

Online and Offline Advertisement of the Product

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ABSTRACT

Product advertising is the art of building and maintaining product awareness with potential buyers. A good advertising program educates potential customers on why they need the product, how it is used and the benefits derived from its use. A successful program also tells the consumer how the product is better than similar offerings by competitors. Newspapers are used to reach local audiences in niche markets through paid ads or articles on how a product benefits a user or how it fills a need. The consumer's elaboration model and consumer's involvement model that are applicable both in traditional and modern media are discussed. 28 advantages of Internet publicity are presented, and finally, the authors deal with the changes occurring in the consumer's information environment

Keyword: - Potential customers, Newspapers.

1. Introduction

Advertising is essentially a part of the service industry that involves communication of information and ideas to and on behalf of others by using various mediums like newspapers, magazines, posters, website and commercials on TVs. The advertising industry plays an important economic part in the overall development of the economy. The function of the economic system is to supply products and services for the use and enjoyment of the consumer. A substantial portion of our economic system is devoted to the fulfillment of wants and desires, which go well beyond the basic necessities of life. Advertising is an integral part of this activity and one of the most visible elements of the mass distribution system.

1.1 Review of Literature

Vikas Bondar 27 has published his article on "sales and marketing strategies". Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

1.2 Objective of Study

1. To determine the effectiveness of online advertising.
2. To determine the effectiveness of offline advertisement.

3. To determine the reach of the product among people.

2. Research Methodology

Research Design: Descriptive type of research Collection of Data

Secondary Data: Considerable data has also been taped from previous research papers



Fig -1: Research Methodology

2.1 Findings

1. All the customers contacted have come across advertisements regarding FMCG products.
2. Television and newspaper are main media through which customers come across advertisements.
3. Televisions, newspapers, magazines and journals are top rankers in media viewed/read by customers.
4. All media planner accepted that they are facing tough completion in advertising.
5. To be more effective in advertising the companies are going for strategic planning and spending on affordable.
6. Main tasks of advertising managers are media planning, scheduling and budget fixation mainly.

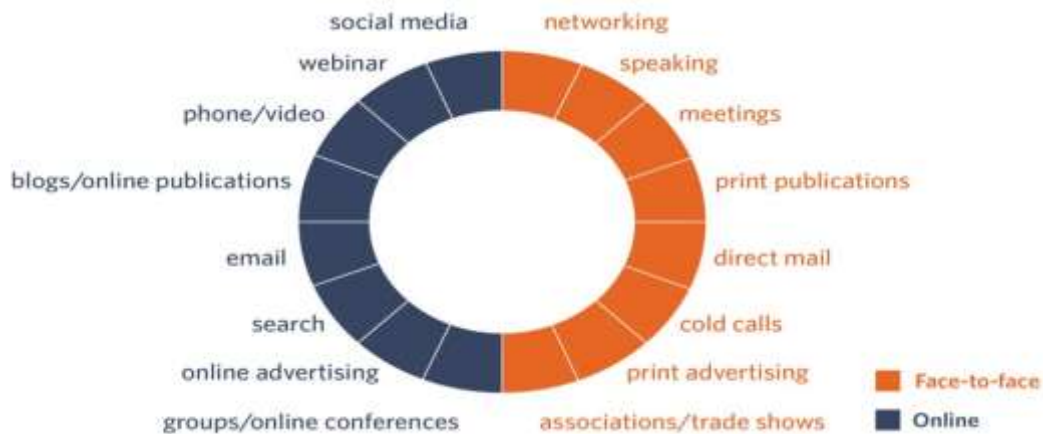


Fig -2: Face-to-Face & Online Advertising

2.2 Suggestions

1. Customers awareness regarding advertising is very high.It should be kept in mind by companies for communication purpose.
2. Use of televisions and newspapers are more planners also should use these media to reach to maximum number of viewers/readers.
3. Media are liked by customers due to their positive features. These points of high quality of audio, video clarity of message and cost involved should be taken care of especially in advertising campaign.
4. Message needed by customers is clear message. Media planner should give message regarding attributes, prices, benefits, uses and occasions for use properly to improve effectiveness of advertising campaign.
5. Objective of advertising are more in use. The objectives should be reviewed time to time so it can contribute in Target achievement effectively.

3. Online Market vs. Offline Market

The increase in technology provides good opportunities to the seller to reach the customer in much faster, easier and in economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand, the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the

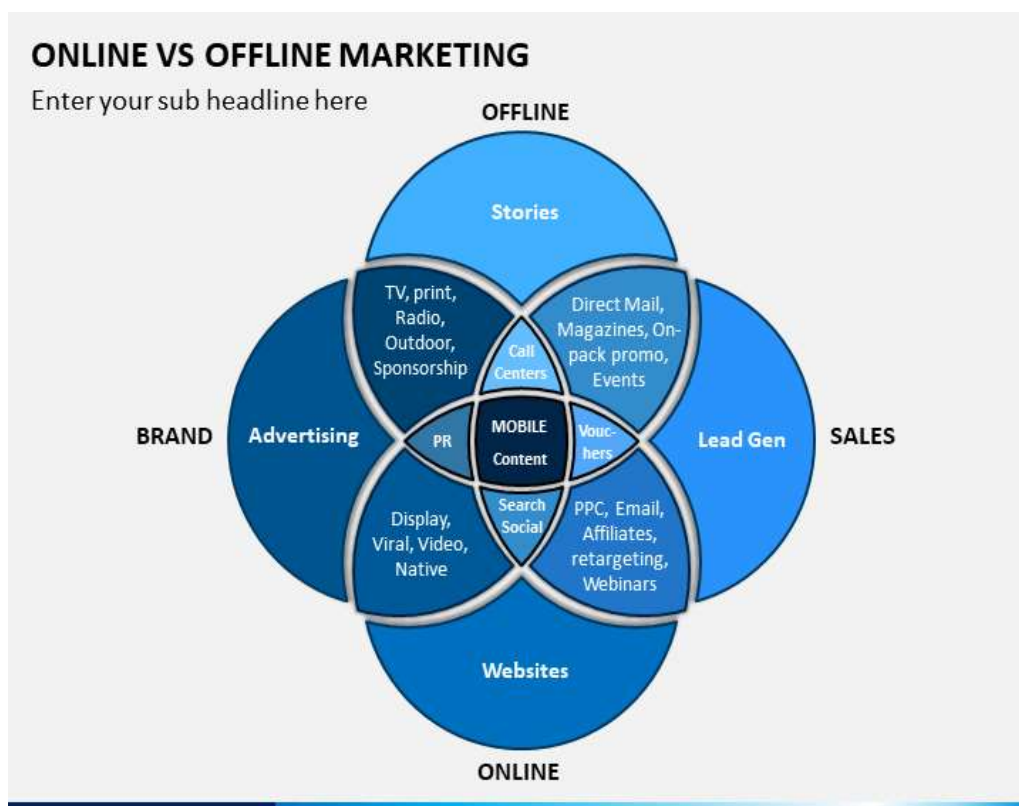


Fig -3: Online vs. Offline Marketing

3.1 HISTORY OF DIGITAL MARKETING

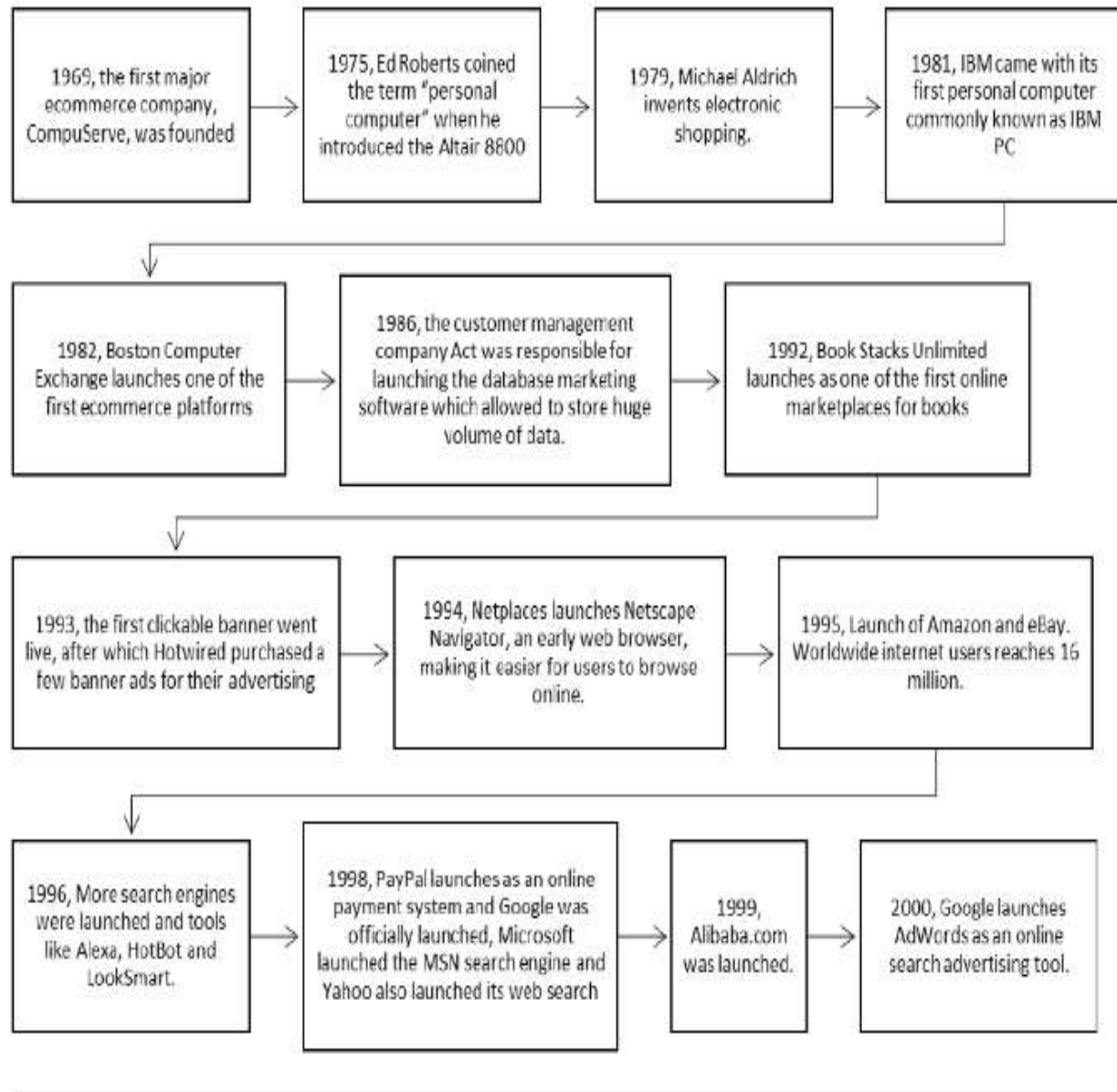
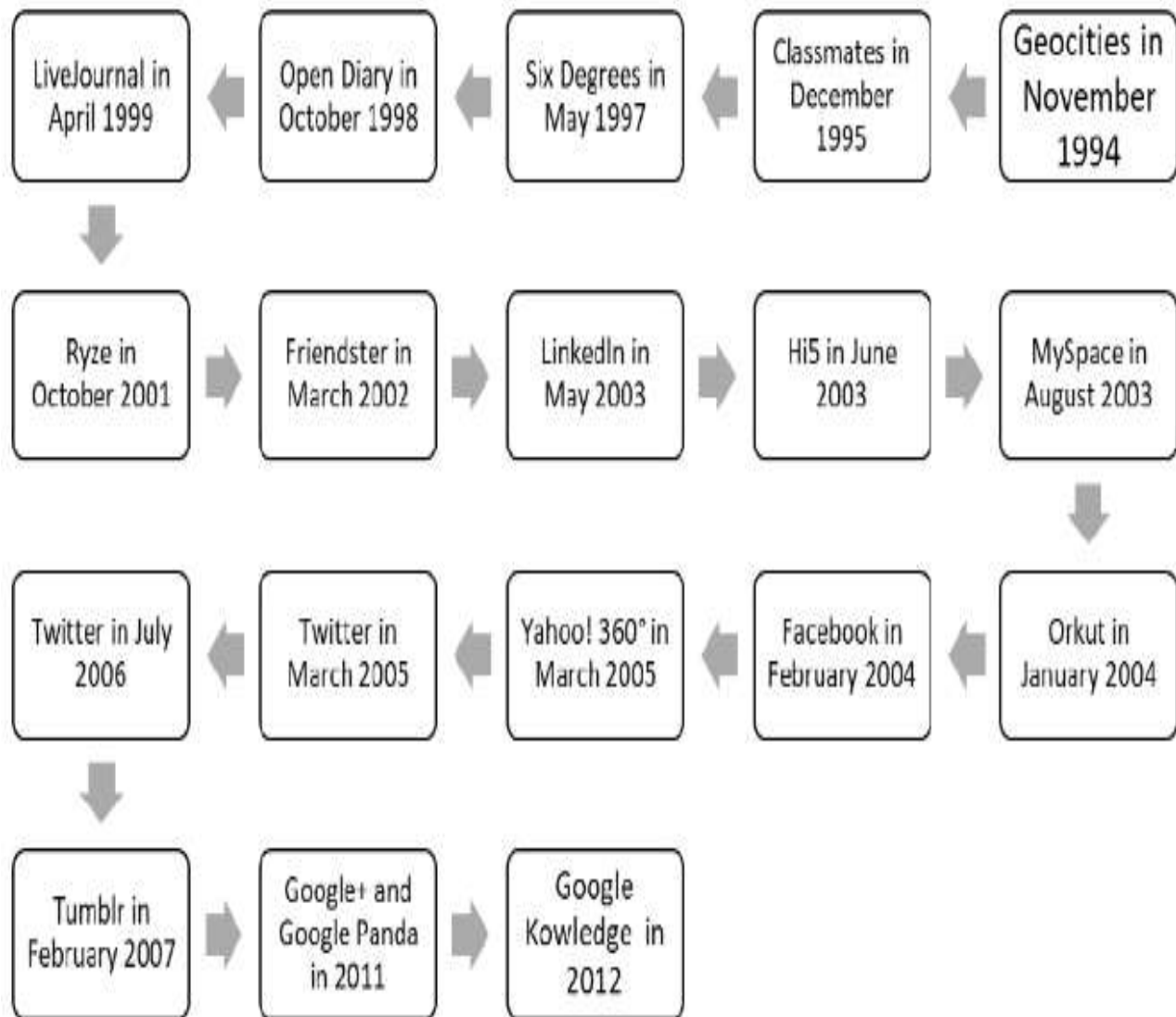


Fig -4: History of Digital Marketing

The development of digital marketing has simultaneously increased with the development of technology. In mid-2000 a change was observed in customer's behavior as they began to research their product online using google and other search engines before the actual purchase. This made the marketers difficult to understand the behavior of the customers. So, Pardo Company took the challenge to solve this through marketing automation and this resulted in allowing marketers segment the market and develop multi-channel campaigns content. In 2000s, social media was spread all over and since then it has been playing a very vital role in digital marketing. Several social media channels took its birth during this period. Some year wise examples are:



Prevalence of social media created a new dilemma for marketers that was solved through many new software companies. In 2004, google launched its G-mail which is widely used now. In 2005, Esty, an online marketplace for handmade and vintage goods launches. Google launched YouTube. In 2006, Digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion. During this year, Amazon's sale crossed \$10 billion. In 2009, Big Commerce launches an online storefront platform. Till the arrival of 2010 consumers were no longer tech save instead they have become tech department as it was seen that Americans were spending an average of 11 hours online every day, even without any notification 67% people were checking their phones frequently. It was the time when What Sapp was launched. Then in 2011, Google launched its online payment system. Facebook launched sponsored stories as a form of early advertising. Now the time came of acquisition, as in 2013 Yahoo acquired Tumbler and in 2014 Facebook acquired What Sapp. In 2017, Integra stoppable posts were introduced and Cyber Monday sales exceeded \$6.5 billion. So, it can be said that the digital marketing is growing rapidly and with each passing day it is bringing number of opportunities for the consumers as well as for companies.

3.2 FACTORS AFFECTING ONLINE SHOPPING

Online shopping becomes relevant in the last decade. The kind of business online retailer are doing is proof enough that they are providing some benefits to customer which offline shopping does not give to the customer. These are the factors affecting online shopping:

1. Risk: When a consumer buy a product through online sources\online market, it is not possible for him to touch or feel the product to know its actual quality. Hence it is known by all that lot of risk is involve while buying an online product as we don't know whether the product will reach on time or not, will the product be the same which we have ordered or not, is a main concern and also there may arise a risk of product size and color as it may differ in real view or sense. Sometimes the product ordered is kind of damaged.

2. Convenience: Online shopping is much more convenient than offline shopping. Instead of taking out your vehicle and visit shop to shop you can just sit at your home and do the shopping. It is convenient to sit at one place and shop the product of our choice without moving from place to place. Once you have decided on what you want to buy the payment process is seamless and the order is delivered to your place. Online shopping makes things more convenient. We can have a lot of choice over there in any kind of material we want to deal with that too without any fear of dealing with any dealer or distributors. Online shopping is convenient in its real sense as it do not carry any dealing with issues of asking for wanted items or issues of asking for desired kind of items which helps in avoiding the part of waiting, asking, questioning about the product.

3. Anxiety: People's anxiety of exploring the sites and experimenting over them is also a matter of concern. Sometimes people those who are not very known to any sites like flip kart, my nitro or any sites they just feel.

4. Previous online experience: How has been a person's experience in past as far as online shopping is concerned is a major story of concern. Previous experience is what matters actually as its hamper or sometime it keep good view or mood of people. There are two experiences one is about good and another is about bad. Both has its own and different affect in the mind of buyers. So these factors also influence online Shopping or e shopping.

5. Pricing Policy: Online retailers gets an inherent advantage in pricing as they don't have to bear expenses like store rent, bills etc. They can pass their price directly to customer and generally offer a lower price to customer than offline market. Even when shipping charges are included than also it is better than the offline shopping. Hence, determines the level of online shopping. Lower the price- higher the mood to demand, higher the price –lower the demand. Price of any commodity also influences the purchasing power of any specific buyer. Consumer generally prefer mild or normal price with good quality and do not want to spend or expense lot for any kind of stuff. So buying and selling both are simultaneously affected by the price of product.

6. Quality: The quality of product at online sites and offline stores vary a lot and then this determines the frequency of online shopping. Quality also carries good affecting nature over any kind of shopping. As consumer or buyer want to have a good quality of product as they spent their huge sum of money. In general, qualities is a primary need over any kind of purchasing as it somewhat secure or give a good sense of buying or kind of guarantee about the product preferred.

7. Online trust: It depends on customer perception whether they trust a particular site and its product and services. Hence the frequency of online shopping also depends upon whether they trust a particular site or not. People are different in their nature and thoughts, some kind of people trust online dealing some kind of people are in fear of online dealing. Trust 6 carry a lot of points examples- trust about the same product size quantity weight and security etc.

8. Tangibility of the product: If we are purchasing from a offline market i.e. from a store then we get to touch and know about the quality of product before buying which help the customer to take the decision to buy the product or not whether the product will suit the customer need or not. Whether a person want to buy a product or not is determined by whether the consumer can feel product or not. Online Shopping is also determined by the tangibility of the product. Without touching the preferred or desired substance nobody can trust about the worthiness or quality or sense of any preferred product.

9. Delivery time: If we buy a product Online it would take minimum of six to seven days to be delivered to us. But this is not such in case of Offline shopping, here the possession of product is immediately transferred to the buyer. So it can be considered as a major factor that affects online shopping. To satisfy consumer one has to provide with a good delivery time; as they prefer to get product in desired time and in shortest duration. This is the second major affecting which affects the demand of product.

10. Income: Income plays a most important role in purchasing online products. The person whose income is more, will be more involved in online shopping as compared to the person whose income is less. Higher income people prefers to purchase online more than offline as it gives them reliability, convenient, saves time and less leg work. Higher the income higher will be the purchasing of online product and vice-versa.

11. Taste and preference: The next factor which influences online shopping is taste and preference of the customer which varies from customer to customer and time to time. Taste and preference, matters on the basis of age groups in online shopping, as old age people buy or purchase product for their kind of use where as young generation or teenagers use their taste of product to purchase. Taste and preference move in tend of ages and choices. Every customer or buyer choices are different in nature as per their ages.

12. Information: The information given in the site may not be correct and appropriate information. The full information about the quality of the product must reach to the customer. Hence it affects the online buying of the customer. Information provided by the preferred sites may be not the same about the detail of the product. Sometimes it happens that many customers buy the product after their full knowledge of details as they believe that the detail are accurate and good in sense. Information related to product may not vary in its real sense when it arrives or delivered to relevant customer, as it dissatisfies the customer.

13. Variety: The numbers of variety of options that a customer gets online is hard to match any product Offline both shopping provide variety of range from various brands. Variety in it itself is the foremost dealing factor which majorly influence the market. Larger the variety of product in a store higher the selling will be and vice-versa. People generally prefer to move where they get more variety of products.

14. Discreet shopping: While buying some products like lingerie, customers just don't feel comfortable to buy such products through offline store. Shopping online provides discreet shopping to customers. Purchase Can easily cope with online as they can purchase their usable items without any kind of hesitations.

15. Offers: Rather than offering products at lower price most online companies regularly come up with discount offers in association with bank, brand etc. Which attract customer to get additional saving while buying products online. Offline stores only give offer or discount during stock clearance or when the manufactures gives the discount on the products. Online shopping always provides offers at all the time and day. In every purchase we get some offers even if there is no festival or carnivals. Offers are a great factor which attract customer to purchase online. Offer carries a great influence in shopping.

16. Instant gratification: Customer buying offline gets their products as soon as they pay for it but in online shopping customer have to wait for their product to get their product. Under normal circumstances waiting a day or two does not matter much but when a customer want to get the product instantly than offline shopping become necessary.

4. CONCLUSIONS

The study says that On the basis of ranking television, newspapers and radio should be more in use for effective advertising campaign. Tough competition is being faced by companies in market media planners should be more careful in giving message to the customers. Effectively in advertising campaign is highly expected to achieve this the planners should have proper media strategic planning and spend according o capacity. Media planners are playing important role major areas of advertising. The top level management should take care of them to satisfy, motivate and retain them in the current job.

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