

Effect of Online Marketing Communications [OMC] on Consumer buying behaviour: A study of online and offline shopping mode

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Abstract: Consumer behaviour is influenced by many factors and marketing strategies are the most influential part of purchasing behaviour of a consumer. There are integrated marketing communication channels which are run online and offline both. Online marketing communication are beneficial in comparison to offline mode as it is a convenient and interactive medium. OMC is a way through which a firm creates brand expectations in front of the consumer. The paper focuses on what are the best methods for online marketing communication and how it influences the purchase behaviour of consumer. The research is basically based on the secondary sources

Key Words: online marketing communication, cost effectiveness, convenient, brand expectations, purchase behaviour.

1. INTRODUCTION:

Marketing is a process by which a product or service is introduced and promoted to potential customers. Without marketing, the business may offer the best products or services in the industry, but none of the potential customer with new products, unique experiences and transaction conveniences. OMC is a system of firms communicating to the customer and create brand expectations. Every online firms who practices online marketing communication has dual purposes: Strengthen the firms brand and then promoting the sale by encouraging the product to buy immediately. There are various methods of OMC: Online Advertising, Direct E-mail Marketing, Online Catalogues, and Public Relations. Online Advertising: It is a paid message on a website or other interactive medium such as instant messaging. The method is beneficial as it has ability to target customers in mass and their reactions can also be tracked effectively. It is available in many forms on internet like; banner ads, paid search engine inclusion, sponsorship and affiliate relationship. Direct E-Mail Marketing: In this method the message is directly sent to the interested users. The mail is sent to only those who has shown one time interest in receiving the message from the advertiser. Online Catalogues: It is display of firm's product and the catalogues include: Colour image of each available product, item description, size, colour material composition and pricing information. Public Relations: It involves communicating with target audience through grand opening, press conference and publication.

1.1. OBJECTIVE OF STUDY:

The paper focuses on finding the best methods of communicating with the consumer online and how it influences the consumer purchase intention.

1.2. LITERATURE REVIEW:

Carolynn McMahan, Roxanne Hovland, and Sally McMillan (2004) stated in their paper: "Online marketing communications: Exploring online consumer behaviour by examining gender differences and interactivity within internet advertising" The research focuses on how the websites creates trust among the consumers. The target sample was gender based of college going students and focused on three features of websites in OMC: Human to Human, Human to Context and Human to computer. The research concentrated on three websites: Nike, Reebok and New Balance. The paper also include CAB model-Cognition, Affection and Behaviour Model. They categorised the research on two basis: NFC (Need for Cognition) and NFA (Need for Emotion). The findings indicate that men and women spends different time on websites with interactive feature of websites. Marketers and advertisers should customize their internet advertising and the online shopping experience to appeal to the differing activities preferred by men and women. In offline retailing, women influence more than two-thirds of household expenditures, and though this level of influence may not exist online currently, it seems likely to approach that point in the near future. In contrast with previous research, we find that women are not just shopping and communicating online using simpler features that indicate their lack of technological competence. Rather, women use complex features, such as downloading and event viewing, to enhance their shopping experience.

Enu Sambyal and Taranpreet Kaur (2017) in their paper on "Online Marketing Communication" focused on different traditional method of advertising digitally. This can be concluded that consumer is shifting to online

market in a fast pace and report stresses that today's marketers must develop four core capabilities: measurement and analytics, audience research, cross channel integration and social media. The web masters should consider the changing media and consumer behaviour as well as the cost and effectiveness of the media while using online marketing communication tools.

Fu Xiaorong, Zhang Bin, Xie Qinghong, Xiao Liuli, Che Yu. in their paper “Impact of Quantity and Timeliness of EWOM Information on Consumer’s Online Purchase Intention under C2C Environment” focused on EWOM (electronic word-of-mouth) model considering CAB Model of consumer behaviour from two dimensions, quantity and timeliness, consumer trust, and purchase intention under C2C environment. The result of the research was the impacts of EWOM information quantity and timeliness on customer trust and purchase intention are stronger when buying fashion product.

Brian J. Corbitta, Theerasak Thanasankita, Han Yi (2003) in their paper “Trust and e-commerce: a study of consumer perceptions” states that what are the variables which affects the perception and risk of the businessman engaged in B2C e commerce. Trust is a vital factor that influences on consumer activities and success of business. The result of the research is that trust on any websites play a major role in consumer behaviour for purchasing any product. The other factor which plays important role are own experience of the consumer their attitude towards any product, brand image, website, income also plays an important role in selection of website by consumer for purchasing or acquiring service, level of education and native country plays an important role in trust and perception of consumer.

Catherine Dwyer (2009) in her paper “Behavioural Targeting: A Case Study of Consumer Tracking on Levis.com” focuses on Web activities of millions of consumers, advertising networks can closely match advertising to potential customers. Data collected includes what web sites you visit, how long you stay there, what pages you view, and where you go next. She mentions that: Behavioural targeting involves the collection of information about a consumer’s online activities in order to deliver advertising targeted to their potential upcoming purchases. The one factor which influences the consumer is the privacy of content consumers are less interested in those websites which doesn’t provide privacy of information feeded of consumer.

Ugonna, Ikechukwu A, Okolo, Victor O, Nebo, Gerald N, Ojjeze Jeff(2017) in their paper “Effects of Online Marketing on the Behaviour of Consumers in Selected Online Companies in Owerri, Imo State – Nigeria.” stated that the use of online marketing communication channel which has a significant influence on the regularity of visits and consumer patronage of shopping sites.

Amruta Pawar (2014) in her dissertation, “Study of the effectiveness of online marketing on integrated marketing communication” stated that online marketing communication methods use have increased as compared to traditional marketing method due to the more knowledgeable consumers and ease of shopping process however the only reason for the peoples distrust in online marketing communication is the lack of safety chances of frauds

2. METHOD:

The study is based on secondary data. Analysis is done through literature review and survey conducted on integrated marketing communication on suburbs of Mumbai.

3. RESULTS:

The methods which have ease of operations, cost effective are most used method of online marketing. Social media channels are considered one of the best method to communicate with the consumers online and also the customised way of design of websites attracts more consumers. Consumer purchase intention is influenced by many factors like price of the product, knowledge of product, income of the consumer but the most important element in influencing the decision of consumer buying behaviour is the effective marketing method and nowadays online marketing method has a great impact on consumer behaviour. Digital marketing provides wide range of access to the products at one place and also gives access to the exclusive context about the brand and getting discount and sharing their feedback about brand with the advertisers. However consumer relies on combined method of marketing, they rely on online as well as offline mode and they judge the product through detail information. Online or digital marketing method influences the decision of consumer more because it is a time saving, cost effective and easy accessible method of marketing for both consumers and manufacturers. The only drawback of online marketing is lack of safety and the websites need to improve some features which can built more trust among the consumers. Website plays an important role in attracting consumer and ecommerce companies need to create trust in their user and the trust and risk goes hand in hand and more the consumer uses the online mode of shopping the users starts trusting more and more on the online market and also the risk factors also reduces somewhat. From the survey on Integrated Marketing Communications on 200 consumers of Mumbai Suburbs it can be concluded that majority of shoppers adopted online media as an effective tool and the purchase intention is influenced by the information they get from the medium of marketing and for this they prefer online and offline mode both for gathering information sometimes.

4. CONCLUSION:

Through this the advantages of online marketing communications can be concluded as:

- ✓ **Wide range of product information:** The online marketing provides huge information to the consumers. There are many Ecommerce companies who sell different categories of product of multiple brands at one portal with full description of sizes, colours, brand information, seller information and consumer ratings, etc. The consumer is always updated.
- ✓ **Easy access to the mass:** Online marketing methods helps the companies to connect to mass public at a time worldwide.
- ✓ **Time Saving:** The Online marketing communication system is time saving and convenient for both consumers and manufacturers.
- ✓ **Cost Effective:** Online marketing channels can be costly at the time of website development but once the website is ready for long run the cost of advertisement reduces very much.
- ✓ **Interactive Medium:** The new technology of chatbots, artificial intelligence has made online marketing an interactive medium channel where the seller and buyer can also interact with each other.

Hence, online marketing communication [OMC] has made the life of consumer and seller easier, the seller can reach to mass worldwide and also it helps consumer to get knowledge about the products of local and international level both.

4.1. SUGGESTIONS FOR FURTHER RESEARCH:

The research paper is connects to the survey done on consumer of urban areas and there is further scope of research where the rural area consumer can also be included. The paper also concentrates on the online marketing methods a seller uses to sell the product, there are certain other factors which influences consumer behaviour in online shopping.

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