

A Comparative Study of Online and Offline Marketing Strategies and Their Impact on Consumer Buying Behaviour of FMCG Products

SHASHI MOHAN SEN, DR. HARVANSH LAL MARAVI, AWESH GOYAL

Abstract: Over the past several years, the marketing industry has discussed the FMCG sector's rapid technological advancements and digital marketing, as well as the ongoing changes in consumer purchasing patterns. Traditional offline marketing methods, such as consumer advertising in stores or through print and broadcast media, have evolved to digital media marketing, such as marketing initiatives on social media and clever online collaborations with e-commerce. This study investigates how customer purchasing behavior in the FMCG industry is impacted by the duality of online and offline marketing. To better understand customer behavior in terms of buying behavior, brand loyalty, and brand awareness, primary research will be carried out. Using both primary and secondary data, this research study will be descriptive and comparative. Questionnaires will be used to collect primary data, while articles from academic and commercial journals will be used to collect secondary data. The factors that will influence customer purchasing behavior include pricing, convenience, trust, promotions, and market oversaturation. The variables will be measured using statistical methods. Given the popularity of digital platforms, the study should highlight the differences between online and physical marketing. In the meanwhile, the continued usage of offline marketing techniques demonstrates how crucial they are for building brand loyalty and trust. In addition to reducing the competitive gap in the FMCG industry, this study should assist marketers in the sector in creating integrated strategies to satisfy customer alignment and engagement.

Keywords: *FMCG products, online marketing, offline marketing, consumer buying behaviour, digital marketing, traditional marketing.*

1. Introduction

The fast-moving consumer goods industry is significant to both India and the rest of the globe since its products are affordable, essential to daily life, and frequently purchased by customers. Food, home goods, personal care products, and hygiene products are examples of good consumer goods. Their supply runs out quickly, and there is always a demand for the items (Belch, G. E., 2018). The industry must successfully persuade customers to mold their purchasing habits and preferred brands via the application of a variety of marketing techniques in order to balance such demand with a highly saturated market (Chaffey, D., 2019). Historically, FMCG firms employed offline channels, such as roadside billboards, printed advertisements, television commercials, and in-store promotions, to promote to consumers (Kotler, P., 2016). As of right now, consumers spend the majority of their time on digital marketing techniques like smartphones and the internet, with offline marketing coming in second. The goal of the study is to determine how offline and online marketing strategies differ now and how this affects customer purchasing patterns in the industry (Kotler, P., 2017).

1.1 Concept of Online and Offline Marketing Strategies

There are two primary types of marketing tactics used by businesses: offline and online. Any marketing that doesn't happen online is referred to as offline marketing. This includes print media like newspapers, magazines, and brochures, radio and television advertising, billboards, and in-store advertisements (Solomon, M. R., 2020). The objective of each of these ads is to spread a certain brand message widely in order to imprint the target audience with a mental image of the company. Increasing brand recognition and keeping the brand in the forefront of consumers' minds is the aim of these marketing strategies. Online marketing has never been as dependable as offline marketing, particularly for companies that offer fast-moving consumer goods (FMCG), which need constant advertising to be successful (Kumar, V., 2016). Conversely, online marketing uses social media, brand/company websites, email marketing, search engine

optimization (SEO), and endorsements from well-known online figures (influencers). Online marketing is beneficial since it may target a particular audience or person, give prompt response to the intended audience, and tailor promotional ads to the online activity of the customer. Along with pricing and comparisons, these internet ads also give customers links to further product information and reviews from previous customers (Mangold, W. G., 2009). A hybrid marketing system is the outcome of using these two tactics simultaneously. Nowadays, companies and customers may sell and purchase goods and services on several platforms, which makes it more difficult for customers to make decisions.

1.2 Consumer Buying Behaviour in the FMCG Sector

The process of buying behavior is what people use to find and evaluate goods that could meet their requirements. Price sensitivity, brand loyalty, convenience, availability, promotional offers, and perceived quality all influence customer behavior in the fast-moving consumer goods (FMCG) industry (Schiffman, L. G., 2019). There is no other industry where planning is less important and items are bought at regular intervals. As a result, marketers have a lot of latitude in this industry. They are heavily marketed to, and for the most part, this marketing is quite helpful. Online marketing works because it's convenient for customers (Singh, R., 2021). On the other hand, the sensory experiences that offline marketing provides make it successful. People's cultural customs, educational background, economic level, and overall demography all influence their purchasing behavior and the answers they plan to provide. In the FMCG industry, marketers may create promotional offers that have a higher chance of being bought by their customers while staying within the parameters of their own consumer behavior (Tiago, M. T. P. M. B., 2014).

2. Literature Reviews

Kumar, N. (2013) The authors argue that marketing methods strongly impact client purchase behavior, especially in high-volume industries like FMCG. Much of the writers' work focuses on offline marketing, such as pamphlets, in-store advertisements, and TV commercials, for brand identification and equity. Offline marketing often impacts FMCG shoppers' regular purchases. The research found that mass media boosted brand awareness and trust. Offline marketing contributed to brand loyalty and regular purchases. The writers recognize the growing importance of digital offline marketing. Even though they do not compare online and offline marketing strategies, the authors' study provides a solid framework for understanding how marketing's different stimuli affect customer behavior and purchase decisions. This applies especially to repeated transactions. Research shows that offline marketing affects customer psychology, especially for frequently purchased commodities. Marketing study shows how FMCG companies employ offline marketing. Since most research is done in developing countries, offline marketing has a greater influence there than in FMCG markets, where viewers are more exposed to offline and television ads than print media.

Rana, S. (2020) Focus on social media, the internet, and e-commerce sites to see how digital marketing affects customer behavior. The study examines how personalized communication, real-time feedback, and tailored marketing affect customer decisions online. Digital marketing uses time-limited discounts, digital influencers, and peer evaluations to drive impulsive purchases of fast-moving consumer goods, according to the authors. The survey found that users use the internet more often to make decisions, even for simple tasks. In addition to online marketing, the report highlighted speed, ease, and interaction that distinguish digital marketing from conventional marketing. Online marketing empowers customers and reduces knowledge asymmetry, restructuring the buying process, the survey found. Marketing raises awareness and purchase intention, and combining digital and traditional marketing strategies to improve effectiveness in rapidly changing consumer goods markets makes the study useful for comparative analysis.

Sharma, A. (2004) Examine how marketing communications are integrated and how this affects customer purchasing decisions. The FMCG consumer was the target of marketing. The FMCG consumer is the objective of B2C integrated marketing. A television campaign was the main medium used to advertise consumer behavior. The prompt and brand were first made known by the television advertisement. Digital adverts were then used to target the customer. participation in the brand messaging that digital advertising promotes. Offline advertising is convenient and builds trust. Online advertising is accessible and flexible. Discord is frequently used in marketing campaigns. The customer is harmed by the unbalanced message consistency. the customer. Targeting, advertising suspense, and accessibility are all

incorporated into the expanded advertising message. Purchase intention is decreased and brand bankruptcy is weakened when online and offline marketing are not harmonized. This study's foundation is the marketing strategy and the relationship between conventional and digital marketing on customer behavior in the FMCG industry.

Verhoef, P. C. (2015) It looked at how people responded to and were marketed using various marketing strategies. According to the findings, younger customers are more likely to choose the internet since it is convenient and allows them to read reviews and compare pricing. It was shown that senior customers relied on retail and television advertising. The study's authors assert that while physical marketing is more successful in retaining devoted customers, internet marketing is more prevalent and causes consumers to switch brands. According to the authors, offline marketing is more trusted when it comes to FMCG purchases. These findings offer information for further research on the effects of various marketing strategies on various groups. This further demonstrates how different marketing methods affect consumer behavior. This advances our knowledge of how FMCG marketers may better target their customers by segmenting them.

Yasmin, A. (2015) The study, which focuses on the influence of consumer intent on satisfaction, demonstrates the efficacy of several offline and online promotional techniques in the FMCG industry. The study demonstrates short-term sales in internet marketing through promotional sales, advertising discounts, and long-term offline marketing. Product exposure at point-of-sale promotional displays and on shelf displays continue to be important factors in FMCG purchases. At the same time, branded social media content and advertising through celebrities and social media influencers improve brand customer satisfaction and have a good, cooperative impact on engagement. Before making a purchase, consumers would often investigate both online and physical venues, according to the study's summary. The existing research argues that both advertising tactics in the marketing mix have distinct and varied effects on consumer behavior when it comes to purchasing FMCG items, which supports the current study.

3. Research Methodology

The study "A Comparative Study of Online and Offline Marketing Strategies and Their Impact on Consumer Buying Behaviour of FMCG Products," examines how marketing communication tactics impact FMCG customers. A research strategy describes investigative methods. Marketing communication strategies are diverse and incorporate classic and modern methods, making comparative study feasible. This study demonstrated that online and offline marketing affects customer perceptions, awareness, trust, and purchases. The study fixes it with primary and secondary data. Primary data show customer behavior, whereas secondary data give assumptions and context. The research is descriptive and analytical. The researcher then examines how marketing affects customer purchases. Finally, the researcher evaluates these methods. To reduce subjectivity and achieve study goals, only quantitative methods are employed. Research studied response to marketing strategies, demographics, and marketing's management. The study technique involves informed consent, voluntary involvement, and confidentiality. FMCG marketers get reliable, relevant data from the approach.

3.1 Research Design

Study design is descriptive and comparative. The study explains these behaviors and preferences to comprehend online and offline marketing-affected customers' attributes, inclinations, and purchase habits. This time, we're studying the FMCG marketing landscape and structure. This research is descriptive. This design's comparison functionality lets us analyze offline and internet marketing approaches' efficacy methodically. The study compares customer responses to digital marketing, social media and e-commerce advertisements, online reviews, and promotions to conventional marketing, TV commercials, newspaper promotions, and in-store sales. The study reveals substantial correlations between each marketing tool's influence and the promoted tools' sales when paired with traditional marketing promotions. This design allows the researcher to determine how product marketing affects consumer and buyer selections. Since FMCG items are often purchased and influenced by marketing, the descriptive-comparative design is best. We can also do quantitative research with this framework. The data collecting techniques for marketing strategies determine the data collection, while the research design allows for the systematic collection of consumer behavior data.

3.2 Sources of Data

Having information from both primary and secondary sources strengthens this study. Surveys that target customers and record their answers to various online and in-store marketing buyers are used to get the core data. Because it gathers information in real-time and delves into customer behavior connected to purchasing decisions for quickly moving consumer items, the data is extremely valuable. Publicly available material, including academic papers, journals, textbooks, marketing research, corporate websites, and government records, constitutes the secondary data sources. Finding research gaps and creating the study's theoretical framework are two further benefits of using secondary data, which also improve our grasp of marketing customer behavior and consumer theories. Corroboration from the combination of primary and secondary data improves the research's validity. While secondary data offer a theoretical framework and contextual reference, primary data contributes to the research's uniqueness. In order to understand how marketing methods affect customer behavior for fast-moving consumer items, the research uses both kinds of data.

3.3 Sampling Design and Sample Size

The intended sample design will determine the extent to which this study will generalize and reflect the whole population. We will employ a non-probability sampling model, or more specifically, a convenience sampling model approach, while taking time and ease of access into account. In addition to being chosen based on their availability and desire to participate, the respondents will be diverse in terms of age, gender, income, and employment. We will have customers who have expertise with both online and offline marketing and who often buy fast-moving consumer goods. To maintain the reliability of the measurements we have, we must select a sample size large enough to perform some significant and practical statistical measures. The sample that was given to us can do some useful, accurate, and understandable comparative wide-scope marketing measurements. Convenience sampling is still more than a suitable convenience sampling technique to employ in research projects that concentrate on and examine consumer behavior, despite its greater limits with regard to sample representativeness. Our strategy will guarantee that respondents have a positive experience buying fast-moving consumer items, which will increase the accuracy of our data.

3.4 Tools for Data Collection

The pocket survey questionnaire has multiple parts for different inquiries. Surveyors will initially collect demographic data like age and education. Surveyors will send five responders marketing materials and platforms. After that, the surveyors will interview participants about their buying habits and influences to identify the best marketing plan. Respondents will be asked about their buying patterns and how marketing methods have affected them to identify which work best. Pocket surveys employ all of these methods in a limited period for descriptive data. Pocket surveys employ all of these methods in a limited period for descriptive data. Pocket surveys take less than 20 minutes and can only have six responders. This means a dam researcher can reach 100 respondents. This means a dam researcher can reach 100 respondents. Online pocket surveys collect primary data most efficiently of these three methods. Pocket surveys can include six respondents and take less than 20 minutes. A pocket survey may reduce time by allowing the researcher to interview six respondents and collect all the data needed for analysis in under twenty minutes. excellent methods for primary data collection, especially marketing surveys. Primary data is best collected by pocket survey.

3.5 Statistical Tools and Techniques for Analysis

Utilizing statistical techniques enables us to evaluate the gathered data and formulate logical assertions. We used percentage analyses to compile the demographic information and the broad trends in the customer response. We employed comparative analyses to investigate the distinctions between the ways in which offline and online marketing methods influence customers' purchasing decisions. The habits and attitudes of the customers are measured using the mean and ranking scores. Chi-square tests, which are inferential statistical techniques, are used to analyze the influence of demographic factors on marketing. We employed correlation analysis to ascertain the extent to which effective marketing tactics impact a consumer's choice to buy. Tables and graphs are used to summarize and show facts in a way that facilitates interpretation. The use of statistical techniques also helps to provide a high degree of impartiality, which

provides a solid basis for the study. The methodical use of statistical models demonstrates the reliability, validity, and strength of the results reached.

4. Results

4.1 Demographic Profile of Respondents

These demographics help explain consumer purchase behaviors in connection to FMCG products' offline and online marketing. This survey included 300 persons of various ages, genders, jobs, incomes, and qualifications. Survey analysis shows respondent ages. As 42% of respondents were between 21 and 30 and 28% were between 31 and 40, it is likely that most respondents were in their early to middle years and were significantly influenced by advertising and promotion. With 54% males and 46% women, respondents' genders were evenly dispersed. In this case, 32% are graduates and 48% are students, creating a democratically informed client base. The bulk of respondents (38%) had a monthly salary of ₹25,000 to ₹50,000, indicating their disposable income and FMCG purchasing power. The results showed that paid employees were the most common, followed by students and self-employed persons. This demographic variety helps the research understand customer purchasing behavior. Differential analysis is ensured since these consumers have various media exposures, purchasing habits, and economic means pertinent to their economic standing. Many fast-moving consumer items marketing tactics use these competing factors to make a decision. Significant results and hypotheses should result from this study.

Table 4.1: Demographic Profile of Respondents

Variable	Category	Frequency	Percentage
Age	18–20	36	12%
	21–30	126	42%
	31–40	84	28%
	Above 40	54	18%
Gender	Male	162	54%
	Female	138	46%
Income (₹)	Below 25,000	72	24%
	25,000–50,000	114	38%
	Above 50,000	114	38%

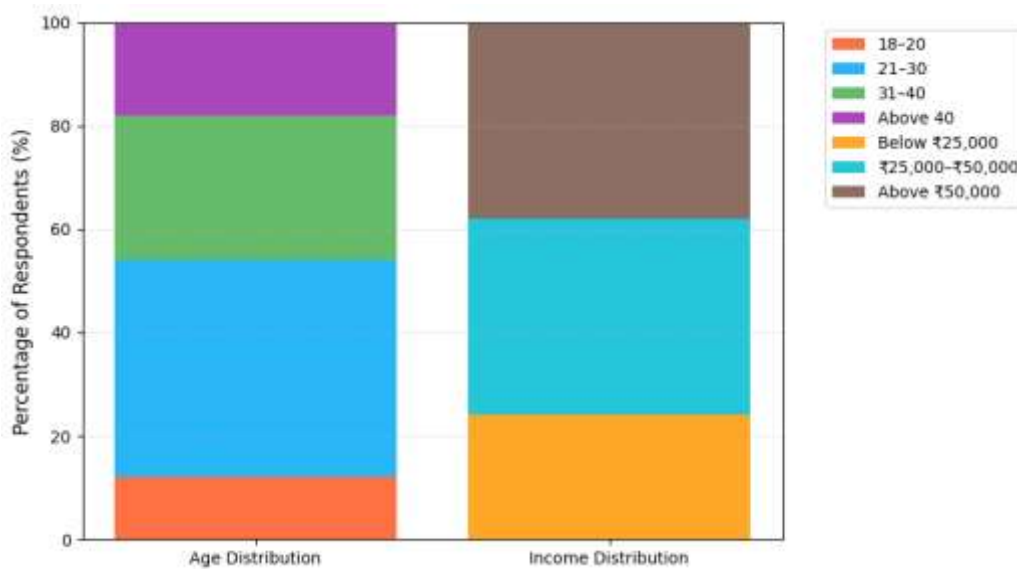


Figure 4.1: Demographic Profile of Respondents

The table demonstrates that the respondents were chosen in a way that emphasized a wide range of opinions and allowed us to extrapolate the findings. While middle-aged groups continue to blatantly rely on traditional media, we see a substantial presence of young individuals, suggesting that they are more exposed to internet marketing. The income distribution indicates that there is sufficient purchasing power to purchase FMCG goods, allowing for a sufficient understanding of consumer behavior. The comparison of the marketing tactics is validated by the diverse demographics.

4.2 Consumer Awareness of Online and Offline Marketing Strategies

Consumer awareness is crucial to marketing success, especially in the Fast Moving Consumer Goods (FMCG) industry, where purchases are time-sensitive and influenced by a marketer's message and presence. The results showed that 78% of respondents were aware of social media marketing, influencers, promotional emails, and e-commerce discounts. Most respondents (<65\)) were aware of commonly used marketing strategies, including TV commercials, newspaper advertisements, billboards, and in-store promotions. Younger respondents were tech-savvy and more proficient in digital marketing than older respondents who were more familiar with traditional marketing tactics. Online marketing had a faster and wider distribution process and reached more consumers, particularly tech-savvy ones. Conventional advertising remains important, especially in theater and television advertising. Promotion of FMCG products via many marketing methods benefits both sides. Smartphones, social media, and algorithm-based marketing have raised awareness of online marketing strategies. Offline marketing will always be important since visual advertising is timeless and effective. Advertising awareness indicates market education and advertising's impact on product purchasing.

Table 4.2: Consumer Awareness Levels

Marketing Strategy	High Awareness	Moderate Awareness	Low Awareness
Online Marketing	78%	15%	7%
Offline Marketing	65%	22%	13%



Figure 4.2: Consumer Awareness Levels by Marketing Strategy

The graph indicates that online marketers have greater advertising success than those that use more conventional or physical methods. This is especially true for those who use computers or the internet a lot. Nevertheless, more digital customers than ever before are being targeted by conventional marketers. This demonstrates the benefits of combining conventional and digital marketing.

4.3 Impact of Marketing Strategies on Purchase Decision

Promotional appeal marketing, information clarity, ease, and trust were all taken into consideration when analyzing how marketing strategies affect consumer behavior. The study found that 62% of respondents agreed that internet marketing affected their FMCG purchases due to reviews, ease of comparison, and savings. 54% of the respondents said that in-store promotions and television commercials had an impact on offline marketing. While conventional promotions were more successful at influencing planned purchases, online marketing was more successful in influencing impulsive purchases. The most important element bolstering offline marketing was trust. Conversely, ease and variety were significant elements that promoted internet marketing. According to the data, conventional marketing is more successful in building a brand's reputation, even though digital marketing might speed up a consumer's decision to buy. The study's findings showed that a combination of methods, rather than simply one, affects customer purchasing decisions. This resulted from the analysis of customer behavior based on the kind of goods being sold and the circumstances surrounding the purchase.

Table 4.3: Influence on Purchase Decision

Factor	Online (%)	Offline (%)
Promotional Offers	72	58
Trust	49	67
Convenience	81	52
Brand Recall	56	69

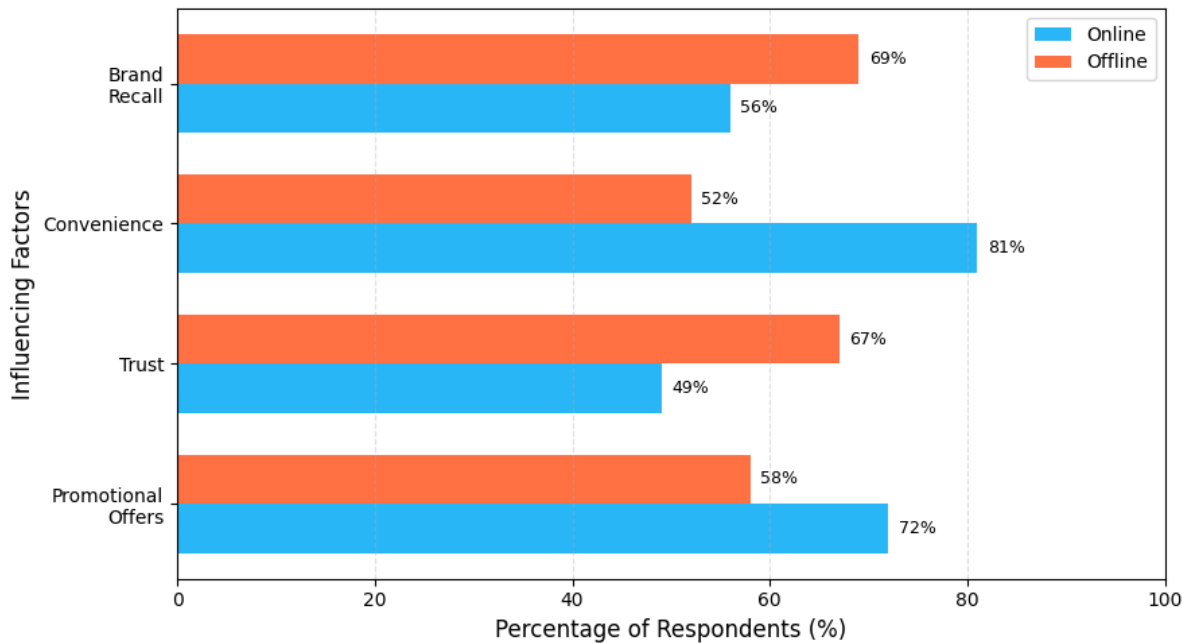


Figure 4.3: Influence on Purchase Decision: Online vs Offline

The strengths of offline and internet marketing are contrasted in the table. Despite offline marketing's superior brand memory and far higher level of trust, online marketing is more straightforward and convenient than any other type of marketing. This demonstrates the necessity for Fast-Moving customer Goods (FMCG) firms to align their marketing channels with the factors that influence customer decisions.

4.4 Consumer Preference Toward Online and Offline Marketing

According to data from a consumer preference research, 58% of respondents found new FMCG items through internet marketing, whilst 42% did so through offline marketing. While older respondents went offline first, younger ones went online first. Online marketing was first chosen by consumers due to its capacity to compare costs, provide rapid access to items, and offer a wider range of products, while offline marketing was preferred because it allowed for in-person product verification and engagement. There appears to be a predilection for digital, according to indicators. Nonetheless, offline marketing appears to still be used, despite the fact that this tendency is less widespread. The product category of the necessary products also had a significant impact on respondents' preferences. Household necessities appeared to be bought offline, although packaged meals and personal care products were more likely to be bought online.

Table 4.4: Consumer Preference Distribution

Marketing Mode	Preferred (%)
Online Marketing	58%
Offline Marketing	42%

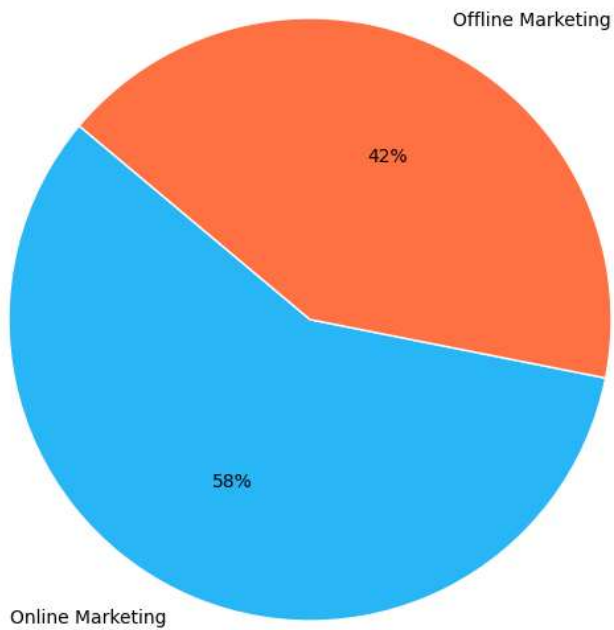


Figure 4.4: Consumer Preference Distribution

Due to the tool's simplicity, some choices for online marketing are reflected in the data in the table. Nonetheless, the preference for offline marketing shows how important it is, particularly when it comes to promoting trust-based transactions.

4.5 Overall Effectiveness of Marketing Strategies

Awareness, influence, preference, and satisfaction make up the total effectiveness assessment. While physical marketing performed better in terms of long-term brand loyalty and marketing credibility, online marketing performed better in terms of reach and engagement. Seventy-two percent of respondents said integrated marketing techniques were the most successful. The data points indicate that, in the context of FMCG, no single tactic is sufficient to influence customer behavior. The greatest variety of influence across various customer categories is provided by a hybrid strategy.

Table 4.5: Overall Effectiveness Rating

Strategy	Mean Score (5-point scale)
Online Marketing	4.1
Offline Marketing	3.8
Integrated Strategy	4.5

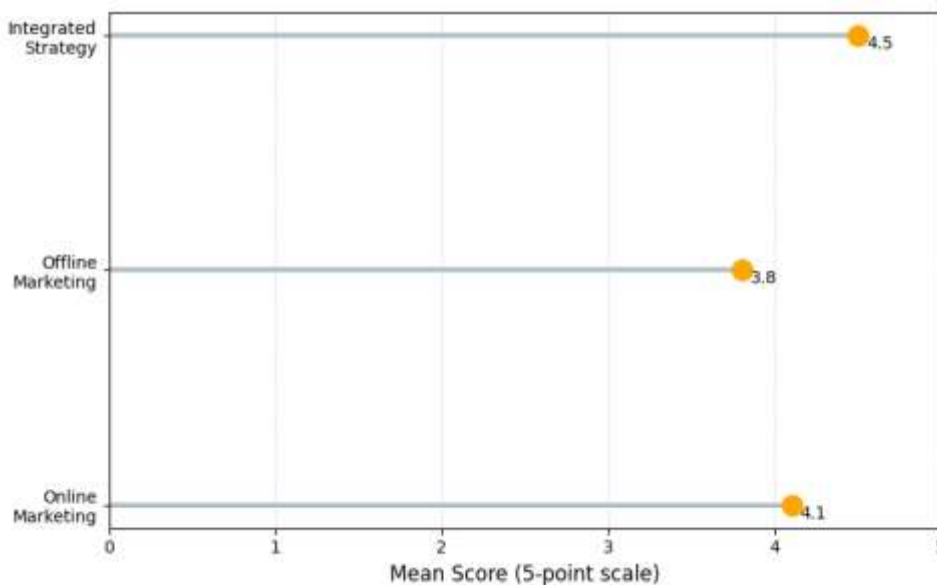


Figure 4.5: Overall Effectiveness Rating of Marketing Strategies

The data indicates that a combination of offline and online strategies is the most successful technique and the greatest marketing plan. This explains why the FMCG industry needs to take a balanced strategy and make balanced marketing efforts.

5. Conclusion

The study examines the effects of offline and online marketing tactics on consumers' purchasing decisions in the FMCG industry. The findings demonstrate that consumers are aware of marketing tactics and how they are employed as instruments to persuade them to choose the promoted businesses over the competitors. The outcomes demonstrate the online marketing tactics that are employed through digital marketing, e-commerce, and social media. These tactics facilitate speedy decision-making during online promotions and let consumers, particularly younger consumers, view and compare the items they want to purchase. In order to build a relationship with customers that is based on trust, brand loyalty, and long-term consumer purchasing behavior, offline tactics like TV marketing, print media ads, and in-store promotions are particularly important and relevant. The study demonstrated that consumers who make purchases employ a variety of marketing techniques and are not limited to digital marketing. The techniques employed are determined by the product category, the particular situation in which the customer is purchasing, and the individual qualities of the customer. The findings highlight the significance of integrated marketing communication, which combines offline and online tactics to maximize impact and reach. In conclusion, when FMCG firms utilize balanced, hybrid marketing to suit the demands of both the market and the customers, their marketing is more effective and gives them a competitive advantage.

References

1. Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
2. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
3. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
4. Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. Wiley.
5. Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being* (13th ed.). Pearson Education.
6. Kumar, V., & Gupta, S. (2016). Conceptualizing the evolution and future of advertising. *Journal of Advertising*, 45(3), 302–317.

7. Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365.
8. Schiffman, L. G., & Wisenblit, J. L. (2019). *Consumer behavior* (12th ed.). Pearson Education.
9. Singh, R., & Verma, P. (2021). Impact of digital marketing on consumer buying behavior in FMCG sector. *International Journal of Marketing Studies*, 13(2), 45–56.
10. Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703–708.
11. Kumar, N., & Raju, S. (2013). The role of advertising in consumer decision making. *Journal of Marketing Research*, 50(4), 488–503.
12. Rana, S., & Verma, S. (2020). Consumer perception towards online and offline marketing strategies: A comparative study. *Journal of Retailing and Consumer Services*, 54, 102–114.
13. Sharma, A., & Sheth, J. N. (2004). Web-based marketing: The coming revolution in marketing thought and strategy. *Journal of Business Research*, 57(7), 696–702.
14. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing. *Journal of Retailing*, 91(2), 174–181.
15. Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age. *International Journal of Management Science and Business Administration*, 1(5), 69–80.