

Trend Analysis Of Modern Day Marketing

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ABSTRACT: Consumers purchase path has become increasingly fragmented, as consumers now shop across various online and offline channels to complete a single transaction. Certain aspects need to be taken into consideration, to understand how consumers choose between these online and offline channels during their purchase journey to fulfill their requirements. This study tries to recognize, how consumers measure channels for their purchasing. It specifically promotes a conceptual model that addresses consumer's perception about using internet shopping versus the traditional shopping. Earlier studies have shown that perceptions of price, product quality, service quality etc. strongly affect purchase intentions in the offline and online network. It is hitherto to analyze what factors influence online and offline shopping choice. The objective of this study is to provide information about online shopping decision making process by comparing the online and offline decision making agenda and identifying the factors that compel and urge customers to decide whether or not to do online shopping or go for the offline shopping. Consumer's shop when and where they want and wherever they are comfortable with the products. Since last two years as population are more aware of the technology the online shopping has increased tremendously. The people of the older generation do online shopping less often because they are less aware of the technological advancements. However it is also observed that consumer only purchase through online shopping if the price of the product is less than the market. They do believe that it is fairly important to go for e-shopping as well.

KEYWORDS: Consumer, Internet, Offline shopping, Online shopping, Purchasing behaviour, Technology

I.INTRODUCTION:

Online shopping is emerging quickly in recent years. The internet nowadays holds the attention of retail market where millions of people shop online. The advancement in technology has proved to be a good opportunity for the seller to reach the customer in much quicker, easier and in economic way. On the other hand the purchasing of product from traditional market still continues. Many go for purchasing offline as they can examine the product and immediately receive the product just after the payment for the product. In this modern world customer's loyalty depends upon the consistency maintained and ability to

deliver quality, authenticity and satisfaction. Consumers and retailers are going through a tough and complex situation driven by technology as the traditional path-to purchase has been replaced by modern consumer's path-to-purchase. Now the shopping journey is across a multitude of channels from stores to connected devices, everything and all being interconnected. As boundaries between online and offline channels disintegrate, the world is turning into one big showroom.

II. ATTRIBUTES:

❖ Factors Affecting Online Shopping

Online shopping has become relevant in the last decade. This growth in online retailing is proof enough that it is providing some benefits to customer which offline shopping couldn't. The following are the factors affecting online shopping:

- **Risk**
- **Convenience**
- **Previous online experience**
- **Tangibility of the product**
- **Variety**
- **Offers**

❖ Factors Affecting Offline Shopping

Offline shopping has been there since the existence of mankind. Offline shopping gives consumer some different types of benefits. The following are the factors affecting offline shopping:

- **Less number of choices**
- **Time consuming**
- **Authenticity**
- **Bargaining**
- **Instant possession of commodity**

III. OBJECTIVE OF THE STUDY:

The present study distinctly compares the online and offline shopping based on the following objectives:

(a) To analyze the significant difference between the online and offline consumer based on demography, technology use, availability and attitude of the consumer.

(b) To analyze the factors influencing the consumer to switch from the offline shopping to online shopping and vice versa.

(c) To examine the factor influencing the consumer to shop either solely online or solely offline.

(d) To analyze perceived benefits and drawbacks of online and offline shopping.

IV. METHODOLOGY OF STUDY:

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary which includes interview/questionnaire method, case study personal observation method and secondary method where previously collected data is used for further analysis. The present study is based on primary data where the same was collected through survey questionnaires. The questions in the survey questionnaire were carefully designed to connect them to the theoretical part of the research and objectives of study. For this research sample size of 60 was taken and the frequency table for each attribute is distinctly prepared.

V. LIMITATIONS OF STUDY:

This research fills the gap between the choice of online shopping and offline shopping and reflects the problems associated with it and makes the consumer clear about which option should be taken by them to get more benefit out of it.

VI. REVIEW OF LITERATURE:

The extensive literature review has been conducted to gain deeper understanding about online and offline shopping experience of different consumer. The review simplifies the dominant dimension consumer consider when they make any online purchase decision. The major theoretical gap relating to understanding what and why consumers do or do not purchase using the internet is explored with respect to the theories of retail change and consumer taste and preference behaviour theory with particular reference to their buying decision process. More specifically, the study examined the influence of quality, value, satisfaction, and loyalty as factors when consumers choose to shop online.

(a) **Li and Zhang (2002)** examined the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review. In doing so, their study tries to provide a comprehensive picture of the status of this topic and point out limitations

The direct implication of this analysis was that targeting more appropriate consumer groups, improving product and/or service quality, and improving quality of website can positively influence consumer attitudes and behaviour, leading to a possible increased frequency of early purchase and repetitive purchases from consumer's side.

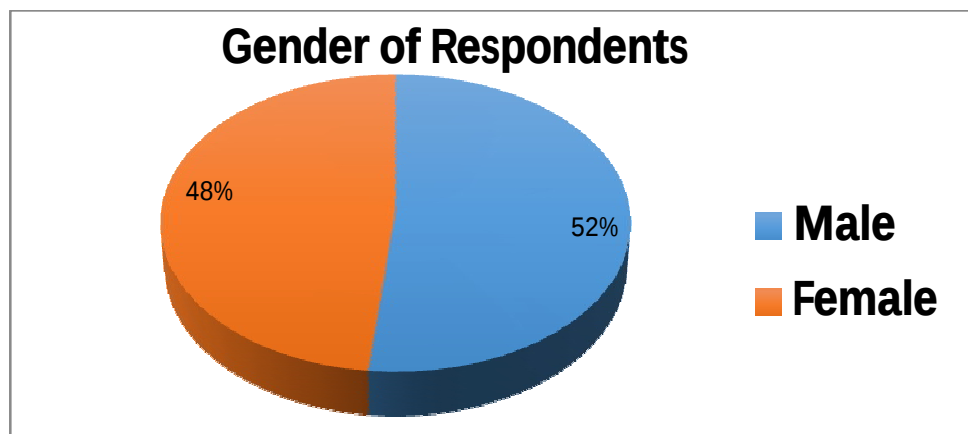
(b) **Lenvin et al. (2003)** found that being able to personally seeing and examining a product prior to purchase is an underlying factor of the preference for an offline shopping method over offline for products such as clothing. However, at the same time textile industry has received one the biggest acceptance in onlineretail and no branch of the industry is affected by theinternet because of the same(**Heinemann and Schwarzl,2010**).

(c) VII. RESEARCH ANALYSIS AND FINDINGS:

7.1 Demographic Study Of the sample size

The study is based on 60 respondents from students of college based in Coimbatore. It was mainly conducted with this population as they are aware of both methods of shopping and use both efficiently thereby having a wider perception and opinion over why they choose one over the other. This following section of the study will be mainly focusing on the demographic characteristics of the study area in terms of sex of the respondent and age.

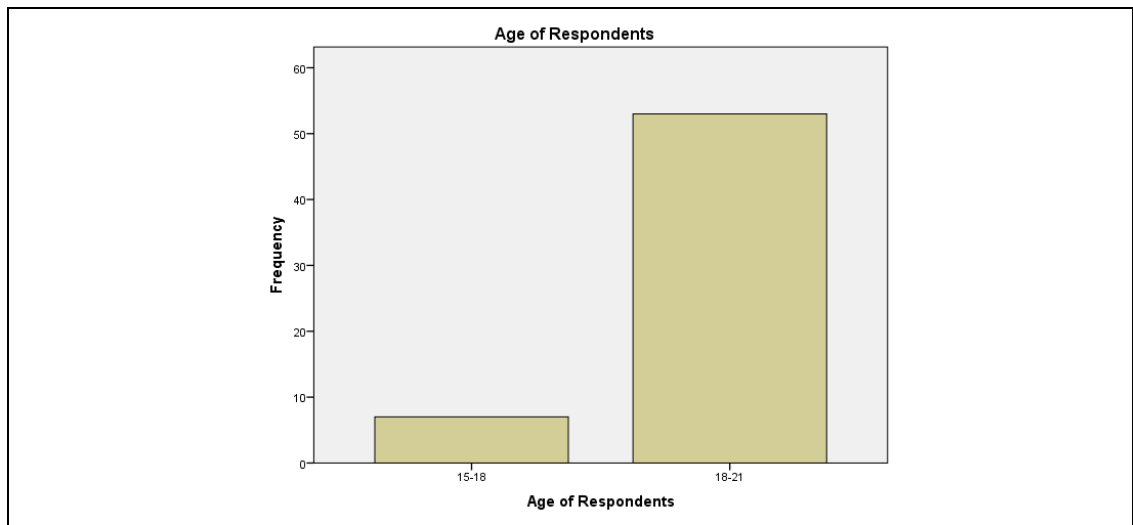
Chart 7.1.1: Sex ratio of the respondent



Source: Survey Data and Author's calculation

The graph representation shows the percentage of male and female taken into consideration who are doing online and offline shopping. Knowing that more of the female members involved in shopping the male were taken a little more into account for the study to see their perception in the same. It thereby shows 51.70% of male go for the shopping while 48.30% female do the shopping.

Chart.7.1.2: Age of the respondent



Source: Survey Data and Author's calculation

The above graphical representation shows the age category of population who were chosen as respondents for the research. The major of customers who use online shopping to fulfill their need ranges mostly between 18 to 25 age category comprising of 88.3% of the total consumers and this is mostly seen among them because of the increasing technological revolution among the youth population and they are able to use this technology for their well-being more than the other age group category. Next the age group of 15-18 contribute as the second most consumer type using online shopping services of 11.7%. For this age group being below 18 money constraint comes into picture and no means of payment if they chose online shopping come into picture.

7.2 Attribute Study of the Respondents

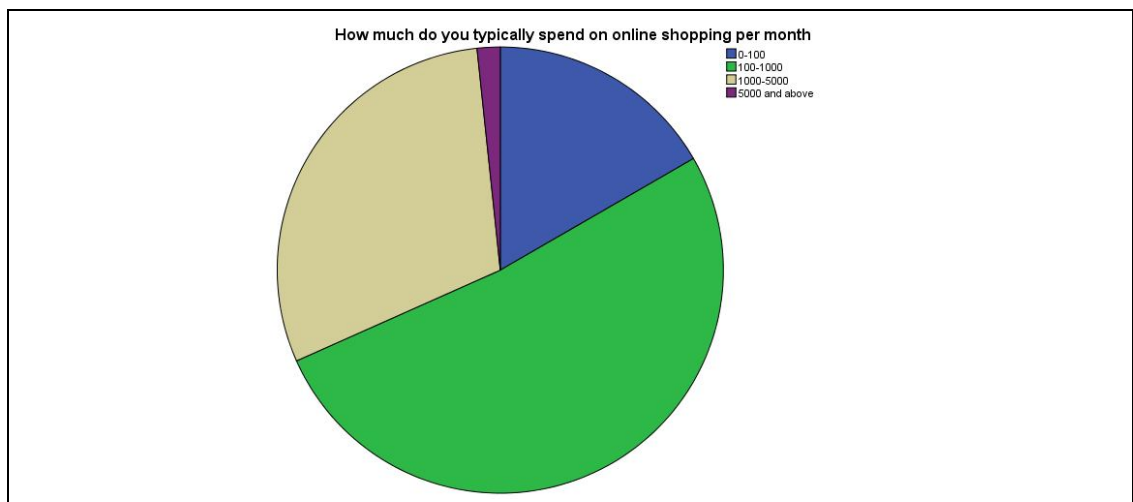
Table.7.2.1: Preference of the respondent for the shopping medium

ATTRIBUTE	Frequency	Percent	Cumulative Percent
Online shopping	22	36.7	36.7
Shopping in stores	38	63.3	100.0
Total	60	100.0	

Source: Survey Data and Author's calculation

From the above table it is clear that out of 60 respondents 36.70% respondent want to go for online shopping as they find it more convenient and easier for them but 63.30% customer want to go through the offline shopping because they are more comfortable in traditional market mainly due to tangibility of the product

Chart.7.2.1: Spending behavior of respondents in online shopping



Source: Survey Data and Author's calculation

The above graph shows that from the 60 respondents the spending amount is maximum around 100-1000 because while they do spend on online shopping they still have a limited budget on the same and resort more to traditional shopping. This is followed by 1000-5000 range spenders which is the maximum amount being spent followed 3rd by 0-100 spenders and lastly 5000 and above showing the limited budget spending in online shopping

Chart.7.2.2 Products usually bought online

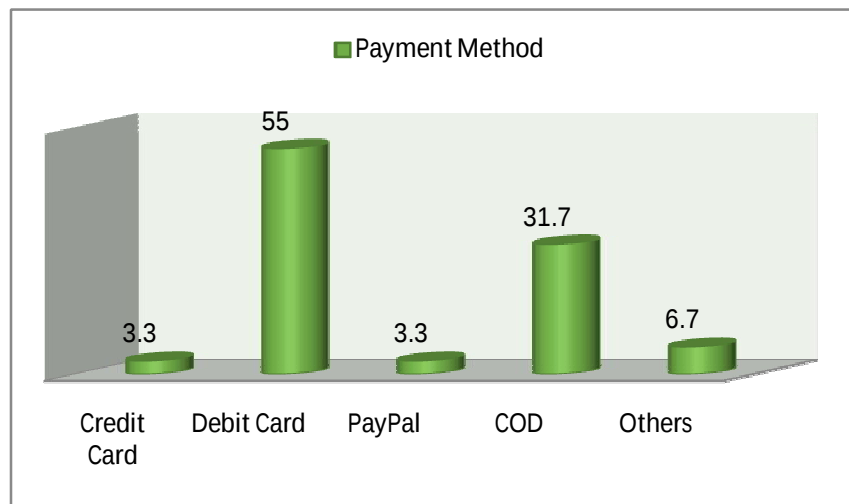


Source: Survey Data and Author's calculation

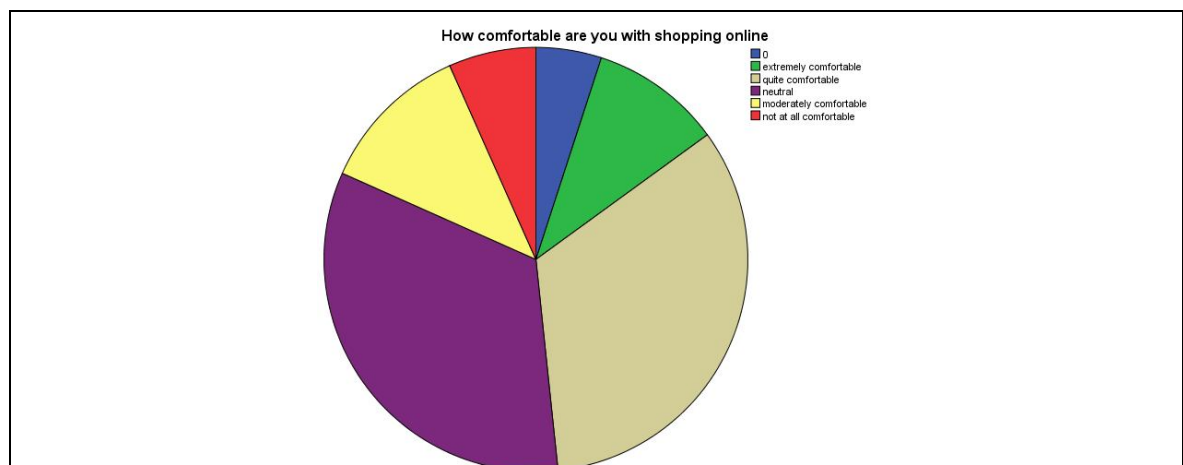
The above pictorial representation shows that the consumers mostly purchase accessories online comprising of 25% of the others. The increasing demand of accessories online is because of the variety of options the consumers get to choose and that to at a reasonable price. Next comes the electronic gadgets with 23.3% of the total demand. These sites provide these items at factory output price and also provide a warranty over the items. So, consumers

find it reasonable to buy it online. 20% of the consumers demand for clothing while 6.3% for food and cosmetics 3.3% on books and magazines and 15% purchase other productslike – footwear, cosmetics, etc. The products are being purchased as there are variety of options with quality products at reasonable prices.

Chart.7.2.3



Comfortability of shopping online



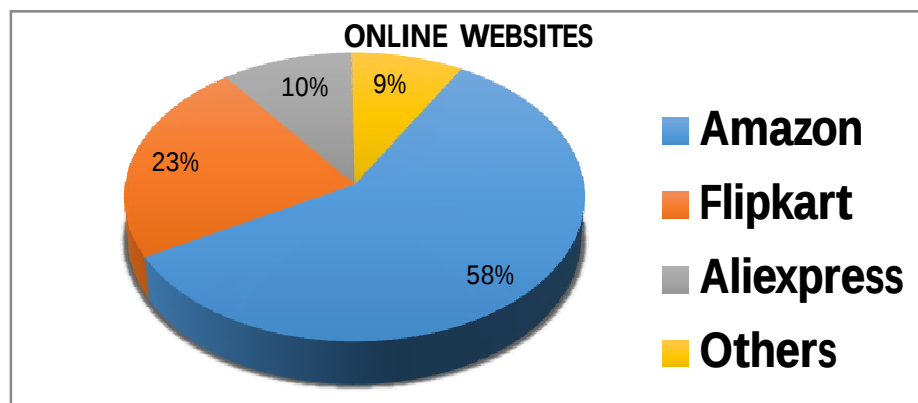
Source: Survey Data and Author's calculation

The graph shows that people mostly are neutral towards choosing online over offline or quite comfortable using online method of shopping. This shows that while they are comfortable using online method they equally prefer traditional and thereby neutral.

Chart.7.2.4 Payment method usually used

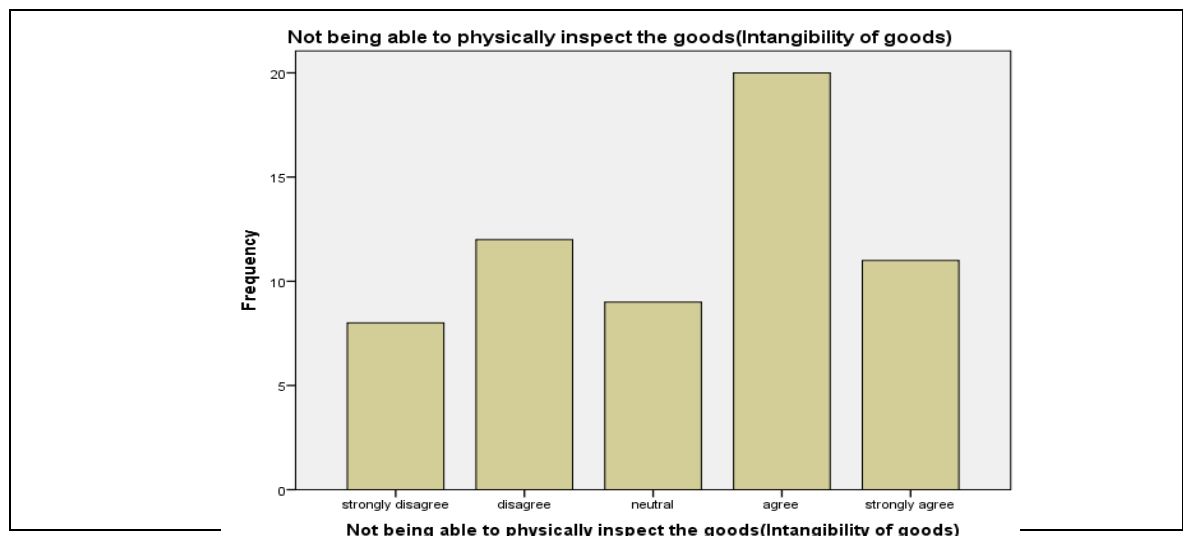
Survey Data and Author's calculation

This pictorial graph represents that most of the consumers prefer payment through Debit card with 55% as compared to the other modes of payment as the age group of respondents is more from 18-25 they tend to have a debit card more so use it for purchasing online. Next 31.7% of the consumers prefer Cash On Delivery (COD) as many don't have cards, they mainly choose cash on delivery option to get their products while 6.7% prefer other modes of payment like GooglePay, Paytm, Net Banking etc. Least consumers with 3.3% prefer methods like Credit Card and PayPal for payment due to their inconvenience.

Chart.7.2.5 Websites used more often for online shopping***Survey Data and Author's calculation***

The above graphical representation shows the most preferred website for online shopping is Amazon as its marketing is done properly with superior brand quality of products and services over other sites. So, it's able to retain the market. Next comes the Flipkart where 23% of the consumers prefer it for the same reasons except it had less variety of goods. The next online site is preferred by 10% of the consumers which is the Ali Express, it is an online shop giant outside the country still striving hard to market its brand in the country. The least no. of percentages is 8% for other shopping sites like Myntra, Snapdeal, Jabong and other sites.

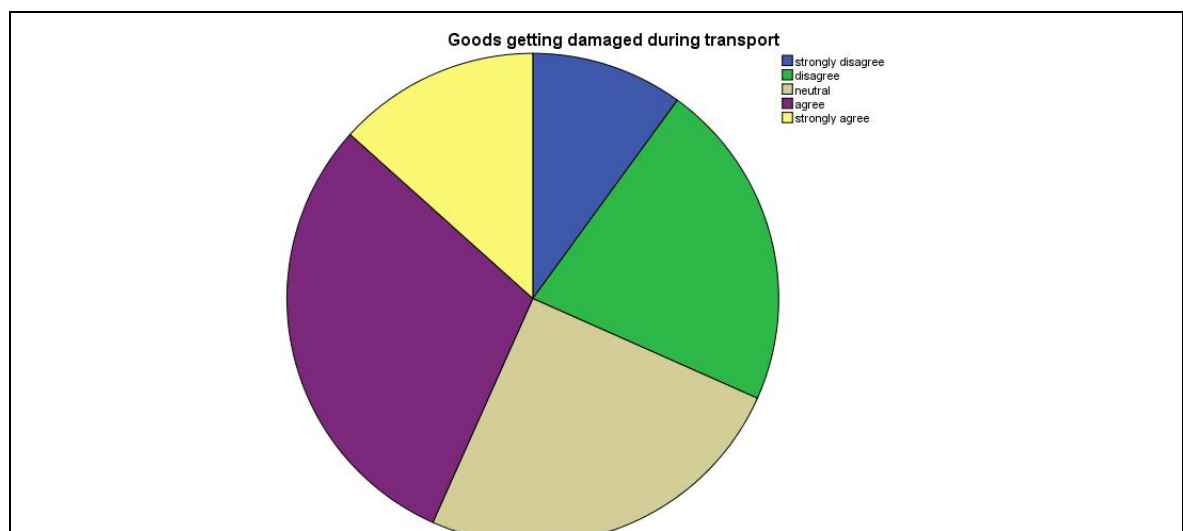
Chart.7.2.6 Tangibility of Product



Survey Data and Author's calculation

The above shows that many agree that the product is not tangible in case of online shopping which they consider the biggest disadvantage of the same and the main reason to prefer traditional method over online

Chart.7.2.7 Damage In delivery



Survey Data and Author's calculation

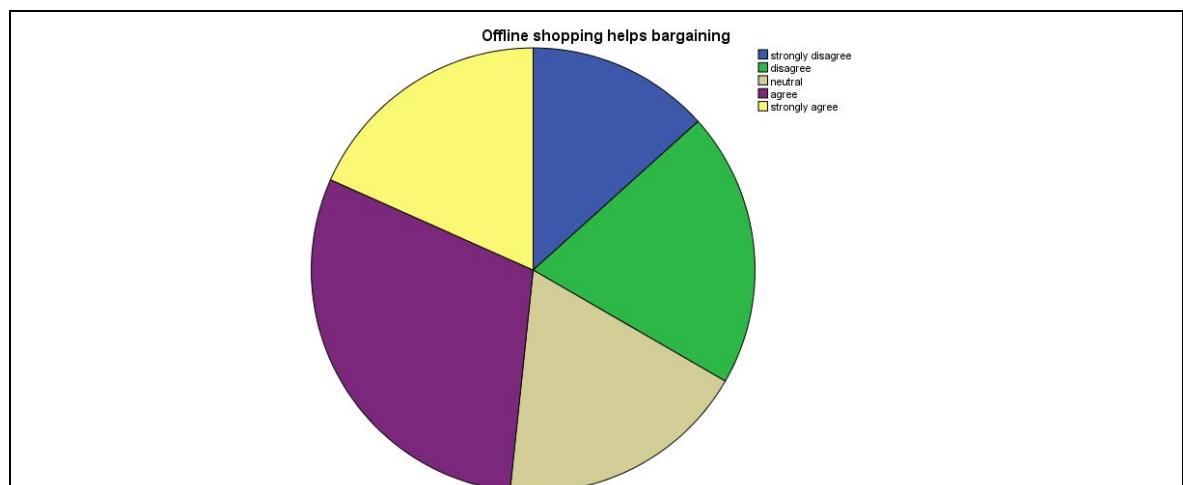
The above data shows that unfortunately a major of the respondents believe the package comes damaged to them from sites like AliExpress but next majority stay neutral or believe that they get their goods safe from sites like nykaaetc that package goods well

Table.7.2.2 Factors influencing offline shopping

Attributes	Frequency	Percent	Cumulative Percent
1)Physical checking of product quality	19	31.7	31.7
2)Better return policy	6	10.0	41.7
3)In store discount	7	11.7	53.3
4)Reliability	6	10.0	63.3
5)All the above	22	36.7	100.0
Total	60	100.0	

Survey Data and Author's calculation

From the above table we can see that the most chosen option is all the above with 36.70% because each attribute mentioned is an advantage of offline over online. Physical tangibility is the second most chosen option because they cannot inspect the item before buying and having to take risk of fulfillment of satisfaction on buying the product and thereby the biggest disadvantage

Chart.7.2.8Offline shopping helps bargaining***Survey Data and Author's calculation***

The above shows that offline shopping helps bargaining as respondents agree and strongly agree in maximum because they can meet the retailer in person and avail of cheaper prices for the goods they want to buy being a big advantage to customers. Few disagree as not all retailers give this benefit and thereby few are neutral on the stance

VIII. CONCLUSION:

Despite the rapid growth in online sales and the projection of further uptick in this medium of shopping, the consumer's still prefers the so called 'real' shopping experience of brick and mortar shops. As different analysis show, it's mostly the younger generation who is fueling the success and growth of online shopping in India. There is no doubt that with the arrival of online stores has hit the offline stores pretty hard. However, despite of rapidly growing customer base for online retailers, none of them have broken even yet. Offering of huge discounts and other such bonuses on products and services have proven to be the bane for them. Considering attributes such as bargaining, tangibility of goods, physical evaluation etc. offline shopping still wins the game in the market and more preferred. While online shopping base has grown there are still commodities that are better bought through shopping in stores than online. So in the end it's the taste and preference of the consumer as to what method of shopping they prefer.

IX. REFERENCES

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