

ONLINE AND OFFLINE CONSUMER BEHAVIOUR IN MARKETING

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ABSTRACT:

Abstract- Shopping has changed as a result of the influence of technology with most people preferring online shopping to the traditional physical store shopping. This trend took center stage in the past decade with many retail giants integrating the two approaches to achieve maximum benefit. This research aims to understand the comparison between online shopping & physical store shopping and consumer behavior towards these modes of shopping. This paper identifies and discusses that male population tend to shop more online shopping rather than physical shopping. For safety of payment more preference is given to shopping malls related to physical shopping. People are slowly going for online shopping but the majority mentality of people goes to physical shopping as it is having trust, feel and touch of the product. In our research we have found out that FlipKart and Jabong are the major players in the online retail and online shopping is here to stay and number of people favoring this mode is growing day by day.

KEYWORDS:

Online shopping; consumer behaviour; physical shopping.

INTRODUCTION:

Consumer behavior is the examination of individuals, groups, or organizations and the processes they employ to select, acquire, and dispose of products, services, experiences, or ideas to satisfy needs and the effects that these processes have on the consumer and society." (Kuester, 2012) Shopping has evolved due to the impact of technology, with the introduction of online shopping more choices have been made available to the consumers. This trend dominated the last ten years with most retailing monsters combining the two methods to gain optimum advantage. This study tries to comprehend the comparison between shopping online & shopping in physical stores. A fine grasp over consumer conduct in the virtual space, just like the physical space, cannot be achieved if the determinants of the purchase decision are overlooked or misunderstood.

LITREATURE REVIEW:

Consumer behavior refers to the study of individuals, groups, or organizations and their processes used in selecting, purchasing, and eliminating products, services, experiences, or ideas for satisfying needs, and the implications that these activities have on society and the individual consumer. "" (Kuester, 2012)

Shopping has witnessed changes because of the influence of technology, since the advent of online shopping, more options have been provided to the consumers. This trend predominated the last decade with the majority of retailing giants blending the two practices to derive the maximum benefit. This study attempts to grasp the distinction among shopping on the net& shopping at a physical outlet. A good control over consumers' behavior at the virtual area, as at the physical area, will not be gained if the decision drivers behind the purchase act are not regarded or not well understood. For instance, fear by online buyers to lack sufficient time to examine products before making a purchase is considered the specific factor driving the purchasing decision. Internet is transforming consumer shopping and purchase of goods and services, and has developed at a very rapid pace into a global phenomenon. The majority of companies have started using the Internet wit the aim of reducing marketing costs, thereby cutting the price of their goods and services in an attempt to stay competitive in highly competitive markets. This study is likely to advance our understanding of online and offline consumer behavior.

PROBLEMS:

1. Product Availability: Out-of-stock products or delayed shipments.
2. Price Discrepancies: Differences in prices between online and offline channels.
3. Quality Issues: Products not meeting expectations or being defective.
4. Returns and Exchanges: Difficulty in returning or exchanging products.
5. Customer Support: Inadequate or unresponsive customer support.
6. Shipping and Delivery: Delayed or lost shipments.
7. Product Description Discrepancies: Products not matching their online descriptions.
8. Payment Issues: Payment processing errors or security concerns.

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OBJECTIVES :

1. Understand consumer behavior: Identify factors influencing purchasing decisions and channel preferences.
2. Develop effective marketing strategies: Use insights to create targeted marketing campaigns.
3. Improve customer experience: Enhance online and offline experiences to increase customer satisfaction.
4. Increase sales and revenue: Use understanding of consumer behavior to drive sales.

METHODOLOGY:

Research Methodology for Online and Offline Consumer Behavior Methods

1. Surveys: Online or offline questionnaires.
2. Interviews: In-depth discussions.
3. Focus Groups: Group discussions.
4. Observational Studies: Observing consumer behavior.

Analysis

1. Quantitative Analysis: Statistical analysis.
2. Qualitative Analysis: Thematic analysis.

Tools

1. Survey Tools: Google Forms, SurveyMonkey.
2. Statistical Software: SPSS, R, Python.

JUSTIFYCHOICES

Justification for Research Topic

1. Relevance: Understanding consumer behavior informs business strategies.
2. Contribution: Fills research gaps and updates existing knowledge.
3. Impact: Improves customer experience and tailors marketing strategies.
4. Research Potential: Interdisciplinary approach and methodological variety.
5. Timeliness: The rise of e-commerce and digitalization makes this topic highly relevant.
6. Practical Applications: Insights can inform business decisions and marketing strategies.
7. Consumer Insights: Understanding behavior can lead to improved customer satisfaction.
8. Future Research Directions: This topic can lead to further research opportunities.

RESULT:

* Consumer Insights

1. Understanding consumer decision-making: Recognition of drivers that influence consumer choice.
2. Segmentation of consumer groups: Formulation of focused marketing programs based on consumers' attributes.

*Successful Marketing Strategies

1. Focused marketing: Producing customized marketing campaigns.
2. Enhanced customer experience: Making customers more satisfied and loyal.

***Competitive Disadvantage**

1. Differentiation: Organizations can differentiate their businesses from competitors.
2. Market leadership: Achieving competitiveness can result in market leadership.

***New Insight**

1. Contribution to literature: Adding to the existing body of knowledge on consumer behavior.
2. Business practice informing: Supplying insights that can inform business practice.

By accomplishing these possible outcomes, business and researchers can better understand consumer behavior and create effective strategies for driving growth and success.

DISCUSSION

The potential implications of research on online and offline consumer behavior underscore the importance of knowing how consumers make decisions. Through research into consumer behavior, companies can formulate specific marketing strategies, enhance customer experience, and establish a competitive edge.

Implications

1. Business Strategy: Business decisions and marketing plans are guided by consumer behavior.
2. Customer-Centric Approach: Companies can create a customer-centric strategy, resulting in enhanced customer satisfaction and loyalty.
3. Market Competitiveness: Achieving a competitive edge can result in market dominance.

Future Research Directions

1. Emerging Trends: Research on emerging trends, like how artificial intelligence is influencing consumers.
2. Cross-Cultural Studies: Cross-cultural studies on consumer behavior in other markets.
3. Longitudinal Studies: Longitudinal studies on changes in consumer behavior over a period of time.

CONCLUSION:

Analyzing consumer behavior, both online and offline, provides valuable insights into how consumers make their buying decisions, allowing businesses to formulate effective marketing strategies, enhance customer experiences, and achieve a competitive edge.

Key Takeaways

1. Consumer behavior understanding: Essential for business to create targeted marketing strategies.
2. Customer focus: Focusing on the customer results in enhanced customer satisfaction and loyalty.
3. Competitive edge: Achieving a competitive edge can contribute to market domination.

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