

ANALYZING THE PERCEPTIONS OF PEOPLE ON ONLINE AND OFFLINE SHOPPING: A CASE STUDY OF SANGHAR DISTRICT, SINDH

Umair Khalid Qureshi¹, Ahmed Raza Hafeez², Ali Siddiqui³, Kainat Kumari⁴, Irfan Ali Katoher⁵

^{1,2}Department of Business Administration, Shaheed Benazir Bhutto University, Sanghar, Sindh, Pakistan

³Institute of English Language and Literature (IELL), University of Sindh, Jamshoro, Sindh, Pakistan

⁴Department of Karachi University of Business School, University of Karachi, Karachi, Sindh, Pakistan

⁵Department of Pakistan Studies, Islamia University of Bahawalpur, Pakistan

Abstract

This research investigates about the satisfaction of people of Sanghar, Sindh on online and offline shopping in district Sanghar, Sindh, Pakistan. There are 30 questions that have been selected to understand about the services of online and offline shopping. The questionnaire inquiries about the preferred shopping products, easy ways for the shopping, saving of the time, the branded products, the special events, the variety of other products, attractive advertisements, discount offers on the products, the utilization of international products, the sale and buying of expensive things, the basic selling criteria, the commitment of fraud and the consumer behavior. The data is collected from the district of Sanghar, Sindh, Pakistan. Statistical Package of Social Sciences (SPSS) version 26 is used to examine and demonstrate the responses of the participants in discussion of the result. From fallouts, it has been observed that there is solid evidence of significant relationship between the results of seven questionnaire items and rejection for the eight other items in a questionnaire for the online and offline shopping in district Sanghar, Sindh. Throughout the study, it is suggested that the online and offline shopping needs to have a betterment in terms of saving the time, variety of the products, attractive advertisements, the utilization of international products, the sale and buy of expensive things and the commitment of fraud in district, Sanghar, Sindh, Pakistan.

Keywords: Offline, Online, Perceptions, Sanghar, Sindh, Shopping, SPSS,

1. Introduction

Every day, the person takes an interest in the online shopping. The people want to keep good quality, good environment, and good facilities etc in doing the shopping. During shopping, the main focus is to provide good quality to the people. Shopping is supporting the people in the residential resources to maintain the development of living. People face a lot of problems and hurdles such as some economic crises, quality issues, private issues and the stress and many other different problems. People refer that understanding the selfish behavior, affects the strength in shopping [1-2]. The shopping atmosphere provides the good recovery chance for the utmost behavior amongst the people. It has been observed that shopping has an important impact on their ways of life and shopping is a mixture of care and support. At homeland, people have been independent amongst the restrictions; they are provided to secure several issues from their people [3-5]. So far, the people face issues in shopping moreover in Sindh because of lack of sufficient economic support. During first-time, the people face various issues such as brick, adjust, lifestyle, belief, temperament, and others. However, some face issues that leads to depression. Depression is indication to mismanagement that is found amongst all age teams and groups. Depression that is recorded during the past days have been described in the area unit is currently referred as mood disorders found in several ancient documents. Some poor products need a cancelation. Someone, residing near to the shopping malls has full concentration and gets facilitated from the old people [6-8]. There are several issues that are faced by the people during shopping. The main problems that are faced by the costumer is the quality, the issue of branded products, variety of products, discount offers on products, fraud and consumer behavior in shopping. Therefore, this paper intends to survey for the better understanding of shopping. A survey on the shopping has a collected view of people and also shows the different positive and negative outcomes of the shopping environment. People are required to fill up a shopping feedback form based on their shopping satisfaction. This feedback is frequently complete at the end of the act of shopping. It is used as a tool to measure shopping environment and improve the quality of the management. It has both positive and negative aspects. This methodology of knowledge assortment is kind of popular, significantly just in case of massive inquires. It is being adopted by non-public people, research workers, non-public and public organization and even by governments.

2. Methodology

This section presents the formula that helped to examine the fallouts. The total sample of people is taken 200 from the Sanghar district. The data was examined through descriptive statistics by statistical package for social sciences (SPSS) version 26. The mean, median, range, variance, standard deviation, regression line, coefficient of determination, coefficient of correlation and hypothetical test is calculated for better comprehension of the perceptions of the people for the online and offline shopping in current research.

Mean

$$\text{mean} = \frac{\sum x}{n}$$

Median

$$\text{Median} = \left(\frac{n+1}{2}\right) \text{th}$$

Range

$$R = L - S$$

Variance

$$\text{variance} = \frac{\sum x^2}{n} - \left(\frac{\sum x}{n}\right)^2$$

Standard deviation

$$\text{standard deviation} = \sqrt{\frac{\sum x^2}{n} - \left(\frac{\sum x}{n}\right)^2}$$

Regression line

$$y = a + bx$$

Where x, y is variable and a, b is any number. To determine the value a, b by using Least Squares, such as

$$a = \frac{\sum x^2 \sum y - \sum x \sum xy}{n \sum x^2 - (\sum x)^2}$$

and

$$b = \frac{n \sum xy - \sum x \sum y}{n \sum x^2 - (\sum x)^2}$$

Coefficient of determination

$$r^2 = \frac{(n \sum xy - \sum x \sum y)^2}{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}$$

Coefficient of correlation

$$r = \frac{(n \sum xy - \sum x \sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Hypothetical test

Hypothetical test is used for the significance of mean differences amongst the results. Null Hypothesis is set to test the significance of the results with 95% confidence interval.

Null hypothesis: H_0 = there is a significance relationship between the results.

3. Result and discussion

In this section, the results are discussed and given in the form of table below.

Table-1: (Mean, Median, Variance, Standard Deviation, and Range of the following questionnaire)

Analyzing the Perception of the People for Online Shopping									
S#	Questionnaire	NOP	Mean	Median	Variance	SD	Range		
1.	You are preferred Online Shopping?	203	40.2	42	582.2	24.13	63		
2	You prefer online shopping because it is very easy way of shopping?	203	40.2	36	870.2	29.5	79		
3	You prefer online shopping because	203	42.8	42	1129	33.6	86		

	it saves times ?						
4.	You like online shopping because branded products are available?	203	39.8	30	898.2	29.97	77
5.	You prefer online shopping only for Special events?	203	35.8	31	406.7	20.17	53
6.	You like online shopping because more variety of products are available?	203	40	36	813.5	28.52	72
7.	You prefer online shopping because of attractive advertisement?	203	40	34	536	23.15	62
8.	You prefer online shopping because of discount offer on products?	203	39.8	30	765.2	27.67	69
9.	You prefer online shopping because all products are available on online?	203	40	32	959	30.97	80
10.	You prefer online shopping because international products are also available?	203	40	26	1100	22.17	84
11.	You like to purchase expensive things through online?	203	40.2	54	395.7	19.9	39
12.	You are satisfied with selling criteria in online shopping?	203	40	35	689	26.25	64
13.	You are preferred your friend for online shopping?	203	40.2	37	595.7	24.41	66
14.	You face any fraud in online shopping?	203	40.2	40	546.7	23.38	65
15.	You are satisfied the consumer behavior in online shopping?	203	39.8	31	824.7	28.72	75
Analyzing the Perception of the People for Offline Shopping							
S#	Questionnaire	NOP	Mean	Median	Variance	SD	Range
1.	You are preferred Offline Shopping?	203	38.4	35	766.3	27.4	70
2.	You prefer Offline shopping because it is very easy way of shopping ?	203	38	33	514	22.7	62
3.	You prefer Offline shopping because it saves times?	203	38	35	431	20.7	47
4.	You like Offline shopping because branded products are available?	203	37.6	29	829.3	28.8	75
5.	You prefer Offline shopping only for Special events?	203	37.6	29	795.3	28.2	73
6.	You like Offline shopping because more variety of products are available?	203	36.8	33	647.7	25.5	79
7.	You prefer Offline shopping because of attractive advertisement?	203	37.2	36	456.7	21.4	48
8.	You prefer Offline shopping because of discount offer on products?	203	37.2	33	808.7	28.5	75
9.	You prefer Offline shopping because all products are available on offline?	203	37.2	28	828.7	28.8	76
10.	You prefer Offline shopping because international products are also available?	203	37	48	426.5	20.7	42
11.	You like to purchase expensive things through Offline?	203	37.4	36	668.8	25.9	70

12.	You are satisfied with selling criteria in Offline shopping?	203	37.4	27	932.3	30.5	79
13.	You are preferred your friend for Offline shopping?	203	37.2	39	556.2	23.6	60
14.	You face any fraud in Offline shopping?	203	37.2	31	404.2	20.1	42
15.	You are satisfied the consumer behavior in Offline shopping?	203	37.4	30	1158.8	34.1	86

Table-2 (showing the regression analysis and hypothesis testing at 95% confidence interval)

Analyzing the Satisfaction rate of People of Sanghar for Online and offline Shopping							
S#	Questionnaire	NOP	Line	r ²	R	t- test	hypothesis
1.	You are preferred Online/offline Shopping?	203	Y=13.721+0.69x	0.626	0.791	2.24	Rejected (0.111)
2	You prefer online/offline shopping because it is very easy way of shopping?	203	Y=-8.649+1.286x	0.976	0.988	11.068	Accepted (0.002)
3	You prefer online/offline shopping because it saves times ?	203	Y=10.266+0.856x	0.28	0.529	1.08	Rejected (0.359)
4.	You like online/offline shopping because branded products are available?	203	Y=-0.994+1.032x	0.983	0.992	13.36	Accepted (0.001)
5.	You prefer online/offline shopping only for Special events?	203	Y=-9.436+0.701x	0.961	0.981	8.648	Accepted (0.003)
6.	You like online/offline shopping because more variety of products are available?	203	Y=0.342+1.078x	0.962	0.925	6.068	Rejected (0.009)
7.	You prefer online/offline shopping because of attractive advertisement?	203	Y=2.938+0.996x	0.846	0.920	4.055	Rejected (0.027)
8.	You prefer online/offline shopping because of discount offer on products?	203	Y=7.437+0.87x	0.894	0.800	3.463	Accepted (0.041)
9.	You prefer online/offline shopping because all products are available on online?	203	Y=0.194+1.070x	0.989	0.995	16.76	Accepted (0.000)
10.	You prefer online/offline shopping because international products are also available?	203	Y=-0.492+1.094x	0.464	0.681	1.613	Rejected (0.205)
11.	You like to purchase expensive things through online/offline?	203	Y=27.47+0.34x	0.196	0.443	0.855	Rejected (0.456)
12.	You are satisfied with selling criteria in online/offline shopping?	203	Y=10.645+0.785x	0.834	0.913	3.877	Accepted (0.03)
13.	You are preferred your friend for online/offline shopping?	203	Y=8.217+0.86x	0.69	0.831	2.585	Rejected (0.081)
14.	You face any fraud in online/offline shopping?	203	Y=9.051+0.837x	0.518	0.72	1.797	Rejected (0.17)
15.	You are satisfied the consumer behavior in online/offline shopping?	203	Y=9.547+0.809x	0.919	0.959	5.849	Accepted (0.01)

4. CONCLUSION

In the above questionnaire utilized for the stud have asked 30 questions, such as preferred way of Shopping, the easy way for shopping, the saving of time, the branded products, the special events, the variety of products, the attractive mode of advertisement, the discount offers on the products, the international products, the sale and buy of expensive things, the selling criteria, the commitment of fraud and the consumer behavior. Throughout

the study, it has been determined that there is solid significant relationship between the easy way for shopping, the availability of branded products, the discount offer and Special events, the availability of all products, the satisfaction of selling criteria and the satisfied consumer behavior for the online and offline shopping. There is no significant relationship between the saving of time, the variety of products, the attractive mode of advertisement, the utilization of international products, the sale and buy of expensive things and the commitment of fraud. From the table-1 it is also justified that there is hypothesis testing. From the above results, the null hypothesis has rejected eight items in a questionnaire and accepted the seven items in a questionnaire. SPSS is used to justify the result. From table-1 and table-2, it implies that the workers of online and offline shopping and the administration needs to deliver the quality service, the availability of variety of products, work on the attractive mode of advertisements, the utilization of international products and against the commitment of fraud to improve the services for people towards the online and offline shopping.

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