

SAJMMR

ISSN (online) : 2249-877X

South Asian Journal of Marketing & Management Research



Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri

(Affiliated to Kurukshetra University, Kurukshetra, India)

SAJMMR

ISSN (online) : 2249 –877X

Editor-in-Chief : Dr. B.C.M. Patnaik

Impact Factor : SJIF = 4.748

Frequency : Monthly

Country : India

Language : English

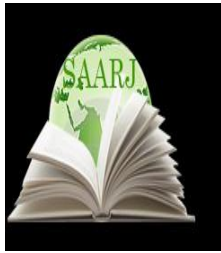
Start Year : 2011

Indexed/ Abstracted : Ulrich's Periodicals Directory, ProQuest, U.S.A.
EBSCO Discovery, Summon(ProQuest),
Google Scholar, CNKI Scholar, ISRA-JIF, GIF, IJIF

E-mail id: sajmmr@saarj.com

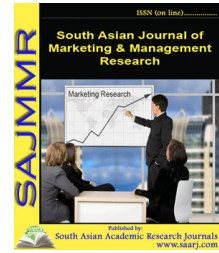
VISION

The vision of the journals is to provide an academic platform to scholars all over the world to publish their novel, original, empirical and high quality research work. It propose to encourage research relating to latest trends and practices in international business, finance, banking, service marketing, human resource management, corporate governance, social responsibility and emerging paradigms in allied areas of management including social sciences , education and information & technology. It intends to reach the researcher's with plethora of knowledge to generate a pool of research content and propose problem solving models to address the current and emerging issues at the national and international level. Further, it aims to share and disseminate the empirical research findings with academia, industry, policy makers, and consultants with an approach to incorporate the research recommendations for the benefit of one and all.

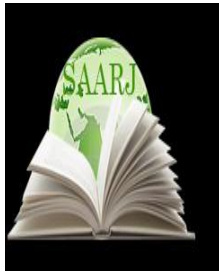


South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO	DOI NUMBER
1.	<p>THE IMPACT OF COMMERCIAL EYE CATCHING ADVERTISEMENT ON THE SALES OF RITZBURY CHOCOLATE IN ANURADHAPURA DISTRICT OF SRI LANKA</p> <p>E.D.Nuwan Lakmal Edirisinghe, Poongothai Selvarajan</p>	4-10	10.5958/2249-877X.2018.00001.2
2.	<p>A STUDY TO EVALUATE THE SOLAR ENERGY PRODUCT USAGE PRACTICES AND ITS SATISFACTION LEVEL AMONG THE CONSUMERS WITH REFERENCE TO COIMBATORE DISTRICT, TAMILNADU</p> <p>N.Lakshmi Priya, Dr.K.Prince Paul Antony</p>	11-18	10.5958/2249-877X.2018.00002.4
3.	<p>BUILDING STRONG BRAND EQUITY THROUGH DEVELOPING AND IMPLEMENTING STRONG BRAND STRATEGY: IN PERSPECTIVE OF BANGLADESHI SUPERMARKETS</p> <p>S M Feroj Mahmood</p>	19-34	10.5958/2249-877X.2018.00003.6
4.	<p>BUYING BEHAVIOR AND BRAND LOYALTY OF BISCUIT CONSUMERS IN INDIA</p> <p>Dr. Hemant J. Katole</p>	35-45	10.5958/2249-877X.2018.00004.8
5.	<p>“CONSUMER PERCEPTION ON ONLINE VS OFFLINE SHOPPING”</p> <p>Mansi Agarwal, Divyanshu Agarwal</p>	46-55	10.5958/2249-877X.2018.00005.X



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: 10.5958/2249-877X.2018.00001.2

THE IMPACT OF COMMERCIAL EYE CATCHING ADVERTISEMENT ON THE SALES OF RITZBURY CHOCOLATE IN ANURADHAPURA DISTRICT OF SRI LANKA

E.D.Nuwan Lakmal Edirisinghe*; Poongothai Selvarajan**

*Sales & Administration Executive,
Laugfs Petroleum (Pvt) Ltd.
SRI LANKA.

Email id: nuwanlakmal135@gmail.com

**Senior Lecturer,
Department of Economics & Management,
Faculty of Business Studies,
Vavuniya Campus of the University of Jaffna,
SRI LANKA.

Email id: poongothai.selvarajan@gmail.com

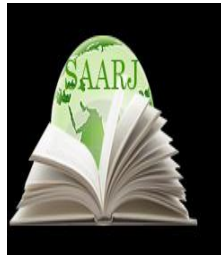
ABSTRACT

The purpose of the research was to examine the impact of Commercial Eye Catching Advertisement on the sales of Ritzbury Chocolate in Anuradhapura district of Sri Lanka. Relevant literatures were revealed and a questionnaire derived from previous studies completed by 100 customers in Anuradhapura district of Sri Lanka by using the simple random sampling method. Quantitative research methods - the correlation analysis was carried out to examine the interrelationship between commercial eye catching advertisement and sales and single linear regression analysis was applied to assess the impact of commercial eye catching advertisement on sales of Ritzbury chocolate by using the SPSS (20.0) software. The findings showed that the Commercial eye catching advertisement tools- package design, mass media advertisement and online and web advertisement are used to creatively attract more customers to Ritzbury Chocolate. Correlation analysis proved that there is a positive relationship between Commercial eye catching advertisement and the sales of Ritzbury Chocolate in Anuradhapura district. The regression analysis showed that the Commercial eye catching advertisement has 53.9% impact on the sales. It is recommended that the company should investigate the other eye catching techniques and apply them to enhance the sales and increase the market share.

KEYWORDS: *Commercial Eye Catching Advertisement, Mass Media Advertisement, Online and Web Advertisement, Package Design*

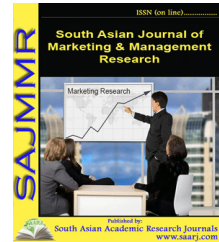
REFERENCES

- Benway J. P. (1998). "Banner blindness: the irony of attention grabbing on the World Wide Web," in *Proceedings of the Human Factors and Ergonomics Society 42nd Annual Meeting*, 2, 463–467.
- Benway J. P. (1999). *Banner Blindness: What Searching Users Notice and Do Not Notice on the World Wide Web*. Unpublished doctoral dissertation; Rice University, Houston, TX
- Boyd, D.M. and Ellison, N. B. (2008), Social networks Sites: Definition, History, and Scholarship', *Journal of Computer-Mediated Communication*, 210-230.
- Cox, Shirley (2010), "Online social network member attitude toward online advertising formats" . Thesis, Rochester Institute of Technology, Accessed from : <http://scholarworks.rit.edu/theses>.
- Findlay, J.M and Gilchrist, L.D (20Active Vision: The Psychology of Looking and Seeing. [online].[accessed on 25 February 2017], available at: <https://www.researchgate.net/.../232450841>
- Henkel,S Tomczak,T Heitmann,M and Herrmann,A (2007) "Managing brand consistent employee behaviour: relevance and managerial control of behavioural branding", *Journal of Product & Brand Management*, 16 (5),[online], pp.310-320, <https://doi.org/10.1108/10610420710779609>.
- Kaplan, A.M. and Haenlein M. (2010). Users of the world, unite! The challenges and opportunities of Social Media', *Business Horizons* 53, 59 – 68.
- Keller, K. L. (2009). Choosing Brand Elements to build Brand Equity. In *Strategic Brand Management* (3rd ed., pp. 187-196). Delhi: Dorling Kindersley.
- O'Reilly, T. (2005). What Is Web 2.0 Design Patterns and Business Models for the Next Generation of Software, [online], [accessed on 12 February 2017], available at: [www.scirp.org/\(S\(vtj3fa45qm1ean45vvffcz55\)\)/reference/ReferencesPapers.aspx?](http://www.scirp.org/(S(vtj3fa45qm1ean45vvffcz55))/reference/ReferencesPapers.aspx?)
- Owens J. W., Chaparro B. S., Palmer E. M. (2011). Text advertising blindness: the new banner blindness? *J. Usability Stud.* 6, 172–197
- Rayner,K.(1998) Eye movements in reading and information processing, NCBI-NIH, [online] [Accessed 29 February 2017], available at: <https://www.ncbi.nlm.nih.gov/pubmed/9849112>.
- Rundh, B. (2005). The multi-faceted dimension of packaging marketing logistic or marketing tool? *British Food Journal*, 107 (9), 670-684.
- Schiffman LG, Kanuk LL (2007). *Consumer Behavior*, Pearson Education International Press.



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: 10.5958/2249-877X.2018.00002.4

A STUDY TO EVALUATE THE SOLAR ENERGY PRODUCT USAGE PRACTICES AND ITS SATISFACTION LEVEL AMONG THE CONSUMERS WITH REFERENCE TO COIMBATORE DISTRICT, TAMILNADU

N.Lakshmi Priya*; Dr.K.Prince Paul Antony**

*Research Scholar,
Sri Ramakrishna College of arts and Science (formerly SNR sons)
Nava India Coimbatore, INDIA.
Email Id: priyaparthi.n@gmail.com

**Prof & Head,
Department of B.com PA Sri Ramakrishna College of
arts and Science (formerly SNR sons)
Nava India Coimbatore, INDIA.
Email Id: kprince@rediffmail.com

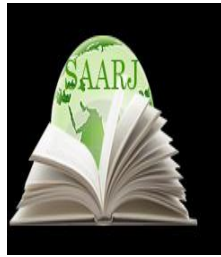
ABSTRACT

In India there is a demand for renewable source of energy in recent years. There is a necessary to measure the level of satisfaction of the solar energy product using consumers. To measure this, it is inherent to know the usage practices of those consumers. Solar energy is the major contributors to renewable energy next to Wind energy in Tamilnadu. There are many solar energy products available in the market which are used for various purposes at home and in society. The question is how far the consumers using solar energy products are satisfied with those products. The nature of product is identified and its duration of usage is measured. The respondents were also asked for the frequency and hours of usage of solar energy products. The increase in number of duration, frequency of usage, implies that the respondents are more informative about the products based on its pros and cons. When the respondents are using the products more frequently, it is easy to measure their level of satisfaction. The reason to measure the level of satisfaction among the solar energy product is to provide guidance to the future product users and also for the solar energy product manufacturing industries in framing policies accordingly.

KEYWORDS: *Solar Energy, Consumers, Solar Policies, Level Of Satisfaction*

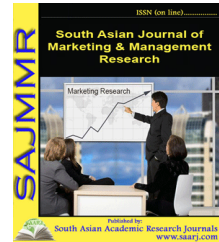
REFERENCES:

- [1] CERC (Terms and Conditions for Tariff determination from Renewable Energy) resources, 2012.
- [2] CERC. (2010). Terms and conditions for recognition and issuance of Renewable Energy.
- [3] Shamsun Nahar Momotaz, Asif Mahbub Karim, Customer Satisfaction of the Solar Home System Service in Bangladesh Vol. 2.No. 7.November 2012 Issue. Pp. 193 – 210
- [4] Behnaz Rezaie, Ebrahim Esmailzadeh, Ibrahim Dincer(2010), Behnaz Rezaie, Ebrahim Esmailzadeh, Ibrahim Dincer(2010) Renewable energy options for buildings: Case studies
- [5] Ashwin J.Baliga¹, Dr.Lewlyn, L.R.Rodrigues² (2015) Customer Satisfaction and Brand Loyalty of Solar Water Heater Users: A Structural Equation Modeling Approach
- [6] S P Viswanathan (2015) “Solar thermal power sector”
- [7] Prof. P.L.Chavan, Gavandi Munir Akram, (2015) Design and Development of Solar Two Wheeler VOLUME 2, ISSN: 2394-3696
- [8] Kassahun Y. Kebedea, Toshio Mitsufuji, (2016) Technological innovation system building for diffusion of renewable energy technology: A case of solar PV systems in Ethiopia
- [9] Sarat Kumar Sahoo, (2016), Renewable and sustainable energy reviews solar photovoltaic energy progress in India: A review
- [10] Gurubheemachar, (2017), Strategy Evaluation for accelerating the solar marketing



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-877X.2018.00003.6**

BUILDING STRONG BRAND EQUITY THROUGH DEVELOPING AND IMPLEMENTING STRONG BRAND STRATEGY: IN PERSPECTIVE OF BANGLADESHI SUPERMARKETS

S M Feroj Mahmood*

*Senior Lecturer,

Department of Business Administration,
Notre Dame University Bangladesh, INDIA.

Email id: feroj@ndub.edu.bd

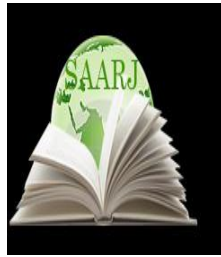
ABSTRACT

Branding has emerged as a top management priority in the last decade due to the growing realization because it is not only a name or symbols; it embodies everything that the product or service means to the consumer. The brand is a most valuable intangible asset. The purpose of this study is to create strong brand equity through developing and implementing a brand strategy from Bangladeshi supermarket's perspective. The concept of brand equity emerged in the early 1990s. This paper contained a new brand equity model in the perspective of Bangladeshi supermarket and implements this new model to find out how much effective this model in supermarket's branding strategy. The main asset dimension of new brand equity model is value based. The five stages APCJC value-based model highlights Cordial Reception stage that created by imagining and feel. Actually, the cordial reception we meant here at this stage super marketers should pay heed of their brand reception because there is no necessity to hold them separately in perspective of Bangladesh. We used qualitative research techniques for conducting research that is exploratory in nature and secondary data analysis is used to address the objectives of this study. This paper also breaks down the Keller brand equity model that is known as the Customer-Based Brand Equity (CBBE) Model. Implementing the APCJC value-based brand equity model, the paper finds out that "SHOWPNO" leads the Bangladeshi supermarket by maintaining brand strategies rules and create strong brand equity among its consumer mind. High brand equity provides a company with many competitive advantages because a powerful brand carries high credibility and also offers the company some defense against fierce competition.

KEYWORDS: *Branding, Brand Strategy, Brand Equity, Supermarket, CBBE Model, APCJC Model.*

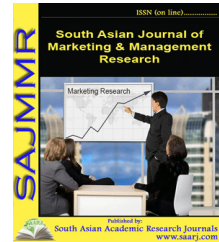
REFERENCES

- Alexander, J.H., Schouten, J.W. and Koenig, H.F. (2002). Building Brand Community. *Journal of Marketing*, Vol. 66, pp.38-54.
- Reardon, T., Timmer, C.P., Barret, C.B., and Berdegue, J. (2003). The Rise of Supermarket in Africa, Asia, and Latin America. *American journal of Agricultural Economics*, 85(5).
- Orgel, D. (1997). Consuming Issues: Responses to a SN Consumer Survey Show Preferences about Supermarket Shopping and Retail Merchandising. *Supermarket News*, 47 (34).
- Siddiqui, N., Ahmed, J.U., Hasan, M. (2006). New Generation of Retail Management in Bangladesh- Customer Satisfaction through Value System Management. *SEU Journal of Business Studies*, Vol.2, pp.1-8.
- Munni, M. (2010, April 10). Superstores Eye Boom Time Ahead. *The financial time*.
- Ali, A.M.M.S. (2004). Will supermarkets in Bangladesh be super for small farmers? *The Daily Star*, 4(322).
- Aaker, D.A. (1991). *Managing brand equity capitalizing on the value of brand name*. New York: Free Press.
- Oliver, R.L. (1999). When consumer loyalty. *Journal of Marketing*, Vol. 63, pp 33-34.
- Odin, Y., Odin, N., and Valetta-Florence. (2001). Conceptual and operational aspect of brand equity: An empirical investigation. *Journal of business research*, Vol. 53, No.2, pp.75-84.
- Chaudhuri, A., and Holbrook, M.B. (2001). The chain of effect from brand trust and brand effect to brand performance ; the role of brand loyalty. *Journal of Marketing*, 65(2), 81-93.
- Aaker, D.A. (1991). *Managing Brand Equity*. New York: The Free Press. NY, pp.7, 39, 61, 110.
- Kapferer, J.N. (2004, June 30). Brand New world; Brand equity. *The Economics Times*, Mumbai.
- Temporal, P. (2000). *Branding in Asia*. John Wiley & Sons, Singapore. Pp.25-6, 33
- Barwise, P. (1993). Brand equity: shark or boo-jump? *International journal of marketing*, Vol.10 No. 1, pp.93-104
- Keller, K.L (1993). " Conceptualizing, Measuring and Managing Customers – Based Brand Equity" *Journal of Marketing Management* 57, 1-12.
- Rossiter, R.J., Percy, L. (1987). *Advertising and promotion management*. McGraw-Hill. New York, n.y.
- Lin, M.Y., and Chang, L.H. (2003). Determinant of habitual behavior for national and leading brands association. " *Journal of product and brand management* (94-107).
- Hoyer, W.D., Brown, S.P. (1990). " Effects of Brand Awareness on choice for a common, Repeat- Purchase Product", Vol.17 No. September, pp.141-8.
- Jiang, P. (2004). " The role of brand name in customization decision: a search vs. experience perspective" *Journal of Marketing Management* 57, 1-12



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: 10.5958/2249-877X.2018.00004.8

BUYING BEHAVIOR AND BRAND LOYALTY OF BISCUIT CONSUMERS IN INDIA

Dr. Hemant J. Katole*

*Department of Management Sciences (PUMBA)

Savitribai Phule Pune University

Pune, INDIA.

Email id: hjkatole@gmail.com

ABSTRACT

In this research article author tries to identify the customer brand loyalty and buying behavior of consumers for fast moving consumer goods, especially biscuits. Two parameters gender and age are considered to verify health and brand consciousness of consumers while buying biscuits. The researcher collected the data by using observation method and questionnaire method. In the observation method researcher collect the data of actual timing taken by the consumer for buying biscuits. The sample size covered for this survey was 319 customers. Retail outlets covered in the survey are Reliance fresh, Dorabjees, Big Bazaar, and D-mart. It was found out that customers are health conscious irrespective of gender while purchasing the product especially biscuits. Gender of customer and time taken to buy plays an important role while buying biscuits. Also age of customer and their brand consciousness plays an important role while buying biscuits. Consumer decisions, in contrast, often involve many alternatives that are provided by the purchase environment, any of which may provide information useful for evaluating one's purchase. This is especially true in the case of purchase-timing decisions. Suppose that you have been monitoring the price of airline fares waiting for a good time to buy tickets. Keeping in mind the fact that a substantial percentage of Indian population stays in rural and semi-urban areas, biscuits, because of their economic pricing, become the most affordable snacks for this segment. For the high-end segment also, the affordability factor and the hygiene and convenience that biscuits offer, become a driving force. It was observed that age group of 31-40 are more brand conscious than any other age group, while age group of 21-30 are least brand conscious than any other age. It was also observed that there is significant association between age and brand consciousness while buying biscuits. Hence researcher concludes that consumers are brand conscious where age plays an important role while buying biscuits.

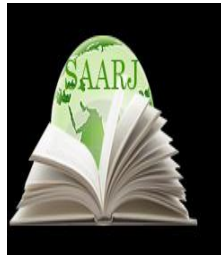
KEYWORDS: Consumer Behaviour, Biscuits, Brand Loyalty, Buying Behavior, Brand Consciousness

BIBLIOGRAPHY:

1. Alderson, Wroe (1965), *Dynamic Marketing Behavior*, Homewood, IL: Richard D. Irwin, Inc.
2. Babu Ganesh, Vani G, Panchanatham N (2013), "A Review study on Factors influencing the buying decision of Branded Biscuits", *IJEMR* (www.aeph.in), Vol 3, Issue 11, November 2013, 1-12.
3. Chatfield, Christopher and Gerald J. Goodhardt (1973), "A Consumer Purchasing Model With Erlang Inter-Purchase Times," *Journal of the American Statistical Association*, 68 (December), 828-35.
4. Dunn, Richard, Steven Reader, and Neil Wrigley (1983), "An Investigation of the Assumptions of the NBD Model as Applied to Purchasing at Individual Stores," *Applied Statistics*, 32 (3), 249-59.
5. Ehrenberg, Andrew S. C. (1959), "The Pattern of Consumer Purchases," *Applied Statistics*, 8 (March), 26-41.
6. Engel, James F. and Roger D. Blackwell (1982), *Consumer Behavior*. New York: The Dryden Press.
7. Federation of biscuits manufacturers' of India, also available on
8. Graham, Robert J. (1981), "The Role of Perception of Time in Consumer Research," *The Journal of Consumer Research*, 7-4 (March), 335-342.
9. Guadagni, Peter M. and John D. C. Little (1983), "A Logit Model of Brand Choice Calibrated on Scanner Data," *Marketing Science*, 2 (Summer), 203-38.
10. Gupta, Sunil (1988), "Impact of Sales Promotions on When, What, and How Much to Buy," *Journal of Marketing Research*, 25 (August), 342-55.
11. Hansen, Flemming (1972), *Consumer Choice Behavior*. New York: The Free Press.
12. Hauser, John R. and Kenneth J. Wisniewski (1982), "Dynamic Analysis of Consumer Response to Marketing Strategies," *Management Science*. 28 (May), 455-86.
13. Hawes, Douglass K. (1978), "The Role of Time in Models of Consumer Behavior," Research Paper No. 270, Institute for Policy Research, University of Wyoming (October).
14. Helsén, Kristiaan and David C. Schmittlein (1989), "Analyzing Duration Times in Marketing Research," working paper, Wharton School, University of Pennsylvania.
15. Hemiter, Jerome (1971), "A Probabilistic Market Model of purchase Timing and Brand Selection," *Management Science*, 18 (December), 102-13.
16. Hey, John D. (1981), "Are Optimal Search Rules Reasonable? And Vice Versa? (And Does It Matter Anyway?)," *Journal of Economic Behavior and Organization*, 2 (March), 47-70.
17. Howard, John A. and Jagdish N. Sheth (1969), *The Theory of Buyer Behavior*. New York: John Wiley.
<http://www.biscuitfederation.com/memorandum.htm>
18. Inman, J. Jeffrey, James S. Dyer, and Jianmin Jia (1997), "A Generalized Utility Model of Disappointment and Regret Effects on Post-Choice Valuation," *Marketing Science*, 16 (Spring), 97-111.
19. Jacobson, Robert and Carl Obermiller (1990), "The Formation of Expected Future Price: A Reference Price for Forward-Looking Consumers," *Journal of Consumer Research*, 16 (March), 420-432.
20. Jain and Naufel J. Vilcassim (1991), "Investigating Household Purchase Timing Decisions: A Conditional Hazard Function Approach," *Marketing Science*, 10 (Winter).

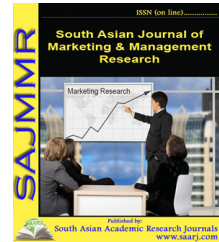
21. Jeuland, Frank M. Bass, and Gordon P. Wright (1980), "A Multibrand Stochastic Model Compounding Heterogeneous Erlang Timing and Multinomial Choice Processes," *Operations Research*, 28, 255-77.
22. Kahneman and Carol A. Varey (1990), "Propensities and Counterfactuals: The Loser That Almost Won," *Journal of Personality and Social Psychology*, 59 (December), 1101-1110.
23. Kahneman, Daniel and Dale T. Miller (1986), "Norm Theory: Comparing Reality to Its Alternatives," *Psychological Review*, 93 (April), 136-153.
24. Kahneman, Daniel and Jackie Snell (in press), "Predicting Utility," to appear in *Insights in Decision Making*, Robin M. Hogarth, ed. Chicago: University of Chicago Press.
25. Krishnamurthi, Lakshman and S. P. Raj (1988), "A Model of Brand Choice and Purchase Quantity Price Sensitivities," *Marketing Science*, 7 (Winter), 1-20.
26. Lawrence, Raymond J. (1980), "The Lognormal Distribution of Buying Frequency Rates," *Journal of Marketing Research*, 17 (May), 212-20.
27. McAlister, Leigh (1979), "Choosing Multiple Items From a Product Class," *Journal of Consumer Research*, 6 (December), 213-24.
28. Miller, Dale T. and Saku Gunasegaram (1990), "Temporal Order and the Perceived Mutability of Events: Implications for Blame Assignment," *Journal of Personality and Social Psychology*, 59 (December), 1111-1118.
29. Naufel J. Vilcassim (1991), "Investigating Household Purchase Timing Decisions: A Conditional Hazard Function Approach," *Marketing Science*, 10 (Winter).
30. Nicosia, Francesco M. (1966), *Consumer Decision Processes*. Englewood Cliffs, NJ: Prentice-Hall.
31. Nicosia, Francesco M. and Robert N. Mayer (1976), "Toward a Sociology of Consumption," *The Journal of Consumer Research*, 3-2 (June) 65-75.
32. Palaniswamy and Senthilvelkumar (2013), "Is Soap more than a Bathing Product for Consumers?" *Journal of Marketing & Communication*, January - April 2013, Vol. 8 Issue 3, 1-14
33. Rozin, and D. Schiller (1980), "The Nature and Acquisition of a Preference for Chili Pepper by Humans," *Motivation and Emotion*, 4, 77-101.
34. Saghir Ahmad et al. (2014) "A review on biscuit, a largest consumed processed product in India, its fortification and nutritional improvement", *IJSIT* (www.ijsit.com), Volume 3, Issue 2, March-April 2014, 169-186
35. Schary, Philip B. (1971), "Consumption and the Problem of Time," *Journal of Marketing*, 35 (April), 50-55.
36. Settle, Robert B., Pamela L. Alreck and John W. Glasheen (1978), "Individual Time Orientation and Consumer Life Style," in *Advances in Consumer Research*, H. Keith Hunt, ed., Chicago: Association for Consumer Research, 5, 315-319.
37. Simon, Herbert A. (1955), "A Behavioral Model of Rational Choice," *Quarterly Journal of Economics*, 64 (February), 99-118.
38. Simonson, Itamar (1992), "The Influence of Anticipating Regret and Responsibility on Purchase Decisions," *Journal of Consumer Research*, 19 (June), 105-118.
39. Srinivasan, R, Srivastava, R.K. & Bhanot, S (2014), "Identifying luxury value dimensions for consumers and using these dimensions for market segmentation", *Sydenham Management Review*, 3(2) : 83-90
40. Stigler, George J. (1961), "The Economics of Information," *Journal of Political Economy*, 69 (June), 213-225.

41. Wright, Peter L. and Mary Ann Kriewall (1980), "State-of-Mind Effects on the Accuracy With Which Utility Functions Predict Marketplace Choice," Journal of Marketing Research, 17 (August), 277-93.
42. www.marketline.com
43. Zufryden (1986), "Multibrand Transition Probabilities as a Function of Explanatory Variables: Estimation by a Least-Squares-Based Approach," Journal of Marketing Research. 23 (May). 177-83.
44. Zufryden, Fred S. (1978), "An Empirical Evaluation of a Composite Heterogeneous Model of Brand Choice and Purchase Timing Behavior," Management Science. 24 (March), 761-73.



South Asian Journal of Marketing & Management Research (SAJMMR)

(Double Blind Refereed & Reviewed International Journal)



DOI NUMBER: **10.5958/2249-877X.2018.00005.X**

“CONSUMER PERCEPTION ON ONLINE VS OFFLINE SHOPPING”

Mansi Agarwal *; Divyanshu Agarwal**

*School of Business Studies and Social Sciences
Christ University, Bannerghatta road campus,
Bengaluru, INDIA.
Email id: mansi20agarwal@gmail.com

ABSTRACT

The retail industry is considered to be one of the fastest growing sectors of the country. It is taken as an important industry of India due to its high contribution to the GDP of about 10%. This industry has seen many changes from what it started earlier. From the Kirana stores to the hypermarkets and today with the help of the growing technology it has made shopping much more easier for the consumer who can order sitting at their homes. Indian consumers are very specific about what they buy, and their preferences change with the wind. Understanding this consumer behaviour can get difficult at times. This article examines how the consumers react towards the Online and the offline retail stores and from where they prefer buying their products from. The article “Consumer’s Online and offline shopping behaviour” is written by Melike Uzan. This study has been conducted in the Swedish country with consumers targeting only those who buy garments in both the online and offline stores. They are confused what to buy, where to buy and how to buy because the options available to them are plenty. Thus, understanding their perceptions and wants is a difficult task. This is a broad topic which cannot be concluded through a limited survey. The consumers also feel that it is easy to purchase online with the various payment options and are comfortable using the mobile applications of each site as well. The consumer today wants everything easily without much hard work as the technology is making us lazy. Thus, they may not prefer going out and shopping when the work can be done easily sitting at home itself. The article “Online and offline consumer buying behaviour” is an article written by Shuchi Singhal and Shashi Shekhawat. This paper talks about how the consumer behaviour today is unpredictable and understanding it can be a challenge. The study uses a secondary data analysis done from the previous papers published and articles written.

KEYWORDS: Consumer Behaviour, Online stores, offline stores and

6. REFERENCES:**BIBLIOGRAPHY**

AmitSaha. (n.d.). *A Study on “The impact of online shopping upon retail trade*. Retrieved from http://www.iosrjournals.org/iosr-jbm/papers/AETM%2715_MBA/2/25-MBA-145.pdf

Dr. Shuchi Singhal, S. S. (n.d.). *ONLINE AND OFFLINE CONSUMER BUYING BEHAVIOUR: A LITERATURE REVIEW*. Retrieved from <http://pezzottaitejournals.net/pezzottaite/images/ISSUES/V4N2/IJASMPV4N205.pdf>

Gupta, P. (n.d.). *Comparative Study of Online and Offline Shopping:.* Retrieved from http://ethesis.nitrkl.ac.in/6738/1/Comparative__Gupta_2015.pdf

P.Riquelmea.SergioRománb., I. (n.d.). *Consumers' Perceptions of Online and Offline Retailer Deception: A Moderated Mediation Analysis*. Retrieved from <http://www.sciencedirect.com/science/article/pii/S1094996816000037>

Slideshare. (n.d.). Retrieved from <https://www.slideshare.net/RajaSarkar11/online-shopping-vs-offline-shopping-a-comparative-study>

Uzan, M. (n.d.). *CONSUMERS' ONLINE AND OFFLINE*. Retrieved from https://www.hb.se/Global/HB%20-%20student/utbildningsomr%C3%A5den/HIT/SIIR/Handelslabbet/Rapporter/4_Masteruppsats_Consumers%20Online%20and%20Offline%20Shopping%20Behaviour_MelikeUzan.pdf

Editorial Board

Dr. B.C.M. Patnaik, Editor in Chief

Associate Professor (Accounts & Finance)
KSOM, KIIT University,
Bhubaneswar, Odisha, INDIA.

Dr. Victor Sohmen

Professor
Department of Management and Leadership
Drexel University Philadelphia, Pennsylvania,
USA

Dr. Anisul M. Islam

Professor
Department of Economics University of
Houston-Downtown, Davies College of Business
Shea Street Building Suite B-489
One Main Street, Houston, TX 77002, USA

Shyam Lal Kaushal

Professor
School of Management Studies
Himachal Pradesh University, Shimla, INDIA.

Dr. Zachary A. Smith

Professor
Public Administration, Northern Arizona
University, USA.

Dr. Celaleddin Serinkan

Professor
Business Management, Pamukkale University,
TURKEY.

Dr. Liliana Faria

Faculty
Vocational Psychology,
ISLA Campus Lisboa - Laureate International
Universities, PORTUGAL.

Dr. Marko Olavi Kesti

Faculty
Administration, University of Lapland, FINLAND

Dr. Kapil Khanal

Associate Professor
Department of Management, Shankar Dev Campus,
Ram Shah Path T.U. Kirtipur, NEPAL

Dr. Sunil Kumar

Associate Professor
Faculty of Economics, South Asian University (SAU),
New Delhi, INDIA.

Dr. Dalbir Singh

Assistant Professor
Haryana School of Business,
Guru Jambheshwar Univ. of Sc. & Tech., Hisar,
Haryana, INDIA

Dr. Sonia Sharma Uppal

Assistant professor,
P.G Department of Comm. & Mgt. Arya College,
Ludhiana, INDIA

Poongothai Selvarajan

Lecturer
Department of Economics and Management
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Mrs. S. Dinesh Kumar

Assistant Professor
Faculty of Mgt. Studies and Comm.
University of Jaffna, SRI LANKA,

S. Anandasayanan

Senior Lecturer
Department of Financial Management
Faculty of Management Studies & Commerce
University of Jaffna, SRI LANKA

Poongothai Selvarajan

Lecturer
Department of Economics and Management,
Vavuniya Campus of the University of Jaffna,
Vavuniya, SRI LANKA

Categories

- ❶ Management and Economics
- ❷ Financial Management and Accounting
- ❸ Industrial and Business Management
- ❹ Entrepreneurship Management
- ❺ Marketing Management
- ❻ Banking and Insurance Studies

Review Process

Each research paper/article submitted to the journal is subject to the following reviewing process:

1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
4. The review process may take three/four working days.
5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

Published by

South Asian Academic Research Journals

A Publication of CDL College of Education, Jagadhri (Haryana)
(Affiliated to Kurukshetra University, Kurukshetra, India)

Our other publications :

Academicia - An International Multidisciplinary Research Journal

ISSN (online) : 2249-7137

SAARJ Journal on Banking & Insurance Research (SJBIR)

ISSN (online) : 2319-1422