



**ORIGINAL RESEARCH PAPER**

**Management**

**A STUDY ON TRANSITIONING FROM OFFLINE TO ONLINE MARKETING STRATEGIES TO BUILD A CUSTOMERS' BRAND EQUITY**

**KEY WORDS:** offline marketing, online marketing, marketing strategies, brand, brand equity

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**ABSTRACT**

The paper discusses the paradigm shift from offline to online marketing strategies that organizations can use to build customer-oriented brand equity. The basics of internet marketing are fully covered in the paper. This paper examines how entrepreneurs choose the most appropriate strategies for building brand equity. The paper covers virtual presence, marketing activities, product, pricing and distribution strategies among others. In addition, online strategies are discussed to improve brand awareness and image, generate brand response and increase brand resonance.

**INTRODUCTION**

The emergence of the Internet changed the way of communication in business and society. This has had a strong impact on traditional media - offline media - which have been the primary means of business communication for thousands of years. Offline media is at risk of extinction as it competes with online advertising approaches that are more in tune with the current era. Unlike traditional media, the Internet offers companies the opportunity to use social media, which in turn allows advertisers to tailor ads to specific consumer groups. Through the Internet, companies can communicate information to their target audience.

Online marketing provides a platform for fierce competition as even small businesses can compete with limited budgets through online marketing. Unlike offline marketing such as using television, newspapers and radio, online marketing is cheaper and most importantly, the online audience exceeds the offline audience. Online media was promoted by the advent of social networks, which greatly facilitated e-commerce. This is how online media has created success in marketing products and/or services online. The interactivity of online media is particularly important, which enables a mutual flow of information from both the organization and the customers. This means that social media users can edit content in real time. As such, online media are superior to traditional marketing media that provide users with a one-way flow of communication. In addition, online advertising has eliminated the effect of geographic distance, as businesses can now communicate with global customers at the click of a button.

Positive brand equity means customer loyalty and their active commitment to the brand. In addition, creating a favourable brand community feeling in the customer's mind is also important for a better brand. On the other hand, a favourable brand image represents a positive perception of the brand by customers. According to this, social media platforms provide customers with an opportunity for frank and friendly interaction with the brand and other users, which creates relationship equity and brand value. Social media influences the creation of brand value through users' social media engagement. While marketing professionals agree that social media provides valuable support to marketing efforts in general, this paper focuses on the transition from traditional marketing approaches to online marketing strategies to build brand equity. Therefore, the paper is organized as follows; the paper begins by defining key terms, then discusses the challenges companies face when transitioning from offline to online marketing strategies, followed by a discussion of the reasons for implementing online strategies, and then the paper discusses online strategies that organizations can use

to build brand equity.

**RESEARCH METHODOLOGY**

This paper was written through an integrated review, where the researcher tried to go a little beyond the description of the identified articles, but also included some analysis of the review data. The methodology includes the presentation, analysis and synthesis of information obtained from various sources (Grant and Booth, 2009). Although this researcher used a critical or integrative review, it should be noted that its weakness is that the approach lacks the objective and structured approach favoured in systematic reviews (Haddaway et al. 2014). However, to mitigate such prejudices, they tried to be strict in writing. Thus, the researcher ensured that the topic can give readers an opportunity to understand how the transition of marketing strategies from offline to online has progressed over the years.

**DEFINITIONS:**

1. Offline marketing strategies- Offline marketing strategies include advertising or promotional practices that use traditional offline media. An offline marketing strategy typically uses channels that include television, newspapers, magazines, radio, direct mail, billboards, and in-person events. Due to current changes in marketing, modern offline marketing strategies are used to support or complement online strategies. Although research confirms the effectiveness of offline marketing strategies in certain contexts, these strategies do not stand the test of time as most organizations adopt online marketing strategies.

First, despite the transition, face-to-face meetings are still important because they play an important role in networking. They can help drive traffic to a company's website, especially if you meet people and they then visit your website to learn more about the company and its products. Depending on the context, the handshake is still crucial because it removes the abstraction of your brand. Second, offline marketing strategies provide opportunities for companies to participate in conferences and trade shows. These events are quite critical because they provide opportunities to distribute literature related to companies and brands. Third, company representatives can communicate with the target audience through calls. In general, live demos give more confidence to potential buyers of a company's products. Finally, offline marketing strategies increase a company's visibility.

2. Online Marketing Strategies- Define online marketing as "the use of the Internet and all related digital electronic technologies to achieve marketing objectives" by reaching different users at their convenience. According to this, online marketing strategies include

campaigns and activities to market products and services and mostly build long-term relationships with the virtual community. The most comprehensive definition is given by the one that states that online marketing is "the application of digital technology that forms online channels (website, email, databases, and mobile/wireless and digital television) to drive marketing efforts, achieve profitable customer acquisition, and retention of customers (multiple with the channel in the purchase process and the customer life cycle over time), improving our knowledge of our customers (their profiles, behaviours, values and loyalty factors) and then providing integrated targeted communications and online services that suit their individual needs. Thus, online marketing is a means of communicating and targeting consumers using digital technology - social media and the Internet.

### 3. Customer-Oriented Brand Equity-

The concept of brand equity was born in the 1980s, and since then many studies have been conducted on the subject. That is why this concept has been constantly debated. Several definitions have been proposed. Brand value is defined as the added value that a brand brings. Aaker defined "brand equity as the set of assets and liabilities associated with a brand name and symbol that increase or decrease the value a product or service provides to a company". Another definition of customer-centric brand equity was developed from the customer's perspective, which takes into account brand awareness, familiarity and brand associations. Keller defined customer-based brand equity as "the differential influence of brand awareness on consumer responses to brand marketing." Understanding brand equity from the consumer's perspective is important because it would enable companies to generate profits and build brand equity.

### CHALLENGES TO ONLINE MARKETING STRATEGIES

Despite the popularity of online marketing strategies, there are also challenges of inexperienced users. Consumers do not trust the Internet. There are many people who find it difficult to trust online marketing processes, in developing countries both urban and rural residents do not have access to the Internet.

When customers want to buy products, they prefer to touch or feel the product before making a purchase decision. Customers are afraid to buy defective products, while for perishable products, they are afraid to buy expired products. The lack of personal touch in online marketing strategies has made this approach less attractive to some virtual customers.

One of the most threatening problems with online marketing strategies is related to fraud - customers in most developing countries fear online fraud. Despite the popularity of online shopping, many people do not trust electronic payment methods or that the purchased product will be delivered after purchase. Due to such fears, customers are afraid to use online platforms to buy products and services.

One of the most important challenges in digital marketing is the ability to create and use customer opinions and insights. Internet marketing generates a lot of data - big data - which is difficult to process manually with database management tools. Related challenges are information retrieval, storage, information sharing and analysis of data produced online.

### Reasons To Switch From Offline Marketing Strategies To Online Marketing Strategies:

The advent of the digital age has led to an increase in technical innovations in the form of online media. The development of information technology has facilitated the use of electronic commerce - that is, buying and selling products via the Internet. In reality, online marketing strategies have become stronger due to the emergence of social networks or social media platforms such as Facebook,

Twitter, WhatsApp and Instagram. These online media play an important role in online marketing strategies. It has been reported that the number of social media users will grow to 3.96 billion in 2022, with Facebook at 2.9 monthly active users. Social media is considered a platform where users create networks and share information and/or feelings. Due to its unique nature as "dynamic, interconnected, egalitarian and interactive organisms", social media has brought about three fundamental changes in the market. First, social media allows businesses and customers to communicate in ways previously impossible. Such connections are made possible through various platforms such as social networks (Facebook), micro-blogging sites (Twitter) and content communities (YouTube), which enable the creation of social networks based on shared interests and values. Based on the use of social media, organizations have therefore found platforms that reduce marketing costs and increase marketing efficiency.

One of the main advantages of an online marketing strategy is that it removes all geographical limitations from the buying and selling practice. As long as the internet is available, there is no limit to global coverage. Offline marketing strategies have had challenges in overcoming geographic barriers, but today marketers can market their products and services to a large customer base around the world.

### Online Strategies For Building Brand Equity

Brand equity is the result of many factors, including the initial purchase experience. It is also important that the product and/or service offers added value so that customer relationships develop strongly. This experiential marketing is essential to providing this value. The value provided in this way is brand equity, which is discussed in this section, but the focus is on how online marketing strategies create such value from the customer's perspective.

Existing literature shows that social media communication has a significant impact on brand equity because it creates brand awareness. While online brand experiences were not considered as good at building brand equity as offline strategies, they are now critical to this effort. Online marketing strategies allow businesses to communicate, create and deliver marketing offers through social media platforms to maintain relationships with a wide range of stakeholders.

One of the most important aspects of building brand equity is website functionality. Web features include web design elements that facilitate interaction - which should be user-friendly, fun and enjoyable. The website should offer several options which may include download speed, 3D images, 24/7 video and audio. When designed correctly, a website can create unique and memorable experiences in the minds of consumers, which in turn creates brand awareness and recall. This can ultimately create brand loyalty. A website should have navigation aids to reduce cognitive load and search and confusing steps that add value to customers.

Satisfaction is one of the determinants of customer-based brand equity. In Internet marketing, such content is considered electronic content. Anderson and Srinivasan defined e-satisfaction as "a customer's satisfaction with their previous shopping experience at a particular e-commerce company".

A satisfied customer always refers other customers to the site and remains loyal to the organization. In addition, e-satisfaction increases website traffic and the number of hours customers spend on the website also increases. Thus, online consumer behaviour depends in part on electronic satisfaction.

E-loyalty is one of the precursors of brand equity. This refers to the long-term relationship customers have with the brand.

Odin et al. defines loyalty as the extent to which consumers are favourable to a brand, and this is expressed in positive attitudes and behaviour towards a specific brand. Repeat purchases are one of the indicators of loyalty.

To build brand equity, Electronic Word of Mouth (eWOM) has become a tool used by many organizations. The concept of eWOM is adapted from word of mouth. eWOM is defined as "any informal communication with consumers through Internet-based technology related to the use or features of specific goods and services."

### CONCLUSION

The paper looked at the transition from offline marketing strategies to online marketing strategies used by companies to build brand equity. The paper discussed the concepts of offline strategies, online strategies, and customer-oriented brand equity. Offline marketing strategies for using marketing media such as television, newspapers, billboards and radio were described. Online marketing strategies involve the use of digital technologies to promote products and services and build long-term relationships with online users. Customer-oriented brand value was considered from the customer's perspective, where it was summarized as the value that the customer acquires after using the brand.

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