

**UNDERSTANDING ADVERTISING AND POP 24\*7 AS BUYING STIMULUS**

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**Abstract**

*With the advent of online shopping and large penetration of smartphones, buying products and services has come at our fingertips. Online marketers follow our presence on online medium like e-mail, social media and even search behaviour on search engine. It is obvious to receive continuous offers and discounts messages on our mobile phone. The time spent on internet is directly proportional to the time spent in the market as we get continuous promotional messages on our screen while using social media like Facebook, reading emails, or even searching on any search engine. Observing above confab, it can be assumed that being connected to online media we always live in the market. The study aims to analyse the anytime-anywhere availability of online markets, comfort and ease provided to perspective buyers as a stimulus to increase the online buying trend.*

**Key word:** e-Commerce, Online Shopping Trends, AR (Augmented Reality) technology, AI-Artificial Intelligence, PoP (Point of Purchase)

**Introduction**

If we talk about television when mobile and net kept aside, even then TV remote can't help us to escape from ads, as most of the advertisers do exercise ambush advertising technique. Here it's regardless to mention that while roaming on the road we continue to get ads through banners, posters, hoardings and other OOH (out of home). Considering the above common man's situation, it can be said that we are away from the market only when we are sleeping. But sooner or later our sleep will also be robbed by rapid development of artificial intelligence.

All our activities on internet is minutely observed and a behavioral pattern is developed by AI and being sold to domestic or international advertisers. We might have experienced the magic of AI when searched for any hotel or product on google or on any search engine and after wards keep receiving ads on our Facebook, emails, mobile along with lucrative deals for the product and services we have searched. This is only the starting of AI and much more we are going to experience with the development of compatible and wearable devices. The new android OS- Pie is said to be more AI empowered. This will definitely give the handy and cosy experience to the users but while providing ease it will also record our behaviour pattern which is prone to be sold out even its claimed by mobile companies that personal data is dealt with care. Apart from these new trends in advertising and promotion practices conventional forms are still playing a vital role and has the great impact on buying behaviour. Sale, offers, discount, deals, coupons etc. easily convince the regular as well as perspective buyers to buy more.

**Methodology**

Secondary data and personal interviews of faculty members from the different departments who are frequent online buyers have been selected for the study. The open ended question asked from the respondents was- "Your experience about purchase from online and

traditional market”. Statista and KPMG reports regarding online marketing available in open access have been taken as secondary source of information. Conclusion has been derived after due analysis of statements received from respondents and information acquired from secondary sources.

### Conceptual framework

The concept of PoP 24\*7 encompasses the point of purchase with seamlessness and open accessibility, basically it is online and mobile application based shopping. Most of the flexibility and facilities like ease, on demand availability, time pass activity, hassle free payment, option to send gift to others consumer avail on online shopping, but still some are lacking i.e. tangibility of product, on-spot delivery, personal feel etc. Online shoppers are working to combat these lacks. To tackle the tangibility difficult, the application of augmented reality is being practiced and for personal feel marketing tactic like prime membership and loyalty offers are being played, fast and same day delivery services are started in big cities to facilitate the buyers.

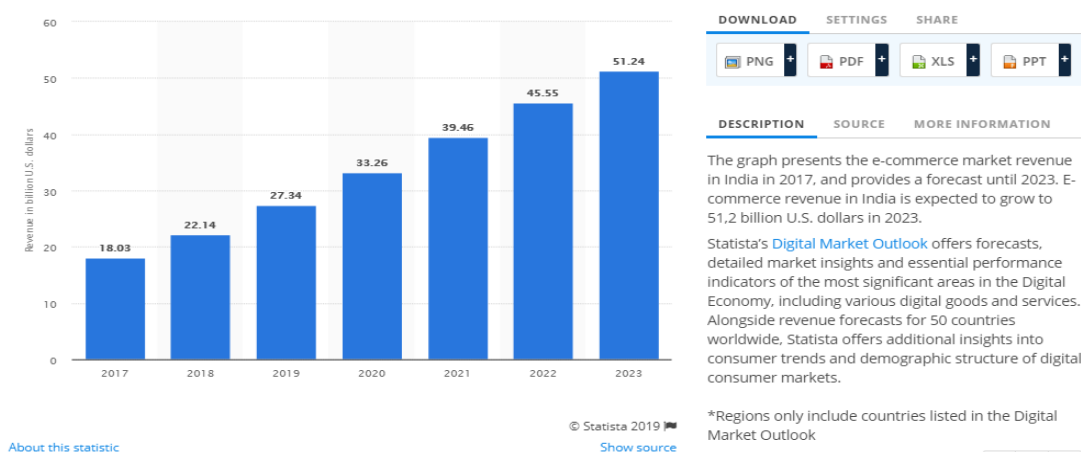
As the perception of PoP 24\*7 is based on computer/mobile and web technology, the latest development in the technology also strengthen the e-commerce. The latest technology like web3.0, VR and AR are being incorporated to enhance the facilities and to ease the buyers' effort. The following case studies substantiate the avowal:

- Lenskart- We might be aware of this online shopper of eye and sunglasses (now available in stores also). Earlier selecting a frame online which suits and fits on our face was mere a guessing, physical trial in stores was the only way for this. But lenskart came with AR enabled technology- 3D try on, while clicking on this option our mobile camera will switch on to take video and measures the dimensions of the face and suggest frames according to the face of customer, picture wearing the frames also appear on the screen. It provides a seamless experience of shopping without going to the market stores.
- LCST- ‘Using our extensive AR experience we developed a LCST app allowing consumers to “Bring the Colour” to their city by scanning store window displays, in-store signage and promotional postcards to reveal exclusive 3D video animation content to consumers across 6 global territories’.<sup>13</sup>Size of shoes and how it's look like in in the foot is always time taking process, to simplify this exertion, Lacoste has introduced LCST app to facilitate the buyers to try number of shoes virtually in their foot, even they can share their choice on FB to get comments from friends. This app also works in the same way of Lenskart.

<sup>13</sup><https://www.enginecreative.co.uk/portfolio/lacoste-lcst-augmented-reality-retail-campaign/>(retrieved on 24.03.2019)

The case study shows the enhanced user experience and ease of the buyers. In-store feel is the USP of AR apps which provide hassle-free and machine empowered product selection facility. Here it is regardless to mention that e-wallet option is also a very user friendly option to fasten the online payment. It has been observed in many reports that online shopping is rapidly growing.

**India: retail e-commerce revenue forecast from 2017 to 2023 (in billion U.S. dollars)**



The above report presented by Statista 2019 forecast that Indian e-commerce market revenue will increase from 18.03 to 51.24 billion USD in 2023<sup>14</sup>. This evidently indicates that the buying pattern of Indian customers will be rapidly shifting to online shopping. What makes this rapid change in customers' behaviour? As per the information acquired from the secondary data sources and personal observation the following factors have come into notice for this transformation:

Facility lacks in traditional/ physical market

- Travelling is compulsory
- Open and close with fixed time schedule
- Poor facility of water and urinals (Malls are excluded)
- Normally high prices and bargaining's
- Crowd and parking issues
- Risk of criminal activities etc.

Ease in online shopping

- Can be performed from any cosy environment i.e. home, office, park etc.
- Availability of market at finger tips
- Hesitation free window shopping
- Open 24\*7

<sup>14</sup><https://www.statista.com/statistics/289770/e-commerce-revenue-forecast-in-india/> retrieved on 22-03-2019

- Cart and wish list option to buy later
- User review and ratings
- Mobile access
- Intelligent market
- Seamless payment option
- Open for all in real sense i.e. hesitation free entry for rich and poor etc.

### Trend analysis

KPMG Global Retail Trends report 2017 presents ‘only 23 percent of consumers prefer to visit shops, while the rest prefer to shop online.’<sup>15</sup> The report also reveals that online shopping trend was growing rapidly from last few years. Smart phones are playing vital role in increasing online shopping behaviour. Mobile apps provide comfort, ease, vast option of product range to the buyers than the physical stores.



The upcoming online marketing trend will be focused on app based shopping as most of the mobile users are spending good amount of their time on mobile screen. KPMG Global Retail Trends report 2017 shows- ‘Average person checks their device 85 times in a day, spend 5 hours on web browsing and apps.’<sup>16</sup> This data substantiates the idea that e-commerce will shift to m-commerce in coming future as average time spent on mobile is quite high and will increase in future.

### Analysis of the statements:

- As mentioned in the methodology, five individuals who are frequent online buyers were interviewed with an open ended question. The following facts were derived from the statements of the respondents:

<sup>15</sup>KPMG, Global Retail Trend, 2017, 9

<sup>16</sup>KPMG, Global Retail Trend, 2017, 10

- They have expressed that their frequency of online shopping has increased in last 4-5 years.
- Most of them give first preference to online shopping over traditional market shops.
- Anytime and anywhere availability of online shopping/market is one of the main reason for online buying.
- They agree that offers, sale, cashback, discounts stimulate them up to some extent.
- They have perception of low prices at online markets than traditional stores.
- Besides electronics, clothes, shoes etc. they have also started buying groceries, sweets and exclusive products.

### Discussion and Conclusion

Technology endowed marketing is the new trend observed not only for the e-commerce but for traditional market (physical store market) also. Augmented reality and artificial intelligence is being highly used by marketers to gratify each and every individuals' desire in terms of product knowledge, usability, suitability, fitting, looks others' review, social media connect, virtual presence of product and many more. Many AR camera applications are available which use mobile camera to search particular product on online stores, user has to just click the product image and the app provides the complete details of the product clicked. Social media shopping is the prevalent trend among youngsters as they seek live comments from their social media friends towards new product they bought or going to buy. The following statement retrieved from the KPMG, 2019 Retail Trends Report corroborate the observation of social shopping behaviour:

‘As social media platforms roll out new commerce-enabling features, retail is on the cusp of a revolution in social shopping. Brands are embracing this new functionality through new shoppable content, testing new platform technologies and enabling customers to move more seamlessly from inspiration and discovery to purchase.’<sup>17</sup>

Here a case study of Tacobell has significance to discuss about. It is an online food ordering service which came with the AI empowered mobile application to augment the users experience. ‘TacoBot leverages artificial intelligence for group and single ordering through natural language – fully equipped with the sharp and witty personality you’d expect from Taco Bell’.<sup>18</sup>The Taco Bell’s chatbot (Tacobot) advertise that will never let you go hungry. This app is more AI empowered which provides voice assisted chatting for menu, offers, recommendation etc. It also preserves the individuals’ data like food preference, favourite places for special food items etc. and serve in a more personalised way.

After going through the analysis and discussion it can be concluded that the facility to have effortless access to PoP 24\*7, seamless payment options and perception of having low prices than the local stores are the most significant features to expedite online shopping. Increase in

<sup>17</sup><https://www.gra.world/wp-content/uploads/2018/10/2019-Retail-Trends-Report.pdf>  
(retrieved on 25.03.2019)

<sup>18</sup><https://www.tacobell.com/blog/tacobot> retrieved on 25.03.2019

user friendly environment which are mostly AI empowered mobile applications are also playing vital role in nurturing online buying behaviour. No doubt, online shopping trend will grow at rapid rate in future but, it can't be assumed that traditional market (physical stores) will disappear. Because traditional markets are also updating itself with the technology and reducing the price gap to cope up with e-commerce. A statement from the retail-trends-2018 substantiates the concluding concept "Gartner predicted that by 2020, 85 percent of customer interactions would be managed without human involvement. In 2018 we will see AI adoption continue to rise with chatbots taking the lead."<sup>19</sup>

### Limitations

Shopping malls are excluded while conceptualising traditional/physical market place or store, Number of respondents are few. No respondents chosen from traditional/physical market place, hence the information received for this section is based on secondary data sources only.

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<sup>19</sup><https://assets.kpmg/content/dam/kpmg/xx/pdf/2018/03/global-retail-trends-2018.pdf>, retrieved on 22-03-2019