

**A COMPARATIVE STUDY OF OFFLINE AND ONLINE
SHOPPING OF SELECTED PRODUCTS
REFERENCE TO HADOTI REGION**



A
Synopsis
of
PROPOSED PLAN OF RESEARCH WORK
for
Registration to the Degree of
DOCTOR OF PHILOSOPHY
in
Business Administration
under the
Faculty of Commerce and Management

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April, 2023

A Synopsis on

**A COMPARATIVE STUDY OF OFFLINE AND ONLINE
SHOPPING OF SELECTED PRODUCTS REFERENCE
TO HADOTI REGION**

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Library, Computer lab.**
7. Title of the proposed Research Work: **A COMPARATIVE STUDY OF
OFFLINE AND ONLINE SHOPPING OF SELECTED PRODUCTS
REFERENCE TO HADOTI REGION.**

8. INTRODUCTION

The proposed research is to study comparatively of offline and online shopping experiences of selected products in reference to the Hadoti region. Today shopping of general people is switching from offline experience to online.

Traditionally market place is a collection of buyers and sellers that are interacting and exchanging over a particular product at a place. This marketplace is now changing with time. Now the market is not just limited to the physical market. It is now moved online where sellers and buyers are not interacting physically.

This world of the internet has shrunk businesses too and made it easier to interact globally. People can do purchases at any time and from anywhere. It is also easier for business people to capture more customers than having a physical store. This research is to analyze the shopping experiences of customers of Hadoti region in both offline and online modes.

Psychology is the study of the mind and behaviors. When a person goes shopping in anyways his psychological factors influence and impact their purchasing behavior. This study also comparatively analyzes the psychology of customer behavior while purchasing products from an offline store and from online applications.

9. REVIEW OF LITERATURE

Literature review is all about past studies, reviewing old data's, research papers, and analyzing all other available information such as from various journals, books, e- books, blogs, reports, conferences, news articles.

Retail Industry and E-Commerce:

Retail in India is one among the largest industries that has been changing very fast. Globally India ranked fifth in the retail space. After the technological advancements, smart phone penetrations and innovations, our way of interacting with buyers and buying things has also changed.

E-commerce is now a new market place from that one seller can approach to international customer without having import-export restrictions. The sector has little crunched during COVID-19 pandemic lockdown. After pandemic its growth has resumed with rapid pace.

As per IBEF (India Brand Equity Foundation), the e-commerce market of India would mature more and would get third place (with US\$ 350) as largest market in the world by the year 2030. India has potential to grow greatly in ecommerce and probably reach US\$111 billion by 2024 and US\$ 200 billion by 2026. It has also found that there is 21.5% of market increase for the year 2022 with the reach of US\$ 74.8 billion. (*Business Opportunities in India: Investment Ideas, Industry Research, Reports | IBEF*)

There various policies of government that support B2B e-commerce business, providing 100% FDI, 100% FDI permission under the automatic route, etc. Due to increased internet users, digital literacy and digital awareness, e-commerce platforms attracting more business players in the field. (*Business Opportunities in India: Investment Ideas, Industry Research, Reports | IBEF, n.d.*)

According to the research paper of Ritu Sharma (2017), it has found that e-commerce has covered a large size of market of India. There is rapid increase of internet users that exponentially increasing India's e-commerce market. It is expected that by the year 2020, the e-commerce sales of India would reach to US\$120 billion, which was US\$ 30 billion in FY2016. It is also expected that by the year 2025, it could reach to US \$ 220 billion in the terms of GMV (gross merchandise value)

Ritu Sharma (2017) has also said that India's direct selling industry is expected to touch US\$ 3.51 billion by the financial year 2019-2020. India's organized retail sector is not coming in e-commerce due to reliable and faster telecom networks, better variety of products, and faster adoption of online services.

There are several market players of retail industry in e-commerce. Such as reliance has Jio- mart, Amazon, Flipkart, Ebay, Jabong,

Homeshop18, etc that provide online shopping facilities and services by providing products from store to customer's home.

Online shopping behavior of customers:

Increased internet usage and smart phone penetration has undoubtedly gained the online customers space that uses applications of various retail store for their purchase. There are various factors that has changed after move from off to online such as customer's feedback, company infrastructure, profitability of business, quality of service, business size and retail concept. Not just this, it is difficult to gain trust of customers and resolve their complaints on the internet.

According to Venakatesh Peddi, three driving factors of e-retail in India are demand of lifestyle products by middle class people, lack of infrastructure of retail store in special case of semi-urban areas, and the third is increased digital awareness and online

transact comfort. Brands may have big names but not having good distribution network may not exist in the world of e-commerce. Today's need is to reach to customers even at remote corners. (*Top 20 E-Retailers*, n.d.)

As per Harish Bijoor who is brand expert of Harish Bijoor Consults Inc, to reach rural market one has to mix cusp approach of tele-shopping and e-commerce with effective coordination between them. (*Top 20 E-Retailers*, n.d.)

Changes in Business Mix:

E-commerce business is very challenging and risky too. Rate on investment speed in ecommerce is slow as compared to offline business as capturing customer trust, less margin, easy entrance of competitors and switching brand behavior of customers make it

difficult to earn large profit. R-retail is a long-term business and takes time for earning profit and also depends on the stage of business growth. But if we talk in respect of India, there is high ROI in e-retail than other sectors. So, e-commerce is attracting large investors towards Indian retail industry.

Marketing and promotion strategies has changed for e-retail. Companies do tie ups and joint promotions at special occasions and festivals, launches new products, use social media platforms extensively, digital campaigns and many more.

Some investments of companies in Indian e-commerce sector:

1. Amazon India has signed an MoU with Manipur handloom and handicrafts development (a government Manipur enterprise) in June 2022 for supporting and developing Indian artisans and weavers across the state of Manipur.
2. One district on product launched by Amazon India to support MSMEs.
3. In 2021 the e-commerce sector India has received US\$ 15 billion of PE/VC investments.
4. Flipkarts has initiated “sell back program” for smartphones in February 2022.
5. US based on ecommerce has announced to expand in India in November 2021.
6. Flipkart has also announced its expansion of grocery services for 1800 Indian cities.
7. Amazon has launched prime video channels in September 2021 for India for providing seamless experience of popular streaming services.

Initiatives of Government of India:

To encourage digital India program and influence more investors

in India, the government has taken various initiatives in the sector of e-commerce and retail. Some of them are;

- Digital India, Make in India, Start-up India initiatives, skill India, Innovation fund from 2014 are directly or indirectly support the growth of e-commerce.
- The government e-marketplace portal has served 10.35 orders of worth rs. 258,359 crore and 60,632 buyers till June 2022.
- National retail policy of government is proposed for ease of doing business, digitalization of retail, focus on reforms, and open network for digital commerce.
- The consumer protection rules 2020 by the consumer affairs ministry in July is towards ecommerce companies and parameters for listing in the platforms.
- Other initiatives under digital India program: Umang, Start-up portal, Bharat Interface for Money (BHIM) etc.
- MoU of Government e-marketplace with Union Bank of India in October 2019 to facilitate cashless, paperless and transparent payment system.
- Heavy investment by the government for setting up 5G network and boost e-commerce in the country.
- The limit of FDI in e-commerce is increased to

encourage foreign investors in e-commerce. (100% FDI in B@B models).

3. 5 E-retailers of India:

There are many e-retailers in India that are doing their businesses and earning profits and even successfully gained large market area of India. Some famous e-retailers are Jio-mart, Amazon, Ebay, Flipkart,

Ebay India has captured good market in India with almost 3 million strong community of 3,311 cities and 28 states. There are more than 23,000 sellers connected to Ebay for selling their products of 2,000 categories for satisfying their customers need. Not just this. Ebay has two services named eBay guarantee and PaisaPay for facilitating online money transaction for purchase safely.

Snapdeal.com is another leading e-retail company that have wide range of products and services and shipping 25,000 units every day in India. The company has more than 50,000 small and large retailers and brands, and over 15 million members.

Jabong is the one-stop-shop for lifestyle needed people that is not so matured company. It has stated at the end of 2011 and offers a wide assortment of fashion and lifestyle brands. The company promote it with its fast delivery within 48 hours in top 10 cities.

Homeshop18 a tele based company has launched its e-commerce venture, Homeshop18.com for providing a superior online shopping experience to its customers. The monthly reach of the retailer is over 2.5 million unique visitors each spending over seven minutes (on an average.) on the website. There are 30 percent repeat customers of the company and has recorded a turnover of `800 crore in FY 2011 – 2012.

Indiatimes Shopping is another leading market leader that have loyal customer base from 10 years. Recently it has changed its business model and settled its own warehouses and provide manufacturer warranty rather

of seller's warranty.

10. OBJECTIVES

Objective: The main purpose is to find and analyze the psychological factors of customers while purchasing products from offline and from online methods.

Secondary objectives are:

- To study management methods and marketing techniques of offline companies and online companies of selected products.
- To understand the psychology of customers and their behavior and to understand marketing tactics to attract customers to encourage online marketing.
- To find out the advantages and disadvantages of purchasing things from an online and from an offline store.
- To better understand the preferences and purchasing status of customers of the Hadoti region and to analyze the buying behavior of customers of Hadoti region.

11. IMPORTANCE OF THE PROPOSED RESEARCH WORK

Market environment is the most dynamic environment. To match the customer's target need it is necessary to track environmental changes. It is also necessary to analyze the environment for reducing the negative impacts of environment. In the world of internet, online shopping has changed business environment greatly.

Indian retail industry is also impacted by the online shopping applications. Retail industry is fast paced industry and accounts for ten percent of India's GDP. India has ranked 73rd in the conference of United Nation's on trade and Business development. Retail sector from unorganized to organized has now shifted to online.

It has found that during pandemic and even after pandemic, the only surviving industry was retail industry of India. During the lockdown people was able to purchase necessary items of retails from online applications of retailers. This shows that how retail industry has changed and how purchasing behavior of customers has changed. Online shopping facilities helped people to get their items directly to their home.

Rajasthan's retail industry is also booming with time. Customers now switching to online shopping mode from offline shopping of FMCG items. It has observed that after COVID-19 online shopping of people has increased than of offline store. Changing this purchasing behavior require researchers to work on this area so that marketer could utilize the result in obtaining their business goals.

- To analyze the customers behavior of retail industry in both online and offline purchasing way, it is necessary to have a significant number of research that will help marketers and decisionmakers to formulate policies for effectively achieving business goals.
- The proposed research is based on field survey, observation and measured phenomena.

Derived knowledge would produce actual analytical information rather theory.

- This research is important for fulfilling the knowledge gap between current knowledge and existing data relevant to customer behavior.
- The research is based on present scenario of customers, their purchasing behavior, user status, customer loyalty that is essential for understanding customers better.
- There is very few research work has done in the theme of customer behavior comparison in online and offline shopping in special reference to the Hadoti region. This research will contribute in the above area for helping further researchers and academicians to generate fruitful knowledge for the business world in special reference to Hadoti region.
- Rajasthan is semi urban area which is basically based on agriculture. Now retail industry is also getting space in the state. Hadoti region of Rajasthan is the famous region, getting large number of retail organizations other than agriculture. Customers behavior of Hadoti region is changing as of changing environment, and choices of customers. And so, it is necessary to analyze these changing behavior patterns of customers of retail store of the Hadoti region.
- It is also necessary to know other psychological factors that impacting the purchase of customers and their choice from offline to online and vice versa in respect to the Hadoti region of Rajasthan.

- The conclusion of the study will provide directions to the businessmen, marketers and investors of retail industry in the region of Hadoti of Rajasthan.
- Not all customers of Hadoti region are well educated and so may found challenges while do online shopping. This research also put light on different challengers that customer of Hadoti region found from online purchasing.

12. RESEARCH METHODOLOGY

As per Redman and Mory, research methodology is a systematized effort for generating new knowledge. Step by step scientific and systematic way would be taken here to solve the problem of the research study.

Statement of the problem:

The purpose of present study is to understand the psychological factors of customer that are purchasing retail related products from offline as well from online. What are the factors that effects such customer behavior and preferences. To search all primary and secondary objectives, hypothesis is formulated as:

Ho1: Online buying experience have no positive impact on customer satisfaction level of the Hadoti region.

Ha1: Online buying experience have positive impact on customer satisfaction level of the Hadoti region.

Ho2: Offline Buying experience have no positive impact on customer satisfaction level of the Hadoti region.

Ha2: Offline Buying experience have positive impact on customer satisfaction level of the Hadoti region.

Ho3: Customers of Hadoti region are not preferring online shopping as compared to offline shopping.

Ha3: Customers of Hadoti region are preferring online shopping as compared to offline shopping.

Ho4: Offline store has no higher positive impact on the minds of customers.

Ha4: Offline store has higher positive impact on the minds of customers.

So, these null and alternative hypotheses are further to test and for generating inferential results.

Research Gap:

E-retail in India and specially in Rajasthan and Hadoti region is still developing. It needs lots of improvement and so require number of research in respect of customers preferences, customers satisfaction, selection of buying method, selection of payment methods and many more. Only few conceptional studies have been done on e-retail sector of Hadoti region.

This is a descriptive type research that will describe various dimensions of e-retail and offline stores and buying behavior of customers of Hadoti region. Present study will help to bridge the gap between theoretical and practical knowledge of e-commerce in Rajasthan.

This research will throw the light on:

1. Customer's preferences of buying some products from online and offline retail stores.
2. Analyzing psychological factors of customers while purchasing selected retail products
3. Finding both advantages and disadvantages of online shopping and offline shopping.

4. Finding lacunas and challenges that people of the Hadoti are facing while do onlineshopping.
5. Analyzing government support and initiatives towards supporting e-retail market ofRajasthan.
6. Role of e-retail for economic development of the state.

Research design:

For the present study, the researcher has selected Hadoti region of Rajasthan that have four cities named Kota, Bundi, Baran, Jhalawar. The researcher has selected these cities has this is popular but as well ignored region of Rajasthan. Here the city Kota is only city that get major developments. Other cities like Baran, Jhalawar are not so developed and even not so popular. In view of e-retail industry, these places are well connected via roads but not via air.

Another reason of selecting these places is convenience of the researcher as the researcher is from the Kota city of Rajasthan.

Table 1.
Research Design

1	Type of Research	Descriptive Research
2	Area of Research	Hadoti Region of Rajasthan (Kota, Bundi, Baran, Jhalawar)
3	Focus area	Offline retail storers and online retail stores
4	Type of respondents	Customers of retail sector (no specific demographics)
5	Population	Customers of Hadoti region
6	Data collection time	From May 2023 to March 2024 (tentative schedule)
7	Sample Size	400 (100 from each 4 selected cities)
8	Sampling method	Random Sampling
9	Data Analysis	Descriptive and Inferential analysis

10	Validity test	Cronbach alpha test
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Data collection:

Data is required to analyze and interpret information for generating conclusion and for further research.

- Primary data will be collected by adequate structured questionnaire formulated on the bases of past studies and fit to present research.
- Secondary data is used to know past information related to the research problem. For these various books, news articles, journals, blogs, old researches are used.

Sample Size will be calculate by statistical formula.

Table 2. Data collection method

S. No.	Data Collection	Method and Techniques
1.	Primary data collection Method	Questionnaire method, Interview, observation method
2.	Secondary data collection	Journal, e books, articles, previous researchpapers, news, blogs

13. PROPOSED CHAPTERIZATION

CHAPTER 1. INTRODUCTION

Background of the study
Problem Statement

Purpose and objective of the study

Research Questions

Definition of Terms

Significant of the study

CHAPTER 2. REVIEW OF LITERATURE

Retail Industry of India

E-retail Industry of India

Online growing market in Rajasthan

Psychology, perception, motivation of customers

Customer buying behavior and preferences in Hadoti

CHAPTER 3. RESEARCH METHODOLOGY

Statement of the problem

Research gap

Research Design

Variable and Measurement

Questionnaire design

Population and Sample

Scope of the study

Data analysis method

Limitation of research work

CHAPTER 4. DATA ANALYSIS AND INTERPRETATION

Introduction

Goodness of Measure

Inferential analysis

Conclusion

CHAPTER 5- CONCLUSION AND RECOMMENDATION

Finding

Discussion

Conclusion
 Limitation of the study
 Recommendation

ANNEXURE

PLAGIARISM REPORT
 BIBLIOGRAPHY
 QUESTIONNAIRE
 PUBLISHED RESEARCH PAPERS
 PRESENTED CONFERENCE CERTIFICATE

14. TENTATIVE DURATION FOR COMPLETION OF THE PROPOSED RESEASRCH WORK

The proposed work will carry the following schedule as in table below:

Descripti on of work	First Year				Second Year			Third Year		
	3 months	3 months	3 months	3 months	6 Months	3 months	3 months	3 months	3 months	3 months
Literature Collection	3 months	3 months	3 months	3 months						
Preparation of project structure					6 Months	3 months	3 months			
Data collection						3 months	3 months	3 months		
Testing and compiling of data									3 months	
Report writing	3 months	3 months	3 months	3 months	3 months					3 months

Note: above mentioned schedule is tentative schedule.

15. EXPECTED CONTRIBUTION FROM THE PROPOSED RESEARCH WORK

The research is significant for the marketers and promoters for understanding customers buying behavior. It is important to do survey of customers of Hadoti region for getting users status, brand loyalty, product choices, and even challenges from both online and offline shopping experiences.

This research will analyze customers demand and buying behavior and comparatively analyze their experiences for online and offline ways.

Finding psychological, driving factors of customers of Hadoti region of Rajasthan, will help to figure out some issues related to retail sector in Rajasthan.

- Research will contribute in describing benefits and issues that customers are having from online shopping.
- The study is focusing on the demand side of customers that is essential to know for marketers and management of retail sector of Rajasthan.
- So, with this view, proposed research would be an effective tool for businessmen and marketers to formulate policies and make strategies for better development of retail sector in Hadoti region as well in Rajasthan.

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- <https://www.researchgate.net/>
- <http://shodhganga.inflibnet.ac.in/>

Date:

Signature of the Research Scholar

It is certified that outlines of the synopsis which are prepared by **Mr. Chaman Tiwari** have been verified and submitted to forward to the Directorate of Research, University of Kota, Kota.

Date:

Signature & Seal of the
Research Co-supervisor, *if any*

Signature & Seal of the
Research Supervisor

The Synopsis which is prepared by **Mr. Chaman Tiwari** and Verified by the Research Supervisor is forwarded.

Date:

Signature & Seal of the Principal/Director/Head