



A study on customer satisfaction towards online shopping and offline shopping with special reference to Coimbatore city

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Abstract

Customers use online shopping the most frequently, and because there is such a wide selection of products available, it facilitates the purchase of goods and services directly. Customer satisfaction is essential for businesses looking to thrive in this dynamic environment. Offline shopping is the traditional method of commerce that involves the physical interaction between the buyer and seller in stores. As consumers' preferences change and technology continues to reshape the retail industry. Customer satisfaction is measured by factors including product availability, cost, practicality, friendliness, and overall purchasing experience. Here is the overall study to customer satisfaction levels between online and offline shopping experiences.

Keywords: Online, offline, customer, satisfaction, shopping

Introduction

In the ever-evolving landscape of retail, the choices available to consumers for fulfilling their shopping needs have expanded significantly. Traditional brick-and-mortar stores have long been the preferred mode of shopping for many, offering tangible experiences and immediate gratification. However, the advent of the internet and the rise of e-commerce have revolutionized the way we shop, introducing a convenient alternative – online shopping. With the proliferation of online retailers and marketplaces, consumers now have the option to browse, select, and purchase products from the comfort of their homes or virtually anywhere with an internet connection.

Objectives of the study

- The identify the factors influencing online shopping and offline shopping
- Consumers.
- 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 consumer

The major objective of this research is to examine consumers' behavioral intentions towards online shopping and offline shopping.

Scope of the study

- Both online and offline shopping have their benefits and may accommodate a variety of customer preferences.
- Online shopping offers ease as well as a huge selection of possibilities. From the convenience of their homes, consumers can browse products and
- make purchases, saving time and frequently discovering better offers.
- The decision-making process is improved by internet reviews and suggestions. In contrast, offline shopping

delivers a tactile experience that enables shoppers to see things in person, try them on, and get help right away from salespeople.

- Additionally, it encourages social contact and helps local businesses. In essence, both online and offline shopping provide a wide range of options, allowing customers to select the one that best meets their requirements and tastes.

Limitation of the study

- The duration of the study period is very short.
- This study is only conducted in CBE.
- The collection of respondents are very low.

Statement of problem

The research aims to investigate and compare customer satisfaction levels with online and offline shopping experiences. The study will address the following key issues:

- To what extent do customers' preferences and satisfaction levels vary between online and offline shopping channels?
- What are the factors that influence customer satisfaction in online shopping, and how do they differ from factors affecting offline shopping?
- How do demographic variables, such as age, gender, and income, impact customer satisfaction in both online and offline retail environments?
- What role do convenience, product variety, price competitiveness, and customer service play in shaping customer satisfaction in each shopping channel?
- How can retailers and businesses enhance the customer satisfaction in both online and offline shopping to improve the overall shopping experience?
- This research will provide valuable insights into the dynamics of customer satisfaction in online and offline

shopping, helping businesses tailor their strategies to meet consumer expectations and needs effectively.

Review of literation

As argued by Sharma, Sharma & Kaur (2020), perceived risk negatively impacts the customer purchase intentions online. The emerging concern about privacy and money transfer issues has reduced the engagement of the audience with inline services. Customer attitudes towards online shopping have changed drastically after the onset of the pandemic. With inventiveness, brand awareness, and "price consciousness", customers can compare prices and purchase products.

- Rashant Singh (2014) in his study on Consumer’s Buying Behavior Towards Online Shopping, The main aim of study was to examine and analyze the consumers’ buying behavior pattern
- Towards online shopping in Lucknow.
- susan Rose, Nell Hair and Moira Clark (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 23% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009 (source: US Census Bureau 2009).

Methods of data collection

The data collected for this study

Primary Data: The primary data are those that are called fresh from Google forms for primary time.

Secondary Data: Secondary Data is a data collected from the internet, books, journals, etc.

Area of Study: The area of study is Coimbatore city. Sample size: Nearly 150 respondents from Coimbatore city was selected.

Tools used for analysis: Data analysis tools are simple percentage and the chi-square test.

Dates analysis and interpretation Percentages analysis

Table 1: showing age of the respondents

Age	Percentage	Respondents
below 20 years	26%	13
21-30 years	66%	33
31-40 years	6%	3
Above 40 years	2%	1

Interpretation

It is interpreted that it was found that majority (46.6%) of the respondents are in the age group of 21-30.

Table 2: showing factors influencing the consumers

Factors	Percentage	respondents
groceries	32%	16
Clothing and fashion	48%	24

electronics	18%	9
Home decor	2%	1

Interpretation

It is interpreted that most (48%) of the respondents are influenced by friends and the least (2) by ads.

Chi-square analysis formula

$$\chi^2 = \sum_i \frac{(O_i - E_i)^2}{E_i}$$

Degree of freedom=(r-1) (c-1)

Table 1: Chi-square analysis

Age	Groceries	Clothing and fashion	Electronics	Home decor	Total
Below 20 years	9	4	0	0	13
21-30 years	6	18	8	1	33
31-40 years	0	2	1	0	3
Above 40 years	1	0	0	0	1
total	16	24	9	1	50

Table 2: Chi square table chi square table

O	E	(O-E)	(O-E)2	(O-E)2/E
9	4.16	4.84	23.4256	5.631
6	10.56	-4.56	20.7936	1.969
0	0.96	-0.96	0.9216	0.96
1	0.32	0.68	0.4624	1.445
4	6.24	-2.24	5.0176	0.804
18	15.84	2.16	4.6656	0.294
2	1.44	0.56	0.3136	0.217
0	0.48	-0.48	0.2304	0.48
0	2.34	-2.34	5.4756	2.34
8	5.94	2.06	4.2436	0.714
1	0.54	0.46	0.2116	0.391
0	0.18	-0.18	0.0324	0.18
0	0.26	-0.26	0.0676	0.26
1	0.66	0.34	0.1156	0.175
0	0.06	-0.06	0.0036	0.06
0	0.02	-0.02	0.0004	0.02
				15.94308469

Source: primary data

Significance level=0.05

Calculate chi -square value is (15.9430) is less then (16.9916) table value. Hence the hypothesis is accepted. therefore there is no relationship between age and purchasing power.

Findings

- The majority respondents of (44%) gender are male.
- The majority respondents of (42%) ages are 21-30 years.
- The majority respondents of (60%) marital status are unmarried.
- The majority respondents of (32%) qualification are in post graduate.
- The majority respondents of (56%) occupation are in student.
- The majority respondents of income (50%) are in (10000-20000)

- The majority respondents of prefer (40%) methods of are in both
 - The majority respondents of (74%) methods of online shopping are in yes
 - The majority respondents of ((32%) frequently shop do to online are in monthly
 - The majority respondents of (58%) cost effective option offline shopping are in yes
 - The majority respondents of (70%) experienced online shopping are in yes
 - The majority respondents of (36%) purchase from physical store are in groceries
 - The majority respondents of (58%) issues of with offline shopping yes
 - The majority respondents of (36%) buy offline shopping advertisement
 - The majority respondents of (34%) problem faced in online /offline shopping are in delay in delivery
 - The majority respondents of (30%) choose of the online shopping are in better return policies
 - The majority respondents of (36%) offline/online shopping experience on scale are in three
 - The majority respondents (34%) frequently do you physical retail store are in occasionally
 - The majority respondents (30%) customer service frequently physical store are in some what important
 - The majority respondents (34%) offline/online shopping experience in term of convenience are in excellent
 - The majority respondents (34%) physical store prefer for shopping are in department store
10. lot z (Retail stores)
11. You can visit the websites of online stores or visit the mentioned retail stores for offline shopping. These are popular options, but the availability may vary based on your location.

Suggestions

The collected data will be analyzed using statistical methods and thematic analysis to identify patterns and trends relating to customer satisfaction. By comparing and contrasting satisfaction levels across different dimensions and shopping channels the study aims to uncover the strengths and weaknesses of online and offline shopping. The findings will shed light on the factors that contribute to customer satisfaction and offer guidance to retailers on how to improve their offerings in each setting.

Conclusion

The results of this study will contribute to the understanding of customer satisfaction towards online shopping and offline shopping. By identifying key factors influencing satisfaction retailers can tailor their strategies and enhance the shopping experience in both online and offline channels. This analysis is crucial in an increasingly competitive retail landscape where customer satisfaction plays a pivotal role in customer loyalty repeat purchases and business success.

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9. Chennai skills (Retail stores)