

## Online Marketing Strategies Adopted by Retailers in Organised Retail store During Covid-19 Period: A Study in Balasore City, Odisha, India

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**Abstract:** In India, retail industry attained enormous growth in terms of available opportunities and their potential for development of multiple segments and sectors. Presently, the economy of India in retail is considered as a flourishing sector. This sector has been considered as one of the rapid development sectors. The selling of products and services by companies to final consumers is known as retail. The process by which merchants raise interest in and knowledge of their products and services in an attempt to increase sales from customers is known as retail marketing. Retailers may sell their products and services using a wide range of techniques and tactics. The goal of online retail marketing is to draw consumers to various shop formats and online transactions. The best kind of marketing for the store should be used to draw in as many consumers as possible and increase sales for the company. This is the aim of all firms. Traditional retailers are switching from conventional marketing to online marketing. The impact of covid-19 is making a challenge for all retail industry to switch to online mode of retailing. There is a high customer demand for delivery all retail things on a single click on internet. People's adoption to online retailing has a positive response. The key factors like ease of payment, delivery time and quality of product making the most important element before formulating a new marketing strategy. In India, retail industry attained enormous growth in terms of available opportunities and their potential for development of multiple segments and sectors. This sector has been considered as one of the rapid development sectors. The Indian consumer market is predicted to raise its revenue by 13 per cent per annum.

**Key words:** Covid-19, online retail marketing, online sales, product consistency, customer satisfaction.

### INTRODUCTION:

Using the internet and online digital devices like smartphones, desktop computers, and other digital media and platforms, digital marketing advertises products and services. Its development in the 1990s and 2000s completely changed how businesses and organisations use technology to market themselves. Digital marketing campaigns, which combine "search engine optimization (SEO), search engine marketing (SEM),

content marketing, influencer marketing, content automation, campaign marketing" and other strategies, have grown more prevalent as people use digital devices instead of physical stores and as digital platforms are more deeply ingrained in marketing strategies and daily life. Digital marketing makes use of non-Internet networks with interactive advertising, such television, mobile phones, and other devices. Increasing brand recognition, or the degree to which customers and the general public are aware of and know a certain brand, is one of the main objectives of contemporary digital marketing. According to recent research, businesses and digital marketers place a higher priority on how consumers perceive their brands and are investing more money than they were in the past on building brand recall and recognition via digital marketing initiatives. In 2019, the Content Marketing Institute published a poll which revealed that 81% of digital marketers prioritized increasing brand recognition the year before. Growing brand awareness is more important than boosting income, as agreed upon by 89% of B2B marketers in recent research conducted by the Content Marketing Institute. Numerous enterprises use marketing tactics to engage with their clientele.

Additionally, it serves to enlighten customers on the features, specifications, and benefits of the company's products. Convincing the target audience to buy such products and services is the primary objective. The marketing strategies could be completely original or they might have been tried and tested before. There are several marketing strategies available. Consumers were the primary source of the retail industry's expansion, as mentioned above. As a result, to retain customers, marketers must first consider their motivational level. Insurances about product consistency or investments in market development initiatives are insufficient to maintain current customers or attract new ones. Via outstanding ambiance, brand selection, and customer demand research, modern design retailing provides the perfect shopping experience. The rapid development of this sector is due to strong income growth, shifting lifestyles, and favorable demographics. Education, global exposure, rising income levels, and the adoption of credit and smart cards can affect Indian customer shopping habits (Baseer&LaxmiPrabha, 2007).

### **RESEARCH OBJECTIVES:**

1. To evaluate and examine the retail store attributes and consumer buying preferences in relation to demographic profile of consumers during covid19 period
2. To study the availability of online marketing facility of the retailers and its influence on consumer buying preferences
3. To discover the key factors that influence online buying behaviour of consumers in Balasore.

### **REVIEW OF LITERATURE:**

Ganesh Das (2015) presumed that retailers should brace themselves to face rivalry in the future. They promised to include a high-quality, premium commodity at a fair cost. This will aid them in surviving in the modern retail landscape. The majority of consumers choose to purchase groceries and everyday items close to their homes. Unorganized retailers must provide enticing pricing schemes and attractive promotions similar to those provided by organized retailers to draw more buyers.

According to Syed and Dr. Chanchalwala (2015), various variables influence an individual's purchasing behaviour, with age being one of the most visible factors, along with commodity price and salary. The neural method of purchasing behaviour has been the subject of several studies. Choosing as a consumer is a difficult task. When it comes to making decisions, a customer is seen as impulsive, erratic, and inactive from a psychological standpoint.

(Khatri, 2015) in the study “Impact of Covid-19 on Marketing Strategies of Retailer’s for Enhancing Profitability and Customer Satisfaction” says that COVID-19, which surfaced in early 2020, has affected the global economy and human existence. This research examines COVID-19's influence on retail in numerous ways. The analysis showed that digital technologies boost profitability and customer happiness. There was much retail potential. The report suggested growth, expansion, diversity, product renewal, and upgrade plans. Personalized experience and target marketing attract consumers, increasing profitability and customer happiness. This research uses quantitative methods to reveal facts.

(Kumar et al., 2020) in the study “Marketing Tactics in Times of Covid-19” says that the COVID-19 pandemic is a global disaster. The pandemic also hurt the global economy, firms, and SMEs (SMEs). Due to the pandemic's deep and widespread consequences, this assessment focused on how it has changed key marketing principles, marketing methods, and marketing strategies. Covid-19 has transformed home-based employment and shopping. To remain relevant and competitive, organisations have used internet marketing, artificial intelligence, and machine learning to identify and promote their goods and services via emails and ads to their target demographic. A new marketing technique uses corporate social responsibility and consumer ethics to advocate items. Interviews with 10 entrepreneurs demonstrated tactical marketing's importance.

(MOHAMMED ALI BAIT ALI SULAIMAN, 2020) in the study “COVID-19 Challenges and Human Resource Management in Organized Retail Operations.” says that HRM managers in organised retail outlets confront Covid-19 issues, which the report addresses. This research used secondary sources to identify practical Covid-19 issues and recommend solutions that should be addressed immediately to enable effective retail operations and prevent unanticipated disruption caused by the epidemic.

(Opote et al., 2020) in the study “The covid-19-pandemic and implications” says that Crisis management is a popular topic in academia because it affects companies and consumers. Public health crises have been and are a research focus. This retail marketing-focused public health crisis management research builds on that business and consumer behaviour implication base. This research investigates the commercial effects of the worldwide economic paralysis caused by the COVID-19 pandemic. The authors use a literature study to understand pandemic containment tactics and economic repercussions (including implications for businesses).

(Salam et al., 2021) in the study “The impact of the COVID-19 pandemic on retailer performance: empirical evidence from India” says that the report analyzes the challenges faced by Indian retail shops during the COVID-19 pandemic using a cross-sectional research strategy. It found that factors such as employee well-being, government regulations, consumer protection, technology use, government legislation, and supply chain significantly impact store success. The study emphasizes the importance of flexibility and thorough action plans for merchants.

(Sarangi, 2023) in the study “Changing Consumer Behaviours Towards Online Shopping - An Impact of Covid 19” says that COVID-19 has significantly impacted the global economy, disrupting internet commerce and marketing. The pandemic has affected various industries, including toilet paper rolls, infant gear, and pet food. Some businesses have used social commerce, such as e-commerce and social media marketing, to operate. Although internet marketing and shopping will return to normalcy, the pandemic's losses and downshift are not ignored.

(S.D. Khaled et al., 2020) in the study “The perceptions of SME retailers towards the usage of social media marketing amid COVID-19 crisis” says that SME merchants' social media marketing attitudes and practises during the COVID-19 pandemic may have mitigated its negative consequences. The research examines SME merchants' opinions and limited adoption of social media marketing in a developing nation amid a crisis.

(Sharma, 2020) in the study “Change in Consumption Pattern of Households After Covid-19 and the Factors Behind the Change: A Micro-Level Comparative Study of Balasore District, Odisha” says that Covid-19 has transformed home living and consumption habits substantially. Thus, the research examines how household consumption has changed after the pandemic and what variables have caused this shift in the study region. However, following the pandemic, increases in vital goods, transport expenses, housing rent, and other expenditures were the most impactful and statistically significant variables affecting families' spending patterns in Balasore District, Odisha, India.

#### **RESEARCH GAP: -**

It is evident from the aforementioned analysis that a large number of theses have been produced on different facets of online retailers' usage of online marketing strategies. However, it seems that during COVID-19, no one used any online marketing strategies that the stores would have otherwise. Above all, in every project that is gathered from the customer perspective. Thus, these two ideas are carefully examined and applied in my study's future research.

#### **RESEARCH METHODOLOGY**

The methodology is a broad study approach that describes how the analysis will be conducted and, among other aspects, specifies the techniques that will be utilized. These methodologies specify the means or modes of data processing or, in some instances, how a given value is to be measured. Even though much attention is paid to the essence and types of procedures to be practiced in a particular system or achieve a goal, the methodology does not describe concrete methods. When appropriate into a methodology study, these procedures constitute a pragmatic standard frame and might be divided into sub-processes, mixed, or arranged altered. Methodology refers to the study of the methods with help of which investigation was carried out to arrive at the final results.

#### **SAMPLING DESIGN: -**

While trying to come up with a survey concept, it was decided that a pilot survey would be appropriate to ensure the design's usability and feasibility before finalizing it. The survey was conducted primarily for three purposes:

- Calculate the sample size.
- To develop the fieldwork organization and to test the Questionnaire.

The pilot survey aimed to ensure that the Questionnaire, which appeared clear and unambiguous to the designer, would appear in the same way to the respondent. As a result, testing the feasibility of the Questionnaire in a survey before the main launch is essential. Seeing what can go wrong is a humbling experience for the designer.

#### **TOOLS AND TECHNIQUES OF DATA ANALYSIS: -**

Measurement equipment called research instruments are made to collect data from study participants on a particular topic of interest. The researcher creates the records for the research instruments, which include accurate information on the devices. The particular study, including its goal or variable measurement, sample population technique, and other tools, materials, and questions, are indicated in the records. For

data analysis, a variety of graphs, pie charts, and one-way ANOVAs are employed. The questionnaire and in-person interviews were used by the researcher as a means of gathering data.

### Research Hypothesis:

**Hypothesis 1:** There is significant difference between genders on perception of customer on adoption of online marketing by retailers.

**Hypothesis 2:** There is significant difference between age group on consumer buying preferences

### Reliability Statistics:

**Table -Reliability Statistics**

Items	Cronbach's Alpha	N of Items
Expectations about online stores	.808	10
Satisfaction for online product stores	.769	10
buying preference- price attributes	.713	5
buying preference – place attributes	.708	7
Production selection based on store attributes	.747	10
Consumer buying preferences – product attributes	.738	7
Consumer buying reference – promotion attributes	.980	6

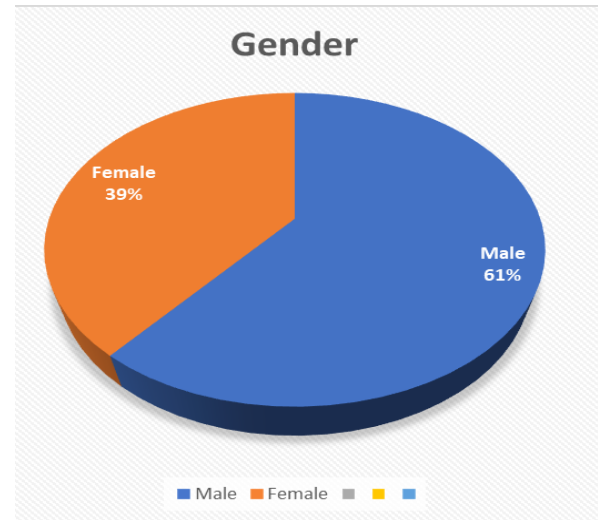
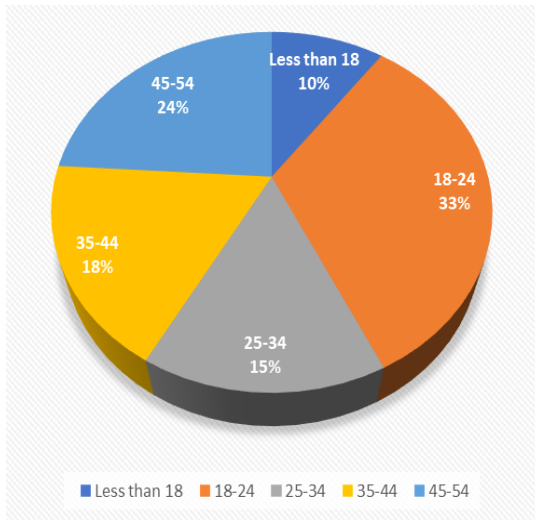
Source: Primary Data and SPSS Output

The above table shows Cronbach alphas for expectations about online stores, satisfaction for online product stores, buying preference- price attributes, place attributes, store attributes, product attributes and promotion attributes were .808, .769, .713, .708, .747, .738 and .980 and above .70 indicating that the scales had acceptable internal consistency (Nunnally, 1994).

### ANALYSIS AND INTERPRETATION OF DATA

Statements		Frequency	Percent	Valid Percent	Cumulative Percent
Age wise classification of respondents	Less than 18	10	10	10	10
	18-24	33	33	33	43
	25-34	15	15	15	58
	35-44	18	18	18	76
	45-54	24	24	24	100
Gender wise classification of respondents	Male	61	61	61	61
	Female	39	39	39	100
Preference of online product	Yes	68	68	68	68
	No	32	32	32	100

Source: primary data



The different age groups in table 1 and figure 1 revealed that around 10 percent of the respondents belong to less than 18 years, followed by 33 percent from 18 to 24 years, followed by 15 percent from 25-34 year, followed by 18 percent from 35-44 year and least 24 percent from above 45-54 years. In table-2 and figure 2 revealed that there was 61 per cent in the male respondent while the remaining 39 per cent were female respondent. It was revealed in table and figure that 68 per cent of the respondents preferred online product

**Table 5: Offline purchase place**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Supermarket	21	21.0	21.0	21.0
	Departmental store	36	36.0	36.0	57.0
	Retail grocery shop	33	33.0	33.0	90.0
	Others	7	7.0	7.0	97.0
	Organic firms	3	3.0	3.0	100.0
	Total	100	100.0	100.0	



**Figure 5: Offline purchase place**

The study from above table 5 and figure 5 revealed that 21 percent respondent purchased form Supermarket, 36 percent respondent purchased form Departmental store, 33 percent respondent purchased form Retail grocery shop, 7 percent respondent purchased form

Others and 3 percent respondent purchased form organic firms.

<b>Mean Score and Standard Deviation of factors responsible for customer satisfaction</b>			
	N	Mean	Std. Deviation
Satisfied on freshness of item	100	2.53	1.540
Delivery	100	1.97	1.381
Good offer	100	1.48	.810
Quality	100	1.28	.668
Variety	100	1.74	1.160
Good behaviour	100	1.45	.783
Safety	100	1.44	.783
convivence	100	1.70	.870
Payment method	100	1.42	.713
Packaging	100	1.33	.753
Valid N (listwise)	100		

Source: Primary Data

Table shows the descriptive statistical measures of individual factor responsible for customer satisfaction. The study found customers are satisfied on freshness of item because the mean value is over 2.53. Customer are not satisfied on other factors like Delivery, Good offer, Quality, Variety, Good behaviour, Safety, Convenience, Payment method and Packaging because all these factors average are below 2.5.

Statement		Frequency	Percent	Valid Percent	Cumulative Percent
Preferred online store	Shop and save	41	41	41	41
	Reliance Store	34	34	34	75
	Vishal Mega Mart	6	6	6	81
	Parivar	13	13	13	94
	Walmart	6	6	6	100
Effect on online shopping	Increased	62	62	62	62
	Decreased	16	16	16	78
	Shopped online for first time	5	5	5	83
	Other	8	8	8	91
	No Effect	9	9	9	100



Table depicts that, the majority of the respondents (41%) prefer Shop and Save Store followed by 34 % of the respondents prefer Reliance Store, six percent respondents prefer Vishal Mega Mart, 13 percent prefer Parivar and only six percent prefer Walmart. The study finds that consumer online shopping Increased during corona virus outbreak by sixty two percent. Five percent purchased first time in online marketing.

Descriptive Statistics for Consumer buying preference- price attributes					
	N	Minimum	Maximum	Mean	Std. Deviation
Discount pricing	100	1	5	2.44	1.672
Credit sales	100	1	5	4.3	0.98
Convenient payment	100	1	5	4.35	0.821
Error free billing	100	1	5	4.26	0.939
Multiple payment mode	100	1	5	3.84	1.376
Descriptive Statistics for Consumer buying preference- place attributes					
Store image	100	1	5	4.34	1.007
Parking	100	1	5	4.04	1.247
Location	100	1	5	4.02	1.239
Thermal scanner	100	1	5	3.94	1.153
Good infrastructure	100	1	5	4.39	0.695
Sanitized product	100	2	5	4.45	0.557
Store layout and social distancing	100	2	5	4.47	0.611

Table shows Measures of central tendency were computed to summarize the data for Consumer buying preference in price attributes. Mean of Discount pricing is 4.30 and standard deviation is .980, Mean of Discount pricing is 4.35 and standard deviation is .821, Mean of Discount pricing is 4.26 and standard deviation is .939, Mean of Discount pricing is 3.84 and standard deviation is 1.376. The study reveals that Discount pricing has less Consumer buying preference than any other price attribute. Table shows the mean of thermal scanner is 3.94 which is the lowest mean from another place attribute. Other attribute like Store image, Parking Location, Thermal scanner, good infrastructure, Sanitized product, Store layout and social distancing are above average 4 and plays very important role for Consumer buying preference.

<b>Table 11: Descriptive Statistics for Consumer buying preference- store attributes</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Brand name suggest good quality	100	2	5	4.18	.892
Wastage of time	100	1	5	4.41	.780
Time saving place	100	1	5	4.18	1.067
Stick to same brand	100	1	5	4.24	.900
Buy from nearest store	100	1	5	3.91	1.164
Local store	100	1	5	3.96	1.118



Local store gives good service	100	1	5	4.02	1.155
Price indicates quality	100	1	5	4.29	.924
Lower price to select a store	100	1	5	4.00	1.163
Discuss with other	100	1	5	3.84	1.261
Valid N (listwise)	100				

Source: compiled by the researcher

Table 11 above indicates that the standard deviation is 0.892 and the mean for brand name imply excellent quality is 4.1. The time wasted mean is 4.41a, with a 0.78 standard deviation. The standard deviation is 1.067 and the mean of the time-saving spot is 4.18. Maintain the same brand's 4.24 mean and 0.9 standard deviation. Purchase from the closest shop; the standard deviation is 1.166 and the mean is 3.91. The standard deviation is 1.118 and the local shop mean is 3.96. The standard deviation is 1.155 and the mean is 4.02 for the local store's excellent service. The price reveals that the quality mean is 4.29, with a 0.924 standard deviation. The standard deviation is 1.163 and the mean is 4 for the lower price to choose a retailer. Talk with others about the 3.84 mean and 1.261 standard deviation. According to the report, consumers who purchase online like to talk with others and buy from the closest retailer.

<b>Table 12: Descriptive Statistics for Consumer buying preference- product attributes</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Availability of large assortment	100	2	5	3.95	1.019
Freedom in choosing product	100	3	5	4.51	.595
Availability of large product	100	3	5	4.45	.672
Packaging	100	2	5	4.27	.827
Maintains quality	100	2	5	4.46	.784
Fresh products	100	1	5	4.02	1.163
Accessibility of products	100	3	5	4.50	.611
Valid N (listwise)	100				

Source: Authors own source

The aforementioned table 6.21 displays the following data: mean and standard deviation of large assortment availability is 3.9 and 1.019; mean and standard deviation of product choice freedom is 4.51 and 0.595; mean and standard deviation of large product availability is 4.45 and 0.672; mean and standard deviation of packaging is 4.27 and 0.827; mean and standard deviation of maintaining quality is 4.46 and 0.784; mean and standard deviation of fresh products is 4.02 and 1.163; mean and standard deviation of product accessibility is 4.5 and 0.611. Large product assortments have less of an impact on consumers' purchasing preferences.

<b>Table 13: Descriptive Statistics for Consumer buying preference- promotion attributes</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Attractive display	100	3	5	4.53	.627
Schemes and promotion activity	100	3	5	4.51	.611
Consumer awareness programme	100	3	5	4.52	.611
Customized plans	100	3	5	4.57	.607
Availability of samples	100	3	5	4.51	.611
Consumer refreshment	100	3	5	4.56	.608
Valid N (listwise)	100				

Source: Authors own source

Table 6.22 displays the mean and standard deviation of the following: 4.53 and 0.627 for the attractive display, 4.51 and 0.611 for schemes and promotion activities, 4.52 and 0.611 for the consumer awareness

programme, and 4.53 and 0.611 for customized plans. The mean and standard deviation for sample availability were 4.51 and 0.611, for consumer refreshment they were 4.56 and 0.608, and for availability of samples they were 4.57 and 0.607. In internet marketing, all promotion aspects support consumer purchasing preferences.

### Hypothesis Testing:

**Hypothesis 1:** There is significant difference between genders on perception of customer on adoption of online marketing by retailers.

**Table 6.23: Descriptive of Gender**

Total Perception								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Male	61	13.8689	3.33404	.42688	13.0150	14.7227	10.00	22.00
Female	39	14.8974	3.70487	.59325	13.6965	16.0984	10.00	25.00
Total	100	14.2700	3.50139	.35014	13.5752	14.9648	10.00	25.00

Source: Authors own source

Table 6.23 presents the mean standard deviation between genders. It is observed that mean for male is 13.8689 and standard deviation is 3.33404 whereas mean for female is 14.8974 and standard deviation is 3.70487.

**Table 6.24: ANOVA**

Total Perception						
	Sum of Squares	df	Mean Square	F	Sig.	
Between Groups	25.169	1	25.169	2.075	.153	
Within Groups	1188.541	98	12.128			
Total	1213.710	99				

Source: Authors own source

A one-way ANOVA between gender was conducted to compare perception of customer on adoption of online marketing by retailers by gender. There was a no significant effect of perception of customer on adoption of online marketing at the  $p < .05$  level for perception of customer [ $F(1, 98) = 2.075, p = 0.153$ ]. The study concluded that There is no significant difference between gender on perception of customer on adoption of online marketing by retailers

**Table 6.25: Descriptive Statistics for age group**

Tot_Buy_Preference1								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 18	10	149.3000	5.86989	1.85622	145.1009	153.4991	138.00	156.00
18-24	33	144.5455	9.60173	1.67145	141.1408	147.9501	123.00	167.00
25-34	15	150.0000	11.00000	2.84019	143.9084	156.0916	131.00	165.00
35-44	18	149.2778	9.85665	2.32324	144.3762	154.1794	136.00	168.00
45-54	24	146.3750	10.33278	2.10917	142.0119	150.7381	126.00	165.00
Total	100	147.1300	9.82129	.98213	145.1812	149.0788	123.00	168.00

Source: Primary Data and SPSS output

The table 6.25 revealed that respondents mean is 149.3000 and standard deviation is 5.86989 for Less than 18 age group, mean is 144.5455 and standard deviation is 9.60173 for 18-24 age group, mean is 150.0000 and standard deviation is 9.60173 for 25-34 age group, mean is 149.2778 and standard deviation is 9.85665 for 35-44 age group whereas mean is 146.3750 and standard deviation is 10.33278 for 45-54 age group

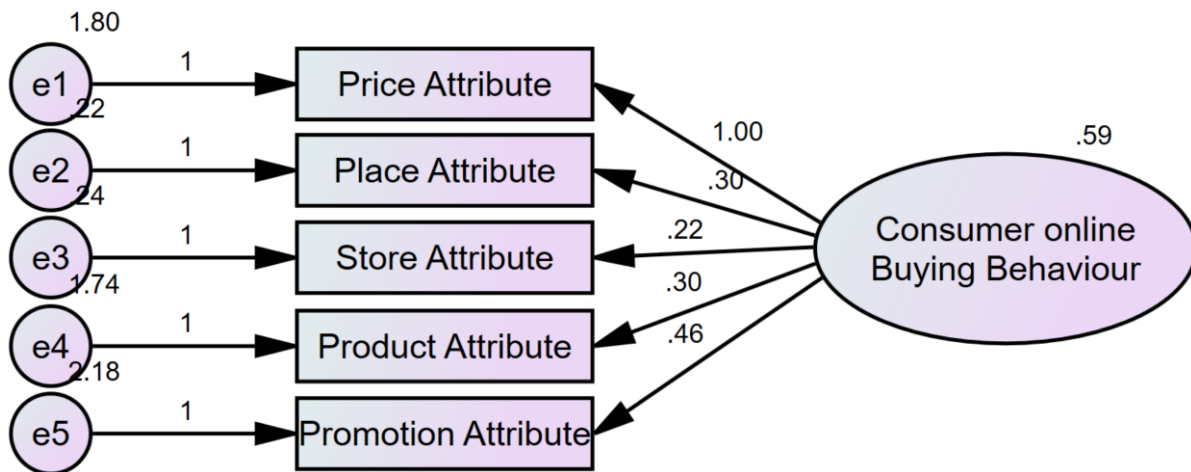
Table 6.26: ANOVA					
Tot_Buy_Preference1					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	487.792	4	121.948	1.278	.284
Within Groups	9061.518	95	95.384		
Total	9549.310	99			

Source: Primary Data and SPSS Analysis

A one-way ANOVA was between age group was conducted to compare the consumer buying preferences. There was no significant buying preferences at the  $p > .05$  level for the five age group [ $F(4, 95) = 1.278$ ,  $p = 0.284$ ]. Null hypothesis is accepted and the study found no significant difference between age group on consumer buying preferences.

### Structured Equation Model:

The Following model is being developed based on the empirical findings of the study where the Price Attribute, Place Attribute, Store Attribute, Product Attribute and Promotion Attribute factors are independent variables and consumer buying behaviour is the dependent variable.



The model presented is assessing the impact of various marketing attributes on consumer online buying behavior. Each marketing attribute is hypothesized to influence consumer behavior to varying degrees, which is indicated by the path coefficients.

- The Price Attribute has a path coefficient of 1.00, suggesting that it has the most substantial standardized direct effect on consumer online buying behavior. This implies that changes in price strategies are expected to have a one-to-one corresponding impact on consumer behavior.

- The Product Attribute, with a coefficient of 0.46, also has a significant impact on consumer behavior. This suggests that product-related strategies are nearly half as influential as price on online buying behavior.
- The Place Attribute and Store Attribute, with coefficients of 0.30, have equal but more moderate effects on buying behavior. This indicates that the online environment where the consumer shops (place) and the attributes of the store itself both contribute similarly to how consumers behave online.
- The Promotion Attribute has a path coefficient of 0.22, making it a positive contributor to how consumers behave in an online shopping context.

The latent variable represents the Consumer Online Buying Behaviour, which is the outcome variable. The number 0.59 near it could be interpreted as the R-squared value, which means that approximately 59% of the variance in consumer online buying behavior can be explained by the combined effect of these five attributes in this model.

### **FINDINGS:**

This research aimed to investigate and analyze the effect of online marketing on customer purchasing behavior in the Balasore District. The following are the study's significant findings and their implications:

1. Consumer in Balasore is not satisfied on other factors like Delivery, Good offer, Quality, Variety, Good behaviour, Safety, Convenience, Payment method and Packaging.
2. The study reveal that majority (62 %) consumer prefer Credit sales, Convenient payment, Error free billing and Multiple payment mode for online purchase and discount pricing has less Consumer buying preference than any other price attribute.
3. The study find important factor for place attribute for online marketing are Store image, Parking, Location, Good infrastructure, Sanitized product, Store layout and social distancing.
4. The study finds that store attribute like brand name suggest good quality, Wastage of time, Time saving place, stick to same brand, Buy from nearest store, Local store, Local store give good service, Price indicates quality, Lower price to select a store, Discuss with other are consumer buying preference in online marketing.
5. The study reveals that promotion attribute like Attractive display, Schemes and promotion activity, Consumer awareness programme, Customized plans, Availability of samples, Consumer refreshment.
6. The first hypothesis (H1) study found no significant differences in customer behavior against online shopping based on gender. This demonstrates that the null hypothesis (H1) is accurate. There was no disparity in online shopping behavior between men and women. It suggests that the online shopping habits of male and female users are identical.
7. The second hypothesis (H2) study revealed no significant variation in customer behaviour about online shopping habits based on age. This demonstrates that the null hypothesis (H2) is accurate. It suggests that customers' online shopping habits are almost identical.

### **CONCLUSION OF THE STUDY:**

On the basis of foregoing description and the discussion of the major findings of the present research, a few conclusions are drawn. Online marketing is proving to be a very effective medium for marketing goods and services and persuading consumers across the internet. It's as if you're paving new paths for current and new businesses. Most businesses are already attempting to use this innovative method of reaching out to loyal customers and informing potential customers about their products and services worldwide. Internet is one of the fastest modes of communication and information sharing around the world. This study was set out to evaluate online marketing strategies by the retailers in organized retail store and consumer

preference during Covid-19 period. As a result, the research mostly relies on the replies of online shoppers who are knowledgeable about the subject or who are regular users of the internet.

### **SUGGESTIONS:**

On the basis of above conclusion, the interaction with the participants, following suggestions have been made.

- Consumers prefer new retail stores for shopping and entertainment. As a result, new retailers can host entertainment services to provide customers with a fun shopping and entertainment experience.
- Because family and friends have such a strong influence on respondents' purchasing decisions, modern retailers' promotion campaigns should be stepped up during the year, particularly throughout festival seasons.
- It is reasonable to advise modern retail stores to use quantity discounts as a sales marketing tactic.
- The retailing outlets have to put up all the information on their website which will give more information to the consumers as the Information Seeking are significantly associated with buying behaviour.
- As more businesses are created to serve the needs of the lower-income customer, they must market their goods at a price the buyer can afford.

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