

MERGING OF ONLINE AND OFFLINE SHOPPING TRENDS IN BRANDED RETAIL OUTLETS

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ABSTRACT : Nowadays consumer behavior changes day by day in this current pandemic situation. So Branded retail outlets try to merge their retail business in both online and offline shopping ways. Recently, E-satisfaction, an electronic reaction to an immediate advertising demand, can be a significant piece of an organization's showcasing system to arrive at clients straightforwardly. In the right circumstance and to the right client, it can offer a few benefits. Speed, Cost-adequacy, Control/customization. Coordinated with clients, when content is totally customized, including the introductory letter/note, sorts of connections and the substance of every connection is costly and tedious utilizing land-based strategies. However, not all circumstances call for exclusively an e-satisfaction framework. Cautious thought of the kinds of the objective being reached and the organization's advertising objective will decide the fitting blend of e-based and land-based satisfaction parts to be used.

Keywords: Consumer Buying Behavior, Online Buying Behavior, Offline Buying Behavior, Retailing, Brand

INTRODUCTION

The retail area has dramatically developed over the most recent couple of years set apart by developing mindfulness among buyers, ascend in expendable earnings, changing conduct and developing mix of on the web and disconnected retail designs. As customers become seriously requesting, retailers have needed to improve by changing product, showcasing procedures, presence and allure to stay applicable for its clients. With COVID-19 changing the buyer feeling and way of life, it has additionally hurried the transformation of innovation in this industry. Being on the web and having a powerful backend isn't discretionary any longer for any retailer. Each retailer is embracing computerized ways at a much quicker pace and is putting into innovation to work on the nature of administration. We anticipate that this quick moving digitalization should open new doors and drive change in the area. Omni channel retailing Pandemic has made purchasing basically more genuine than ever and retailers have begun taking a gander at creative approaches to further developing deals, for example, giving virtual preliminary rooms and video-based deals calling. With this the

combination among disconnected and online retail is probably going to become further. Organizations are investigating mix methodologies to improve the client offer as well as diminish costs. The emphasis is presently on making a brought together shopping experience for clients across various showcasing/deals channels.

OBJECTIVES OF THE STUDY

- To Identify the impact and value from these trends on retail functions
- To Study the merging of online and offline shopping trends
- To Identify the Factors Affecting the Brand retail outlet
- To Study the Problem Faced by the Strategy Implementation

HYPOTHESIS OF THE STUDY

H0: There is no relationship between gender and problems faced by retailers at the time of implementing the strategy

H0: There is no relationship between Monthly Income and Tactics to overcome the competitors.

H0: There is no relationship between Location and Roles of Marketing Promotion Strategies Play

METHODOLOGY

The researcher has collected data from both primary and secondary sources. Primary data were collected directly from the respondents through questionnaires. The secondary data were collected from books, journals, and websites.

SAMPLING DESIGN

The study was carried out in the impact of digital transformation in retail branded outlets. The whole 120 customers were selected. They were selected at random by adopting a convenient sampling method.

Problems faced in offline retail nowadays

1. Finding, getting, and keeping a motivated and engaged staff. That is so, so hard in retail.
2. Having the right inventory at the right place at the right time.
3. Intense competition.
4. Changing demographics and inability to tailor stores to small customer segments vs. the large masses.
5. Increasing minimum wage requirements.

Compared to online retail, offline retail is having a major issue of customer reach. Where online there are no boundaries to scale up. In offline mode they cannot make their business available for 24 x 7. In the online model you can scale up faster in terms of product range, stock keeping, and manpower; compared to offline retail.

Online competition

These internet based commercial centers are giving incredible limits to contend one another, however the retailer outside battling to sell their items just wholesalers merchants are being benefited from online business sectors, commercial centers sell even lower than the value a retailer get the item for ideally this will end one day on the grounds that any business should be productive. Issue faced by disconnected exchanging is that overall revenue gets decreased and individuals like to arrange items from the office as it were. Individuals come and show the pictures and they need that kind of item just that may be old in style. A disconnected dealer can give new plans over and over again as they go to showcase time after time than online merchants.

Furthermore, individuals additionally get tricked by buying the copy items with same brand names like in classifications like beauty care products, shoes and so forth and afterward clients come and say to disconnected dealers that "Sibling, this kajal is getting so much on the web and you are paying to such an extent" yet they don't comprehend that that kajal is copy and what they are wearing can hurt their eyes. Another issue is fewer footfalls to disconnected dealers.

Yet, the client is getting mindful gradually.

Combine Online and Offline connected Shopping

The benefits and drawbacks of on the web and disconnected shopping can be examined long and hard. During the lockdown, individuals had no other option except to pursue online shops. Presently, numerous purchasers are attempting to shop principally in neighborhood stores to help them. Be that as it may, for clients to stay excited in the long haul, stores need to innovate to transform physical shopping into an encounter. The arising associated shopping capacities are intended to consolidate the best of on the web and disconnected shopping and make physical shopping more charming and invigorating.

Merge the Digital and In-store Shopping Experience

- Comprehend that they're on the web and disconnected clients are frequently similar individuals. This is an attitude in excess of a particular methodology. For example, many retail sites currently illuminate guests where they can get a thing; they're looking at face to face. Empower physical clients to leave their email as well as web-based media contact data.
- Use applications to work on the in-store insight. We saw how Sphere's application lets individuals, in their stores and at home, get important data on their items. Any physical business can track down ways of offering accommodating support for clients by means of an application. This, obviously, ought to be an enhancement rather than a trade for phenomenal individual assistance.
- Gather client information in an incorporated way. Utilize an all-encompassing, channelized system for gathering and examining client data. Try not to isolate clients into particular classifications, for example, on the web and

disconnected. Make a solitary profile for every client and expand upon it.

- Support input with surveys and reviews. Discover how you might work on all parts of the shopping experience for everybody. For instance, on the off chance that particular clients shop solely on the web, it's useful to know how to make the in-store experience really engaging.

RESULT AND DISCUSSION

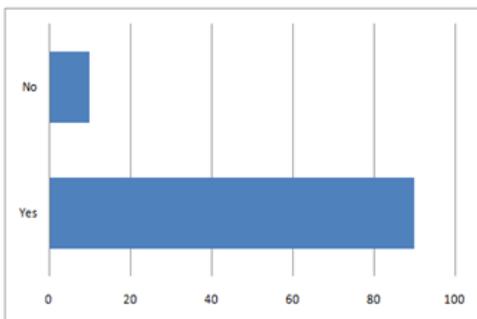
CUSTOMER'S PREFERENCES:

As per Survey, buyers are more towards Online Shopping than Offline shopping, 70% of overview members think about Online Shopping as their future though 30% need to remain in a similar Offline Market in their future.



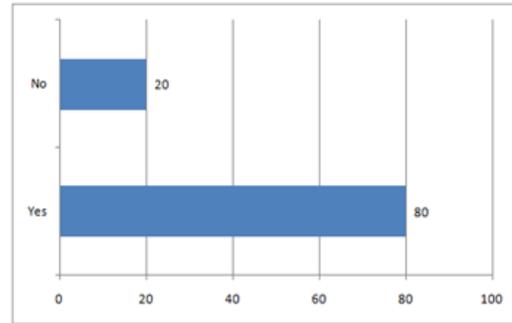
JOB OF WHOLESALERS

The following inquiry of worry to the members was, do you consider that are wholesalers needed in our market or by killing them from the market the circumstances will be better? Their answer was for the wholesalers rather than being against of, 90% of members are against the technique for inclusion of wholesalers in business sectors, just 10% members are against this.



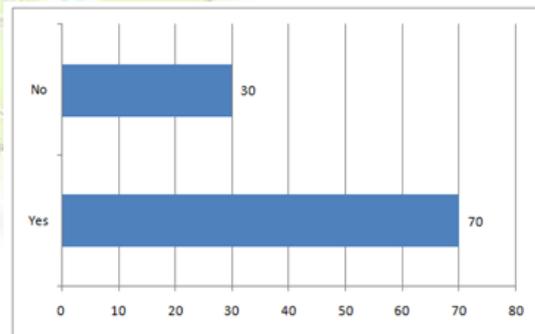
NEED OF WHOLESALERS TO MANUFACTURERS

As per examination, 80% of members imagine that assuming we take out wholesalers from the market; it would make a weight for producers to contact their retailers and purchasers, while 20% members don't consent to it.



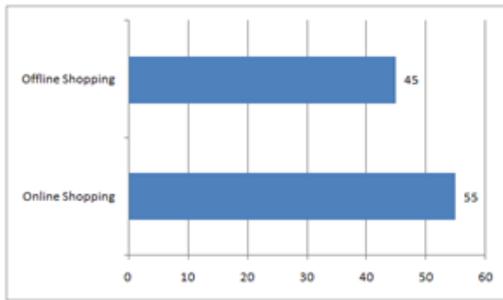
DECREASE IN PRODUCT COST

As a necessary sum, as their overall revenue is added to the item's cost by the wholesalers which in some way or another expands the all-out cost of the item, will there be a decrease in item's costs assuming we take out wholesalers? There are 70% of members who consent to this, for example there will be a decrease in cost, however then again 30% of members don't consent to something very similar.



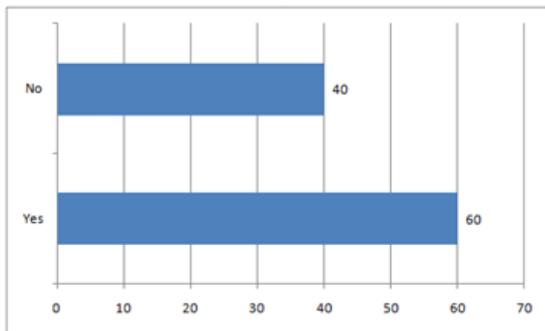
BUSINESS POSSIBILITIES

Among both the future choices Offline Market just as Online Market which has the ability of bringing increasingly more business choices for the group of people yet to come. Members' view on this is with the end goal that 55% of them say Online Market has such abilities while 45% of members decided in favour of Offline Market.



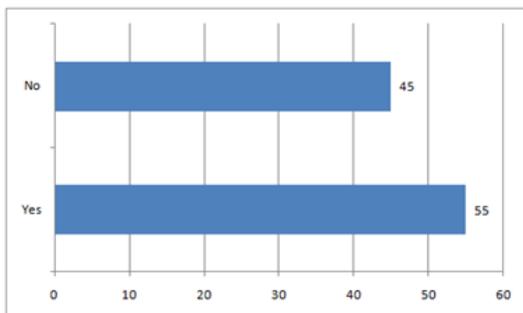
CHANGE TO DIGITAL INDIA

Further the inquiry emerges is that Are individuals of India arranged for the change from Offline Market to a Digital Market, taking into account every one of the perspectives whether it is training, office, trust, security, or mental state. The review addresses that 60% of members say OK's while 40% says no'.



EFFECT OF DIGITAL MARKET IN RURAL AREAS

Our place of concern was not just working-class individuals or higher-class individuals, we additionally however for country class, to that end we brought up an issue that how advanced advertising will affect on rustic regions in a positive way or a negative way, to this our most extreme members believe that it will put a positive effect for example 55% of members though 45% says it will put an adverse consequence



Problem faced by retailers at the time of implementing the strategy

| S. No. | Strategy Implementation Problems | No. of Respondents | Percentage |
|--------------|----------------------------------|--------------------|------------|
| 1 | Pandemic period (Covid – 19) | 30 | 25 |
| 2 | Changes in Customer Expectation | 20 | 17 |
| 3 | Customer preference | 15 | 12 |
| 4 | Flexible in Fashion | 25 | 21 |
| 5 | Changes in buying behaviour | 20 | 17 |
| 6 | Huge Competitors | 10 | 8 |
| Total | | 120 | 100 |

Tactics to overcome the competitors:

| Overcome Competitors | No. of Respondents | Percentage |
|---|--------------------|------------|
| Give them discount codes and free door delivery | 35 | 29 |
| Send products for review | 10 | 8 |
| Run contests and giveaways | 15 | 13 |
| Social Media tactics | 25 | 21 |
| Marketing Strategy | 35 | 29 |
| Total | 120 | 100 |

Roles of Marketing Promotion Strategies Play

| S. No | Role | Score | Rank | Percentage position | Score | |
|-------|-------------------------------|-------|------|---------------------|-------|-------|
| | | | | | Scale | PRS |
| 1 | Make them take action | 57.82 | II | 37.5 | 56 | 62.5 |
| 2 | Make people interested | 62.13 | I | 29.17 | 61 | 70.83 |
| 3 | Create product/service demand | 56.37 | III | 12.5 | 73 | 87.5 |
| 4 | Build awareness | 55.13 | IV | 87.5 | 27 | 12.5 |

The relationship between gender and problems faced by retailers at the time of implementing the strategy

| Variable | Degree of freedom | Calculated Chi-square value | Level of significance | Table Value | Remarks |
|----------|-------------------|-----------------------------|-----------------------|-------------|-------------|
| Gender | 2 | 6.31 | 5% | 5.99 | Significant |

The calculated value of chi-square (6.31) is greater than the table value (5.99) at 5% level of significance. Hence the null hypothesis is rejected. We conclude that there is a significant difference in gender and problems faced by retailers at the time of implementing the strategy.

The relationship between Monthly Income and Tactics to overcome the competitors

| Variable | Degree of freedom | Calculated Chi-square value | Level of significance | Table Value | Remarks |
|----------------|-------------------|-----------------------------|-----------------------|-------------|-------------|
| Monthly Income | 10 | 19.5 | 5% | 18.3 | Significant |

The calculated value of chi-square (16.5) is greater than the table value (18.3) at 5% level of significance. Hence the null hypothesis is rejected. We conclude that there is a significant difference in Monthly Income and Tactics to overcome the competitors.

The relationship between Location and Roles of Marketing Promotion Strategies Play

| Variable | Degree of freedom | Calculated Chi-square value | Level of significance | Table Value | Remarks |
|----------|-------------------|-----------------------------|-----------------------|-------------|-------------|
| Location | 2 | 6.78 | 5% | 5.99 | Significant |

The calculated value of chi-square (6) is greater than the table value (5.99) at 5% level of significance. Hence the null hypothesis is rejected. We conclude that there is a significant difference in Location and Roles of Marketing Promotion Strategies Play.

Conclusion:

The current writing shows that there are critical contrasts between shoppers buy style on the web and disconnected mechanisms of shopping in view of specific boundaries. In spite of the fast development in internet-based deals in India and the projection of additional increase in this vehicle of shopping, most purchasers in India actually lean towards the alleged 'genuine' shopping experience of physical shops. As various investigations show, it's generally the adolescents who are powering the astounding development story of web-based shopping in India. Appearance of online shopping has most likely hit the disconnected stores hard. Huge limits presented by the e-posteriors have for sure placed colossal tension on their primary concern adding with that the steadily expanding cost of Indian land area has placed the suitability of physical business in question. On the opposite side, notwithstanding the truly developing client base of online retailers, not a single one of them have equaled the initial investment at this point. The idea of multi-channel procedure has begun becoming the overwhelming focus while retailers are attempting to stay present in both on the online and offline shopping to tap the

requests of the greatest number of clients. As per a recent global survey by CBRE, 48% of the retailers expected demand to improve in 2021 with consumers to drive sales upwards and India will see a similar trend as the retailer activity is picking up. With rapidly evolving consumer preferences and attitudes, retailers and businesses must embrace the change and prepare for transformation in order to provide a seamless shopping experience to consumers. With the emerging technology, and rise of Omni-channel retailing, retailers need to revamp and recalibrate their business strategies and integrate artificial intelligence and machine learning to create new experiences and gain consumer trust in a post-Covid world.

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