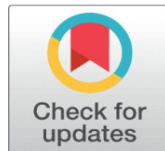
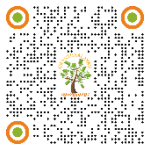


AN ANALYTICAL STUDY OF PURCHASE SATISFACTION ACROSS BRICK AND MORTAR AND E BUSINESS PLATFORMS AMONG NAGPUR CONSUMERS

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ABSTRACT

This study looks into Nagpur customers' satisfaction with their purchases on both physical and online marketplaces. Understanding customer preferences and satisfaction levels across various shopping formats has become essential as a result of the fast evolution of the retail landscape brought about by digitalisation. 200 respondents' questionnaire-based data was gathered using a descriptive research approach, and the study examines important aspects that affect satisfaction, including price, convenience, customer service, and product variety. The results show that brick-and-mortar establishments are superior in terms of customer engagement and service quality, even while e-business platforms are preferred for convenience. In a competitive market, the study provides retailers with insights to improve customer experience and match plans with consumer expectations.

Keywords: Satisfaction, Purchase Intention, Online Shopping, Brick & Mortar Store, Purchase Satisfaction, Etc

1. INTRODUCTION

Advances in technology, digital infrastructure, and shifting customer behaviour have all contributed to the rapid evolution of the Indian retail scene in recent years. Traditional brick-and-mortar retail establishments coexist alongside rapidly expanding e-business platforms in Nagpur, a rising metropolitan city in the centre of Maharashtra that mirrors similar changes across the country. Purchase satisfaction, a crucial component in determining customer loyalty and recurring business, differs greatly across these two channels and is influenced by a number of variables, including post-purchase experiences, convenience, trust, product diversity, and customer service.

E-commerce platforms have become much more popular in India as a result of the growing use of smartphones and the internet. The India Brand Equity Foundation (2023) projects that by 2030, the country's e-commerce business would be worth US\$350 billion. Even yet, a sizable amount of total sales still come from physical retail, particularly in Tier-II towns like Nagpur where customers value the tangible nature of goods and one-on-one service. An interesting study topic is raised by the coexistence of both formats: What are the differences in customer satisfaction and experiences between online and brick-and-mortar platforms?

Understanding the relative happiness that customers obtain from various purchasing modes is essential for strategic decision-making for firms functioning in Nagpur's competitive retail market. By combining the advantages of the physical and digital worlds, retailers are striving more and more to provide an omnichannel experience. In order to provide light on customer preferences, behavioural factors, and potential areas for development, this study aims to analyse the aspects of purchase pleasure across these two channels.

In order to close the information gap about local retail choices in semi-urban and urbanising regions, this study focusses only on Nagpur residents. This study will assist local companies, marketers, and legislators in matching their products to changing consumer demands by examining how customers view and assess their buying experiences across platforms.

2. LITERATURE REVIEW

A variety of elements, including product quality, price perception, ease of shopping, service quality, and emotional fulfilment, all have an impact on the complex notion of consumer purchase pleasure [Anderson et al. \(1994\)](#). It is a crucial sign of brand dedication and consumer loyalty. As e-commerce has developed, additional factors that affect customer satisfaction have emerged, such as data security, delivery speed, website usability, and return convenience [Bhatti \(2020\)](#). On the other hand, in-person contacts, the atmosphere of the store, and instant product availability are all very important in brick and mortar purchasing.

Comparative satisfaction between online and physical channels has been the subject of several research. [Verhoef et al. \(2007\)](#) pointed out that physical stores are superior at providing individualised service and sensory product evaluation, even when online platforms provide convenience and a wider selection. Similar to this, [Srinivasan et al. \(2002\)](#) highlighted website responsiveness and trust as important components of online purchase pleasure, while conventional purchasing satisfaction is fuelled by tactile product evaluation and in-person certainty.

According to a research by [Kumar & Dange \(2014\)](#) on Indian consumers, older customers tend to like physical shopfronts, particularly for high-involvement items like jewellery and home appliances, whereas younger demographics favour online platforms for fashion and electronics. This preference stems from perceptions of danger and trust, both of which are still greater in in-person interactions. Remarkably, [Sharma & Goyal \(2018\)](#) found that whereas brand dependability and salesperson contact increase offline happiness, price sensitivity and promotional offers had a major influence on online buying pleasure.

Consumer behaviour in Tier-II cities like Nagpur exhibits a transitional attitude, progressively moving from conventional to digital but being heavily impacted by social and cultural variables. [Singh & Agarwal \(2021\)](#) investigated the online buying habits of Maharashtra's semi-urban customers and came to the conclusion that prior online experience and internet literacy are key factors in determining satisfaction

levels. According to their survey, while many customers were originally wary of making purchases online because they were worried about fraud, over time, opinions have changed owing to consistent delivery standards and user-friendly platforms.

Additionally, studies show that channel preference and satisfaction are highly influenced by demographic factors. Age, income, education, and employment all influence access to digital platforms and what people anticipate from the buying experience [Venkatesh et al. \(2012\)](#). While older groups place more importance on brand trust and interpersonal service, younger, tech-savvy people place more emphasis on speed and the quality of digital interfaces.

Additionally, omnichannel or hybrid models are becoming increasingly popular, combining the advantages of both forms to increase customer satisfaction. [Pantano & Viassone \(2015\)](#) contend that merchants who do not offer this integration run the risk of losing market share since contemporary customers anticipate a smooth transition between online and physical touchpoints. This poses intriguing queries regarding customer preparedness and retailers' ability to provide such seamless experiences in the Nagpur setting.

In summary, the literature now in publication emphasises how intricate customer satisfaction is across retail channels. Nevertheless, little study has been done expressly on Tier-II towns like Nagpur, where traditional customs and digital penetration coexist. By providing an objective comparison of Nagpur customers' happiness with both purchasing channels, this study aims to close that gap. Retailers looking to maximise customer experiences across platforms will discover practical insights from the findings, which will also further our understanding of local consumer psychology.

2.1. OBJECTIVES

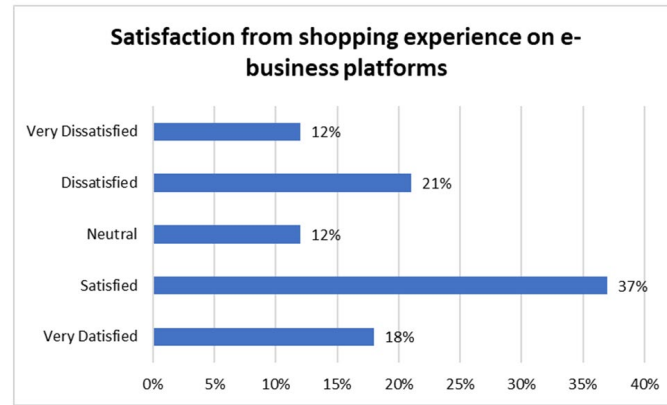
The purpose of this study is to examine and contrast the degree of customer satisfaction with purchases made in Nagpur's physical and online marketplaces. In order to assist businesses in improving the customer experience and adapting to changing purchasing tastes, it also looks for the main elements affecting customer satisfaction across all channels.

3. METHODOLOGY

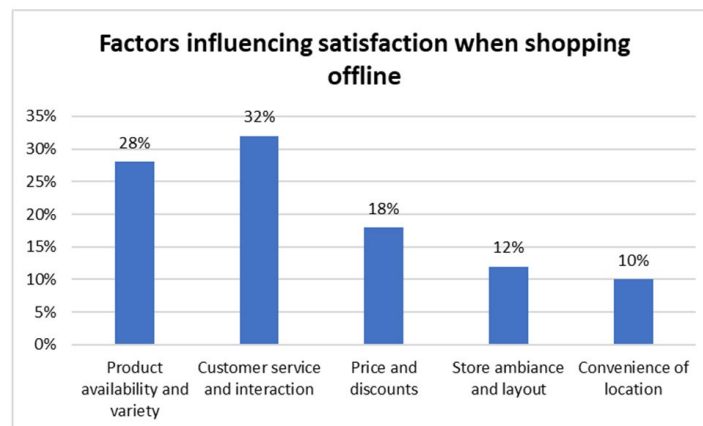
In order to investigate and contrast purchase happiness among customers utilising physical and online business platforms in Nagpur, the study uses a descriptive research approach. Respondents were given a structured questionnaire to complete in order to gather data. A straightforward sampling approach was used to choose a sample size of 200 customers, guaranteeing a varied representation of buying habits.

3.1. DATA ANALYSIS

To learn more about customer satisfaction throughout Nagpur's physical and online business platforms, the data gathered via the structured questionnaire was methodically examined. In order to analyse the replies, spot trends and patterns, and make insightful comparisons between the two retail formats based on customer experiences and perceptions, a variety of statistical methods were used.

Figure 1

Figure 1 Satisfaction from Online Shopping

According to the survey, most respondents (37%) said they were happy with their total e-commerce platform purchasing experience, including Amazon and Flipkart. Nonetheless, a sizable percentage voiced dissatisfaction, with 21% being unhappy and 12% being extremely dissatisfied. It's interesting to note that just 18% expressed high levels of satisfaction, suggesting that even while many people find online shopping to be satisfactory, there is still room for significant improvement in areas like service quality, product authenticity, or delivery experience. The 12% of neutral answers point to a group of customers who may be unsure or unconvinced about their level of satisfaction as a result of inconsistent encounters.

Figure 2

Figure 2 Satisfaction from Offline Shopping

According to the research, the most important element influencing customer happiness in physical stores is customer service and contact (32%), underscoring the need of individualised and attentive in-store experiences. At 28%, product availability and variety come in second and third, respectively, indicating that consumers continue to place a high value on a large selection. 18% is made up of price and discounts, indicating a modest cost sensitivity. Convenience of location (10%) and store atmosphere and layout (12%), on the other hand, have a comparatively smaller influence, suggesting that although these elements improve the shopping experience, they are not the main variables influencing customer satisfaction for the majority of customers.

4. CONCLUSION

According to the report, Nagpur customers' satisfaction levels with brick-and-mortar and online businesses differ considerably. Even if e-business platforms are valued for their accessibility and convenience, a sizable percentage of users are nevertheless unhappy because of problems like inadequate post-purchase assistance, delayed delivery, or no physical inspection. However, because of their tangible products and individualised customer care, physical and mortar businesses still have value, and customer connection is still a key determinant of consumer happiness. The findings show that neither style provides a consistently better experience, and that elements like product diversity, service quality, and the general shopping atmosphere influence customer choices.

5. RECOMMENDATION

E-business platforms should concentrate on enhancing customer service, logistics, and product authenticity in order to increase consumer pleasure by fostering higher trust and lowering discontent. They could also think about partnering with local businesses to provide hybrid services like quick in-store refunds or try-before-you-buy. High standards of customer service, frequent product variety updates, and the use of digital technologies for inventory management and promotional offers should all be priorities for physical businesses. Incorporating customer feedback mechanisms into both platforms may help them continually adjust to shifting preferences and produce a more smooth and fulfilling purchasing experience.

CONFLICT OF INTERESTS

None.

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