

CONSUMER PERFORMANCE ON TRADITIONAL COMMERCE AND E-COMMERCE**RAJANI K. K**

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ABSTRACT

This study focus on the advantages of traditional commerce and E-commerce for the consumer. Because Kerala is a consumer state rather than a producer state. So it's very important in to the two markets. Now a day's peoples are attracting to traditional market and e-markets the reason for this and also the preference of people while purchasing. This is also state the consumer preference on traditional market and e-market.

This is to know what are the advantages gets from the markets. All the consumer services, provided by markets that Satisfies the needs of consumers can be identified through this study.

The study about the factors affecting, the consumer choices and the dissatisfaction of consumer towards traditional commerce and e-commerce.

Keywords- Traditional Markets, E- Commerce Markets, Consumer preference

INTRODUCTION

Commerce is the whole system of an economy that constitutes an environment for business. The system includes legal, economic, political, social, cultural and technological systems that are in operation in any country or internationally. Thus, commerce is a system or

an environment that affects the catalyst prospects of documentaries. It can also be defined as a component of business which includes all activities, functions and prostitutions involved in transferring fridges from cats to consumers.

A commerce transaction is a communicative transaction; that is, if twoparties engaged in a commercial transaction buying and selling – then that eventis actually based not solely on the exchange of goods but all so on linguistic andsocial roll playing. Commerce is governed by social rolls (in any culture, a sellerfollows certain of behaviour that are different from the buyer’s rules ofbehaviour), and buy linguistic rules (certain words, gestures and tones have meanings specific to a discussion about buying something).

A commerce transaction has two roles: seller and buyer. Each of these ruleshas its own agenda, but the logical assumption of a commerce transaction is thatboth parties want to cooperate to find a mutual acceptable solution. Each of theseroles has a set of beliefs and expectations about its own purpose and agenda ina transaction, as well as beliefs and expectations about the other role’s well, role.

The intention of the internet has brought about countless changes in humanlife. One of the most of the important changes among them is the freedom to shonline. E- Commerce, the new mode of conducting commerce has revolutionizeda way we do business and shopping. Business enterprises worldwide arebeginning to feel the e-commerce quake. It has changed the way of doing thebusiness. E- Commerce is the success mantra in the globalised world.

THE OBJECTIVE OF THE STUDY

- To understand whether the price of products sold out in traditionalmarket and e-commerce market influence the consumer shoppingpreference.
- To study about the services provided in traditional markets and E-commerce markets.
- To study the effectiveness of traditional and e-commerce market inconsumers.

RESEARCH METHODOLOGY

- Source of data

Both primary and secondary data have been used in the study.Primary data means which is collected fresh data. Primary data mainlycollected through personal interviews,

surveys etc..Secondary data means the data that are already available. Generally usedsecondary data are some govt. Organisation or agencies already publisheddata, magazines.

- Sample size

Major portion of the study has been completed by using primarydata. For completing primary data 50 respondent were selected accordingto the convenience of researcher.

- Tools and analysis

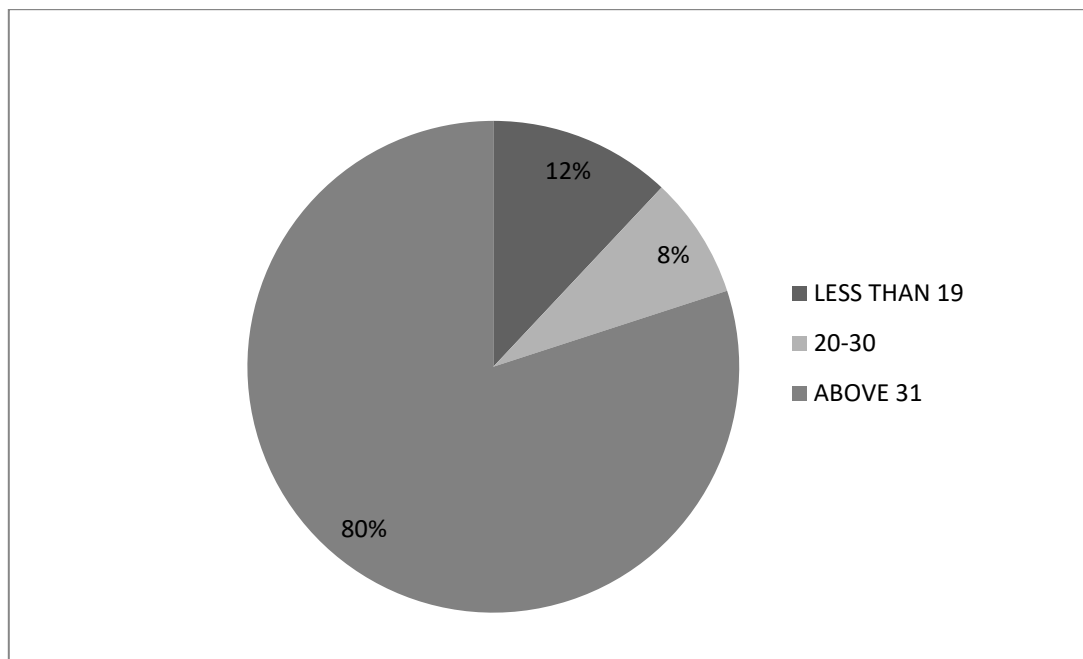
Questionnaire was used for this purpose. Data is collected from therespondent by personal interview method. The secondary data andrelevant literature were gathered from published and unpublishedmaterials and also use tables and chart to interpret the data.

DATA ANALYSIS AND INTERPRETATION

Table 1Age

Option	Number	Percentage
Less than 19	6	12
20-30	4	8
Above 31	40	80
Total	50	100

Chart 1 Age



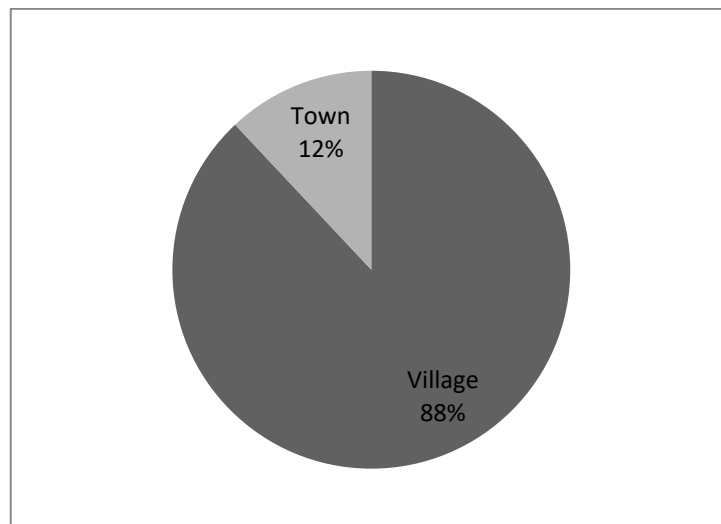
INTERPRETATION

Table shows the age group of respondents. The age group category is divided into three, less than 19, 19-30 and above 31. About 80% of respondents belong to category above 31. 12% of respondents belong to category less than 19. 8% of respondents belong to above 20-30 categories.

Table 2 Place of residence

Option	Number	Percentage
Village	44	88
Town	6	12
Total	50	100

Chart 2 Place of residence



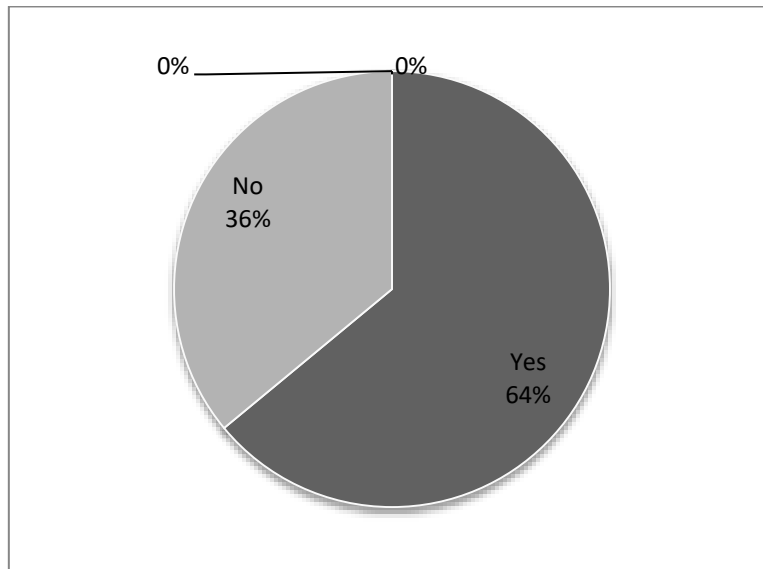
INTERPRETATION

The table 2 displays the respondent's place of residency. The place of residency is categorised into two that are village and town. 88% of respondents are from village and 12% of respondents are from town.

TABLE 3 Awareness of e-commerce

Option	Number	Percentage
Yes	32	64
No	18	36
Total	50	100

FIGURE-3 Awareness of e-commerce



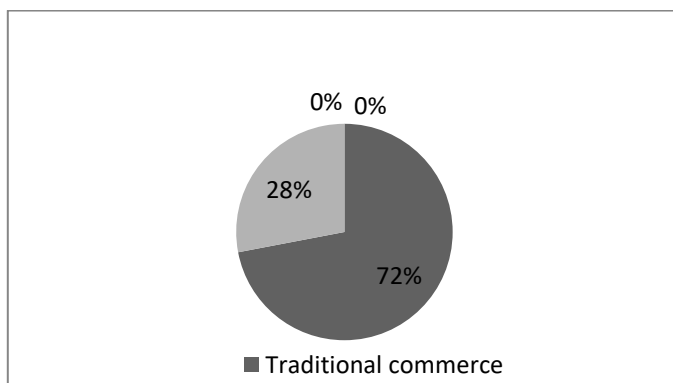
INTERPRATATION

The above table shows the awareness of e-commerce in the respondents. In this table 64% of respondents are aware of e-commerce and 36% are not aware.

TABLE 4 Preference of Market

Option	Number	Percentage
Traditional commerce	36	72
E-commerce	14	28
Total	50	100

FIGURE-4 Preference of Market



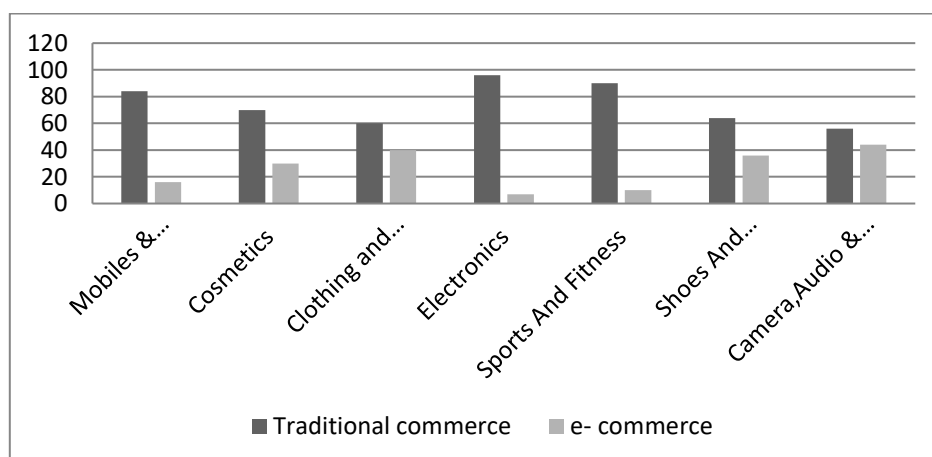
INTERPRATATION

The table 4 shows the preference of markets. In this table 72% prefer traditional commerce and 28% of respondents prefer E-Commerce.

TABLE 5 Purchasing preference

Item	Traditional commerce		e- commerce		Total
	Number	Percentage	Number	Percentage	
Mobiles & computers	42	84	8	16	50
Cosmetics	35	70	15	30	50
Clothing and Accessories	30	60	20	40	50
Electronics	48	96	2	4	50
Sports And Fitness	45	90	5	10	50
Shoes And Watches	32	64	18	36	50

FIGURE 5 Purchasing preference



INTERPRETATION

The above table shows the information regarding the purchasing preference of responents.84% Of the total respondents uses traditional commerce for purchasing mobiles and Computers

whereas only 16% uses E-Commerce for the same. In the case of cosmetics , 70% uses traditional commerce and only 30 % uses E-Commerce.60% of the respondents purchase clothing and accessories from traditional commerce whereas only 40% from E-Commerce.96% Of electronic items were purchased from traditional market and only 4% from E-Commerce.90% of sports and fitness items were purchased from Traditional Market whereas only 10% from E-Commerce.64% of shoes and watches were purchased from traditional commerce and only 36 % from E-Commerce by the responents.56% of the respondents used Traditional commerce for purchasing Camera, Audio And video whereas only 44 from E-Commerce.

TABLE-6Reasons for selection

opinion	Traditional commerce		E-commerce		Total
	Number	Percentage	Number	Percentage	
wide variety	20	40	30	60	50
Price	22	44	28	56	50
Quality	25	50	25	50	50

FIGURE 6 Reasons for selection



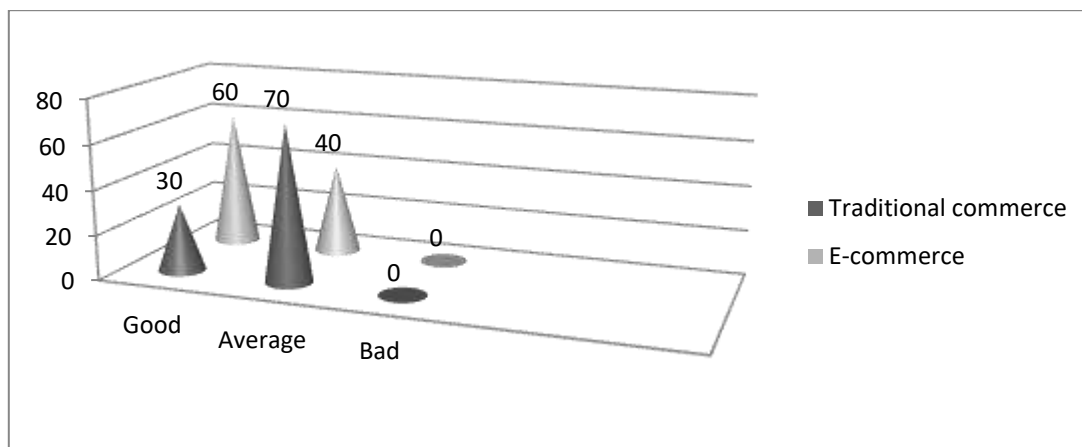
INTERPRETATION

The above table shows the reasons for selecting products from both markets. 40% of respondents chooses Traditional Commerce due to the wide variety of products Where as 60% in the case of E-Commerce.44% of the total respondents chooses traditional commerce due to price whereas 56 in the case of E-Commerce. The percentage of preference due to quality is same in both the cases.

TABLE7Opinion about The Markets

opinion	Traditional commerce		E-commerce	
	Number	Percentage	Number	Percentage
Good	15	30	30	60
Average	35	70	20	40
Bad	0	0	0	0
Total	50	100	50	100

FIGURE-7Opinion about The Markets



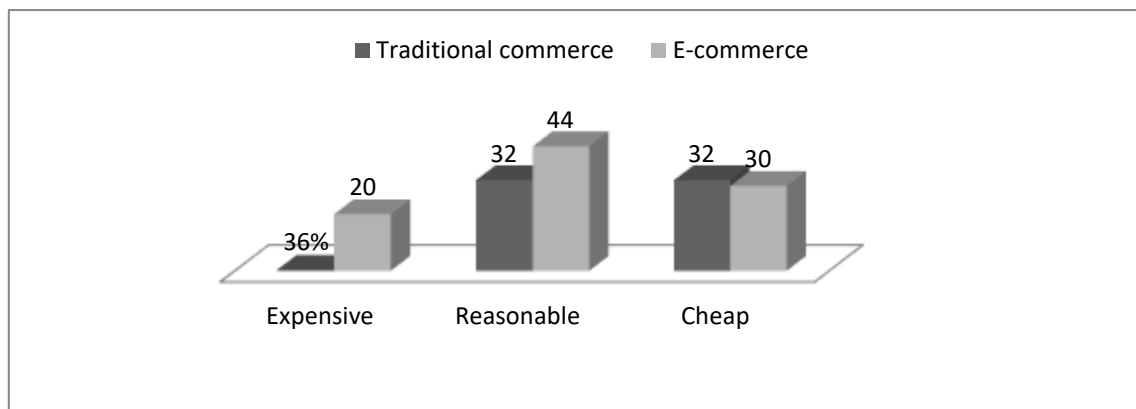
INTERPRETATION

The table 7 shows the opinions about both markets. In traditional commerce 30% of respondents says it is very good 70% says it is Good. In the case of E-Commerce 60% says it Very good and 40% says it good.

TABLE-8Opinion about price

Opinion	Traditional commerce		E-commerce	
	Number	Percentage	Number	Percentage
Expensive	18	36	10	20
Reasonable	16	32	22	44
Cheap	16	32	18	30
Total	50	100	50	100

FIGURE-8Opinion about price



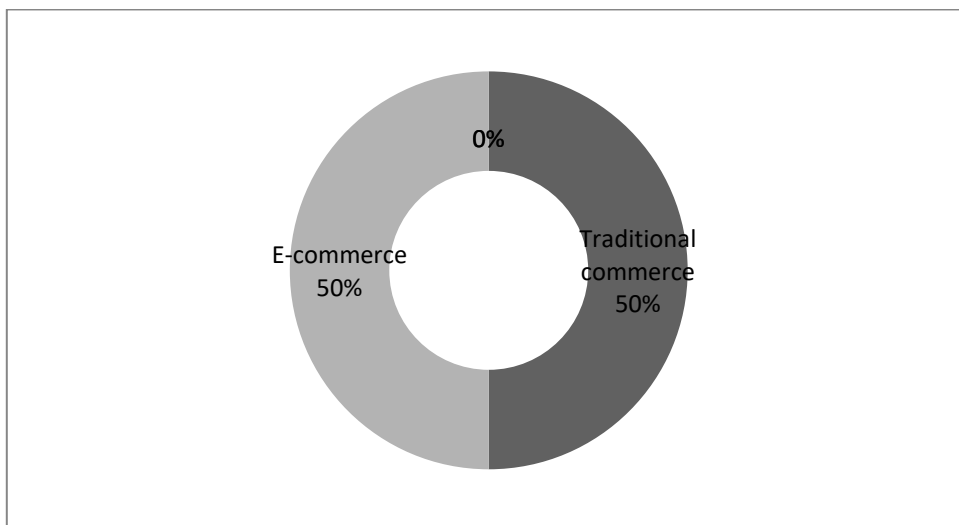
INTERPRETATION

The table 8 shows opinion about price of goods with in the markets.36% of the respondents says traditional commerce as Expensive,32% says it as reasonable and again 32% says it as cheap. In the case of E-Commerce 20% says it as Expensive,44% says it as reasonable and 30% says it as cheap.

TABLE 9 Product quality

Product quality		
Option	Number	Percentage
Traditional commerce	25	50
E-commerce	25	50
Total	50	100

FIGURE-9Product quality



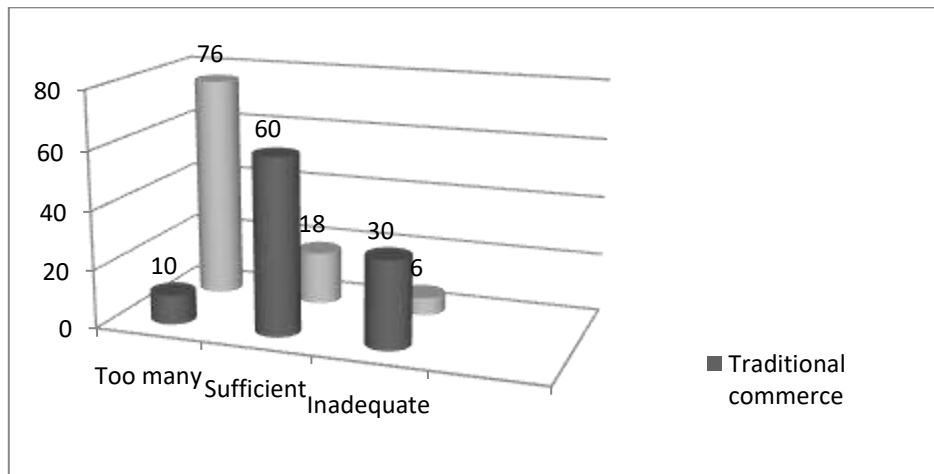
INTERPRETATION

The above table shows the quality of products available in the markets. Here the respondents say that the quality in both the markets are same

TABLE 10Opinion about variety of products

Opinion	Traditional commerce		E-commerce	
	Number	Percentage	Number	Percentage
Too many	5	10	38	76
Sufficient	30	60	9	18
Inadequate	15	30	3	6
Total	50	100	50	100

FIGURE-10 Variety of products



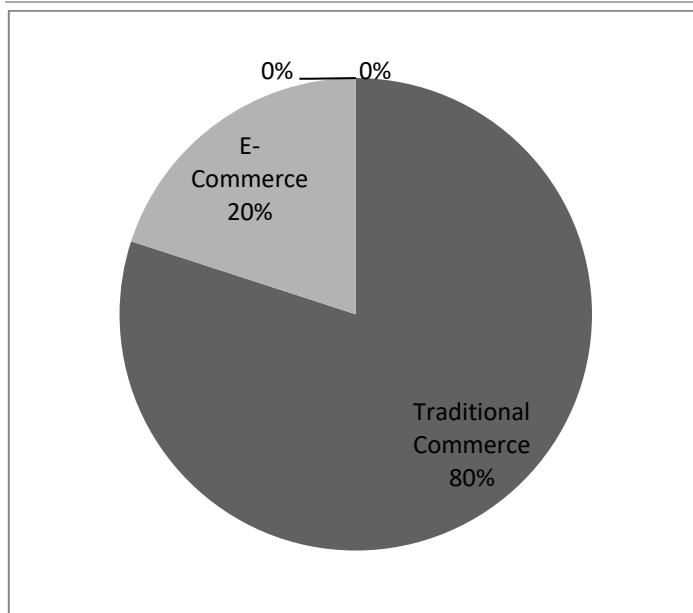
INTERPRETATION

The above table shows the opinion about variety of products available in the markets. Options divided into two 4 categories too many, sufficient and inadequate.10% of the respondents says traditional commerce have too many varieties of products,60% says it have sufficient and 30% says it have adequate varieties of products. In the case of E-Commerce 76% says it have too many varieties of products,18% says it is sufficient and 6% says it is inadequate.

TABLE 11Opinion about customer services

Option	Number	Percentage
Traditional commerce	40	80
E-commerce	10	20
Total	50	100

FIGURE-11Opinion about customer services



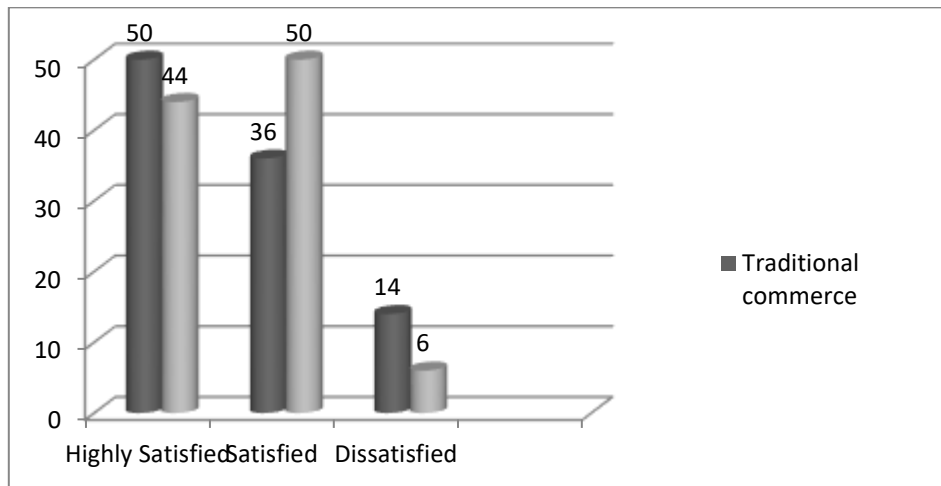
INTERPRETATION

In table 3.1 the opinion about customer services were shown. 80% of the respondents says that traditional commerce is having more customer service and only 20% opted for E-Commerce.

TABLE 12Satisfaction of The Market

opinion	Traditional commerce		E-commerce	
	Number	Percentage	Number	Percentage
Highly Satisfied	25	50	22	44
Satisfied	18	36	25	50
Dissatisfied	7	14	3	6
Total	50	100	50	100

FIGURE-12 Satisfaction of The Market



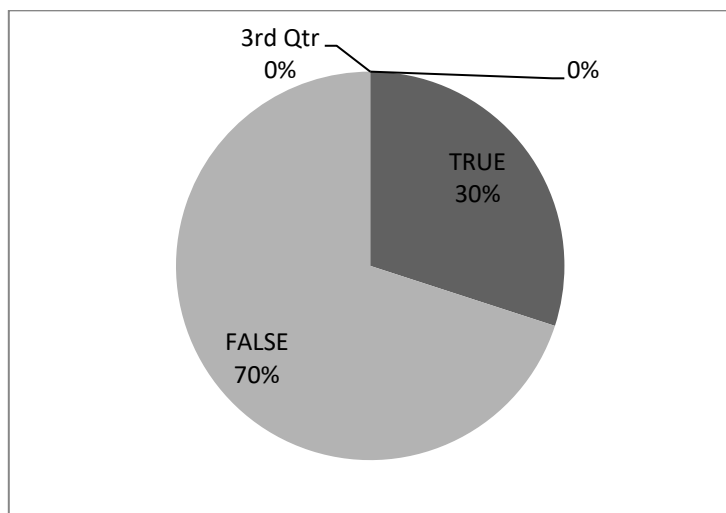
INTERPRETATION

The table 12 shows the satisfaction of the market. In traditional commerce 50% of respondents says it as highly satisfied,36% says it as satisfied and 14% says it as dissatisfied. In E-commerce 44% of respondents says it as Highly Satisfied,50% says it as satisfied and 6% says it as dissatisfied.

TABLE 13Is E-Commerce More Suitable Than Traditional Commerce

Opinion	Number	Percentage
True	15	30
False	35	70
Total	50	100

FIGURE-13 Is E-Commerce More Suitable Than Traditional Commerce



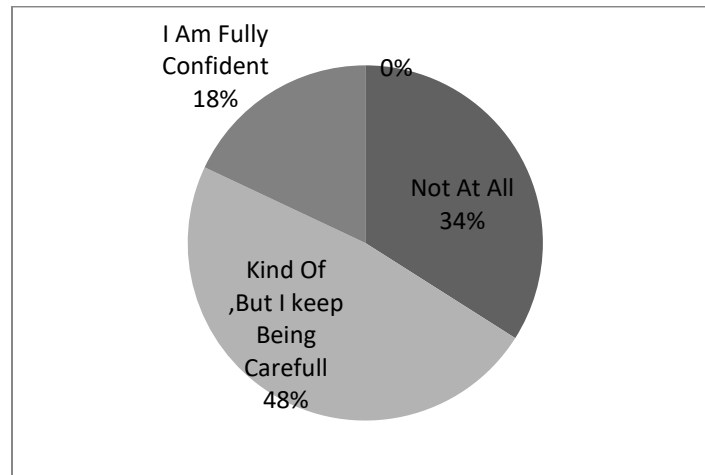
INTERPRETATION

Table 13 shows the view of the respondents about a question i.e. Is E-Commerce more suitable than traditional commerce? 30% of the respondents says that the question is true i.e. E-Commerce is more suitable than traditional whereas 70% says that E-Commerce is not suitable than traditional

TABLE 14 Trusting Online Purchase

Opinion	Number	Percentage
Not At All	17	34
Kind Of ,But I keep Being Careful	24	48
Confident	9	18
Total	50	100

FIGURE-14Trusting Online Purchase

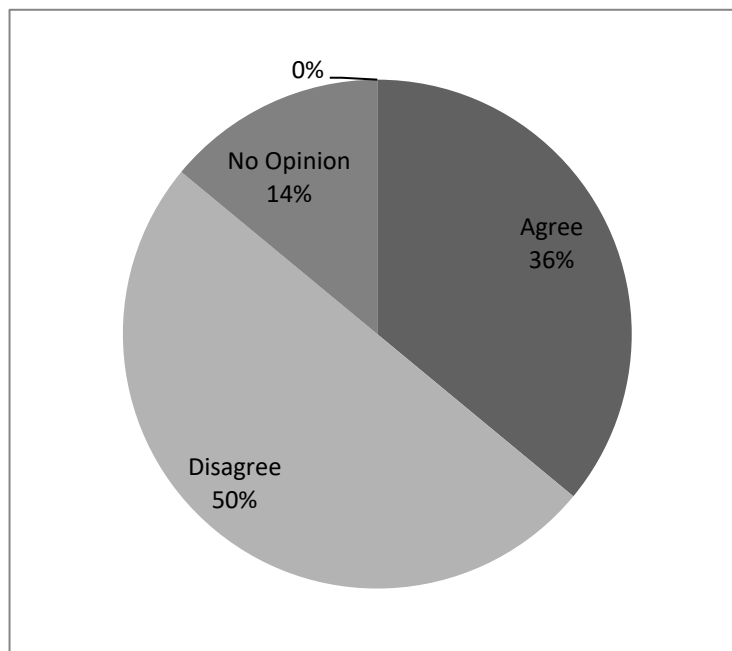


INTERPRETATION

Table 14 shows the information about the respondents vies of trusting online purchase.34% of the respondents does not even trust online purchase.48% of the respondents trust in a kind of by being carefull.18% of the respondents are confident enough to trust online purchase.

TABLE 15Does E-Commerce Have More Advantage than Traditional

Opinion	Number	Percentage
Agree	18	36
Disagree	25	50
No Opinion	7	14
Total	50	100

FIGURE-15 Does E-Commerce Have More Advantage than Traditional

INTERPRETATION

Table 14 displays the details of the question does E-Commerce have more advantage than traditional. 36% of the respondents agree to the question and 50% of the respondents disagree with the question. 14% of the respondents says that they were having no opinion.

FINDINGS AND CONCLUSION

MAJOR FINDINGS

This study was conducted to know the awareness and uses about the traditional market and E-commerce. For this purpose, a survey was conducted among 50 respondents. This section enumerates major findings and suggestions. They are as follows;

1. The respondents are more in above 31 groups. As in Kerala people are more aware of traditional market. More respondents are youngsters but still more preference is given for Traditional Market.

2. Most of the people lives in village and they approach the traditional markets. The level of awareness of E-commerce is low in village areas. In town the awareness and facility for E-commerce is always high.

3. Most of the people are aware of E-commerce but still they prefer traditional commerce. It is because of the limited networking facilities.

4. Peoples prefer traditional market because they fear to approach a new type of business. Only a few prefer E-Commerce.

5. Most of the peoples prefer to purchase from traditional markets. Even though the awareness of E-Commerce is there, most of them chooses traditional Markets.

6. The opinion for quality of materials is same in both the markets. More respondents have the opinion that price is lower in E-Commerce. They also say that more variety products are available in E-Commerce. Even though all the opinion is in favour of E-Commerce, the purchasing preference from E-Commerce is too low.

7. E-Commerce is having very good rating from the respondents. Even Though it is so, more people choose traditional Markets.

8. More respondents say that the price is expensive in Traditional Market. From all the opinions we could conclude that the price is reasonable in

E-Commerce. From this we could conclude that peoples choose traditional markets not because of price.

9. The opinion for quality of products is same on both the markets. The traditional market helps to customers for detailed checking the products before purchasing.

10. E-Commerce provides too many varieties of products. Traditional Market only provides sufficient varieties. Even though too many variety products are available in E-Commerce, people go for traditional Markets.

CONCLUSION

Based on the analysis, we can conclude that customers mostly prefer to shop from traditional markets. The important feature that attracts consumers towards traditional market is the after sale services and direct contact with the customers. Through E-Commerce markets provide wide variety of goods, quality products, and products at a reasonable price more customers would opt for traditional markets.

It is because customers do not trust E-commerce markets much. Customers have a view that they would get cheated. Also customers would opt for after sale services which the E-Commerce markets lack to provide. E-Commerce markets need to make customers more aware in a way that they would get attracted towards the market. Also customers need to trust E-Commerce Markets. E-Commerce markets also need to keep a direct contact with the customers.