

## Navigating Consumer Behavior: Riya Enterprise's Strategies in the Copper Utensil Offline and Online Markets

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**Abstract:** This study analyzes Riya Enterprise's strategies in the copper utensil market, focusing on consumer behavior across offline and online channels. Through qualitative and quantitative methods, we explore how Riya integrates both platforms to meet consumer needs effectively. Our findings offer insights for businesses aiming to navigate similar markets successfully.

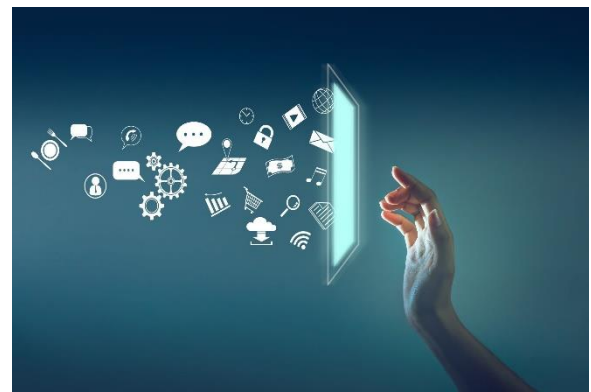
**Keywords:** Consumer behavior, Riya Enterprise, Copper utensils, Offline/Online marketing, Marketing strategies, Consumer preferences, Multichannel tactics, Brand positioning, Market analysis, Consumer insights

### 1. Introduction

In today's dynamic marketplace, understanding consumer behavior and preferences is essential for businesses looking to thrive both online and offline. This research aims to delve into the intricacies of consumer decision-making processes, shopping habits, and perceptions surrounding copper utensils, with a particular emphasis on the marketing strategies employed by businesses in this sector. As the world becomes increasingly interconnected through digital platforms, the online marketplace has emerged as a powerful channel for businesses to reach consumers and drive sales.

However, traditional brick-and-mortar stores continue to play a vital role in the retail landscape, offering unique advantages such as in-person interactions and immediate product availability. By exploring both online and offline marketing opportunities, this research

seeks to provide understanding of the strategies employed by businesses operating in the copper utensil industry to attract and retain customers.



By examining the intersection of online and offline marketing, it can identify opportunities for synergy and optimization that can enhance overall business performance and customer satisfaction.

Ultimately, the findings of this research will not only provide valuable insights for businesses operating in the copper utensil industry but also contribute to the broader understanding of consumer behavior in the context of online and offline retail. By uncovering the factors driving consumer preferences and the strategies that resonate most effectively with target audiences, it aims to empower businesses to make informed decisions and adapt their marketing approaches to better serve their customers in an ever-evolving marketplace.

### 2. Objectives of Study

- To study the market opportunities in utensils market in Pune city.

- To study the offline and online opportunities in utensil market.
- To study the existing offline marketing opportunities for Riya Enterprise based on consumer survey.
- To study the online marketing opportunities for Riya Enterprise based on customer survey.

### **3. Company Profile**

Riya Enterprise, started in 2018 is a renowned name in the realm of copper utensils, offering a wide range of high-quality products to customers in Pune and beyond. Established in Pune, Maharashtra, Riya Enterprise prides itself on crafting durable and aesthetically pleasing copper utensils that cater to the needs of modern households while retaining traditional craftsmanship. Their products are known for their durability, health benefits, and aesthetic appeal, making them a preferred choice among discerning customers.

Some of their products are manufactured in their own factory, where skilled artisans and craftsmen employ time-honored techniques to create exquisite copper utensils that are both functional and elegant. Additionally, they collaborate with third party manufacturers who share their dedication to quality and craftsmanship to offer a diverse range of products.

With a commitment to excellence, Riya Enterprise continuously strives to innovate and meet the evolving needs of our customers. Their dedication to quality, customer satisfaction, and ethical business practices has earned them a loyal customer base and a reputation for reliability in the market.



### **4. Review of Literature**

Previous studies emphasize the importance of understanding consumer behavior in both online and offline retail contexts. Scholars have explored factors influencing consumer decisions, including psychological, social, and environmental elements. In the copper utensil market, research highlights the significance of effective marketing strategies across online and offline channels. Studies have also examined the effectiveness of various marketing tactics, such as advertising campaigns and promotional offers. By leveraging insights from previous literature, this study aims to contribute to a deeper understanding of consumer behavior in the copper utensil industry.

#### **Consumer behaviour towards purchasing of copper utensils from online and offline market:**

1. **Product Research:** Consumers often conduct extensive research before making a purchase decision, especially for durable goods like copper utensils. They may compare prices, read reviews, and seek recommendations from friends or family.
2. **Perceived Quality:** Consumers perceive copper utensils differently based on where they are sold. While offline stores allow customers to physically inspect the products, online stores rely on product descriptions, images, and reviews to convey quality.
3. **Convenience:** Convenience plays a significant role in purchasing decisions. Online shopping offers convenience in terms of 24/7 accessibility, home delivery, and a wide range of options, while offline stores provide immediate gratification and the ability to physically interact with the products.
4. **Trust and Credibility:** Consumers may trust established offline stores or well-known online platforms like Amazon or Flipkart due to their reputation for reliability, customer service, and return policies.

5. **Price Sensitivity:** Price is a crucial factor influencing purchase decisions. Consumers may compare prices across different platforms and choose the one offering the best value for money, considering factors like product quality, shipping costs, and discounts.

6. **Brand Loyalty:** Some consumers may have loyalty towards specific brands based on their past experiences, recommendations, or brand reputation for quality and reliability.

#### Riya Enterprise offline presence:

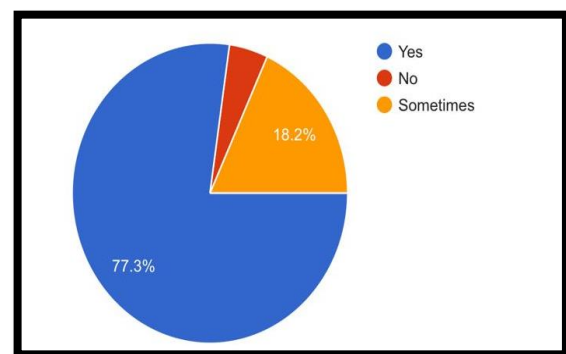
Riya Enterprise takes pride in its robust offline presence, strategically positioned across Pune, Maharashtra. Their stores serve as physical showcases of their extensive collection of high-quality copper utensils, offering customers the opportunity to engage with their products in person. With a focus on customer satisfaction, their knowledgeable staff provide personalized assistance, ensuring that every customer finds the perfect copper utensils to suit their needs and preferences.

Riya Enterprise explored online sales avenues for copper utensils but encountered challenges that led them to reconsider or avoid this approach. For Riya Enterprise, the inability of online customers to physically inspect the products increased the risk of returns and dissatisfaction, undermining their commitment to quality and customer satisfaction. Meanwhile, relying solely on images and descriptions created uncertainties for potential customers, potentially tarnishing Riya's reputation for delivering premium copper utensils. As a result, Riya Enterprise may have opted to prioritize offline sales channels where they could better control the customer experience and maintain their reputation for excellence in the copper utensil market.



### 5. Data Analysis & Interpretation

Do you purchase copper utensils?

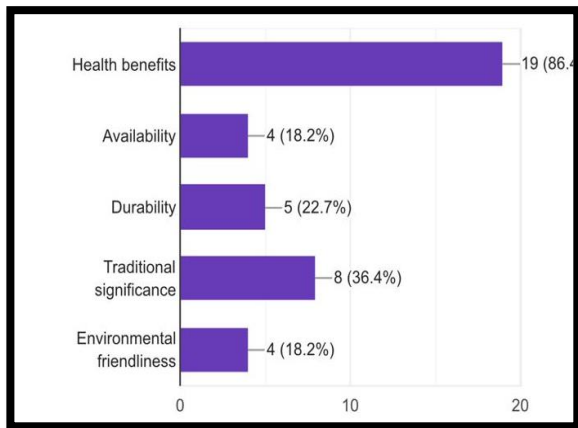


Option	Out of 30	Percentage (%)
Yes	17	77.3%
No	11	18.2%
Sometimes	2	4.3%

#### INTERPRETATION:

- Majority of the total respondents (77.3%) of the total respondents purchase copper utensils.
- 18.2% of the total respondents do not refer using copper utensils.
- 4.3% of the total respondents do not refer using copper utensils.

#### What makes you buy copper utensils?



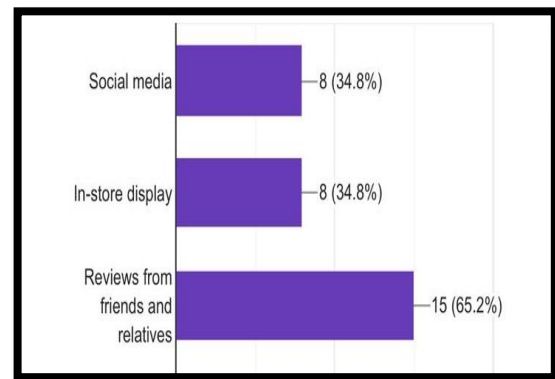
OPTION	OUT OF 30	PERCENTAGE (%)
Health Benefits	19	86%
Availability	4	18.2%
Durability	5	22.7%
Traditional Significance	8	36.4%
Environmental Friendliness	4	18.2%
other	10	

#### INTERPRETATION:

- Majority of the respondent (86%) purchase copper utensils because of its health benefits.

- 18.2% of the respondent purchase copper utensils because of its availability.
- 22.7% of the respondent purchase copper utensils because of its durability.
- 36.4% of the respondent purchase copper utensils because of its traditional significance.
- 18.2% of the respondent purchase copper utensils because of its environmental friendliness.

#### How did you discover about copper kitchenware products or brands?



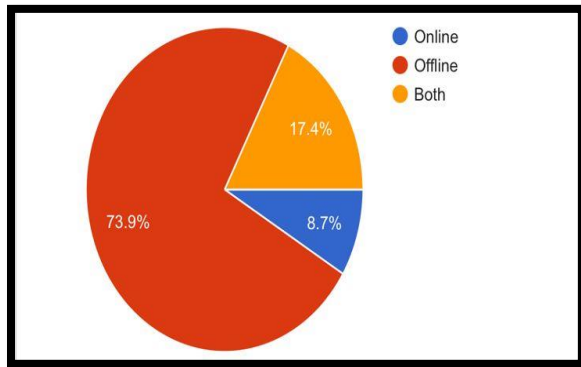
OPTION	OUT OF 30	PERCENTAGE (%)
Social media	8	34.8%
In-store display	8	34.8%
Review & Feedbacks	15	65.2%

#### INTERPRETATION:

- Majority of the respondent (34.8%) got to know about copper kitchenware through social media.
- 34.8% of the respondent got to know about copper kitchenware through in- store display.
- 65.2% of the respondent got to know about copper kitchenware through review & feedbacks.
- Rest of the respondents choose 'Other' option.

#### Which method of purchase do you find more convenient? (In case of copper kitchenware)



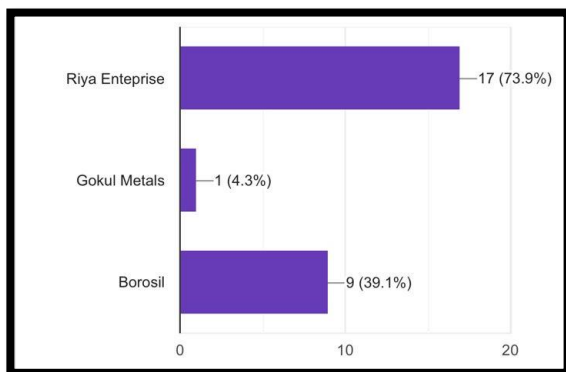


OPTION	OUT OF 30	PERCENTAGE (%)
Online	4	8.7%
Offline	17	73.9%
Both	9	17.4%

#### INTERPRETATION:

- Majority of the respondent (73.9%) find Offline method more convenient.
- 8.2% of the respondents find Offline method more convenient.
- 17.4% choose both online and offline methods.

Which of the following copper utensil brands are you aware of in Pune?



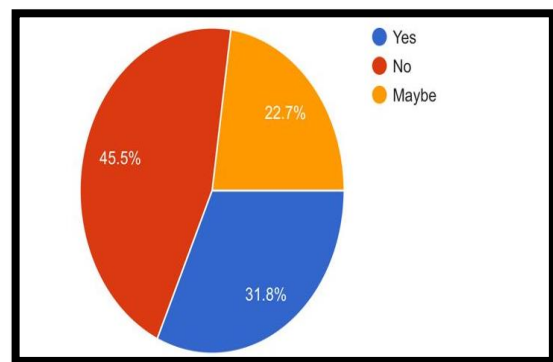
OPTION	OUT OF 30	PERCENTAGE (%)
Riya Enterprise	17	73.9%

Gokul Metals	1	4.3%
Borosil	9	39.1%
Other	3	

#### INTERPRETATION:

- 73.9% are aware about Riya Enterprise in Pune.
- 4.3% are aware about Gokul Metals in Pune.
- 39.1% are aware about Borosil in Pune.
- Others choose none.

Have you purchased from Riya enterprise before?

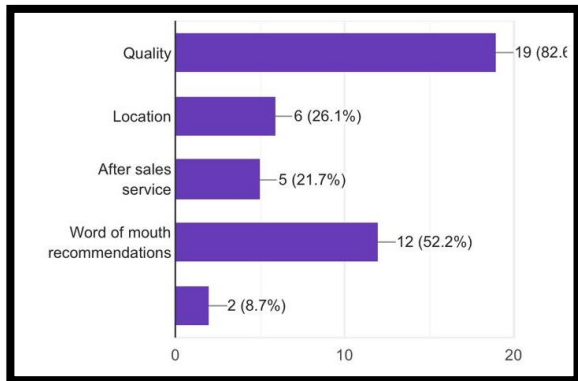


OPTION	OUT OF 30	PERCENTAGE (%)
Yes	7	31.8%
No	10	45.5%
Maybe	5	22.7%

#### INTERPRETATION:

- Majority of the respondent (45.5%) have never purchased from Riya Enterprise.
- 31.8% of the respondent have purchased from Riya Enterprise.
- 22.7% of the respondent choose maybe.

What factors influence your decision to buy from Riya enterprise's off-line store?

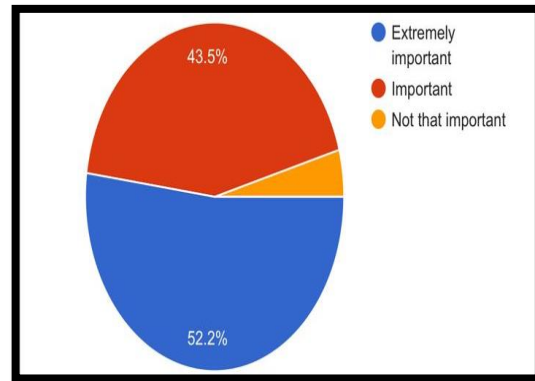


OPTION	OUT OF 30	PERCENTAGE (%)
Quality	19	82.6%
Location	6	26.1%
After sales service	5	21.7%
Word of mouth	12	52.2%
Other	2	8.7%

#### INTERPRETATION:

- Majority of the respondent's (82.6%) decision to buy from Riya Enterprise influences due to quality.
- 26.1% of the respondent's decision to buy from Riya Enterprise influences due to location.
- 21.7% of the respondent's decision to buy from Riya Enterprise influences due to after sales service.
- 52.2% of the respondent's decision to buy from Riya Enterprise influences due to mouth of mouth
- 8.7% of the respondent's decision to buy from Riya Enterprise influences due to other reasons.

**How important is the option to physically inspect products before purchase?**

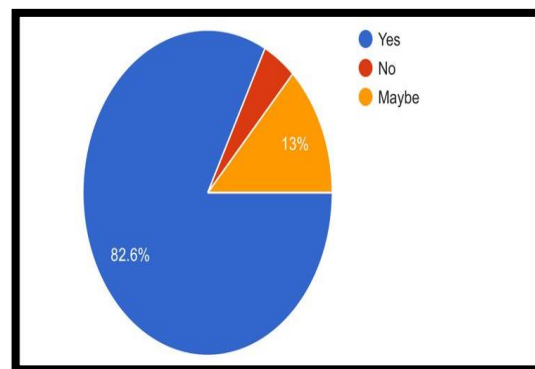


OPTION	OUT OF 30	PERCENTAGE (%)
Extremely Important	12	52.2%
Important	10	43.5%
Not That Important	9	4.3%

#### INTERPRETATION:

- 52.2% of the respondents find physical inspection of the product extremely important.
- 43.5% of the respondents find physical inspection of the product important.
- 4.3% of the respondents find physical inspection of the product not that important.

**Would you consider purchasing from Riya Enterprise if they had an online presence?**



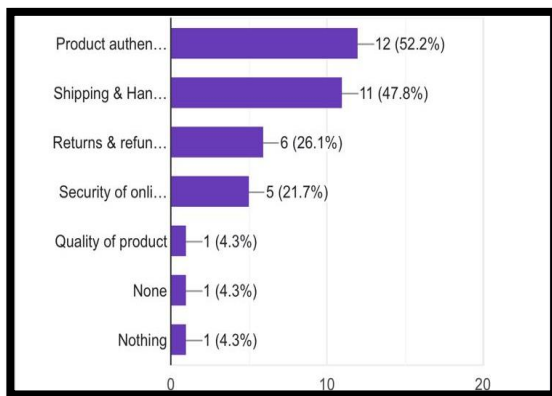
OPTION	OUT OF 30	PERCENTAGE (%)
Yes	20	82.6%

No	3	4.3%
Maybe	7	13%

#### INTERPRETATION:

- 82.6% of the respondents consider purchasing from Riya Enterprise if they had an online presence.
- 4.3% of the respondents do not consider purchasing from Riya Enterprise if they had an online presence.
- 13% of the respondents may or may not consider purchasing from Riya Enterprise if they had an online presence.

#### What concerns, if any, do you have about buying copper utensils online?



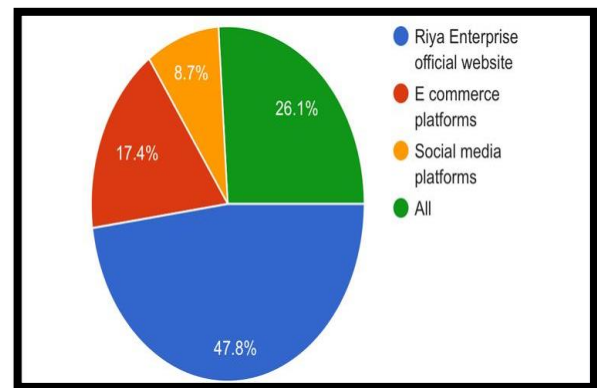
OPTION	OUT OF 30	PERCENTAGE (%)
Product Authenticity	12	52.2%
Shipping & Handling	11	47.8%
Returns & Refund	6	26.1%
Security	5	21.7%
Quality	1	4.3%
Other	2	4.3%

#### INTERPRETATION:

- 52.2% of the respondents find product authenticity as a concern for buying copper utensils online.

- 47.8% of the respondents find Shipping & Handling as a concern for buying copper utensils online.
- 26.1% of the respondents find Returns & refund as a concern for buying copper utensils online.
- 21.7% of the respondents find Security as a concern for buying copper utensils online.
- 4.3% of the respondents find quality as a concern for buying copper utensils online.
- 4.3% of the respondents find other reasons as a concern for buying copper utensils online.

#### Which platform will you find most convenient for shopping for copper utensils?

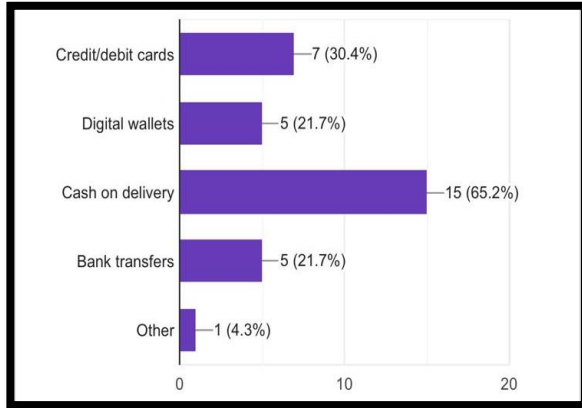


OPTION	OUT OF 30	PERCENTAGE (%)
Riya Enterprise Official Website	15	47.89%
E-Commerce Platforms	5	17.4%
Social Media	4	8.7%
All	6	26.1%

#### INTERPRETATION:

- 47.89% consider official website to be most convenient for shopping for copper utensils.
- 17.4% consider E-Commerce platform to be most convenient for shopping for copper utensils.
- 8.7% consider social media to be most convenient for shopping for copper utensils.
- 26.1% consider all websites to be most convenient for shopping for copper utensils.

What payment methods do you find most convenient for online purchases?

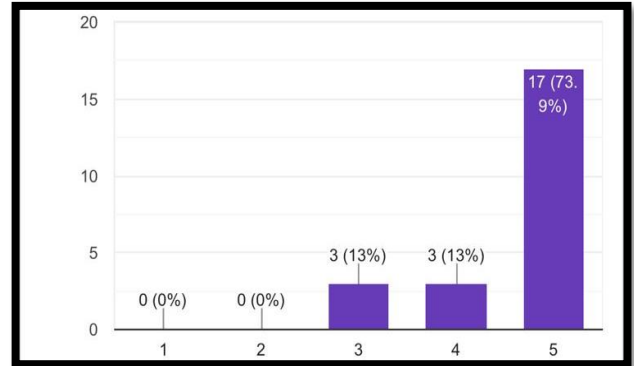


OPTION	OUT OF 30	PERCENTAGE (%)
<u>Credit/Debit card</u>	7	30.4%
<u>Digital Wallets</u>	5	21.7%
<u>Cash On delivery</u>	15	65.2%
<u>Bank Transactions</u>	5	21.7%
<u>Other</u>	1	4.3%

#### INTERPRETATION:

- 30.4% of people consider credit/debit cards as the most convenient payment method.
- 21.7% of people consider digital wallets as the most convenient payment method.
- 65.2% of people consider cash on delivery as the most convenient payment method.
- 21.7% of people consider bank transactions as the most convenient payment method.
- 4.3% of people consider other methods as the most convenient payment method.

On a scale of 1 to 5, how likely are you to recommend Riya Enterprise to others based on your current experience?



OPTION	OUT OF 30	PERCENTAGE (%)
1	0	0%
2	0	0%
3	3	13%
4	3	13%
5	17	73.9%

#### INTERPRETATION:

- 13% of the respondent are willing to recommend Riya Enterprise to others based on the current experience. (3 & 4 scale)
- 73.9 of the respondent are willing to recommend Riya Enterprise to others based on the current experience. (5 scale)

What features would you value in an online platform for buying copper utensils?



Quality
Yes
Customer reviews section
quality and value of product
Instant customer service response
No idea
Have an good feedback. Have an good quality.
Quality of product
Filter option for convenience
Any minor information
durability
Durability
Smooth transaction process and early delivery
Quality & Delivery Service.
Refund
Quality
A 360' view of the product with its right sizes.
Original photos and reviews of the product
Originality and durability

**Share any feedback or suggestions you have for Riya Enterprise regarding their copper utensils or customer service**

The after sales services is very good
Really good
Good quality👍
Politeness towards customers
Quality is very good is very good
There shop is very good
Thv have varieties and best qualitiv

Haven't experienced
-
Most trust worthy brand so far !
Nothing
Their products are good and profitable for people's, quality is good👍.
Good
Nil
It should be available on online websites as well

## 6. Observation & Findings

### Observations:

- **Preference for Offline Shopping:** A significant majority of respondents indicated a preference for purchasing copper utensils offline, citing reasons such as physical quality check, convenience, a wider selection of products, and competitive pricing.
- **Factors Influencing Purchase Decisions:** Product quality emerged as the most influential factor driving purchase decisions, followed closely by price and customer reviews. Additionally, many respondents expressed a preference for purchasing from established brands with a reputation for reliability and quality assurance.
- **Concerns Regarding Authenticity:** Several respondents raised concerns about the authenticity of copper utensils sold online, particularly regarding the materials used and manufacturing processes. This indicates a need for businesses to address these concerns through transparent product descriptions and certifications.
- **Desire for Physical Interaction:** Despite the convenience of online shopping, a notable portion of respondents expressed a desire for physical interaction with copper utensils before making a purchase. This suggests an opportunity for businesses to enhance their

offline presence through interactive showrooms or pop-up stores.

- Importance of Customer Service: The quality of customer service emerged as a critical factor influencing overall satisfaction with the purchasing experience. Prompt responses to inquiries, hassle-free return policies, and efficient resolution of issues were highlighted as key elements of satisfactory customer service.

### **Findings:**

- Offline Dominance: The survey findings indicate a clear preference for offline shopping among respondents, highlighting the growing significance of e-commerce channels in the retail landscape.
- Quality Assurance: Consumers prioritize product quality and authenticity when purchasing copper utensils, emphasizing the importance of businesses in ensuring transparency and quality assurance in their offerings.
- Hybrid Approach: While online shopping is preferred for its convenience, businesses can capitalize on consumer preferences by adopting a hybrid approach that combines the convenience of online shopping with the tactile experience of offline interactions.
- Brand Trust: Established brands with a reputation for quality and reliability have a competitive advantage in the market, underscoring the importance of brand trust in driving purchase decisions.
- Continuous Improvement: To remain competitive in the evolving market, businesses must continuously adapt and improve their offerings based on consumer feedback, addressing concerns and enhancing the overall shopping experience to meet evolving consumer expectations.

## **7. Conclusion**

In conclusion, this research has shed light on the intricacies of consumer behavior towards purchasing copper utensils from both online and offline markets. Through the survey findings, we have gained valuable

insights into the factors influencing purchase decisions, the preferences of consumers, and the challenges faced by businesses in this industry.

The dominance of online shopping underscores the importance for businesses like Riya Enterprise to enhance their online presence, prioritize transparency and authenticity, and deliver exceptional customer service. However, the survey also revealed a continued demand for physical interaction with products, highlighting the significance of maintaining a robust offline presence through interactive showrooms or pop-up stores.

Moving forward, it is clear that businesses in the copper utensil industry must adopt a multifaceted approach that integrates both online and offline marketing strategies. By leveraging the strengths of each channel and continuously adapting to consumer preferences and market trends, businesses can position themselves for success in an increasingly competitive landscape.

Ultimately, the findings of this research underscore the importance of understanding consumer behavior and adapting marketing strategies to meet the evolving needs and preferences of customers. By incorporating the insights gleaned from this study, businesses like Riya Enterprise can enhance their competitiveness, strengthen customer relationships, and drive growth in both online and offline markets.