



Consumers' Preference Towards Traditional Shopping After the Pandemic: Madurai - Tier I City in Tamil Nadu

¹Fanny M, ²Dr. A. I. Auxilia Felicitas

¹Research Scholar (Part Time) Madurai Kamaraj University Madurai – 625021

²Head & Associate Professor PG & Research Department of Commerce Fatima College (Autonomous) Madurai – 625018

Abstract: In the current situation after the Covid Pandemic, there is a giant leap in the advancement in technology. People are finding ways to reduce their time in shopping and choose online shopping whereas there is even a craze for traditional shopping in the minds the consumers. This means that some people are yet sticking on to traditional shopping when compared to online shopping. There is a change in the shopping habit of consumers after the pandemic. Even the consumers in the Tier I Cities have their vital role in the change. This has made the researcher to study the preference of consumers' towards traditional shopping after the pandemic with special reference to Madurai a Tier I City in Tamil Nadu. The survey was made with 500 consumers by the researcher.

Keywords: Traditional Shopping, Tier I City, Consumer Preference, Pandemic

1.1. Introduction

The most common method of shopping from the olden days is traditional shopping. Traditional shopping is nowadays replaced by online shopping even though there is a growing trend in online shopping there are a group of people who are still sticking on to traditional shopping. Some consumers have never made online shopping during the pandemic and have followed the traditional methods. This accounted to a considerable group of people in Tier I cities.

1.2. Statement Of The Problem

In the scenario after the pandemic consumers' prefer traditional shopping as they take it as an opportunity to meet the surroundings. People nowadays are stressed up with their jobs so that they find shopping traditionally as a way to reduce their stress. Even people in Tier I Cities prone to take up traditional shopping, as they consider it as a means of relaxation. Traditional shopping is even preferred by Tier I cities globally. This has also its impact in the Tier I cities of Tamil Nadu. The sellers present their products in an attractive manner which induces the consumers to buy the products. The present study is undertaken to study preference of consumers' towards traditional shopping and analyse the factors influencing traditional shopping. Hence, the researcher has attempted to study the preference of consumers' towards traditional shopping after the pandemic with special reference to Madurai a Tier I City in Tamil Nadu.

1.3. Objectives Of The Study

- To analyse the factors influencing traditional shopping.
- To offer suggestions based on the findings.

1.4. Scope Of The Study

The study is pertained to Madurai a Tier I city in Tamil Nadu. It is confined to consumers' preference towards traditional shopping after the pandemic. The study paves way to find the factors which influence the consumers' to prefer traditional shopping after the pandemic.



1.5. Operational Definition

1.5.1. Traditional Shopping

Traditional shopping is a form of shopping wherein consumers procure their goods and services from a seller directly by visiting shops. Consumers' can move from shop to shop and make a comparison before purchasing a product. They can touch and feel the product before making the purchasing decision. This would help the consumers' to make a satisfactory purchase.

1.5.2. Tier I City

Tier I is a classification made by the government where the population of the cities are above 1,00,000.

1.5.3. Consumer Preference

The individuals' tastes, likes and dislikes and disproportions is consumer preference. The preference of a consumer is essential for the successful marketing of a product.

1.5.4. Pandemic

A pandemic is that which affects a great number of people throughout the world. It is an epidemic of an infectious disease which spreads across a large region.

1.6. Research Methodology

1.6.1. Research Design

The plan structure and strategy made in order to answer the questions and control the variances is a Research Design.

Descriptive Research design is adopted for this study. They are studies concerned with describing characteristics of a specific individual or a group.

1.6.2. Sampling Design

A small portion or group from the entire population is called as Sampling Design. The entire population is represented by the selected units. Random sampling is used by the researcher for this study.

1.6.3. Sampling Size

Sample is the number of selected items. The sample size for this research is 500.

1.6.4. Area Of The Study

The study was conducted in Madurai a Tier I city in Tamil Nadu.

1.6.5. Collection Of Data

Primary Data

The data collected directly from the samples for the research is the primary data. The primary data was collected in Madurai a Tier I city in Tamil Nadu with the help of questionnaire.

Secondary Data

Data which already exist and collected from internet and journal are the secondary data.

Data Processing

The collected data were ordered precisely and analytically with the help of tables.



1.7. Framework Of Analysis

The statistical tools, percentage analysis, Garrett's Ranking Technique and Chi-Square are used by the researcher for this study.

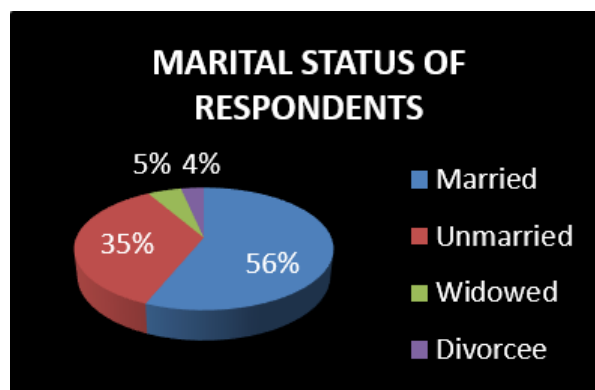
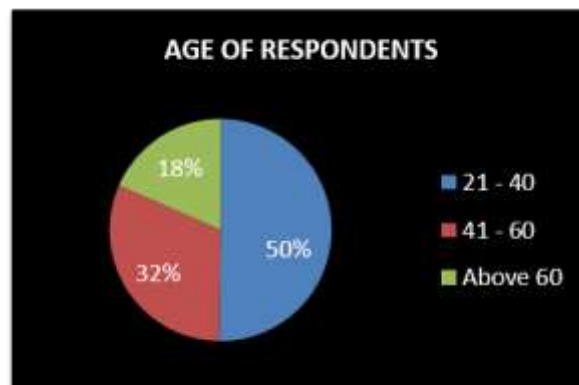
1.7.1. Analysis And Interpretation

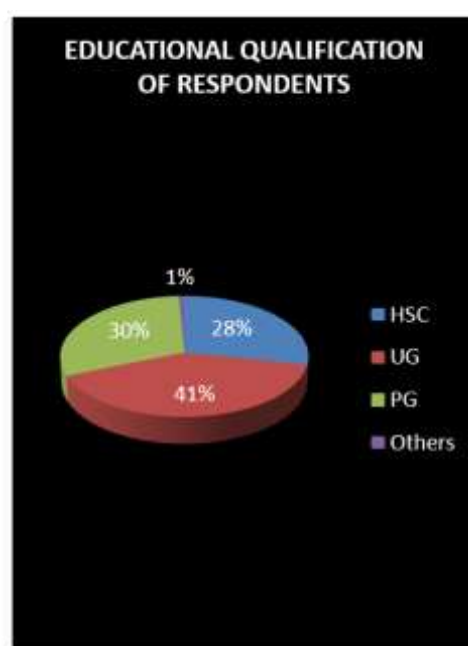
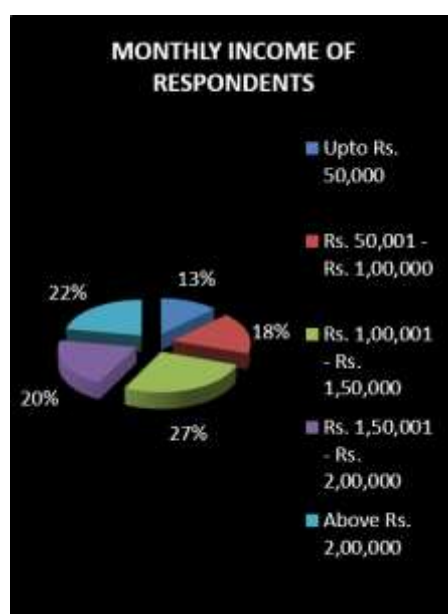
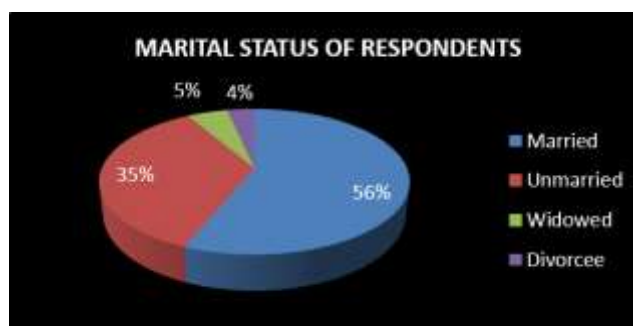
Profile of the Respondents

Table 1: Demographic Characteristics of Sample Respondents		
DEMOGRAPHICS	NO. OF RESPONDENTS	% OF RESPONDENTS
A. AGE		
21 - 40	251	50.20
41 - 60	157	31.40
Above 60	92	18.40
B. MARITAL STATUS		
Married	281	56.20
Unmarried	177	35.40
Widowed	25	05.00
Divorcee	17	03.40
C. OCCUPATION		
Employed	257	51.40
Business	57	11.40
Home maker	51	10.20
Student	135	27.00
D. MONTHLY INCOME		
Upto Rs. 50,000	63	12.60

Rs. 50,001 - Rs. 1,00,000	89	17.80
Rs. 1,00,001 - Rs. 1,50,000	135	27.00
Rs. 1,50,001 - Rs. 2,00,000	102	20.40
Above Rs. 2,00,000	111	22.20
E. EDUCATIONAL QUALIFICATION		
HSC	141	28.20
UG	203	40.60
PG	152	30.40
Others	4	0.80

CHARTS 1 A – E





1.7.2. Purchasing Through Traditional Mode

Purchasing through Traditional Mode	No. of Respondents	% of Respondents
Before Pandemic	392	78.40
After Pandemic	108	21.60
500	236	100.00

1.7.3. Factors Which Influence Traditional Shopping

The various factors that influence consumers' to shop traditionally are analysed with the help of Weighted Average Methods.

	No. of Respondents							Weights	Ranks
Factors	1	2	3	4	5	6	Total		
Tangibility	229 (1374)	171 (1855)	51 (204)	31 (93)	9 (18)	9 (9)	3,553	7.106	I
Usual Habit	129 (774)	139 (695)	49 (196)	61 (183)	48 (96)	74 (74)	2,018	4.036	II
Price	24 (144)	77 (385)	121 (484)	78 (234)	151 (302)	49 (49)	1,598	3.196	IV
Discount	51 (306)	13 (65)	179 (716)	157 (471)	81 (192)	19 (19)	1,769	3.538	III
Offers									
Return	20 (120)	85 (425)	81 (324)	71 (213)	143 (286)	100 (100)	1,468	2.936	V
Exchange Policy									
Trustworthiness	47 (282)	15 (75)	19 (76)	102 (306)	68 (136)	249 (249)	1,124	2.248	VI

1.7.4. Hypothesis

There is no significant relationship between Age and Traditional Shopping.

Df	Table Value	χ^2	Result
2	5.99	14.66	Rejected

1.8. Findings

- From the table 1A, we can conclude that majority of the respondents (50.20%) are under the age group 21 to 40 years.
- From the table 1B, we can infer that 56.20% of the respondents are married.
- From the table 1C, we can understand that most of the respondents 51.40% are employed.
- From the table 1D, we can infer that Majority of the respondents 27% fall under the category Rs. 1,00,000 - Rs. 1,50,000 when categorized according to their monthly income.
- From the table 1E, we can conclude that Most of the respondents 40.60% have completed their under graduation.
- From the table 1.7.2. it is clear that 21.60% of the respondents are using traditional methods even after the pandemic.
- The table 1.7.3. indicates the factors which influence consumers' to shop traditionally. Weighted Average Method was used and Tangibility was ranked first followed by usual habit, Discount & Offers, Price, Return & Exchange and Trustworthiness was ranked last.
- In the table 1.7.4. the χ^2 value is greater than the critical value. Hence the hypothesis is rejected. So we can conclude that there is significant relationship between Age and traditional shopping.

1.9. Suggestions:

- Trustworthiness is ranked last for the factor influencing traditional shopping. Hence the sellers' who trade traditionally can create trust so that it will increase their sales.
- Return & Exchange policy can be improved so that buyers will be motivated to buy more.

1.10. Conclusion

From the study it is evidently proved that even though consumers have started preferring Online shopping after the Pandemic there is still an urge for traditional shopping. The reason consumers have given are tangibility, low price, discounts and offers, relaxation, credibility, more products and they find the brand which they seek.

Reference:

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