

Analyzing The Effects Of Promotional Offers: Online Vs. Omni Channel Electronics Retailers

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ABSTRACT

This study explores the complex interaction between promotional offers from online vs. offline retailers and consumer choice about electronic devices in both online and offline locations. Understanding the effects of promotional methods on customer behaviour is becoming more and more important for businesses and researchers alike as the digital market continues to develop.

The aim of this research is to examine consumer behavior in response to different promotional offers made by online retailers and e-merchants with physical storefronts. The focus of this study is specifically on electronic goods because many of these devices are high-end and demand thorough evaluation before purchase. This study identifies the important aspects that influence purchasing decisions. The study looks at how promotions are impacted by age, income, gender, and pricing sensitivity. Additionally, it will provide customers with a clearer comprehension of the advantages and disadvantages of purchasing both online and offline, with a focus on the influence of promotional offers. The research adds to the larger conversation on the changing retail environment and the coexistence of offline and online channels in the electronics

1. INTRODUCTION

Conventional merchants are under pressure. Every year, the number of customers visiting retail establishments decreases despite increased competition. This led a seasoned professional in the field to surmising question his colleagues, "Is anyone not seeing large traffic declines?" Conversely, internet retail is growing. In 2015, there was a significant 23% surge in retail sales via digital channels, encompassing mobile transactions. Online retailers have benefited greatly from these advantages. Amazon is the largest gainer, holding a quarter of all online retail sales at this point. Furthermore, Amazon poses a bigger existential danger to established retailers than ever before as it keeps pushing forward with its aggressive expansion into new markets like groceries and fashion. (Sopadjieva, 2017).

Omnichannel retailing has become the lifeblood of conventional merchants in these unfavorable times. The premise behind the omnichannel strategy is that by utilizing their physical store assets, retailers can generate a competitive advantage over online-only competitors by offering a seamless shopping experience both in-store and across multiple digital channels. (Sopadjieva, 2017).

Customers that shop online not only benefit from simple information access and hassle-free product delivery, but they also yearn for social connections and sensory experiences. Pop-ups, an offline tactic, respond by providing interactive sensory marketing and growing. (Liu et al., 2023, sec. abstract).

Conceptual Framework

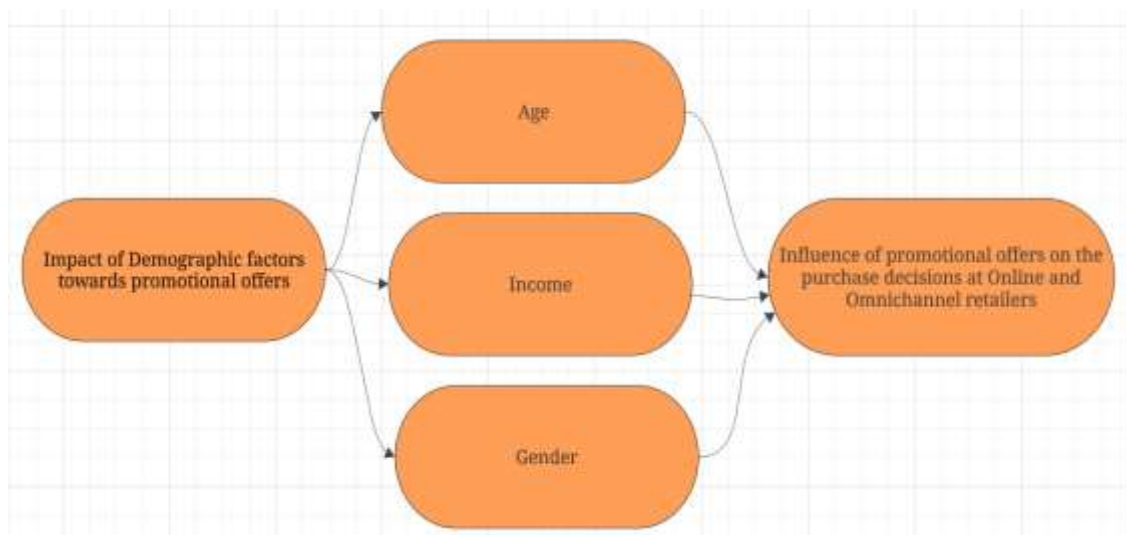


Figure No 1 : The conceptual framework on impact of demographic factors towards promotional offers

Source : The Authors

Note : Factors impacting purchase decisions of consumers towards Online and Omni channel retailers

The conceptual framework describes first demographic factor i.e age. This study consider working population from the age group of 21 – 60 years to understand their purchase decisions during promotional offers provided by retailers of online platform or Omni channel. Other demographic factor describes income ranging from > 300,000 <12,00,000 per annum shows purchasing power of the consumers and their preferences towards disposing their income on influence of promotional offers showcased by retailers of online platform or Omni channel. Gender, the third factor limelight the influence of promotional offers provided by retailers of online platform or Omni channel

2. REVIEW OF LITERATURE

Liu et al., (2023) study the ways that pop-ups affect future online sales are determined by paid search, popularity signaling, e-price and finest campaigns, and online price of Omni channel businesses. Customers that shop online not only benefit from simple information access and hassle-free product delivery, but they also yearn for social connections and sensory experiences. In response, interactive sensory marketing is offered via pop-ups, an offline method, which keep growing.

S. Bansal et al., (2023) offers a complete framework for e-tailing that examines important subjects like pricing maneuver's, business strategies, channel incorporation, models, customer behavior and perception, media and technology, and cognitive effect. This study shows how information and technology are still advancing and how the retail business has seen substantial changes, such as a move toward online commerce and limitations on physical locations. It also identifies the essential elements that support e-tailing enterprises.

Nalluri & Rao, (2023) investigates the driving forces behind consumers' online purchases and how these relate to the many product lines that distinguish one online retailer from another. The results indicate that while purchasing on e-commerce platforms with constrained product selections, customers place a higher value on quality, simplicity of use and website content, and personalized services.

Chen et al., (2020) Study the unique qualities of the agency selling and reselling business models to determine how the company and online retailers should strategically use these two business models for marketing in light of the retail rivalry. They also demonstrated that a "win-win" promotional strategy—which is also the Pareto-optimal situation for both the corporation and the e-tailer—occurs when there is no retail competition.

Antunes et al., (2022) highlighted key aspects of how millennial customers view the advantages of sales promotions and the impact of word-of-mouth on their propensity to buy. The study found that the perception of financial savings, chances for expressing values, and word-of-mouth were the main factors influencing behavior related to purchase intentions and how purchase intent is influenced by the perception of the utilitarian and hedonistic benefits of word-of-mouth and sales promotions

Suki, (2013) examines the online purchasing habits of consumers by focusing on four areas like product attributes, familiarity, Internet marketing environment, and promotional offers. Additionally, it was discovered that customers' preferences for familiarity over promotional offers are the main factors influencing their online purchase decisions.

Nigam et al., (2022) analyze the relationship between the payment method, the distance required to reach the threshold order value, and the orientation of the original cart to determine the likelihood that Indian customers will utilize CP and the choices they make regarding the addition of additional products to meet the threshold order value.

Sun et al., (2021) examine if and how businesses might take use of customers' social networks to encourage them to spread promotional offers. Additionally, it was discovered that the perception of exclusivity and the social motives sparked by incentive schemes with a single promo code mediate their impacts on senders' successful referrals and self-purchases, respectively, and account for the inefficiency of two promo codes.

Mejía et al., (2020) study concludes that daily discounts have a very different impact on brand appraisal than traditional formats. Studies reveal that brand assessments depend on age, price range, quantity of views and purchases of the main deal and the level of competition in deals on the platform. Additionally, local competition from deals has a noteworthy detrimental impact on nearby retailers who do not give deals.

Ailawadi et al., (2009) adhere to a structure that encapsulates the connections between decisions made by manufacturers and retailers regarding communication and promotion, retailer performance, and the allotment of the promotion fund. Additionally, new media promotion and communication are looked at.

Pacheco & Rahman, (2014) research on consumer attitudes about the offer, perceptions of the quality of the goods, and buy intentions focusing on two types of sales promotions (coupon versus markdown) with either high or low face values. Retailer reputation is established by the data as a significant mediator of the effectiveness of sales promotions.

Vrechopoulos, (2010) research investigates the reasons behind adapting existing studies on the environment of online stores to the online mass customization challenge. In a similar vein, it highlights the potentially positive influence that consumer control could have. It goes into detail on the new study issues surrounding electronic retailing's ability to customize store ambiance while pointing out the distinctions between traditional and virtual retail channels.

Nigam et al., (2020) investigates variations in discounts provided by online merchants during their Deal of the Day (DOD) advertising schemes depending on the type of product, the time of year, and the nation's economic situation. In comparison to industrialized nations such as the US, e-commerce retailers in emerging economies typically give lower discounts on electronic items during DOD deals.

Kim & Park, (2005) studied the extension of the consumer buying channel with an emphasis on the movement in mindset from offline to internet stores. Furthermore, the results indicated that attitudes toward the offline and online stores were significantly correlated. Furthermore, the most powerful predictor of consumers' intention to make a purchase through an online store was their intention to look for product information.

Arora et al., (2020) research attempts to improve our knowledge of deliberate and situational showrooming behavior. It indicates that because of situational factors such limited selection, subpar assistance from salespeople, and lengthy payment lines at physical stores, customers also showroom.

Krasonikolakis et al., (2018) focuses on store architecture as a key influencing factor in its investigation of how the atmosphere of a retail store affects customer behavior in 3D online shopping environments

Xu et al., (2021) examines how different purchasing channels—online vs. offline—affect consumers' decision-making. It also examines how marketing firms ought to appropriately use a range of shipping channels to promote their goods. It further demonstrates that the online (offline) channel creates (reduces) psychological distance and encourages customers to focus more on the feasibility and desirability of a product.

Wang & Chen (2022) compared to offline promotion shopping, customers are more likely to develop general tendencies to purchase promotions when they see frequent and continuous price discounts online. Additionally, the unique characteristics of online promotion shopping allow for significant behavioral flexibility and leave a lasting impact on customers.

Saad et al., (2021) represents the influence of eight independent variables, including free delivery, word-of-mouth marketing, online coupons, TV and social media advertising, buy one get one free, and special online discounts. Additionally, it demonstrates that while TV advertisements have no effect on internet purchase, other promotional techniques do have a big influence.

Sopadjieva (2017) found that using the retailer's touch points in a range of settings and configurations was enjoyable for multichannel shoppers. Traditional retailers with physical shops will do better by using the power of the internet world and synchronizing the physical and digital worlds in order to provide clients with a seamless, multi-channel experience that online pure plays just cannot match.

3. RESEARCH METHODOLOGY

3.1 Objectives

1. To study the influence of age factor towards promotional offers of Online or Omni channel electronic retailers.
2. To study the impact of income factor towards promotional offers of Online or Omni channel electronic retailers.

3. To study the impact of gender factor towards promotional offers of Online or Omni channel electronic retailers.

3.2 Data Collection

Primary Data: A standardized questionnaire was distributed among samples starting from age 21 to above 44 years.

Secondary data: The secondary data was gathered from publicly available resources such as articles, research papers and government websites.

3.3 Sampling Method

Sampling Method: The sampling method used was a simple random sampling method as every individual investor has an equal chance of getting selected.

Research Design: A descriptive research design is selected because it would give a thorough and accurate depiction of the numerous elements influencing Consumer Purchasing Behavior towards electronic goods through E-commerce Promotional Offers

Sample Size: In total 100 responses were received from western part of Mumbai region.

3.4 Hypothesis

Hypothesis 01

H1.0: There is no significant relationship between age factor and promotional offers offered by online and Omni channel electronic retailer

H1.1: There is a significant relationship between age factor and promotional offers offered by online and Omni channel electronic retailer

Hypothesis 02

H2.0: There is no significant relationship between income factor and promotional offers offered by online and Omni channel electronic retailer

H2.1: There is a significant relationship between income factor and promotional offers offered by online and Omni channel electronic retailer.

Hypothesis 03

H3.0: There is no significant relationship between gender factor and promotional offers offered by online and Omni channel electronic retailer

H3.1: There is a significant relationship between gender factor and promotional offers offered by online and Omni channel electronic retailer.

3.5 Variables

Independent Variable: Age, Income,

Dependent Variable: Promotional Offers

3.6 Significance of Study

E-commerce has experienced tremendous growth in recent years, and it has become a major channel for purchasing electronic products. Businesses and policymakers must comprehend how marketing affects consumer decisions in this situation. It will be helpful to investigate how these promotions affect consumer decisions in order to shed light on current buying trends since e-commerce platforms offer a variety of promotion tactics, such as discounts, coupons, flash deals, and loyalty programs. Optimizing promotion methods has the potential to completely shift the game for makers of electronic goods and e-commerce enterprises. The results of this research can be used to determine the promotions that are most profitable in terms of increasing sales and customer loyalty. The results of research may be used by policymakers to develop rules or specifications for e-commerce promotions. A major problem for consumer protection is making sure that internet sales are conducted fairly and transparently. Recognizing consumer preferences in the e-commerce setting can help highlight general industry trends which reveal changes in consumer choices on the significance of sustainability, company reputation, or customer feedback. Businesses can immediately use the research's findings to enhance customer experiences, price optimization, and marketing tactics in the e-commerce industry.

Research Gap -

The existing literature on promotional strategies in electronics retailing has primarily focused on either online or offline channels, often overlooking the critical aspect of seamless integration between the two. This research paper aims to address this significant research gap by investigating how electronics retailers can effectively bridge the divide between online and offline promotional strategies in an Omni channel context. By delving into the intricacies of integrated promotional approaches, the study seeks to give merchants practical advice on how to maximize their marketing initiatives across diverse channels, ultimately enhancing the overall customer experience and driving sustained business growth. This approach fills a crucial void in

the current understanding of promotional dynamics, offering a holistic perspective that aligns with the evolving landscape of modern retail.

4. DATA INTERPRETATION

Table 1 Distribution of the demographic variables of the costumers. N= 200

Demographic variables		Frequency	Percent
Age	21 – 30	102	51.0
	31 – 40	46	23.0
	41 – 50	30	15.0
	51 – 60	22	11.0
Gender	Female	96	48.0
	Male	104	52.0
Income (Rs. per year)	Less than 300,000	88	44.0
	300,000 - 600,000	45	22.5
	600,001 - 900,000	18	9.0
	900,001 - 12,00,000	13	6.5
	More than 12,00,000	36	18.0
How often do you shop for electronic products?	Less than 1 Year	55	27.5
	1 -2 Years	82	41.0
	2 - 3 Years	30	15.0
	More than 3 Years	33	16.5

Table-1 highlighted the distribution of demographic variables of the costumers. In term of age, majority of participants (51%) were between 21-30 years followed by 23% were between 31-40 years. According to gender, male and female customers were 52% and 48% respectively. As per income, majority of customers (44%) were having income less than 3, 00,000 Rs. followed by 22.5% were having 3, 00,000-6, 00,00 Rs. Out of 200 participants, 18% had income more than 12, 00,000 Rs. According to how often do you shop for electronic products, 41% participants' shop 1-2 years followed by 27.5% shop less than 1 year.

Table 2 Shopping behavior (How often do you shop for electronic goods Amazon, Flipkart) N=200

Shopping Behaviour		N	%
How often do you shop for electronic goods Amazon, Flipkart.	Frequently (once a month)	25	12.5
	Never	19	9.5
	Occasionally (every few months)	77	38.5
	Rarely (once a year or less)	70	35.0
	Very frequently (multiple times a month)	9	4.5
Online v/s In store [How often do you shop for electronic goods at Croma, Vijay Sales?	Frequently (once a month)	16	8.0
	Never	29	14.5
	Occasionally (every few months)	61	30.5
	Rarely (once a year or less)	83	41.5
	Very frequently (multiple times a month)	11	5.5
Online v/s In store [How often do you check electronic items on Amazon and make purchases from Croma]	Frequently (once a month)	36	18.0
	Never	40	20.0
	Occasionally (every few months)	51	25.5
	Rarely (once a year or less)	55	27.5
	Very frequently (multiple times a month)	18	9.0
How often do you check electronic product at Chroma store and make purchase from croma's website?	Frequently (once a month)	23	11.5
	Never	80	40.0
	Occasionally (every few months)	45	22.5
	Rarely (once a year or less)	43	21.5
	Very frequently (multiple times a month)	9	4.5
If online platforms such as Amazon and Flipkart don't have offline stores, does it	No, it doesn't influence my decision at all.	76	38.0
	Yes, it significantly influences my decision.	43	21.5

affect your purchasing decision.	Yes, it somewhat influences my decision.	81	40.5
When shopping for electronic goods, do you compare promotional offers between online and offline stores before making a purchase decision?	Always	108	54.0
	Never	3	1.5
	Occasionally	33	16.5
	Often	37	18.5
	Rarely	19	9.5
What types of promotional offers on electronic goods that you find on online platforms like Amazon and Flipkart influence your purchase decision?	Cash back	28	14.0
	Coupons	3	1.5
	Discount	133	66.5
	EMI Options	18	9.0
	Offer on Offer	18	9.0
If you get the same promotional offer in amazon (Online) and Croma (in-store), then which one would you choose	In-Store (e.g., Croma, Vijay Sales)	130	65.0
	Not Sure	19	9.5
	Online shopping site (e.g., Amazon, Flipkart)	51	25.5

Table-2 highlighted that shop for electronic goods Amazon, Flipkart was done Occasionally (every few months) and Rarely (once a year or less) were 38.5% and 35% respectively. Only 4.5% participants shop very frequently (multiple times a month). In terms of Online v/s In store, 41.5% rarely followed by 30.5% occasionally done shopping from Croma, Vijay Sales. Out of 200 participants, 27.5% shop rarely and 25.5% shop occasionally check electronic items on Amazon and make purchases from Croma. According to check electronic product at Chroma store and make purchase from chroma's website, 40% never checked followed by 22.5% occasionally checked it. The majority of participants (40.5%) told that if online platforms such as Amazon and Flipkart don't have offline stores, it affects purchasing decision while 38% have no effects. In terms of when shopping for electronic goods, compare promotional offers between online and offline stores before making a purchase decision, 54% always check it. The majority of participants (66.5%) stated that discount on electronic goods that find on online platforms like Amazon and Flipkart influence to purchase decision. Out of 200, 65% participants stated that on same promotional offer in amazon (Online) and Croma (in-store), they would choose in-Store (e.g., Croma, Vijay Sales).

Table -3: Association between age and factors affect the shopping behaviour of the consumers N=200

S.No.	Name of factors	F value	P value
1	How often do you shop for electronic products?	2.406	0.069
2	Online v/s In store [How often do you shop for electronic goods Amazon, Flipkart]	0.164	0.920
3	Online v/s In store [How often do you shop for electronic goods at Croma, Vijay Sales?]	0.851	0.467
4	Online v/s In store [How often do you check electronic items on Amazon and make purchases from Croma?]	1.096	0.352
5	Online v/s In store [How often do you check electronic product at Chroma store and make purchase from chroma's website]	0.280	0.840
6	If online platforms such as Amazon and Flipkart don't have offline stores, does it affect your purchasing decision?	1.516	0.212
7	When shopping for electronic goods, do you compare promotional offers between online and offline stores before making a purchase decision?	1.064	0.365
8	What factors are most important to you when deciding where to purchase electronic goods?	5.156	0.002
9	What types of promotional offers on electronic goods that you find on online platforms like Amazon and Flipkart influence your purchase decision?	0.999	0.394
10	If you get the same promotional offer in amazon (Online) and Croma (in-store), then which one would you choose?	3.632	0.014

The above table-3 explored that age of the consumers was significantly associated ($p=0.002$) with deciding where to purchase electronic goods. Additionally, age was also significantly associated ($p=0.014$) with shopping behaviour related to same promotional offer in amazon (Online) and Croma (in-store), for shopping choice. Remaining factors were not significantly associated with age.

Table-4: Post Hoc test showing association between Age and shopping behaviour among the consumers. N=200

Dependent Variable	(I) Age_1	(J) Age_1	Mean Difference (I-J)	Std. Error	P value	95% Confidence Interval	
						Lower Bound	Upper Bound
What factors are most important to you when deciding where to purchase electronic goods?	21 - 30	31 - 40	5.020	3.558	0.160	-2.00	12.04
		41 - 50	16.282*	4.161	0.000	8.08	24.49
		51 - 60	4.443	4.709	0.347	-4.84	13.73
	31 - 40	21 - 30	-5.020	3.558	.160	-12.04	2.00
		41 - 50	11.262*	4.702	0.018	1.99	20.53
		51 - 60	-.577	5.193	.912	-10.82	9.66
	41 - 50	21 - 30	-16.282*	4.161	0.000	-24.49	-8.08
		31 - 40	-11.262*	4.702	0.018	-20.53	-1.99

If you get the same promotional offer in amazon (Online) and Croma (in-store), then which one would you choose?	51 - 60	51 - 60	-11.839*	5.623	0.037	-22.93	-75	
		21 - 30	21 - 30	-4.443	4.709	.347	-13.73	4.84
		31 - 40	31 - 40	.577	5.193	.912	-9.66	10.82
		41 - 50	41 - 50	11.839*	5.623	0.037	.75	22.93
	21 - 30	31 - 40	31 - 40	.279	.151	.067	-.02	.58
		41 - 50	41 - 50	.502*	.177	0.005	.15	.85
		51 - 60	51 - 60	-.083	.200	.679	-.48	.31
	31 - 40	21 - 30	21 - 30	-.279	.151	.067	-.58	.02
		41 - 50	41 - 50	.223	.200	.265	-.17	.62
		51 - 60	51 - 60	-.362	.221	.103	-.80	.07
	41 - 50	21 - 30	21 - 30	-.502*	.177	0.005	-.85	-.15
		31 - 40	31 - 40	-.223	.200	.265	-.62	.17
		51 - 60	51 - 60	-.585*	.239	0.015	-1.06	-.11
	51 - 60	21 - 30	21 - 30	.083	.200	.679	-.31	.48
		31 - 40	31 - 40	.362	.221	.103	-.07	.80
		41 - 50	41 - 50	.585*	.239	0.015	.11	1.06

*. The mean difference is significant at the 0.05 level.

Table-4 revealed that age group of the consumers (41-50 years) was significantly associated (p=0.002) with shopping behaviour and rest of the age groups have no significant association (<0.05) with shopping behaviour. .

Table -5: Association between gender and factors affect the shopping behaviour of the consumers. N=200

S.N.	Name of factors	F value	P value
1	How often do you shop for electronic products?	2.898	.090
2	Online v/s In store [How often do you shop for electronic goods Amazon, Flipkart]	2.375	.125
3	Online v/s In store [How often do you shop for electronic goods at Croma, Vijay Sales?]	.055	.814
4	Online v/s In store [How often do you check electronic items on Amazon and make purchases from Croma?]	.051	.822
5	Online v/s In store [How often do you check electronic product at Chroma store and make purchase from croma's website]	.014	.905
6	If online platforms such as Amazon and Flipkart don't have offline stores, does it affect your purchasing decision?	.796	.373
7	When shopping for electronic goods, do you compare promotional offers between online and offline stores before making a purchase decision?	.335	.563
8	What factors are most important to you when deciding where to purchase electronic goods?	1.656	.200
9	What types of promotional offers on electronic goods that you find on online platforms like Amazon and Flipkart influence your purchase decision?	.796	.373
10	If you get the same promotional offer in amazon (Online) and Croma (in-store), then which one would you choose?	.408	.524

The table-5 highlighted that gender of the consumers was not significantly associated (<p=0.05) with any factors related to shopping behaviour.

Table -6: Association between income and factors affect the shopping behaviour of the consumers. N=200

S.N.	Name of factors	F value	P value
1	How often do you shop for electronic products?	.544	.704
2	Online v/s In store [How often do you shop for electronic goods Amazon, Flipkart]	.728	.574
3	Online v/s In store [How often do you shop for electronic goods at Croma, Vijay Sales?]	1.677	.157
4	Online v/s In store [How often do you check electronic items on Amazon and make purchases from Croma?]	.618	.650
5	Online v/s In store [How often do you check electronic product at Chroma store and make purchase from croma's website]	1.488	.207
6	If online platforms such as Amazon and Flipkart don't have offline stores, does it affect your purchasing decision?	1.399	.236
7	When shopping for electronic goods, do you compare promotional offers between online and offline stores before making a purchase decision?	1.217	.305
8	What factors are most important to you when deciding where to purchase electronic goods?	2.634	0.035
9	What types of promotional offers on electronic goods that you find on online platforms like Amazon and Flipkart influence your purchase decision?	1.906	0.111
10	If you get the same promotional offer in amazon (Online) and Croma (in-store), then which one would you choose?	.495	0.740

The table-6 explored that income of the consumers was significantly associated (p=0.035) with deciding where to purchase electronic goods. Additionally, income of the consumers was not significantly associated (<p=0.05) with remaining factors related to shopping behaviour.

Table -7: Association between age, gender, income and factors affect the shopping behaviour of the consumers. N=200

S. No.	Shopping behaviour	Age		Gender		Income	
		F value	p- value	F value	p- value	F value	p- value

1	How often do you shop for electronic products?	2.406	0.069	2.898	.090	.544	.704
2	Online v/s In store [How often do you shop for electronic goods Amazon, Flipkart]	0.164	0.920	2.375	.125	.728	.574
3	Online v/s In store [How often do you shop for electronic goods at Croma, Vijay Sales?]	0.851	0.467	.055	.814	1.677	.157
4	Online v/s In store [How often do you check electronic items on Amazon and make purchases from Croma?]	1.096	0.352	.051	.822	.618	.650
5	Online v/s In store [How often do you check electronic product at Chroma store and make purchase from croma's website]	0.280	0.840	.014	.905	1.488	.207
6	If online platforms such as Amazon and Flipkart don't have offline stores, does it affect your purchasing decision?	1.516	0.212	.796	.373	1.399	.236
7	When shopping for electronic goods, do you compare promotional offers between online and offline stores before making a purchase decision?	1.064	0.365	.335	.563	1.217	.305
8	What factors are most important to you when deciding where to purchase electronic goods?	5.156	0.002	1.656	.200	2.634	0.035
9	What types of promotional offers on electronic goods that you find on online platforms like Amazon and Flipkart influence your purchase decision?	0.999	0.394	.796	.373	1.906	0.111
10	If you get the same promotional offer in amazon (Online) and Croma (in-store), then which one would you choose?	3.632	0.014	.408	.524	.495	0.740

The above table-3 explored that age of the consumers was significantly associated ($p=0.002$) with deciding where to purchase electronic goods. Additionally, age was also significantly associated ($p=0.014$) with shopping behaviour related to same promotional offer in amazon (Online) and Croma (in-store), for shopping choice. Remaining factors were not significantly associated with age.

5 HYPOTHESIS TESTING –

Null Hypothesis 1 is accepted and Alternate hypothesis is as the gender of the consumers was not significantly associated ($p=0.05$) with any factors related to shopping behavior.

Null Hypothesis 2 is accepted and Alternate hypothesis is as the income of the consumers was significantly associated ($p=0.035$) with deciding where to purchase electronic goods, but income of the consumers was not significantly associated ($p=0.05$) with remaining factors related to shopping behaviour.

Null Hypothesis 3 is accepted and Alternate hypothesis is rejected as age group of the consumers (41-50 years) was significantly associated ($p=0.002$) with shopping behaviour and rest of the age groups have no significant association (<0.05) with shopping behaviour

6 CONCLUSION

In today's business landscape, both traditional retailers and e-commerce platforms recognize the value of establishing an Omni channel presence to cater to a wider range of customers and leverage the strengths of each channel while mitigating their respective weaknesses. Having an Omni channel strategy provides retailers with a competitive edge over those who opt for a single-channel approach. This study aimed to investigate whether demographic factors such as income, age, or gender influence consumers' purchasing decisions when considering an Omni channel electronic retailer, given that electronic products are not typically purchased on a daily basis. However, the findings reveal that factors such as income, age, and gender do not significantly impact customers' purchase decisions, regardless of whether the electronic retailer operates through an Omni channel presence or not.

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