

# COMPARATIVE STUDY OF ONLINE MARKETING AND OFFLINE MARKETING IN RURAL AREA: DIST. PALGHAR AND TAL. DAHANU

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## ABSTRACT

*Marketing is the process of attracting customers and sellers in their products and/or services. Nowadays, Internet is the more power full tool which helps the business to promote their products and services through online advertisements. Online marketing is the marketing of products or services using digital technology. Every age and gender people, are easily attracted by online ads. Offline marketing is the traditional method of marketing where no use of Internet in the area of marketing. There has been strong competition between the online and the offline market in a new era of business, where consumers select their products to fulfill their shopping need. The effect of online marketing on product categories like fashion, accessories, clothing, grocery, home decor items, mobile phones etc. This research paper is focusing on effect of online marketing on offline marketing and issue which are faced by offline sellers of rural area. Specifically, Dist. Palghar and Tal. Dahanu. The purpose of this study is to identify consumer and seller's behavior of rural area related online shopping and offline shopping. It reflects a conceptual form that addresses how online market reduces offline market sales and also their profits. The research's methodology of this paper is based on comparative analysis of online and offline market.*

Keywords: Online Marketing, Offline Marketing, Business, Sellers, Behavior

## OBJECTIVE

1. To study online marketing and offline marketing.
2. To identify how the offline market can be affected by online marketing.
3. To study issue of offline market sellers.
4. To identify consumer and sellers behavior related online and offline shopping.
5. To find how online market reduces sales of offline markets.

## REVIEW OF LITERATURE:

E-marketing is the online marketing, online marketing create a new way of marketing of product which is directly connected company to customer through Internet. Traditional marketing is old way of marketing (non internet method) and used traditional marketing like newspaper, print ads etc, to promote the product or services of business to customer. The purpose of doing research in the area of online marketing and offline marketing is that how online market is affecting offline marketing and offline marketing sellers are not getting so much profit ,and Customer behavior related to online and offline marketing.

The paper found that most of the respondents (sellers) were largely affected by online market. It was mentioned by the sellers respondents that the online marketing are providing the wide variety of products, brands, available 24\*7 shopping, and direct purchase product from companies which are offering discounts which is affecting offline sellers business. Most of the clothing shops are mostly affected by online marketing.

Reviews of the literature displayed maximum sellers are saying that their business is affected by online marketing and it also reducing their sells and profits. Access to seller's feedback that customers first see the product online and compare that product with offline product, and then they make a decision to buy product where they find a lesser amount of price. This paper includes a comparative study consumer's behavior related with online and offline purchases.

The review of study is that, traditional market is affecting more because of so much middle men (Whole, sellers and agents) are involved in the selling process which increase the price of the products and reduces sales. The study analyzes the most of branded products are affecting more because of they are taking all products directly from companies and companies offering so much discount.

## **INTRODUCTION AND STATEMENT OF PROBLEM**

In this competitive world, the offline market is dominated by online market which is a life in promotion and advertisement. Online shopping is rising very fast in recent years. Today, more people are connecting to the Internet and are ready to do business through online. Online or e-marketing is a kind of electronic marketing which allow the consumer to purchase goods over the internet directly from the companies using a web browser. Online marketing is a power full tool for selling and buying products to increase profits. Online marketing is most cost effective and more time efficient and more productive in today's technology world. Online marketing help to collect direct feedback from the customers and customers can share their experience after using the product. Online marketing is dominating to offline businesses by continuous online advertisement strategies like. Email marketing, Social media marketing etc. Traditional marketing is the process of marketing used in traditional way without help of digital technology like web, social media etc. Traditional marketing have been used by marketers for a long time. The sellers are using the traditional channels such as face to face communication, Banners, catalogues,, TV, radio and magazines etc. to sell to their products to consumers. Marketing has been done physically.

## **ONLINE MARKETING VS OFFLINE MARKETING**

There is a strong competition between both online and offline modes of marketing. Internet has affected marketing process by providing opportunities to customers using online marketing tools. Offline sellers are affected by online market and customer behavior is changing towards offline market. Online marketing companies are expending a lot of time and money to promote their product and to increase their sales by giving digital advertisement which is relatively very less expensive than offline advertisement such as Newspaper, Banner and TV ads. A business has also advanced according to current trends because every business needs customers. Companies are spending a lot of time on online marketing because they need customer retention and customers buy their product at any time (24\*7). But in this scenario, offline businesses target their customers by traditional channels way and not getting so much responses by customers, and getting down their business gradually. quick access to information, which is available through both online and offline media of communication.

## **RESEARCH METHODOLOGY**

The researcher used sampling method for data collection. Both primary and secondary method are used in this research study. Primary method which includes observation method, interview/questionnaire method we have made use of secondary data in the form of journals and articles to make an analysis of the offline and online marketing activities.

The present study is based on combination of both qualitative and quantitative data. The qualitative and quantity data is collected through the sampling from the sellers. Random seller is selected for the sampling purpose. The samples were collected among various areas in and around Dahanu, Dist. Palghar

The target group is of different sellers, different categories of shops considered because to know whether which Business are affected by online shopping and a few offline markets are affected more like Clothing, Grocery, Home appliances and electronic products. For this research 35 sample size is taken for the interviews, face to face communication and questionnaire. From this sample size the calculation of simple percentages for each variable is done.

## **LIMITATION OF STUDY**

- 1) The sample size is limited to 34.
- 2) The survey is conducted only in selected areas in Boisar & Dahanu.
- 3) The study largely is based on the perception of the respondents.
- 4) The data was collected through structural questionnaire & analyzed based on the information given by the respondents.

## **FINDINGS**

We collected this data from Palghar, Dahanu and their nearby villages those who belong to offline marketing, for this research paper. The total 34 of the respondents were interviewed and face to face communication from Dahanu, District Palghar, where they said their offline market is affected by online marketing.

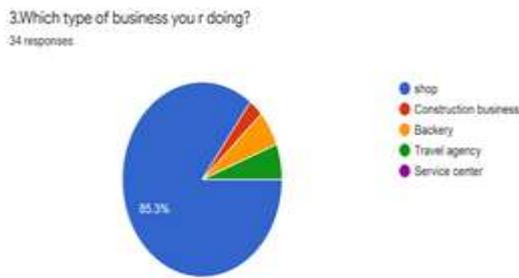


Figure 1

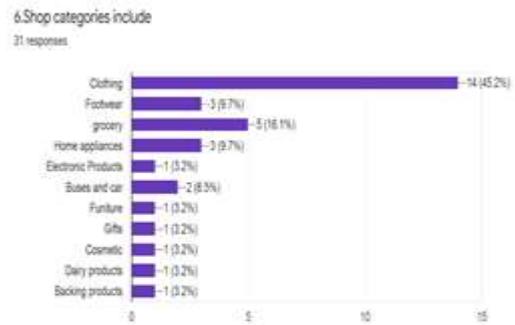


Figure 2

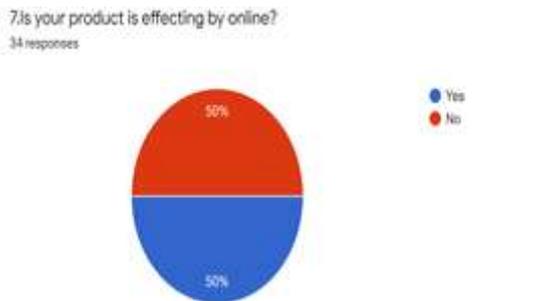


Figure 3

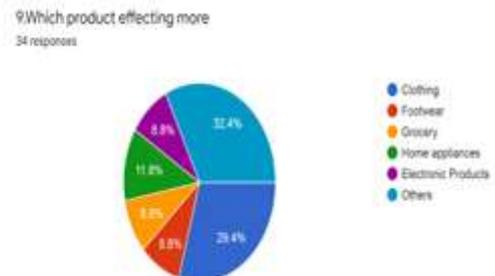


Figure 4

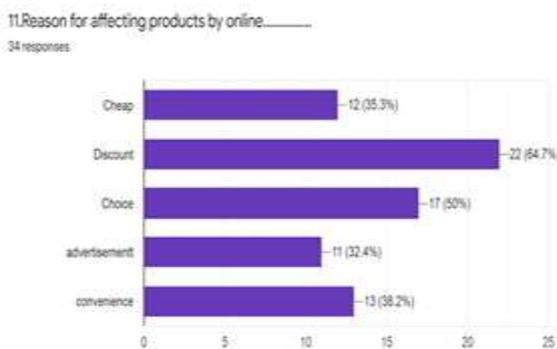


Figure 5

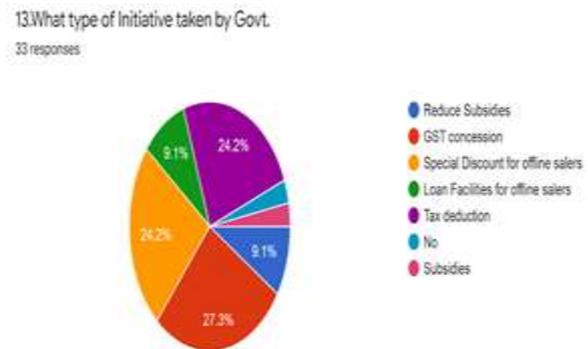


Figure 6

The above Figure 1 has shown that 83.5% are doing business and remaining has engaged in other work. The Figure 2 has shown that 43.5% are doing business of clothing and 9.7% has footwear shop, 16.1% has grocery shop and others has different kind of shops like Electronic products, Bakery, Furniture and Gifts items etc.

The Figure 3 has shown that 50% are saying their shop is affected by online market and 50% are not agreed with this. The Figure 4 has shown that Products which are affecting that are clothing 29.4%, 11.8% Home appliances, 8.8% electronic products, 8.8% footwear and 32.4% other products like Cosmetics, Imitation jewelry, and Decor items are affecting more. The Figure 5 has shown that reason behind affecting products are cheap, Discount, Choice, Convenient and continuous advertisement by online market. The Figure 6 has shown that The study has shown that Offline sellers are expecting help from Government side like Reduce GST, offering Subsidies, reduce some other tax and special scheme for offline sellers.

**SUGGESTIONS**

- Govt. should take initiative to increase the sale of offline sellers by giving some scheme and policies.
- Companies should give more discounts to offline sellers to continue offline business.
- Offline sellers should update product information as per customer demand and offers ,various deals with regular clients.
- Offline sellers promote cashless transaction as per customers convenient like accept credit/Debit card, Google pay, Pay tm and other online payment system.
- It is necessary to Offline sellers have to take initiative for promoting their business by magnetizes advertisement and giving some seasonable offer to attract customers to increase their sale.

### ANALYSIS AND DISCUSSION OF STUDY

The study reveals that we are living in the world of digital and people are more comfortable to shop online rather than offline. Online shopping is becoming increasingly popular for various reason like cheap, Discount, Convenient. The findings of the research are that offline market is dominated by online market. Analysis of the findings discovered that the customer search product online to find best price of product and compare that product with offline product, and then decide to purchase where they get less price. finding is that some sellers are saying that customer are not getting quality products from online shopping ,and they are moving towards offline marketing. The survey results showed that offline sellers need help from Govt. and companies. They want to purchase their product direct from the companies, and companies should give their product directly to the offline sellers which may reduce the price of the product and give extra discount to the customers by reducing the role of middle man (distributer, transportation).

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