



## A STUDY ON ATTITUDE OF CUSTOMERS TOWARDS RETAIL SHOPPING AND ONLINE SHOPPING IN BANGALORE WITH SPECIAL REFERENCE TO K.NARAYANPURA”

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### Introduction

Purchasing products or services over the Internet, online shopping has attained immense popularity in recent mainly because people find it convenient and easy to shop from the comfort of their home or office and also eased from the trouble of moving from shop to shop in search of the good of choice. Nowadays, the concept “DIC” i.e. double income couples are becoming all the more prominent in India. With the long working hours and increased distances to travel, they are not having enough time to devote it to shopping as people don't feel like going out for buying day to day things after a very hectic day at office. They want to reserve it for other works like socializing, entertainment etc. Now the companies are coming up with the ways so that this section of society can be tapped to the maximum and only way to attract them is just a click away and that too at any time 24X7. Moreover, this is located in the virtual world and can be accessed any time when you are watching your favourite TV show or having a coffee break at office. This is the online shopping concept.

Retail is a process of selling goods and services to customers through multiple channel of distribution. Retail stores may be small or big but they mostly operate in the same line as “purchasing to sale”. Retail form of business is as old as civilization and is the most basic form of business. Types of Retail Stores are like- Departmental Stores - A department store is a retail store which offers wide range of products to the end-users under one roof. In a department store, the consumers can get almost all the products they aspire to shop at one place only. Discount Stores - Discount stores also offer a huge range of products to the end-users but at a discounted rate. Supermarket - A retail store which generally sells food products and household items, properly placed and arranged in specific departments is called a supermarket.. They offer selected items and are not at all organized. Malls - Many retail stores operating at one place form a mall. A mall would consist of several retail outlets each selling their own merchandise but at a common platform.

### The Objectives of Study

1. To find the attitude customers towards online shopping and online shopping.
2. To analyze the level of satisfaction towards online shopping and retail shopping.

### Methodology

The study is empirical in nature and is based on both the primary and the secondary data. Secondary data was collected from various sources such as; the websites, books and journals, while primary data is collected through structured questionnaire from 40 customers of Bangalore with reference to K.narayanpura on the basis of convenience sampling. The data were analyzed and interpreted with the help of SPSS software. Statistical tool is Factor analysis which measured using 5 point scale (SA, A, N, DA, SDA)

### Literature Review

According to Ms. Monika Talreja and Dr. Dhiraj Jain (2013) both modern and traditional retailers will co-exist in India for some time to come, as both of them have their own competitive advantages. The Kirana stores have a low- cost structure, location advantage, and customer familiarity whereas organized retail offers a mixture of product width and depth and a better shopping experience. Organized retailing is becoming a destination shop for buying fresh fruit and vegetable.

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 variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing. 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 online in the internet.



**Table1. Reasons behind Preferring shopping**

	Reasons	Component		
		1	2	3
<b>Product Oriented</b>	Quality of product	.893		
	Variety of product	.887		
<b>Time concern on product</b>	Easy Accessibility		.842	
	Time taken		.678	
	Risk in product		.621	
<b>Service oriented</b>	Quick service			.686
	After sale service			.697

The above table explain about the three factors for preferring retail shopping and in which the customers looking forward for quality and Variety of product and then they are considering time and easy accessibility of product. At last the customers are looking for quick service and sale service.

### 1.2 Online shopping

The above table explains about the Some of the two factors that help preferring online shopping, mainly the customers are looking for sale service and Variety of product secondly they are concern with time.

### 2.1 Retail shopping

The above table explain that quality of the product is the dominant factor that influence consumer to go for Retail shopping were the second most factor is availability of product and costumer belives there is no much risk associated with it.

### 2.2 Online shopping

In case of online shopping also Quality of the product is the most dominant factor influencing the customers. But the availability of the product is the least factor influencing the customers.

## 2. Some of Other Features to Chose Online Shopping and Retail Shopping

Sl.no	Retail shopping		Online Shopping	
1	Availability of product	.777	Availability of product	.317
2	Quality of product	.842	Quality of product	.789
3	Time Taken	.659	Time Taken	.504
4	Exchange of Product	.367	Exchange of Product	.527
5	Skill Required	.226	Skill Required	.732
6	Cost of the product	.584	Cost of the product	.685
7	Risk Associated with it	.121	Risk Associated with it	.553
8	privacy	.222	Privacy	.666

### Results and Discussion

Based on the analysis the followings things were found out by the researchers.

1. Majority of the respondents are aged under 25
2. Most of the respondents are single
3. Majority of the respondents are Christians.
4. Most of the respondents are employed
5. Majority of the respondents are from the state of Karnataka



6. Most of the respondents earning the income between Rs.10000 and Rs.20000
7. Majority of respondent do purchase in once in month
8. Most of the respondents prefer retail shopping than online shopping
9. Majority of respondent purchase apparels.

### Conclusion

The study is an attempt to find out customers attitude towards online shopping, the study concludes that the shopping behavior of consumer is increasing day by day due to the change in technology, customers preference are satisfied with the quality of product but they feel availability of product is less when compare to retail shopping, But customers feel factors when they go for retail shopping compare to online shopping. In the changing business era both mode of shopping is better according to the researchers.

### References

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