

ROPO (RESEARCH ONLINE PURCHASE OFFLINE) BEHAVIOUR OF CONSUMERS – A STUDY ON REASONS FOR OFF-LINE PURCHASE

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ABSTRACT

The consumers buying process is an intricate concept where many internal and external factors have an impact on the buying decisions. The knowledge on what consumers buy and when they buy is very significant for marketers. Using this information, marketers can frame marketing strategies according to the interest of end customers. The underlying agenda of the study is to bring the customer back to a retail store which has undergone huge losses due to the online wave that has swept the Indian retail market. The main aim of the research work is to find out the important reasons for off-line purchase.

Keywords : Off-line Purchase, On-line purchase.

INTRODUCTION

ROPO is a process that is also called “web-rooming,” stands for Research Online, Purchase Offline. Consumers are conducting research on products online before they make their purchase in a physical location. The evolution of ROPO, the opposite process (browsing through physical products only to make the purchasing decision later online) has been a hack for consumers who want to get the look and feel of a product and then get the best deal online. As opposed to “web rooming,” this process is called “show rooming.” Now that content creation allows users to experience a product through innovation like VR

(Virtual Reality), AR (Augmented Reality) and high-quality videos content, more decisions can be made without physically seeing a product.

Show rooming is still popular among products that consumers prefer to experience in a store, including apparel. Whether or not customers web room or showroom may depend on the products themselves. Customers are more likely to buy items like groceries, appliances, health, and beauty items in-store, while leaving computers, electronics, and mobile phone purchase online. Customers perform the following actions about ROPO.

ROPO effect (Research Online, Purchase Offline) is a phenomenon involving the search for information about a certain product via the internet, and the actual purchase takes place in traditional stores. This consumer mechanism is a problem for e-commerce sector enterprises, because the internet is merely a channel for obtaining information (Hoffman, & Novak, 1996) Online stores professionally prepare their product offer, and one of its key elements is a description.

A potential customer (when visiting a website) expects comprehensive information about the goods – both in terms of difficult. Therefore, finalization of the buying process in a traditional store, where the seller supports the client during the search and selection process, as well as he or she helps the client to find the best product that suits his or her needs, becomes more and more popular. The key aspect of the research carried out by the authors was to identify the size of ROPO effect in the analyzed clothing industry depending on individual demographic and social characteristics of respondent's. The main aim of the research work is to find out the important reasons for off-line purchase.

REVIEW OF LITERATURE

In 2002 Mathwick et al, the online consumers evaluate their internet shopping experiences in terms of perceptions regarding product information, form of payment, delivery terms, service offered, risk involved, privacy, security, personalization, visual appeal, navigation, entertainment and enjoyment and such past experiences decrease consumers' perceived risk levels associated with online shopping.

Grewal et al, (2002) finds out of the various channels to market, the one that has probably received the greatest attention and produced the highest expectations of impact and adoption is the internet. Prior to the internet, technology had only had a relatively low scale impact on consumer buying behaviour.

A study deals with the family's purchase decision-making. These include the roles played by different family members and their influence at different stages of the decision –making process. It also reports on the findings of a study involving a series of in-depth interviews with respondents to determine their perception of the family decision-making process in relation to a purchase decision. This culminates in a conceptual framework on family decision making specially for the purchase decision of durable items **Deborah and Christina (2004)**.

Leena Jenefa (2013) defined buyer shopping is to select, purchase, use, and dispose of goods and services, in satisfaction of their needs and wants. Mainly in which shopping is about acquiring needed goods and service. However, modern shoppers buy this to reward themselves, to satisfy psychological needs or to make themselves feel good. Modern shoppers purchase things to make a statement, to show off their personality or to boost their self-esteem. In selection of retail chain and the social economic status of the consumer influence the buying behaviour retail segment. Five behavioral variables namely quality, product criterion, product performance, price and promotions were examined in selected retail garment outlet to retain the customer.

A study clearly shows that internet and conventional marketing each have distinct features. Online shopping involves no travel, products carrying or restrictions on shopping hours, offering easy accessibility, convenience and time saving. In contrast, offline shopping permits and allows physical examination of the product, interpersonal communication but involves high travel and search costs, and also has restrictions on shopping hours. Consumers may use the two channels differently resulting the same consumers may exhibit different behaviors when shopping across online and offline channels. Therefore, it is important to understand how the same consumers behave at the two channels. (junhongchu et.al 2010). This study attempts to provide an exhaustive review of prior theoretical literature of online vs. offline consumer behavior (**Dharmendra Mehta, and SunayanaSoni, 2013**).

METHODOLOGY

Research methodology is a way to find out the result of a given problem on a specific manner. In methodology, researchers uses different criteria for solving /searching the given research problem. The respondents were explained the purpose of the study in brief and handed over the questionnaire for the duration of two week. The purpose of giving them the questionnaire for two week was to give them enough time to understand and the questions and respond properly.

A research design is a frame work or blueprint for conducting a scientific inquiry. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problem. The purpose of the research design is to provide the plan for answering the research question or testing the hypothesis. In other words, a basic aspect of research design is to set up so as to allow logical inferences to be drawn.

RANK ANALYSIS FOR IMPORTANT REASON

Reason for offline purchase	Mean	Std. Deviation	Rank
Retailer suggest me which mobile phone you have to suit	2.73	1.065	1
Retailers easily provides us discounts of mobile phone	2.56	1.160	2
More models and colors of mobile phone are available in retail stores	2.42	1.071	3
More varieties are available in retail store	2.35	1.063	4
Retail store save more time for me	2.30	0.831	5
More mobile phone brands are available in retail stores	2.17	0.856	6
I have more choice to select the retailer	2.11	0.655	7
I have more choice to select the retailer	2.08	0.898	8
Now a days retail outlets gives equal price of mobile phones	2.07	0.897	9
My needs are fulfilled in retail store immediately	2.03	0.999	10
No risk of mobile phone in stores	1.94	1.006	11
I can easily discuss and clarify the doubt warranty and guaranty	1.92	0.680	12
I can feel and touch the product in direct stores	1.72	1.010	13

INTERPRETATION:

The above table shows the mean and standard deviations of the statements of the scale research online purchase offline. The scale consists of thirteen statements with five point scale. The mean value ranges from 2.73 to 1.72. The mean value shows that there is a minor variation among the statement. It is observed that the statement “Retailer suggest me which mobile phone you have to suit” has secured highest mean value (2.73), “Retailers easily provides us discounts of mobile phone”(2.56), “More models and colors of mobile phone are available in retail stores” (2.42), “More varieties are available in retail store” (2.35), “Retail store save more time for me” (2.30), “More mobile phone brands are available in retail stores” (2.17), “I have more choice to select the retailer” (2.11), “I have more choice to select the retailer” (2.08), “Now a days retail outlets gives equal price of mobile phones” (2.07), “My needs are fulfilled in retail store immediately” (2.03), “No risk of mobile phone in stores” (1.94), “I can easily discuss and clarify the doubt warranty and guaranty” (1.92), “I can feel and touch the product in direct stores” (1.72). From the standard deviation, there is a minor variation among the dimension of the reason for offline purchase.

FINDINGS and SUGGESTION

From this research study it is identified that, Retailer suggest me which mobile phone you have to suit, has secured the first rank. It shows that retailer influenced the consumer to purchase their own desired product. Following that, Retailers easily provides us discounts of mobile phone has secured the second rank. Offers and promotion are also plays the major role in purchase decision. Corporate have to take the right decision that, have to give more promotional benefits to consumers and give them the message through online.

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