
Economic Perspective on Marketing Integration: Enhancing Purchasing Decisions through Online and Offline Strategies at Mancafe

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Abstract:

In the rapidly evolving digital era, the integration of online and offline marketing strategies has emerged as an effective approach to influencing consumer purchasing decisions. This study explores the implementation of these strategies by Mancafe, a coffee shop in Medan, and their impact on customer purchasing behavior. Using a qualitative case study approach, data were collected through interviews, observations, and document analysis. The findings reveal that online marketing through social media and e-commerce platforms significantly expands customer reach, while offline marketing, particularly through direct customer experiences, plays a crucial role in building trust and loyalty. The synergy of these strategies enhances brand awareness and customer retention. This study provides valuable insights for business owners on optimizing marketing strategies to strengthen competitiveness and improve customer satisfaction

Keywords: *Online Marketing Strategy; Offline Marketing Strategy; Purchase Decision*

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1. Introduction

In the ever-evolving digital era, marketing strategies have become a crucial factor for business success. Companies must adapt to the changing consumer behavior, which is increasingly influenced by digitalization while maintaining direct interactions to build customer trust (Kotler & Keller, 2016). The integration of online and offline marketing strategies has emerged as a widely adopted approach to enhance customer purchase decisions (Chaffey & Smith, 2022). Digital marketing enables businesses to expand their market reach beyond geographical limitations, offering cost-efficient promotional strategies (Muhammad & Nasution, 2024). However, offline marketing remains relevant as it facilitates direct engagement, allowing consumers to experience products firsthand, which is essential for trust-building (Nisa et al., 2018).

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Mancafe, a café located in Medan, implements a combination of online and offline marketing strategies to remain competitive in the coffee industry. The company leverages digital marketing through social media, marketplaces, and search engine optimization (SEO) to broaden its consumer base (Singh et al., 2024). Concurrently, offline marketing is maintained through physical store operations, participation in exhibitions, and collaborations with local distributors to provide direct customer experiences (Nisa et al., 2018). This hybrid marketing approach aligns with the growing trend of omnichannel retailing, which emphasizes seamless integration between digital and physical touchpoints to enhance customer experience and satisfaction (Verhoef et al., 2015; Grewal et al., 2017).

Previous studies have examined the effectiveness of marketing strategies in influencing consumer purchase decisions. Research by Pratama et al. (2019) highlights that online marketing, particularly through social media and e-commerce platforms, significantly contributes to customer acquisition. Similarly, Kumar et al. (2017) found that social media marketing, when combined with traditional marketing efforts, creates synergistic effects that enhance brand engagement and sales performance. Meanwhile, Sudirjo et al. (2023) emphasize that offline marketing remains essential in fostering customer loyalty, particularly in industries where experiential engagement plays a pivotal role, such as the coffee business. Nikma et al. (2024) further argue that a hybrid marketing approach improves brand awareness and encourages repeat purchases. These findings underscore the necessity of a well-balanced integration of online and offline marketing strategies.

While digital marketing offers numerous advantages, such as easy access for customers, lower operational costs, and broad market reach, it also has limitations in fostering direct engagement and delivering tangible product experiences (Muhammad & Nasution, 2024). Conversely, offline marketing allows customers to see, taste, and assess product quality before making a purchase, which strengthens trust and satisfaction (Nisa et al., 2018). The effectiveness of digital platforms in enhancing marketing competitiveness has been extensively discussed (Jovanovic et al., 2022; Rosidi et al., 2023). However, research gaps remain in understanding how the synergy between online and offline marketing can be optimized in the coffee business, particularly in the case of Mancafe. Although previous studies have explored individual aspects of online and offline marketing, comprehensive research on their integrated implementation in small-scale coffee enterprises remains limited.

Given this research gap, this study aims to analyze the implementation of online and offline marketing strategies at Mancafe and their impact on customer purchase decisions. The findings are expected to provide strategic recommendations for businesses seeking to optimize their marketing approaches, enhance competitiveness, and improve customer satisfaction. Furthermore, this study contributes to the broader discourse on omnichannel marketing strategies, particularly in the context of the food and beverage industry.

2. Theoretical Background

Online Marketing Strategy

Online marketing strategy refers to a company's efforts to utilize digital technology for promoting and selling products or services to customers (Chaffey & Smith, 2022). According to Kotler and Keller (2016), online marketing encompasses various methods such as social media marketing, search engine optimization (SEO), email marketing, and digital advertising, all aimed at increasing brand awareness and driving sales conversions.

In the coffee industry, online marketing has become a crucial strategy for reaching a broader customer base and fostering engagement (Singh et al., 2024). A study by Pratama et al. (2019) found that using social media platforms like Instagram and Facebook significantly enhances customer loyalty due to direct brand-consumer interactions. Furthermore, digital marketing through online marketplaces allows customers to purchase products conveniently and efficiently (Rosidi et al., 2023).

Despite its advantages, online marketing also presents challenges, such as high digital competition, reliance on social media algorithms, and limitations in delivering direct product experiences, which can impact consumer trust (Rokhmah et al., 2020). Consequently, integrating online marketing with offline strategies becomes a viable solution to address these limitations.

Offline Marketing Strategy

Offline marketing includes various traditional promotional activities aimed at attracting customers through direct interactions, such as in-store promotions, trade exhibitions, sponsorships, and business partnerships (Kotler & Keller, 2016). In the coffee industry, offline marketing plays a crucial role in creating a deeper customer experience, as consumers can physically taste and assess product quality before making a purchase (Nisa et al., 2018).

According to Sudirjo et al. (2023), offline marketing remains relevant for strengthening customer trust and brand loyalty, particularly in the food and beverage sector. Additionally, research by Nikma et al. (2024) indicates that offline marketing strategies effectively influence purchasing decisions through word-of-mouth promotion and direct customer experiences.

However, offline marketing also has limitations, such as higher operational costs, geographical reach constraints, and difficulties in measuring effectiveness compared to digital marketing (Nisa et al., 2018). Therefore, businesses need to integrate offline and online marketing strategies to achieve optimal results.

Consumer Purchasing Decision

A purchasing decision is a process in which consumers consider, evaluate, and ultimately decide to buy a product or service based on various factors influencing their behavior (Schiffman & Wisenblit, 2019). This decision-making process typically involves five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler & Keller, 2016).

Several factors influence purchasing decisions, including product quality, price, promotions, and overall customer experience in both online and offline settings (Sudirjo et al., 2023). In digital marketing, customers are often influenced by product reviews, social media advertisements, and recommendations from influencers or other users (Pratama et al., 2019). Meanwhile, in offline marketing, purchasing decisions are shaped by direct product interactions, in-store atmosphere, and service quality provided by the seller (Nikma et al., 2024).

Influence of Online and Offline Marketing Strategies on Purchasing Decisions

The integration of online and offline marketing strategies, commonly referred to as omnichannel marketing, aims to provide a more seamless and comprehensive customer experience while improving purchasing decisions (Chaffey & Smith, 2022). Research by Sudirjo et al. (2023) demonstrates that this approach enhances brand awareness and customer loyalty by offering greater flexibility in the purchasing process.

Furthermore, Nisa et al. (2018) found that a combined marketing strategy enhances promotional campaign effectiveness and expands market reach. While online marketing offers convenience and accessibility, offline marketing provides a tangible and immersive experience that reinforces customer confidence in a product.

In the context of Mancafe, the implementation of online and offline marketing strategies includes leveraging social media, online marketplaces, and direct sales through physical stores and exhibition events. This approach enables the business to engage with customers more extensively while also delivering a richer and more interactive experience.

3. Methodology

Study This use approach **qualitative** with method **studies case** For understand in a way deep Implementation of online and offline marketing strategies implemented by Mancafe as well as the impact to decision purchase customer (CRESWELL, 2014).

Data collected through **interview in-depth** , **observation** , and **study documentation** . Interview done with owner Mancafe , manager marketing , as well as customers who have do purchase Good both online and offline . Observation done on site Mancafe

For understand How interaction customer with offline marketing strategies , while additional data obtained from document company related to the digital marketing strategies implemented .

Purposive sampling technique used in election informant , with focus on individuals who have experience direct in decision purchase and engagement in marketing strategy Mancafe [Click or tap here to enter text](#). Data obtained analyzed use method **analysis thematic** (Clarke & Braun, 2013)), where the findings categorized based on patterns that emerge from interviews and observations, so that produce better understanding comprehensive related to marketing strategies and their influence to behavior consumers.

4. Empirical Findings/Result

Based on data obtained from 120 respondents, the majority of MANCAFE customers are men (65%), while women constitute only 35%. This indicates that MANCAFE has a stronger market share among male consumers. These findings are crucial for consideration in designing more targeted marketing strategies, including selecting appropriate promotional media and communication strategies tailored to customer segmentation (Smith, 2021).

Additionally, the distribution of customer age groups shows that individuals aged 36–45 years dominate purchases (29.17%), followed by 26–35 years (27.5%) and 18–25 years (23.33%). Meanwhile, customers over 45 years old account for 20% of purchases.

These findings suggest that MANCAFE has a broad market appeal, particularly among productive-age consumers with higher purchasing power (Septiana & Damanuri, 2024). Therefore, the marketing strategy implemented must effectively reach various age segments with approaches suited to their preferences.

In terms of customer loyalty, 36.67% of respondents have made more than five purchases, indicating a solid base of loyal customers. However, 31.67% of respondents have only made a single purchase, highlighting the need for a more effective customer retention strategy. Implementing loyalty programs, improving service quality, and personalizing the customer experience are strategic steps to enhance retention rates and encourage first-time buyers to become repeat customers (Kartika et al., 2020).

Regarding sources of customer information, the majority of MANCAFE customers (70.83%) learn about the brand through word-of-mouth recommendations from friends, whereas digital media channels such as Instagram, WhatsApp, and online marketplaces contribute 25.83%. Interestingly, 50% of respondents follow MANCAFE's Instagram account, making it the leading digital marketing platform. This confirms that while digital marketing holds great potential, direct

recommendations remain the dominant factor in customers' purchasing decisions (Jovanovic et al., 2022).

Therefore, MANCAFE's marketing strategy should integrate digital marketing with a community-based approach to strengthen customer connections and enhance brand trust. By understanding customer characteristics, purchasing patterns, and primary sources of influence in purchase decisions, MANCAFE has a significant opportunity to enhance its competitive advantage.

Thus, this study aims to analyze the most effective marketing strategies for increasing customer loyalty, optimizing digital media utilization, and strengthening the role of word-of-mouth marketing in expanding market reach (Kotler & Armstrong, 2018). Through a data-driven approach, this research is expected to provide practical recommendations for MANCAFE in developing more innovative and sustainable marketing strategies.

5. Discussion

The findings of this study indicate that MANCAFE implements a combination of online and offline marketing strategies to enhance customer attraction and loyalty. Offline marketing efforts include in-store promotional events, direct discounts for loyal customers, and membership-based loyalty programs. Meanwhile, online marketing focuses on leveraging social media, collaborating with local influencers, and using paid advertisements to expand its audience reach. This dual approach aligns with the omnichannel marketing concept, which emphasizes the seamless integration of online and offline marketing strategies to create a consistent customer experience (Verhoef et al., 2015). Additionally, digital marketing enables personalized promotional efforts based on customer data, as highlighted by Chaffey and Ellis-Chadwick (2016), who emphasize the importance of data-driven marketing in increasing customer engagement.

Based on customer interviews and on-site observations, offline marketing has proven to be more effective in building customer loyalty and retaining existing customers, while online marketing plays a crucial role in attracting new customers. Digital promotional campaigns on social media help MANCAFE expand its customer base and increase brand awareness. These findings are consistent with research conducted by Kumar et al. (2017), which found that digital marketing excels in enhancing brand visibility and reaching a broader audience. However, offline marketing remains essential, as direct interactions create stronger emotional engagement with customers. Additionally, some customers expressed a preference for physical interaction with products before making a purchase, highlighting a key limitation of online marketing in providing sensory experiences similar to in-person visits (Grewal et al., 2017). Therefore, aligning online strategies with offline efforts is crucial to addressing these limitations and creating a more comprehensive marketing approach.

The study confirms that integrating online and offline marketing strategies enhances MANCAFE's competitiveness in the coffee industry. However, further optimizations are required to maximize their effectiveness. MANCAFE can enhance digital interactions by utilizing interactive features such as live streaming or video content to provide a more engaging and personal experience for customers (Kotler & Armstrong, 2018). Strengthening customer loyalty programs through digital-based incentives, such as exclusive discounts for social media followers, can also increase customer retention and brand attachment (Grewal et al., 2017). Furthermore, integrating online and offline experiences, such as offering special promotional codes exclusively on social media that can only be redeemed in-store, may encourage more direct visits and enhance customer engagement (Chaffey, 2022).

Overall, the marketing strategies adopted by MANCAFE have positively influenced customers' purchasing decisions. However, further optimization is necessary to ensure that the integration of online and offline approaches delivers a more seamless and engaging customer experience. By continuously refining these strategies, MANCAFE can strengthen its brand presence, enhance customer loyalty, and sustain its competitive advantage in the coffee industry.

6. Conclusions

In the digital era, the integration of online and offline marketing strategies has proven to be an effective approach for businesses like MANCAFE to enhance customer purchasing decisions. Online marketing offers a wider reach with lower operational costs, while offline marketing builds customer trust through direct experiences. The findings of this study indicate that the majority of MANCAFE's customers are male and belong to the productive age group. Additionally, word of mouth plays a crucial role in influencing purchasing decisions, emphasizing the importance of marketing strategies based on customer experience and satisfaction.

Despite the presence of loyal customers, a significant portion of new customers have only made a single purchase, highlighting the need for more effective customer retention strategies. By optimizing the synergy between digital marketing and direct in-store experiences, MANCAFE can strengthen customer loyalty and enhance its competitive advantage in the coffee industry. These findings provide valuable insights for business practitioners in designing more effective marketing strategies that improve customer satisfaction and reinforce market positioning.

For future research, further exploration is needed to examine how specific digital marketing techniques, such as artificial intelligence-driven personalization or interactive content, can enhance customer engagement and retention. Additionally, investigating the impact of hybrid marketing strategies on different customer demographics can provide deeper insights into optimizing marketing effectiveness across various segments. Future studies could also explore the long-term effects of omnichannel marketing on customer lifetime value and brand sustainability in the competitive coffee industry.

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