



A COMPARATIVE STUDY OF ANALYSING ONLINE MARKETING VS OFFLINE MARKETING TECHNIQUES FOR MOBILE ACCESSORIES IN THE POONAMALLEE REGION

K. Vasanthakumar¹, III yr B.Com (General), Saveetha College of Liberal Arts and Sciences, SIMATS, vasanthakumark1021.sclas@saveetha.com

G. Divakar², I yr B.Com (General), Saveetha College of Liberal Arts and Sciences, SIMATS, 252401023.sclas@saveetha.com

Dr. P. Ravisankar,³ Research Guide, Department of Commerce (General), Saveetha College of Liberal Arts and Sciences, SIMATS, ravisankarp.sclas@saveetha.com

R. Lakshathi⁴, I yr B.Com (General - Hons), Saveetha College of Liberal Arts and Sciences, SIMATS, 252416010.scla@saveetha.com

Abstract

Aim: - The efficiency of online marketing and offline marketing of mobile accessories in rapidly reaching the target population during product debuts is compared in this study. It seeks to determine the most effective media, assess its benefits and drawbacks, and offer recommendations to marketers on how to optimize product launch strategies in Poonamalle.

Materials and methods: - This study, conducted at Saveetha University, aimed to compare the reliability of online marketing vs offline marketing techniques for mobile accessories in poondamalle region. A sample size of 384 was determined using a sample calculator, with 192 respondents for each group (online users and offline users). Google Forms were used to collect data, which was then analysed using Microsoft Excel and SPSS software. **Conclusion** According to the survey's findings, offline marketing has a greater impact on consumers' decisions to buy, even if TV advertisements are seen as more reliable and trustworthy. The vast majority of respondents acknowledged that advertisements on social media have a greater impact on their decisions to buy than advertisements on television. This implies that social media's interactive features and capacity for tailored advertising are very successful in increasing customer engagement and conversion. As a result, offline marketing to increase brand awareness and credibility while also giving social media advertising top priority as a crucial medium for influencing consumer decisions.

Introduction

In today's digital era, businesses are constantly seeking innovative ways to reach their target audience and promote their products. The mobile accessories market, in particular, is highly competitive, and effective marketing strategies are crucial for success. This study aims to compare and analyse the effectiveness of online marketing versus offline marketing techniques for mobile accessories in the Poonamallee region. ([Essman et al. 2025](#))

This study is crucial for businesses operating in the mobile accessories market in Poonamallee, as it helps them ,Understand the effectiveness of online and offline marketing channels, Identify the most suitable marketing strategies for their target audience, Optimize their marketing budget and resources([Vibrant Publishers and Kamath 2024](#)),Stay competitive in a rapidly evolving market, Enhance customer engagement and sales By comparing online and offline marketing techniques, this study provides actionable insights for businesses to refine their marketing strategies and achieve their goals. ([Vergeer et al. 2025](#))

The aim of this study is to compare and analyse the effectiveness of online marketing versus offline marketing techniques for mobile accessories in the Poonamallee region, ([Burke 2016](#)) in order to, Identify the most effective marketing channels for reaching the target audience .Evaluate the impact of online and offline marketing strategies on customer engagement and sales Provide recommendations for businesses to optimize their marketing strategies and improve their market presence. ([Stephens 2021](#))

This study makes use of a number of tools, such as statistical analysis software (e.g., SPSS), survey software (e.g., Google Forms), and social media analytics tools (e.g., Hootsuite Insights, Facebook Insights), to examine consumer behaviour and find reliable ads on TV channels and social media platforms.

Limited comparative studies, reliance on quantitative data, focus on younger demographics, insufficient investigation of influencer marketing and user-generated content, and a lack of cultural and regional insights are some of the gaps in the current research on analysing consumer behaviour and reliable advertisements between social media and TV channels in poonamallee region. The department has given us advice on how to prepare the research



article, examine SPSS software, and fix mistakes. This type of direction enables us to complete the content accurately and on schedule. To find out which medium is more trusted by customers in the Poonamallee region, this study compares and analyses consumer behaviour in identifying reliable on online marketing and offline marketing

Key words: - *consumer behaviour, social media marketing, reliability, digital advertisement, influencer marketing, online marketing, offline marketing*

Materials And Methods

This study, which was carried out at the Saveetha College of Liberal Arts and Sciences at Saveetha University, used a combination of techniques to examine consumer behaviour in order to compare the reliability of online marketing and offline marketing in mobile accessories in the Poondamalle region. Since this study is focused on the marketing domain, ethical approval is not necessary. The two groups under comparison in this study are online marketing and offline marketing. Because of the large population in the Poondamalle region, a sample calculator is used, and the estimated sample size for this study is 384.

Since gathering public reviews is a key component of this study, Google Forms is essential. For group 1 (online users), a sample size of 192 is prepared, and Google Forms are made and distributed to respondents who are the best candidates for these structured questionnaires in order to get precise and lucid answers. A total of 192 people make up the sample size for group 2 (offline users), and Google Forms are made and distributed to respondents who find television commercials credible.

In order to build up the test, useful information is gathered from the general public using Google Forms, Microsoft Excel, and SPSS software. and the test process involved classifying the answers and arranging them for the comparative study of the two media, online marketing and offline marketing. Optimized for mobile devices Multiple-choice questions, such as those about customer engagement, preference influence, and trustworthiness, are collected using Google Forms.

Statistical Analysis

The statistical analysis is conducted by SPSS (IBM version 27), utilizing sample tests such as independent sample t-tests, chi-squares, and correlations. These methods are essential for determining the consumer behaviour that dictates which medium—such as TV channels or social media platforms—provides a trustworthy advertisement. In addition to the chi-square test, which allows for the determination of which factors influence consumer preferences, the independent sample test is used to investigate the advertisement's trustworthiness. Additionally, correlation is used to determine consumer engagement by comparing the two media, such as TV channels and social media platforms. P-values and the statistical result provide insight into the significance of these analyses.

Result

Table.1 provides more evidence for this by describing, using the independent sample T test, TV ads provide higher credibility and trustworthiness than social media promotions, the t value is 0.91 and the significant value of $p=0.852(<0.005)$

Table.2 clarifies the result of chi-square test on social media ads influence me to purchase product compare to TV ads, with a significant value of $p=0.713(<0.005)$

Table.3 clarifies the result of correlation on the interactive nature of social media enhance customer engagement more than TV ads, with a significant value of $p=0.582(<0.005)$

Figure.1 shows these differences graphically as a bar graph with a 95% confidence interval level and the simple mean of age on count of TV ads provide higher credibility and trustworthiness than social media promotions, along with a ± 2 standard deviations.

Figure.2 shows these differences graphically as a bar graph with a 95% confidence interval level and the simple mean of occupation on count of social media ads influence me to purchase products compared to TV ads, along with a ± 2 standard deviations.

Figure.3 shows these differences graphically as a bar graph with a 95% confidence interval level and the sample mean of age on count of the interactive nature of social media enhance customer engagement more than TV ads, along with a ± 2 standard deviations.

Discussion

Table.1 Independent sample T test result shows a major age online marketing provides higher credibility and trustworthiness than social media promotions. Since the p-value (0.928) is greater than 0.05, we fail to reject the null hypothesis. This means there is no statistically significant difference in the average age between the two groups. This illustrates how age affect the online marketing provide higher credibility and trustworthiness than social media promotions

Table.2 chi-square test result shows a major occupation- offline marketing ads influence me to purchase products compared to TV ads. since the p-value (.713) is greater than 0.05. We fail to reject the null hypothesis. There is no statistically significant linear association between the two ordinal variables. This illustrates how occupation affect the offline marketing influence me to purchase product compare to TV ads

Table.3 correlation test result shows a major age- the interactive nature of offline marketing enhances customer engagement more than online marketing. Since the p-value (.582) is greater than 0.05 (the typical significance level), we fail to reject the null hypothesis. This means there is no statistically significant linear relationship between "Age" and "- the interactive nature of social media enhances customer engagement more than online marketing". This illustrates how age affect the interactive nature of social media enhances customer engagement more than online marketing

Limitation

There are various restrictions on this study. It is restricted geographically to the Poonamallee area, which might not be typical of the total population. Additionally, the sample size can be small, which would limit how broadly the results can be applied. The validity of the results may also be impacted by respondent bias and the limits of social media platforms. The study might overlook other online marketing and offline marketing in Favour of concentrating just on a few. The accuracy and dependability of the study may also be impacted by constraints on data collecting, cultural and demographic constraints, and time constraints.

Future Scope

This subject has a broad and exciting future. Future studies can investigate consumer behaviour in other places by extending the geographic scope outside the Poonamallee region. For a more thorough understanding, the study can also be repeated across several demographics, including age, income, and education. In order to present a comprehensive picture of consumer behaviour, the study can also include other media outlets including influencer marketing, podcasts, and radio. To investigate how consumer behaviour evolves over time, longitudinal studies can also be carried out. Additionally, the results of the study can be utilized to create consumer-resonant advertising campaigns and targeted marketing strategies.

Tables And Figures

Table.1 **INDEPENDENT SAMPLE TEST**

	Equal variances assumed	Equal variances not assumed
Sig	0.852	
t	0.091	0.091
Sig.(2-tailed)	0.928	0.928
Mean different	0.21	0.21
Std error difference	0.236	0.237

Table.2 **CHI-SQUARE**

	Value	df	Asymptotic Significance (2-sided)
Pearson chi-square	18.981 ²	16	0.270
Likelihood ratio	19.527	16	0.242
Linear-by-Linear association	0.135	1	0.713
N of valid cases	140		

Table.3

		Age	The interactive nature of social media enhances customer engagement more than TV ads
Age	Pearson correlation	1	0.047
	Sig(2-tailed)		0.582
	Sum of squares and Cross-products	187.543	8.171
	covariance	1.349	0.059
	N	140	140
The interactive nature of social media enhances customer engagement more than TV ads	Pearson correlation	0.047	1
	Sig(2-tailed)	0.582	
	Sum of squares and Cross-products	8.171	161.686
	covariance	0.059	1.163
	N	140	140

Figure.1

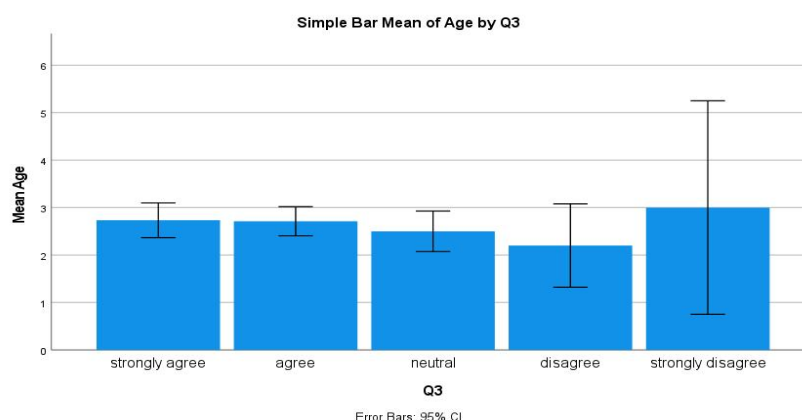




Figure.2

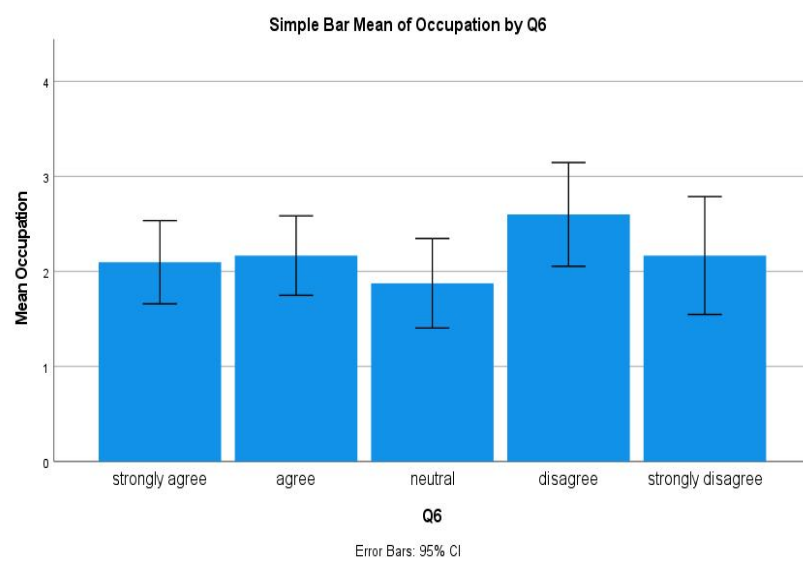
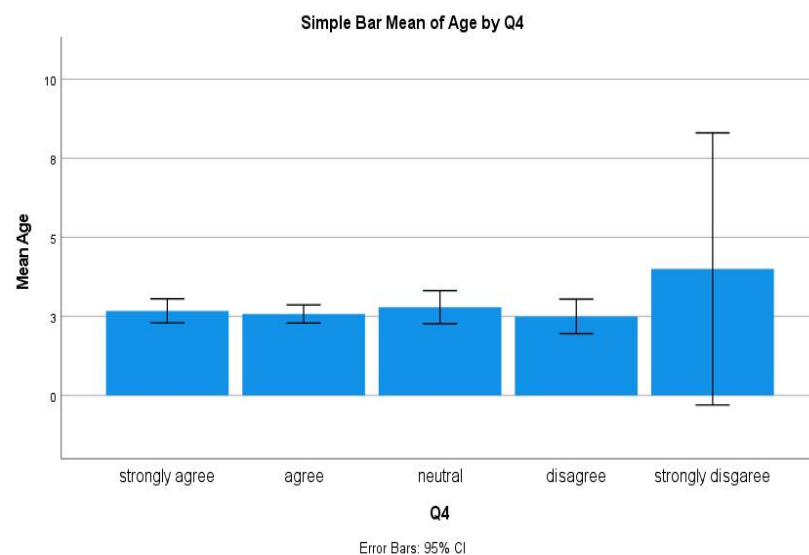


Figure.3



Conclusion

According to the survey's findings, social media advertisements have a greater impact on consumers' decisions to buy, even if online marketing are seen as more reliable and trustworthy. The vast majority of respondents acknowledged that advertisements on social media have a greater impact on their decisions to buy than advertisements on Poondamalle. This implies that offline marketing interactive features and capacity for tailored advertising are very successful in increasing customer engagement and conversion. As a result, offline marketing to increase brand awareness and credibility while also giving online marketing advertising top priority as a crucial medium for influencing consumer decisions.

Reference

1. (Essman et al. 2025)
2. (Vibrant Publishers and Kamath 2024)
3. (Vergeer et al. 2025)
4. (Burke 2016)
5. (Stephens 2021)