STUDENTS PROJECT

Online Shopping and Traditional Shopping: A Comparative Study of The Consumer Behaviour in Jaipur City

Supervised by:

Pro**.** C.R. Bishnoi

Head

Department of Economics

Submitted by:

Priyanshi Rathore

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Pro. C.R. Bishnoi

Professor (Economics)

Department of Economics

The IIS University

Jaipur

Rajasthan, India

CERTIFICATE

It is hereby certified that **Ms. Priyanshi Rathore**, student of B.A.-B.Ed. Semester VI, Enrollment no. ICG/2017/24308 of The IIS University Jaipur, has worked under my supervision and prepared this students project entitled **"Online Shopping and Traditional Shopping: A Comparative Study of The Consumer Behaviour in Jaipur City"** funded by IIS (Deemed to be University) Jaipur. She has completed her work sincerely in the prescribed period. To the best of my knowledge, it is an original contribution and has not been submitted for any other degree of any University. I consider this student's project fit in all respect for submission to the University.

Acknowledgements

I wish to owe my gratitude to the Vice Chancellor **Dr. Ashok Gupta**, Registrar **Dr. Rakhi Gupta** and Dean of Humanities and Social Sciences ----**,** IIS University, Jaipur for allowing me to do this project and providing me the required facilities to carry out the present study.

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My unbounded thanks to my beloved parents for their inspiration, support and blessings for this project. Above all, I thank the almighty for providing me this wonderful opportunity and for the successful completion of this Project.

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ABSTRACT

The study tries to recognizes that, how a buyer measures different channels for their purchasing. Specifically, it develops a theoretical model that addresses costumers value perception for using the online shopping v/s the traditional shopping. It was previously recognized what factors influenced online and traditional shopping choice of the costumers. The earlier studies depicted that perceptions of price, product quality, service quality and threat strongly impact perceived value and purchasing intents in the traditional and online network of shopping. Observations of online and traditional consumer can be evaluated to see how the value is constructed in both channels.

The objective of this study is to provide an impact of online shopping decision process by comparing the traditional and online decision making and identifying the factors that motivate the buyers to decide whether to do online shopping or go for the traditional shopping. Buyer's shop wherever they want to, where they are comfortable with the products and the choice of shopping. The study finds that females are more into online shopping than male. Today's population are more aware of the technology, the online shopping has increased immensely. The people from the age group of 35 - above are more towards traditional shopping than compared to online shopping because they are less aware of the growing technology. However, the respondent said that they prefer to purchase products from online shopping if only the price of the product is less than the traditional market.

CHAPTER 1

1.1 INTRODUCTION

The increase in technology provides good opportunities to the seller to reach the buyers in much faster and easier in a better economic way. Online shopping is been a trend in recent years. Now a day the internet holds the attention of the distributers of the market. Millions of people prefer online shopping. On the other hand, the purchase of goods from traditional market is being continued since ages. Many buyers go to traditional markets to buy their products so as to examine the product and hold the ownership of the product just after the payment. In this modern world buyer's loyalty depends upon the products consistent ability to deliver satisfaction, quality and value. Some go for online shopping, some for traditional and many go for both kind of shopping. The focus of the study is on the buyer's choice to shop on online portals and at the traditional market at the information gaining period. However, online shopping is easier for the people and have less price than compared to the traditional shopping. While making any decision while buying products the buyers should know the medium to purchase goods whether through online shopping or the traditional shopping. The consumers should decide the channel for them which can satisfy their needs.

In the world of competition, how can the consumer decide the particular medium for purchase of their goods is very important to understand in a managerial point of view. According to Laing and Lai in 2000, "The internet shopping is the third best and most popular activity over internet after online shopping next comes the e-mail using, instant messaging and web browsing". These are even more important than watching or getting entertain by the internet or getting any news or information on internet, this are the two very common thought which comes to the people's mind considering the internet users, what they do when they are online. The behaviour of online shopping is also known as online buying behaviour and internet shopping. Buying behaviour means the purchase of good

over internet using web browser. According to, Chiang and Dholskia in 2003, Lynch, Kent, and Srinivasan in 2001, they said that in the typical way of online shopping when the buyers needs some goods or service they go through the internet and browse or search the things and information they need. But rather than searching actively, at times potential consumers are attracted by the information about the goods they want. They see many goods online and choose the best one which suits them, then they purchase that particular product and finally when the transaction takes place and the post sales service provides goods by the online shopping portal.

Online shopping attitude and behaviour are related to the buyers. Previous researches have focused on why the products of the online shopping is different from products purchased through traditional shopping. Many studies have focused on how the consumer feels when they touch or try the products they want. It requires traditional shopping for purchase of their product because it cannot be done in online shopping. Even with the increase in the online shopping and the fact that online shopping is more likely to impose the pressure on traditional shopping. The research is very limited in this area. Online shopping is a kind of electronic shopping which allow the consumer to purchase goods over the internet directly from the seller using a web browser. Some of the alternative names for online shopping are as follow: web-store, online store, online store front and virtual store e-web store, e-shop, e-store, internet shop, web-shop and mobile applications.

(Palmer& Kimberly,2007) The first World Wide Web server was created by Tim Berners Lee in the year 1990. It was opened for commercial purpose. Thereafter in 1994 many technological innovations emerged like the net banking, the opening of online pizza shop by Pizza Hut, Netscape SSL v2 encryption standard for secure data transfer, and Intershop's first online shopping system. The first secure transaction was over the web either by Net market or Internet shopping in

1994. In 1995 Amazon was launched, the first online shopping site of the world and after that in 1995 eBay was introduced to the world. Today many countries who are advanced in online shopping but on the other hand there are still some countries who are at the starting point of the experiment of online shopping. The merchant account was launched in 1987, that helped the software developers to sell their software online easily. The first software and the oldest software that is still available is names as Swreg. In the year 1992, Future Shop was published, a book for how new technology will change the way of shopping and what the customer will buy. The book consists of the topic like what will happen in the future date of e-commerce and how the internet will take place in the future society. 1994 is the year of online commerce and also Yahoo was launched in this year. In 1995 approx. 12000 domain names were registered in the internet. In 1998 Google entered the world of e-commerce and yahoo launched yahoo store online. The customer of online shopping should have internet and a valid method of payment in order to purchase the products from the internet. Amazon, Myntra, flipkart are some of the examples of the successful online shopping sites that use less price of the items and large stocks to attract the consumer.

In general, the population from high level of income and high level of education are more favourable to do online shopping. The population who are more knowledgeable and more explored to the internet are more into online shopping. The increase in technology increases the online shopping by the consumer. The increase in technology creates a favourable attitude towards the consumer for online shopping.

1.2. STATEMENT OF PROBLEM

Jaipur is the capital and the largest city of Rajasthan, where the economy of Rajasthan is fuelled by tourism. Jaipur is a major hub for arts and crafts. It has many traditional shops selling antiques, jewellery, handicrafts, gems, bangles, pottery, carpets, textiles, leather and metal products.

It is important to look into the situation from an academic research point of view so as to question the reasons behind the prevalence of traditional shopping in the city of Jaipur. This research may fill the gap between the choice of online shopping and traditional shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and traditional shopping? In Jaipur, there is a smaller number of people who do shopping online as compared to the other cities.

1.3. SIGNIFICANCE OF THE STUDY

The consumers in today's era have not only many stores choice, but they also have a wide variety of channels to choose from. With the start of numerous channels (e.g. Mobile Commerce, E-Commerce) and a continuous increase in the competition among channels, the understanding of what incites consumers to purchase from one channel rather than another becomes progressively important channel design and management.

In recent years, studies distinguished another non store retail format Internet. Recent studies investigated why consumers shop through stores, cat logs, or the Internet. The study contributes to the current marketing literature by comparing the traditional and online channel side-by-side. This study also contributes hypothetically and practically to a better understanding of consumer behaviour, particularly the online buying decision process. The two major research streams and three distinct research phases can be identified in the online consumer behaviour. The first major research stream identified explores the possibility that

product attributes such as the product's suitability for evaluation and delivery via the Internet are important drivers of online purchases.

The research stream identified explores the importance of the consumer's situation as an important driver of online retail sales. Within this second research stream the consumer's situation is taken to include access issues, demographic issue, product availability, knowledge of technological, past experience, trust issue, and customer service and brand value. Clarification of the debate as to whether it is the product attributes or the consumer's situation that principally drives the online purchase decision process will contribute to a better understanding of consumer behaviour. The outcome of the research will assist retailers understand why consumers search and evaluate products online and then buy them traditional way and vice versa.

Jaipur is taken as area of study because no study is being done in the context of Jaipur not even in the context of Rajasthan. I like to take this city as the study area. This study will give the idea about which shopping will be best for the consumer point of view? Which option would be preferred by the consumer to shop whether online or traditional? This study will give the clear idea about the online shopping.

1.4 OBJECTIVES OF STUDY

The present study broadly compares the online and traditional shopping, specifically the objectives are:

(a) To analyse the significant difference in the behaviour of online and offline consumer groups in terms of demography, problems in the use of technology, availability of products and attitude of the consumer.

(b) To examine the factors influencing the consumer to switch from the traditional shopping to online shopping and vice-versa.
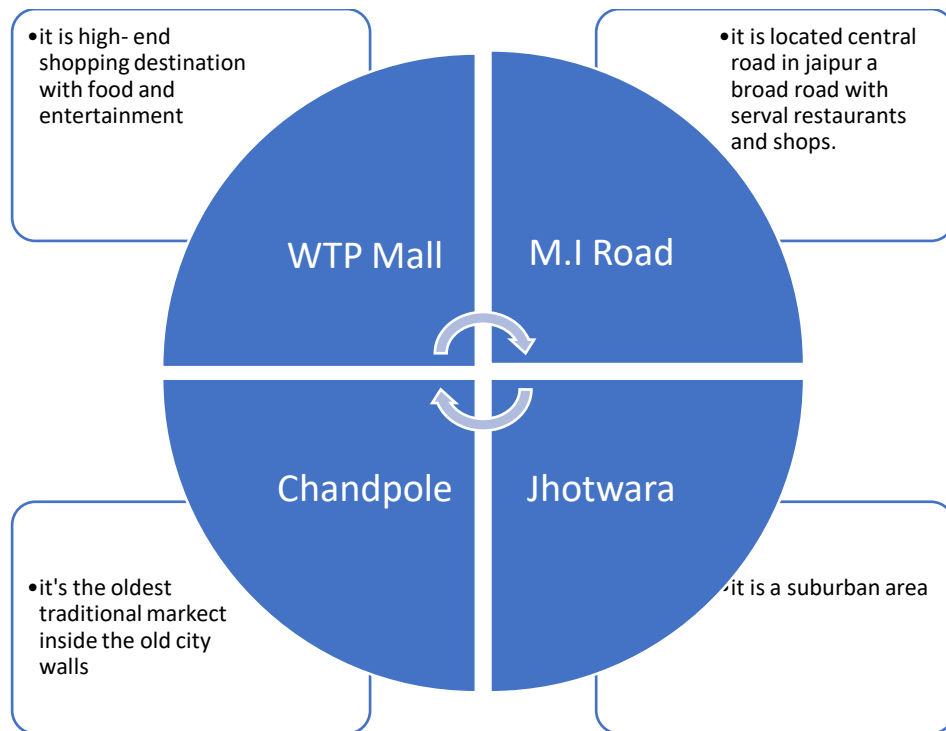
(c) To analyse the price-effect influencing the customers to shift from online to traditional and vice-versa.

(d) To find out the online- shop portal most frequently used by the consumers to purchase products.

1.5. METHODOLOGY OF THE STUDY

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary method includes observation method, questionnaire method, and case study method. Secondary method is the method in which already collected data. The present study is based on combination of both qualitative and quantitative data. The qualitative data is collected through the sampling from the consumer. Random consumer is selected for the sampling purpose. The sample individual is selected from different age group, different sex and from different location of Jaipur

(a)Sampling: The target group is of different age, different age group people are considered because to know whether which group of people are involved more in the online shopping and which group of people is not confined to shop online.

(b)Sample size: Determining the size of sample that is needed for a particular piece of research. For this research 100 sample size is taken for the questionnaire, which is further divided in 4 areas and 25 sets each area. From this sample size the calculation of simple percentages for each variable is done.

- it is high- end shopping destination with food and entertainment

- it is located central road in jaipur a broad road with serval restaurants and shops.

WTP Mall

M.I Road

Chandpole

Jhotwara

- it's the oldest traditional marckect inside the old city walls

- it is a suburban area

CHAPTER II

REVIEW OF LITERATURE

The extensive literature review has been conducted to gain deeper understanding of research about online and traditional shopping customer and their experience. The review simplifies and clarifies the dominant dimension of costumer considering when they make any online purchase decision. Following this, the major theoretical gap related to understanding what and why they do not purchase using the online sites. Internet is explored with respect to the theories of retail change and consumer behaviour theory with particular reference to the buying decision process. More specifically, the study examined the interrelationships among quality, value, satisfaction, and loyalty when buyers choose to shop online.

2.1. REVIEW OF RELATED STUDIES

Chaing and Dholakia (2014) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variables in their study those affects the consumer to purchase online or to go traditional. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. When there is difficulty faced by a consumer to purchase online then the customer switch to the traditional shopping and vice- versa. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase on internet.

 Iyer and Eastmen (2014) found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the

internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them has no connection with their age and their satisfaction level while purchasing online.

Tabatabaei (2009) He has done a survey of 264 respondents in a small mall and then those data were analysed by him. Has explored the opinion of the consumer who are purchasing online and the consumer who are purchasing from traditional market. The objective is to know why the traditional customer chooses to shop online and what are the factor influence then to purchase online and what are the factor for them to not use the sites for shopping. All the customer of this study is literate and has knowledge on computer and internet. The survey consists some of the question like demographic profile, computer knowledge and the knowledge over the internet. The outcome of the study was that the consumers of online shopping use to shop online more than one time in a month and the consumer of traditional shopping shop one to five times in a year from shopping sites.

Chaing and Roy (2003) focused on the consumer choice to shop on the online sites and at the physical stores during the information acquisition period. A convenience sample of 34 students enrolled in undergraduate marketing class to select the product for testing, 56 products were developed based on the popularity of online shopping. The result shows that the costumer perceives shopping traditionally as inconvenient, online shopping intention was expected to be greater for search products than experience product.

Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was

conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyse the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

Hausman and Siekpe (2009) analysed a practical study in US regarding the e effect of web interface features on consumer online purchase intention. E-commerce system is different from traditional information system. It has both features of information system and marketing channels. It contains machine and human element. An empirical finding shows that to know the motivation factors for online shopper, cognitive and psychological factors do have meanings. The study finds both human and computer factors are necessary for antecedent for online shopping.

Suki and Suki (2007) conducted their study in Malaysia. This study is an empirical study. They create a model in which they are identifying the influence of the real value, the real risk and the actual enjoyment of the consumer of online shopping. The consumers who are adopting the online shopping they are in the prominent risk and the prominent indicators. The consumer of Malaysia of online shopping has a perception about the involvement of risk in shopping and their risk is mostly related to the security and the privacy. It includes the security and privacy of the personal information of customer, transaction of online shopping, the quality of the product and the uncertainty about the product whether the product will reach the consumer or not.

Andrew and Currim (2000) focused on expected differences in choice, behaviour of consumer for two products categories, statistically significant difference are found between consumers attracted to shopping online versus traditional super market with regards to parameters describing the choice process.

The study found that correlated to traditional supermarket consumers, online shopping are less price sensitive, prefer larger size to smaller sizes, have stronger size faithfulness. The consumer does more broadcasting choice set effects.

Jarvelainen (2007) analysed in her empirical study in Finland that there are many online information seekers who choose to stop the shopping process just before the finishing point of the transaction. The reason behind this is intensely rooted in the internet-based trust outcomes. The study focuses on e-commerce background. I-e. Security and confidentiality issue, that how consumer select their purchasing channels. The finding of this study shows that constancy, trust worthiness, and usefulness as well as ease of the use of the system are essential, while the first imprint of online seller is significant, considering the behavioural intention.

2.2. CONCLUSION

The review of relevant literature has revealed that majority of the studies have been conducted on outside the country. There has been no study in the context of Odisha. Most of the studies have focused on the switching behaviour of the consumer from one channel to another channel. The literatures reveal that those who are aware of technology, knowledge, and high-income level population, are specially engaged in the online shopping.

CHAPTER III

FINDING AND ANALYSIS

3.1. INTRODUCTION

This chapter mainly describes the qualitative practice to be used to provide data to examine the issues acknowledged and extend the understanding of consumers value creation in the framework of why and what consumers purchase online and traditional. Tentative and descriptive research can provide the multiple outlooks necessary to obtain multiple approvals of online, offline and channel switching behaviour during the buying decision process. This typically involves sampling the population, surveying them and using inferential statistics to analyse the responses. The focus of the analysis is to expect the determining factors influencing, in this case, what and why consumers purchase online and offline as well, why they switch from one way to another. The data gathered during the depth interviews were used to identify common questions concerning consumer behaviour as it relates to the pure online and offline buying process as well as channel switching from one trade channel to another during the buying choice process. Deepness of the interviews and concentration groups provide an efficient means of spreading and emerging theoretical concepts to improve the ultimate research design. And are used in this research to better appreciate what and why consumers use the Internet to shop and in specific why they choose one channel over another in general. Below defines how this qualitative phase of the research is directed and classifies which of the research objectives each activity supports for both the depth interviews.

3.2. DEMOGRAPHIC PROFILE OF THE STUDY AREA

The study was conducted in the It is a semi urban area. This following section will be mainly focusing on the demographic characteristics of the study area in terms of sex of the respondent, caste, income, education age.

Chart 3.1: Sex ratio of the respondent Source:
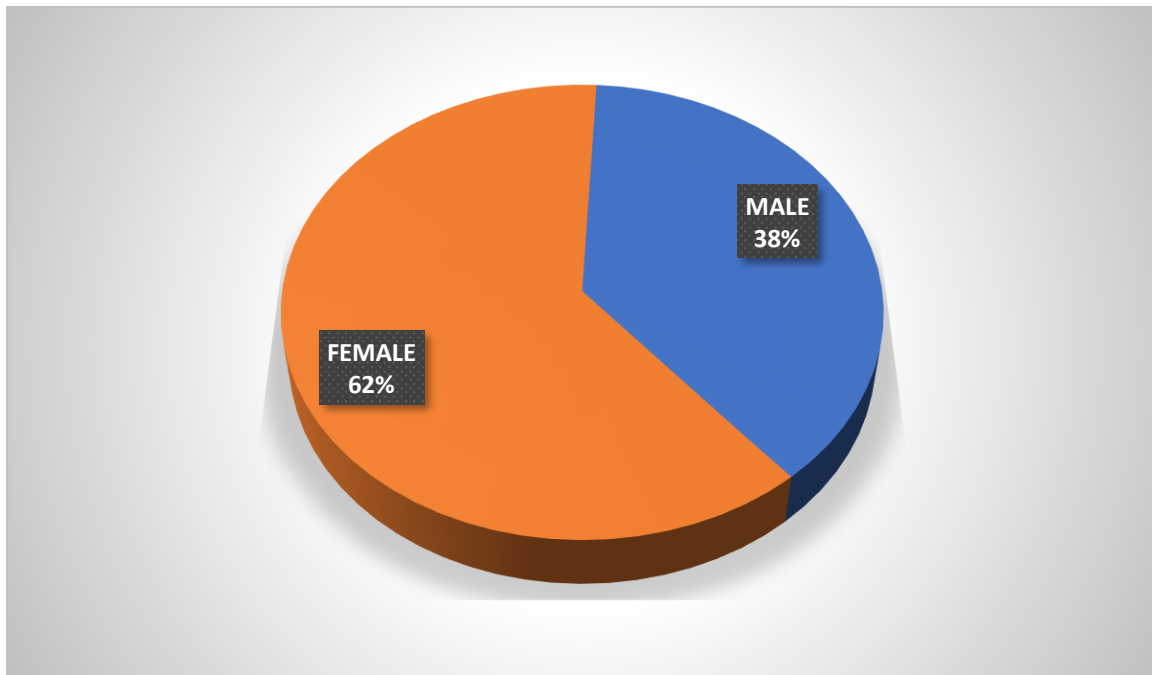
Survey Data and Author's calculation

The study considers 100, where the graph representation shows the percentage of female and male who are doing online shopping and traditional shopping. It shows 62% of female go for the shopping while 38% male do the shopping. This means that more of the female member involved on the shopping. This gives a general idea of the sex ratio who is more involved in shopping.

Chart.3.2: Age of the respondent
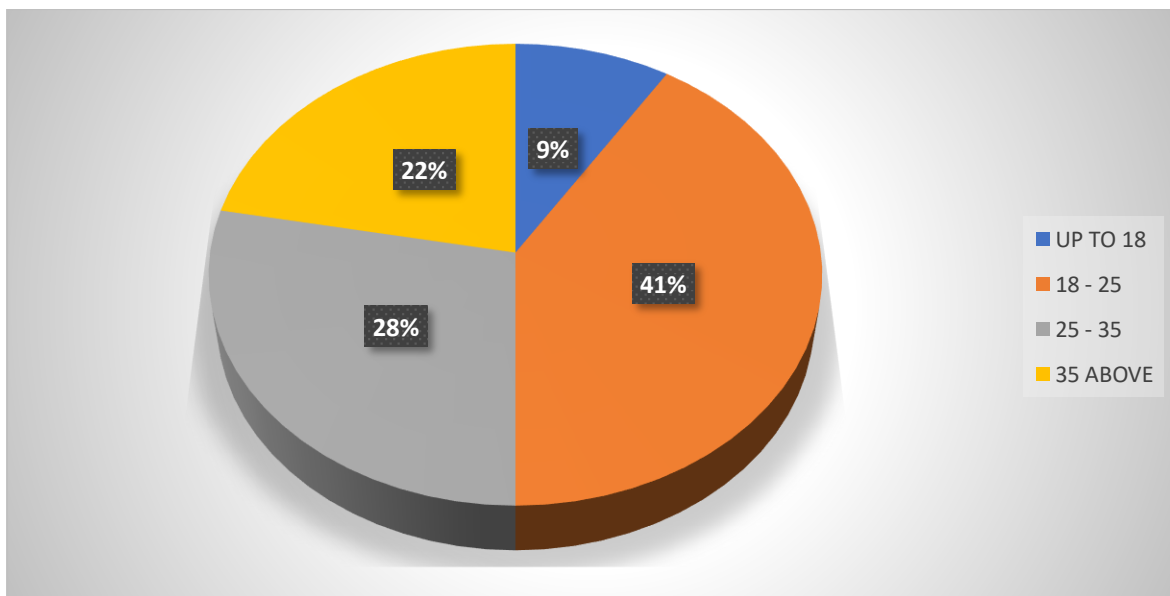
Survey Data and Author's calculation

The above graphical representation shows the age category of population who choose online and traditional shopping .The major of customers who do shopping to fulfil their need ranges mostly between 18 to 25 age category comprising of 41% of the total consumers and this is mostly seen among them because of the increasing technological revolution among the youth populations and they are able to use this technology for their well-being more than other age group category. Next the age group of 25-35 contribute as the second most consumer type using online shopping services of 28%. For this age group time is the major factor for using them this stream as way to shop. The rest of the consumers are age group of 35 above and 18 below comprising 22% and 9% respectively. The percentage of population low because most of the 35 above group have lack of adequate knowledge of technology used. And for 18 below money constraint comes into picture.
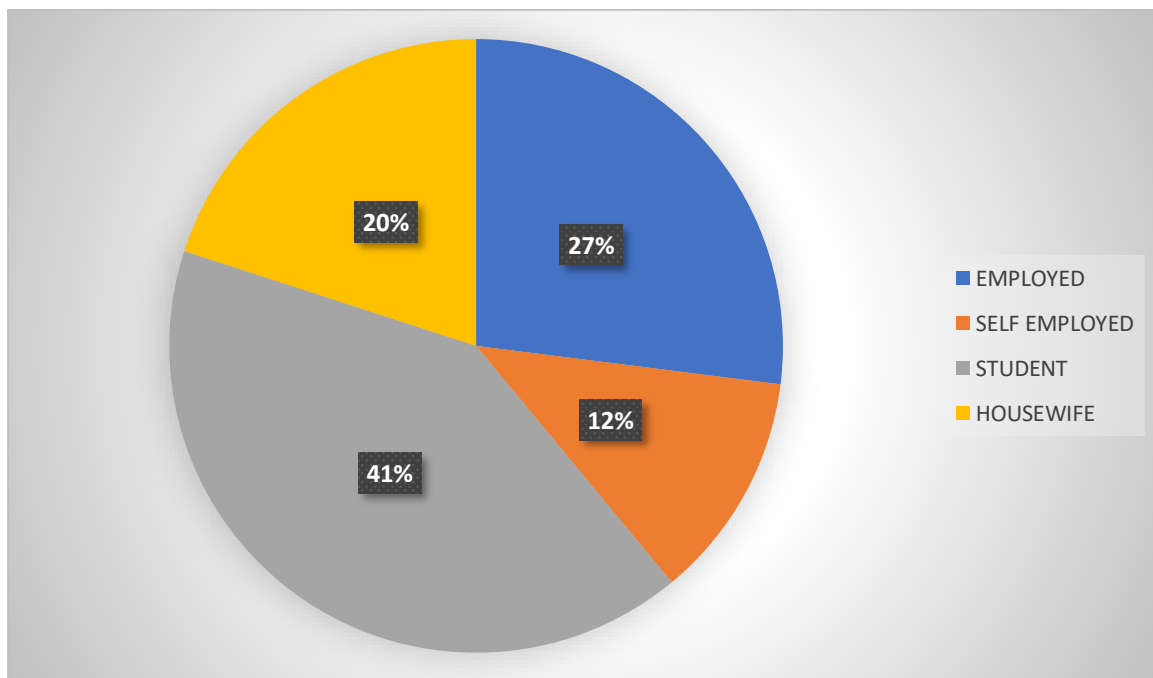
Chart 3.3: Qualification of the respondent
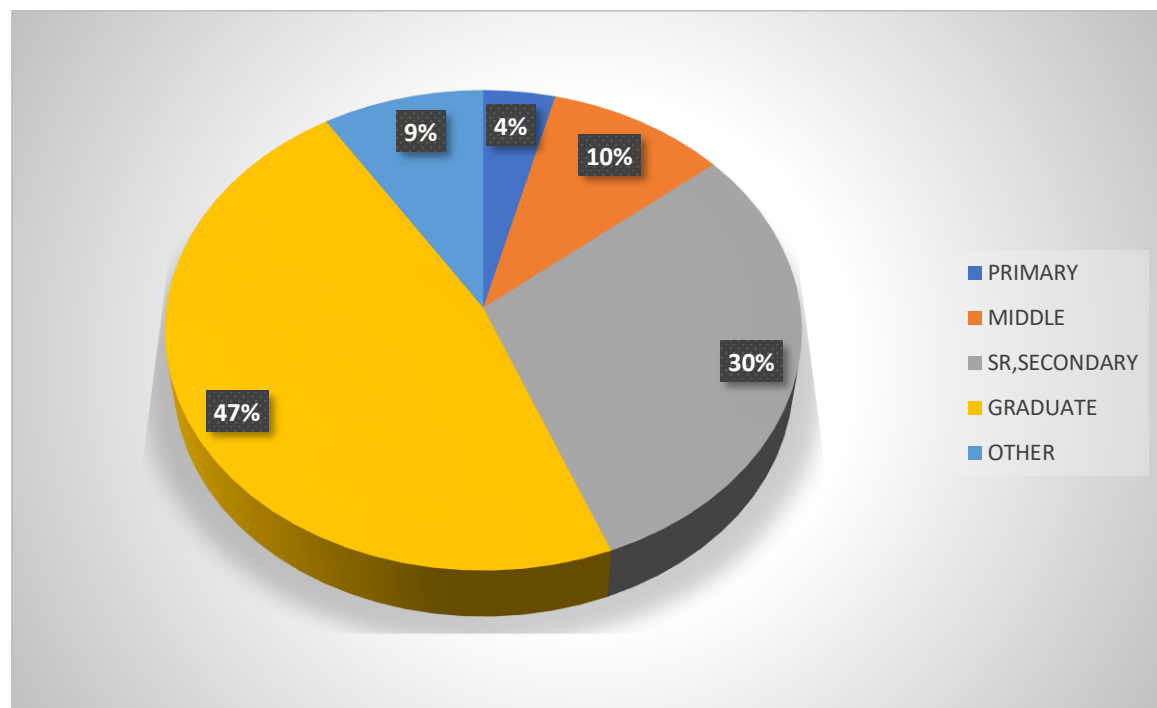
Survey Data and Author's calculation

The above pictorial graph representation shows the qualification of the respondent, and the maximum qualification are graduate people which consist around 47%, next is the others which is around 30% they are of sr. secondary. The middle and primary group which consist of 10% and 4% respectively. The other group consist of 9% which have done Ph.D., M.Phil. Qualification is a major factor for online shopping, Unless and until the person is qualified enough to access the internet.

Chart 3.4: Profession of respondent

Survey Data and Author's calculation

The above graph representation shows the percentage of population profession. It seems student do more shopping than housewife, according to survey 41% students are involve in shopping and 20% are housewife. Employed people share 27% were self-employed are less which is around 12%.

Chart 3.5: Different Income group of the respondent
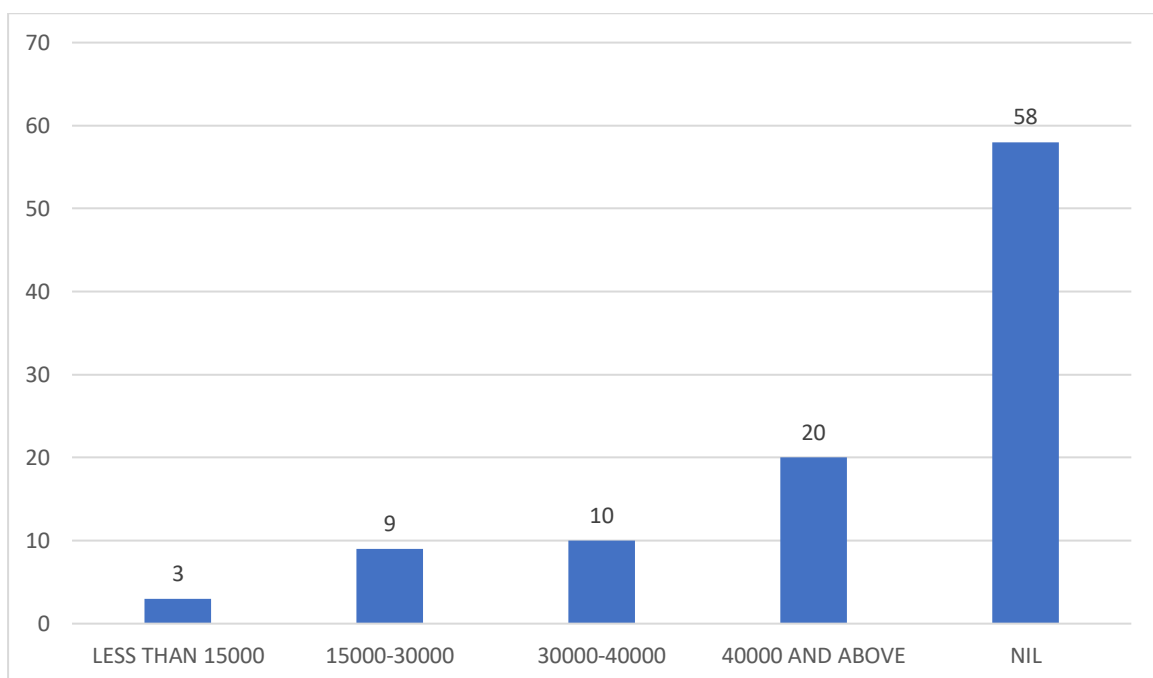
Survey Data and Author's calculation

The above pictorial representation shows the income of the respondents, and the maximum income for the shopping site comes from the student class. These people are not employed rather they study and do shopping online this is because they are updated with the current technology. The representation shows that the 58 % of the people are student and housewife who have nil income. Second comes the group of people who is having income of 40000 and above it takes around 20% then followed by the groups of income 30000 - 40000 which is 10%, then comes the less than 15000 - 30000 income group which covered 9%, and after that less than 15000 income group 3%. Housewives do not go for the online shopping as they do not get time out of their household work and they are also not technologically updated. The graph gives the clear-cut idea about which income group is more into the online shopping.

**Chart 3.6: Shopping channel prefer**
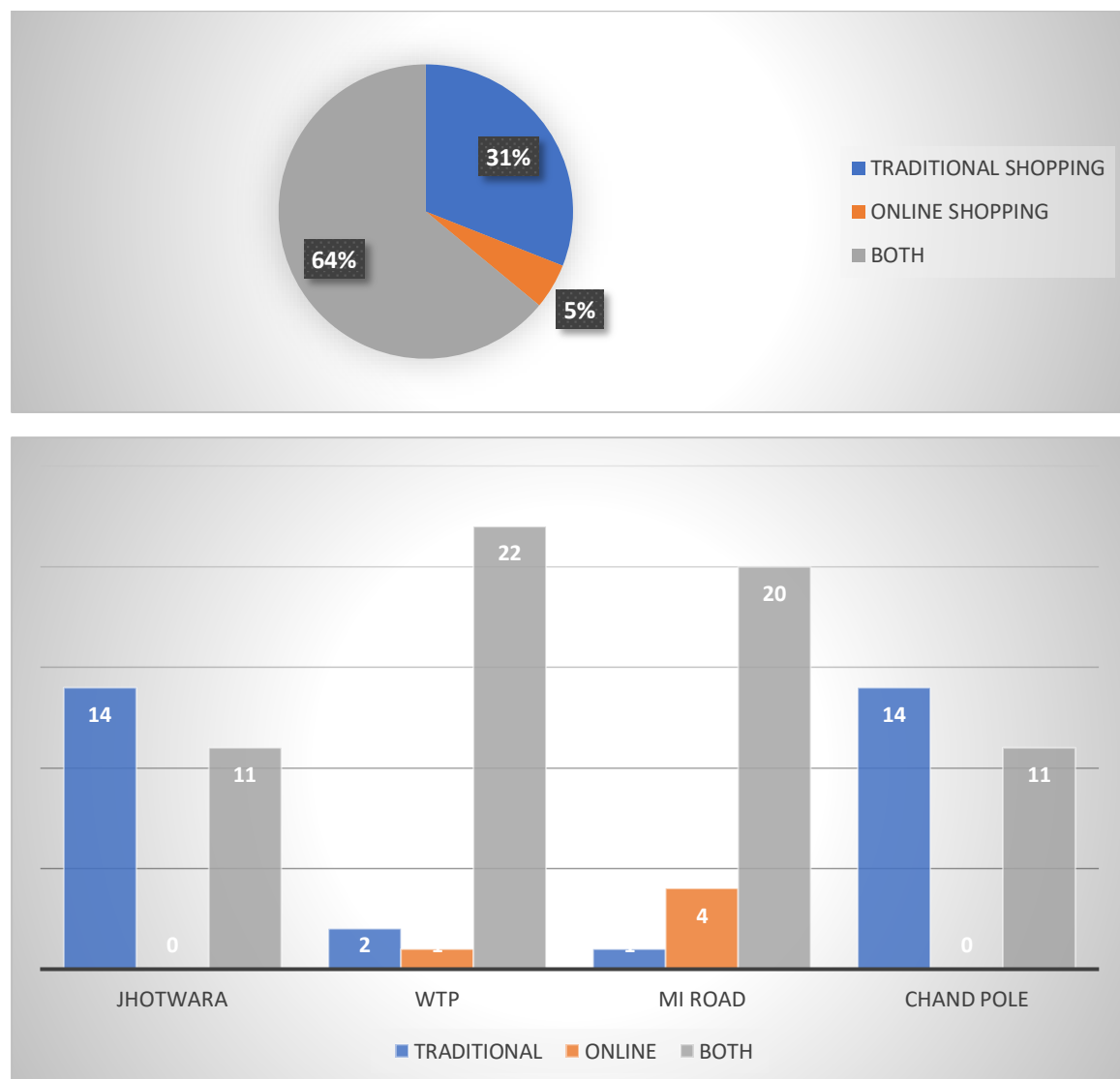
Survey Data and Author's calculation

From the above pie chart it is clear that out of 100 respondents 64% respondent want to go for both, online and traditional shopping as they find it more convenient and easier for them, but 31 % customer want to go through the traditional shopping because they are more comfortable in traditional market, It is interesting to see 5 % are doing online shopping rather choosing both.

As shown in bar graph solely online shopping is done in the WTP and MI Road with 1% and 4% respectively. Where, I found jhotwara bazar and chand pole bazar don't go for solely online shopping where here you will find more traditional shopping with 14% in each place.

Chart 3.7: Mostly purchased goods

|	CLOTHES	ELECTRONIC ITEMS	BOOKS	OTHER	NOT SHOPE
ONLINE SITES	48	22	8	5	17
TRADITIONAL SHOPPING	69	17	5	4	5
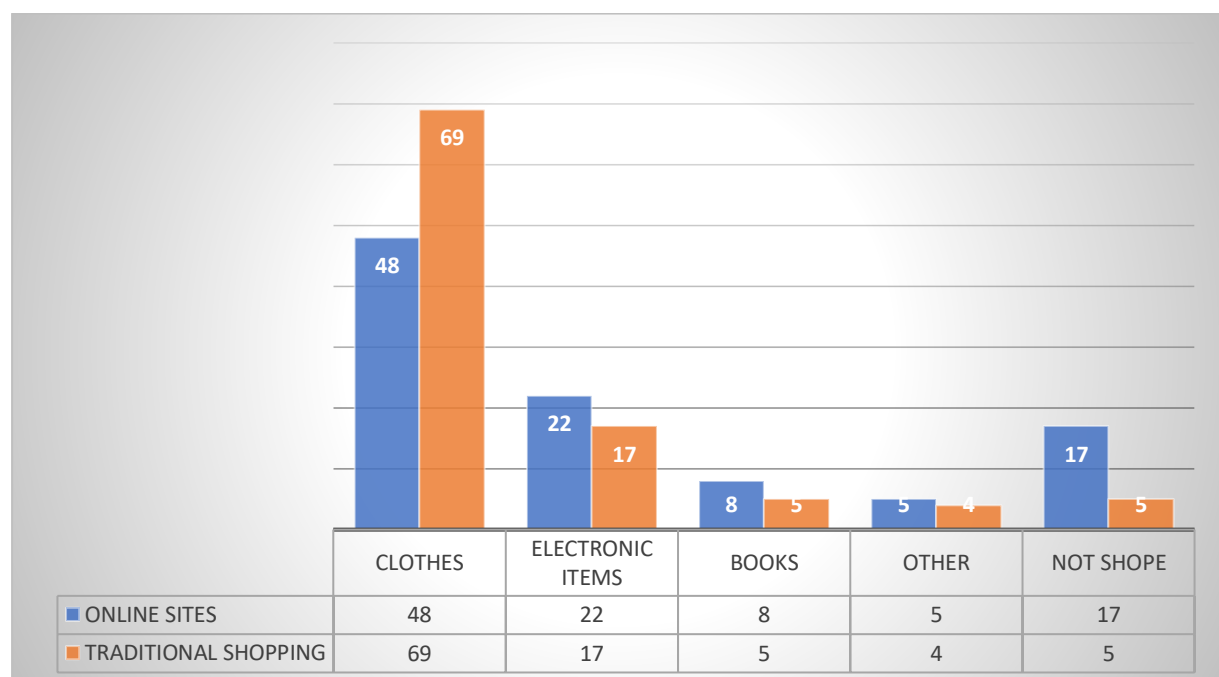
Survey Data and Author's calculation

As per the survey people go for online or traditional marketing are 83%. 31 people do solely traditional shopping and 5 go for solely online shopping. The consumers mostly purchase clothes from online and traditional market around 48% and 69% respectively. In comprising of the population, the increasing demand of clothes online is because of the variety of options the consumers get to choose and that to at a reasonable price, The clothing is the commodity which is mostly preferred for traditional shopping about 69%, customer like to feel the fabric of clothes, try it and like to see/try different types of clothing that is why they purchase it from offline market/traditional shopping. Moreover, the quality provided is also superior. Next comes the electronic items purchase with 22% of the total demand. These sites provide these items at factory output price and also provide a warranty over the items. So, consumers find it reasonable to buy it online. The second

commodity which is most preferred for traditional shopping is electronic items 17%, everyone wants to have their hand on items which are in working good condition, the best way to do check the proper functioning of electronic goods is to shop offline where you can use the gadget for trial and make sure that you don't purchase malfunctioned items. The next demand comes of books comprising of 8% and 5% on online and traditional respectively for the demand. The other products purchased covers for 5% of the total items purchased like –footwear, cosmetics, gold jewellery etc. Rest 4% are miscellaneous goods which people go for traditional shopping such as cosmetics, jewellery consumer products etc.

Chart 3.8: Preference of the different shopping channel

A. Online shopping sites
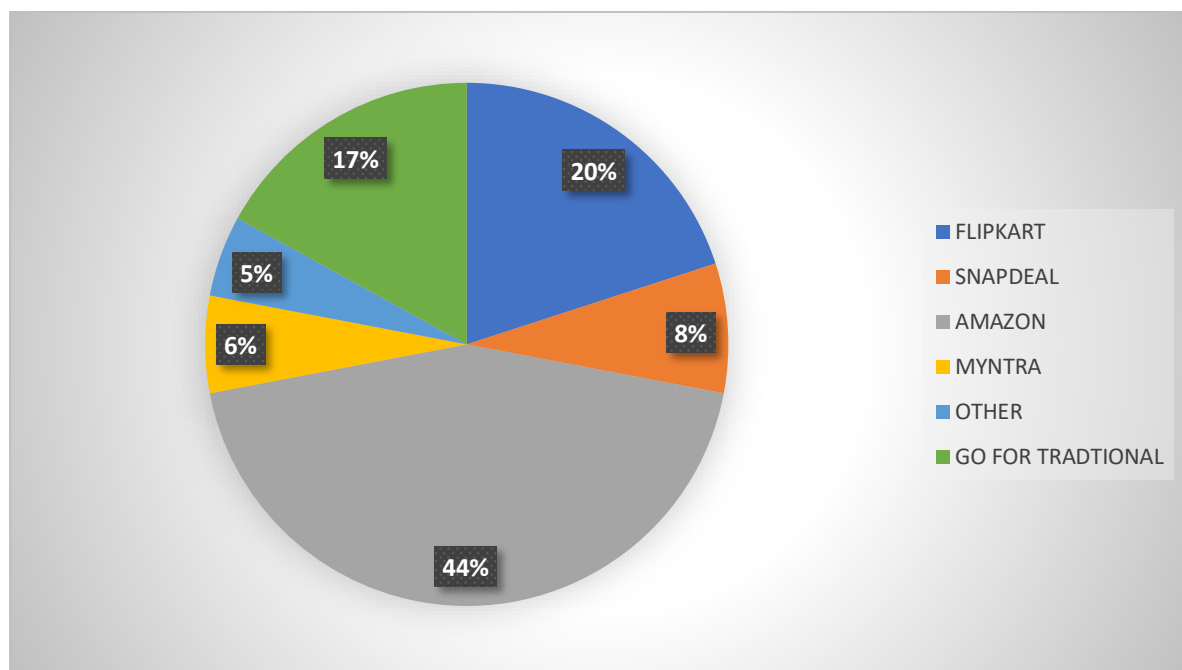
Survey Data and Author's calculation

The most preferred website for online shopping is Amazon with 44%, as it was the only site for online shopping in the country for many years later when other sites came into picture its market went down, still it's the most preferred site as its marketing done properly with superior brand quality of products and services over other sites .So, it's still able to retain the market. The next comes the Flipkart deal site where nearly 20% of consumers prefer it. This is because of the recent increasing marketing strategy of the site and an assurance to give better service and product. Next comes Snapdeal site which covered 8% of the people, it is an online shop giant outside the country still its striving hard to market its brand in the country, and assures a major potential for market in near future. Next online sites preferred are Myntra the percentage of the people are 5%. it has come into

picture of online shopping because of its fancy offers and benefits it provides. The least number of percentages is 5% for other shopping sites like –Jabong, craftvilla.com and other sites.

B. Traditional shopping sites
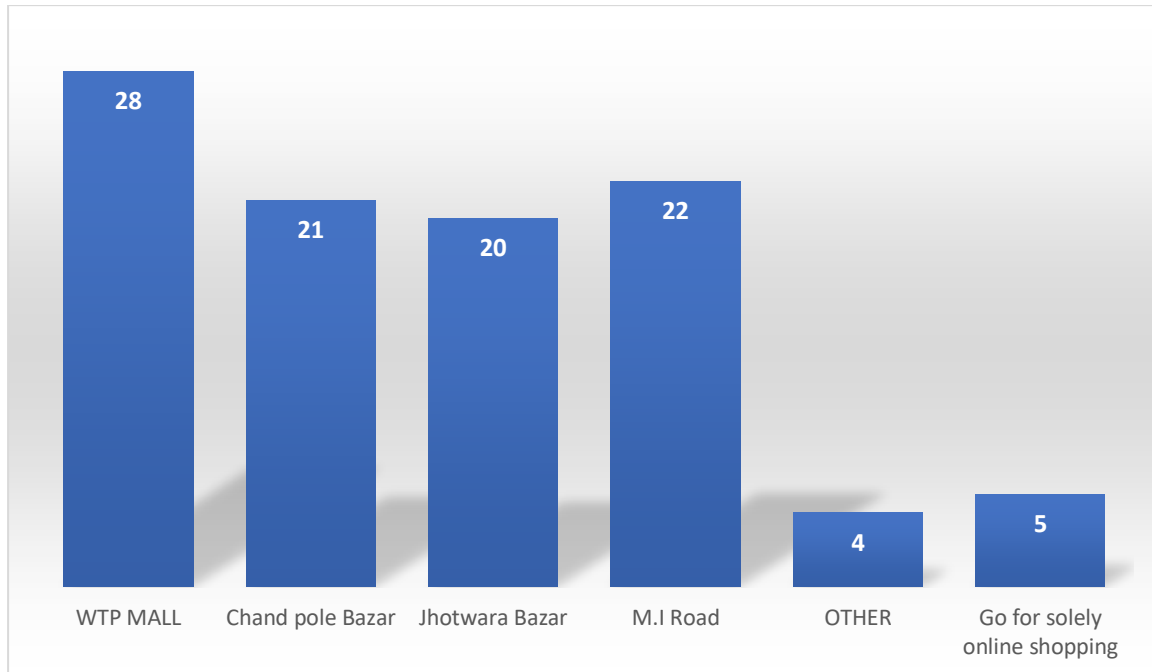
Survey Data and Author's calculation

As per survey 28% going for traditional shopping would love to go for WTP Mall. It is a shopping mall in Jaipur, Rajasthan. It's famous for its unique architectural design and as high-end shopping destination in pink city. A unique experience to its visitors. It is a one shop destination for shopping entertainment and food. While shop at Zara you can enjoy movies too. At second place which people love the most is M.I Road with 22%. Mirza Ismail Road is a very central road in Jaipur. It is a broad road with serval restaurants and shop. The traditional market is located in the heart of Jaipur city. It stretches from choti chapuad to chandpole gate. Equally important it is inside the old city walls thus it is also a part of walled city of Jaipur. In chand pole bazar with 21% people love to shop because of it ethic beauty of there you will find all traditional items. Jhotwara is a suburban area of Jaipur where 20% of people shop. There is 4% people who love to go for neighbour market

Chart 3.9: Frequency of the product purchased during a month
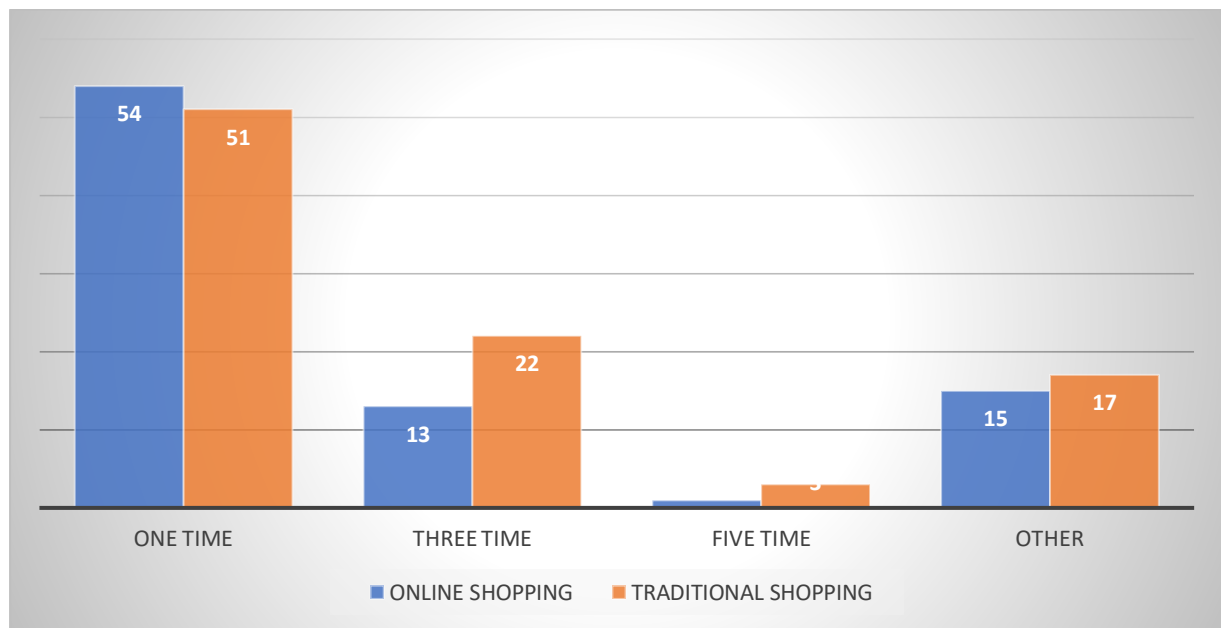
Survey Data and Author's calculation

Recent study shows that due to increasing need of society and time constraint has led most of the population switch to online shopping. It is seen that nearly 54 % of the regular population do buy the product in every month at a regular interval. 13% of population do online shopping every month which is because of the availability of income and technology to do shopping. Moreover, 1% of population do online shopping every week. And 15% once in a year or whenever they need. Where for traditional shopping 51% do one time in a month 22% do three time in month, 3% do for five time, 17% do whenever they need.

Chart 3.10: Type of advertisement mostly attracts
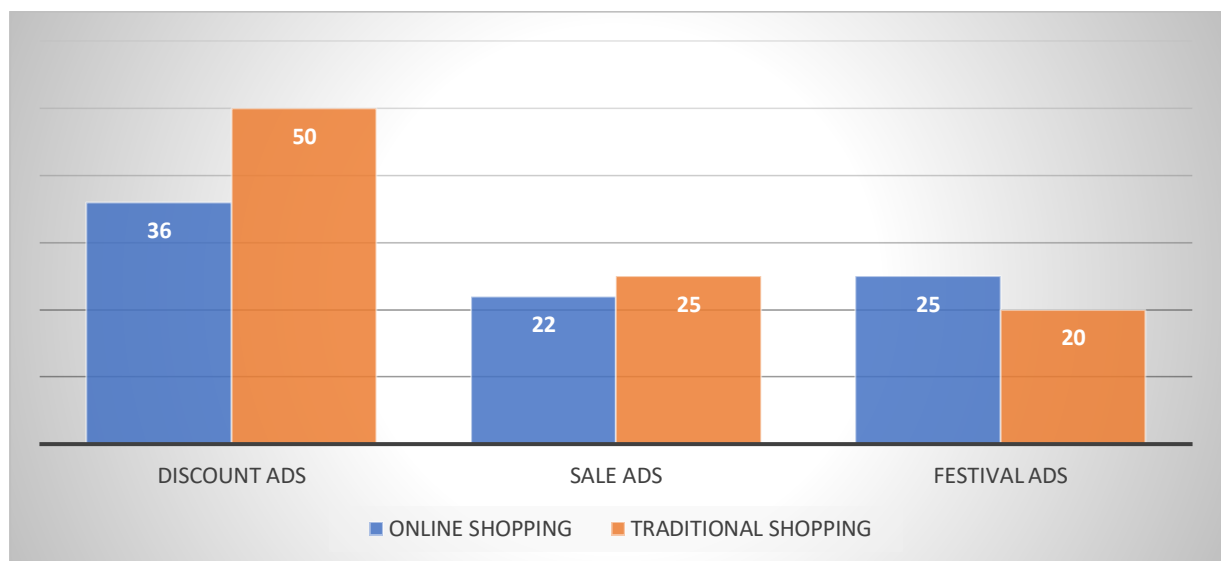
Survey Data and Author's calculation

Advertisement plays a major role for making a site a brand in the market. Moreover, advertisement attracts its customer towards them to make income. The type of advertisement that attracts the customer towards them is discount ads which is 36% by online shopping and 50% by traditional shopping, which give the customer a reason to buy their products at reasonable prices. Also, the sales ads bring more customers nearly 22% of online buyer and 25% by traditional buyer gets attracted to it. The festive season is the time duration during which major of the population do their shopping is 25% and 20% online and traditional buyers respectively and if ads related to it is published then it brings more customer to them.

Chart 3.11: Benefit of doing online shopping
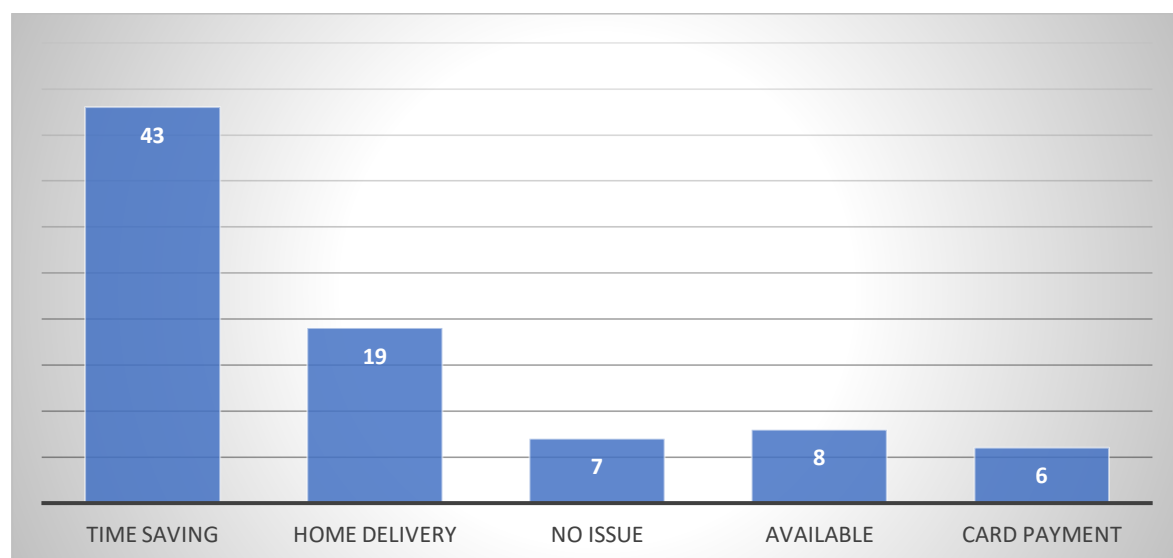
Survey Data and Author's calculation

The survey conducted on 100 customers of different age group about the factors that attracts them to prefer online shopping. Out of 83 customers 43 gave the reason as time saving. The 19 customers gave the reason as door to door service or home delivery, 7 said they don't need to go outside to the shop for the purchase of goods and 8 think products are easily available online. The 6 customer says due to easy card payment is the reason of doing online shopping.

Chart 3.12: Reason for not doing online shopping
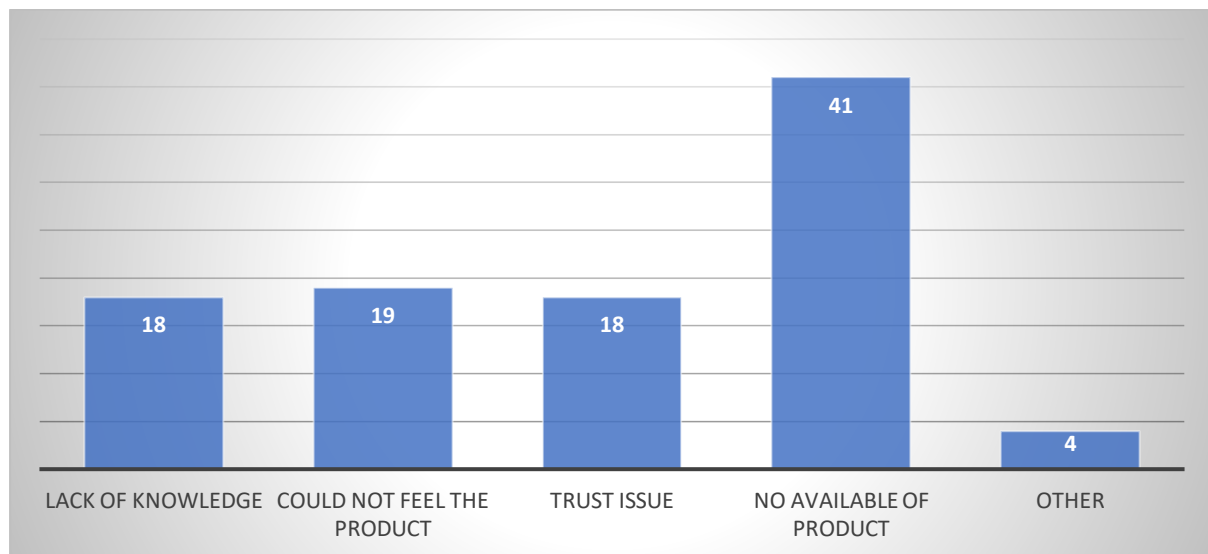
Survey Data and Author's calculation

The survey conducted on online and traditional shopping. Out of 88 customers 41% gave reason as no availability of product on online site it happen mainly product go out of stock or could not find online, preferly Rajputi poshak which is traditional dress of Rajasthan is not able to find online , 19% said they could not feel the product. 18% says lack of knowledge to use it could be due to less knowledge to operate mobile or internet, or they may be less educated to use it where 18% also have trust issue. 4% have size issues and other problem.

Chart 3.13: Is website providing the sufficient information?
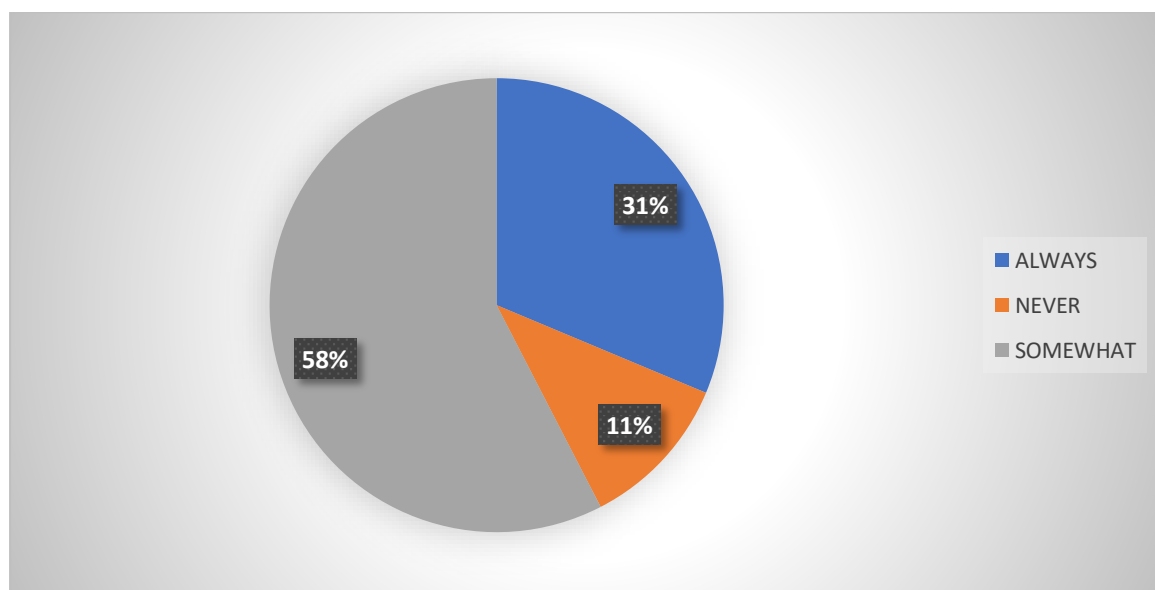
Survey Data and Author's calculation

Every product which is available for purchase on a particular site gives well-informed information about it along with pictures to attract the customers about it. Most of the times the site provides every valuable information needed and many times its avoided when the product is not up to the mark in 31% of the cases it was seen that every information needed is provided which makes the product administered user friendly and a customer can buy the product judiciously. Only in 11% cases it was seen that the product information is not provided and 58 % of the respondent said that it provides the information sometime.

Chart 3.14: Delivery of the product on time
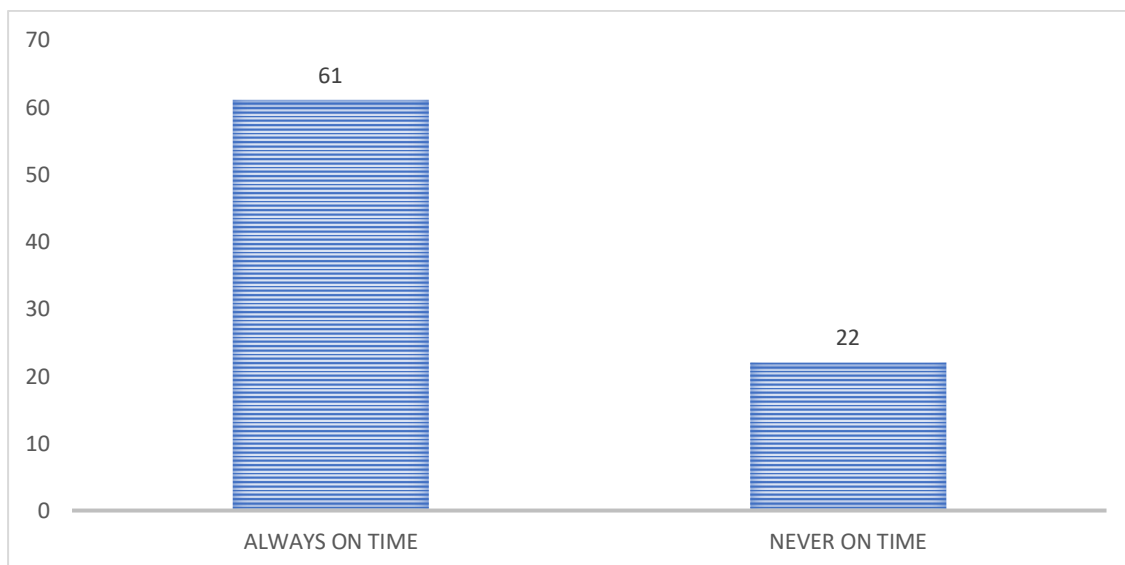
Survey Data and Author's calculation

The time of delivering a product by the online shopping sites is one of the major factors that attract consumers towards them. It is one of the key features that have enabled this site to build its market worldwide. These sites provide the customer a date on which their product is going to be delivered by them. It also shows proper organization of these sites and builds a confidence among the buyers. But in many cases due to lack of resources in the stock or improper mis-handling of product during transportation makes the product order getting cancelled or the product does not reach the destination on time. According to survey 61% says delivery of product in on time where 22% says never on time.

Chart 3.15: Preference of the product with same price both in online and traditional shopping
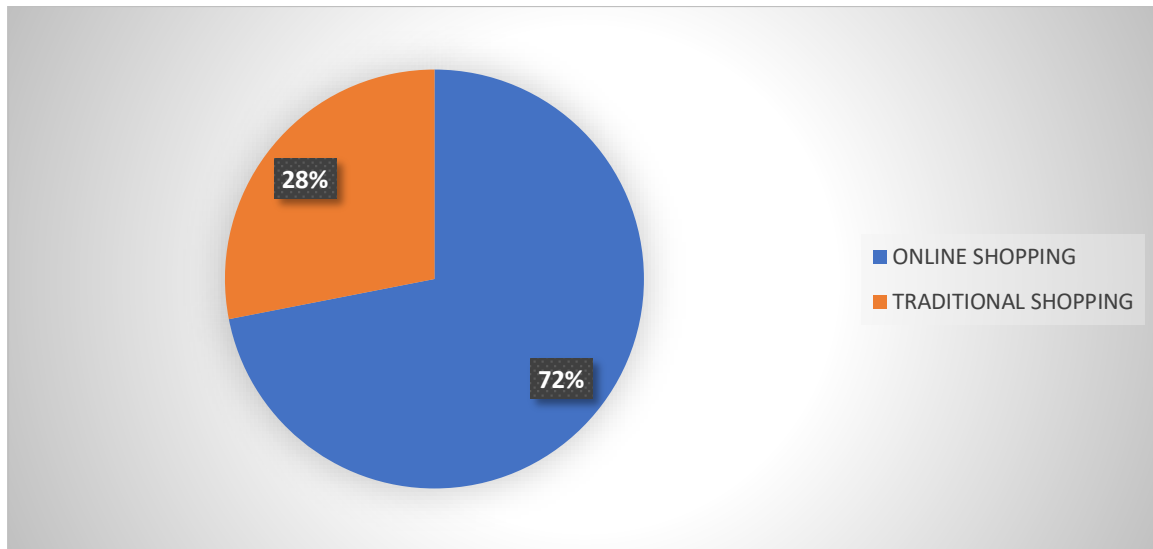
Survey Data and Author's calculation

This Study shows that if the product has same price on online and traditional shops then, nearly 72% of population prefers buying the product over the internet as it saves time and transportation cost added while buying the product. But, in case for traditional market only 28% prefers may be due lack of technological resources to do the purchase and the availability of the product as it is difficult to find traditional dress of Rajasthan online, even they could not feel the product. Moreover, it gives the customers a sense of inspecting the product before buying it.

Chart 3.16: Preference of the product if price is lower in online shopping than traditional shopping, would consumer prefer online shopping
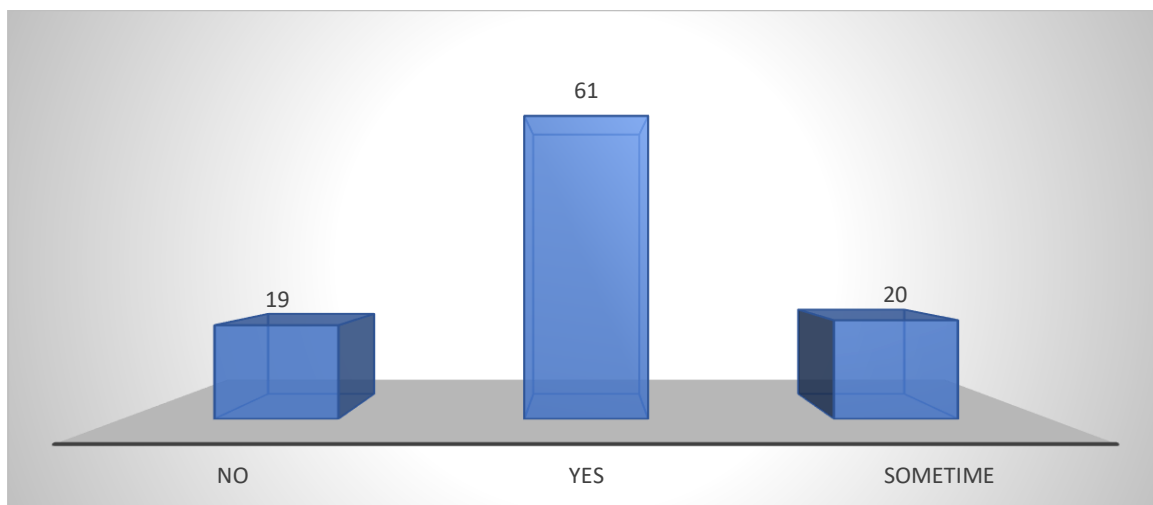
Survey Data and Author's calculation

It is clear from the study that 61% of people admit that they would prefer online shopping if they would get price lower than the traditional market price. 20% of people say that they are not sure which option to choose they could rather choose online or traditional shopping; it also seems it depend upon products value and 19% say that they would prefer traditional over online shopping.

Chart 3.17: Does online shopping is as secure as traditional shopping?
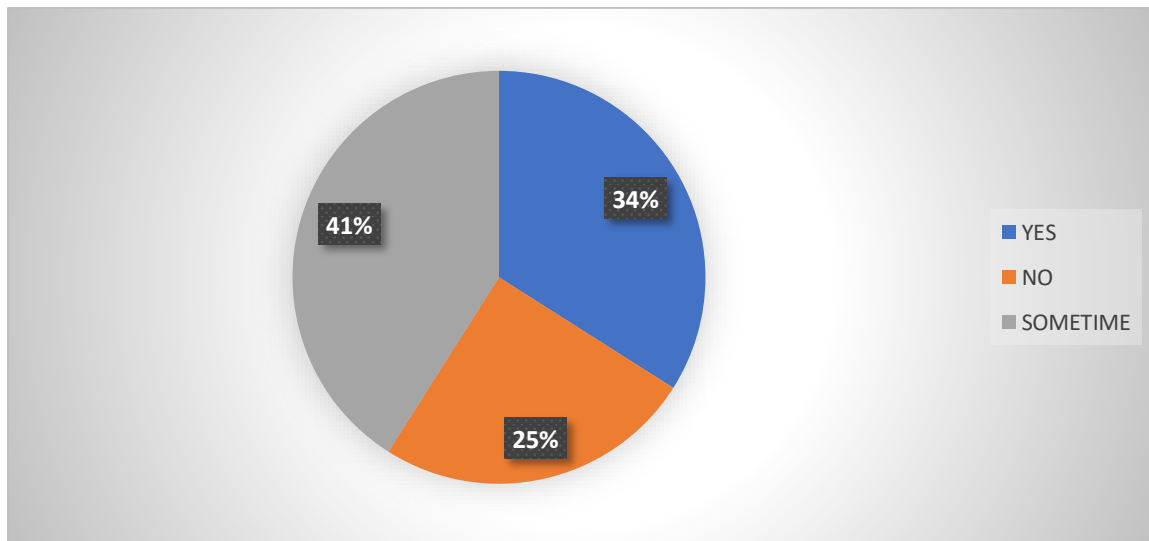
Survey Data and Author's calculation

The Graph clearly shows what customers think about online shopping, with 41% sometime think its secure sometime it is not as compared to traditional shopping. 34% customer think online shopping is as secure as traditional shopping, while 25% believe it is not secure.

Chart 3.18: Selection of goods on internet is very broad as compared to the traditional market?
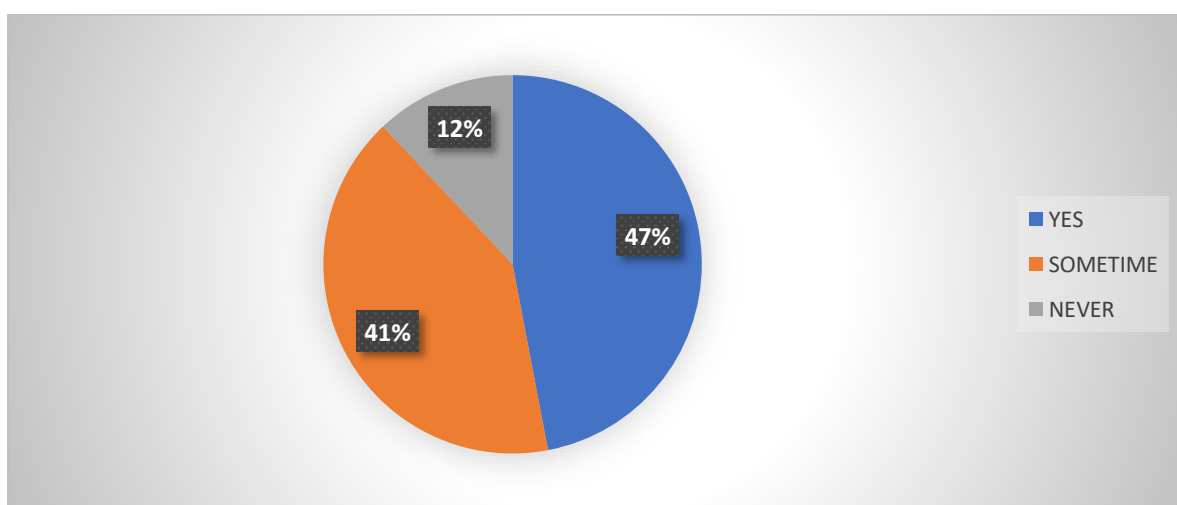
Survey Data and Author's calculation

By the survey 47% customers believe that online shopping you get more variety of goods as compared to traditional shopping, which in turn is less time consuming as you can explore many items/goods in just a click , while 12% customers think that the online shopping doesn't always give you variety of items to purchase ,there is 41% they still somewhat believe in online shopping and sometime not. Though online shopping has its own perks, but unavailability of internet connection causes the customers to go to traditional shopping.

Chart 3.19: Item that never purchased from online sites
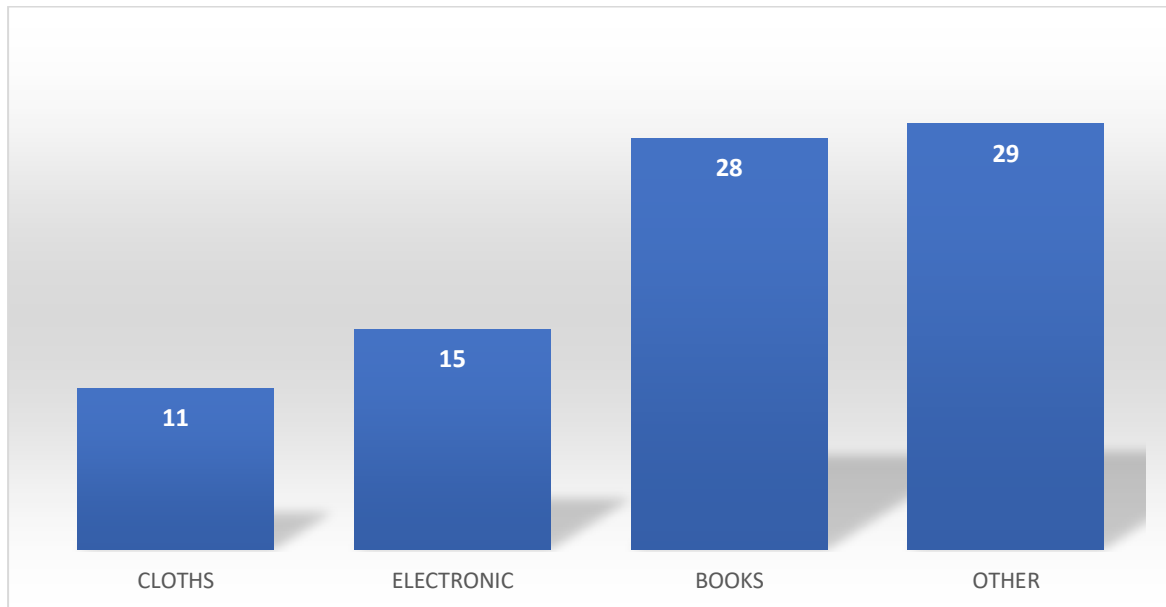
Survey Data and Author's calculation

As per the survey Out of 83 customers 11 said its Clothes as they could not feel the product and size issue is the major problem, 15 said Electronic items as they have myth that they sell that product which have slit damage, 28 said books because it is difficult to check the book by its cover and 29 said other mainly jewellery, footwear, undergarment, cosmetic product .

Chart 3.20: Which shopping sites deliver the product on time AND within a week

Survey Data and Author's calculation

As per the survey amazon delivery on time and delivery within a week 20% and 25% respectively. The time of delivering a product by the online shopping sites is one 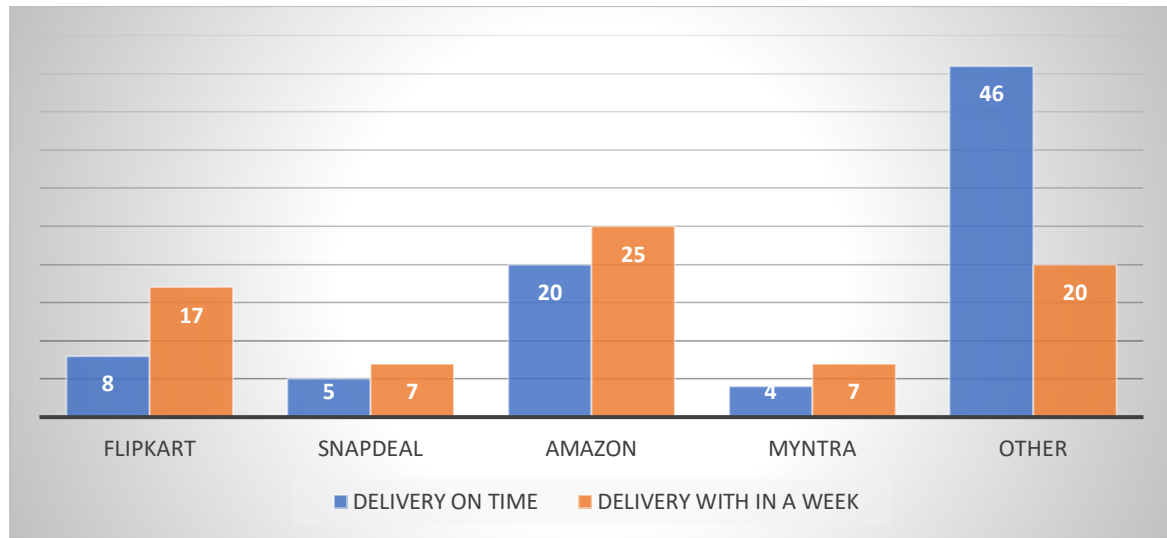of the major factors that attract costumers towards them. It is one of the key features that have enabled this site to build its market worldwide. The other online sites are none other including all these online sites only as per the consumer all shopping sites delivery on time and delivery within a week with 46% and 20% respectively. These sites provide the customer a date on which their product is going to be delivered by them. This kind of service builds a customer-oriented faith towards the site. It also shows proper organization of these sites and builds a confidence among the customers. But in many cases due to lack of resources in the stock or improper mis-handling of product during transportation makes the product order getting cancelled or the product does not reach the destination on time. And according to survey it was seen Myntra delivery on time with 4% and 7% says delivery within week after order of the products. Flipkart and Snapdeal delivery on time said by 8% and 5 % respectively where delivery within a week is 17% and 7% respectively.

Chart 3.21: Payment method suits
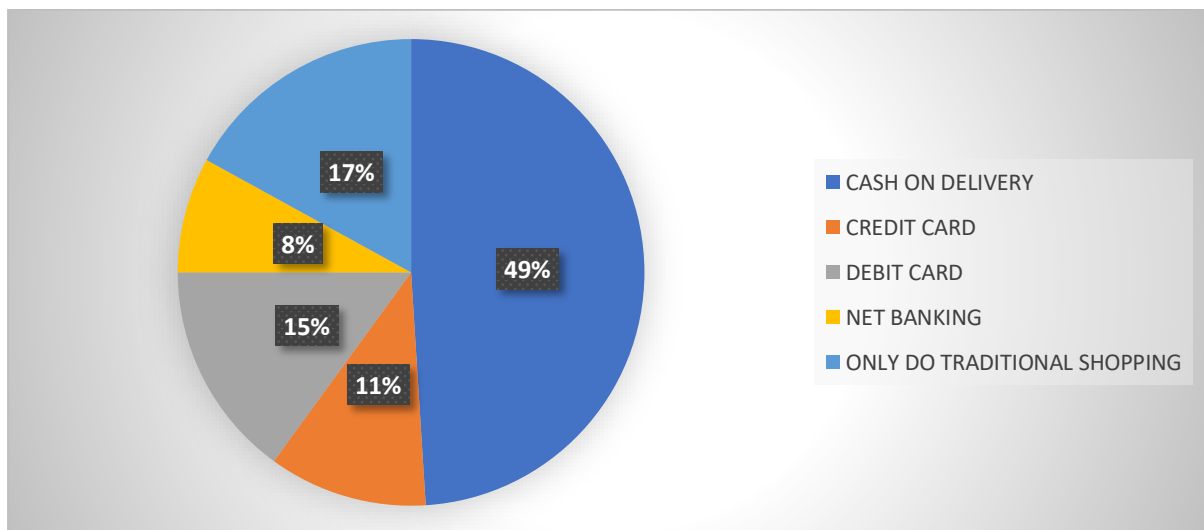
Survey Data and Author's calculation

The study shows, out of 83 customers 49 said its Cash on delivery as it is easy way to payment on delivery of product and it is safe and secure even, 8 preferred Net banking, 15 preferred Debit card and 11 preferred payment by credit card.

Chart 3.22: Which shopping site cancel's the product without your consent?
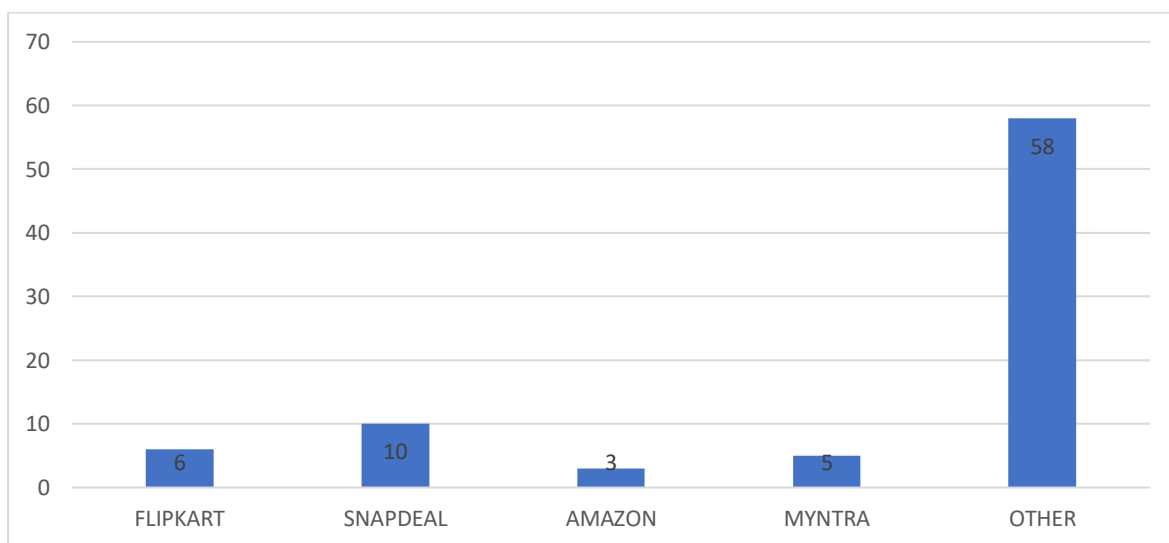
Survey Data and Author's calculation

83 customers said they shop from online sites, Flipkart with 6% said Flipkart cancelled their products without their consent while 3% said Amazon cancelled their product without their consent.10% customers said they shop from Snapdeal said Snapdeal cancelled their products without their consent while 58% denied it none of the shopping sites cancel their product.5% customers said they myntra cancelled their products without their consent

Chart 3.23: Shifted from traditional shopping to online shopping
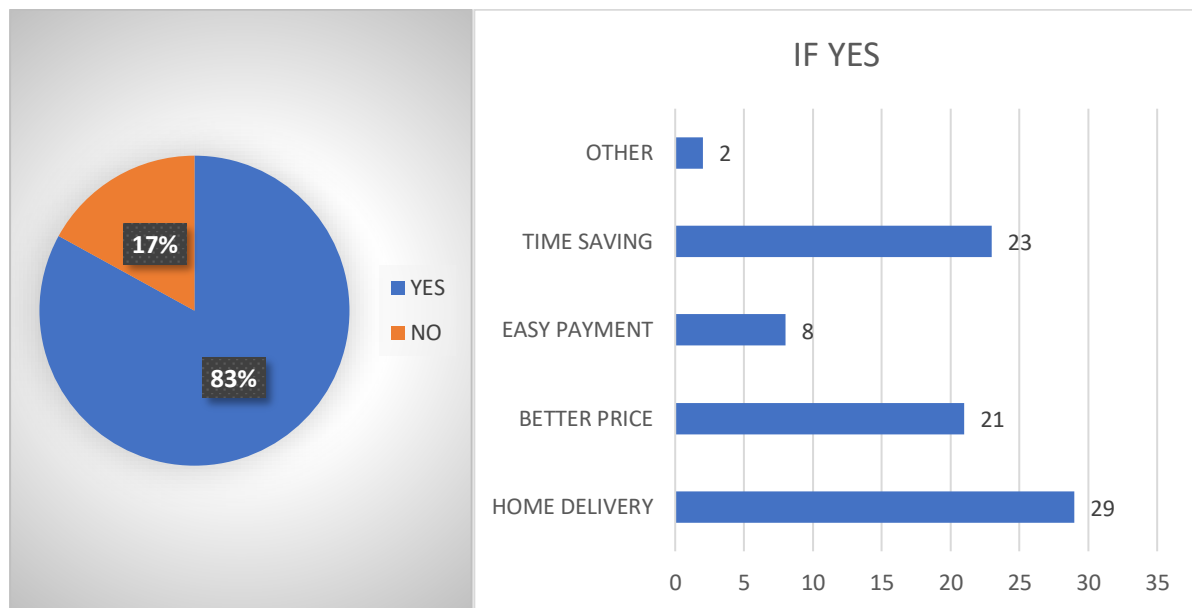
Survey Data and Author's calculation

The above graph shows the customer shift from traditional shopping to online shopping. 17% people say they have not shifted from traditional shopping where 83% people says they have shifted from traditional to online, home delivery is most responded answer by the buyer which is 29% then time saving with 23%, both Better price and easy payment with 21% and 8% respectively, 2% people give other reasons one is availability of product and services of 24x7.

Chart 3.24: Shifted from online shopping to traditional shopping
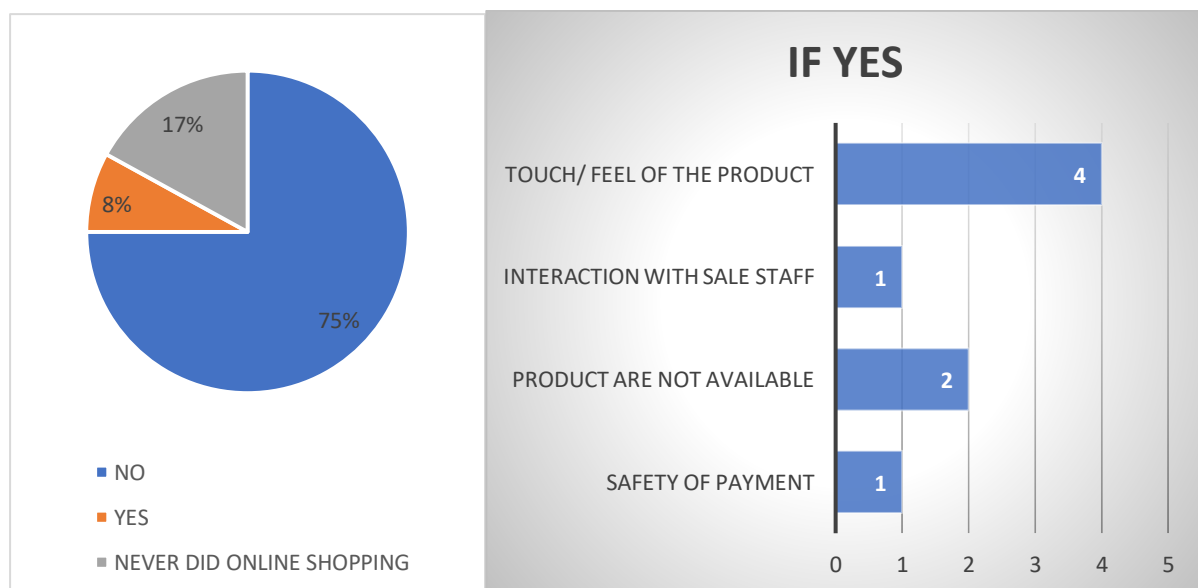
Survey Data and Author's calculation

The survey done between 100 consumers where 83% buyer use online sites to shop where 17% do traditional shopping only and never went for online shopping. Out of 83% buyer 75% says they have not shifted from online to traditional where 8% have shifted. In that 8% consumer, 4% left using online shopping due to touch and feel of the product, 2% left due to product are not available they say it was difficult to find Rajputi poshak online, the study also find the interaction with salesman and safety of payment also a reason of 1% each to switch from online to traditional shopping.

CHAPTER IV

4.1. FACTORS AFFECTING ONLINE SHOPPING

Online shopping becomes relevant in the last decade. The kind of business online dealer are doing is proof enough that they are providing some benefits to customer which traditional shopping does not give to the customer. These are the factors affecting online shopping:

Population: In terms of population, India has one of the youngest populations in the world. Every year, it adds around two million college graduates to the workforces. the younger generation has been described as tech savvy, which means that they can use e- commerce with case.

Telecom and growth of internet usage: The government had opened the telecom sector and private investment rushed in. due to increased competition, companies offer technology and services to users that can be compared to the best in the world. The report of telecom found that 97% of users use mobile phone as one of the devices to access internet. India's internet users expected to register double digit growth to reach 627 million in 2019.

Risk: When customer buy products from online shopping they do not touch or feel the product in a physical sense .Hence we understand that lot of risk is involve while buying an online product whether it will reach us on proper time or not is also a concern and also there may arise a risk of product size and colour as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

Convenience: Online shopping is much more convenient than traditional shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place. Online shopping makes things more convenient. We

can have a lot of choice over there in any kind of material we want to deal. Online shopping is convenient in its real sense as it does not carry any dealing with issues of asking for wanted items or issues of asking for desired kind of items which helps in avoiding the part of waiting, asking, questioning about the product.

Previous online experience: How has been a person's experience in past as far as online shopping is concerned is a major story of concern. There are two experiences one is about good and another is about bad. Previous experience is what matters actually as its hamper or sometime it keeps good view or mood of people. Both has its own and different affect in the mind of buyers. So, these factors also influence online shopping.

Pricing Policy: Online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills etc. They can pass their price directly to customer and generally offer a lower price to customer than offline market. Even when shipping charges are included than also it is better than the offline shopping. Hence, determines the level of online shopping. Lower the price- higher the mood to demand, higher the price –lower the demand. Price of any commodity also influences the purchasing power of any specific buyer. Consumer generally prefer mild or normal price with good quality and do not want to spend or expense lot for any kind of stuff. So, buying and selling both are simultaneously affected by the price of product.

Quality: The quality of product at online sites and traditional stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money. In general, qualities are a primary need over any kind of purchasing as it somewhat secure or give a good sense of buying or kind of guarantee about the product preferred.

Online trust: People are different in their nature and thoughts; some kind of people trust online dealing some kind of people are in fear of online dealing. It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. Trust carry a lot of points examples-trust about the same product size quantity weight and security etc.

Delivery time: People want a good delivery time; they prefer to get a product in a desired time or in short time of duration. Duration is the second major factor affecting the demand of product. The product ordered by the buyers on online shopping takes a minimum of three to seven days or sometime more than that to deliver the product to the buyer. But in traditional shopping the possession of the goods is immediately transferred to the buyer. So, this is a major factor which affects the online shopping

Income: Income plays a major role to purchase online products. Higher income people prefer to purchase online more than traditional as it gives them reliability and convenient The person whose income is more, do more online shopping as compare to the person whose income is less. Higher the income higher wills the purchasing of online product and vice-versa.

Taste and preference: The taste and preference of the customer vary from time to time and customer to customer, taste and preference also a factor which influences online shopping. Taste and preference of age group also matters in online shopping. Old people purchase or buys product for their kind of use. Young generation or teenagers use to purchase their taste of product. Taste and preference move in tend of ages and choices. Every customer choice is different in nature as per their ages.

Information: The information given in the site may not be correct or may not be appropriate information. Information related to product may vary in its real sense

when it arrives or delivered to relevant customer. The full information about the quality of the product may not reach to the customer. Hence it will affect the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product. May be with the provided information and details customers are not very satisfied. Sometimes it happens that even many customers use to buy the product after their full knowledge of details as they prefer the detail are accurate and good in sense

Variety: The kind of variety that a customer gets online is hard to match any product purchased offline. The online retailer's stock products from the entire major brand and a customer can find any product in their listing no matter how hard to find it is in the traditional store. Online and traditional both shopping provide variety of range from various brands. Variety in it itself is the foremost dealing factor which influence the market. Larger the variety of product in shop higher the selling and vice-versa. People generally prefer to move where they get more variety of products.

Offers: Apart from offering products at lower price most online shopping regularly come up with discount offers in association with bank, brand etc. Which entail customer to get additional saving while buying products online? Traditional stores only give offer or discount during stock clearance or when the manufactures give the discount on the products. Online shopping always provides offers at all the time and day. In every purchase we get some offers even if there is no festival or carnivals. Offers are a great factor which attract customer to purchase online. Offer carry a great influence in shopping.

4.2. FACTORS AFFECTING TRADITIONAL SHOPPING

traditional shopping has existence since the existence of mankind. Traditional shopping gives different types of benefits to the buyer. There are some factors which affect the shopping traditional those are as follow:

Less number of choices: There are limited numbers of choices when it comes to traditional shopping. The numbers of varieties are limited. The ranges of products available in the shops are limited. Sometimes, the stocks are old and are up for discount and sale. Basically, in traditional shop we get less numbers of choices as it consists of manual work. We have to choose in that smaller number of materials due to manual factor.

Time consuming: It takes a lot of time to go shopping to a store. Distance from home or workplace to the store is time consuming. It is also time consuming while trying out the outfits in a store or even going through other products. In traditional shopping customer move one shop to another and one place to another in search of their desired product.

Information: What generally happens is that the information provided by a shopkeeper isn't correct. Also, this information doesn't always suit our needs. And we buy products according to what they say when we ourselves don't have adequate knowledge about the products. Such purchases are based on goodwill when we happen to know the shopkeepers.

Authenticity: traditional shopping is more authentic than online shopping. While buying the product we can feel the texture of it and know what it's like. We exactly know what we are buying while buying anything traditional

Taste and preference: The taste and preferences of the customer change from time to time. While buying any product from a store we have the flexibility and the choice to try out outfits. But while buying any product from online we don't

have this facility. Therefore, buying traditional caters more to the changing taste and preferences of the buyer.

Bargaining: In traditional shop a customer can do physical bargaining to the seller unlike shopping online. In online shopping a customer cannot do bargaining as the price of the product is fixed. Some of the customer purchased products depending upon bargaining so they do not go for online shopping as they feel shopping online is more costly than the market.

CHAPTER V

5.1 SUMMARY AND CONCULSION

The study reveals that the males are less doing the shopping than female. The females are more shopping because they enjoy doing shopping. The young generation are more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Amazon is the shopping site which is more preferable by the youngster. There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the traditional market. Books were less demanded from the online shopping but clothes are much more demanded by the consumers. There are several products which are not delivered by the shopping sites in the preferable area. It is found that there is a smaller number of availabilities of traditional dresses, like *Rajputi Poshaks* on online purchasing sites. It is seen that with the advancement of the technology the preference of the online shopping increases. Earlier people more use the traditional shopping. Now also people who are not aware of the several shopping sites and not are technically advanced are less involved in online shopping.

This study advanced an ideal that uses consumer value perceptions to increase our thoughtful of channel choice. Earlier work verified the key effect of perceived value has on purchase intentions. This paper extends the studies while asking the questions from the consumer who are into online shopping as well as traditional shopping to rate both the channels in the terms of performance, products, time of delivery, quality and other related aspects of online and traditional shopping. By accepting this approach, investigators and experts can gain valuable insights into the motivations to adopt a definite channel for shopping. A cluster of all customer communication with products, services or persons that is specific. Another concern was that the conceptual model, a theoretical context for the study of the theoretical basis of all the research on it is placed. Customer behaviour is a process of discussions with investors to buy consumer goods and consumer behaviour suggestions of the process. These are the 4 factor of consumer participation is defined as:

1. Person's Features,

2. Standard of living,

3. Basic needs and

4. Status that directly inspire the needs.

The respondents in the current study are mobile phone user and heavier Internet users; they are updated of the technology.

5.2 SCOPE FOR FUTHER RESEARCH

Despite attempts to confirm that the findings of this research are both trustworthy and effective, a number of limitations lies. Originally this survey had a very a smaller number of respondents. And the study was undertaken in a very small area of Jaipur. It cannot be generalized to the entire district, or implied state to the whole country. The view of 100 respondents cannot replicate the responds of the entire district or the state. The economic well-being of the people describes their improvement in technology. So, the area which is more advanced is more likely to involve in the internet than the less or underdeveloped area.

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QUESTIONNAIRE

1. **Name: -**
2. **Place were questionnaire was filled: -**
3. **Gender**
   a) Male   b) Female   c) Other
4. **Age**
   a) Up to 18   b) 18 – 25   c) 25 – 35   d) 35 and above
5. **Qualification**
   a) Primary   b) Middle   b) Sr. secondary   c) Graduate   d) Other
6. **Profession**
   a) Employed   b) Self-employed   c) Student   d) Housewife   e) Other
7. **Income per month**
   a) Less than 15000   b) 15000 -30000   c)30000 – 40000   d)40000 & above   e) Nil
8. **Which shopping channel do you use?**
   a) Traditional shopping   b) Online shopping   c) Both

9. Goods purchased form Online sites	from Traditional sites
a) Clothes	a) Clothes
b) Electronic items	b) Electronic items
c) Books	c) Books
d) Other_____	d) Other_____

10. Which online sites you prefer mostly	Traditional market prefer mostly
a) Flipkart	a) WTP Mall
b) Snapdeal	b) Chand pole Bazar
c) Amazon	c) Jhotwara Bazar
d) Myntra	d) M.I Road
e) Other _____	e) other_____

11. Frequency of the product purchased during a month	
Online shopping	**traditional shopping**
a) One-time	a) One time
b) Three-time	b) Three time
c) Five-time	c) Five time
d) Other_____	d) Other_____

12. Type of advertisement mostly attracts you to purchase	
Online shopping	**traditional shopping**
a) Discount ads	a) Discount ads
b) Sale ads	b) Sale ads
c) Festive ads	c) Festive ads

13. Benefit for doing online shopping	reason for not doing online shopping
a) Time saving	a) lack of proper knowledge to use sites
b) Door to door services	b) could not feel the product
c) No issue of going to shop	c) trust issues
d) Availability of product	d) no availability of product
e) Card payment	e) other _____

14. **Does website providing the sufficient information?**
    a) Always   b) Never   c) Somewhat
15. **Do you get delivery of the product on time?**
    a) Always on time   b) Never on time
16. **If the price is same on online shopping and in traditional shopping which one you prefer**
    a) Online shopping   b) Traditional shopping
17. **If price is lower in online shopping than traditional shopping, Would you prefer online shopping**

a)   No   b) Always   c) Sometime

18. Is online shopping is as secure as compare to the traditional shopping?
   a)   Yes   b) No   c) Sometime

19. Selection of goods on internet is very broad as compared to the traditional market?
   a)   Yes   b) Sometime   c) Never

20. Item you never purchased from the online sites
   a)   Clothes
   b)   Electronic Items
   c)   Books
   d)   Other_____

21. Which of the shopping sites according do delivery on time?
   a)   Flipkart
   b)   Snapdeal
   c)   Amazon
   d)   Myntra
   e)   Other_____

22. Payment method suits to you
   a)   Cash on delivery   b) Credit card   c) Debit card   d) Net banking

23. Which shopping sites cancel,s your order without your consent?
   a)   Flipkart
   b)   Snapdeal
   c)   amazon
   d)   Myntra
   e)   Other_____

24. which of the shopping sites according to you delivery the product within a week
   a)   Flipkart
   b)   Snapdeal
   c)   Amazon
   d)   Myntra
   e)   Other_____

25. Whether you have shifted from traditional shopping to online shopping?

a)   NO   b) YES

If **YES** give reason

i. home delivery
ii. better price
iii. easy payment
iv. time saving
v. other_____

26. Whether you have shifted from online shopping to traditional shopping?

a)   NO   b) YES

If **YES** give reason

i. safety of payment
ii. product are not available on online sites
iii. interaction with sales staff
iv. touch/ feel of the product
v. other_____

Statement of Expenditure

(2019-20)

Name: IIS (Deemed to be University), Jaipur, Students project

Sanctioned Letter No. and Date- IISU/2019-20/RPC/17297 SEP/26/19

Name of the Candidate: Priyanshi Rathore

Title of the project: online shopping and traditional shopping: A Comparative study of consumer behaviour in Jaipur city

Name of the Supervisor: prof. C.R. Bishnoi

Details of Expenditure:

S.NO.	Head	Sanctioned Amount	Details	Bill No.	Date	Amount	Balance
1	Book and journals	2000/-					2000/-
2	Field work and travel	1000/-			12/02/19	1000/-	NIL
3	Contingency	500/-	Report Writing		14	800/-	NIL
5	Total	3500/-				1800/-	2000/-

Signature of student   **Signature of supervisor**

Received two copies of Project Report   **Office Assistant**

(Section Officer, Research)   **Office Assistant**

Signature of Registrar   **Signature Chief Accounts Officer**