

# New Generation Pattern between Several Indian Rational Consumers in Online Information and Offline Shopping

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## **ABSTRACT**

In the last decade, online commerce has become a revolutionary component. Companies in almost every industry use a multi-channel approach to promote their products and services. There are also online storefronts, e-commerce portals, and comparison sites, in addition to physical, stationary (offline-) distribution partners such as merchants, department stores, travel

agencies, and so on. During the purchasing process, consumers are increasingly switching between the two channels. People also have been getting habituated to purchase online as it is very much convenient to them with two clicks, one for ordering and another one for paying. As the time passed by, with the demerits and loopholes in the online purchases, the customers have realized that purchasing online is many times causes risks. In this regard, many rational customers in India have turned to search for the information online, and are heading to purchase online. So, this paper looks into the significant reasons that lead the customers to choose ROPO and also explains the significance of in detail.

## **I. INTRODUCTION**

Research online, purchase offline (ROPO), also research online, buy offline (ROBO) or Online-to-Store (O2S-Factor), is a new trend in buying behaviour where customers research relevant product information to qualify their buying decision, before they actually decide to buy their favorite product in the local store. ROBO is a type of consumer behavior in which people use user-generated material such as reviews, blog articles, and videos to help

them make a purchase choice. They do not purchase online once they have made their decision; instead, they go to a store and make the transaction.

Most sectors now offer products and services over many channels, which is known as a multi-channel approach. Alongside physical, stationary (offline-) distribution partners such as retailers, department stores, travel agencies, etc., There are also online shops, e-commerce websites, and comparison sites, among other things. Consumers increasingly switch between the two channels during the buying process.

## II. OBJECTIVES

- a) To understand the merits and demerits of online shopping and the significant reasons that lead the customers to choose ROPO
- b) To analyse importance and relevance of ROPO from customers' point of view.

## III. ADVANTAGES OF ONLINE PURCHASES

Merits and advantages of the online shopping have been explained in the table below which was a revolutionary and explosive thought, ruled the shopping of fancy items in the markets like urban India.

**Table showing Advantages of online Shopping**

Convenience	Price comparisons
Better prices	No crowds.
More variety.	Less compulsive shopping
Sending gifts more easily to the loved ones	Buying old or unused items at lower prices
Fewer expenses	Discreet purchases are easier
Able to compare various models / brands	Saves time and efforts

## IV. DISADVANTAGES

When people in the urban areas have been wild to purchase online, demerits have also

come into the picture as the experiences grow by. The disadvantages of online purchasing are explained the table below.

**Table showing Advantages of online Shopping**

Delay in delivery	Lack of close examination
Lack of touch and feel of merchandise	Frauds in online shopping

Lack of interactivity in online shopping	Lack of significant discounts in online shops
Lack of shopping experience	Mischiefs in delivering the right products

**V. THE ROPO BEHAVIOUR AND ITS SIGNIFICANCE:**

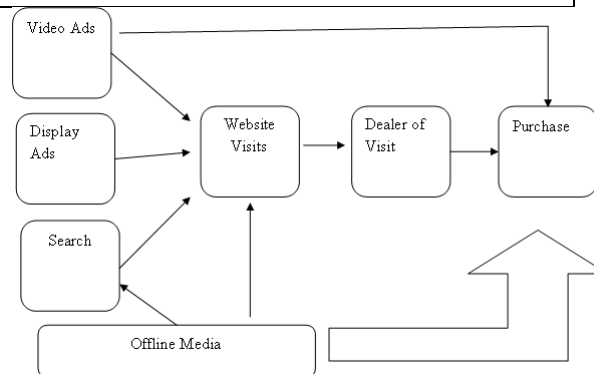
The phenomenon of Research Online - Purchase Offline behaviour is an increasingly serious discussion point for management of various sectors. One of the main reasons for this is that the importance of ROPO-purchase procedures is seen as high and continuing to expand. In the United Kingdom and Central Europe, reliable numbers for particular enterprises or product groupings are few. However, according to current consumer studies, more than half of the target demographic scans, researches, and compares information online before purchasing something at a local store.

ROPO behaviour can be categorized in two directions: Firstly, and of increasing significance, where the purchase process begins online with research and with the actual acquisition taking place through a stationary distribution channel (ROPO A). But the whole process can also be observed in the reverse direction, namely the orientation and consultation in a store and the subsequent purchase on the Internet (ROPO B).

**Consumer’s Path to Purchase:**

Source: *Analysis by Millward Brown*

An initial systematisation of the buying decision process can



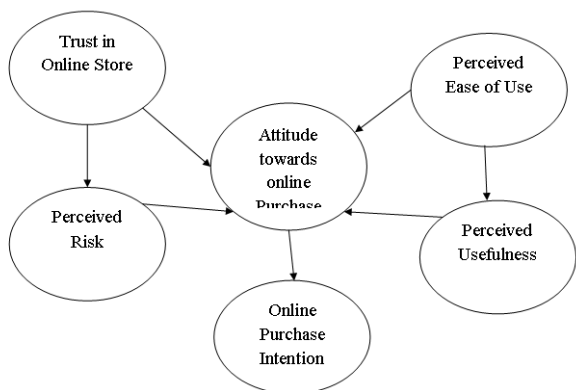
be achieved by differentiating between online and offline distribution channels in both the search process as well as the buying process.

Another reason for the significance of the issue is that the high importance of ROPO is not yet realized by many companies. There is frequently a clear distinction between online and physical channels, with distinct organisational divisions, language, marketing tools, and, in many cases, different cultures and budgets. In light of this, it's clear that apparent online/offline marketing synergies can't be realized effectively.

By combining an advertiser's online sales with the O2S-factor, the ROPO effect helps them to determine their total Return On Investment (ROI) more precisely. As a result of the online marketing investments, offline income is altered. ROPO is sometimes confused with Click and Collect, which is the method of making an online reservation and then picking up the merchandise at a shop.

Both are segments of Multichannel marketing. According to a Google report 80 percent of all offline buyers research online, before they buy a product in a local store. Furthermore, in

industries with large item values, ROPO already accounts for a considerable portion of overall sales. This was confirmed by a joint inquiry by the German retail association and Price Waterhouse Coopers.



**Conceptual model (adapted from Ajzen & Fishbein, 1980; Davis, 1989; Jarvenpaa et al., 2000).**

People develop trust in the webstore through a number of factors. One is the company's perceived size, and the other is its reputation (Jarvenpaa et al., 2000). The bigger the perceived size and reputation of an organization, the more trust it inspires. Familiarity with the store is linked to reputation, which has been recognized as an antecedent of trust by academics. Familiarity is concerned with a knowledge of the store's present acts, whereas trust is concerned with views about other people's future conduct.

It's worth noting that faith in the firm doesn't have to be a prerequisite for making an online purchase. It has been suggested that faith in the control system can compensate for a lack of trust in the organization. The methods and protocols that monitor and govern the effective completion of a transaction, as well as the opportunity to insure oneself against harm, would be included in such a control

system. We may not be able to trust the internet firm, but we can trust the monitoring system that keeps track on its performance.

In conclusion, the trust-oriented viewpoint emphasizes the relevance of trust in influencing online purchase intentions, with a variety of trust drivers as antecedents. It does so by emphasizing factors such as perceived risk, online store trust, perceived size, and reputation.

## VI. CONCLUSION

Consumers who actively use both digital and physical platforms to study and purchase are quickly blurring the lines between the two, therefore now is the time to offer omnichannel experiences for them." According to Nielsen, twice as many customers say they want to buy a durable or entertainment-related goods online in the next six months than they planned to in 2011.

"Customers worldwide want a good product at a decent price," according to Burbank, "and the apparently unlimited possibilities accessible in a virtual environment create new opportunities for both merchants and consumers." The fast-moving consumer products sector is no exception."

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