

# EFFECT OF ONLINE BUSINESS OVER OFF-LINE BUSINESS OF GENERAL STORES AT MANSOORABAD AREA OF RANGA REDDY DISTRICT

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## Abstract

Nowadays e-commerce become part and particle of online business. On the other hand, offline business persons want to increase their profits and cope with the e-commerce business's competition. Moreover, the world is whirling around online business in the way of trading activities in the course of commerce, manufacturing and service sector organisations preferring online business activities, it is quite common for the fast-developing country like India. Such nations required to adopt e-commerce transactions and on the other hand the regulating authority has to take care of the off-line business capabilities to stand with the competition of large-scale and multinational corporations. Online business activities are a must for economic growth, on the other side such types of business activities should not affect the traditional business concerns in India such as off-line businesses, Street Vendors and Local Retailers. Especially the General Stores in Telangana state is mostly impacting indigenous businesses which are foregoing their turnover, gains, name and fame and customers. So, the concerned regulating authority has to consider these kinds of businesses and support them. The present study is going to focus on the effect of online business over off-line business turnover with reference to General Stores of Mansoorabad area of Ranga Reddy district in Telangana state for the fiscal years 2021-22 and 2022-23 and to test the turnover of the two years applied paired t-test, to know the significant difference between the mentioned years at the 95 per cent significance level or  $\alpha$  value is 0.05 i.e., 5 per cent.

**Keywords:** Online Business, Local Traders, Fast-Developing Country, General Stores and E-Commerce.

## INTRODUCTION

Electronic commerce has been taking a prior position to effect on business related expenses and production. Online commerce has an opportunity to adopt, engage business activities and supply the goods and services, due to its simple use and easy doing of business with wider coverage of area. So, it has a substantial economic capabilities in the respective industry, in order to ordering and marketing products and services. Electronic commerce is regularly renovating the marketplace by changing firms' business replicas, by modelling relations among market players, and by contributing to changes in market structure. It is very difficult to pick out the effect of online business.

Online business plays a significant role in the economic growth and development of a country. It is focussing on activities, which includes in preparation, directing, raise, in addition circulation of produced and created goods and services. Above all the electronic commerce is affecting on the traditional businesses of the Telangana state. Under the clutches of online business, the General stores of the state one of the severely affected business. The present study is going to examine the effect of online business over General stores at Mansoorabad area of Ranga Reddy district of the Telangana state.

## REVIEW OF LITERATURE

J. Christopher Westland (2019), completely focussed in the published article that how the electronic commerce is playing a pivotal role in China's Belt and road Initiative plan. It's an important act of business to grow in the desired place of the respective goods and industry. But the study did not consider the small-scale business issues and their capacity to compete with online business.

S. N. Dhere (2017), presented in the article that various services of online commerce in India, problems of it and their services, moreover, to assess in the impact of industrialization on the investment, employment output and wage income generation. But it does not cover the considerations of local businesses issues and their expectation in the local market.

Abdul Gaffar Khan (2016), expressed in the published paper that how to get a full acquaintance of electronic commerce in Bangladesh, identification of the benefits of those businesses and to know the challenges in that type of commerce engaged in that nation. But the study is related to particular nation and the area, it may differ from our nation moreover, at the selected place.

Shahid Amin, Keshav Kansana and Jenifur Majid (2016), voiced in their published article that how to understand the present status and trends of online commerce and reveal the key variables influencing the increased usage of E-Commerce.

Nitika Goyal & Deepam Goyal (2016), explained that how the e-commerce creating various avenues and developing business in the world.

Rajneesh Shahjee (2016), discussed in the article that the theoretical concept of electronic commerce, its models of business, the impact of e-commerce on business, benefits of e-commerce to organizations, consumers and society and the barriers to e-commerce.

## RESEARCH GAP

With the review of literature, it has found that there an opportunity to examine the effect of online business over off-line business's turnover with respect to General Stores at Mansoorabad area of Ranga Reddy district of the Telangana state.

## OBJECTIVES OF THE STUDY

To examine the effect of online business over off-line business's turnover of the General Stores at Mansoorabad area of Ranga Reddy district of Telangana state.

To concentrate on necessary backing for the General Stores from the state government.

**METHODOLOGY**

**Primary Data:** The required data for the study has been collected from various General stores at Mansoorabad area of Ranga Reddy district. There are more than 600 stores are doing business in the respective place. For the study purpose 10 percent of the stores taken as sample and the sample size is 60 and paired t-test applied as a statistical tool.

**Secondary Data:** for the study purpose other supportive information procured from published books, articles, newspapers, research papers presented and published by various authors in both national and international conferences, and other sources.

**SCOPE OF THE STUDY**

The present study is exclusively related to the 60 randomly selected General stores turnover at Mansoorabad area of Ranga Reddy district of Telangana state for the fiscal years 2021-22 and 2022-23.

**HYPOTHESIS**

**H<sub>0</sub>:** There is no significant difference between the average turnover of the General stores.

**H<sub>1</sub>:** There is a significant difference between the average turnover of the General stores.

**DEMOGRAPHIC DATA ANALYSIS**

Table 1: Ownership of the General Stores at Mansoorabad area of Ranga Reddy District

Ownership of the Stores	Number of Stores	Percentage of the Stores
Male	39	65
Female	21	35
Total	60	100

(Source: Primary Data)

**Interpretation:** Table 1 is presenting that the information in connection with the ownership of the general stores of the Mansoorabad area of Ranga Reddy district. Here, the male ownership is more than the female. Male carry with 39 members with 65 percentage whereas the female occupied 21 with 35 percentage.

Table 2: Age of the General Stores Owners at Mansoorabad area of Ranga Reddy District

Age of the Owners in Years	Number of Owners	Percentage of Owners
20-29	10	17
30-39	14	23
40-49	17	28
50-59	9	15
60 and above	10	17
Total	60	100

(Source: Primary Data)

**Interpretation:** Table 2 is giving the data with relation to the age of the owners of general stores of the area of Mansoorabad. The age of the owners, between 20-29 years is 10 with the percent of 17, between 30-39 years is 14 with the percent of 23, between 40-49 years is 17 with the percent of 28, between 50-59 years is 9 with the percent of 15 and 60 years and above is 10 with the percent of 17. The largest one is the age between



40-49 stands with 17 persons with the percentage of 28 and the least age between 50-59 years with 9 persons of 15 percentage.

Table 3: Educational Qualifications of the Owners of Mansoorabad area of Ranga Reddy District

Educational Qualifications	Number of Owners	Percentage of Owners
Up to SSC	16	27
10+2	26	43
UG	11	18
PG and above	7	12
Total	60	100

(Source: Primary Data)

**Interpretation:** Table 3 is presenting that the statistical information of the educational qualifications of the owners of general stores of Mansoorabad area. Here, below SSC 16 members with the percent of 27, Intermediate or 10+2 level 26 persons with the percent of 43, Under Graduation owners 11 with the percent of 18 and Post Graduation 7 people with the percent of 12 are there. The largest number of persons fall under below 10+2 level of educational qualification one with the percentage of 43 on the other side the lowest number of members fall under the PG and above level of educational qualification with the percentage of 12.

Table 4: Registration of the General Stores at Mansoorabad area of Ranga Reddy District

Registration (Trade License) Status	Number of Stores	Percentage of Stores
Yes	41	68
No	19	32
Total	60	100

(Source: Primary Data)

**Interpretation:** Table 4 is presenting that the information of registration of the general stores of the Mansoorabad place. It shows that the most of the stores are General stores under Trade License system, these stand with 41 with the percentage of 68 and the remaining 19 stores holding 32 percent.

Table 5: Paired T-Test of Turnover of the General Stores at Mansoorabad area of Ranga Reddy District for the Financial Years 2021-22 and 2022-23

Years	N	Mean of T. O. of General Stores (Lakh)	Mean Diff.	S. D. ( $\sigma$ )	S. D. Diff.	S.D.E.	t	df	Sig. (P)	H <sub>0</sub> Status
2021-22	60	1.7862	0.7649	0.8123	0.0862	0.1378	5.5508	59	0.0001	Reject
2022-23		1.0213		0.7261						

(Source: Primary Data Processed through SPSS)

## DATA INTERPRETATION AND DECISION

Table 5 is offering the statistical information in relation to paired t-test of the turnover of general stores for the fiscal years 2021-22 and 2022-23 of Mansoorabad area of Ranga Reddy district of Telangana state. As per table the calculated value of t is 5.5508 at the 59 degree of freedom with the  $\alpha$  value is 0.05 (5%) significance level, P value is 0.0001. As per these values, rejected  $H_0$  hypothesis,  $t_{59}=5.5508$ ,  $P, <0.05$ , here as per the statistical information P value is less than the  $\alpha$  value so, rejected  $H_0$  hypothesis. It is proving that there is a significant impact on the turnover of the off-line business of General stores, means the turnover of General stores is reducing in a significant manner for fiscal years from 2021-22 to 2022-23. It represents that the off-line business is facing problem with transactions of online business.

## FINDINGS

1. General store ownership of male is more by 30 percent than female owners.
2. The age group between 40-49 years is running a greater number of general stores rather than other age groups.
3. The persons who possess up to 10+2 level educational qualification depend on General store business.
4. Most of the general stores are registered under trade license system.
5. The off-line General store business is bearing the loss and in near future they are going to lose more profits due to now a days the customers are ordering their goods and services through online only.

## THE GOVERNMENT SUPPORT TO THE GENERAL STORES

1. The government of Telangana is allowing the general stores to stay open throughout the year to do their business activities.
2. The state and local governments are encouraging such these stores to convert them into as start-ups and develop their business.
3. The respective authorities are planning to create and develop Apps and providing required technology for forming these Apps for the sake of do business easily.
4. The local, state and central governments are providing business loans to the general stores without any formalities, moreover, if it is possible offer these loans either at less rate of interest or interest free loans.
5. The state government is planning to make cent percent cooperation for the general stores to take collaboration with the online business players to develop respective business.

## CONCLUSION

Online business is the major source to create wealth for economy. It is impossible to reduce the online business mode in the era of liberalization, privatization and globalization, such kind of activities are necessary for the fast-growing economies, no doubt like India. On the other side, the General store, off-line business is suffering from the losses, and that lead it them either close their business or merge with other. The off-line business needs to consider by authorities and provide certain facilities. Such type of business activities required to be

continued to improve self-employment and compete with potential challenges created by the online business. The better way to the off-line business, to make association with online business and run it.

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