

Comparative Study on Factors Influencing Online and Offline Purchase of Dental Products

By

Monica Udenia

*Dissertation submitted for the partial fulfillment of the
MBA Hospital and Health Management*

Academic year, 2016-2018



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TO WHOMSOEVER MAY CONCERN

This is to certify that student Dr. Monica Udenia of MBA Hospital and Health Management from The IIHMR University, Jaipur has undergone dissertation training at Boston Ivy Healthcare Solution private Limited from 5/2/18 to 5/5/18.

The candidate has successfully carried out the study designated to her during internship training and her approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish her all success in all her future endeavors.



Dean, Academics and Student Affairs

The IIHMR University, Jaipur



Asso-Professor

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The candidate has successfully carried out the study assigned to her while working as "Intern" for the period of 3 months. Her approach to the study has been sincere, scientific & analytical.

This work is partial fulfilment towards the course requirements and is recommended for MBA in Health and Hospital Management. This letter, is being provided at the express request of the Intern for her Dissertation, this in no way confers any direct or indirect liability on Boston Ivy Healthcare Solutions Pvt. Ltd

We wish her all the success in all her future endeavors.

Thanking you,
For Boston Ivy Healthcare Solutions Pvt. Ltd.

Vinod T.

Authorized Signatory



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CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "comparative study on factors influencing online and offline purchase of dental products" and submitted by Dr. Monica Udenia, Enrolment No 0445 under the supervision of Associate Professor Seema Mehta for award of MBA in Hospital and Health of the University carried out during the period from February 5, 2018 to May 4, 2018 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

A handwritten signature in blue ink, appearing to read 'Monica Udenia', with a long horizontal flourish extending to the right.

ABSTRACT

TITLE: COMPARITIVE STUDY ON FACTORS INFLUENCING ONLINE & OFFLINE PURCHASE OF DENTAL PRODUCTS

AUTHOR: Dr. Monica Udenia

BACKGROUND: The study tries to find that, how dentists in metro cities measure channels for purchasing dental products. It addresses dentist's value perception for using online modes of shopping versus traditional offline modes of shopping. It tries to recognize the factors that motivates the dentists to buy online and offline as well the most preferred modes to dentists use to purchase products online and offline. Study tries to find the relationship of different demographic factors with awareness of individuals about online shopping.

OBJECTIVE

- To identify the factors that motivates the dentist to purchase dental products offline and online in tier 1 cities.
- To analyze the difference between the online and offline customers (Dentist) groups in terms of age, sex, and modes of payment.
- To compare online vs. offline buying behavior of dentists on different factors.

METHOD: • It is a descriptive quantitative cross-sectional study. Primary data was collected in the form of closed ended set of questionnaire that were sent through mails, messages and face to face interaction with dentists practicing in their own clinics in Mumbai and Bangalore for a period of 2.5 months. The sampling technique used is purposive sampling. The data was analyzed using MS excel.

CONCLUSION

With most of the dentist being aware about the online options available for shopping dental products, they still prefer purchasing products offline. Younger generation dentist are more aware about the online options. There was a relationship between awareness and different demographic factors. The reason that motivates buyers to buy online were time save, low cost, 24 hour access and searching product is easy, while for offline purchase the motivating factors were: time saving, feel and touch of products, physically able to judge the products etc.

KEYWORDS: online shopping, offline shopping, dentists, dental products, motivating factors, customer behavior

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1. INTRODUCTION

Technology is taking over the world and it's providing the best possible way to the sellers to reach the customer in much faster and economic way. Online shopping is emerging as one of the fastest growing digital platforms. E commerce has grown to a point where every business has an online portal in some form or the other. On one hand people are obsessed with the offers and the variety of brands available on a single website/app, On the other hand buying products offline and following the traditional trend to shop from stores is continuing since years. even today, large number of customer still prefer shopping offline and taking decisions after physically feeling, looking and touching the product.

E commerce in healthcare is a next big thing in the online marketplace as there is a large amount of hidden potential in this department. Lot of companies are coming up with the concept of B2B e commerce platform for medical and dental supplies. Just like medical products, Dental products are a part of complex system of industry which is influenced by customer behavior, economic factors, demographic factors etc. Every second manufacturer Of Dental products in India now prefer to have a website. Several new companies are trying their luck in India's E commerce market by selling a vast range of dental products.

Going from one store to another looking for variety of dental products is not only time consuming but also sometimes frustrating for a dentist, especially when he/she is living in a Tier one city. Buying dental products online is a new in and many dentist are relieved by its advent in Indian. Some of the many benefits of purchasing dental products online are: wide range of products under one roof, bulk discounts and offers and convenience of getting products at home without physically going to stores.

With a large number of companies coming with the concept of selling dental products online, its very important to know how Dentists are deciding and evaluating different medium of purchasing dental products available to them from a managerial point of view.

With the increasing demand of the Internet in everyday life, both from personal and professional point of view, it has become ever more important to understand the customer behavior for different shopping options.

The focus of this study is to analyze Different choices, preferences and motivational factors to shop for dental products on internet and at the traditional store.

1.2 AIM

The study aims to do a comparative analysis on the factors influencing dentists to purchase dental products online or offline in Tier 1 cities

1.3 OBJECTIVE OF THE STUDY

- To identify the factors that motivates the dentist to purchase dental products offline and online in tier 1 cities
- To analyze the difference between the online and offline customers (Dentist) groups in terms of age, sex, and modes of payment
- To compare online vs. offline buying behavior of dentists on different factors

1.4 SIGNIFICANCE OF THE STUDY

With the start of numerous modes of shopping both offline and online and a continuous increase in the competition among different options, the understanding of what motivates the customers to purchase from one option rather than another becomes a very important factor to keep in mind while designing a strategy.

The study tries to understand the customer behavior of a dentist, particularly their online buying decision process. It also tries to find out that whether it's the product attributes or the customer situation that drives their decision to make online or offline purchase of dental products. The outcome of this research will help the E commerce dental companies as well as offline stores to understand their customers and their needs in a better way. It will help them to develop strategies that can help them to make their business more profitable and at par with the competitors.

1.5 OUTLINE OF THE STUDY

The study consists of a set of closed ended questionnaire which has been sent to dentists practicing in two Tier one cities Mumbai and Bangalore. The total duration under which the study is undertaken is 3 months. The Questionnaire were sent through emails, messages and face to face interaction with different dentist practicing in two cities.

The determinants that were taken into consideration to measure the factors influencing the online and offline purchase of dental products by the dentists are as follows:

- Preferred online and offline options
- Mostly purchased good from online websites/ apps and offline stores
- Mostly purchased products from offline stores and online sites
- Reasons for online and offline purchasing
- Frequency of purchase from offline stores and online websites
- Types of advertisement mostly attracts to purchase online or offline
- Preferences for the payment process for online and offline shopping

1.6 ETHICAL CONSIDERATIONS

An informed consent was taken before commencing the survey from the respondents. The confidentiality of the respondents was maintained. Respondents will be assured that participation in the study is completely voluntary and participants can withdraw from study without filling the full form. The respondents were informed that the collected data will be shared only with the guide allotted for the study and that it is for academic purposes only.

1.7 LIMITATIONS OF THE STUDY

- **Time duration :** The time period for which the study was undertaken is three month
- **Research settings:** Cities that were selected for the samples to collect data were only Mumbai and Bangalore
- **Sample Size:** due to limited time period, the sample size that was chosen for this study was 200 dentist from two cities Mumbai and Bangalore. The questionnaire was circulated among 240 dentist
Of which 200 responses were selected to be included in the study

2. LITERATURE REVIEW

- Chaing and Dholakia (2014) which says that “the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behavior and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet.”
- Iyer and Eastmen (2014) found “that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behaviour towards online shopping and internet are more into online shopping. But the population of senior who are less aware of the internet and the shopping sites are less involved in the shopping sites because they do not have a positive attitude towards online shopping rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet. The senior which have more knowledge about the internet and the shopping sites they compares both the shopping i.e. online and offline shopping for their purchasing of goods. However their knowledge and the use of internet by them has no connection with their age and their satisfaction level while purchasing online.”
- Soopramanien and Robertson (2007) study in UK on acceptance and practice of online shopping

Show that “the online consumers choose different course of action based on the apparent beliefs. They found that, how socio demographic variables, attitude and beliefs towards internet shopping effect on the both decision to practice and use of online shopping channels. They categorized online buying behavior as the one who purchase from online sites and the one who only browse online sites and purchase from the store, and third those who do not buy online. The study do not covered the buyers who choose products in stores and buy online.”

- According to one of the studies by Akpoyomare (2012) “Product attributes play an important role in the decision making process, because consumers evaluate and compare competitive products based on its attributes and thus, the outcome of a purchase decision is determined by attributes. A product is characterized by a set of attributes and a product can have one, two or more attributes.
- According to Selvakumar (2014) “At the store the customer gets to touch and feel the product they purchase before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether, we can and see feel a product is also a reason which determines whether a person’s wants to go for shopping or not. Tangibility of any product also determines the online shopping. Without touching the preferred or desired substance nobody can get its security about the worthiness or quality or sense of any preferred product.”

3. RESEARCH METHODOLOGY

3.1 RESEARCH QUESTIONS

- What is the level of awareness among dentists about online e commerce websites/app?
- What is their preferred mode of shopping for dental products?
- Is there a relationship between demographic profile (age, sex of dentists) and preferred mode of shopping and awareness?
- What are the motivation factors that influences a dentist to shop online, offline or both?

3.2 STUDY DESIGN

- It is a descriptive quantitative cross-sectional study. Primary data was collected in the form of closed ended set of questionnaires that were sent through mails, messages and face to face interaction with dentists practicing in their own clinics in Mumbai and Bangalore for a period of 2.5 months

3.3 STUDY SETTING

- Two tier 2 cities namely Mumbai and Bangalore were chosen for the study undertaken

3.4 DURATION OF THE STUDY: Three months. (February 2018 - April 2018)

3.5 SAMPLE SIZE: 200 samples

- **Inclusions of the study:** Dentist who are practicing in their own clinics were included in this study
- **Exclusions of the study:** dentists who are practicing in somebody else's clinics were excluded from the study to get better understanding about the topic

3.6 SAMPLING TECHNIQUE

- The sampling technique used in the study will be Purposive Sampling, non-probability sampling

3.7 SAMPLE SELECTION

- Samples will consist of 200 Dentists (100 each) from Mumbai and Bangalore. These two cities are chosen because the scope of starting a s commerce dental store is more in these cities as the people are more technologically sound and have all the resources and facilities required for both online and offline shopping

3.8 DATA COLLECTION PROCEDURE

The research focuses on primary data collection. For quantitative data collection, structured close ended questionnaire where the study subject's responses will be recorded in the form of a questionnaire. The medium of communication will be both offline and web-based questionnaire.

There were four common questions that were asked from all 200 dentists focusing on demographic determinants and the modes of purchase. Based on their answers three different sets of questions were asked depending on the mode of purchase that were: offline only, online only and online offline both

To measure the factors influencing the online and offline purchase of dental products by the dentist following determinants will be taken into consideration:

- Selective demographic
- Preferred online and offline options
- Mostly purchased good from online websites/ apps and offline stores
- Mostly purchased products from offline stores and online sites
- Reasons that motivates online and offline purchasing
- Frequency of purchase from offline stores and online websites
- Types of advertisement mostly attracts to purchase online or offline
- Preferences for the payment process for online and offline shopping

3.9 DATA ANALYSIS

- Data will be analyzed with the help of MS excel. It will be preferred because of its ability to cover a wide range of the most common statistical and graphical data analysis
- The questionnaire was prepared online with the help of Google forms

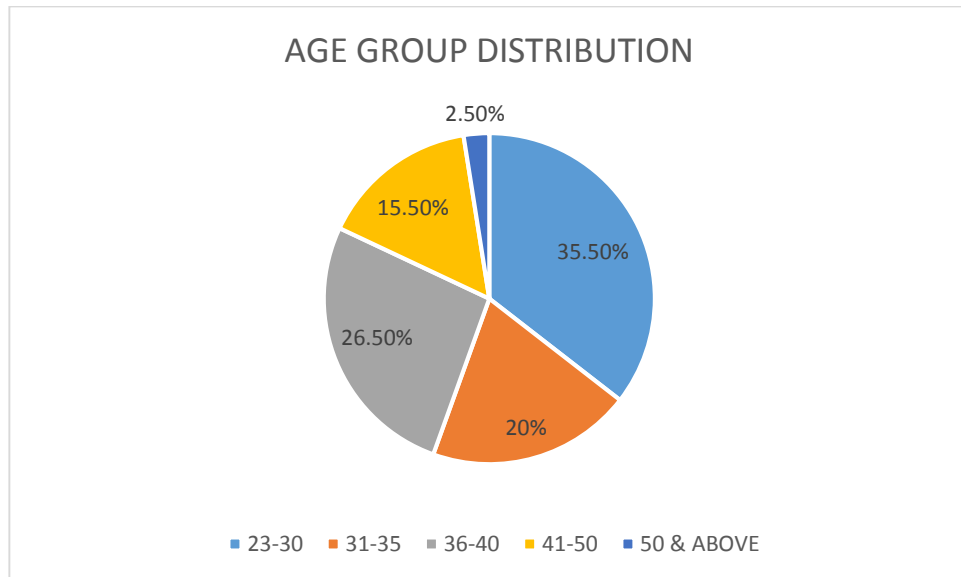
3.10 COLLECTION TOOL

- Data was collected by taking interview through a set of questionnaires from the Dentists in two tier 2 cities Mumbai and Bangalore

4. RESULTS & INTERPERTATIONS

1) SAMPLE DISTRIBUTION

1.1) AGE WISE DISTRIBUTION

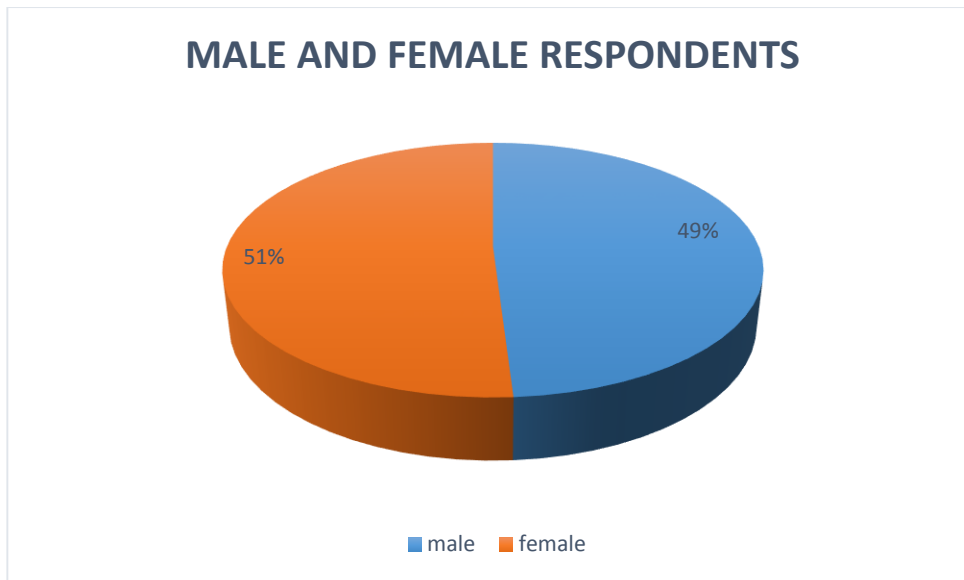


Graph 1: Age group distribution of respondents

Interpretations

Out of 200 samples the dentists with age group 23- 30 were 35.5%, age 31-35 were 20%, 36-40 were 26.50%, 41-50 were 15.5% and above 50 were 2.50%

1.2) SEX WISE DISTRIBUTION



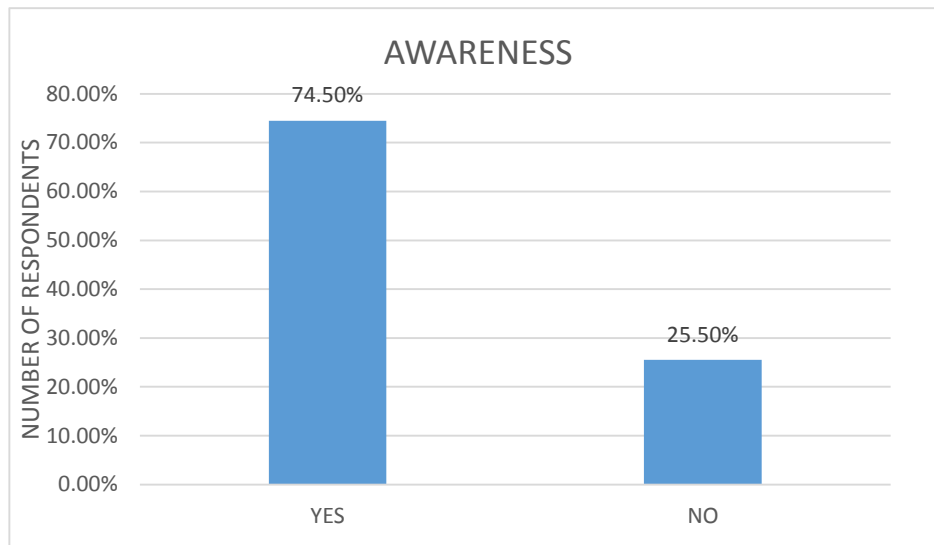
Graph 2: sex distribution of the respondents

Interpretations

Out of 200 dentists 51% respondents were female and 49% were male respondents.

2) AWARENESS OF ONLINE DENTAL APPLICATIONS AND WEBSITES

2.1) AWARENESS OF ONLINE WEBSITES/APPS FOR PURCHASING DENTAL PRODUCTS



Graph 3: awareness of respondents for online website/app for dental products

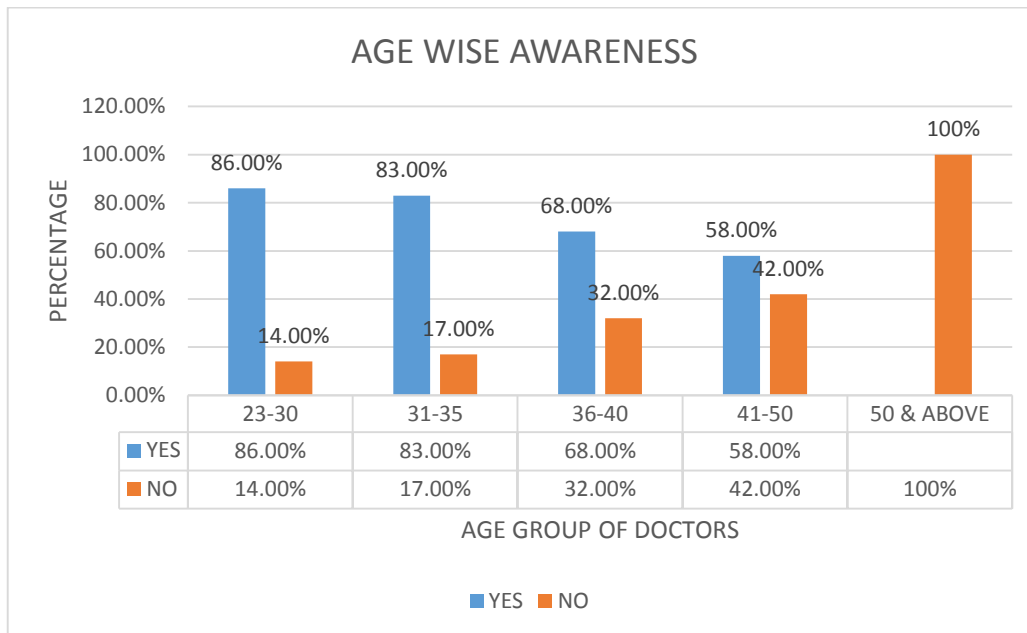
Interpretations:

Out of 200 respondents 74.50% respondents said that they were aware of online websites/apps for purchasing dental products while 25.50% respondents said that they were not aware about it

Analysis:

Based on the three questions above, following analysis was done:

2.2) RELATIONSHIP BETWEEN AGE AND AWARENESS ABOUT ONLINE WEBSITE/APP FOR PURCHASING DENTAL PRODUCTS



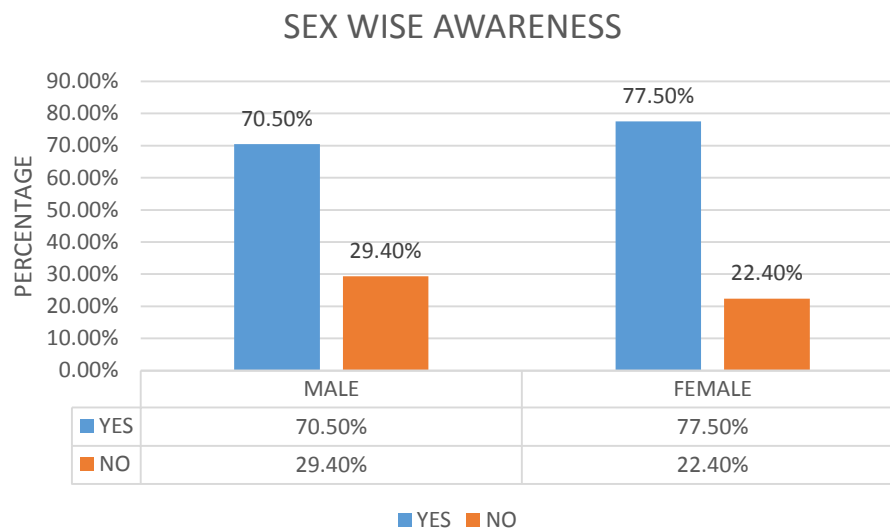
Graph 4: Age wise awareness of respondents

Interpretations:

The above graph depicts that the dentist from age group 23-30 and 31-35 are more aware about the online purchase options available as compared to respondents of other age groups.

On the other hand no dentists from age group 50 and above was aware of online purchase options available for buying dental products

2.3) RELATIONSHIP BETWEEN SEX AND AWARENESS

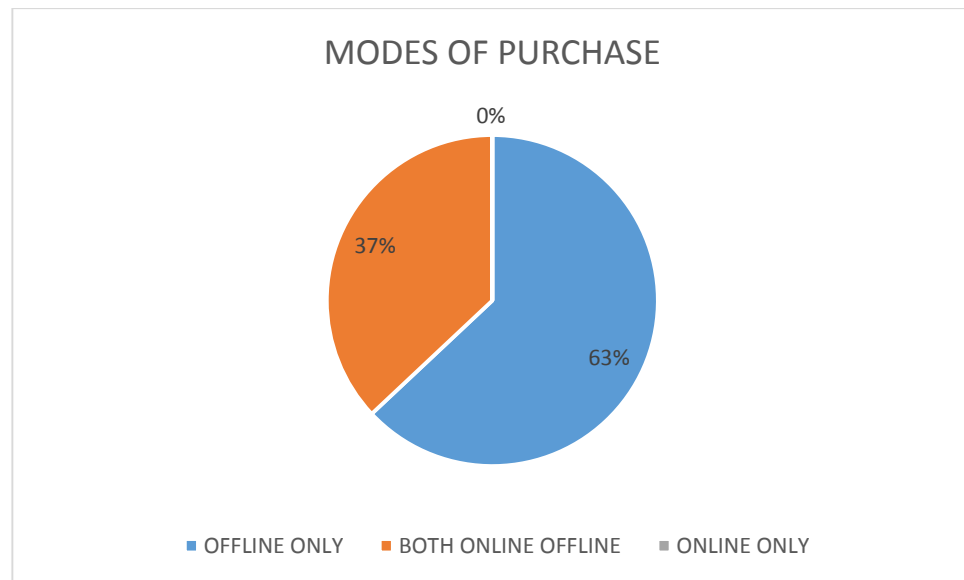


Graph 5: sex wise awareness

Interpretations:

The above graph shows that there does not exist any clear relationship between sex and awareness as 70.50 percent of total 49% male respondents said that they are aware and only 7.5% more females out of 51% female respondents said that they were aware of online website/app for dental products

3) DIFFERENT MODES OF PURCHASING DENTAL PRODUCTS BY THE DENTIST



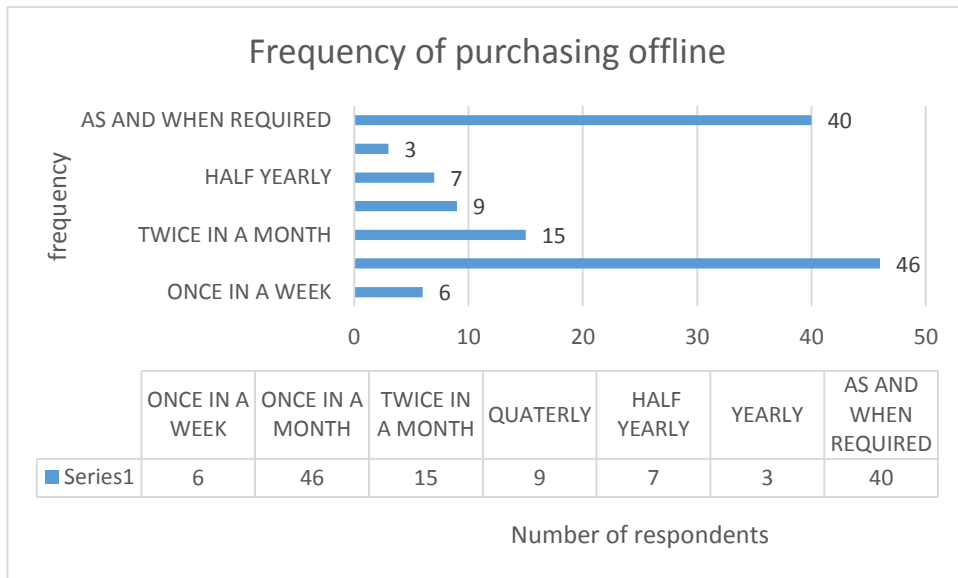
Graph 6: Different modes of purchasing dental products

Interpretations:

Out of 200 dentist 63% dentists said that they buy dental products offline only and 37% said that they do online offline purchase, while there was not a single respondent who said they do only online purchase of dental products

4 QUESTIONS FOR “OFFLINE PURCHASE ONLY” RESPONDENTS

4.1) frequency of buying dental products OFFLINE

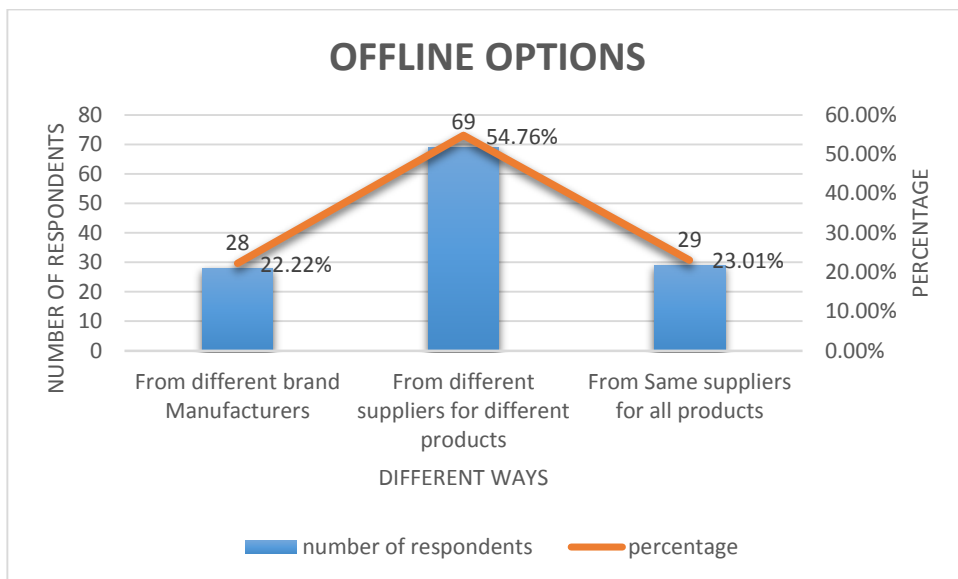


Graph 7: Frequency of purchasing offline products

Interpretations

The above graph shows that 46 out of 126 dentist buy dental products once in a month while 40 buy as and when required. Only 6 out of 126 buy products once in a week and 6 buy quarterly

4.2) PREFERRED OFFLINE WAYS OF PURCHASING DENTAL PRODUCTS



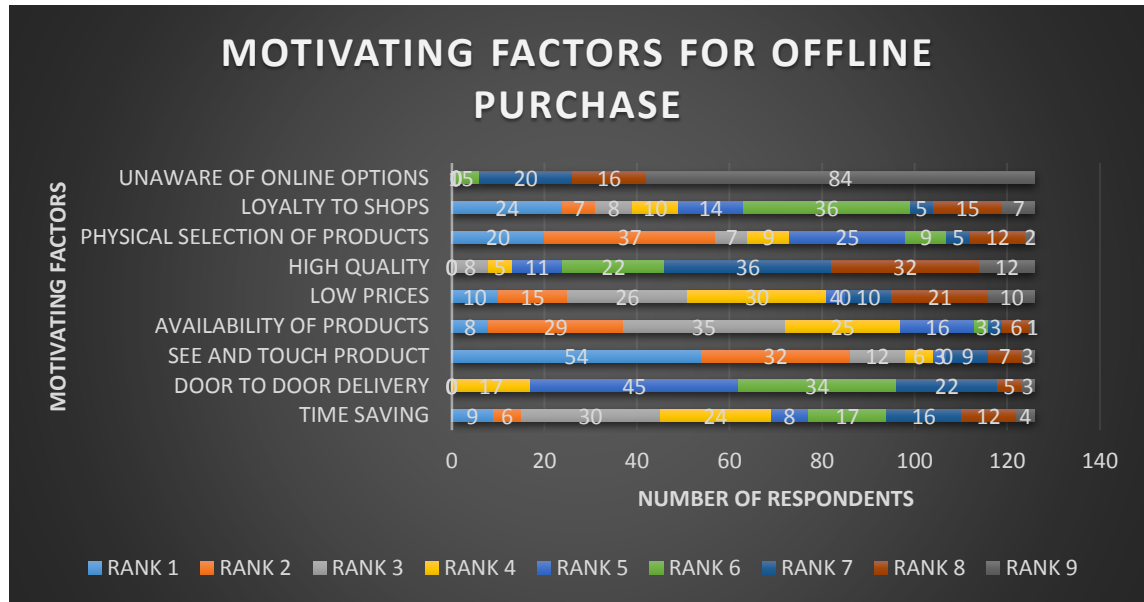
Graph 8 : Preferred offline ways of purchasing offline dental products

Interpretation:

The interpretation of the above graph is that 69 dentists (54.76%) buy products from different suppliers for different products while only 29 dentists out of 126 (23.01%) buy products from the same suppliers.

That says that most of the dentist who buy products offline buy it from different suppliers not from different manufacturers or same suppliers.

4.3) FACTORS MOTIVATING DENTISTS TO BUY DENTAL PRODUCTS OFFLINE



Graph 9: Factors that motivates buyers to buy offline

Interpretations:

Out of 126 dentists who opted for offline only option 54 ranked see and touch as rank 1 reason that motivates them to buy offline while 37 ranked physical selection of products as rank 2 reason for buying dental products offline, rank 3 was given to the availability of products while rank 4 was given to the low prices as the cost of logistics is lesser as compared to online shopping.

The reasons that least motivates buyers to buy offline are:

High quality and being unaware of online options, that means that buyers are aware about the online options and they are also aware that no matter from where they buy the quality will not be a differentiating factor to buy dental products

4.4) RATING THE TYPES OF OFFERS THAT MOSTLY ATTRACTS DENTISTS TO PURCHASE OFFLINE



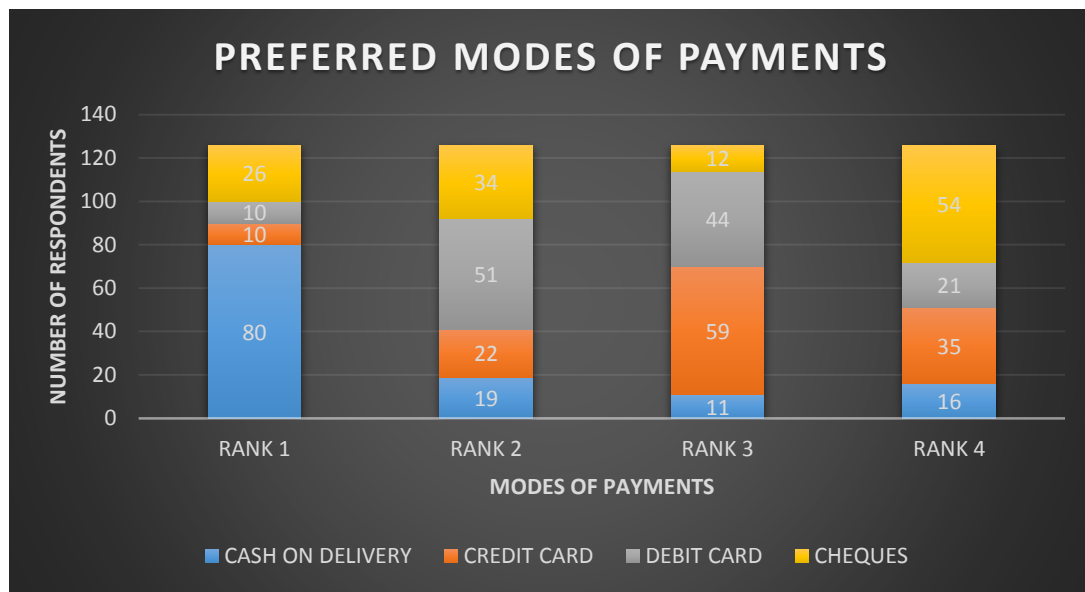
Graph 10: Offers attractions for offline buyers

Interpretations

When asked about the offers that attracts the offline buyers, 65% of the dentists said discounts attracts them the most, second rank was given to 1+1 offer in high attraction. In medium attraction, 65 dentists said that festive offers attracts them the most in medium attraction. In low attraction first rank goes to cash back offers and second to free gift offers.

So based on this interpretations offline stores and online websites/app can come up with offers for which attraction is high or medium from the customer side.

4.5) RANKING OF PREFERRED MODE OF PAYMENT FOR OFFLINE (Rank 1 for the most preferred mode of option to rank 3 for the least preferred option)



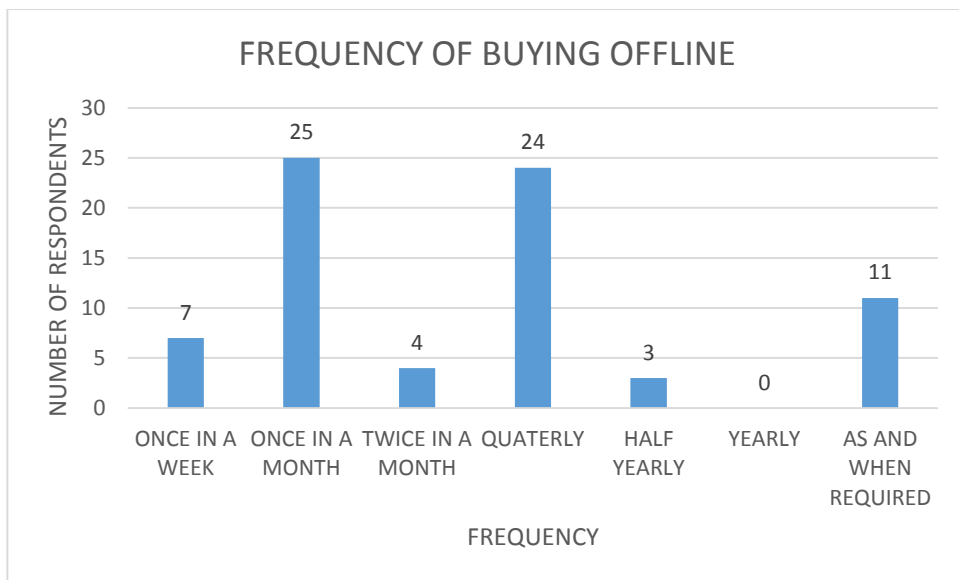
Graph 11: Preferred modes of payments for offline buyers

Interpretation

The above graph clearly shows that 80 out of 126 dentists said that cash payment is their rank 1 mode of payment. 51 out of 126 dentists said that debit card is their rank 2 preferred mode of payment while 59 respondents out of 126 said that credit card is rank 3 preferred mode of making payments. Lastly, 54 out of 126 respondents said that cheques is their rank 4 mode of payment.

5 QUESTIONS FOR “BOTH ONLINE AND OFFLINE” RESPONDENTS

5.1) NUMBER OF TIMES DENTISTS BUY DENTAL PRODUCTS OFFLINE

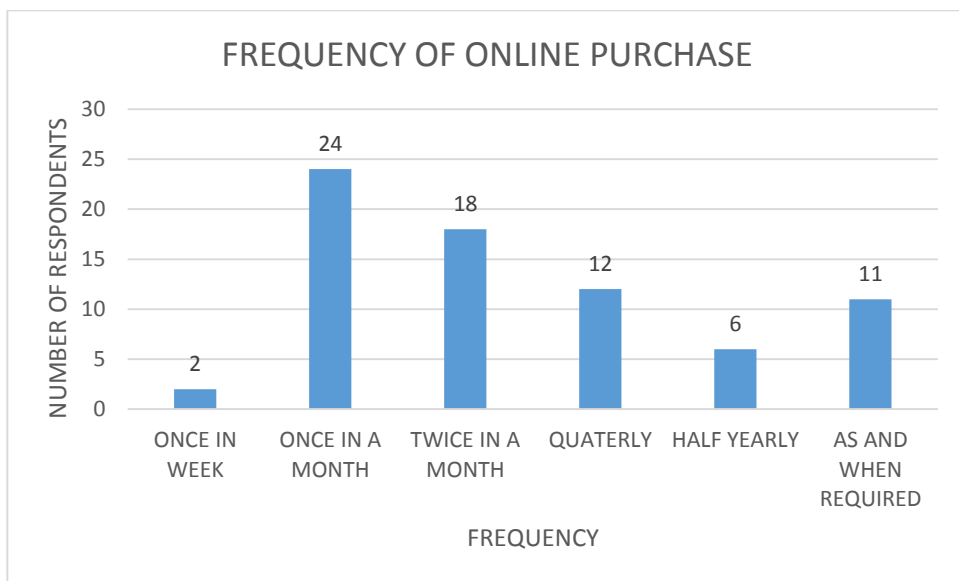


Graph 12: Frequency of buying offline

Interpretation:

The above graph shows that dentists prefer buying products once in a month or quarterly more than other options.

5.2) NUMBER OF TIMES DENTISTS BUY DENTAL PRODUCTS ONLINE

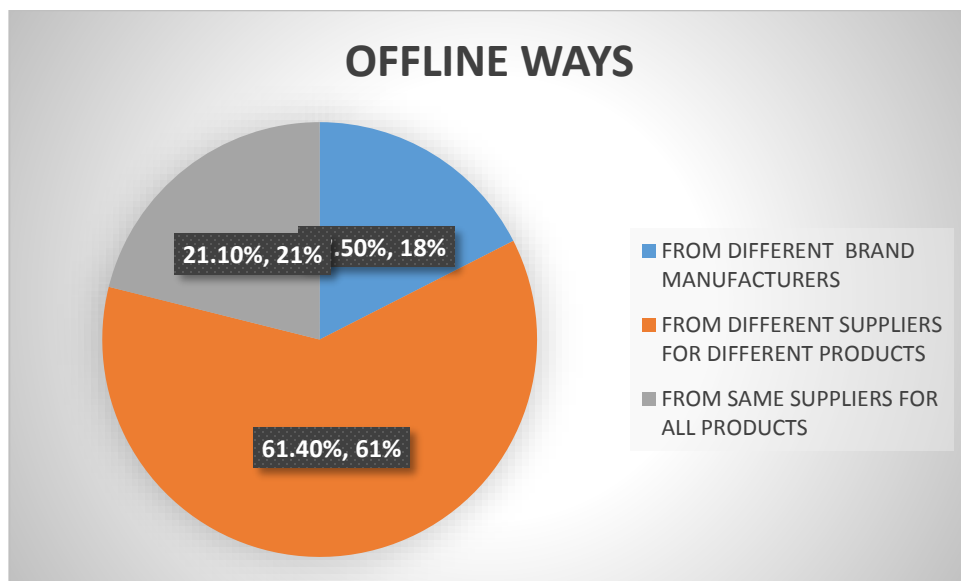


Graph 13: Frequency of buying products online

Interpretations

The above graph shows that dentists when buying online prefer buying it once, twice a month, quarterly and as and when required.

5.3) MOST PREFERRED OFFLINE WAYS OF PURCHASING DENTAL PRODUCTS

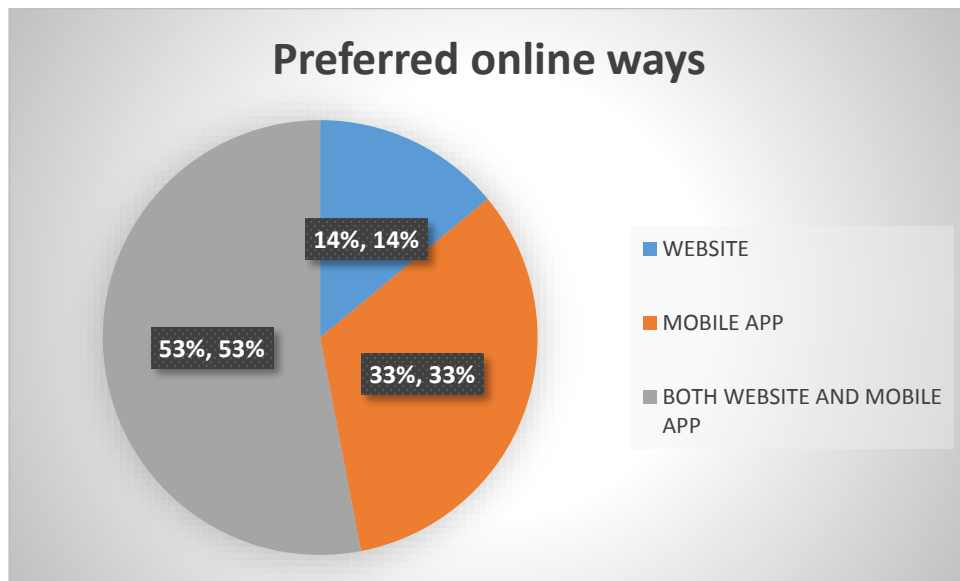


Graph 14: Preferred ways of purchasing products online

Interpretations

The above graph shows that 61% of dentists who buy both offline and online buy dental products from different suppliers for different products, while 21% buy from the same suppliers for all products. Only 18% buy directly from brand manufacturers.

5.4) PREFERRED ONLINE WAYS OF PURCHASING DENTAL PRODUCTS

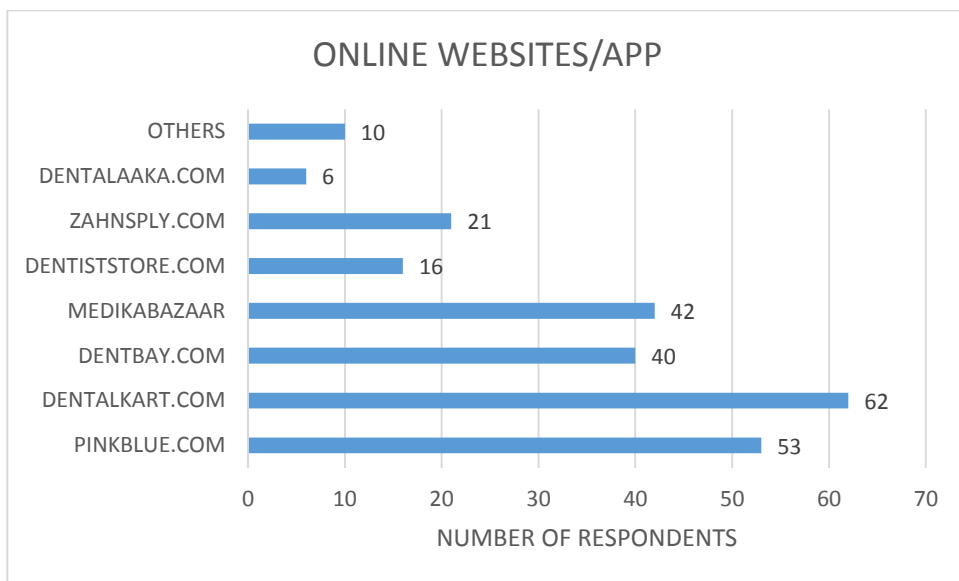


Graph 15: Preferred ways of purchasing products offline

Interpretations

Out of 74 dentists who buy both offline and online, 53% buy from both website and application, 14 percent buy from website while 33% prefer buying it from mobile App only.

5.5) PREFERRED ONLINE WEBSITES/APP TO PURCHASE DENTAL PRODUCTS

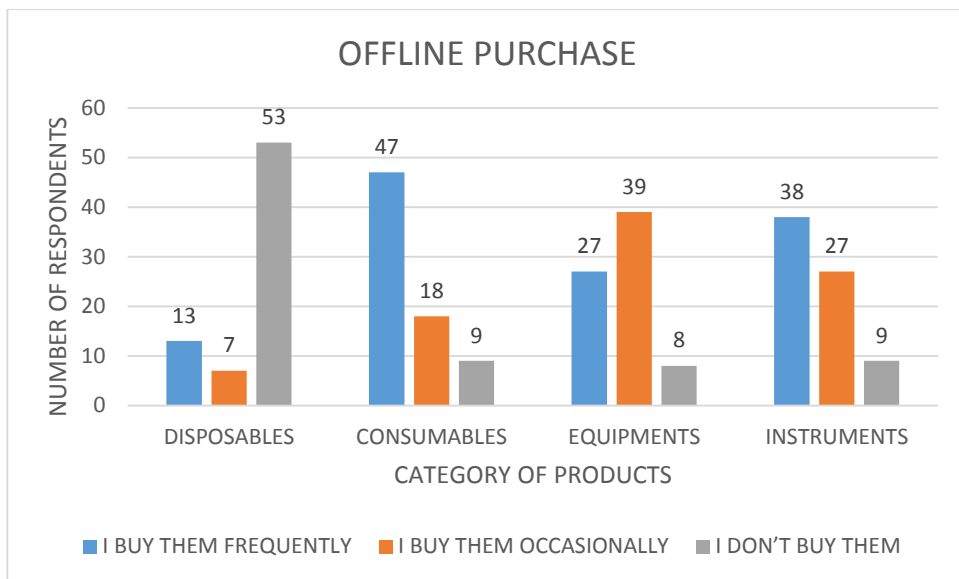


Graph 16: Preferred online websites/app to buy dental products

Interpretations

The above graph shows that Dentalkart, Pinkblue, Dentbay and Medikabazaar are the most preferred websites/app from where the dentists buy Dental products online.

5.6) RATING THE CATEGORY OF PRODUCTS ON THE BASIS OF HOW MUCH THE PRODUCT IS PURCHASED OFFLINE BY DENTIST IN THE MENTIONED CATEGORY (N = 74)

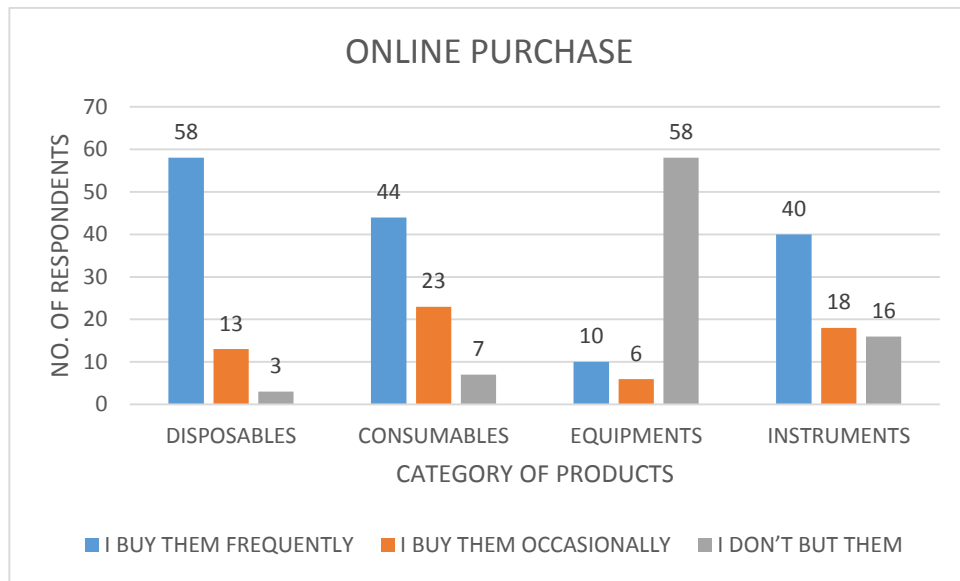


Graph 17: Category of products mostly bought offline

INTERPRETATION

The above graph shows that consumables and instruments are the two categories that have been bought very often by the dentist offline while equipment's is that category that is occasionally bought by the dentist offline. While consumables is the category where 53 out of 74 respondents said that they don't buy disposables offline

5.7) RATING THE CATEGORY OF PRODUCTS ON THE BASIS OF HOW MUCH THE PRODUCT IS PURCHASED ONLINE BY DENTISTS IN THE MENTIONED CATEGORY. (N=74)

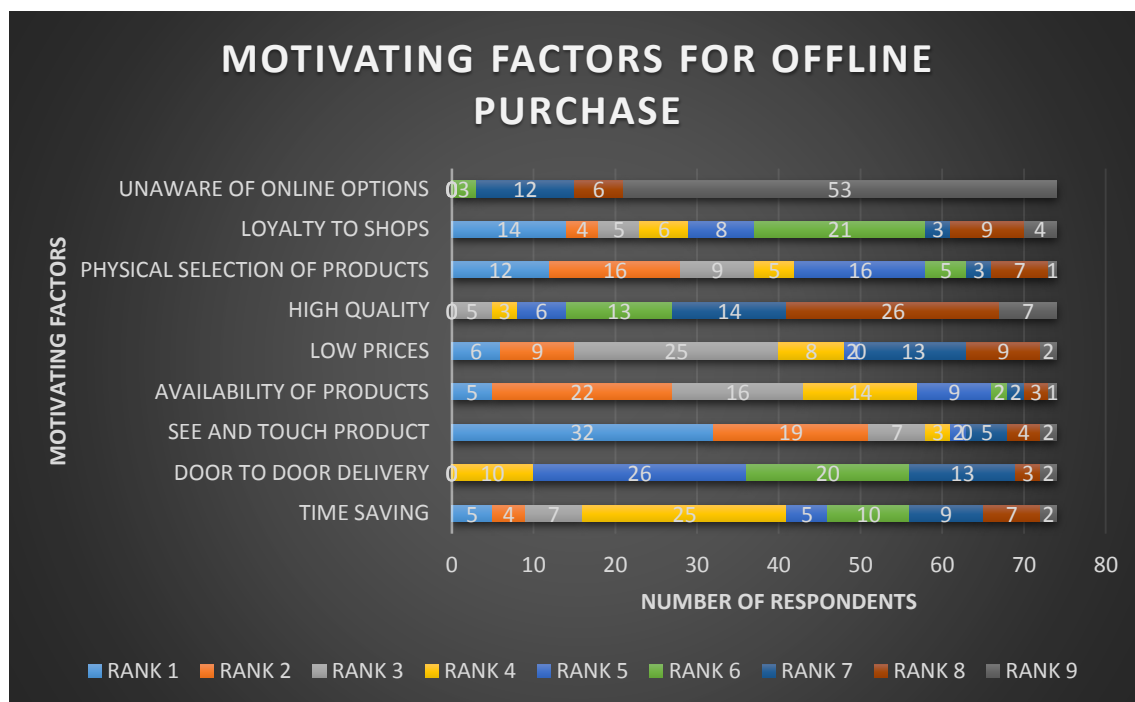


Graph 18: Category of products mostly bought online

Interpretations

The above graph shows that 58 out of 74 dentists buy disposables very frequently online the second most frequently bought category is consumables while 58 out of 74 dentists say that they don't buy equipments online.

5.8) RANKING OF THE FACTORS THAT MOTIVATES DENTISTS TO PURCHASE DENTAL PRODUCTS OFFLINE



Graph 19: Factors that motivates buyers to buy dental products offline

INTERPRETATIONS:

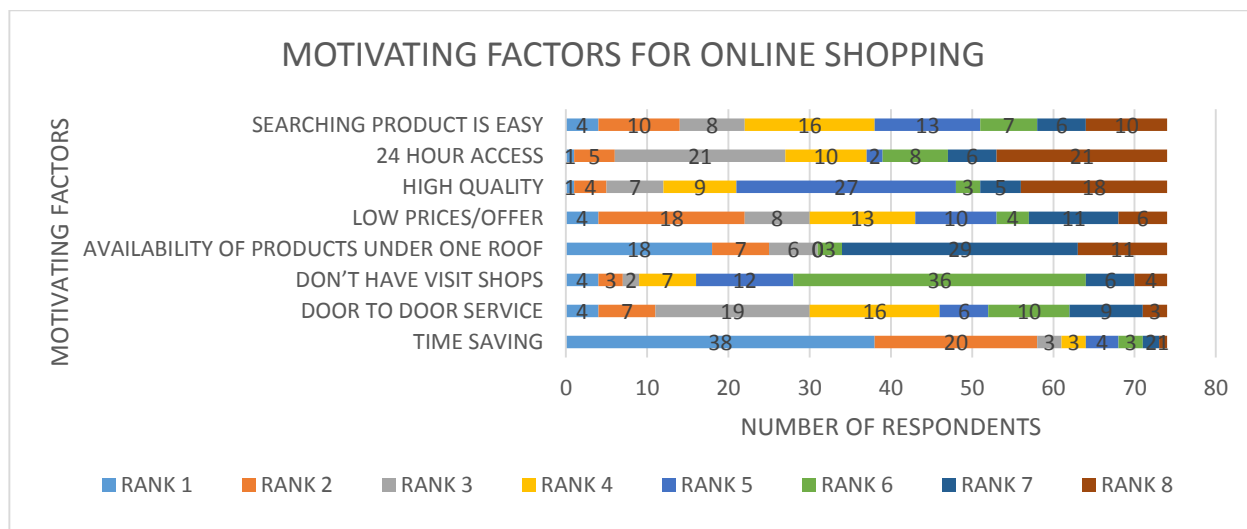
Out of 74 dentists who said they buy both offline and online, 32 said that see and touch of the product is the number 1 factor that motivates them to buy offline, rank 2 was given to availability of products as well as physical selection of products, rank 3 was given to low prices.

Another interesting finding from the above graph are the factors that least motivates the buyer to buy offline. They are as follows:

Unawareness about the online options: This was the factor that least motivated them as all of them were aware that such options exist in market

Loyalty to the shop: This factor was ranked on rank 6 that loyalty of the shop does not matter much to the buyer while buying offline

5.9) RANKING THE REASONS THAT MOTIVATES DENTISTS TO PURCHASE DENTAL PRODUCTS ONLINE



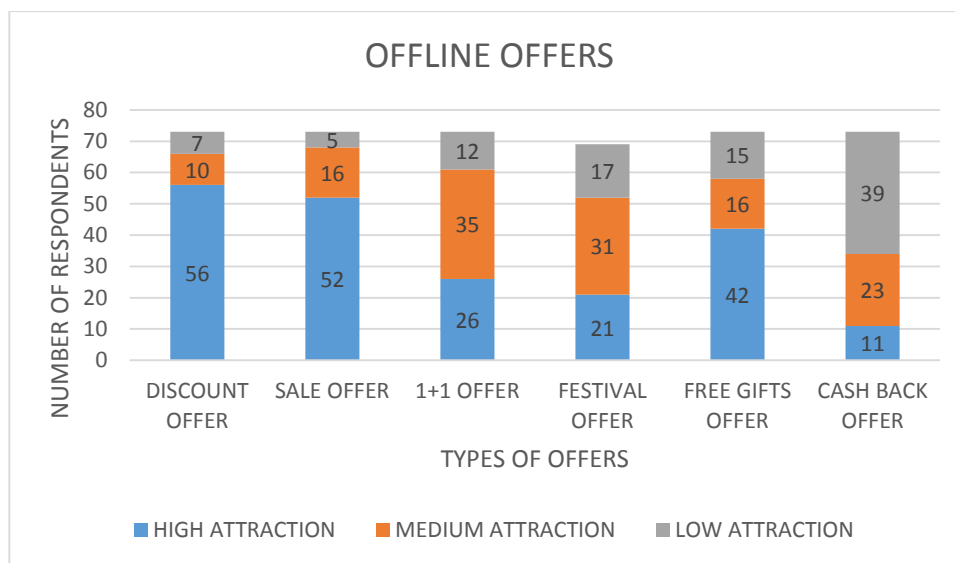
Graph 20: Factors that motivates buyers to buy dental products online

Interpretations:

The above graph suggests that factors that influences the buyers who buy online and offline both to buy online the most are : time saving (rank 1), low prices/offers (rank 2), 24 hours access (rank 3), searching for the product is easy (rank 4) and high quality (rank 5).

While the factors that least motivates the buyers to buy online are: availability of products under one roof and don't have to visit the shop

5.10) RATING OF THE TYPES OF OFFLINE OFFERS THAT MOSTLY ATTRACTS DENTISTS TO PURCHASE OFFLINE



Graph 21: Offers that attracts the buyers to buy offline

Interpretations:

The above graph clearly depicts that the offers that highly attracts the buyers are discount offers, sales offers and free gifts offers. the offers whose attraction is medium are 1 plus 1 offers and festival offers.

While the offers that come under the category of least attractive offers is cash back offers.

5.11) RATING THE TYPES OF OFFERS THAT MOSTLY ATTRACTS DENTISTS TO PURCHASE ONLINE



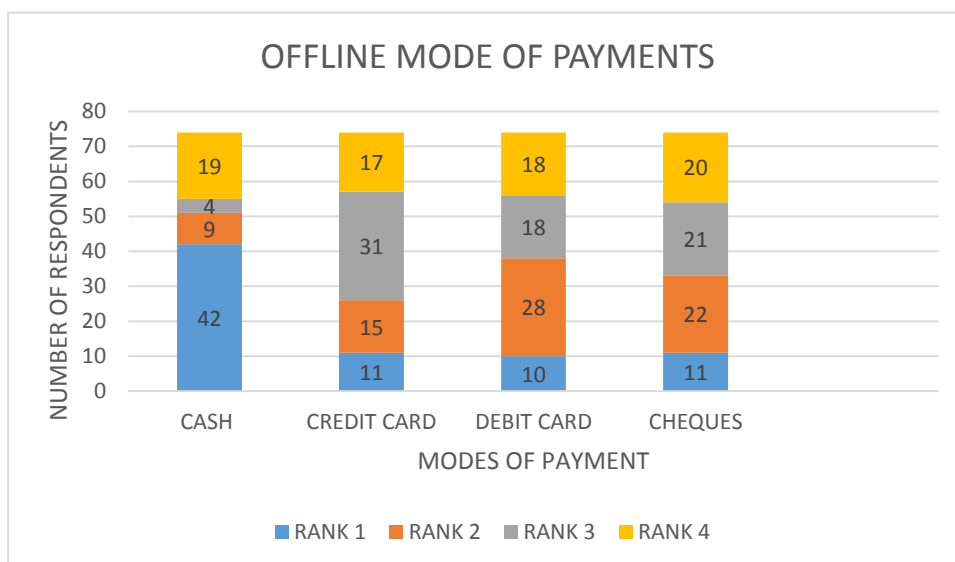
Graph 22: Offers that attracts the buyers to buy online

Interpretations:

When compared to offline even online offers attractions trend is same as most attractive online attraction is given to discount offer and sales offer. While medium attraction is more for one plus one offer and festival offer.

The least attractive offers for offline buyers are free gifts offers. so, clearly free gifts are not the reason buyers who buy both online and offline opt for buying dental products offline

5.12) RANKING OF THE PREFERRED MODE OF PAYMENT FOR OFFLINE PURCHASE

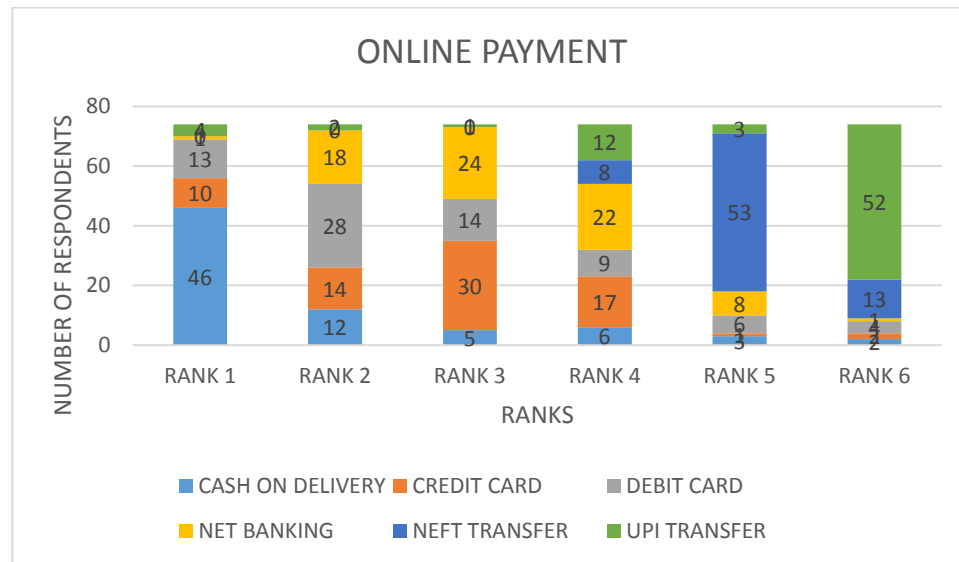


Graph 23: Preferred offline payment options

Interpretations:

The above graph depicts that 42 out of 74 dentists who opted for both online and offline shopping opted cash as their rank one option for payments. Then 28 buyers opted debit card as second rank for payment option. After debit card, buyers feel that credit card is their number 3 option for payment option while the last option for payment is given to cheques.

5.13) RANKING OF PREFERRED MODE OF PAAYMENT FOR ONLINE PURCHASE



Graph 24: Preferred online payment options

Interpretations:

The above graph depicts that 46 out of 74 dentists opted for cash on delivery as their number one option for payment. Rank 2 is mostly given to debit card just like offline buyers and even third rank is also given to credit card just like the offline buyers. So, cash on delivery, debit card and credit card still remains as first three options for payment while net banking, NEFT and UPI transfer are ranked as rank 4, rank 5 and rank 6 respectively.

TABLE 1. COMPARISON OF OFFLINE AND ONLINE BUYING BEHAVIOUR OF CUSTOMERS

FACTORS	OFFLINE	ONLINE
FREQUENCY OF BUYING PRODUCTS	Mostly once in a month and as and when required	- Once in a month - Twice in a month - Quarterly - As and when required
DIFFERENT OPTIONS OF BUYING DENTAL PRODUCTS	- From different suppliers for different products (54%) - Same suppliers all products (23%) - From different brand manufacturers (22%)	53% respondents said that they buy from both website and apps
MOSTLY PURCHASED CATEGORY OF DENTAL PRODUCTS	- Consumables - Equipment's - instruments	- consumables - disposables - instruments
MOTIVATING FACTORS TO PURCHASE	- See and touch products - Availability of all products - Low prices - Time saving	- Time saving - Low prices 24 hours access - Searching of products is easy
OFFERS THAT ATTRACTS	- Discount offers - Sale offers - Free gifts	- Discount offers - Sale offers - One plus one offer
PREFERRED MODE OF PAYMENT	- Cash – rank 1 - Debit card- rank 2 - Credit card- rank 3	- Cash on delivery – rank 1 - Debit card- rank 2 - Credit card- rank 3

RECOMMENDATIONS

Based on the results and interpretations following recommendations can be made to increase the sales of both online and offline:

- Frequency of buying products:** As customers prefer buying online once, twice a month so message alerts should be provided regularly by the online stores to the already registered customers
- Options for buying dental products:** As most of the buyers who buy online prefer buying from different suppliers for different products, online stores should be able to provide their customer with a range of different brands for all products so that customers have a lot of options to choose from and they can buy all products from a same platform
- Awareness:** As the younger generation is very comfortable with new technologies and use of internet the online stores can target them very well for selling products online and for Dentist who fall in the category of above 35 and are not much into technologies they can be reached through various dental shows and exhibitions taking place in different parts of India
- Categories of products:** As the customers who buy both online and offline mostly buy equipment's, consumables and equipment's offline while most of them buy disposables, consumables online. So online stores should keep in mind that it's better to include a wide range of consumables and disposables in their store rather than large equipment's like dental chair which dentists are reluctant to buy and it will also be a huge logistics cost.
- Motivating factors:** the factors that motivate buyers who buy both offline and online to buy products offline are see and touch of products, availability of products and time saving, while the factor that motivates to buy online are time saving, low prices, 24 hours access and searching of products. So for all these factors it's necessary to have a good IT department so that the website and applications are working for 24 hours without a problem.
- Also, as see and touch cannot be provided by online stores, care should be taken to develop a good customer service department who can understand the needs of customer well and exchange or return policies should be easy and customer friendly.
- Payment options:** Top 3 most preferred payment options for both online and offline modes of purchasing products remain same i.e. Cash, debit card and credit card. Cash on delivery options limit should be increased so that customers find it easy to place order on COD as well as debit and credit card options would be provided in first place for developing a website or app.

CONCLUSIONS

Major conclusions that we draw from the analysis of this study are as follows:

- More than 70% of dentists in tier two cities are aware about online stores for dental products still most of them opt for purchasing products offline
- There is not a single dentist who purchase dental products totally dependent on online stores
- There is no relationship between the sex and the awareness of online options to purchase dental products
- Younger generation is more aware about the availability of online websites/app for purchasing dental products
- Pinkblue, dentalkart, dentalbay and Medikabazaar are some of the most preferred websites used to purchase dental products online in tier 1 cities
- Heavy products like equipment's are still not preferred category of products bought by dentist online
- Category of products like disposables and consumables that are required more often by the dentists are the most preferred category of products bought online
- Cash, debit cards and credits cards are the most preferred mode of payment both for online and offline even when lot of other options like internet banking and UPI transfer are also present

SUPPLEMENTARY

Survey for Online and Offline purchase of dental products

1) Name*

_____.

2) What is your age group? * *Mark only one oval.*

- ☐ 23 – 30
- ☐ 31 – 35
- ☐ 36 – 40
- ☐ 41 – 50
- ☐ 50 or above

3) What is your sex? * *Mark only one oval.*

- ☐ Female
- ☐ Male

4) How long have you been practicing as a Dentist? * *Mark only one oval.*

- ☐ Less than 2 years
- ☐ 3 to 6 years
- ☐ 7-10 years
- ☐ 10 – 14 years
- ☐ 15 years or above

5) Are you aware of online websites/apps for purchasing dental products? *
Mark only one oval.

- ☐ Yes
- ☐ No

6) From where do you purchase dental products for your clinic * *Mark only one oval.*

- ☐ Offline only *(If you choose this answer, Please answer Section A Only)*
- ☐ Online only *(If you choose this answer, Please answer Section B Only)*
- ☐ Both online and offline *(If you choose this answer, Please answer Section C Only)*

(A) Offline Buyers

For the buyers who buy dental products only offline

A.1) Frequency of purchasing dental products OFFLINE: * *Mark only one oval.*

- ☐ Once in a week
- ☐ Once in a month
- ☐ Twice in a month
- ☐ quarterly
- ☐ half yearly
- ☐ Yearly
- ☐ As and when required

A.2) What are your preferred offline ways of purchasing Dental products? (Select one answer) *
Mark only one oval.

- ☐ From different brand Manufacturers
- ☐ From different suppliers for different products
- ☐ From same suppliers for all products

A.3) Rank the reasons that motivates you to purchase Dental products offline: (Rank 1 for highest motivation to rank 10 for least motivation) * *Mark only one oval in every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10
Time saving	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Door to Door service	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
See and touch of products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Availability of products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
low prices	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
High quality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Attractive arrangement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Physical selection of products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
loyalty to shop	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Unaware of online options	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

A.4) Rate the types of advertisement that mostly attracts you to purchase offline: * *Mark only one oval.*

	High Attraction	Medium Attraction	Low Attraction
Discount ads	☐	☐	☐
Sale Ads	☐	☐	☐
1+1 offer	☐	☐	☐
Festival ads	☐	☐	☐
Free gift ads	☐	☐	☐
Cash back offer Ads	☐	☐	☐

A.5) Rank your preferred mode of payment for offline purchase: (Rank 1 for the most preferred mode of option to rank 4 for the least preferred option) * *Mark only one oval for every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4
Cash on Delivery	☐	☐	☐	☐
Credit Card	☐	☐	☐	☐
Debit Card	☐	☐	☐	☐
Cheque	☐	☐	☐	☐

Stop filling out this form.

(B) Online Buyers

For the buyers who buy dental products only online

B.1) How frequently do you purchase dental products online: * *Mark only one oval.*

- ☐ Once in a week
- ☐ Once in a month
- ☐ Twice in a month
- ☐ Once in two months
- ☐ quarterly
- ☐ half yearly
- ☐ Yearly
- ☐ As and when required

B.2) What is your preferred online way of purchasing products? * *Mark only one oval.*

- ☐ Websites
- ☐ Mobile Apps
- ☐ Both websites and mobile apps

B.3) What are your preferred online websites/apps? (click more than one option if you buy from multiple websites/apps) * *Check all that apply*

- ☐ Pinkblue.in
- ☐ Dentalkart.com
- ☐ Dentalbay
- ☐ Medikabazaar
- ☐ Dentiststore.com
- ☐ Dentalaaka.com
- ☐ Zahnsply.com
- ☐ Others. If others, please mention: _____.

B.4) Rate the category of products on the basis of how much do you buy the products in the mentioned category * *Mark only one oval.*

	I buy them frequently	I buy them occasionally	I don't buy them
Disposables	☐	☐	☐
Consumables	☐	☐	☐
Equipment	☐	☐	☐
Restorative material	☐	☐	☐

B.5) Rank the reasons that motivates you to purchase Dental products online: (Rank 1 for highest motivation to rank 8 for lowest motivation) * *Mark only one oval in every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8
Time saving	☐	☐	☐	☐	☐	☐	☐	☐
Door to Door service	☐	☐	☐	☐	☐	☐	☐	☐
Don't have to visit the shop	☐	☐	☐	☐	☐	☐	☐	☐
Availability of all products under one website	☐	☐	☐	☐	☐	☐	☐	☐
low prices/ offers	☐	☐	☐	☐	☐	☐	☐	☐
High quality	☐	☐	☐	☐	☐	☐	☐	☐
24-hour access	☐	☐	☐	☐	☐	☐	☐	☐
Searching product is easy	☐	☐	☐	☐	☐	☐	☐	☐

B.6) Rate the types of advertisement that mostly attracts you to purchase online: *
Mark only one oval.

	High Attraction	Medium Attraction	Low Attraction
Discount ads	☐	☐	☐
Sale Ads	☐	☐	☐
1+1 offer	☐	☐	☐
Festival ads	☐	☐	☐
Free gift ads	☐	☐	☐
Cash back offer Ads	☐	☐	☐

B.7) Rank your preferred mode of payment for online purchase: (Rank 1 for the most preferred option to rank 6 for the least preferred option) * *Mark only one oval for every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Cash on Delivery	☐	☐	☐	☐	☐	☐
Credit Card	☐	☐	☐	☐	☐	☐
Debit Card	☐	☐	☐	☐	☐	☐
Net banking	☐	☐	☐	☐	☐	☐
NEFT transfer	☐	☐	☐	☐	☐	☐
UPI Transfer	☐	☐	☐	☐	☐	☐

Stop filling out this form.

(C) Both offline and online buyers

For the buyers who buy dental products for both online and offline

C.1) Frequency of purchasing dental products OFFLINE: * *Mark only one oval.*

- ☐ Once in a week
- ☐ Once in a month
- ☐ Twice in a month
- ☐ quarterly
- ☐ half yearly
- ☐ Yearly
- ☐ As and when required

C.2) What are your preferred OFFLINE ways of purchasing Dental products? (Select one answer) *
Mark only one oval.

- ☐ From different brand Manufacturers
- ☐ From different suppliers for different products
- ☐ From same suppliers for all products

C.3) Rate the category of products on the basis of how much do you buy the products in the mentioned category OFFLINE * *Mark only one oval.*

	I buy them frequently	I buy them occasionally	I don't buy them
Disposables	☐	☐	☐
Consumables	☐	☐	☐
Equipment	☐	☐	☐
Restorative material	☐	☐	☐

C.4) Rank the reasons that motivates you to purchase Dental products OFFLINE: (Rank 1 for highest motivation to rank 10 for least motivation) * *Mark only one oval in every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8	Rank 9	Rank 10
Time saving	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Door to Door service	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
See and touch of products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Availability of products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
low prices	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
High quality	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Attractive arrangement	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Physical selection of products	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
loyalty to shop	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Unaware of online options	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

C.5) Rate the types of advertisement that mostly attracts you to purchase OFFLINE: *
Mark only one oval.

	High Attraction	Medium Attraction	Low Attraction
Discount ads	☐	☐	☐
Sale Ads	☐	☐	☐
1+1 offer	☐	☐	☐
Festival ads	☐	☐	☐
Free gift ads	☐	☐	☐
Cash back offer Ads	☐	☐	☐

C.6) Rank your preferred mode of payment for OFFLINE purchase: (Rank 1 for the most preferred mode of option to rank 4 for the least preferred option) * *Mark only one oval for every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4
Cash on Delivery	☐	☐	☐	☐
Credit Card	☐	☐	☐	☐
Debit Card	☐	☐	☐	☐
Cheque	☐	☐	☐	☐

C.7) How frequently do you purchase dental products ONLINE: * *Mark only one oval.*

☐ Once in a week
☐ Once in a month
☐ Twice in a month
☐ quarterly
☐ half yearly
☐ Yearly
☐ As and when required

C.8) What is your preferred ONLINE way of purchasing products? * *Mark only one oval.*

☐ Websites
☐ Mobile Apps
☐ Both websites and mobile apps

C.9) What are your preferred online websites/apps? (click more than one option if you buy from multiple websites/apps) * *Check all that apply*

- ☐ Pinkblue.in
- ☐ Dentalkart.com
- ☐ Dentalbay
- ☐ Medikabazaar
- ☐ Dentiststore.com
- ☐ Dentalaaka.com
- ☐ Zahnsply.com
- ☐ Others. If others, please mention: _____.

C.10) Rate the category of products on the basis of how much do you buy the products in the mentioned category ONLINE * *Mark only one oval.*

	I buy them frequently	I buy them occasionally	I don't buy them
Disposables	☐	☐	☐
Consumables	☐	☐	☐
Equipment	☐	☐	☐
Restorative material	☐	☐	☐

C.11) Rank the reasons that motivates you to purchase Dental products ONLINE: (Rank 1 for highest motivation to rank 8 for lowest motivation) * *Mark only one oval in every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Rank 7	Rank 8
Time saving	☐	☐	☐	☐	☐	☐	☐	☐
Door to Door service	☐	☐	☐	☐	☐	☐	☐	☐
Don't have to visit the shop	☐	☐	☐	☐	☐	☐	☐	☐
Availability of all products under one website	☐	☐	☐	☐	☐	☐	☐	☐
low prices/ offers	☐	☐	☐	☐	☐	☐	☐	☐
High quality	☐	☐	☐	☐	☐	☐	☐	☐
24-hour access	☐	☐	☐	☐	☐	☐	☐	☐
Searching product is easy	☐	☐	☐	☐	☐	☐	☐	☐

C.12) Rate the types of advertisement that mostly attracts you to purchase ONLINE: *
Mark only one oval.

	High Attraction	Medium Attraction	Low Attraction
Discount ads	☐	☐	☐
Sale Ads	☐	☐	☐
1+1 offer	☐	☐	☐
Festival ads	☐	☐	☐
Free gift ads	☐	☐	☐
Cash back offer Ads	☐	☐	☐

C.13) Rank your preferred mode of payment for ONLINE purchase: (Rank 1 for the most preferred option to rank 6 for the least preferred option) * *Mark only one oval for every row and column*

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6
Cash on Delivery	☐	☐	☐	☐	☐	☐
Credit Card	☐	☐	☐	☐	☐	☐
Debit Card	☐	☐	☐	☐	☐	☐
Net banking	☐	☐	☐	☐	☐	☐
NEFT transfer	☐	☐	☐	☐	☐	☐
UPI Transfer	☐	☐	☐	☐	☐	☐

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