



Impact of online shopping over conventional shopping methods and satisfaction of consumers with respect of online shopping

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Abstract

In this paper an attempt has been made to highlight the growing impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of population and large no of population is dependent upon these retailers. But the disclosure of e-store with their attractive incentives, big discounts and broad varieties has created a negative impact on the conventional methods. This paper seeks to identify how retail business are being affected by growing number of online stores and also identify the satisfaction level of consumers with respect of online shopping.

Keywords: conventional shopping online shopping, retailers

Introduction

Obtaining goods and services over the internet, online shopping has achieved huge eminence of late since individuals think that is access to wide variety of products, price and features comparison with similar products. Consumers can read the reviews of a product if there is any doubt regarding quality of products. Online shopping companies offer their customers ample of deals to sell their products like offering cash back, festive sales, huge discounts etc. People can buy 24/7 hours. Online consumers can track the order status and delivery status tracking of shipping is also available on the websites.

Objectives of the Paper

1. To analysis the preference for online shopping over conventional shopping methods.
2. To identify how retail business are being affected by growing number of online stores.
3. To identify the satisfaction level of consumers with respect of online shopping.

Hypothesis of the Study

H₀: There is no impact on conventional shopping from online shopping

H₁: There is no satisfaction of the consumer from online shopping

Research methodology and Data Base

For present study, research design is descriptive as well as analytical in nature. The sampling unit of the research are consumers of rohtak districk of Haryana state. Research data collected from 100 respondents by using non-probability convenience sampling.

Data types and collection of data

The research based on primary data and data collected through questionnaire methods.

Scope of research

The research based on Rohtak district of Haryana state,so scope of the research is Rohtak district of Haryana state.

Techniques for data analysis

For data analysis descriptive statistics, tabulation, chi-square is applied with the help of statistical packages for social science (SPSS).

Analysis and Interpretation

Table 1: Age Group of Sample

S.No.	Age	No. of Respondents
1.	Below 20	20
2.	21-40	49
3.	40-50	22
4.	ABOVE 50	9
	TOTAL	100

Table 1 shows that out of 100 respondents 20 are below 20,49 students belongs to age group 21-40,22 respondents are belongs to age group of 40-50,9 respondents are belongs to age group of group 50 years old.

Table 2: Educational qualification

S.No.	Educational qualifications	No. of respondents
1.	Up to 12	10
2.	Graduation	48
3.	Post-graduation	32
4.	PhD	10
	Total	100

Table shows that out of 100 respondents 10 qualified upto 12, 48 qualified graduations, 32 are post graduate, and 10 are perusing PhD.

Table 3: Online Shopping and Offline Shopping

S.No.	Preference	No. of Respondents
1.	Offline shopping	36
2.	Online shopping	64
	Total	100

Table shows that out of 100 respondents 36 respondents give preference offline shopping and 64 respondents give preference online shopping.

Table 4: Impact of Online Shopping

S.No.	Impact	No. of respondents
1.	positive	70
2.	negative	30
	Total	100

Table shows that out of 100 respondents 70 respondents have positive impact of online shopping and 30 respondents have negative impact of online shopping. So that the research finds that large no. of respondents have positive impact of online shopping.

Table 5: Modes of Shopping

S.No.	Modes	No. of Respondents
1.	Flipcart	14
2.	Amazon	45
3.	Myntra	19
4.	Conventional mode	22
	Total	100

Above table shows that out of 100 respondents 78 are doing shopping through online mode and 22 respondents are doing shopping through conventional mode. Out of 78 respondents 14 respondents are doing from flipcart, 45 respondents are doing from Amazon, 19 respondents are doing from myntra. So the research finds that more than 50% respondents are interested in online mode.

Table 6: Satisfaction level in respect of online shopping

Factors	Satisfaction level			Total
	High	Moderate	Low	
Product quality	45	25	30	100
Delivery time	55	35	10	100
Product acc. To description	40	40	20	100
Price	70	25	05	100

Table shows that satisfaction level with respect of online shopping. Satisfaction of consumers are analysis on the basis of three factors i.e. product quality, delivery time and product according to description and price.45 respondents are highly satisfied with product quality and 25 are moderately satisfied,30 are either not satisfied or low satisfied.65 respondents are highly satisfied with delivery time,25 are moderately satisfied,10 respondents are low satisfied and 40 respondents are highly satisfied with production acc. to description,40 respondents are moderate satisfied and 20 respondents are either not satisfied or low satisfied.70 respondents are highly satisfied,25 respondents are moderate satisfied and 5 respondents are either not satisfied or low satisfied.

After the research applied chi-square for the analysis of overall satisfaction from the online shopping. The results are following:

Table 7: Satisfaction level by using Chi-Square test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
45	52.5	-7.5	56.25	1.07
55	52.5	2.5	6.25	0.11
40	52.5	-12.5	156.25	2.97
70	52.5	17.5	306.25	5.83
25	31.25	-6.25	39.06	1.24
35	31.25	3.75	14.06	0.44
40	31.25	8.25	76.56	2.44
25	31.25	-6.25	39.06	1.24
30	16.25	13.75	189.06	11.63
10	16.25	-6.25	39.06	2.40
20	16.25	4.25	18.06	1.11
05	16.25	-11.25	126.56	7.78
				37.19

Chi-square-37.19

Critical value of chi-square .05 at degree of freedom 6 is 12.592

The calculated value of chi-square is 37.19 which is greater than critical value of chi-square which is 12.592. So the null hypothesis is rejected. So the research concludes that from the online shopping consumers are satisfied.

Conclusion

The research conclude that respondents are highly satisfied from online shopping. According to the study online shopping more convenient than conventional shopping methods and respondents prefer to shop online. It also notices that the online shopping creates a positive impact on the consumers. The research also finds that satisfaction of respondents. In respect of product quality, delivery time, product according to description, price. Mostly respondents prefer to online shopping.

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