



A STUDY ON CUSTOMER SATISFACTION BETWEEN ONLINE TRADING AND PHYSICAL TRADING IN SIVAGANGAI DISTRICT

Dr. V.G.Umamaheswari

Assistant professor, Department of Commerce

Dr. Umayal Ramanathan College for Women, Karaikudi

ABSTRACT:

In today's technological world online shopping is more important. Online usage makes people from people all walks of life to bring entire libraries, entertainment venues, post offices and financial centres to a work place. In Long years ago, customers are preferred to purchase in traditional method. But nowadays customers shop for everything from gifts, gadgets and groceries, clothing etc. The companies like Amazon, Flipkart are playing major role in selling the different goods through online mode. Because online stores are open 24 hours a day, seven days a Week. The internet is considered a mass medium that provides the customers with purchase characteristics as no other medium. At the same time, online marketing companies have to take into account that who their customers are what their spending habits are like and the products and services they prefer in order to sell anything over the internet. Therefore this paper tries to analyze the customer satisfaction towards online trading and physical trading.

Keywords:

Online trading, Satisfaction, customers, Physical trading

1.1 INTRODUCTION

Toady's, in the modern world dominated by technological advancement marketing is not a mere process of physical activities concerning, just exchange of goods but rather it is primarily concerned with creation of customers, identifying their needs and then organizing the business activities to satisfy their needs. The marketing is the world of information technology enhances all the activities involved in identifying the needs of potential customers for goods and services, in procuring the goods from production centers and in distributing the Procured goods through transfer

of ownership. In brief marketing in the present world is supplying what the customer's want, what they want, at the place they want, at the price they can afford and thereby resulting in the creation of satisfied customers. Online trading involves investment activity which takes place over the internet and it does not require physical inclusion of the dealers. Customer centric performance marketing, planned obsolescence has created many debates for organizations. Digital technologies have ushered immense opportunities for entrepreneurial minds leading to innovative business models. Nearly every one who approaches telecommunication for the first time is stuck by the sheer quality of new terminology encountered. Disposal behavior for telecommunication gadgets, for example, we offer various mobile brands, which include Nokia, Samsung, Sony Ericsson, Apple, Fly, LG, Black Berry, Karbonn, Micromax, Lava, Vodafone and many other brands. Along with mobiles, we offer many other products and accessories, Bluetooth, iPod and MP3, camera, DTH and data card. We are also giving our customers to place their order online using the town VISA and Master Credit and Debit Cards. In other words, we are India's Premier mobile and accessories dealer. We accept all VISA, Master card and Debit cards. Our online booking service is available for client in Chennai as we deliver products in Chennai and other towns.

1.2 REVIEW OF LITERATURE:

Das (2018) has analyzed the customer apparel buying behavior in organized sector and the geographic area covered throughout the study is Navi Mumbai, Maharashtra. He has studied how people choose retail for shopping, how motivation, economic factors, group, promotion schemes influence their buying behavior. It blends elements from psychographic and economic perspective. The has found that characteristics of individual customer such as demographics, psychographics, motivation factors, and behavioral variables are important to understand people's wants.

Ruby Jain and MadhuKulhar (2019) stated in their study article that certain factors affect the consumer buying behaviour while purchasing products online. Out of these, some commonness is discussed in the present paper which affects the adoption of online shopping. A simple search with keywords 'online shopping', 'online shopping of apparels and accessories', 'factors affecting online shopping', 'drivers of online shopping' and 'barriers of online shopping' has been done with Google Scholar. Substantial studies have been conducted globally to find out the factors affecting online shopping adoption. Different models and frameworks are available to understand these factors and it is difficult to present all work altogether.

1.3 STATEMENT OF THE PROBLEM:

The traditional shopping is useful when one urgently need daily necessities like grocery shop, shampoo and other toiletry items. Also a customer could get the product immediately the money is paid whereas the customer has to wait for a few days for the product to arrive. There are pros and

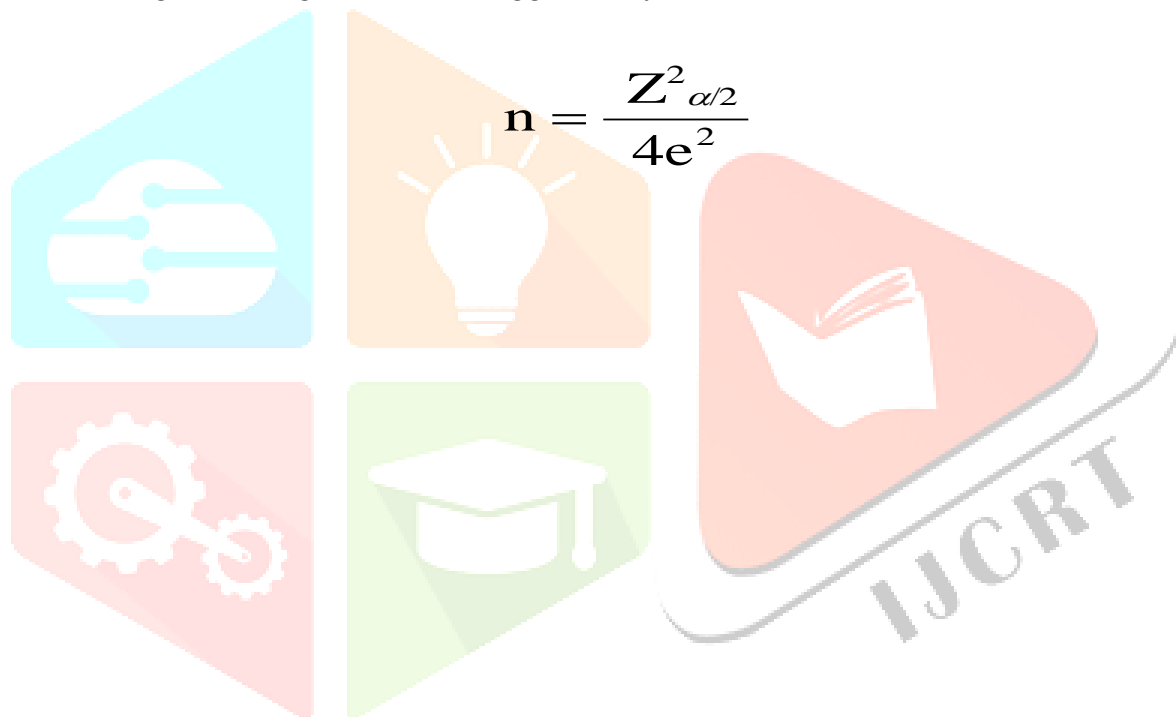
cons in both online shopping and traditional shopping leading to satisfaction and dissatisfaction among the customers in both the types of shopping. The main aim of the study is to analyze the customer satisfaction towards online shopping versus traditional shopping and level of satisfaction towards online shopping and problems faced in both online trading and physical trading

1.4 OBJECTIVES OF THE STUDY:

The main objective of the study is to analyze the customer satisfaction towards online trading and offline trading.

1.5 POPULATION OF THE STUDY

The survey was conducted among 525 respondents selected based on the convenient sampling method from the population of internet users in the study area. The sample size is determined using following formula as suggested by Osisioma et al. (1974)¹.



¹Osisioma, H.E., Osisioma, B.C., and Chukwuemeka, E.E.O., (2012) in “Developing a Conflict Management Model for the Nigerian Executive”, *Singaporean Journal of Business Economics, and Management Studies*, Vol.1, No.1, pp.1-19

Das, Dr.SaritPrava (2018). “Customer Profiling and Apparel Buying Behavior Analysis in Organized Retail Stores of Navi Mumbai,”*International Journal of Business and Management Invention*, Vol.7, Issue 5, pp.42-53.

1.6 DATA ANALYSIS & INTERPRETATION:**TABLE 1.1****SATISFACTION WITH PRODUCT INFORMATION – COMPARISON BY SOCIO-ECONOMIC AND DEMOGRAPHIC (SED) VALUES OF CUSTOMERS**

SED Characteristics		Mean	Standard Deviation	Test Statistic	Test Value
Sex	Male	3.87	0.75	t	2.10*
	Female	3.70	0.98		
Age	Up to 30	4.00	0.72	F	2.73*
	31- 40	3.83	0.83		
	41 – 50	3.68	0.90		
	Above 50	3.89	0.78		
Education	School level	3.78	0.82	F	0.46
	Graduation	3.82	0.85		
	Diploma	3.81	0.82		
	Professional & Other	3.93	0.86		
Occupation	Students	3.89	0.79	F	0.82
	Government Employee	3.78	0.84		
	Private Employee	3.79	0.84		
	Business	3.71	0.85		
	Professional	3.89	0.85		
Area	Rural	3.84	0.86	F	0.13
	Semi-Urban	3.81	0.79		
	Urban	3.79	0.86		
Marital Status	Single / Unmarried	3.91	0.83	t	1.38
	Married	3.79	0.83		
Family Type	Nuclear	3.79	0.81	t	1.03
	Joint	3.87	0.89		
Monthly Income	Up to Rs.25000	3.77	0.86	F	0.73
	Rs.25001 - 50000	3.84	0.82		
	Above Rs.50000	3.88	0.79		

Source: Primary Data. *Significant at 5% level

In sum, it is found that the customers of all socio-economic and demographic values are satisfied with “production information” in online shopping over physical shopping but the level of satisfaction vary notably between male and female customers and customers with different age level. Table 1.1 presents the results of t-test and one-way ANOVA comparing the satisfaction level with product quality & cost across customer groups with different SED values.



TABLE 1.2

SATISFACTION WITH RELIABILITY (PRODCT DELIVERY) – COMPARISON BY SOCIO-ECONOMIC AND DEMOGRAPHIC (SED) VALUES OF CUSTOMERS

SED Characteristics		Mean	Standard Deviation	Test Statistic	Test Value
Sex	Male	4.25	0.76	T	0.36
	Female	4.28	0.78		
Age	Up to 30	4.04	0.91	F	2.20#
	31- 40	4.24	0.75		
	41 – 50	4.25	0.76		
	Above 50	4.36	0.75		
Education	School level	4.23	0.82	F	0.83
	Graduation	4.24	0.75		
	Diploma	4.36	0.73		
	Professional & Other	4.22	0.72		
Occupation	Students	4.28	0.70	F	0.26
	Govt. Employee	4.21	0.82		
	Private Employee	4.27	0.83		
	Business	4.25	0.77		
	Professional	4.32	0.69		
Area	Rural	4.15	0.85	F	3.01*
	Semi-Urban	4.32	0.73		
	Urban	4.32	0.70		
Marital Status	Single / Unmarried	4.29	0.77	T	0.47
	Married	4.25	0.77		
Family Type	Nuclear	4.25	0.81	T	0.54
	Joint	4.29	0.67		
Monthly Income	Up to Rs.25000	4.27	0.80	F	0.19
	Rs.25001 - 50000	4.24	0.73		
	Above Rs.50000	4.30	0.78		

Source: Primary Data. #Significant at 10% level; *Significant at 5% level

From the perusal of the results displayed in the table, it is understood that the scoring on the average by customers with all socio-economic and demographic values are much higher than 3.50 and near to 4.50, the range for satisfaction opinion (≥ 3.50 and < 4.50). This clearly reveals that the customers are very well satisfied with reliability in product delivery by online traders. However, the degree of satisfaction differs significantly by age levels (F value = 2.20, $p < 0.10$) and area of residence (F value = 3.01, $p < 0.05$).

The level of satisfaction with reliability is likely to increase with increase in age levels of the customers. The level of satisfaction among rural customers (Mean = 4.15) is significantly less than that of semi-urban (Mean = 4.32) and urban counterparts (Mean = 4.32). In sum, it is found that the customers are well satisfied with reliability in product delivery by online traders but the level of satisfaction is prone to the age levels and area of residence of the customers.

Table 1.2 presents the results of test-statistics, i.e., t-test and F-test, identifying the significance of the difference in customers' overall satisfaction with online shopping over traditional shopping with respect to difference in their socio-economic and demographic characteristics in order to ascertain whether the overall satisfaction of the customers is related to or independent of their personal values.

1.7 CONCLUSION:

The customer satisfaction with online trading (shopping) over physical trading (traditional shopping) was found to be multi-dimensional and it was based on production information, product quality & cost, secured transaction, service support and reliability (in product delivery). There was satisfaction among customers with all these five dimensions and the extent of satisfaction with reliability in product delivery and product quality & control followed by service support and product information was more which that of secured transactions was just above the moderate level.

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