A Study of Customer's Spending Patterns and Satisfaction Levels for Traditional and Online Retail Stores in Ranchi

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Abstract: This paper explores customer's spending patterns and satisfaction levels for traditional as well as online retail stores in Ranchi. With purchasing online, being a recent phenomenon with the growing internet usage, it was observed that studies focused more on the effectiveness and maximization of marketing activities through the usage of online stores. In this regard, this study aims to provide academic resource for the industry where few such studies are currently available. A simple random sampling approach was adopted to give proper representation to the sample. The sample size taken by the researcher was 200 respondents, which was duly estimated by considering the 95% level of significance and assigned proper weightage to the universe, cost and time factors. A self-designed questionnaire was administered manually and online for the different variables under consideration. The data was coded and data analysis was conducted using SPSS 20.0. The required study was summarized and categorized accordingly. Data analysis was carried out for all relevant variables. The relationships between the variables were identified and compared accordingly. The research outcomes were predicted by using the required tools of analysis. This study determines that there is a significant relationship between money spending pattern and satisfaction level of online store customers. With the spending of money for online purchases, the customers were likely to be satisfied.

Keywords: E-commerce, Online store, Retail, Satisfaction, Traditional storage.

I. Introduction

The distribution of finished products begins with the products and ends at the ultimate consumer. Between the two of them, there is a middle person-the retailer. The word retail is derived from the French word *retailer*, meaning "*to cut a piece of*" or to break bulk". A retailer is a person, agent, agency, company or organization, which is instrumental in reaching the goods, merchandise or services to the ultimate consumer. Retailers perform specific activities such as anticipating customer's wants, developing assortments of products, acquiring market information and financing.

A. Retailing

According to Bajaj, C., Srivastava, N.V., & Tuli, R., 2005, Retailing is defined as the set of activities or steps used to sell a product or a service to consumers for their personal or family use.

i. Some of the Prevailing Retail Stores Formats in India are:
   - Mom-and-Pop or Kirana Store
   - General Store
   - Convenience Store
   - Specialty Store
   - Boutiques or Concept stores
   - Department Store
   - Discount Store
   - Hypermarket
   - Supermarket
   - Malls
   - Category Killers
   - E-tailer or Online Store

B. Traditional & Online Retailing

Traditional Stores are brick and mortar stores, which may include both unorganized and organized business models.

i. *Retail Business Models*

Brick and mortar business model is often used to refer to a company that possesses buildings, production facilities, or store for operations. Bricks and clicks on the other hand is a business model by which a company integrates both offline and online presences. The bricks and clicks model has typically been used by traditional retailers who have extensive logistics and supply chains, but are well known and often respected for their traditional physical presence. Part of the reason for its success is that it is far easier for a traditional retailer to establish an online presence than it is for a start-up company to employ a successful purely online one, or for an online only retailer to establish a traditional presence, including a strong and well-recognized brand, without having a large marketing budget. Online shopping or e shopping is a form of electronic commerce, which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. It is also called as e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, front and virtual store.

Mobile Commerce or m-commerce is a new phenomenon that describes purchasing from an online retailer's mobile optimized online site or application. The largest of these online retailing corporations are Alibaba, Amazon and eBay. Retail success is no longer all about physical stores. This is evident because of the increase in retailers now offering online store interfaces for consumers. With the growth of online shopping, comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demands and service requirements.

II. How India Spends

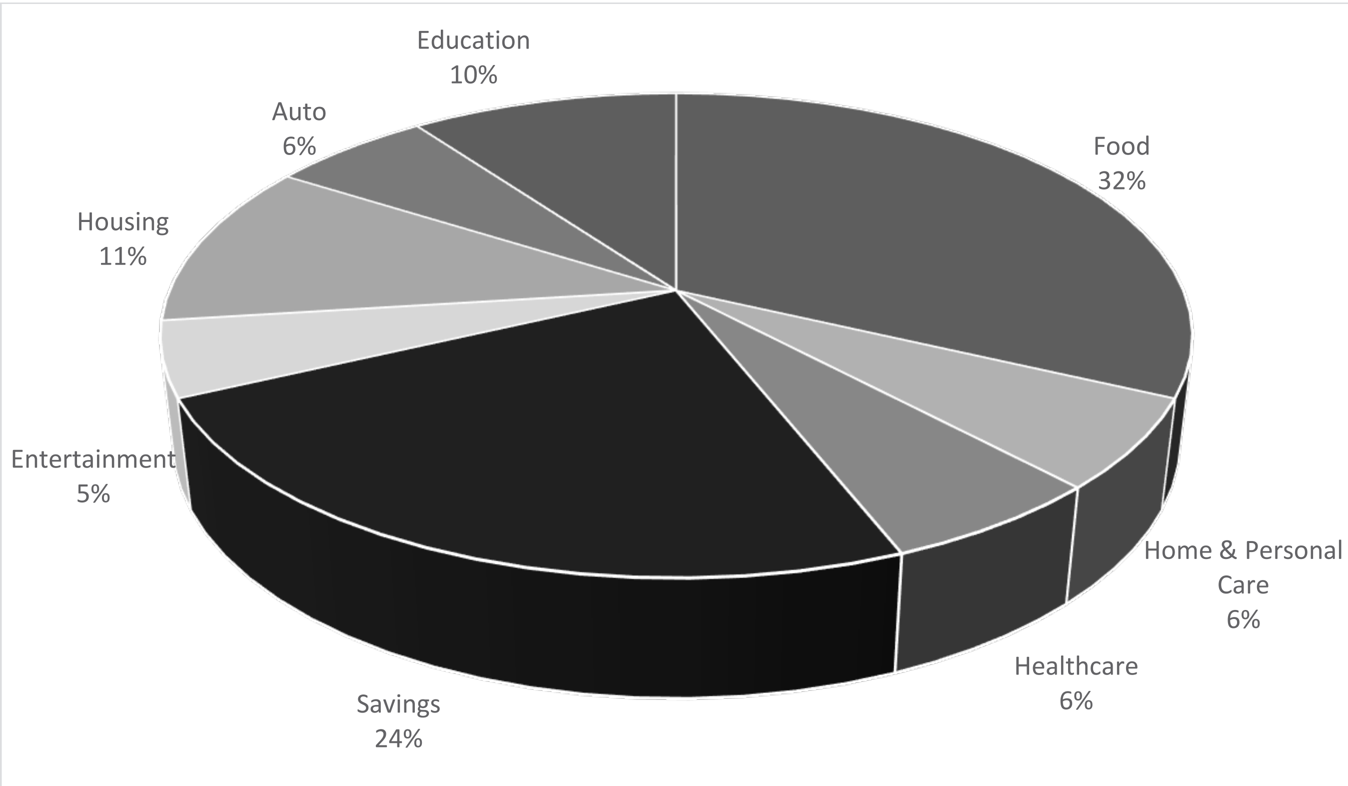

Fig. 1: Spending Patterns: India

According to the survey conducted by Credit Suisse on Indian consumerism in 2013, food continues to be the biggest segment of monthly household spending, followed by housing. Indians are now saving more with the percentage of income saved increasing from 28% in 2011 to 32% in 2012. The most notable changes in overall spending trend were an increase in food spending and reductions in both education and housing spending. The percentage of income spent on food increased from 28% to 32%, reflecting the high food inflation particularly in items like milk and meat. On the other hand, there was over 10% reduction in absolute terms on spending on both education and housing. For housing, while the percentage income spent by rural India increased, that for urban India reduced from 15% to 11%. More worrisome was the fact that contrary to the encouraging trend of an increase in education spending in 2011, the percentage of income allocated to education by both rural and urban Indians declined in 2012 as given by Mitra, A., & Saxena, A.

II. Most Popular Online Retail Categories in India

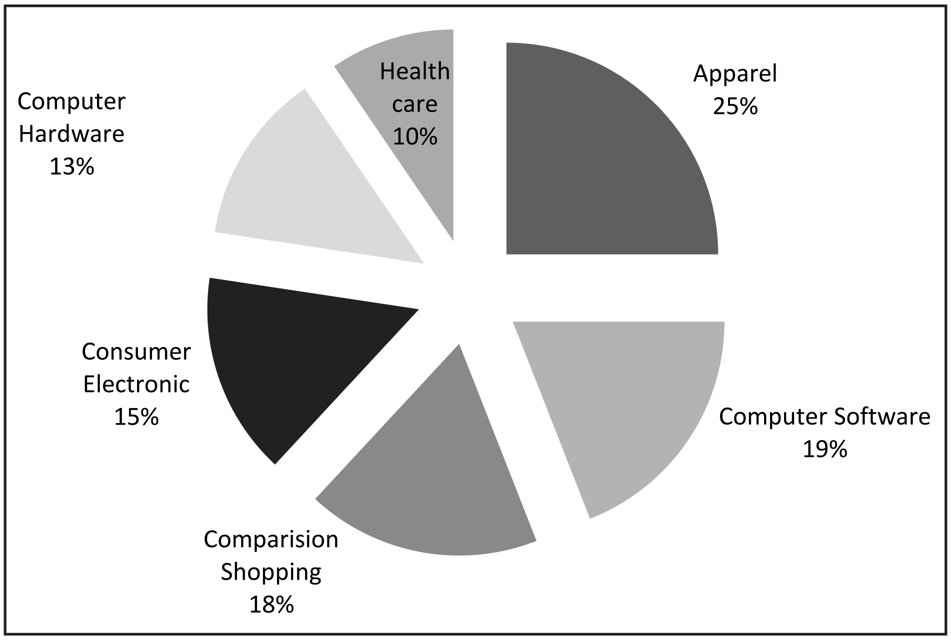

Fig. 2: Top Online Retail Categories: India

According to statista.com, the most popular online retail categories in India as of March 2013; by reach of internet and preference by consumers was apparel, reaching 21% of the Indian internet users. Followed by apparel, are categories like Computer Software, Comparison Shopping, Consumer Electronics, Hardware, & Healthcare with a reach of 19%, 18%, 15%, 13% & 10% respectively as found out from a most popular online retail survey, 2013.

IV. Commitment to Customer Satisfaction

Customer's satisfaction depends on the product's perceived performance relative to a buyer's expectations. If the products' performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted as studied by Oliver, R. L., 2014. Satisfaction is derived from the Latin word *satis* (enough) and *facere* (to do or make). Thus satisfying products and services have the capacity to provide what is sought to the point of being "enough". Satisfaction is the consumer's fulfillment response. It is a judgment that a product or service feature or the product and service itself provided (or is providing) a pleasurable level of consumption related fulfillment including levels of under or over fulfillment as given by Kotler, P., & Armstrong, G., 2010.

A. The Economic Reasons for Committing to Customer Satisfaction

A satisfied customer can be expected to-

- Remain as loyal customer for longer period.
- Spread positive word of mouth about an organization to other potential customers possibly causing them to try firm's products or services.
- Increase their share of spending with organization that best satisfies them as studied by Vavra, T. G. (2002).

V. Literature Review

According to a report by investment bank Morgan Stanley, India's e-commerce market is poised to grow at a compound annual growth rate of 30 percent and the GMV or gross merchandise value will reach to \$200 billion by 2026. Existing e-commerce market penetration of 2 percent will improve to 12 percent. Present online shoppers are buying frequently from online but the two thirds of the growth in e-commerce sales is due to the new users coming online. In 2016, 60 million online shoppers constituted 14 percent of the total internet users and is estimated to touch 50 percent by 2026 (India's e-commerce market, 2017, October).

According to Press Trust of India, thanks to digital revolution, India's internet user base will grow twofold to 829 million by 2021. That will constitute approximately 59 percent of India's population. Number of networked devices would reach to two billion by 2021. The Cisco Visual Networking Index (VNI) Complete Forecast stated that IP traffic is growing at a CAGR (compound annual growth rate) of 30 percent and would quadruple in the next five years (Internet users, 2017, June).

India's retail sector is expected to grow at a CAGR of 11 percent by 2020 from a current growth rate of CAGR 7 percent. By 2020, it will become a USD 1000 million market. Organised retail is poised to grow at a rate of CAGR 32 percent. Penetration of organized retail will increase from current level of 8 percent to 24 percent by 2020. Online retail is expected to grow at an astounding rate of 63 percent (Building retail businesses for tomorrow today, 2016). India has one of the fastest growing retail industries in the world. It is estimated to grow to $ 1.3 trillion by 2020. India's online retail is expected to grow from US$ 6 billion to US$ 70 billion during (FY15-FY20). Economic growth, demographic changes, growing disposable income, urbanization, changing consumer taste and preferences are some of the factors contributing to the growth and development in retail sector not only in big cities and metros but also in Tier-II and Tier-III cities of India. More than 75 percent of online users fall in the age bracket of 15 to 34. Both male and female customer's in the age group between 15 to 24 are the maximum online shoppers.

With the India Railways at the top visiting site, online travel along with its subcategories such as car rental, airlines, hotels and the like have seen a tremendous growth. With 65 million unique visitors per month, retail category has witnessed an annual growth of 55 percent. With 24 percent online users, apparel has become the fastest growing subcategories in retail. 60-65 percent of total e-commerce sales are made through m commerce i.e. by mobile devices ad tablets. Branded apparel, accessories, jewelry, gifts and footwear are among the major successes on the e-commerce shopping (India`s e-tailing, 2016, May). According to a report by Internet and Mobile Association of India (IAMAI) and consultancy firm KPMG, the number of internet users in India will touch 300 million by the end of 2017. India is the third biggest smart phone market in the world and estimated to touch 369 million smart phone users by 2018 (Mobile Internet users in India, 2015, August).

A. Emerging Trends in Retail

There exist various assortments of retail formats in India. The development, expansion and modernization of infrastructure across Indian cities, over the last few years have led to major changes in the consumer behavior and the retail formats. Indian retail is passing through transformation. Retailers are looking for new avenues. Indian retails have passed through different waves of invention in retail formats. During the mid-1990s, India witnessed a shopping Centre culture with the advent of modern retail formats such as specialty store in the metros and mini metros. India witnessed an emergence of e-tailing as a modern retail format during 2010 and become noticeable in the last four years. Significant improvements in information technology (IT) infrastructure and the supporting ecosystem for online buying proved to be a catalyst for the growth of e-tailing. E-tailers work hard to enhance the shopping experience of customers. Online banking, debit cards, credit cards, and cash on delivery were some of the initial payment methods of transactions. Recent demonetization has led to proliferation and adoption of third party wallet.

According to the data from government of India, world meters and telecom regulatory authority of India, India is the third largest country having a telecom subscription of more than 100 crore. It has more than 34 crore internet users with 7 out of 8 users access internet on mobile through smart phones. Cost of retail properties in tier II and Tier III cities make it unviable to open a new retail store. E-tailing on the other hand provides an option for the people living in these cities, an opportunity to get familiar with the various products and brands. E-tail provides convenience of time and place to the customers. They serve their customer 24X7, whereas brick and mortar shops operate during fixed hour and from a fixed place. For the customers who are very suspicious about the quality of people, e-trailers are offering a "no question asked money back policy" a step ahead of brick and mortar store that offer a "no questions asked exchange policy". There are many traditional stores, which have started their online operations either through their own websites or by joining hands with already existing online retailers such as Amazon, Snapdeal, Jabong or Myntra. With the use of technology, retailers are allowing customers to check the availability of products in their physical kiosk and ordering home delivery.

According to Knight Frank Research, technology has taken the center stage in Omni channel retail strategy. Devices such as smart phones, tablets and computers are available at affordable prices. Internet speed has improved and the cost has come down. Adoption of 3G, 4G and Wi-Fi at public places has led to an increase in the use of internet. Digital India programme of government of India, private equity investment in online retail and goods and services tax are some of the things to watch out for future growth of retail in India. Companies are in the lookout for bridging the gap between online and offline presence. Many companies such as Firstcry, Onestop, Zivami has opened their brick and mortar outlets whereas some of the hard-core offline retailers such as Shoppers Stop, Pantaloon and E-zone are trying their luck through online presence also. Best buy in the year 2003 was the first company to adopt omni channel strategy to counter Walmart. The most matured omni channel segment is the consumer electronics and appliances while the grocery is the least mature segment (Think India, 2017).

It has become very challenging for the retailers to adopt any retail-operating model due to the factors such as technological breakthroughs, economic conditions, demographic and social changes. Still both physical and the digital channels are working together and co-existing. Indian consumers are embracing multi-channel shopping because of the convenience of shopping. They are ready to pay even more to get same day delivery from online retailers. Price is still one of the most dominating factors for choosing a retailer. It is a common perception that online shopping provides discount and make it a cost-effective option. Loyalty programme and value related factors such as additional discounts, monetary benefits; free shipping etc. work better than the experiential factors such as access to special events or VIP lounge etc. Consumers' shopping behavior is changing from shopping conventional products such as electronics, books and apparels to shopping unconventional products like health care products, furniture, jewelry and grocery from online retailers. Online retail activity has driven digital payment, mobile-based promotion and couponing activities. Today, the consumer is demanding for superior in store experience. They are buying more via smart phones and relying more on social media. Recent trend shows that the frequency of online shopping has increased tremendously in comparison to the frequency of shopping in store. Most of the online shoppers prefer payment through debit card to credit card or mobile wallet. Although most of the consumers are using their smart phones for making purchase, yet they are worried of hacking of their vital information. Price plays the most important role in choosing a retailer followed by trust in brand, return policy and availability of products. Digitally improved in store experience is cherished more by female shoppers than male shoppers. Consumers believe that a sales associate having deep knowledge of products would improve their in store shopping experience. Consumers want technological innovation that enables them to shop anytime, anywhere via any medium such as mobile, tablet or wearable device other than traditional brick and mortar stores. Profitability has remained a challenge for retail companies. Conversions of customer's matters much more than the store traffic. Customers are shopping more online and that mean that the retailer should provide more focused, curated and engaging store experience to maximize customer conversion (Building retail businesses, 2016).

With the rapid growth of e-commerce, more and more conventional retailers (such as Wal-Mart, Carrefour, etc.) have started selling online. It is interesting to see how these conventional retailers compete with online-only retailers on the Web. Online retailing promises the potentials of low barrier of entry, easy access to information, and low transaction costs. However, elimination of intermediaries is not without disadvantage. The role of intermediaries is to efficiently create and satisfy demand, through advertising and customer education, providing market coverage, gathering market information, providing breadth of assortment, breaking bulk, processing orders, customer support, etc. Therefore, traditional retail channel and Internet retail channel will exist in the same market for a long period of time as given by Pu, X., 2009.

VI. Need and Significance of the Study

In the midst of changing consumer spends and a shift in purchase interest from traditional to online based formats, the degree and the quantity of academic studies conducted on the customer's spending pattern and satisfaction level for Traditional and Online retail stores in the context of Ranchi district are fairly negligible. With purchasing online, being a recent phenomenon with the growing internet usage, it was observed that studies focused more on the effectiveness and maximization of marketing activities through the usage of online stores.

In this regard, this study aims to provide academic resources for the industry where few such studies are currently available. By examining spending pattern and satisfaction level of customers, this study does not only provide academic foundation through a strong research approach, but also presents decision making tool for satisfying customers through Traditional and Online retail stores.

VII. Research Objectives

- To study and analyze the Spending Patterns of Online Store customers in Ranchi.
- To study and analyze the Spending Patterns of Traditional Store customers in Ranchi.
- To study and analyze the spending Patterns of Traditional Store & Online Store customers combined together in Ranchi.
- To study and analyze the Satisfaction Levels of Online Store customers in Ranchi.
- To study and analyze the Satisfaction Levels of Traditional Store customers in Ranchi.
- To study and analyze the Satisfaction Levels of Traditional Store & Online Store customers combined together in Ranchi.

A. Some Important Definitions Related to Research Hypothesis:

- *Combined money-spending pattern*: It comprises of spending pattern of money on both online and traditional stores.
- *Combined time-spending pattern:* It involves the spending pattern of time on both online and traditional stores.
- *Combined spending pattern:* It envisages the spending pattern of money and time together.
- *Combined satisfaction level:* It comprises of the satisfaction level for online and traditional stores together.

VIII. Hypothesis

H1: There is no significant difference between the money-spending pattern and the satisfaction level of online store customers.

H2: There is no significant difference between the money-spending pattern and the satisfaction level of traditional store customers.

H3: There is no significant difference between the combined money-spending pattern and the combined satisfaction level of traditional store & online Store customers.

H4: There is no significant difference between the time-spending pattern and the satisfaction level of online store customers.

H5: There is no significant difference between the time-spending pattern and the satisfaction level of traditional store customers.

H6: There is no significant difference between the combined time-spending pattern and the combined satisfaction level of traditional store & online store customers.

H7: There is no significant difference between the combined spending pattern and the combined satisfaction level of traditional store & online store customers.

IX. Research Model

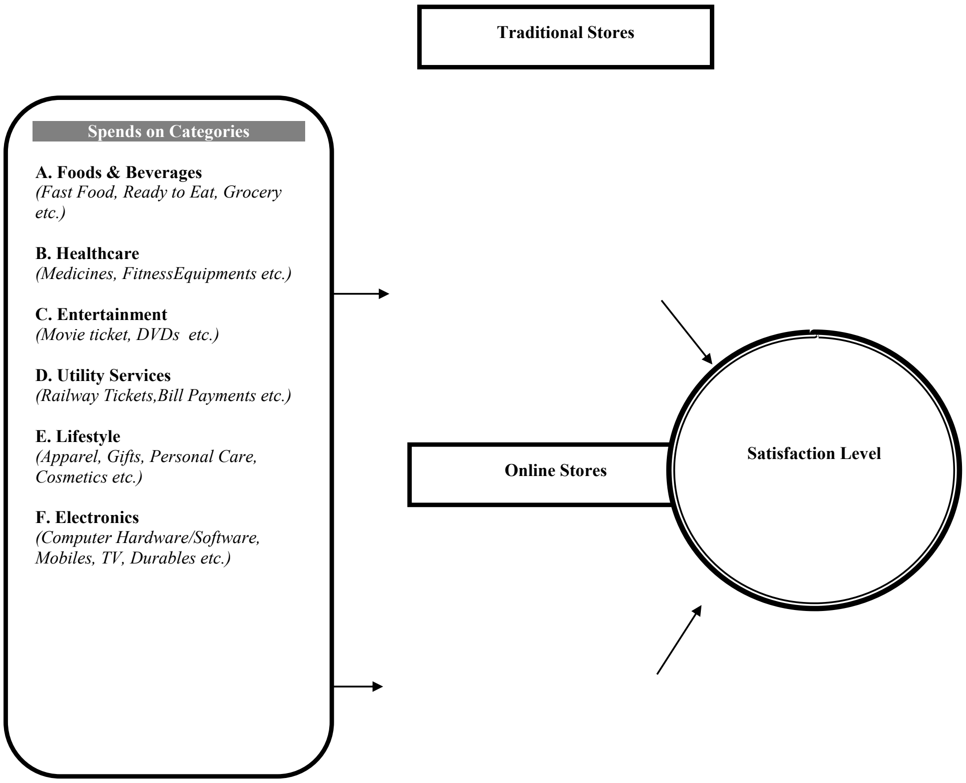

Fig. 3: Research Model

X. Research Methodology

A. Universe

The universe under consideration for this study was infinite, as the targeted population was chosen from the residents of Ranchi district.

B. Sample

The research design adopted in this study was purely quantitative and descriptive based. Hence, a simple random sampling technique was adopted to give proper representation to the sample thus considered.

C. Sample Size

The sample size was 200 respondents, which was duly estimated by considering at 95% level of significance and assigned proper weightage to the universe, cost and time factors.

D. Data Collection and Coding

Post sample estimation, data was collected through a survey, by administering the self-designed questionnaire manually and online for the different variables under consideration. Then the data was coded in relation to the qualitative approach of respondents by the enumerator.

E. Processing & Classification of Data

The data received after the administration of the questionnaires was, at first verified for its completeness. Certain questionnaires would not form part of the analysis due to their incompleteness. The total number of questionnaires not considered was 36. The questionnaire had two parts. In the first part, the respondents were asked to rate their amount of money and frequency of time spent on purchasing different categories of items such as food and beverages, healthcare, entertainment, utility services, lifestyle and electronics from online and traditional stores. In the second part, the respondents were asked to rate their satisfaction level for their shopping through online and traditional stores. The required study was summarized and categorized accordingly. The data was tabulated and wherever required, was presented in diagrammatic or graphical forms to support the data for discussion and analysis.

Cronbach's Alpha	N of Items
.619	10

Fig. 4: Reliability Statistics

"Reliability of the data was checked with the help of Cronbach's Alpha test. Value of the statistical parameter was found to be 0.619, which is more than 0.5, the minimum required value for the test. This indicates that scale used was reliable".

XI. Data Analysis and Interpretation

Data analysis was carried out for all relevant variables. The relationships between the variables was identified and compared accordingly. The research outcomes were predicted by using IBM SPSS 20.0. One-way ANOVA (Analysis of Variance) and Correlation analysis was performed to assess the relationship between the variables.

H1: There is no significant difference between the money-spending pattern and the satisfaction level of online store customers.

Table I: Anova - Satisfaction Level Online Store

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1686.609	14	120.472	1.770	.048
Within Groups	10211.003	150	68.073		
Total	11897.612	164			

Based on the results determined by one-way ANOVA (ANOVA Table-I), there was a statistically significant difference between the money-spending pattern and the satisfaction level of online store customers $F(14,150) = 1.770$, $p = 0.048$.

Therefore, the H1 is rejected.

Table I: Correlations

		Money Spending Pattern Online Store	Satisfaction Level Online Store
Money Spending Pattern Online Store	Pearson Correlation	1	.050
	Sig. (2-tailed)		.521
	N	165	165
Satisfaction Level Online Store	Pearson Correlation	.050	1
	Sig. (2-tailed)	.521	
	N	165	165

From the above correlation Table-I, it could be concluded that there was a weak positive linear relationship between the money-spending pattern and the satisfaction level of online store customers (*r=0.050)*.

H2: There is no significant difference between the money-spending pattern and the satisfaction level of traditional store customers.

Table II: Anova - Satisfaction Level Traditional Store

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1256.908	15	83.794	1.497	.113
Within Groups	8340.001	149	55.973		
Total	9596.909	164			

Based on the results determined by one-way ANOVA (ANOVA Table-II), there was no statistically significant difference between the money-spending pattern and the satisfaction level of traditional store customers $F(15,149) = 1.497$, $p = 0.113$.

Therefore, the H2 is accepted.

Table II: Correlations

		Money Spending Pattern Traditional Store	Satisfac-tion Level Traditional Store
Money Spending Pattern Traditional Store	Pearson Correlation	1	-.129
	Sig. (2-tailed)		.098
	N	165	165
Satisfac-tion Level Traditional Store	Pearson Correlation	-.129	1
	Sig. (2-tailed)	.098	
	N	165	165

From the above correlations table-2, it could be concluded that there was a weak negative linear relationship between the money-spending pattern and the satisfaction level of traditional store customers (*r=-0.129). This analysis shows vague result.*

H3: There is no significant difference between the combined money-spending pattern and the combined satisfaction level of traditional store & online Store customers.

Table III: Anova - Combined Satisfaction Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3987.259	23	173.359	1.208	.248
Within Groups	20241.990	141	143.560		
Total	24229.248	164			

Based on the results determined by one-way ANOVA (ANOVA table-3), there was no statistically significant difference between the combined money-spending pattern and the combined satisfaction level of traditional store & online Store customers F (23,141) = 1.208, p = 0.248.

Therefore, the H3 is accepted.

Table III: Correlations

		Combined Money Spending Pattern	Combined Satisfaction Level
Combined Money Spending Pattern	Pearson Correlation	1	.034
	Sig. (2-tailed)		.668
	N	165	165
Combined Satisfaction Level	Pearson Correlation	.034	1
	Sig. (2-tailed)	.668	
	N	165	165

From the above correlations Table-III, it can be concluded that there is a weak positive linear relationship between the combined money-spending pattern and the combined satisfaction level of traditional store & online Store customers (*r=-0.034).*

H4: There is no significant difference between the time-spending pattern and the satisfaction level of online store customers.

Table IV: Anova - Satisfaction Level Online Store

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2293.593	22	104.254	1.541	.069
Within Groups	9604.020	142	67.634		
Total	11897.612	164			

Based on the results determined by one-way ANOVA (ANOVA Table-IV), there was no statistically significant difference between the time-spending pattern and the satisfaction level of online store customers F (22,142) = 1.541, p =0 .069.

Therefore, the H4 is accepted.

Table IV: Correlations

		Time Spending Pattern Online Store	Satisfaction Level Online Store
Time Spending Pattern Online Store	Pearson Correlation	1	.131
	Sig. (2-tailed)		.092
	N	165	165
Satisfaction Level Online Store	Pearson Correlation	.131	1
	Sig. (2-tailed)	.092	
	N	165	165

From the above correlations Table-IV, it can be concluded that there is a weak positive linear relationship between the time-spending pattern and the satisfaction level of online store customers (*r=-0.131).*

H5: There is no significant difference between the time-spending pattern and the satisfaction level of traditional store customers.

Table V: Anova - Satisfaction Level Traditional Store

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1077.175	19	56.693	.965	.506
Within Groups	8519.734	145	58.757		
Total	9596.909	164			

Based on the results determined by one-way ANOVA (ANOVA Table-V), there was no statistically significant difference between the time-spending pattern and the satisfaction level of traditional store customers F (19,145) = 0.965, p = 0.506.

Therefore, the H5 is accepted.

Table V: Correlations

		Time Spending Pattern Traditional Store	Satisfaction Level Traditional Store
Time Spending Pattern Traditional Store	Pearson Correlation	1	.209
	Sig. (2-tailed)		.007
	N	165	165
Satisfaction Level Traditional Store	Pearson Correlation	.209	1
	Sig. (2-tailed)	.007	
	N	165	165

From the above correlations Table-V, it can be concluded that there is a weak positive linear relationship between the time-spending pattern and the satisfaction level of traditional store customers (*r=-0.209).*

H6: There is no significant difference between the combined time-spending pattern and the combined satisfaction level of traditional store & online store customers.

Table VI: Anova - Combined Satisfaction Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5340.108	29	184.142	1.316	.150
Within Groups	18889.140	135	139.920		
Total	24229.248	164			

Based on the results determined by one-way ANOVA (ANOVA Table-VI), there was no statistically significant difference between the combined time-spending pattern and the combined satisfaction level of traditional store & online store customers $F(29,135) = 1.316$, $p = 0.150$.

Therefore, the H6 is accepted.

Table VI: Correlations

		Combined Time Spending Pattern	Combined Satisfaction Level
Combined Time Spending Pattern	Pearson Correlation	1	.081
	Sig. (2-tailed)		.299
	N	165	165
Combined Satisfaction Level	Pearson Correlation	.081	1
	Sig. (2-tailed)	.299	
	N	165	165

From the above correlations Table-VI, it can be concluded that there is a weak positive linear relationship between the combined time-spending pattern and the combined satisfaction level of traditional store & online store customers (*r=-0.081).*

H7: There is no significant difference between the combined spending pattern and the combined satisfaction level of traditional store & online store customers.

Table VII: Anova - Combined Satisfaction Level

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4574.999	27	169.444	1.181	.263
Within Groups	19654.249	137	143.462		
Total	24229.248	164			

Based on the results determined by one-way ANOVA (ANOVA Table-VII), there was no statistically significant difference between the combined spending pattern and the combined satisfaction level of traditional store & online store customers $F(27,137) = 1.181$, $p = 0.263$.

Therefore, the H7 is accepted.

Table VII: Correlations

		Combined Spending Pattern	Combined Satisfaction Level
Combined Spending Pattern	Pearson Correlation	1	.117
	Sig. (2-tailed)		.134
	N	165	165
Combined Satisfaction Level	Pearson Correlation	.117	1
	Sig. (2-tailed)	.134	
	N	165	165

From the above correlations table-7, it can be concluded that there is a weak positive linear relationship between the combined spending pattern and the combined satisfaction level of traditional store & online store customers (*r=-0.117)*.

XII. Rationale of the Study

The research subject discussed in the paper depicts the customers spending patterns and satisfaction levels for traditional and online stores in Ranchi city. The researcher has taken utmost care in conducting the empirical study on certain hypothesis made with this regard. The universe is having infinite scope and applications for the future researchers who wish to conduct the study related to new emerging retail store formats and advancement in technology in the near future.

XIII. Conclusion

This study determines that there is a significant relationship between money spending pattern and satisfaction level of online store customers. With the money spent for online purchases, the customer was likely to be satisfied. Although there exist a very weak positive relationship between these two variables, however, the consumers are not much concerned about their spending pattern that includes time and money on online and traditional stores for attaining satisfaction of purchase.

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