amazon has separate retail websites for the following countries: united states, Canada, united kingdom, Germany, France, Italy, Spain, japan, and china, with international shipping to certain other countries for some of its products

C) FLIPKART.COM

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was started by two it graduates, Sachin Bansal and Binny Bansal, in the year 2007. They were working on amazon.com previously. Earlier, flip kart mainly dealt with books buy now, it has expanded to electronic goods and a variety of other products.

D) MYNTRA

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India. The company was founded in 2007-2008 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart. In May 2022, Myntra launched an express delivery service on its app to offer a one-of-a-kind experience on its fashion and beauty platform.

III.OFFLINE SHOPPING

Having the ability to physically choose and check out what an item or product is like, would look like, and its features are the benefits of traditional shopping. This is why some consumers still prefer the traditional type of shopping over online shopping because for one, it allows them to meticulously check out an item. E-shopping is the place where buyers and sellers don not meet each other which result to lack of awareness about the product. Though the customer visits the online shopping site, does not show any interest for purchasing the product some of the reasons are lack of trust, lack of physical touch and feel, security issues etc.

IV. OBJECTIVE OF THE STUDY

- To identify the factors influencing online shopping and offline shopping Customer.
- To study the customer levels of satisfaction with regard to online shopping and offline shopping.
- To determine the average spending and frequency of purchase over internet by a customer.
- To identify the challenges faced by customers in both online and offline shopping in Customers.
- To propose strategies and recommendations for improving customer satisfaction in online and offline shopping environments.

V. STATEMENT OF PROBLEM

- There is a growing interest in understanding why customers are more satisfied with either online or offline shopping.
- Impact of Technology on Shopping Preferences with the rise of e-commerce, it is crucial to assess whether the advent of online shopping has led to a decline in customer satisfaction in offline shopping.
- There might be a significant gap between customer expectations and their experiences in both online and offline shopping, particularly in Coimbatore, where regional factors may play a role in shaping these experiences.
- There is a Challenges in Both Shopping Environments Both online and offline shopping have their own set of challenges, identifying these challenges and their impact on satisfaction levels forms the crux of this study.

VI. SCOPE OF STUDY

- The study will be conducted with customers in Coimbatore District, analyzing their experiences with online and offline shopping.
- The study will focus on customer satisfaction over the past years, to account for recent trends, changes in consumer behaviour and technological advancements on shopping preferences.
- The research will cover various sectors, including but not limited to retail, electronics, fashion, and groceries, as these are common categories where both online and offline shopping occur.
- The study will include customers from different age groups, income levels, and educational backgrounds to understand how various demographic factors influence shopping preferences and satisfaction levels in Coimbatore.

VII. LIMITATIONS OF THE STUDY

- The limited time frame for conducting the study on December 2024 to March 2025.
- The study was conducted in Coimbatore District. So, it applies only to Coimbatore.
- The number of samples was limited to 154 only.
- The data was collected through the means of the questionnaire. So, the limitations of the instruments apply to study.
- There is every possibility that the findings of today may become invalid tomorrow.

VIII. REVIEW OF LITERATURE

Dr. Srinath T K and Sowmya N, (2022) conducted the comparative study between online and offline purchase of consumer. Their objectives were to determine the characteristics

of sample taken from the whole population and to establish new research to contribute to program planning and evolution.

R. Dinesh Kumar and Dr M. Sudha Paulin (2022), conducted the comparative study on online and offline shopping. Their objectives were to analyze the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer and to examine the factors influencing the consumers to switch from the offline shopping to online shopping and online to offline shopping.

Jayashri Sadanand Lokhande (2022), conducted the comparative study on online and offline shopping. Her objective was to analyses the significant difference between the online and offline consumer groups in terms of demographic, technology use, availability and attitude of the consumer. Her scope was limited to the geographical boundary of the Kolhapur City. The population for her research was student, job consumers and home consumers.

B. Lakshmi and Dr. Hansa Lysander Manohar (2021) , conducted a comparative study on online shopping vs offline vs offline shopping. Their objective was to analyze the difference between both online and offline customer groups in terms of innovation, product availability, demographics and customer attitude and to find out the differences of consumer behavior after the COVID-19 pandemic towards both online and offline shopping.

IX. RESEARCH METHODOLOGY

Research is a specific and systematic search for information on a specific topic. Research is formulation suggestion (or) solutions and evaluation data.

Method Of Data Collection

 The data was collected for this study is

Primary data: The primary data collected through structured questionnaires.

Secondary data: Websites and online journals, Published reports & Review of literature from published articles.

 Area of study: This study was conducted in Coimbatore city.

Sample size: Questionnaire given to 154 respondents residing in Coimbatore city were selected for the study.

 Tools Used For Analysis: Data are analyzed using tools such as simple percentages and chi-square tests.

CHI-SQUAREANALYSIS

Formula:$\chi^2=\Sigma(O-E)^2/E$

Degree of Freedom:$(r-1)*(c-1)$.

X. ANALYSIS AND INTERPRETATION
PERCENTAGE ANALYSIS

TABLE 1: Showing Demographic Profile of the gender & Most Purchasing Respondent.

S.NO	FACTORS		NO. OF RESPONDENTS	PERCENTAGE
1	Gender	Male	113	73.4 %
		Female	41	26.6 %
2	Most Purchasing	Electronics	35	22.7 %
		Clothing and apparel	76	49.4 %
		Home décor/furniture	29	18.8 %
		Beauty and health products	14	9.1 %
3	Online Platform	Amazon	56	36.4 %
		Flip kart	88	57.1 %
		Myntra	9	5.8 %
		Snapdeal	1	0.7 %
		Local	17	11%

4	Offline Shop	shop		
		Shopping mall	75	48.7 %
		D mart	50	32.5%
		Other shop	12	7.8 %

INTERPRETATION

The table clearly states the demographic profile of the gender & Most Purchasing.

Most of the respondents are Most of the respondents are using Clothing and apparel.

TABLE 2: CHI-SQUAREANALYSIS

Gender	Electronics	Clothing and apparel	Home décor/furniture	Beauty and health products	Total
Male	25	60	20	8	113
Female	10	16	9	6	41
Total	35	76	29	14	154

HYPOTHESIS:

H_0 = There is no significant relationship between Gender & Most Purchasing.

H_1 = There is significant relationship between Gender & Most Purchasing.

TABLE 3:

Variable	Degree of Freedom	Calculated Value	Table Value	Accepted / Rejected
Gender & Most Purchasing	3	4.122	7.815	H_0 Accepted

Source; primary sourec
Significance level; 0.05
Result : the calculated value (4.122) is greater then the table value (7.815). there is significant relationship between gender and most purchasing .

XI. FINDINGS

- The majority (73.4 %) of the respondents are Male.
- The majority (46.4%) of the respondents are Clothing and apparel.
- The majority (57.1%) of the respondents are Flip kart.
- The majority (57.1%) of the respondents are Flip kart.
- The majority (48.7%) of the respondents are Shopping mall.

XII . SUGGESTIONS

The online sellers must provide clear and sufficient information about online shopping to the online shoppers. Use secure e- commerce transaction system with fair, timely and affordable methods to resolve transaction problems. To take reasonable steps to ensure the consumer choice is informed and intentional. Reduce the costs like offline shopping.To increase the credit facility in online shopping. Due to our time consume offline shopping is neglected.

XIII CONCLUSIONS

The most popular form of shopping include those that are click- and- mortar which means stores that have both physical entity and an on-line presence. The numbers of strictly online stores will only continue to grow because of the growing popularity in online shopping and buying. The reason behind this is due to an increasing number of technologically save consumers who want to research their products, buy them now, and gets them now. It would be hasty to predict that online shopping will take over for buildings of stores and shopping centers night away. This is most likely because shopping malls have now become more than just a place to shop. Shopping malls now provide various forms of entertainment, including movie theatres, restaurants, art

displays, video amusement complexes, and even amusement parks. It was found that browsing, or window – shopping, is still a popular leisure activity. There is also the problem of laws in different countries. The smaller details of online shopping with have to be ironed out before it even has a chance to eliminate real life shopping.

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