



A STUDY ON ANALYSING THE PERFORMANCE OF BOTH OFFLINE AND ONLINE MARKETING ACTIVITIES

NISHA A¹, Dr. P. RAMAN²

¹Student, Dept. of Management Studies, Panimalar Engineering College, Chennai.

²Professor, Dept. of Management Studies, Panimalar Engineering College, Chennai.

ABSTRACT :

Two primary avenues for marketing are online and offline channels. In this study to analyse the continuous optimization ,data integration and return on investment through the performance of both online and offline marketing channels of BABA ENGINEERING WORKS . For this study the sample size 177collected from the respondents. Since there will be infinite population in marketing, so I have used pilot study to identify the sample size. Since there are many competitions in today's world, we have to attract most of the customer through our quality content in the online channels such as webpage, social media etc. And in offline channels such as visiting card, pamphlets etc., in this study measure the performance of online and offline marketing activities by using tools and technique to study the company's trend in the market. Addressing the optimization, data integration, segmentation analysis and ROI through improved methodologies, communication and possibly technology solution could enhance overall marketing performance and customer satisfaction.

Keywords: continuous optimization, data integration, segmentation analysis, return on investment, omnichannel.

1.INTRODUCTION

The advent of digital marketing has revolutionized the way businesses connect with their audience. With the ability to track user behavior, engagement, and conversion metrics in real-time, online marketing provides unparalleled insights into campaign performance. However, offline marketing channels, such as print media, television advertisements, and in-person events, continue to play a significant role in brand building and customer acquisition, albeit with more limited tracking capabilities. Against this backdrop, the need to analyze the performance of both online and offline marketing activities becomes imperative. By comprehensively evaluating the effectiveness of marketing efforts across various channels, businesses can make informed decisions regarding resource allocation, campaign optimization, and overall strategy refinement. This study embarks on a journey to delve into the intricacies of performance measurement for both online and offline marketing activities. Through a systematic exploration of key performance indicators, measurement techniques, and emerging trends, this analysis aims to equip marketers with the knowledge and tools necessary to assess the impact of their marketing initiatives holistically. By bridging the gap between the digital and physical realms of marketing, organizations can gain a comprehensive understanding of consumer behavior, optimize their marketing mix, and ultimately drive sustainable growth. Through this exploration, we aim to provide insights and strategies that empower businesses to navigate the complex landscape of modern marketing with confidence and clarity. However, achieving seamless integration between online and offline marketing channels presents its own set of challenges. Soloed data, disparate systems, and organizational barriers often hinder the cohesive execution of omnichannel strategies. Moreover, measuring the impact of integrated campaigns requires sophisticated attribution models that account for the complex interplay between various touch points. Despite these challenges, the rewards of integrated marketing efforts are significant, with studies showing that brands that deliver consistent experiences across channels enjoy higher customer satisfaction, loyalty, and lifetime value.

2. LITERATURE REVIEW

Chia-Yi Lin has amined to the increasing competition in the e-commerce space and the growing popularity of mobile devices, businesses have discovered a new e-marketing technique called online-to-offline (O2O) marketing, which allows them to more effectively connect the two channels. The O2O market's explosive growth in recent years has altered consumer behavior and grown to be a significant concern. Still, there aren't much research on O2O marketing-related topics. Thus, the goal of this research is to create an analytical model to investigate how customers accept O2O commerce models. Using an online poll conducted by customers using Insight eXplorer's CyberPanel, we gathered 1,267 samples of legitimate Taiwan-based internet users who planned to implement multichannel retailing for this study.

Lucio-Lamberti, Giuliano-Noci has found link between marketing strategy and marketing performance measurement system (MPMS) design is a largely unexplored issue, despite the fact that marketing performance measurement has long been a priority for organizations and literature. In order to investigate the potential existence and nature of the relationship between marketing strategy and MPMS, this paper builds on the classification scheme

for marketing strategies developed by Coviello. Understanding contemporary marketing: Development of a classification scheme. It also draws a conceptual framework regarding the managerial levers for MPMS from the literature. Using a multiple case study methodology, the research is conducted in seven Italian organizations. The results demonstrate that businesses with varying marketing strategies use various MPMS, and the authors investigate the implications.

Katalin Tari says that Innovative solutions and new opportunities will always be present in the world of marketing. They play a major role in improving competitiveness and for the needs of consumers. The purpose of this study is to analyze and compare efficiency and effectiveness measurement of online campaigns. First, the theoretical approaches are discussed, then the practical application differences are highlighted, and finally, the effectiveness of online is ranked. The currently applied Hungarian online measures (ratio/index) are discussed in this study using the practical literature. In-depth interviews with online experts will be conducted, and the online advertising methods will be ranked by the cost per 1000 impressions (CPM) which will indicate the effectiveness of the ads. The research methodology followed a qualitative strategy, based on the content analyses of the in-depth interviews with the online experts (n=7). The interviews were recorded and then the data was transcribed.

NK Tiwary has found that the firm has no control over several crucial issues, such as word-of-mouth advertising, regulation, environmental influences, and media coverage, they nevertheless have a big impact on how people perceive its brand. One of the main causes of the delayed adoption of social media (SM) in business-to-business (B2B) transactions is the lack of clarity surrounding the ways in which various social networking sites might assist companies. When it comes to helping B2B marketers and obtaining consumer data, social media has a tonne of promise. As a result, this study. Examined SM usage in a business-to-business setting using 294 carefully chosen articles. The technique comprised content analysis to conduct a thematic evaluation and bibliometric evaluation to determine the impact of SM usage in the B2B domain. According to our data, a lot of B2B companies are unable to use SM's usage.

José Alberto Castañeda García had conducted study to quantify the association between offline experience marketing (during the stay) and online experiential marketing (during the knowledge search and booking phases of the purchasing process) with hotel reputation. The study also looks for any evidence of a meaningful relationship between the online hotel experience and the subsequent offline hotel stay experience. A series of four-star hotels in Granada city hosted self-report surveys. The measurement of offline and online experiences as well as brand equity was the main goal of the questionnaire. An equation model based on mathematical structures was created for the data analysis. The findings imply that, in contrast to the internet purchasing procedure, the experience had while staying at a hotel affects hotel brand equity. However, the virtual encounter has a notable impact of hotel management.

Joanna Mazur had studied that Teenagers can contribute to the dissemination of knowledge to the larger community in addition to maintaining their health. College-developed eating habits have an effect on the basis of a lifetime of health and wellness. Our objectives were to ascertain the information-seeking behaviors of college students on good nutrition, both offline and online, and to develop a novel theoretical framework. Nine Hungarian institutions received the administered by yourself, paper-based questionnaires, which included 612 respondents overall. In the analysis, both univariate and analytic statistical techniques were applied. Information sources, both offline and online, were categorized. The electronic medical literacy element was identified in relation to the seeking Knowledge competency of college pupils. When examining mindsets, the elements are encouragement for, denial of, and willingness to accept the nutrition identification.

Osmud Rahman stated that Retailers need to find a long-term solution to the problem of how to take use of the benefits and synergy of both online and offline channels in order to retain customers as omnichannel shopping grows in popularity among consumers. The aim of this research is to examine the role that experience plays in the decision-making process, as well as their influence on customer perceptions of value and brand relationship effectiveness. Additionally, the interplay between the benefits of both online and offline channels will also be examined. Through a qualitative examination and pertinent literature review, this study identifies the primary benefits of traditional channels (direct goods experience, sales-staff support, and the servicescape visual appeal) and online channels (search convenience, customer-generated information richness, and social connection). Next, the structural model equation in AMOS was used to test the suggested research topic

3. NEED OF THE STUDY

To enhance customer experience, integrate digital and traditional methods, and create a seamless omnichannel approach. Address pain points in the customer journey, offering options for online and offline interactions. Monitor brand perception through surveys, feedback, and analytics, tracking online reviews and foot traffic. Analyze ROI by comparing online and offline marketing initiatives using tracking tools like Google Analytics and SEO tools. This holistic approach ensures a smoother, more enjoyable journey for customers, leveraging the benefits of both digital platforms and traditional methods while maintaining brand consistency and maximizing return on investment.

4. OBJECTIVES OF THE STUDY

To analyse the continuous optimization of marketing activities based on performance in the marketing channel, To Examine data sources from various online and offline channels to ensure comprehensive analysis, To analyse the return on investment (ROI) by using marketing tools for both online and offline marketing, To Assess the techniques to track performance trends over time, enabling proactive adjustments to marketing strategies, To Assess performance measurements based on demographic factors to better understand audience behaviour towards marketing.

5. SCOPE OF THE STUDY

The study aims to delve into consumer behavior and preferences regarding offline and online marketing communications, utilizing surveys, focus groups, and data analysis. It seeks to assess the impact of both offline and online marketing activities on lead generation and conversion rates through tracking systems. Additionally, it aims to evaluate the cost-effectiveness of these strategies by comparing metrics such as customer acquisition cost and ROI. Furthermore, the study explores integrating online and offline marketing tactics to ensure cohesive brand messaging and enhance customer engagement. Lastly, it investigates the role of technology and digital tools in improving the measurement of marketing performance, leveraging analytics platforms and automation for real-time insights.

6. RESEARCH METHODOLOGY

DESCRIPTIVE RESEARCH is used in this study. The type of sampling technique used is non-probability sampling in which convenience sampling was used. Convenience sampling is a non-probability sampling technique where researchers select participants based on their ease of access and availability. Rather than randomly selecting individuals from a population, convenience sampling involves choosing subjects who are conveniently accessible to the researcher or who volunteer to participate in the study.

SAMPLE SIZE

The responses for the research was collected from various customers. since the population size is unknown pilot study was conducted consisting of 30 respondents from which the p value and q value were identified and the sample size was determined using the following formula, and the optimal sample size is found to be 177.

$$n = \frac{z^2 pq}{e^2}$$

When n = Sample Size,

z^2 = Value from the Table of possibilities of the standard normal distribution for the desired confidence level ($z=1.96$ for 95% confidence)

e^2 = Margin of error p = Positive Respondents q = Negative respondents

DATA COLLECTION

Data collection is a systematic approach to gathering information from a variety of sources to get a complete and accurate picture of an area of interest. In this study responses are collected through two different sources they are primary data and secondary data

TEST OF NORMATIVE

From the analysis it is founded that normative test for my raw data that is the data is not normally distributed i.e p value $<.05$ so I go with Non-parametric test

- a) Percentage analysis
- b) Interval estimation
- c) Chi square test
- d) Kurskal wallis test

7. FINDINGS

From percentage analysis it is found that most of the respondents are from the 18-24 age group(43%).the meager of the respondents belongs to the age group above 54(9%).It is found that the majority of the respondents are female(64%). The meager of the respondents are male(36%).It is found that the majority of the respondents are post graduates (52%). The meager respondents are Undergraduate(48%).It is found that most of the respondents are employed full time(48%). The meager respondents are Self employed (8%).It is found that most of the respondents are from the Rs3.5-4 lakhs income group(48%). The meager respondents are from Rs.2.5-3 lakhs income group(3%).It is found that the majority of the respondents feels that the marketing strategies in both online and offline are effective (94%).It is found that the most of the respondents feels that the continuous Optimization of online and offline marketing strategies are neutral (45%).the meager respondent feels that continuous optimization is Ineffective(3%).It is found that the majority of the respondents feels that the effort of continuous Optimization of online and offline marketing strategies are neutral (61%).the meager respondent feels that the effort of continuous optimization is dissatisfied(0%).It is found that the majority of the respondents says that the optimization techniques updates are regular(71%).the meager respondents says that the optimization techniques updates are irregular (29%).It is found that the majority of the respondents says that the performance improvements are satisfied(51%).the meager respondents says that performance improvements are dissatisfied (17%).It is found that the most of the respondents says that the company integrate data are neutral (40%).the meager respondents say that the company integrate data are extremely ineffective and ineffective(12%).It is found that the most of the respondents says that understanding of customer behavior across online and offline marketing channels are effective(31%).the meager respondents say that understanding of customer behavior across online and offline marketing channels are extremely ineffective(6%).It is found that the most of the respondents says that the data integrated process between online and offline marketing channel is satisfied (48%).the meager respondents say that the data integrated process between online and offline marketing channel is dissatisfied(23%).It is found that the majority of the respondents says that the satisfaction of overall effectiveness of integrated online and offline marketing data are neutral (64%).the meager respondent says that the satisfaction of overall effectiveness of integrated online and offline marketing data are dissatisfied(11%).It is found that the most of the respondents says that the segmentation analysis to

understand the customer behavior across online and offline channel is neutral(44%).the meager respondent says the segmentation analysis to understand the customer behavior across online and offline channel is extremely ineffective and extremely effective(8%).It is found that the majority of the respondents says that the segment identified in both online and offline channel is inaccurate(50%).the meager respondent says that the segment identified in both online and offline channel is neutral (21%).It is found that the most of the respondents says that the ROI assessment in resources allocation in online and offline marketing channel is neutral(34%).the meager respondent says that the ROI assessment in resources allocation in online and offline marketing channel is extremely ineffective and extremely effective(10%).It is found that the most of the respondents says that the the insight gained from segmentation analysis in marketing channel is neutral(62%).the meager respondent says that the insight gained from segmentation analysis in marketing channel is dissatisfied(14%).It is found that the majority of the respondents says that the trend identification in both online and offline marketing activities is neutral (50%).the meager respondent says that the trend identification in both online and offline marketing activities is extremely ineffective(14%).It is found that the most of the respondents says that the coverage of trends in online and offline marketing channels is neutral (29%).the meager respondent says that the coverage of trends in online and offline marketing channels is extremely effective(12%).It is found that the most of the respondents says that the prediction of trends from marketing activities is ineffective(29%).the meager respondent says that the prediction of trends from marketing activities is extremely effective(11%).It is found that the majority of the respondents says that the ROI assessment process in online and offline marketing activities is transparent to others(56%).It is found that the most of the respondents says that the ROI metric tracking and evaluation in marketing efforts is satisfied to them(48%).the meager respondent says that the ROI metric tracking and evaluation in marketing efforts is dissatisfied to them(23%).It is found that the most of the respondents says that the accuracy of ROI assessments conducted from marketing campaigns is neutral (44%).the meager respondent says that the accuracy of ROI assessments conducted from marketing campaigns is dissatisfied(4%).It is found that most of the respondents say that the price of the product is not affected by external factors. Since the significant values is lesser than p value <0.05, so we reject null hypothesis .hence the variables continuous optimization,data intergration, segmentation analysis, ROI assessment significantly derives from normal distribution and hence non parametric test applied In chi-square test it is concluded that the asymp.sig value(.327) is lesser than Z value 1.96 so we reject the null hypothesis . Hence there is a significant difference between gender and their thought of effectiveness in online and offline marketing.the p value > 0.05, null hypothesis is accepted. In chi-square test it is concluded that the asymp.sig value(.130) is lesser than Z value 1.96 so we reject the null hypothesis . Hence there is a significant difference between age group and their update in changing trends in online and offline marketing. In h-test it is concluded that the asymp.sig values is lesser than Z value 1.96 so we reject the null hypothesis . Hence there is significant difference between mean ranks of categories of occupation with respect to Continuous Optimization , Data Integration,Segmentation Analysis, ROI Assessment

8. CONCLUSION

After analyzing both online and offline marketing activities, it is evident that each channel offers unique advantages and challenges.in this study the Respondents generally perceive marketing strategies, continuous optimization efforts, and the integration of data between online and offline channels as neutral to effective. However, there are concerns about the accuracy of segmentation analysis, trend identification, and ROI assessment.Dissatisfaction is evident in certain areas, including the effort of continuous optimization, segmentation analysis effectiveness, ROI assessment accuracy, and trend identification. There are also challenges with data integration and the satisfaction of overall integrated marketing data effectiveness.While the majority perceive the ROI assessment process as transparent to others, there's a notable portion dissatisfied with the ROI metric tracking and evaluation.Interestingly, most respondents believe that external factors do not significantly impact the price of the product.In conclusion, while there are positive perceptions of marketing effectiveness in some areas, there are clear areas of concern, particularly regarding the accuracy and effectiveness of analysis and evaluation processes. Addressing these concerns through improved methodologies, communication, and possibly technological solutions could enhance overall marketing performance and customer satisfaction.

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8. Social media has existed for over the past decade for several different purposes such as blogging, video and photography/photo-sharing using mobile phones (Fujita et al., 2017; Han et al., 2018; Kim, 20219)

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9. The way businesses market themselves is changing as a result of social media, posing new obstacles as well as opportunities (Arora and Sanni, 2019; Dwivedi et al., 2015,2017; Hossain et al., 2019; Nisar et al., 2018; Wang and Herrando, 2019)
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