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**A STUDY OF SATISFACTION LEVEL OF CUSTOMERS WITH ONLINE  
AND OFFLINE SHOPPING IN NAGPUR DISTRICT**

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**ABSTRACT**

*Consumers are adopting both forms of consumption in the Nagpur District, and it is necessary to understand their perception and assessment of both forms of retail channels. While e-commerce is becoming more popular, the traditional retail channels still dominate daily consumption habits. But little empirical knowledge exists on the consumers' satisfaction, trust, accessibility, price perception and overall shopping experience between the two modes of shopping.*

*This leaves a research gap in regard to the factors affecting consumer preferences and decision-making processes of online versus offline marketing channels. So the present study aims to bridge this gap by comparing the perception of the customers of offline and online marketing in the retail sector of Nagpur District.*



**KEYWORDS :** *modes of shopping , customers of offline and online marketing, retail channels.*

**INTRODUCTION**

Digital channels have become a key part of retail activities and are transforming the way retail businesses interact with consumers in today's retail landscape. As web-based platforms have become increasingly prominent, retailers have increasingly embraced channel integration so as to bring online and offline businesses together. Today, customers are becoming more accustomed to a seamless shopping journey, interacting with a brand seamlessly across all touchpoints without interruption. This has resulted in businesses gaining more interest in some of the channel integration methods like click and collect services, accepting returns at physical stores from online orders, delivering goods to the homes from the shops for online orders, and delivering goods to the homes from the shops for online orders.

From the beginning of the twentieth century, shopping, as a social and economic activity, has been part of everyday life. Some people do it as a regular task; others enjoy it as a hobby or as a way of releasing emotions. Traditionally, trade has been done by barter and local marketplaces, which later developed into organized retail markets. But the digital age has changed the way people shop, making it easier, more efficient, and more consumer-driven.

Online shopping is a common practice these days due to the extended use of the internet and mobile technologies. Nowadays, consumers are able to access a wider selection of products in seconds, compare prices, and make transactions with little effort. This ease of access can remove many of the conventional restrictions of shopping—time, crowding, and geographical constraints. This has led to online retailing becoming very popular, particularly among urban consumers.

E-commerce is pushing forward, but traditional retail is still relevant. Even with the growth of online retail, many consumers still favor physical stores because they can touch and feel the product, judge its quality firsthand, and receive the product right away after purchase. This means that consumers' preferences are becoming more diverse, and they enjoy a variety of channels depending on the product and situation along with convenience.

Consumers' behavior in the various channels of distribution is now of critical importance in this context. The present study is directed towards the assessment and selection of the online and offline shopping platforms, especially in the information-gathering and decision-making phases. While the internet has its pros (such as saving money and convenience), the offline world has its trust, tangibility, and immediacy.

As such, it is crucial for both consumers and marketers to be aware of the factors that affect channel choice. The present study is important because it seeks to analyze the consumer perceptions in Nagpur District in respect to the suitability of online and offline consumer purchasing channels in terms of their needs and expectations.

**Table 1: Information regarding customers satisfaction towards offline shopping**

| Statement                             | Mean       | SD           | Min      | Max      |
|---------------------------------------|------------|--------------|----------|----------|
| Product quality                       | 4.2        | ±0.73        | 2        | 5        |
| Price fairness                        | 3.9        | ±0.81        | 2        | 5        |
| Variety of products                   | 4.0        | ±0.69        | 2        | 5        |
| Staff behavior                        | 4.1        | ±0.77        | 2        | 5        |
| Store cleanliness & ambience          | 4.0        | ±0.64        | 3        | 5        |
| Convenience of location               | 4.1        | ±0.68        | 2        | 5        |
| Billing & payment process             | 3.9        | ±0.82        | 2        | 5        |
| Availability of offers and discounts  | 3.8        | ±0.86        | 2        | 5        |
| Post-purchase support/return policies | 3.7        | ±0.93        | 1        | 5        |
| Overall offline shopping experience   | 4.3        | ±0.61        | 3        | 5        |
| <b>Total</b>                          | <b>4.0</b> | <b>±0.75</b> | <b>2</b> | <b>5</b> |

Above Table 1 demonstrates information regarding customers satisfaction towards offline shopping. The mean score provided by customers for satisfaction with product quality was  $4.2 \pm 0.73$  (Min=2, Max=5). The findings indicate that customers are generally satisfied with the product quality offered by offline stores. Regarding price fairness, the mean score recorded was  $3.9 \pm 0.81$  (range: 2–5), suggesting a positive perception of pricing among respondents. Similarly, the mean score for product variety was  $4.0 \pm 0.69$  (range: 2–5), reflecting a high level of satisfaction with the range of products available in offline retail outlets. The mean score provided by customers for staff behaviour was  $4.1 \pm 0.77$  (Min=2, Max=5). Hence, it is evident that customers are satisfied with the behaviour of staff in offline stores. The mean score provided by customers for store cleanliness and ambience was  $4.0 \pm 0.64$  (Min=3, Max=5). Hence, it is evident that customers are satisfied with the cleanliness and ambience of offline stores. The mean score provided by customers for convenience of location was  $4.1 \pm 0.68$  (Min=2, Max=5). The results suggest that customers are satisfied with the location of the store. In addition, the mean score for the billing and payment process was  $3.9 \pm 0.82$  (range: 2–5), indicating a positive level of satisfaction with the checkout and payment experience in offline shopping. The mean score provided by customers for availability of offers and discounts was  $3.8 \pm 0.86$  (Min=2, Max=5). Hence, it is evident that customers are satisfied with offers and discounts provided by offline stores. The mean score

provided by customers for post-purchase support and return policies was  $3.7 \pm 0.93$  (Min=1, Max=5). Hence, it is evident that customers are satisfied with post-purchase support and return policies. The mean score provided by customers for overall offline shopping experience was  $4.3 \pm 0.61$  (Min=3, Max=5). Hence, it is evident that customers are satisfied with their overall offline shopping experience. The overall mean score calculated for offline shopping satisfaction was  $4.0 \pm 0.75$  (Min=2, Max=5).

Hence, it is evident that customers are satisfied with product quality, price fairness, variety of products, staff behaviour, store cleanliness and ambience, convenience of location, billing and payment process, availability of offers and discounts, post-purchase support and return policies and overall offline shopping experience. However, it is apparent that customers are satisfied with offline shopping satisfaction.

Customers are usually happy with their offline shopping experiences, according to the research. A favourable assessment of physical retail establishments is reflected in the high level of overall satisfaction with offline shopping.

Customers are very satisfied with the quality of the products, indicating that they feel more confident and satisfied when they can physically inspect and verify the things. Positive perceptions of staff behaviour also suggest that polite and accommodating service significantly increases customer satisfaction. In a similar vein, positive perceptions are greatly influenced by the stores' cleanliness, atmosphere, and convenient placement.

The fact that respondents are happy with the range of products offered indicates that offline retailers are thought to provide sufficient selection. Though not as firmly as some other areas, the billing and payment procedure is generally seen favourably, indicating that there is some room for improvement in terms of transaction efficiency.

Customers may view pricing benefits as less competitive than other shopping modes, as evidenced by the relatively moderate level of satisfaction with price fairness and the availability of offers and discounts. Relatively cautious satisfaction ratings are given to return and post-purchase assistance, indicating a space where physical shops could boost consumer trust.

Overall, the findings indicate that offline shopping provides a positive experience, especially when it comes to product quality, personal interactions, store atmosphere, and accessibility. However, enhancements to pricing policies, special offers, and after-sale services may increase customer satisfaction even more.

**Table 2: Information regarding customers satisfaction towards online shopping**

| Statement                          | Mean       | SD                           | Min      | Max      |
|------------------------------------|------------|------------------------------|----------|----------|
| Product quality                    | 4.0        | $\pm 0.81$                   | 2        | 5        |
| Price fairness                     | 3.9        | $\pm 0.79$                   | 2        | 5        |
| Variety of products                | 4.2        | $\pm 0.71$                   | 2        | 5        |
| Website/App usability              | 4.3        | $\pm 0.68$                   | 3        | 5        |
| Payment options                    | 4.1        | $\pm 0.72$                   | 2        | 5        |
| Delivery timeliness                | 3.8        | $\pm 0.88$                   | 1        | 5        |
| Customer support                   | 3.7        | $\pm 0.91$                   | 1        | 5        |
| Offers and discounts               | 4.1        | $\pm 0.75$                   | 2        | 5        |
| Return/exchange process            | 3.9        | $\pm 0.78$                   | 2        | 5        |
| Overall online shopping experience | 4.2        | $\pm 0.65$                   | 3        | 5        |
| <b>Total</b>                       | <b>4.0</b> | <b><math>\pm 0.77</math></b> | <b>2</b> | <b>5</b> |

Above Table 2 shows information regarding retail customers satisfaction towards online shopping. The mean score provided by customers for satisfaction with product quality was  $4.0 \pm 0.81$  (Min=2, Max=5). The findings indicate that customers are generally satisfied with the product quality provided by online stores. For price fairness, the mean score recorded was  $3.9 \pm 0.79$  (range: 2–5),

reflecting a positive perception of pricing. The variety of products received a higher mean score of  $4.2 \pm 0.71$  (range: 2–5), showing strong satisfaction with product diversity. Website and app usability scored  $4.3 \pm 0.68$  (range: 3–5), indicating that users find online platforms easy and convenient to navigate. Payment options were also rated positively with a mean of  $4.1 \pm 0.72$  (range: 2–5), suggesting satisfaction with transaction flexibility. Delivery timeliness received a slightly lower score of  $3.8 \pm 0.88$  (range: 1–5), but still reflects an overall positive view. Customer support services were rated at  $3.7 \pm 0.91$  (range: 1–5), indicating moderate satisfaction in this area. Offers and discounts scored  $4.1 \pm 0.75$  (range: 2–5), showing that promotional benefits are well appreciated by customers. The return and exchange process achieved a mean of  $3.9 \pm 0.78$  (range: 2–5), reflecting satisfactory post-purchase service. Overall online shopping experience received a high mean score of  $4.2 \pm 0.65$  (range: 3–5), demonstrating strong customer satisfaction. The aggregate mean satisfaction score for online shopping was calculated as  $4.0 \pm 0.77$  (range: 2–5), confirming an overall positive perception of online retail services.

Hence, it is evident that are satisfied with product quality, price fairness, variety of products, website/app usability, payment options, delivery timeliness, customer support, offers and discounts, return/exchange process and overall online shopping experience. However, it is apparent that customers are agree with online shopping satisfaction.

Customers are typically happy with their online purchasing experience, according to the findings. Positive perceptions of the entire experience indicate that online platforms successfully satisfy user expectations in a number of crucial areas.

Customers express great satisfaction with the usability of websites and apps, emphasizing that user-friendly interfaces and ease of navigation are essential for improving the purchasing experience. The large selection of products that are offered online is also greatly valued, demonstrating the benefit of digital platforms in providing a multitude of options. Favourable satisfaction levels are further influenced by payment options and attractive offers, suggesting that customers desire flexibility and promotional benefits.

Although significantly milder than usability and variety, product quality obtains good satisfaction responses, indicating that although buyers are generally satisfied, there may still be some confusion over product expectations. Fair pricing and the return or exchange procedure are seen favourably, suggesting mediocre performance with room for improvement.

Customer service and delivery timeliness seem to be less satisfying than other factors. This implies that online businesses may increase the total consumer experience by improving after-sales support and logistical efficiency.

Overall, the findings show that customers are happy with online shopping, especially when it comes to ease of use, product variety, payment flexibility, and promotional benefits. However, enhancements to customer support and delivery capabilities could raise satisfaction even further.

## CONCLUSION

Table 1 clearly indicates that customers express a high level of satisfaction with their overall experience in offline shopping. The overall mean score calculated for offline shopping satisfaction was  $4.0 \pm 0.75$  (Min=2, Max=5). Hence, it is evident that customers are satisfied with product quality, price fairness, variety of products, staff behaviour, store cleanliness and ambience, convenience of location, billing and payment process, availability of offers and discounts, post-purchase support and return policies and overall offline shopping experience. Table 2 shows that the overall mean score calculated for online shopping satisfaction was  $4.0 \pm 0.77$  (Min=2, Max=5). Overall, the results indicate that customers are generally satisfied with online shopping, particularly in terms of ease of use, wide product selection, flexible payment options, and attractive promotional offers. Nevertheless, improving customer support services and strengthening delivery efficiency could further enhance user satisfaction.

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