

# A Comparative Study of Consumer Behaviour Towards Traditional and Online Shopping Preferences: A Case Study of the City Patiala of Punjab

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**Abstract:** Indian consumers are very particular about their products. The consumer choices vary based upon their preference towards online shopping versus offline shopping. The internet and traditional shopping both have their own advantages and disadvantages. Online shopping doesn't require travelling long distances, offers more variety, remains functional 24\*7, offers huge discounts and extend the facility of customer reviews. On the other hand, traditional shopping allows customers to physically examining products which otherwise online shopping lacks. Consumers may be use both the online and traditional mode of shopping depending on their preferences at a particular moment, which results in fundamentally different behaviours across the two mode of shopping. This paper attempts to throw some light on the differences emerging out of online shopping behaviour and offline hopping behaviour.

**Index Terms:** Consumer Buying Behaviour, Traditional Shopping, Online Shopping

## I. INTRODUCTION

**Shopping** is considered a recreational and diversional activity in which one visits a variety of stores with a premeditated intent to purchase a product. The product can be for oneself, or for one's family or for some other person to whom it is to be gifted.

Factors influencing the shopping decision: The shopping decisions are often affected by cultural, social, personal, psychological characteristics.

Table 1: Factors Affecting Shopping Decisions

Cultural	Social	Personal	Psychological
Culture	Reference Groups	Age	Motivation
Subculture	Family	Occupation	Perception
Social Classes	Roles and Status	Economic Situation	Learning
		Lifestyle	

**Traditional Shopping:** When customers shop or purchase the products by visiting to some physical stores or retail outlets or shopping malls and complexes, the shopping is termed as traditional shopping.

**Online Shopping:** Online shopping is a form of electronic commerce whereby consumers directly buy goods or services from a seller over the internet without an intermediary service. An online shop, e-shop, e-store, Internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center.

**Points of Difference Between Traditional and Online Shopping:** The important points of difference between traditional and online shopping are as following:

- In online shopping you cannot try on what you ordered especially when you are shopping for clothes. But in traditional shopping you can try the clothes or footwear or some other accessories that you are purchasing.
- In traditional shopping you must carry what you buy whereas in online shopping you need not carry any load or weight from the items you've purchased.
- In case of traditional shopping, one needs to drive to the store where he/she wishes to purchase the product from. In online shopping, you just need to wait for the item to be delivered.
- Traditional shopping allows one to touch and feel the product one wishes to buy. In online shopping you cannot touch or feel the products you are buying. There is a risk that it might be defective.
- Online shopping provides much more discounts as compared to traditional shopping using coupon codes.

- In online shopping one can choose from a wide range of products without hassle by simply clicking your mouse in browsing the different products. Traditional shopping does not provide such a convenience.
- There is no crowd to contend when one shops online. This is not the case with traditional shopping.
- In online shopping, there is no walking from store to store. You just need to go to price comparison site and it's all done for you. While shopping in a traditional manner one might need to roam from one shop to another in search of products, which may sometimes cause loss of will to shop.
- One can get instant gratification with traditional high street shopping. In online shopping, you don't get instant gratification. Waiting for your shiny new purchase to be delivered isn't quite the same as coming home laden with bags and laying your new purchase out on the table.
- In online shopping, if your parcel is too big to fit the letter box, you better make sure that you are home when postman calls or you will spend all the time you have saved going to storing office to pick it up. This is not the case while shopping traditionally.
- Another difference between online and traditional shopping is the consumer's immediate access to information. In online shopping consumers have access to an unprecedented amount of product information, not just from manufacturers' websites but also from online reviews written by previous customers, employees, and organizations faster, more directly, and with more visibility than ever before. This convenience is not available while we shop using traditional mode.

## II. LITERATURE REVIEW

**Swatman and Chin (1997)** studied that online shopping has far tended to be a niche business – highly successful in selling digital products such as shares, software and, increasingly, music and films, it has been less successful in persuading the purchasers of 'traditional' goods such as cars, clothes, toiletries, or household appliances to forsake their physical retailers and move into cyberspace. They investigated the issue of the virtual experience –endeavouring to understand what is needed for a successful 'shopping experience' online and what the possible obstacles or pitfalls along the way might be. They introduced the concept of virtual presence (the sense of 'being there') and then considered the concept of the Experience Economy, which encapsulates many of the issues related to the problem of effective online shopping.

**Carla and Carlos (2000)** analysed the influence of internet browsing patterns, motivations and risks on e-shopping behaviour in order to develop an online consumer typology. A segmentation analysis was performed with a representative sample of Spanish consumers by using CHAID technique. Results showed that the motivation of convenience and e-shopping experience are the main predictors of online spending while the use of online information as motivation for traditional shopping, financial risk, internet exposure and experience as M-shopper are the most relevant factors in purchase intentions for non E-shoppers.

**Reynolds, Ganesh, Luckett (2002)** studied the presence of numerous shopper typologies and taxonomies that classify shoppers into subgroups. The use of diverse methodological approaches has restricted the generalizability and comparability of the findings. A mall intercept survey was used to collect the data from 1097 shoppers in the traditional mall and 827 shoppers in the outlet mall. Using a multistep-cluster analysis, retail attribute importance ratings were used to derive shopper typologies in both retail formats. The shopper types are profiled on attitudes toward shopping, satisfaction, repeat visit intentions, and other variables. Five shopper subgroups (Basic, Apathetic, Destination, Enthusiasts, and Serious) are described in both retail formats and one additional shopper subgroup exclusive to the factory-outlet mall (Brand Seekers). Future research might focus on other retail formats, including online shopping, to fully understand the similarities and differences between shopper types.

**Andrew and Currim (2010)** studied the behavioural differences between consumers attracted to shopping: online versus traditional supermarkets. Despite the dot.com shakeouts, online revenues continue to increase and are projected to impose greater pressure on traditional distribution channels. The behavioural differences if they exist could guide online enterprise design and marketing strategy. Study found that as compared to traditional supermarkets consumers, online consumers are less price sensitive, prefer larger sizes to smaller sizes, have stronger size loyalty, do more screening on the basis of brand names but less screening on the basis of sizes.

**Monsuwe, Dellaert and Ruyter (2011)** studied the factors that drives a consumer to shop online. The study showed that attitudes toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

**Larson, Bradlow and Fader (2012)** presented the analyses of an extraordinary new dataset that reveals the path taken by individual shoppers in an actual grocery store, as provided by RFID (radio frequency identification) tags located on their shopping carts. They analysed physical impediments (such as the location of aisles and other inaccessible areas of the store) to ensure that they only deal with feasible paths. They also recognized that time spent in the store plays an important role, leading to different cluster configurations for short, medium, and long trips. The resulting three sets of clusters identified a total of 14 "canonical path types" that are typical of grocery store travel.

**Kumar, Lang and Peng (2013)** explored search behaviour of online shoppers. Information economics literature suggests that search cost in electronic markets has essentially been reduced to zero as consumers are able to use powerful search tools, free of charge, to easily find and compare product and shopping information on the Internet. They presented a research model proposing that users need to spend time and effort when completing search tasks, resulting in significant search cost and a trade-off between search cost and search performance.

## III. OBJECTIVES OF THE STUDY

The objectives of the present study include:

- To study the awareness level of customers regarding the online shopping.
- To investigate which mode of shopping is preferred the most by customers – Traditional or Online Shopping.
- To gain insight about the various factors which affect the choice of mode of shopping of customer.

#### IV. RESEARCH METHODOLOGY

**4.1 Research Design:** The research design used for this study was *descriptive* in nature because the current study focused on the aspect that which of the modes are preferred the most by the customers. Thus studying the current state of affairs as they exist.

**4.2 Sample Unit:** The sampling unit of the study were the residents of the city *Patiala* of Punjab.

**4.3 Sample Size:** A *random* sample of *100 respondents* has been drawn.

**4.4 Data Collection:** The data collection had been done by interviewing respondents through *structured questionnaire*.

**4.5 Tools of Presentation and Analysis:** The data collected was analyzed using the *Microsoft Excel 2016*. The results are presented in the form of *charts and tables*.

#### V. ANALYSIS AND INTERPRETATION

##### 5.1 Demographic Profile of the Respondents

Table 2: Demographic Profile of the Respondents

Demographics	No. of Respondents	Percentage of Respondents
<b>Gender</b>		
Male	66	66%
Female	34	34%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Age</b>		
0-20 Years	18	18%
21-30 Years	36	36%
31-50 Years	18	18%
51 Years and Above	22	22%
<b>Total</b>	<b>100</b>	<b>100%</b>
<b>Income</b>		
Less than 10,000	17	17%
10,000-20,000	19	19%
20,000-30,000	42	42%
Above 30,000	22	22%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Field Survey, Patiala (Punjab), May 2018  
Data generated by Microsoft Excel 2016

A perusal of Table 2 shows that 66% of respondents are from male gender and rest from 100 is female gender from the sample size of 100. 36%. Is in between of 21-30yrs. 22% of respondents above the age of 51 years.

##### 5.2 Mode of Shopping Adopted

Table 3: Mode of Shopping Adopted

Mode	No. of Respondents	Percentage of Respondents
Traditional	39	39%
Online	23	23%
Both	38	38%
<b>Total</b>	<b>100</b>	<b>100%</b>



Figure 1: Mode of Shopping Adopted  
 Source: Field Survey, Patiala (Punjab), May 2018  
 Data generated by Microsoft Excel 2016

After analysing the above data, it can be concluded that 39% of the respondents adopt traditional mode of shopping, 23% of them adopt online mode of shopping and 38% of them adopt both (Traditional as well as online) modes of shopping.

### 5.3 Shopping Decision Taken in the Family

Table 4: Shopping Decision Taken in the Family

Decision Maker	No. of Respondents	Percentage of Respondents
Myself	68	68%
Parents	20	20%
Spouse	12	12%
<b>Total</b>	<b>100</b>	<b>100%</b>

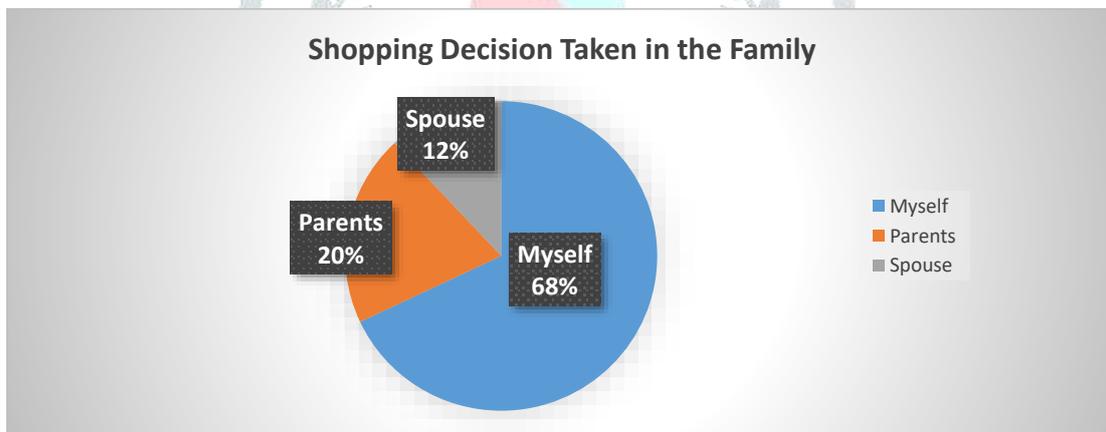


Figure 2: Shopping Decision Taken in the Family  
 Source: Field Survey, Patiala (Punjab), May 2018  
 Data generated by Microsoft Excel 2016

From the analysis of the above data, it can be said that 68% of the total respondents take the shopping decision themselves, 20% of them say that the decision is taken by their parents, and 12% of them say that their spouse takes the shopping decision in their family.

### 5.4 Options Availed While Shopping

Table 5: Options Availed While Shopping

Options	No. of Respondents	Percentage of Respondents
yebhi.com	10	10%
snapdeal.com	15	15%
flipkart.com	16	16%
ebay.com	14	14%
Company Website	13	13%

Shopping Malls	12	12%
Kiryana Stores	12	12%
Retail Stores	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Field Survey, Patiala (Punjab), May 2018

Data generated by Microsoft Excel 2016

The analysis of the above data shows that 10% of the respondents use yebhi.com, 15% use snapdeal, 16% use flipkart.com, 14% use ebay, 13% use company websites while shopping. 12% go to shopping malls, 12% go to kiryana store and 8% go to retail stores while shopping.

### 5.5 Reasons for Preferring Traditional Over Online Shopping

Table 6: Reasons for Preferring Traditional Over Online Shopping

Reason	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Can Touch And Feel The Products	39	21	18	12	10
Hang Out With Friends And Family	12	10	21	39	18
Feasible Mode Of Payment	15	19	13	18	35
Not Familiar With Online Shopping	18	22	31	12	17
Not Satisfied With Quality Of Online Products	33	32	19	12	4

Source: Field Survey, Patiala (Punjab), May 2018

Data generated by Microsoft Excel 2016

In above analysis 39% respondents strongly agree upon that they prefer traditional shopping because they can touch and feel the products. Whereas 12% respondents strongly agree that they prefer traditional shopping because they can hang out with friends and family. Respondents who were not satisfied with quality of online products were 33 %.

### 5.6 Reasons for Preferring Online Shopping Over Traditional

Table 7: Reasons for Preferring Online Shopping Over Traditional Shopping

Reason	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Comparison Of Prices Is Feasible	34	26	22	16	2
Can View Wide Range Of Products At A Single Click	39	24	17	12	8
Reliable Mode	28	17	20	15	20
Less Time Consuming	45	27	18	7	3

Source: Field Survey, Patiala (Punjab), May 2018

Data generated by Microsoft Excel 2016

From Table 7 it can be inferred that 34% respondents feel that prices are more competitive in online shopping. 39% respondents gave reason that they prefer online shopping over traditional shopping because they can view wide range of products at a single click.

### 5.7 Mode of Shopping Opted While Purchasing the Listed Items

Table 8: Mode of Shopping Opted While Purchasing the Listed Items

Items	Traditional Mode		Online Mode		No. of Respondents
	No. of Respondents	Percentage of Respondents	No. of Respondents	Percentage of Respondents	

FMCG	54	54	46	46	100
Green Grocery	45	45	55	55	100
Footwear	57	57	43	43	100
Jewellery	46	46	54	54	100
Electronic Appliances	44	44	56	56	100
Mobile Phones	37	44	63	63	100
Greetings & Bouquets	43	43	57	57	100

Source: Field Survey, Patiala (Punjab), May 2018  
Data generated by Microsoft Excel 2016

Table 8 shows that traditional shoppers purchase FMCG goods maximum while mobile phones least. Whereas online shoppers purchase mobile phones maximum from online sites.

## VI. CONCLUSION

In today's scenario of advanced technology almost each and every one is very much aware about the online shopping. People are aware regarding the available sites from where one can shop online availing high discounts. Still majority of the people adopt both the modes for shopping-traditional as well as online.

Major reason that people prefer offline mode of shopping is because they can touch and feel the product. On the other hand, the major advantage felt by people who prefer online mode of shopping is that online shopping is less time consuming because people can check wide variety of products simply by clicking.

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