

A Correlative Study of Conventional Shopping and Online Shopping: Special Reference to Meerut City

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ABSTRACT

The innovation of internet has caused confrontations on conventional way of purchasing. At this moment of time online shopping is growing rapidly due to the increasing number of internet users. Notwithstanding, the maximums are consumers are using conventional shopping. This study examines the correlation between conventional shopping and online shopping special reference to Meerut city. Accordingly, 188 samples were selected by snowball sampling methods for this study and primary data for this study was collected through questionnaire from the persons who involve in both conventional and online shopping. The data was investigated descriptively using SPSS software and also arithmetic mean model and graphs were used in this study.

Keywords: Online shopping, conventional shopping, correlative study

INTRODUCTION

1.1.Backdrop of the study

Conventional shopping is a procedure of buying a product by going to the shop personally. In the commencement, before the origination of money, there was a barter economy. People interchange the goods and services for other goods. But after the commencement of money, people are buying goods and services off the back of paying money. However, this activity materializes when the buyer and the seller meet personally with each other.

In behind times, because of the technological growth there were huge changes and enhancement in human activities. Specially, after the invention of internet there was a alteration in purchasing process. In that respect needless to meet the buyer and seller personally in order to obtain goods

and services. Initially the procuring system was very limited but now it is rapidly developing. Online shopping is a form of e-commerce which authorizes consumers to directly buy goods or services from a seller over the internet using a web browser (*Reddy etc., 2014*). There are analogous words to online shopping such as e-shopping, e web-store, e-shop, web-shop, web store, online store.

1.2. Conventional shopping Vs online shopping

Each purchasing system has its own set of pros and cons. conventional shopping has some benefits such as can touch the product, easily return, no need any internet connection, can see the product closer, better safety, can try on clothes but it can take more time, can't compare the price of a good and limited time that means within a lean time we choose the good and decide to buy in a particular place. Or else, we want to go many shops to select the goods. Similarly, online shopping has advantages such as trouble free, time saving, good value, greater selection and no crowd. At the same time, it has safety problems, conveyance problems, convoluted websites and also higher chance of sharp practice. Therefore, consumers have different views on the better shopping method among conventional and online shopping.

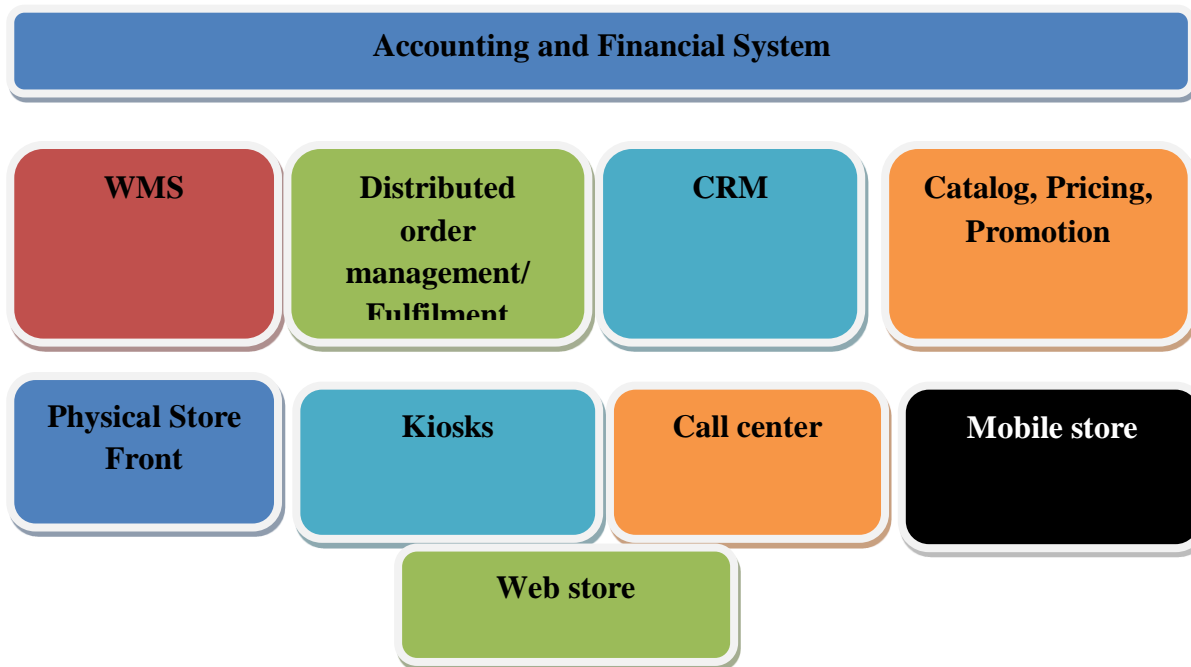
At the same time, especially the Covid-19 circumstance has created many issues in the shopping behaviour of consumers and in the economy at this time. Sometimes conventional shopping may so uncomplicated, fast moving and practically possible method. But sometimes the online shopping may very much agreeable shopping method within this Covid-19 periods. Therefore, to create easiness, efficiency, comfortable, find out the best prices for the goods in the condemnatory economic situation is very crucial concept. As well as generally, studies related to this topic are very rare in the research area. Based on this, comparative study between the conventional and online shopping is an indispensable concept to identify the best way of shopping among the current busy life of the people and critical situation.

1.3. Multi channel retailing

Due to high competition in retail sector, it is very difficult to serve the customers with a single channel of retailing. Retailers are more and more add on their medium, adding internet portal and customer centres to brick-well stores to get as far as more and more customers. Interestingly,

customers do not use one channel exclusively to complete their purchases anymore. As a matter of convenience, many customers use the multiple channels to complete the purchase process

Figure 1. The components of multi channel retailing



(Source Self Computed)

2. LITERATURE REVIEW

Sarkar & Das (2017) recognize the difference between online shopping and offline shopping in India. The study apply five lap consumer choice making model and the balancing was made based on certain variable like comfort, heterogeneity , consumer assessment , comparison shopping, markdown, availability of eccentric products, tangibility and trial ability, shopping experience, delivery of products and return of products. It concluded that, mostly the teenagers who are fueling the amazing growth story of online shopping in India

Cao et al. (2012) examine the relationship between e-shopping and conventional in-store shopping. A structural equations model (SEM) was put-in in this study. The results show that online searching incidence has positive effects on both online and offline shopping incidence and online buying positively affects offline shopping.

Andersone & Sarkane (2009) observe the changes in purchasing behaviour between online and conventional retail stores of Latvian consumers. In this study used quantitative and qualitative methods such as grouping, questionnaire method, analysis and statistic method etc. The research found that standard size of purchase in conventional shopping still is larger than in the online shopping. Shopping habits are changing but not very fast.

Jigyasha & Japneet (2017) recognize the consumer leaning towards online shopping and conventional shopping. The study used explanatory analysis and primary data was collected through questionnaire. It culminate almost all of them have accomplished both online and in-store shopping.

Reddy & Jaya Laxmi (2014) investigate the concept of E-shopping and conventional shopping. In this study data was collected by using primary and secondary sources. The research found that online shopping is increasing at a very large scale and E-shopping is highly appropriate and time economising.

Khatwani (n. d.) elucidates the online and offline shopping as a comparative study and also it explains about the pros and cons of online shopping, types of e-commerce threats and its advantages over conventional shopping. This study assumes that people are not likely to use online shopping every time but only prefer it sometimes. Consequently, it says that conventional shopping is better than online shopping.

Whilst there are some past literature related to this concept over the world, studies in India specially in the research area of Meerut city is very rare and also the method of finding the juxtaposition also differ than the previous studies. Thus, this study has done by the researcher to intensify the new knowledge in this field.

3. OBJECTIVES

The main objective of this study is to compare and understand the differences between conventional shopping and online shopping in Meerut city area. Accordingly, the sub objectives of the study are,

- a. To analyze the difference between conventional and online shopping on efficiency, convenience, vast range of production, comparing prices and safety.
- b. To find out the Price difference of conventional shopping and online shopping.

4. METHODOLOGY

This study is based on primary data sources and data was collected through well-structured questionnaire from the persons who involve in both conventional shopping and online shopping. For that purpose, 188 samples were selected by snowball sampling method for this study. The facts were examining identifying employ SPSS software. To analyze the comparison between the conventional and online shopping, arithmetic mean model and graphs were used in this study and based on this; the results for the study purpose have been achieved.

To observe the balancing, the following mechanism for the mean deviation is used;

$$\sum fx N$$

Decision Rule: $1 + 2 + 3 + 4 + 5 + 6 + 7 = 28 \quad 7 = 4$

Accordingly, the result is accepted when the mean value is more than four. Simultaneously, the outcome is refuse when the mean value is less than four or less than 50 percentage (*James, 2021*).

The questionnaire included questions to find out the comparison or difference between the two shopping methods and the responses have given with the value from 1 to 7.

Accordingly, the value from 1 to 7 indicates the followings;

Table 1: The value from 1 to 7 indicate

Value	Indicates
7	Very appropriate
6	Appropriate
5	Somewhat appropriate
4	Neither appropriate nor inappropriate
3	Somewhat inappropriate
2	Inappropriate

1	Very inappropriate
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(Source Self Computed data, 2022)

5. RESULTS AND DISCUSSIONS

5.1. Comparison between conventional shopping and online shopping using arithmetic mean model

The comparison between conventional shopping and online shopping has been analyzed according to the data collected through the questionnaire. Accordingly, in data analysis, while the mean has the value of more than four was accepted that is, there is a different between conventional and online shopping in efficiency, convenience, vast range of production, comparing prices and safety.

Table 2: Result of arithmetic mean model on comparison between conventional shopping and online shopping.

Comparison /Difference	1	2	3	4	5	6	7	Sample	Cumulative Frequency	Mean	Result
Online shopping is more efficient than conventional shopping	30	22	50	27	20	24	15	188	681	3.61	Inappropriate
Online shopping is more convenient than conventional shopping	5	12	16	31	59	48	17	188	903	4.9	Very appropriate
Conventional may not offer a vast range of products, like online shopping	26	32	35	36	18	24	17	188	692	3.68	Inappropriate

There is no opportunity to compare prices and products in conventional like online shopping	4	12	26	25	63	45	13	188	882	4.6	Appropriate
Conventional safer than since there is a risk of online fraud and security issues like hacking in online shopping	8	9	12	33	56	52	18	188	912	4.8	Very appropriate

(Source Self Computed data, 2022)

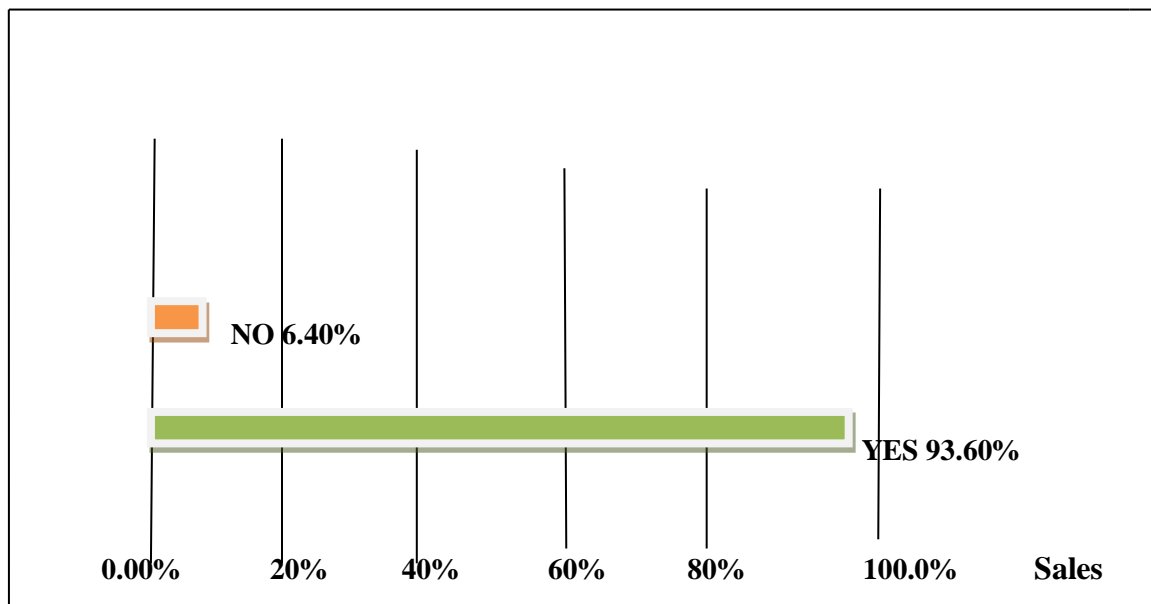
As per the above table data, the declaration like online shopping is more appropriate than conventional shopping, conventional shopping secure than since there is a risk of online sharp practice and security issues like hacking in online shopping have got mean value of 4.8. So, these variances between conventional and online shopping are vigorously acceptable. The difference that there is no opportunity to compare prices and products in conventional shopping like online shopping is acceptable because of the mean value is 4.6. The differences Online shopping is more efficient than conventional shopping and conventional shopping may not offer a vast range of products, like online shopping are not accepted. Because the mean value of those two differences is less than 4.

Therefore with the above results we can find differences between both shopping methods specifically on convenience, comparing prices and safety.

5.2. Price difference of conventional shopping and online shopping

Additionally, the above correlation, the price of a product is an important factor of the demand of a good. Consequently, the conceptualization of price is independently scrutinized here. That means we should find out that is that any price differences and also if it is which method has best price for the consumers. So, these are understandably narrate through following charts

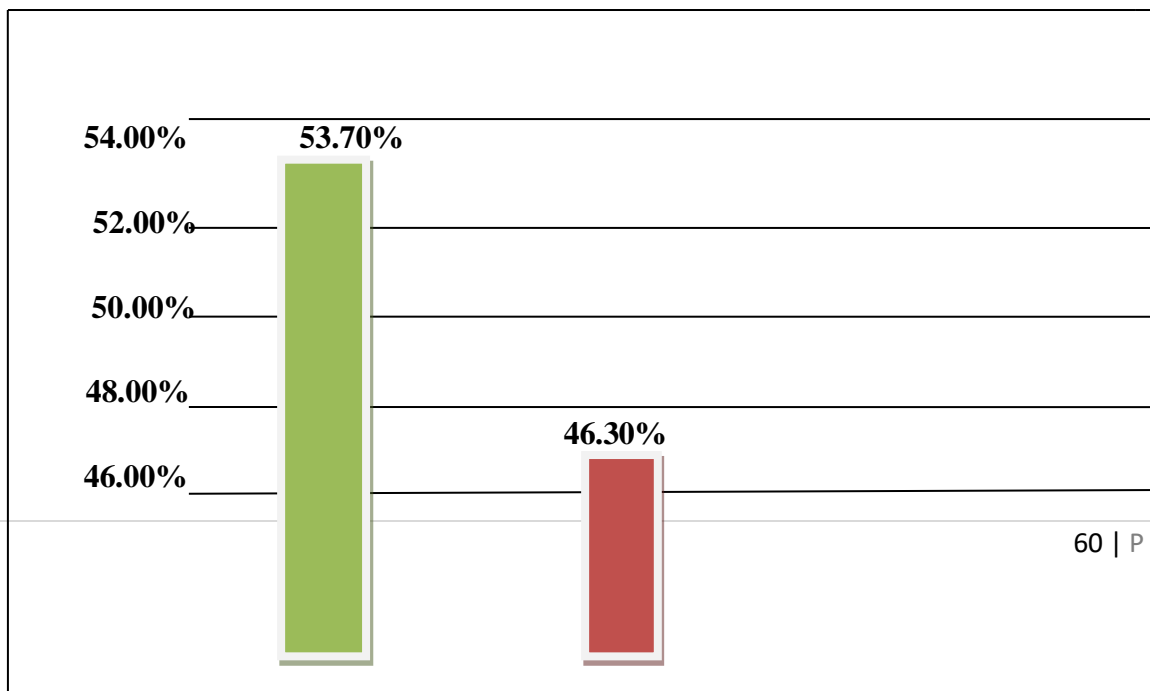
Figure 1: Price difference

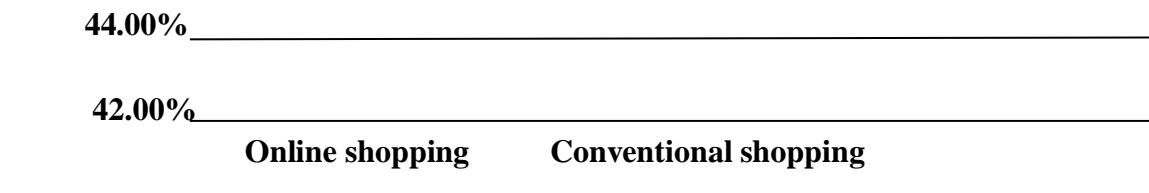


Source: Computed data, 2022

According to the above chart, it shows that 93.6% of interviewee feels that there is a price difference between online and conventional shopping as well as 6.4% of respondents says that they didn't feel any difference on price between both shopping methods. Accordingly, we can say that there is a price difference between the two methods of shopping. At the same time, respondents identify that where they get good value among these two methods. That is described in the following chart.

Figure 2: Good Value





Source: Computed data, 2022

According to the data analysis, 53.7% of respondents agreed that online shopping has the best price. On the other hand, 46.3% of respondents agreed that conventional shopping has the best price. So, comparatively, online shopping has the best price.

6. CONCLUSIONS

This study hand-out to recognize the balancing between online shopping and conventional shopping and differences such as online shopping is more relevant than conventional shopping, there is no chance to compare prices and products in conventional shopping like online shopping and conventional shopping safe than since there is a menace of online deceit and security issues like chop in online shopping were recognize as main differences. As well as, online shopping is more well standardize than conventional shopping and conventional shopping may not offer a comprehensive of products, like online shopping do not specify any distinction between both shopping methods. Furthermore to that, more than 93% of interviewees feel price difference between online shopping and conventional shopping and most of the interviewees agreed with online shopping have the best price.

Confirming to that, the study put forward that conventional shopping should expand the shopping convenient to the customers like showing the accessibility of the goods, exhibit their prices of goods in their particular websites or any in different circumstances to giving facility of balancing the prices of the goods in different shops. Simultaneously online shopping should give take back facilities and should ensure reliability to feel more agreeable in online shopping like paying after receiving the goods.

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