A Study on Consumer Preference Towards Online Purchase Over traditional Purchase

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Abstract- *This study investigates consumer preferences towards online purchase compared to traditional purchase methods. With the rapid growth of e-commerce, understanding consumer behavior in the online shopping environment is crucial for businesses. The research aims to identify the factors influencing consumers' choices between online and traditional purchases and to analyze the reasons behind these preferences. A mixed-method approach is employed, combining quantitative surveys and qualitative interviews to gather data from a diverse sample of consumers. The findings reveal that while online shopping is increasingly popular due to its convenience, time-saving benefits, and access to a wide range of products, traditional purchase methods still hold significance, particularly for certain product categories and demographic groups. Factors such as trust, product quality assurance, and the sensory experience of shopping play a crucial role in consumers' decision-making process. Understanding these preferences can help businesses develop effective marketing strategies and improve their online shopping platforms to better meet the needs and preferences of consumers in the digital age*

Keywords- Here are some keywords for a study on consumer preference towards online purchase over traditional purchase: E-commerce, Online shopping, Traditional retail, Consumer behavior, Preferences, Convenience, Accessibility, Trust, Security, Pricing, Variety, User experience, Satisfaction, Digitalization, Demographics, Technology adoption, Market trends, Shopping habits, Risk perception, Customer service

I. INTRODUCTION

When a buyer sets out to purchase something, the fundamental question that must be answered is which method of purchasing they should choose to meet their needs. Both online and traditional purchases are available to satisfy their shopping needs. Where so many options are available to the customers, businesses even now face a severe difficulty in determining how to target the end customers in order to maintain a competitive edge.

Making purchases online, particularly for fashion products, has practically become standard practice in industrialised nations like the United States. But in a growing nation like India, the majority of people still rely on traditional purchase to buy goods in a variety of categories. Although online shopping has gained popularity over the past several years, especially among teenagers and young people, in terms of sheer volume, traditional purchase still outpaces its online counterpart.

Online purchase, a relatively new phenomenon in India, has gained popularity in recent years because of rising internet usage, leaving consumers with an abundance of options. Through online advertisements, the internet aids in the promotion of goods. The healthy competition between online and traditional purchase has ushered in a new era where consumers can select the method of delivery that suits their needs.

II. IDENTIFY, RESEARCH, AND COLLECT IDEA

This study states root cause of the problem. BN Many N websites states that consumers even now are not willing to take part in online purchase becausewtwhwe.yijsgarett.co worry about the quality and durability of the product that includes logistics related N problem, payment issues and most importantly ambiguous website fraud. This study investigates the factors influencing the purchase options of the students.

OBJECTIVE OF THE STUDY

- To compare the opinion of students between traditional and online purchase
- To find out the price difference between
- online and traditional purchase
- To know whether quality of services are provided along with secured mode of payment.
- To know the delivery time of the products sold online.

TOOLS FOR DATA COLLECTION

A pool of respondents is surveyed quantitatively using a variety of questions, according to the standard concept

of survey research. In this research, data is collected from the pool of respondents and analysis was made. In this study both primary and secondary data are used.

Primary data: The primary data has been collected through random sampling from the sample respondent through the schedule with the help of questionnaire.

Secondary data: The secondary data has been collected from standard reference book and various website.

Tools used for analysis: The tools for data analysis are table,and pie chart.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

This study is based on the analysis of primary data collected from 100 sample respondents through a well-structured questionnaire. The findings based on this analysis are given in this chapter.

FINDINGS

- Majority (72%) of the respondents are female.
- Majority (60%) of the respondents are in the age group from 20 to 24 years.
- Majority(89%) of the respondents are PUangdergraduates
- Majority(94%) of the respondents are unmarried
- Majority (48%) of the respondents agree that online purchase is best than compared to traditional purchase.
- Majority (65%) of the respondents feel online purchase as user friendy
- For majority (43%) of the respondents the availability of variety of products to motivates them to shop online.
- Majority (48%) of the respondents agree that online purchase is more advantageous than traditional purchase
- Majority (52%) of the respondents agree that the price quoted in online purchase is quite affordable.
- Majority (44%) of the respondents agree that the price and quality of the product matches with each other.
- For majority (59%) of the respondents, seasonal discounts attracts them to purchase online.
- Majority (55%) of the respondents feel satisfied on offers displayed online.

- Majority (43%) of the respondents are feel satisfied about the EMI facilities rendered online
- Majority (59%) of the respondents agree that the price of the products in online purchase is less when compared to traditional purchase.
- Majority (84%) of the respondents preferred cash on delivery for payment mode.
- Majority (32%) of the respondents preferred user friendly as a crucial component in online purchase.
- Majority (46%) of the respondents agree online payment information is secure.
- Majority (70%) of the respondents sometime feels that the quality of the product matches with their expectations.
- Majority (43%) of the respondents sometimes experienced the fraudulent of the products.
- Majority (38%) of the respondents sometimes feel secure to share their personal information.
- Majority (46%) of the respondents feels that they get product at the mentioned delivery date often.
- Majority (44%) of the respondents feels often as well as sometimes the delivery trawcwkiwn.gijssayrst.tceom helps to identify the accurate location of the product.
- Majority (53%) of the respondents are satisfied about the e - commerce store' s after sale support.
- Majority (83%) of the respondents preferred home for the place of delivery of the product.
- Majority (66%) of the respondents sometimes feel difficulty at the time of delivery.

IV. GET PEER REVIEWED

For the purpose of this study entitled ― Consumer preference towards online purchase over traditional purchase among college students‖ . The review has been collected from 2018 - 2022.

Priyabrata Roy, Dhananjoy Datta (2022) in their study, examines whether there are any differences in online shopping and offline shopping in west Tripura district. The objective of this study was to investigate the Consumer buying behaviour towards online and offline shopping and to identify the factors affecting online shopping. The study highlighted consumer' s attitude towards online and offline shopping and their product preference on both the mode. The study was undertaken to understand the consumer behaviour through a self-constructed questionnaire of 200 respondents from West Tripura district. Convenience sampling method was conducted in this study. The survey revealed that price, discount offers, replacement facility, convenience etc. plays important role in

online shopping whereas tangibility, real hand experience, bargaining etc. are important factors for offline shoppers.

Bindia Daroch et.al (2021) in their study investigates the consumer behaviour towards online shopping which further examines various factors limiting consumers for online shopping behaviour. The purpose of this research was to find out the problems that consumers face during their shopping through online store.

.Jati kasuma et.al (2020) in their study evaluates the advancement of the technology and development of the information technology has enhanced consumers' awareness and created a situation where people prefer shopping via online rather than visiting the stores to purchase the products or goods. Other than creating a website as a place to promote the products, some of the seller used social media as a medium or place to sell and promote the products. The main objective of this research is to examine the factors influencing online shopping intention among customers. A total of 200Pagrespondents participated in the survey. The empirical results indicated that the convenience, time saving, website/features and security are the factorsNinfluencing online shopping intention among customers

Suheel Azad et.al (2019) in their study, the brief objective is to find out factors that motivate the customers to decide the mode of shopping. The data for this study was collected from both primary and secondary sources. Primary data was collected through questionnaire and secondary data was collected from journals, books, periodicals, etc. The study revealed that the customer preference on online and offline shopping varies according to the living standard of the people Arlina Nurbaity Lubis (2018) in his study analyses the customer preference of online shopping. A total of 200 respondents in Medan City, North Sumatera Province, participated in this study. The predictor variables proposed in this study are the demographics and ownership of online shopping applications. The results indicated that online shopping decisions are strongly influenced by sex factors, income levels and online shopping applications. Factors of everyday life, age and education do not significantly affect shopping preferences both online and traditional.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

- Online shopping websites has to protect the bank details by complying with RBI guidelines and it should not be overridden at any cause.
- They may understand the customer needs and can deliver the products according to the time as they wish.

- Online shopping websites can enhance e-commerce sale after support according to the satisfaction of the customers.
- The quality of the products can be increased according to the price of the product.
- Payment mode of the customers can be improved more according to their preference and safety.

VI. CONCLUSION

This research has made a thorough analysis over the Study of customer preference towards online shopping. It is of the opinion that, though there are a number of products available in the market, large number of respondents mostly prefers to purchase through onlineNshopping. Online shopping is the most preferred modeNof shopping as it is so convenient for towdawyw's.ijlisfaerstt.ycloe. Although there are some risks involved, a large number of people prefer online shopping as many risks are solved by the policies provided by the online vendors. Through the help of internet, the shopping can be done from any nook and corner of the world. But in technically backward countries and in the places where the people live traditional kind of lifestyle, the online shopping needs some more time to exist. Even though people are almost satisfied with the online shopping they are faced with few problems like cheap quality of product and delay in delivery. The online retailers must conscious of these factors to be successful and keep hold of the customers. Online shopping has increased considerably during the context of covid-19 and is gaining significance nowadays. However, in future, online stores are the to make a decision sometimes. It is difficult for small sellers because of priority being given to bigger brands and returns rates on items being very high.