A STUDY ON CONSUMER SATISFACTION OF ONLINE BUYING AGAINST OFFLINE BUYING

¹ Kilaru Madhavi, ² Dr.K.Sambasiva Rao

¹ Assistant Professor in MBA, VR Siddhartha Engineering College, Vijayawada.
Ph.D Scholar, Andhra University, Visakhapatnam, Andhra Pradesh, India.
madhavi.aditi@gmail.com
² Professor, Department of Commerce & Management studies, Andhra University Visakhapatnam, Andhra Pradesh, India.
professorksrao@gmail.com

ABSTRACT: Retail marketing is one of the fastest growing sector in India. E-commerce refers to buying goods and services through digital mode .Online shopping is one of the major platform of E-commerce. The main aim of this study is to analyse the customer satisfaction of online shopping against traditional marketing. Increasing use of mobile phones has made it easy for customers to shop online. Indian consumers, may not easily compromise in shopping, so they prefer offline shopping and feel it is more comfortable because of possibility of trail and fitness. Traditionally people consider offline shopping more satisfactory, yet they have started buying goods and services online. Online shopping is favoured because of time saving, easy payment methods, more trendy products and the facility of home delivery.The outcome of this study is useful to understand consumer satisfaction in online buying against offline buying

Key words: online buying behavior, consumer satisfaction, pandemic.

INTRODUCTION

E-commerce or mobile commerce is the sale and purchase of goods and services over the Internet. With the growing technology, more specifically the usage of Internet, global business community is increasingly moving towards Business-to-Business (B2B) E-commerce. Corona virus (Covid-19) pandemic has influenced our lives almost in every field. In this context, offline shopping became difficult for consumers as government imposed lock down restrictions like social distancing, stay home etc. This increased the importance of e- commerce automatically. The pandemic enhanced opportunity for online sellers to use more attractive strategies towards online shopping to increase the online sales. The establishment of a shop on the web allows sellers to increase their market and reach consumers who can't go to traditional shops because it is risky due to rapid spread of corona virus. Today online shopping became a new trend of shopping for the customers and is becoming an important part of lifestyle. Benefits of online shopping are more compared to traditional shopping format with potential risks and threats about which consumers should be aware of.

LITERATURE SURVEY

M. SULTHANA BARVIN (2014) in the study, A comparative study on customer satisfaction towards online shopping and traditional shopping with special reference to Tirunelveli district concluded that continuous popularity is growing towards online shopping.

Khedkar, E.B. (2015) in the study the Analysis of Customer Satisfaction during Online Purchase, identified determinants of online shopping like web design, payment security, ease of shopping and found that majority of the respondents were influenced positively towards online shopping.

R Sivanesan, Monisha (2017), in their study Factors influencing offline and online shopping concluded that majority of the customers switched from offline shopping to online. They found that majority of the respondents have positive attitude towards online shopping and even people who are living in remote villages are also using smart phones and buying online.

Vikramjit Kaur (2018) in their study comparative analysis on online and offline shopping found that the overall perception on online shopping from the respondents was highly positive. Because of perceived benefits more consumers are switching to online shopping as compared to offline shopping.

Devender Kumar (2019), in the study A comparative analysis of online and offline shopping took 150 sample and studied about major trends of online shopping and found that product selection, availability of latest products and product comparison are much easier on online shopping.

M MAQHEEM (2019), in a study on Consumer Behaviour towards Online and Offline shopping analysed customers motivations to buy the products on online and offline and studied long term impact of offline shopping to online shopping.

R Rajalakshmi (2021), in the study A comparative Analysis between Online and Offline Shopping Experience of Consumers studied the factors that influence consumers offline and online shopping found that majority of the respondents gave their opinion due to covid-19 pandemic and turned from offline shopping to online buying.

Research Objective

The objective of this study is to examine the consumer satisfaction on online shopping against offline shopping. Based on the objective, it was hypothesized that that there exists no significant association between mode of purchase on online and offline with time saving, range of products, quality, delivery and selection of goods.

Methodology

This study is based on an empirical analysis which contains accurate measurement using structured and validated data collection tools. Data was collected through the execution of well-structured self-administered questionnaire. Some other useful information has been gathered from different secondary resources. Convenience random sample is used for this study with a sample size of 528. Statistical tools used for the analysis by SPSS include chi-square test and regression.

Result and Analysis
Reliability test

The objective of reliability is to identify errors in measurement and to suggest ways of improving tools so that errors are minimised. The reliability was evaluated using cronbach's alpha. Cronbach's alpha is used to measure the internal consistency of data that is, how closely related a set of items are as a group.

Reliability Statistics		
Mode of Purchase	Cronbach's Alpha	N of Items
Online	.897	6
Offline	.895	6

Cronbach's alpha has been run to check their reliability with respect to online and offline. From the above table, the alpha

Scale Statistics				
Mode of Purchase	Mean	Variance	Std. Deviation	N of Items
Online	24.55	18.715	4.326	6
Offline	24.19	19.629	4.430	6

values for the online shopping and offline shopping are 0.897 and 0.895 respectively and these values are greater than 0.7 indicateing strong internal consistency among the given items.

Chi-square test Results

From the above table there is a significant association between mode of purchase on online and offline with time saving, range of products and easy selection of goods.

Regression analysis

Null Hypotheses	Sig. Value	Result	Strength of Association
H0: There is no significant association between mode of purchase and their opinions on time saving	0.001	**Rejected**	13.7%
H0: There is no significant association between mode of purchase and their opinions on feel availability of range of products	0.023	**Rejected**	10.4%
H0: There is no significant association between mode of purchase and their opinions on quality of the products	0.061	**Accepted**	-
H0: There is no significant association between mode of purchase and their opinions on product price.	0.983	**Accepted**	-
H0: There is no significant association between mode of purchase and their opinions on delivery of products	0.890	**Accepted**	-
H0: There is no significant association between mode of purchase and their opinions on easy for selection of goods.	0.039	**Rejected**	9.8%

Model Summary

Mode of Purchase	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Online	1	.790[a]	.624	.622	.573
Offline	1	.748[b]	.560	.558	.623
a. Predictors: (Constant), delivery of products , quality of the products, feel availability of range of products					
b. Predictors: (Constant), delivery of products , feel availability of range of products , quality of the products					

The regression table summarizes the model performance through the following statistics;

R represents the multiple correlation coefficients. It's range lies between 0 to +1. Since the R value of online and offline shopping's are 0.790 and 0.748 respectively, it means dependent variable (**product price**) has positive relationship with independent variables (quality of products, availability of range of products and delivery of products)

Since the R square values of online and offline values are 0.624 and 0.560 respectively, it means that 62.4 % and 56.0% of the variation explained by in dependent variable (**price of the product**) in terms of independent variables (quality of products, availability of range of products and delivery of products)

ANOVA[a]-Regression analysis

Mode of Purchase	Model		Sum of Squares	df	Mean Square	F	Sig.
Online	1	Regression	285.028	3	95.009	289.752	.000[b]
		Residual	171.819	524	.328		
		Total	456.847	527			
Offline	1	Regression	259.251	3	86.417	222.349	.000[c]
		Residual	203.656	524	.389		
		Total	462.907	527			
a. Dependent Variable: product price							

b. Predictors: (Constant), delivery of products , quality of the products, feel availability of range of products
c. Predictors: (Constant), delivery of products , feel availability of range of products , quality of the products

From the above ANOVA table F value is found significant (significant values of online & offline shopping values are less than 0.05) which means dependent variable (**price of the product**) is more reliable.

			Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Coefficients[a]									
Mode of Purchase	Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Online	1	(Constant)	.048	.140		.345	.731		
		availability of range of products	.344	.041	.309	8.286	.000	.518	1.932
		quality of the products	.173	.035	.166	5.018	.000	.660	1.516
		delivery of products	.456	.038	.439	11.936	.000	.530	1.886
Offline	1	(Constant)	.264	.155		1.706	.089		
		availability of range of products	.383	.037	.399	10.472	.000	.578	1.731
		quality of the products	.369	.044	.320	8.352	.000	.572	1.749
		delivery of products	.170	.039	.157	4.353	.000	.648	1.544
a. Dependent Variable: product price									

In the model given above, coefficients are used to construct the regression line. The low significant values of < 0.05 of the variable's online and offline shopping's are availability of range of products, quality of the products and delivery of the products are showing very strong significant impact on dependent variable**price of the product.** The VIF of all the independent variables are < 3 which shows that the multi collinearity exists and hence these predictors are influencing the dependent variable in online and offline. The required regression line of online shopping is **Product price** = 0**.**048 + 0.344(availability of range of products) + 0.173(quality of the products) + 0.456(delivery of products).

The required regression line of offline shopping is;

Product price = 0.264 + 0.383(availability of range of products) + 0.369(quality of the products) + 0.170(delivery of products)

Conclusion

In the present pandemic context, analysis of consumer satisfaction is important for the survival of business whether it is online or offline. Online sellers have to use relevant strategies and get continuous improvement in online sales. During the past few years online buying has become popular among teenagers. In India getting the attention of buyers towards this mode of buying is not that much attractive due to inherent advantageous factors like physical touch, examining the products before purchase, immediate delivery, etc. During the Covid-19 pandemic situation to avoid the pandemic spread, a shift from offline to online was seen among buyers. Health and safety products like Sanitizers, Gloves, Hand wash, Masks, and other health-related products were most sought online. Covid-19 pandemic led the consumers to try new channels, products, and brands which resulted in a change in consumer behavior towards online shopping. Customer satisfaction has increased in online shopping and this trend may continue in the future.

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