



A STUDY ON CONSUMER PERCEPTION AND SATISFACTION TOWARDS ONLINE SHOPPING Vs OFFLINE SHOPPING SPECIAL REFERENCE WITH COIMBATORE CITY

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Abstract - Customer perception towards online and offline shopping can vary depending on various factors such as personal preferences, past experiences, convenience and accessibility. Offline shopping is known as brick and mortar shopping can offer customers the opportunity to physically examine and test products before making a purchase. It can also provide a more personalized shopping experience, where customers can receive help and advice from knowledgeable staff. However, offline shopping can be time consuming and may involve travel, and may not offer the same range of products and prices as online shopping. On the other hand, online shopping has gained immense popularity in recent years due to the convenience it offers. Customers can shop from the comfort of their homes, without having to physically visit a store. They can also easily compare prices and products from different retailers, which can lead to better deals and savings. However, online shopping can also be seen as impersonal, and there can be concerns around the security of personal and financial information.

Keywords: Customer perception, online and offline shopping.

I. INTRODUCTION

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of the people shop online. On other hand the purchasing of products from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In the contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the customer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping.

II. STATEMENT OF THE PROBLEM

Now a day's customer's preference is very difficult to find. Review the products, price, quality they all difference between the online and offline. Lots of benefits get which kind shopping. Online shopping and offline shopping are the ways which the customer meets its product requirement. Customer have the choice that either to go for online or offline mode based on the benefits of the customers, nature of the products and based on the convenient of the customers. This study helps to know the priority and preference of customers. Which mode they would select the shopping.

III. OBJECTIVES OF THE STUDY

To explore the factor influencing customer to switch from offline to online shopping.

To highlight the customer perception towards online shopping and offline shopping.

IV. RESEARCH METHODOLOGY

A research methodology is an outline of how a given piece of research is carried out. It defines the techniques or procedures that are used to identify and analyze information regarding a specific research topic. Convenient sampling method is used in this present study. Both Primary data and Secondary data are used. Simple percentage method

V. REVIEW OF LITERATURE

Ms. Suk winder Kaur & Dr. Vikrsmjit Kaur (2022) the overall results prove that the respondents have perceived online shopping in a positive manner. These clearly justify the project growth in the country. However, the frequency of online shopping is relatively less in the country. Online shopping organizations can use the relevant variable and factors, identified from the study, to formulate their strategies and plans in the country. The organizations can prioritize the consumer implicit and explicit requirements in online shopping environment. The results can also be used by various organizations to identify their target customer segments. The results of the study can be utilized by practitioners in relooking or revamping their strategies for online shopping. Online shopping websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men.

Devender Kumar, Kirti khurana (2021)

Government has focused on transferring the company into a digital economy, yet physical/traditional or offline shopping is more preferred by customers. People found offline shopping more satisfactory. They can check the quality of products physically and buy locally manufactured products easily through offline shopping. Online shopping has an increasing trend due to less consumption, varieties of products available easily and the customers can compare prices of products without any problem. But there are some issues regarding online shopping such as security, quality of products and delivery of products that must be sorted out. To improve the satisfaction level of online shopping, it must be more secure and more products should be added by sellers to fulfill the needs of customers.

U. Shilpa, H. Swathi (2020) the study reveals that the males are less doing the online shopping than females. The females are more in online shopping because of time utility, price factor, and convenient factor. The young generation between the age 18-30 more involved in online shopping. The demand for online shopping raised due to its benefits than traditional shopping. The people prefer offline shopping mainly to avoid a risk factor. From the above analysis it is clear that the online shopping mainly depends on its customers. If the online shopping companies provide good and transparent service to their customers it results in spreading their business all over the world.

VI. ANALYSIS & INTERPRETATION SHOP FOR GOOD

Category	No. Of Respondents	Percentage
Online	16	20.25
Offline	24	30.38
Both	39	49.37
Total	79	100

Source: Primary data

INTERPERTATION:

From the above table analyze that the how do you shop for goods of the respondents as, 20.25% of the respondents are online, 30.38% of the respondents are offline, 49.37% of the respondents are both

We conclude that the majority respondents are both.

TYPE OF PRODUCTS PREFER TO BUY ONLINE

Prodcuts	No. Of Respondents	Percentage
Accessories	38	48.11
Beauty products	14	17.72
Home appliances	16	20.25
Electronic gadgets	11	13.92
Total	79	100

Source: Primary data

INTERPERTATION:

From the above table type of products prefer to buy online of the respondents as, 48.11% of the respondents are accessories, 17.72% of the respondents are beauty products, 20.25% of the respondents are electronic gadgets.

We conclude that the majority of the respondents are accessories.

ONLINE SHOPPING PROVIDES BETTER DEALS THAN PHYSICAL STORE

Particulars	No Of Respondents	Percentage
Yes	28	35.44
No	8	10.13
Maybe	40	50.63
Always	3	3.80
Total	79	100

Source: Primary data

From the above table we analyze the that online shopping provides better deals and promotions than physical stores as, 35.44% of the respondents are yes, 10.13% of the respondents are no, 50.63% of the respondents are maybe, 3.80% of the respondents are always

We conclude that the majority of the respondents are maybe.

VII. FINDINGS, SUGGESTION & CONCLUSIONS FINDINGS

Majority (43.05%0 of the respondents are factor

influences to purchase through offline for all of the above

Majority (40.10%) of the respondents are online shopping is secure as traditional shopping for sometimes.

Majority (44.30) of the respondents are the reason for shopping online said all of the above

Majority (46.84%) of the respondents are preferred to wholesale shops.

Majority (48.10%) of the respondents are the most important criterion buy in online shopfor price.

Majority (55.70%) of the respondents are the most important criterion buy in offline shopfor quality.

SUGEESTIONS

Web based technologies upgrade creative conceptualization that improves the response from technology. Internet environment has to improve in the area of art, dynamics and interactive techniques. This improvement will give more visual appeal. One of risks that respondents have felt is no proper returning policy to the products. Offline purchase products choosing the best products touch and feel good one.

Offline purchasing medium desires some modifications like extra range in the product availability of the product on time, complete expertise of the product to the seller. This medium will have to do those modifications to entice extra customers.

Most of the people experience that products accessible through online purchasing are steeply priced because of the transport costs whereas the typical purchasing there are no such charges. So the businesses bought to grant the facility of free delivery in order to create excitement amongst non-users.

CONCLUSION

The study reveals that consumer's perception is most important during the time of purchasing the product. In which channel the consumers are used to purchase the product. Price and the quality of the product take place in a dominant role. There are increasing demand of both online and offline shopping because the variety options for the consumer to choose and that to at a reasonable price and sometime even less price than the market. The customer had sufficient time visit

the shopping centers, searching the various products, many customers prefer the bargaining and decide the purchase after physical examinations of the commodities. The entire process can change from a few hours to weeks depending the products, quality and source of purchase.

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