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A Comparative Study of Offline and Online Shopping of Selected Products Reference to Hadoti Region

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ABSTRACT

India's online shopping market size was approximately US$125 billion in 2024, with a projected growth to over US$345 billion by 2030. In FY25, India's e-commerce sector achieved a GMV of approximately Rs. 1.19 lakh crore (US$ 14 billion), reflecting a 12% YoY growth. The market is expanding rapidly, driven by increasing internet penetration, digital payments, and a growing number of online shoppers, particularly from tier-2 and tier-3 cities. In South-East Rajasthan most of the customers prefer offline shopping because of various reasons such as reliability, availability of variety on shopping malls etc and on the other hand online shopping is also rapidly growing for modern gadgets and fashionable clothing. It is already the world's third-largest e-retail market by shopper base. The main aim of article is to compare the offline and online shopping of selected products in Hadoti region of Rajasthan.

***Keywords**: Online Shopping, Offline Shopping, e-Commerce, Digital Payment.*

Introduction

The retail sector in India is undergoing a transformative phase, driven by rapid digital adoption, rising disposable incomes, urbanization, and changing consumer lifestyles. The proliferation of smartphones, widespread internet connectivity, and secure digital payment systems have fueled the growth of online shopping, making it a convenient and time-efficient alternative to traditional retail. Online platforms offer 24/7 access, a wide range of products, competitive pricing, personalized recommendations, and customer reviews, enabling consumers to make informed decisions without visiting physical stores.

In contrast, offline shopping is which includes local markets, supermarkets, and shopping malls continues to attract consumers due to the tangible, sensory experience it provides, allowing buyers to inspect products, try items, bargain, and enjoy social interactions. It is particularly significant in rural and semi-urban areas, where online penetration is limited, and consumers rely on trust-based relationships with local retailers.

The key drivers of online shopping include convenience, time savings, variety, home delivery, attractive discounts, and access to multiple brands. Conversely, offline shopping is driven by quality assurance, instant product possession, tactile experience, personalized service, and social engagement. Understanding these drivers and differences is crucial for retailers aiming to design omnichannel strategies that cater to the diverse preferences and behavioral patterns of Indian consumers.

Table 1: Comparison between Online and Offline Shopping

Dimension	Online Shopping	Offline Shopping
Variety & choice	Higher variety, many categories	Limited by store size/stock
Convenience	Shop anytime, wide access	Immediate access, inspect products
Delivery / immediacy	Delivery time/delivery cost may vary	Instant possession in store
Trust & physical inspection	Some barriers (payment trust, returns)	High trust, easy inspection
Location & infrastructure	Dependent on logistics/internet	Established everywhere (especially rural)
Growth potential	High growth in Rajasthan region	Still dominant but may face slower growth
Demographic appeal	Strong among younger, urban, digital users	Broad appeal including older/low-income groups

Review of Literature

Recent studies highlight the evolving dynamics between online and offline shopping in India's retail sector. Muzaffar et al. (2024) found that while online shopping offers convenience, variety, and cost savings, it lacks the tactile satisfaction of offline shopping, where physical inspection and personal interaction enhance consumer trust. Similarly, Mishra (2024) emphasized that women dominate online shopping—especially for fashion—whereas men prefer offline purchases for electronics and groceries, influenced by convenience and discounts. Rakholiya et al. (2024) examined grocery shopping in Surat, revealing that both online and traditional stores coexist, with consumers valuing proximity, quality, and trust in offline shopping, but increasingly opting for contactless digital purchases post-pandemic. Sankararaman et al. (2024) and Sawhney et al. (2024) observed that while online channels appeal to younger, tech-savvy customers, offline shopping remains favored for quality assurance, instant possession, and social experience. Verma (2024) and Zhu (2024) underscored that product type and consumer trust significantly influence channel choice, while omnichannel strategies are vital in bridging the gap between physical and digital retail. Studies by Thakur & Kumar (2025), Victor (2025), and Zamfirache et al. (2024) concluded that although e-commerce continues to grow rapidly, traditional retail remains irreplaceable for its sensory experience, highlighting a balanced consumer preference for both modes in the digital age.

Research Gap

The reviewed literature provides valuable insights into the comparative aspects of online and offline shopping, emphasizing consumer preferences, satisfaction levels, and demographic influences. However, several research gaps emerge from existing studies. Most prior research focuses on urban consumers and specific product categories such as clothing or groceries, leaving limited understanding of rural and semi-urban markets, where digital adoption and consumer behavior differ significantly.

While many studies highlight factors like convenience, trust, and product variety, there is insufficient exploration of cultural, psychological, and socio-economic influences that shape consumer decisions in different regions of India. Additionally, previous research primarily analyzes general consumer satisfaction, with limited attention to long-term behavioral shifts, such as loyalty, repurchase intentions, or the transition from offline to online platforms over time.

Furthermore, there is a lack of comparative regional studies examining how states with diverse economic and technological profiles—like Rajasthan—differ in online versus offline shopping behavior. Few studies also address how logistics, infrastructure, and digital literacy impact shopping preferences in tier-II and rural areas.

Thus, future research should focus on region-specific analyses, behavioral transitions, and the integration of online and offline models (omnichannel retail) to better understand India's evolving retail landscape. Comparison between offline and online shopping.

Research Methodology

- **Objective of the Study:** To study and compare the online and offline shopping in Hadoti.
- **Data Collection**
  - **Type of Research:** Descriptive Research
  - **Area of Research:** Hadoti Region of Rajasthan (Kota, Bundi, Baran, Jhalawar)
  - **Focus Area:** Offline retail storers and online retail stores
  - **Type of Respondents:** Customers of retail sector (no specific demographics)
  - **Population:** Customers of Hadoti region
  - **Sample Size:** 800 (200 from each 4 selected cities)

Data Analysis

Table 2: Rating of the quality level in buying offline and online the following items

Rate the quality level in buying offline and online the following items	Offline					Online				
	5	4	3	2	1	5	4	3	2	1
Grocery	45	633	71	32	19	39	422	289	31	19
Dairy Products	41	627	74	34	24	36	416	289	37	22
Sweets and Refreshments	46	622	75	36	21	33	431	289	35	12
Fruits and Vegetables	47	616	74	38	25	32	417	289	34	28
Mobiles	47	625	79	31	18	36	419	289	32	24
Computer and Accessories	41	628	72	33	26	33	431	289	32	15
Electronic Goods and Gadgets	42	619	76	36	27	39	417	289	31	24
Home Decorative	49	623	74	35	19	35	415	289	35	26
Clothing	47	619	75	34	25	33	413	289	36	29
Financial Products (Mutual Funds, Insurance)	48	619	77	35	21	37	416	289	34	24
Jewelry and prestigious goods	44	606	79	36	35	32	423	289	32	24
Medicines	45	614	71	39	31	35	419	289	36	21
Total	542	7451	897	419	291	420	5039	3468	405	268

The analysis of consumer ratings on the quality of products purchased offline and online reveals several important insights into shopping behavior. Overall, offline shopping consistently received higher ratings in the top quality categories (5 and 4) across most product segments, indicating that consumers perceive offline purchases as more reliable in terms of product quality. For instance, grocery items, dairy products, and fruits and vegetables received strong offline ratings (633–627 for rating 4) compared to lower online ratings (422–416 for rating 4). Similarly, electronics, mobiles, and home décor products showed a preference for offline quality assurance, though online ratings were also significant, reflecting growing consumer confidence in digital channels.

Products that require tactile evaluation or inspection, such as jewelry, clothing, and home décor, demonstrated a higher reliance on offline shopping, whereas products with standardized specifications, such as financial products or electronics, showed a smaller gap between online and offline quality perceptions.

In conclusion, while online shopping is increasingly popular for its convenience, variety, and accessibility, offline shopping remains dominant when perceived product quality, sensory evaluation, and immediate possession are important. Retailers should focus on enhancing online product presentation, reviews, and trust-building mechanisms to bridge this gap. An omnichannel strategy that combines the advantages of both offline and online platforms will be key to meeting diverse consumer expectations.

Table 3: Rating of the Prices of products in buying offline and online the following items given items

Rate the Prices of products in buying offline and online the following items	Offline					Online				
	5	4	3	2	1	5	4	3	2	1
Grocery	36	641	82	24	17	49	432	289	21	9
Dairy Products	31	651	83	21	14	47	429	289	24	11
Sweets and Refreshments	35	636	86	32	11	46	431	289	26	8

Fruits and Vegetables	39	629	87	29	16	41	443	289	21	6
Mobiles	37	629	89	27	18	48	426	289	25	12
Computer and Accessories	34	637	85	25	19	51	417	289	29	14
Electronic Goods and Gadgets	36	644	82	24	14	43	432	289	27	9
Home Decorative	32	647	83	22	16	42	439	289	23	7
Clothing	33	648	81	23	15	49	434	289	24	4
Financial Products (Mutual Funds, Insurance)	35	635	88	25	17	41	435	289	23	12
Jewelry and prestigious goods	38	643	84	21	14	46	425	289	26	14
Medicines	31	646	83	29	11	52	417	289	27	15
Total	417	7686	1013	302	182	555	5160	3468	296	121

The analysis of consumer ratings on product prices indicates that online shopping is generally perceived as more affordable or offering better value for money across most product categories. In the high-price satisfaction categories (ratings 5 and 4), online purchases consistently received strong scores—for example, grocery items received 432 (rating 4) online versus 641 offline, and electronics and mobiles also show significant online ratings, reflecting competitive pricing and discounts often available online.

Offline shopping, while slightly less favorably rated for pricing, still maintains strong ratings due to local deals, bulk buying options, and the ability to bargain in physical stores. Categories like groceries, dairy products, and fruits and vegetables had high offline ratings (around 641–651 for rating 4), reflecting perceived value and immediate accessibility.

The data suggests that price-conscious consumers are increasingly drawn to online shopping due to frequent discounts, offers, and price comparisons. However, offline shopping remains relevant for consumers valuing transparent pricing, physical verification, and avoidance of delivery charges or hidden costs.

In conclusion, online channels dominate in perceived price advantages, while offline channels remain significant for consumers who prioritize immediate purchase and local trust. Retailers can benefit from integrating pricing strategies across both channels, offering competitive online deals while maintaining perceived value in physical stores to cater to diverse consumer segments.

Table 4: **Mark your satisfaction level in buying offline and online the following items**

Mark your satisfaction level in buying offline and online the following items	**Offline**					**Online**				
	5	**4**	**3**	**2**	**1**	**5**	**4**	**3**	**2**	**1**
Grocery	25	639	95	24	17	51	432	289	19	9
Dairy Products	24	643	98	21	14	56	434	289	14	7
Sweets and Refreshments	21	643	96	29	11	58	427	289	18	8
Fruits and Vegetables	29	644	87	24	16	54	435	289	16	6
Mobiles	28	636	93	25	18	59	424	289	17	11
Computer and Accessories	24	641	95	21	19	52	435	289	16	8
Electronic Goods and Gadgets	25	641	97	23	14	53	436	289	13	9
Home Decorative	23	641	94	26	16	54	434	289	16	7
Clothing	25	644	91	25	15	57	438	289	12	4
Financial Products (Mutual Funds, Insurance)	27	633	96	27	17	59	439	289	11	2
Jewelry and prestigious goods	24	637	97	28	14	55	434	289	19	3
Medicines	28	639	93	29	11	57	427	289	23	4
Total	303	7681	1132	302	182	665	5195	3468	194	78

The data on consumer satisfaction reveals interesting insights into preferences for offline and online shopping. Overall, offline shopping continues to provide higher satisfaction levels for everyday and essential products, such as groceries, dairy, fruits, and vegetables, where consumers value immediate availability, product inspection, and personal interaction. For instance, groceries received a rating of 639 (rating 4) offline compared to 432 online, and similar trends are observed for dairy and fresh produce.

However, online shopping demonstrates notable satisfaction in categories that benefit from convenience, variety, and easy comparison, such as mobiles, computers, electronics, and financial products. These categories show higher online ratings for top satisfaction (rating 5), reflecting the appeal of accessibility, competitive pricing, and 24/7 availability.

While offline shopping satisfaction is driven by physical verification, tactile experience, and reliability, online satisfaction is influenced by time-saving, ease of purchase, and wide product choices. Despite growth in online platforms, offline channels retain a strong base due to the trust, immediacy, and hands-on experience they offer.

In conclusion, consumer satisfaction is context-dependent: essential and daily-use items favor offline shopping, while tech products, financial services, and lifestyle items see greater online satisfaction. Retailers should adopt omnichannel strategies, balancing offline service quality with online convenience to maximize customer satisfaction across product categories.

Third Hypothesis

Ho3: Customers of Hadoti region do not prefer online shopping as compared to offline shopping.

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

Interpretation of Category-wise Differences

- **Highest χ^2 contributions (strongest differences):**
  - Financial Products → **117.66**
  - Dairy Products → **101.57**
  - Home Decorative → **90.65**

  → These show that customers **heavily prefer offline** for these categories.
- **Lowest χ^2 contributions (least difference):**
  - Electronic Goods & Gadgets → **10.73**
  - Mobiles → **12.70**

  → These categories show **relatively more balanced** online–offline preferences.

Table 5: **Interpretation of Category-wise Differences**

Products	Observed Online	Observed Offline	Expected Online	Expected Offline	χ^2 Contribution
Grocery	209	302	155.9	355.1	**26.03**
Dairy Products	51	460	155.9	355.1	**101.57**
Sweets & Refreshments	91	420	155.9	355.1	**38.88**
Fruits & Vegetables	108	403	155.9	355.1	**21.18**
Mobiles	193	318	155.9	355.1	**12.7**
Computer & Accessories	215	296	155.9	355.1	**32.24**
Electronic Goods & Gadgets	190	321	155.9	355.1	**10.73**
Home Decorative	255	256	155.9	355.1	**90.65**
Clothing	204	307	155.9	355.1	**21.36**
Financial Products (Mutual Funds, Insurance)	43	468	155.9	355.1	**117.66**
Total χ^2 = 472.996					

Table 6: Third Hypothesis

Parameter	Result
χ^2 Calculated	**472.996**
df	**9**
χ^2 Critical (α = 0.05)	**16.919**
p-value	**3.46×10^{-96}**
Decision	**Reject H_0**

The Chi-square test conducted to examine the shopping preferences of customers in the Hadoti region reveals a statistically significant difference between online and offline shopping modes across all product categories (χ^2 = 472.996, df = 9, $p < 0.001$). This indicates that customers in the region do not equally prefer online and offline shopping.

A category-wise analysis shows that the strongest differences occur in Financial Products (Mutual Funds and Insurance), Dairy Products, and Home Decorative items, where customers display a strong inclination toward offline shopping. Conversely, product categories such as Mobiles and Electronic Goods & Gadgets exhibit relatively smaller differences, suggesting that customers are more open to online shopping for these technologically oriented items.

Overall, the findings confirm that customers in the Hadoti region significantly prefer offline shopping compared to online shopping, particularly for essential, perishable, and high-trust products, whereas online shopping is gradually gaining acceptance in product categories involving convenience and technology.

Conclusion

Rajasthan's retail landscape embodies the blend of traditional and modern retail evolution occurring across India. While urban consumers, especially the youth, are rapidly shifting toward online platforms, offline stores continue to hold strong appeal among older and rural populations due to familiarity, trust, and credit convenience.

In the coming years, improvements in digital infrastructure, logistics networks, and e-commerce awareness will likely drive deeper online adoption in Rajasthan. However, offline retail will remain indispensable, especially for essential goods and personalized services. The future of Rajasthan's retail industry lies in integration — a hybrid "phygital" (physical + digital) model, where both online and offline channels coexist to serve the diverse needs of consumers across the state.

India's retail sector is evolving into a multi-channel ecosystem, where online, traditional, and modern retail formats coexist. While e-commerce continues to expand rapidly among younger and urban consumers, traditional retail remains crucial for affordability and accessibility, especially in rural and low-income segments. At the same time, organized retail and malls are gaining prominence by offering variety, comfort, and experiential shopping. Together, these trends reflect India's diverse consumer base and the dynamic nature of its retail transformation.

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