ONLINE MARKETING STRATEGIES WITH REFERENCE TO AMAZON, FLIP KART AND BIG BASKET IN SELECTED DISTRICTS OF TELANGANA

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ABSTRACT

Online marketing is a trend that is sweeping the globe in this age of digitization. With the principles of Internet marketing, which are evolving into a key platform of online marketing, together with electronic devices like digital billboards, smartphone, tablets, gaming consoles, and many other such devices, the trend of digital marketing is rising day by day. Amazon has demonstrated the power of online marketing by forging a niche market in online stores that compete with traditional stores. The case study examines Amazon.com's adoption of a variety of digital and online marketing methods in its quest to dominate the field of online marketing. In a few years, it will be evident that online marketing has mostly overtaken traditional marketing. Many marketers may place digital marketing at the top of their list of priorities, and they may be seeking creative ways to market online, lower cost per lead, raise click-through and conversion rates, and find out what's trending in the field. This study covers Amazon, Flipkart and Big Basket with regards to online marketing in selected districts of Telangana state. This study covers various online marketing strategies adopted by Amazon, Flipkart and Bigbasket to attract consumers and the results these giants have achieved. The growth of economic ties nowadays ensures an increase in the number of commercial entities, which fuels fierce market competition. Companies adopt a variety of methods and offer plans that better appeal to consumers in order to strengthen their positions and remain competitive. One of these tactics is digital marketing, which suggests that businesses use digital technologies to achieve their aims. This study focuses on analyzing and comparing the online marketing strategies and its outcome. This study also focuses on various ways to improve the online marketing strategies and adjust these according to the geographical locations, specially focusing on the selected districts in the state of Telangana.

Key words:
Online marketing, digitization, competition, prospection, click the mouse, get the Product.

Introduction

A broad definition of online marketing includes creating business plans that make use of cutting-edge technology to drive up costs and expand an industry globally in a cutthroat environment. Rapid technological development is accompanied by an increase in the use of digital marketing, social network adverts, and browser marketing. Advertisers use digital marketing to promote their products & services. A crucial component in accelerating the distribution of products and services is digital marketing. Examining the effects of digital media and determining if it is a vital tool for both consumers and marketers is the goal of this investigation. We have looked at the impact of digital media on consumers' purchasing decisions. A structured questionnaire was used to collect primary data for this investigation.

Marketing is a dynamic, ever-evolving, and restless corporate activity. Due to a number of crises, including terrorism and war, energy and material shortages, inflation, economic downturns, high unemployment, dying

industries and companies, and effects of quick technological advancements in some industries, the role of marketing has undergone a significant transformation.

Today's marketing executive must make strategic decisions based more on the market as a result of these changes, including the internet, which necessitates a formalized method of gathering timely and reliable information on customers, goods, the market, and the entire environment.

The practice of using the Internet have generated the source of a market to sell products or render their services is known as internet marketing. Internet marketing makes use of the potential digital trade or electronic commerce.

Online marketing, internet marketing, and web marketing are common names for digital marketing. Over time, especially in some nations, the term "digital marketing" has gained prominence. Online marketing is still widely used in the USA, while web marketing is used in Italy. However, following 2013, digital marketing has become the most widely used phrase in the UK and around the world.

The phrase "digital marketing" refers to all forms of marketing that utilise digital technologies, primarily the Internet but also including mobile devices, display advertising, and other digital media.

The way brands and companies use technology and digital marketing for their marketing has changed as a result of how digital marketing has evolved since the 1990s and 2000s. As digital platforms are more interwoven into marketing strategies and daily life and as more individuals use digital devices instead of visiting physical stores, digital marketing efforts are becoming more common and effective.

The brands that directly and indirectly appeal to customers' needs and requirements make the notion of marketing more approachable and marketable, strengthening the value of the consumer brand. It may be possible to get customers' attention by being persistent and responsible on social media. The competition is at its highest point in the 2020s era. All brands are vying for product space in the world markets in this cutthroat business environment. However, as the producers and suppliers of these cutting-edge brands, they must set themselves apart from the competition in order to seize new business prospects and perspectives. Making the consumer an active partner in this inventive process requires incorporating the customer's brand values.

Social media is a marketing tool used to captivate consumers with the goal of boosting sales and fostering global client loyalty. In the context of branding strategies, social media plays a crucial role and is seen as a very powerful player who fully satisfies all client satisfaction criteria.

Because it can easily integrate responsive marketing strategies and adapt to all other marketing and promotional strategies of the company aimed at increasing sales, gaining a competitive advantage, and achieving customer satisfaction, online marketing has carved out a niche in the organization's competitive strategy.

REVIEW OF LITERATURE
Armstrong and Kotler (2000) a person's shopping choices are influenced by four major psychological factors: motivation, perception, learning and beliefs and attitude. This means that, through motivation and perception, attitudes are formed and consumers make decisions.

Attitudes serve as the bridge between consumers background characteristics and the consumption that satisfies their needs.

Goldsmith and Bridges (2000) found that consumers who felt that it was easy to buy over the web were more likely to buy, implying that confidence leads to greater purchase likelihood. A positive relationship between Internet experience/confidence and amount of shopping is thus found in his study.

Rehman (2000) a factor concerning consumers' willingness to buy online is response time.

Response time is understood to be the time between user input and system output. The system response time is not only influenced by its hardware, such as the CPU and transmission rates, but also by good design which aims at reducing the necessary amount of data transmission to a minimum. On the subjective level, long shop response times leads to frustration and boredom and may result in the shopper leaving the site. Research shows repeatedly those users complain about long waiting times.

David (2000) in his research report made an attempt to project the world wide sale of goods and services and the amount of goods traded through online. It was found that by 2004 about 8.6 percent of worldwide sales of goods and service are traded on the internet and the amount of goods traded would be worth $6.8 trillion. The study concluded that online sales will not be uniform across the world but will differ from country to country and region to region.

Volk and Ferderick Allen (2001) made an internet survey of 201 people using the internet worldwide. The Internet has evolved from a communications tool for a select group of scientists to a commercial juggernaut that is predicted to change the way people buy and sell things across a number of industries. The study focused on the consumer behaviour. The Consumer Decision Process can be categorized into five sub processes such as motivation and need recognition, information search, alternatives evaluation, purchase decision and purchase and purchase outcomes. Internet user attitudes and intention to use the internet for each of the behaviors were studied within the theoretical constructs of the theory of reasoned action. It was found that the attitudinal component of the theory of reasoned action was consistently predictive of the users' intention to participate in all nine of the consumer behaviors during the year 2000 holiday shopping season.

A survey (2001) was conducted by the Charted Institute of Purchasing and Supply on the e-procurement needs of the consumers. They revealed that 35 percent of the European manufacturers expect that internet purchase of goods and service will grow in the forthcoming period. They have identified five steps for the improvement of the internet business to be done by the manufacturer.

Shweta Puneet (2006) in her article made an attempt to analyze about how business value enhancement can be done through technology in the retail sector. It was observed that the business is more competitive because the expectations of the customers are going higher and hence the need to find out the new methods to drive the business in the innovative way is also increasing. A fully integrated merchandising supply chain network enables the retailer to overcome longstanding operating problems and to provide the customers with the better experience in shopping. Once the customer builds the trust that gets what they

want, they will come back to the same retail store.

Research Problem

The aim of this research is to understand the impact of online marketing on customers and to compare the same amongst Amazon, Flipkart and Big Basket in the selected districts of Telangana. This research is essential to identify the areas where the one company is acing from another one. The research also aims at focusing on the issues related to online marketing faced by customers.

Need for the study

The purpose of this study is to determine the process of transformation of physical format to a digital version, where in how well an organization is constituting its legal frame work as outreach programme in attracting customers on large extend, by means of promotion, communication by applying different tools in building trust among the customers in aiming towards quality cum availability of goods and services may reach its target audience while using online platform, the only source is involving the internet, have a profound impact on how businesses interact with their customers, since online marketers serve as an intermediary between the producers and consumers these companies are able to extend their services at a multidisciplinary approach to comprehend the perspectives of consumers.

Objectives

● To understand the impact of online marketing strategies amongst Amazon, Flipkart and Bigbasket in twin cities of Telangana

● To understand the importance of digitization and digitalization strategy of online marketing.

● To find out the effect and usefulness of online marketing strategy in achieving organizational goals.

● To understand the challenges faced by the organizations in gaining customers attention over online marketing.

● To analyze various online marketing tools to improve the efficiency of companies.

Research Methodology

Research Methodology is exploratory, descriptive analysis of the methods applied to a field of study. The study is conducted by using the data available in various websites, articles, newspapers and surveys conducted by various organizations. For this study a mix methodology has been used i.e., both qualitative and quantitative data.

Scope of the study

This study will look Online shopping attracting people, upcoming online marketing strategies are trying to help an organization to reach at integrated marketing communications. This study is important to understand the online marketing structure of various companies like Amazon, Flipkart and Bigbasket. It will help in understanding the factors and tools which led to the growth and may enhance company success.

DATA SOURCE

The study is based on secondary data collected from various sources.

a. Primary data:

Primary data is collected for the first time through personal experiences or evidence, particularly for research purposes. It is also described as raw data or firsthand information. This data is mostly collected through observations, interviews, surveys, questionnaires etc.

The Research Instrument: Questionnaire
Limitations of the study:

*The study is conducted to acquire the data from the common people in twin cities of Telangana

* Sample size is 50.

COMPANY PROFILE:
AMAZON:-
Amazon Inc. is a multinational technology company founded by Jeff Bezos in 1994. It is known for its e-commerce platform, which offers a wide range of products and services and has become one of the world's largest online retailers.

FLIPKART:-
Flipkart is an Indian e-commerce company founded in 2007. It is one of the largest online marketplaces in India, offering a wide range of products across various categories such as electronics, fashion, home appliances, and more.

BIG BASKET:
BigBasket is an Indian online grocery delivery platform that was founded in 2011. It offers a wide range of grocery and household products, including fresh produce, packaged foods, personal care items, and more. BigBasket has gained popularity for its convenience and wide selection, becoming one of the leading players in the online grocery market in India.

DATA ANALYSIS & INTERPRETATION

Gender
62 responses
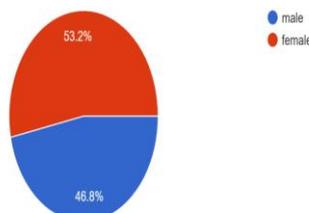
From the above gender wise analysis men are 46.8% and women 53.2% out 62 responses.

Age
62 responses
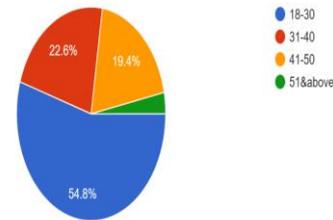
If we observe the age comparison chart who are using online platforms, the age group of 18-30 yrs younger generation is in lead with highest rate of percentage 54.8%, age group of 31-40 Yrs are in lead of 22.6%, and the middle age 41-50 years 19.4%.

Occupation
62 responses
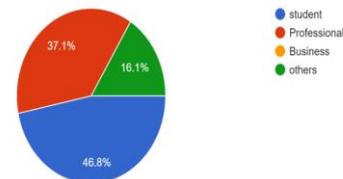
if we observe the above chart, the ones who are using online services highest percentage are students i.e 46.8%, Professionals are 37.1%, others 16.1%, no responses from business .

Are you aware of online marketing services, which one you prefer mostly,
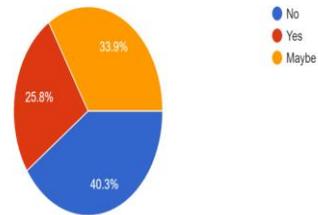62 responses
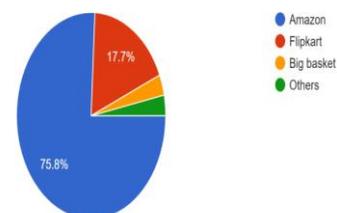
The above chart says maximum 75.8% customers are preferred Amazon, 17.7% customers are using flip kart, few of them are using big basket and others

How often you have been using online marketing services
62 responses
1-2yrs
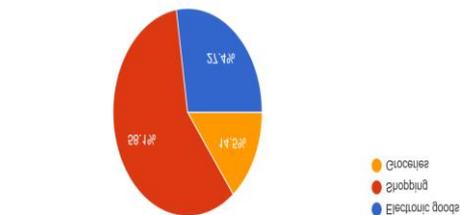3-5yrs
5yrs
Above
14.5%
19.4%
40.3%
25.8%
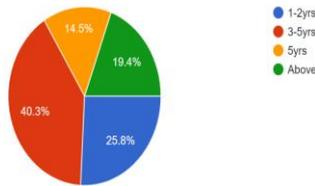
The above analysis makes us understand the customers who are using online platforms from 3-5 yrs are ranging highest i.e 40.3%, 1-2 yrs are around 25.8%, 5 yrs are 14.5% and above 5yrs are 19.4%.

Which of the following products prefer the most in the above listed companies
62 responses
Groceries
Shopping
Electronic goods

The customers likes to prefer shopping through online purchasing different products are around 58.1%, electronic items purchased by customers are 27.4%, and the rest prefer for buying groceries ie 14.5%

Which online service would you prefer and convenient to you in making small payments
62 responses
Amazon Pay
Phone Pay
Google Pay
PTM
Others
46.8%
12.9%
30.6%

46.8% of the customers are using the payment mode is Google pay, like phone pay is the next with 30.6% and others are least preferred.

Did u face any problem by using online marketing platforms
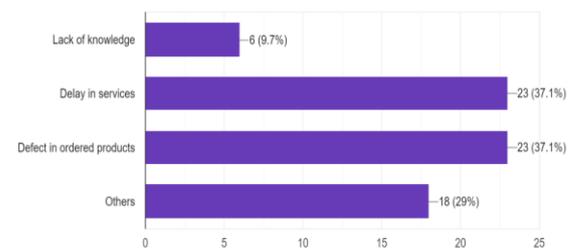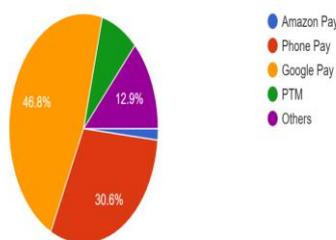62 responses
No
Yes
Maybe
33.9%
25.8%
40.3%

Maximum numbers of customers means to say No i.e 40.3%, few are likely to say Yes i.e 25.8% and others say May be 33.9%, Out of their experiences while shopping through online.

What kind of problem you have faced while using online platforms
62 responses

Lack of knowledge — 6 (9.7%)
Delay in services — 23 (37.1%)
Defect in ordered products — 23 (37.1%)
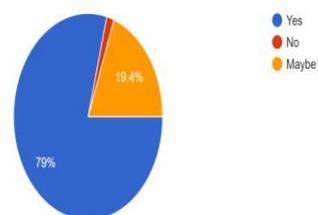Others — 18 (29%)

37.1% Delay in service s and Defect in ordered products are commonly stated by customers and 9.7% are not able to use services to the max and 29% are out of some issues.

Do you think it is the best service to overcome time management.
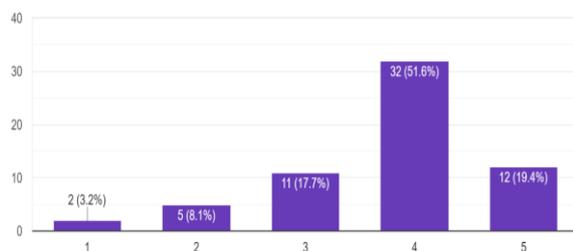62 responses
Yes
No
Maybe
19.4%
79%

79% of the customers prefer to say Yes online is the most convenient and time manageable services, and 19.4% are prefer to say May be and very few prefer to say No.

Do you think online service is a value added service
62 responses
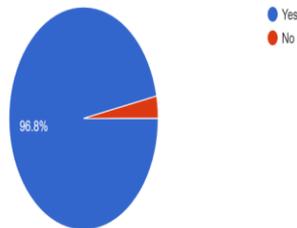
Here goes 96.8% that is maximum customers have given their opinion that online is the best and value added service and very less customers mentioned as No.

How do you rate the level of satisfaction using this online marketing platforms
62 responses

(Level 4)51.6% customers expressed satisfied , (Level 5)19.4% completely satisfied , (Level 3)17.7% gave their willingness, (Level 1)3.2% are expresses the least.

Do you feel online platforms are user friendly
62 responses
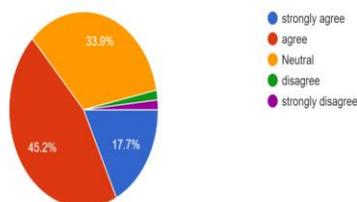
45.2% of the customers agree to say online services are User friendly, 33.9% are Neutral, 17.7% are strongly agreed, least of them disagree which may not to be considered.

SUGGESTIONS

*My study on online marketing Platforms like Amazon, Flipkart and Big basket are leading highest services and maximum have given a positive response. Because, now a day's people prefer to use online out of busy schedule, easy to access, easy to buy or make any kind of transactions etc.

* Amazon company was the most suggestible and preferred online platform by the customers. It maintains the quality in product, price equality, standard services etc.

*Even though it's a challenging factor among these companies, but reaching customers on a large scale can be possible by creating awareness and enhance quality of working through technological assistance as well motivate them.

*Screening the problems is the next significant factor to maintain proper relationship between the companies and customers to reach the organizational goals.

*Advertisements are required to improve at virtual mode, by creating various apps with innovative tools to engage the customers and educate them in different perspectives.

*Feedback, Suggestions and recommendations are to be considered positively by the companies for their efficient and effective performance to satisfy the customer.

CONCLUSIONS:

Finally would like to conclude, that all the three companies like Amazon, Flip kart and Big basket have their own methods to function in connecting, engaging and satisfying the customers individually. They are able to materialize their services understanding the needs and requirements. Promotional strategies are in progress with innovative tools, creating more apps and improving the knowledge of customers through technical assistance.

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ANNEXURE:

https://docs.google.com/forms/d/e/1FAIpQLScvJL7ljrSOWx4aj58lcNLhfveP2ayOq48ftHlrKb-kWP3naA/viewform?usp=pp_url