

Comparative Evaluation of Customer Satisfaction in E-Commerce and Conventional Retail with Special Reference to Ujjain Division

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Abstract: Customer satisfaction has emerged as a critical determinant of success in both online and offline retail environments. With the rapid growth of e-commerce platforms and the continued relevance of conventional retail outlets, understanding how consumers perceive and evaluate their shopping experiences is essential. This study aims to comparatively evaluate customer satisfaction in e-commerce and traditional retail with special reference to the Ujjain Division. Primary data was collected through structured questionnaires administered to a diverse group of consumers, while secondary data supported contextual analysis. The study examines factors such as product variety, pricing, convenience, service quality, trust, and post-purchase experience. Findings reveal differences in satisfaction drivers across the two modes, with e-commerce favored for convenience and variety, while conventional retail is valued for personal interaction and trust. The results provide insights for retailers, policymakers, and marketers to enhance customer-centric strategies and bridge service gaps.

Keywords: Customer Satisfaction, E-Commerce, Conventional Retail, Consumer Behavior, Ujjain Division.

Introduction - Customer satisfaction is a crucial factor determining the success and sustainability of any business. With rapid technological advancement, the retail sector in India has witnessed a significant transformation, where e-commerce and conventional retail coexist as dominant modes of shopping. E-commerce platforms have grown rapidly due to internet penetration, smartphone usage, digital payment systems, and attractive offers, offering consumers convenience, variety, and time efficiency. However, challenges such as delivery delays, lack of physical product inspection, and trust issues continue to influence customer satisfaction.

Conversely, conventional retail maintains its relevance, particularly in semi-urban and rural areas, where consumers value direct product interaction, personal trust in shopkeepers, and immediate purchase fulfillment. Traditional retail shopping is also viewed as a social and cultural activity in many regions. Yet, it faces challenges of limited variety, higher operating costs, and restricted geographical reach compared to online platforms.

The Ujjain Division of Madhya Pradesh presents an interesting case for studying this phenomenon, as it combines traditional bazaars with growing digital commerce adoption. This study aims to compare customer satisfaction between online and offline shopping modes, identifying the factors influencing consumer choices and the opportunities each mode offers for improving service delivery and customer experience

Review of Literature:

1 National Review:

Ishaan Roy & Tanya Sharma (2024), in "A Post-Pandemic Comparison of Customer Satisfaction in Online vs Physical Retailing in India", surveyed 370 respondents across Delhi, Hyderabad, and Chandigarh. Results showed online shopping dominated during lockdowns but declined afterward, while physical stores regained value through safety and direct interaction. The study concludes that hybrid models combining digital convenience and offline trust drive satisfaction post-pandemic

2 International Review:

Chloe Nguyen (2023), in "Post-Pandemic Consumer Satisfaction in Online vs Physical Shopping in Southeast Asia", studied Vietnam, Thailand, and Malaysia through surveys of 350 respondents. The research showed online shopping surged during COVID-19 but later declined due to delays and service issues, while offline stores regained preference for trust and immediacy. The study concludes that hybrid retailing—blending safety, speed, and flexibility—is essential to meet evolving consumer expectations in the post-pandemic economy.

Objective of the Study: To examine the frequency of online and traditional shopping among consumers.

Hypotheses of the Study:

- H_0 : There is no significant difference in the frequency of products purchased through online and traditional shopping methods.

- H_1 : There is a significant difference in the frequency of products purchased through online and traditional shopping methods.

Research Methodology: The present study follows a **descriptive research design**. Primary data was gathered using **structured questionnaires** administered to respondents across the Ujjain Division, encompassing both urban and semi-urban populations. In total, responses from **420 participants** were collected for analysis.

Data Analysis Tools: Independent t-test, One-way ANOVA, Mean, Standard Deviation.

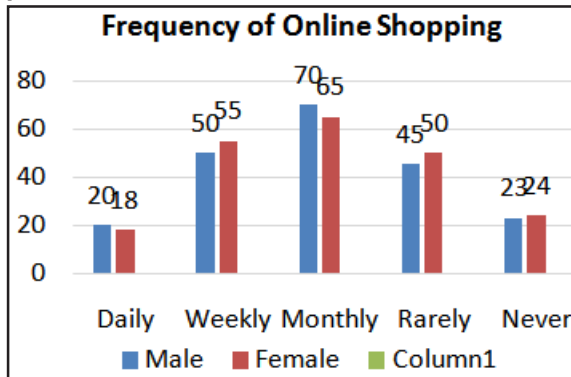
Data Analysis:

Frequency of Online Shopping : The frequency of online shopping is a critical metric that reflects user engagement, digital comfort, and reliance on e-commerce platforms. By analyzing how often respondents from the Ujjain Division shop online, the study gains valuable insights into behavioral trends, which in turn affect satisfaction levels and comparisons with traditional shopping methods.

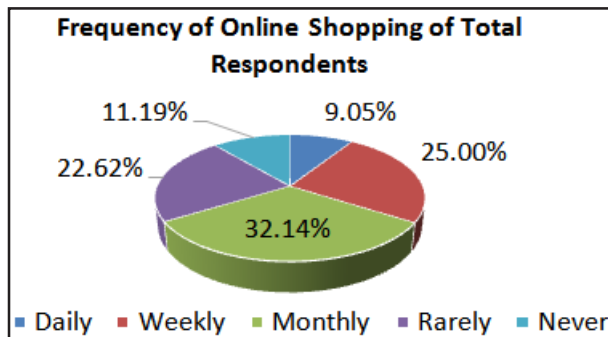
Table 1: Frequency of Online Shopping

Frequency	Male	Female	Total	Percentage (%)
Daily	20	18	38	9.05%
Weekly	50	55	105	25.00%
Monthly	70	65	135	32.14%
Rarely	45	50	95	22.62%
Never	23	24	47	11.19%
Total	208	212	420	100%

Graph 1: Frequency of Online Shopping of Respondents



Graph 2: Frequency of Online Shopping of Total Respondents



Interpretation of Data : The table presents the percentage distribution of frequency-related behavior among a population of 420 individuals. The highest proportion, 32.14%, corresponds to those who engage in the activity on a monthly basis. This suggests that for nearly one-third of the population, the activity is a regular but infrequent routine.

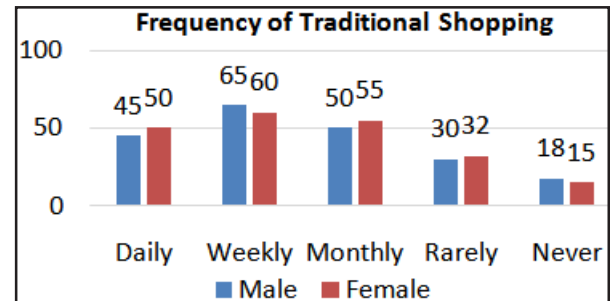
Frequency of Traditional Shopping : The frequency with which consumers engage in traditional or in-store shopping remains a vital aspect of retail behavior analysis. Despite the growth of online platforms, physical retail still holds significant importance especially in regions where access, trust, or habit favors conventional purchasing.

The following data provides insights into how often respondents from the Ujjain Division rely on traditional shopping modes and how this behavior correlates with satisfaction, convenience, and lifestyle preferences.

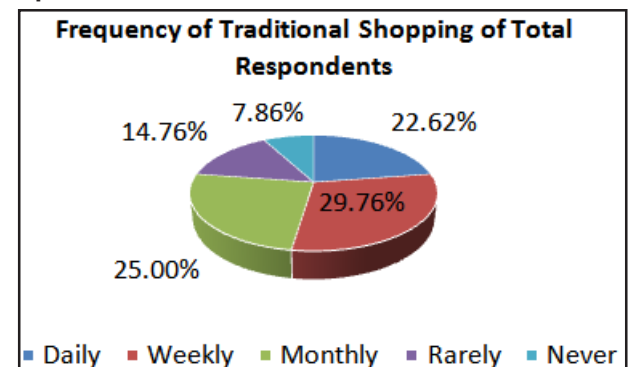
Table 2: Frequency of Traditional Shopping

Frequency	Male	Female	Total	Percentage (%)
Daily	45	50	95	22.62%
Weekly	65	60	125	29.76%
Monthly	50	55	105	25.00%
Rarely	30	32	62	14.76%
Never	18	15	33	7.86%
Total	208	212	420	100%

Graph 3 : Frequency of Traditional Shopping of Respondents



Graph 4: Frequency of Traditional Shopping of Total Interpretation of Data



The table displays the percentage distribution of individuals based on the frequency of a particular activity within a population of 420. The largest proportion, 29.76%,

Participates on a weekly basis, indicating that nearly one-third of the population engages with the activity regularly, though not daily.

Testing of Hypothesis:

Result:

1. Frequency ($p < 0.0001$): Highly significant.
2. Interaction (Mode $\times$ Frequency): $p = 0.0026$, significant.

Conclusion: There is a significant interaction effect between shopping mode and frequency on product choice. This leads to rejection of the null hypothesis. Consumers purchase different product types at different frequencies based on whether they shop online or offline.

Key Findings:

1. **Frequency of Online Shopping** : Most common frequency: Monthly (32.14%), Least common: Daily (9.05%), Never shopped online: 11.19%
2. **Frequency of Traditional Shopping** : Most common frequency: Weekly (29.76%), High-frequency shoppers (daily + weekly): 52.38%, Never use traditional shopping: 7.86%

Suggestions:

1. Retailers should adopt **omni-channel strategies**, blending online convenience with offline trust to maximize customer satisfaction.
2. **Digital literacy and secure payment awareness** must be promoted to reduce trust gaps and increase online shopping adoption in Ujjain Division

Conclusion: The study concludes that while e-commerce offers convenience and variety, traditional retail remains vital for trust, immediacy, and cultural relevance. Consumer satisfaction increasingly depends on integrating digital ease with offline reliability, highlighting the need for hybrid, customer-centric retail strategies.

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