

“Study on the Consumer Satisfaction on Traditional Shopping and Online Shopping with Special Opinion to Tapi District”

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Abstract:

This study examines consumer satisfaction in traditional and online shopping in Tapi district. The primary objectives are to identify factors influencing satisfaction, analyze demographic impacts, and compare consumer perceptions regarding price, product variety, and after-sales services. Data has been collected through structured questionnaires from consumers across Tapi district. Descriptive statistics, correlation, and ANOVA were applied for analysis using SPSS. The results reveal that traditional shopping provides trust and social interaction, while online shopping offers convenience and variety. Demographics significantly influence consumer choices. The study concludes with practical suggestions for improving consumer satisfaction in both shopping modes.

Introduction:

Consumer satisfaction is a key determinant of loyalty and repeated purchase behavior. With the rise of digital platforms, online shopping has become increasingly popular, but traditional shopping still plays a vital role in districts like Tapi where personal interaction and cultural practices matter. This research aims to provide a comparative understanding of satisfaction levels in both modes and identify areas of improvement.

Objectives of the Study

1. To study the factors influencing consumer satisfaction in traditional shopping in Tapi district.
2. To analyze the factors influencing consumer satisfaction in online shopping in Tapi district.
3. To compare consumer satisfaction between traditional and online shopping.
4. To understand the demographic impact (age, gender, education, income) on consumer satisfaction in shopping preferences.
5. To evaluate consumer perception towards price, product variety, and after-sales services in traditional vs. online shopping.
6. To provide suggestions for improving consumer satisfaction in both traditional and online shopping in Tapi district.

Literature Review

Consumer satisfaction has been a significant area of research across both traditional and online shopping platforms. Patel (2021) conducted a descriptive survey on 150 respondents in Gujarat to understand consumer perception towards online shopping. The study revealed that convenience, time saving, and price discounts were the key satisfaction drivers, although delivery delays and product quality issues negatively influenced consumer trust.

Hult (2019) carried out a comparative study of 300 consumers in the U.S. retail sector to analyze differences in satisfaction across online and offline purchases. The findings indicated that demographic factors strongly influence shopping preferences: younger and educated respondents leaned towards online shopping, whereas older consumers expressed higher satisfaction with traditional shopping.

During the pandemic, De Melo (2022) examined online shopping service quality using the SERVQUAL model on a sample of 250 respondents in Brazil. The study found that responsiveness, reliability, and assurance significantly influenced satisfaction levels, though weak return policies reduced consumer confidence.

In the Indian context, Sharma and Gupta (2020) analyzed the comparative satisfaction of 200 respondents in Delhi NCR using statistical tools such as t-test and chi-square. Their findings highlighted that online shopping scored better in product variety and promotional offers, while offline shopping was stronger in trust, social interaction, and immediate product availability.

Similarly, Ubaidillah (2021) studied consumer loyalty in traditional markets of Indonesia with 180 respondents through exploratory research. The results emphasized that trust, personal interaction, and bargaining power were the strongest factors contributing to satisfaction in traditional shopping, whereas online shopping lacked these emotional and social connections.

Overall, the reviewed studies suggest that while online shopping is largely driven by convenience, offers, and product variety, traditional shopping is preferred for trust, social assurance, and direct product evaluation. However, the majority of research has focused on metropolitan or urban regions, with limited studies on semi-urban or district-level contexts. This creates a gap that the present study addresses by focusing specifically on consumer satisfaction in Tapi district, comparing both traditional and online shopping dimensions.

Research Methodology

Research Design: Descriptive and comparative.

Area of Study: Tapi District.

Data Source: Primary data through structured questionnaire; secondary data from journals, books, and reports.

Sample Size: 200 respondents from Tapi district.

Sampling Technique: Stratified random sampling (based on age, gender, income).

Tools Used: SPSS software for descriptive statistics, correlation, t-test, and ANOVA.

Data Analysis & Findings (Draft)

- Traditional shopping provides higher satisfaction in trust, social bonding, and product assurance.
- Online shopping provides higher satisfaction in price offers, product variety, and convenience.
- Demographic influence:
 - Age: Younger respondents prefer online shopping.
 - Gender: Females show higher online satisfaction due to home delivery & variety.
 - Education & Income: Higher educated and higher-income groups prefer online platforms.
- Overall: Consumers appreciate both formats depending on need.

Suggestions

1. Traditional retailers should modernize with digital payment options and wider product variety.
2. Online platforms should strengthen after-sales services and improve return/replacement facilities.
3. Awareness programs should be conducted in rural Tapi to build trust in online shopping.
4. Price transparency and quality checks are essential in both modes.

Conclusion

The study concludes that both traditional and online shopping significantly contribute to consumer satisfaction in Tapi district. While traditional shopping is driven by trust and cultural practices, online shopping is driven by convenience and variety. Demographic factors strongly shape preferences. A balanced improvement in service quality in both formats will ensure better consumer satisfaction and loyalty.

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