

“TO STUDY THE CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING ON AMAZON”

NAME : VAIBHAV V

REGISTER NO : 39280030



Bachelor of Business Administration

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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by AICTE**

Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

DECLARATION

VAIBHAV V (39280030). Hereby declare that the Project Report entitled **“TO STUDY THE CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING ON AMAZON”** done by me under the guidance of Ms. SHEEBA T, M.Com., M.Phil., NET, MBA, SET, School of Business Administration is submitted in partial fulfilment of the requirements for the award of Bachelor of Business Administration degree.

DATE :

22/04/2022

PLACE :

VAIBHAV

ACKNOWLEDGEMENT

"Gratitude Is Not A Thing Of Expression; It Is More A Matter Of Feeling." A project can never become a success with efforts of only one individual. It requires a group of people to complete a project at its best and it's my family members, my friends and my teacher who have helped me to complete my project report. This project is a result of dedicated effort. It gives me immense pleasure to prepare this report on "A study on consumer behaviour with respect to Digital Marketing on Amazon."

The work would not have been possible to come to the present shape without the guidance, supervision and help of number of people. But I want to thank Students Staff name and details to be incl. as follows Ms. SHEEBA T, M.Com., M.Phil., NET, MBA, SET for giving me an opportunity to work on this project and also for giving me his valuable guidance for the project. Without his help it would have been impossible for me to complete this project.

Once again want to convey my heartfelt thanks to all those people who have helped and supported me during the course, of completion of my project report.

EXECUTIVE SUMMARY

The main aim of research is to find consumer behaviour with respect to digital marketing on Amazon. To know the shopping behaviour of people of Hyderabad, that they prefer to buy online or offline mode of payment .The objective of this research is to make investigation and analysis for consumer behaviour towards online shopping in Hyderabad city. The purpose of research is to discover answers through the application of scientific Procedures regarding online shopping and mode of payment.

Here in this research study exploratory research design is selected with convenience sampling method with 200 sample size. Data is collected through primary data collection (through questionnaire) and secondary data collection methods (books, journals, old research reports).

Major findings made from this research study shows that respondents are accessing online shopping websites through their mobile phone only and respondents prefer to buy from Amazon because it is more reliable app.

Limitations of the study are: Due to ongoing Pandemic it was very difficult to conduct the survey. The time period given for study was very limited. The sample size was very small which **is** may not represent the entire population of Hyderabad Region.

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Chapter -1

INDUSTRY PROFILE

1-INTRODUCTION TO E-COMMERCE

E-Commerce or Electronics Commerce is a methodology of modern business, which addresses the requirements of business organizations. It can be broadly defined as the process of buying or selling of goods or services using an electronic medium such as the Internet.

E-commerce refers to the paperless exchange of business information using the following ways:

- Electronic Data Exchange (EDI)
- Electronic Mail (e-mail)
- Electronic Bulletin Boards
- Electronic Fund Transfer (EFT)
- Other Network-based technologies

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site.

The Internet has transformed the way consumers transact for their daily needs be it ordering food, booking movie tickets or even booking a cab. Online shopping is one category which has witnessed unprecedented growth in the last two years. This revolution is largely led by innovations which in many ways are unique to India as compared to rest of the world.

Lack of credit card penetration, poor infrastructure, etc. for many years hindered the growth of this category. Cash on delivery as a concept is unheard of in many markets and has been a big driver for trial. Also, instead of investing in building in house delivery team, brands have been working on tie-ups with grocery stores, India post etc. to increase their delivery reach. There are many more such examples of innovation and customer centricity which is driving success for online shopping sites and apps in India.

As the recent researches have indicated that, the internet shopping particularly in business to consumer (B2C) has risen and online shopping become more popular to many people. For instance, the Dell computer company have reached 18 million dollars sales through the internet during the first quarter of 1999. As a result, about 30% of its 5.5 billion dollars total sales were achieved through the internet (Moon, 2004). Therefore, to understand internet shopping and its impact on consumer behaviour could help companies making use of it as a form of doing e- business.

1.2 Features of E-Commerce

E-Commerce provides the following features:.

- **Non-Cash Payment:** E-Commerce enables the use of credit cards, debit cards, smart cards, electronic fund transfer via bank's website, and other modes of electronics payment.
- **24x7 Service availability:** E-commerce automates the business of enterprises and the way they provide services to their customers. It is available anytime, anywhere.
- **Advertising/Marketing:** E-commerce increases the reach of advertising of products and services of businesses. It helps in better marketing management of products/services.
- **Improved Sales:** Using e-commerce, orders for the products can be generated anytime, anywhere without any human intervention. It gives a big boost to existing sales volumes.
- **Support:** E-commerce provides various ways to provide pre-sales and post-sales assistance to provide better services to customers.
- **Inventory Management:** E-commerce automates inventory management. Reports get generated instantly when required. Product inventory management becomes very efficient and easy to maintain
- **Communication improvement:** E-commerce provides ways for faster, efficient, reliable communication with customers and partners.

The advantages of e-commerce can be broadly classified into three major categories:

- **Advantages to Organization**
- **D Advantages to Consumer.**

- Advantages to Society.

Advantages to Organizations:

- 1.E-commerce improves the brand image of the company
- 2.E-commerce helps organizations to provide better customer service
- 3.E-commerce helps to simplify the business processes and makes them faster and efficient. .E-commerce reduces the paper work.

Advantages to Customers:

- 1.It provides 24x7 support. Customers can enquire about a product or service and place orders anytime, anywhere from any location.
- 2.E-commerce application provides users with more options and quicker delivery of products.
3. E-commerce application provides users with more options to compare and select the cheaper and better options.

Advantages to Society:

1. Customers need not travel to shop a product, thus less traffic on road and low air pollution.
2. E-commerce helps the government to deliver public services such as healthcare, education,
social services at a reduced cost and in an improved manner.
3. E-commerce helps in reducing the cost of products, so less affluent people can also afford the products.

1.3E-Commerce with the “5-C-Model”

What is the 5C Analysis?

5C Analysis is a marketing framework to analyze the environment in which a company operates. It can provide insight into the key drivers of success, as well as the risk exposure to various environmental factors. The 5Cs are Company, Collaborators, Customers, Competitors, and Context.

- **Company**: When analyzing a company using the 5C marketing framework, the key issue is to identify the Sustainable Competitive Advantage that belongs to the focal company. It can be in the form of brand equity, economies of scale, technological development, etc. To identify if the focal company has a sustainable competitive advantage, the VRIO (Variable Rare Imitable Organized) model can be utilized to distinguish if a company's assets offer a temporary or sustainable advantage.
- **Collaborators**: Collaborators are entities that allow or enhance a company's ability to provide its particular good or service in the way that it does. This factor primarily revolves around a company's supply chain, that ranges from spot contracts up to quasi-vertical integration. The direction of integration can only be upstream, as downstream collaborators are more specifically defined as customers in the 5C Analysis framework.
- **Customers**: The group of potential customers a company can reach with its products or services can be broken down into three main sizes: Total Available Market, Serviceable Available Market, and the Serviceable Obtainable Market. The market segments may be further segmented through demographics, psychographics, geography, and other distinguishing factors.

The Total Available Market (TAM) is the most generalized customer segment that includes every possible customer that demands a particular product or service. The Serviceable Available Market (SAM) would be a subset of the TAM that is categorized by the potential use of a company's product or service. The Serviceable Obtainable Market (SOM) sub-segment of the market is the narrowest definition that specifies the segment of a market that a company could realistically aim to capture.

- **Competitors:** Competition can be found in the form of other companies operating in the same industry as the focal company. To determine the industry, industry classification systems such as the North American Industry Classification System exist to provide a standardized method of defining an industry.

One common metric to identify players of interest is to examine their market share within the industry. It is typically stated through the concentration ratio CR_4 , which shows the percentage of the market share held by the four largest firms in the industry.

Note, however, that industry classification systems may not provide a sufficiently thorough industry definition for certain companies. This can occur because a firm may operate across multiple industries or it may serve a niche market that differs from the traditional industry definition.

- **Context:** The context in which a business operates is most often analyzed with the use of PESTEL analysis. It provides coverage into the areas that may affect a business, but where the business exercises either no or limited control. Changes to contextual factors may impact the industry as a whole rather than a particular company. As such, an advantage experienced by such changes may not translate into a competitive advantage for the focal company or vice versa.

CHAPTER-2

COMPANY PROFILE

2.1 Brief of Amazon

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies. Amazon was founded by Jeff Bezos in Bellevue, Washington, on July 5, 1994. The company started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewellery. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for US\$13.4 billion, substantially increasing Amazon's footprint as a physical retailer. In 2018, Bezos announced that its two-day delivery service, Amazon Prime, had surpassed 100 million subscribers worldwide.

Amazon distributes downloads and streaming of video, music, and audiobooks through its Prime Video, Amazon Music, Twitch, and Audible subsidiaries. Amazon also has a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, and a cloud computing subsidiary, Amazon Web Services. It produces consumer electronics including Kindle e-readers, Fire tablets, Fire TV, and Echo devices. In addition, Amazon acquisitions include Ring, Twitch, Whole Foods Market, and IMDb. Among various controversies, the company has been criticized for technological surveillance overreach, a hyper-competitive and demanding work culture, tax avoidance, and anti-competitive practices. Jeff Bezos founded Amazon in July 1994. He chose Seattle because of technical talent as Microsoft is located there. In May 1997, the organization went public. The company began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, the organization also sold video games, consumer electronics, home-improvement items, software, games, and toys in addition to other items. In 2002, the corporation started Amazon Web Services (AWS), which provided data on Web site popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, the organization grew its AWS portfolio when Elastic Compute Cloud (EC2), which rents computer processing power as well as Simple Storage Service (S3), that rents data storage via the Internet,

- Amazon Digital Game Store
- Amazon Studios

2.3 Marketing campaigns of Amazon

1. Amazon Attribution (beta)

Discover how your non-Amazon digital marketing tactics are helping drive sales on Amazon.



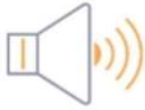
2. Amazon DSP

Our demand-side platform provides advanced tools for buying ad placements both on and off Amazon.



3. Amazon Live

Help drive consideration of your products by educating and interacting with customers in shoppable live streams.



4.Audio ads (beta)

Amazon audio ads help brands connect with audiences as they listen to Amazon Music's free ad-supported tier.



5.Custom advertising solutions

Generate awareness for your brand with innovative, customised advertising experiences.



6.Posts (beta)

Drive brand discovery and consideration with curated lifestyle imagery in your brand's feed on Amazon.



7.Sizmek Ad Suite

Create, distribute, customise, measure and optimise campaigns to support both brand and activation goals.



8.Sponsored Products

Improve visibility of individual products with ads that appear in search results and on product pages.



9.Video ads

Combine sight, sound and motion in ads on Amazon sites, devices such as Fire Tablet and across the web.



2.3 Customer relations of Amazon

Since its founding 22 years ago, Amazon has reached near mythic status for its superior service and customer service strategy.

Says company founder and CEO Jeff Bezos: “I would define Amazon by our big ideas, which are customer centricity, putting the customer at the centre of everything we do, [and] invention. We like to pioneer, we like to explore, we like to go down dark alleys and see what's on the other side.”

Now it's time for you to leverage what Amazon has learned works – and doesn't – to take advantage of their top customer service and customer experience strategies for your organization. And remember – no matter what industry or business you're in, you're competing with Amazon's customer experience in the eyes of your customers anyhow – so you should consider adapting some these practices for your brand.

Start everything with a core commitment to the customer.

Customer service strategy is in the DNA of Amazon. In fact, you could argue that it is the DNA. Read the company's vision/mission statement and you will see the words: “to be earth's most customer-centric company.” Bezos has said his leadership decisions have many times fallen to these simple words.

With a laser- focus on customer experience and service as guiding strategic forces, it's no surprise that Amazon has risen to the top.

Give your users the power of DIY service.

Amazon has an incredibly detailed yet easy-to-navigate help centre, which lets you drill deep into a number of specific concerns. Under the hood, there are thousands of articles, but the surface experience is streamlined, visually appealing, and in sync with the website's shopping experience where users search by category or by specific need. With streamlined help and customer service paths, shoppers save time and feel empowered as they find their own solutions.

DAVE CHAFFEY,(2002) examines that the internet marketing as Applying Digital technologies which form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behaviour, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

CHAFFEY ET AL,(2003) revealed that Internet Marketing as “The use of Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”

BISWASE ET AL,(2004) examine that the research literature suggests that the prior knowledge of the product knowledge is positively related to their perceived ability of information provided to them and negatively related to prior product knowledge with those who have lower product knowledge

LEMPERT, VOLLMER & PRECOURT, (2006) concluded that the internet has become a mass media vehicle for consumer sponsored communication. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions.

CHAFFEY, (2007) revealed that the important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication model in digital media like blogs, social networks, wikis and other social media.

Nurture a community of fellow customer support.

Sometimes, it takes a village to solve a problem. Through hosting numerous forums, Amazon has made it easy for shoppers to tap into the wisdom of the word to get their customer support. The benefits are numerous. When customers help one another, Amazon's service representatives can handle customer requests at a faster pace. And those users who do help one another get the satisfaction that comes with knowing they are part of a community.

Make personal interactions an easy option.

If Amazon's self-service FAQs or community forums can't solve the problem, customers have the option of reaching out to a real person. Callers get 24/7 support and are almost never put on hold.

Amazon has also amazed with a free customer support service called "Mayday." Owners of Amazon Fire phones can tap a "Mayday" button and get instantly connected via video to a tech advisor. The user sees the advisor live while the advisor only sees what's on the phone screen. It's yet another example of how important human interaction can be to ensure quality customer service.

Help your buyer stay connected – wherever they are, whenever they want.

The tipping point has passed for mobile commerce as more than half of customers now use their devices to make e-commerce purchases.

Amazon's mobile-first approach has become an industry standard, an impressive feat given the company's vast array of products and categories. Streamlined and easy to navigate, Amazon's site provides smart categorization and search functionality. With auto-fill, 1-click ordering, and other features, the shopping experience is one of convenience — something critical for modern-day shoppers on the go.

Follow Amazon's lead and meet your customer anywhere they are, as you build loyalty and appreciation by always keeping mobile in mind.



CHAPTER-3

INTRODUCTION TO THE TOPIC

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3.1 Digital Marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing. The development of digital marketing is inseparable from technology development.

HISTORY

One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. These kinds of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not as efficient.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly

BENEFITS OF DIGITAL MARKETING:

1. Increase Customer Loyalty with Frequent Communications

As you know, it cost more to attract and convert new customers than it does to retain existing customers. Customer loyalty can be difficult to establish, but it's well worth your efforts.

It's great to finalize a sale with your customers, but it's even better to retain those customers after the sale. A customer retained can make another purchase or recommend your brand to others, which helps increase sales. In the U.S., 40% of online shopping revenue comes from repeat customers, who make up 8% of site visitors. To retain customers, you need to keep in contact with them and digital marketing makes that easier than ever. Some proven tactics include:

- Personalized email offers: As you learn about your customers, you can send them personalized offers like seasonal discount codes for related products or exclusive access to new product releases. This not only makes the customer feel valued, but it'll also drive repeat sales.
- Social media engagement: Encourage customers to follow you on social media channels. When they do, you'll have daily access to them as they scroll through their social media feeds. Keep them engaged with helpful, relevant content or with content that inspires and delights them. Whenever they need your service or product again, they'll be more apt to buy from your business.

2. Engage the Customer at Every Buying Stage

Before digital marketing became popular, not many people were talking about the customer journey, mainly because it was difficult to understand and analyze. More often than not, a customer would go to a physical store after seeing an ad on TV or in the newspaper, make a decision, and pay for the product or service inside the store. However, in digital marketing, we can track every step that a customer makes, often from the moment when they are triggered to find a solution or product.

These days, it's common for a consumer to see an ad online, search and compare prices on different websites, then go to a store to try the product or shop on an online store. Mobile apps provide shoppers with special offers and coupons, customer support, and comparison tools, which enhance our understanding of the buying process. With digital marketing, a marketer can follow the entire buying journey of the customer.

3. Target the Right Audience

It's now easier than ever to segment audiences since many digital marketing platforms allow you to target a specific audience. We have access to online tools that keep track of an individual's online activities and demographic information. Digital marketers can use this data to offer users specific products or services that they may be interested in. For instance, once a visitor clicks on a brand's display ad, whether on social media or through a search engine, the brand can target that visitor with subsequent and related ads. If the content a visitor receives is based on their interests and online behaviors, it creates positive reinforcement and makes shopping easier and more satisfying.

You can also target your audience with content and offers based on what stage they're at within the buying journey. For example, email marketing can be used to nurture a lead until they're ready to make a purchase. Perhaps they subscribed to your blog and consistently open your blog update emails. After several months, they visit your about me and service web pages. At this point, you know to send them a targeted email with an exclusive offer. They click on the offer and submit a request for a quote.

Sophisticated digital marketing tools make this possible. Let me tell you how it works: when a user fills out a form online, he or she provides personal information. Most web pages have cookies that track the user's behavior on the page. It's this data that companies or digital marketers analyze and devise the right strategies for different types of audiences.

4. Optimize and Obtain Better Conversion Rates

Unlike traditional marketing, which includes expensive TV, radio, or print ads, online advertising platforms are much more affordable. You can also improve your ad conversion

rate more conveniently than you can with traditional advertising. With print advertisements, it's often difficult to track conversion rates as everything is happening offline

3.3 Advantages of digital marketing

The main advantage of digital marketing is that a **targeted** audience can be reached in a **cost-effective** and **measurable** way. Other digital marketing advantages include increasing **brand loyalty** and driving **online sales**.

The benefits of digital marketing include:

- **Global reach** - a website allows you to find new markets and trade globally for only a small investment.
- **Lower cost** - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results** - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- **Personalization** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Openness** - by getting involved with **social media** and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **Social currency** - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people

to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

3.4 Disadvantages of digital marketing

Some of the downsides and challenges of digital marketing you should be aware of include:

- **Skills and training** - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- **Time consuming** - tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
- **High competition** - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- **Complaints and feedback** - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- **Security and privacy issues** - there are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

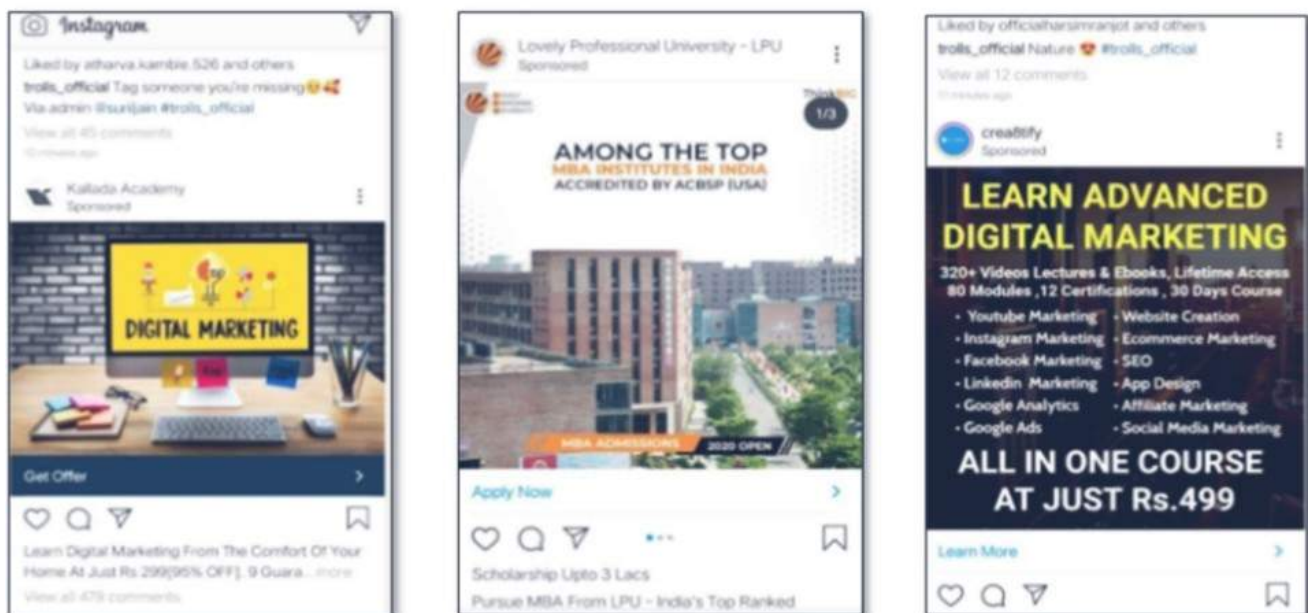
Drive results with social media marketing services.

Almost 75 percent of people use social media when making a purchase decision. It's a critical touchpoint for shoppers in the business-to-consumer (B2C) and business-to-business (B2B) industry, which is why companies invest in professional social media services. With a client recommendation score that exceeds the industry average by 488 percent, WebEx is a trusted

choice for social media marketing services. As your partner, we'll help your business improve its brand awareness, customer loyalty, revenue, and more.

PPC Management Services That Grow Businesses

PPC, or pay-per-click advertising, is one of the best ways to target your most qualified audience. It allows you to reach them where they're already looking, and gain a leg up against competitors. WebEx can deliver a custom PPC campaign to help you increase both conversions and revenue for your company with our PPC management services.



Here we can see clearly how digital marketing works, it starts advertising the moment you search something on google, this is what also called as SEO (search engine optimization) which helps to find and optimize the quality of a website and through certain ways it start showing adds to that very person who came to search.

These are my own examples as I have a keen interest in digital marketing so I keep searching for it and keep looking for different courses and here what it is, I just searched on google and within sometime I started getting these digital marketing course adds on my Instagram feed.

Same goes for the college search that I did just to show how digital marketing works and how advertisements appear at your feed.

3.5 Digital Marketing with Reference to Amazon

What are the steps Amazon is taking?

They are aggressively hiring. Amazon's Advertising division has a new HQ in Manhattan as of late 2017. It leased 360,000 square feet and hired 2,000 people for its advertising, Amazon Fashion, and AWS teams. Releasing new product features on its advertising platforms. In January 2018 they released a long-awaited feature to generate date-range reports on its AMS platform. While Amazon's self-serve ad technology is still far behind the feature set of the incumbents, it is continually releasing features to catch up and gain share.

What trends are they taking advantage of?

Amazon already captures 43% of e-commerce sales in the US and accounts for almost 50% of all online product searches. Amazon is capitalizing on its existing strength as a search engine & fulfilment provider by selling advertising space to brands who want to catch consumers at the transactional end of the purchase lifecycle.

Who does this matter to, and why?

Leaders, Marketers, and advertising professionals of consumer products brands who currently use digital advertising to reach their target customers. Because now there is another contender in the race. There is now another vehicle to reach their customer and to do this profitably and directly at the time the consumer is actually making a purchase decision - not just discovering or researching. Very large brands with significant media budgets will find there is another option for display advertising - their media buys can include Amazon's web properties and devices like the Kindle. Even the Alexa voice assistant could support advertising one day.

For those it matters to, what can/should they do?

Leaders, Marketers, and advertising professionals of consumer products brands should be initiating their Amazon PPC strategies now. The more experience and time these campaigns have, the better they perform and the more data there is to interrogate. Advertisers should be using Amazon for end-of-funnel paid search campaigns, but not at the expense of abandoning their Facebook and Google ad campaigns. Those platforms are still powerful at awareness marketing and earlier in the consumer purchase lifecycle.

Will Amazon's display advertising fit that gap eventually?

Potentially, but currently it is built for very large brands with a reported \$100K minimum spend. Amazon is disrupting the digital advertising landscape. Here's what you need to know.

Brands want to shift ad spend to Amazon for a variety of reasons. One equity analyst predicts Amazon will quadruple their advertising revenue by 2020. This would take Amazon's estimated share of the digital advertising industry spend from around 3.5 percent in 2016 to over 10 percent by 2020 based on eMarketer estimates. Over 50% of all product searches start on Amazon, and many consumers choose Amazon as their first website to scan for any purchase. Amazon offers advertisers cheap, and efficient ad spend. In many instances, consumer product brands find their Return on Advertising Spend (ROAS) to be lower than on other paid search channels like Google and Facebook. Kiri Masters founder and CEO of Bobsled Marketing, says that "several of our clients have shifted significant advertising budget to Amazon due to the strong double-digit conversion rates their products experience on Amazon when compared to the lower single digit rates they get from AdWords, Google Shopping. "Amazon is at the transactional end of the consumer purchase funnel. Once a customer knows what they want to buy, Amazon helps consumers to validate their decision through product detail content and user reviews

CHAPTER-4

RESEARCH METHODOLOGY

4.1 RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include interviews, surveys and other research techniques, and could include both present and historical information.

Research is thus an original contribution to an existing stock of knowledge making for its advancement. It involves systematic collection, analysis and reporting of data and finding relevant solution to a specific problem.

4.2 OBJECTIVES OF THE STUDY:

1. To study the buying behaviour of consumers.
2. To study the perception of consumers towards digital Marketing.
3. To study the consumers behavior towards online payment.

4.3 RESEARCH DESIGN

The Research design was descriptive in nature because it is used to obtain information concerning the current status of depository system in the company so that to describe “what exists” with respect to conditions in a situation.

Descriptive Research

It includes surveys, facts, findings and inquiries of different kinds. The major purpose of the descriptive research is description of the state of affairs as it exists at present. Descriptive Research is that kind of research where the researcher has no control over the variables. Reporter can only report what has happened or what is going to happen. But these incidents cannot be changed by the researcher. This research was descriptive because it would just study the Consumer behaviour with respect to digital marketing in respect to amazon having any control over it.

SAMPLING DESIGN

The following factors were decided within the scope of sample design:

4.3.1 UNIVERSE OF THE STUDY:

Universe of the study means the area or the limits of the study in which it is to be conducted. Universe is divided into three categories: theoretical universe, accessible universe, and target population.

Theoretical Universe is that part of the total population which fulfills our conditions, which included youngsters, middle age, and old age persons all over the world.

Accessible Universe means that part of the population which is within our reach, which included youngster, middle age, and old age persons in India.

Target Population means that part of the accessible universe who actually answer the query, which included selected youngsters.

4.3.2 SAMPLE UNIT:

Sample unit indicates who is to be surveyed. The researcher must define the sample unit that was sampled. In this study, sampling unit was youngsters, middle age, and older persons of Dharamshala to be selected according to the convenience and own judgement.

4.3.4 SAMPLE SIZE:

A sample of minimum respondents was selected from the different areas of Dharamshala. An effort was made to select the respondents evenly. The survey was carried out on 200 respondents.

4.4 SAMPLING TECHNIQUE:

For the purpose of research convenience sampling technique and judgmental sampling technique would be used. On the basis of convenience and own judgmental eligible respondents were selected from the different areas of Dharamshala.

4.5 REVIEW OF LITERATURE

It was proposed to survey the literature regarding differentiation of the product offerings. In the event that the consumer finds him or herself in market that displays low level of differentiation, the consumer might result to purchasing influenced by convenience.

Like consumers who displays complex buying behavior consumers with dissonance reducing behavior were seek to establish personal beliefs regarding the products. These beliefs with eventually transforms into attitude regarding the product offerings. Some Economist had done extensive work on this as a whole. There had been certain endeavors that have direct or indirect bearing on the present study.

PHILIP KOTLER,(1996) concluded that the online marketing is the growing form of direct marketing". The consumer's perception of convenience, price, product information and service has been significantly affected by the internet and modern marketing requires businesses to be committed to consumer orientation (Jaworski and Kohli, 1993).Therefore a substantial web presence is absolutely essential for each and every one the companies today.

ROWLEY,(2001) revealed that in online marketing advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers.

RATCHFORD ET AL,(2001) concluded that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They also can efficient and effectively analyze the offerings and easily locate a low price for a specified product.

DAVE CHAFFEY,(2002) examines that the internet marketing as Applying Digital technologies which form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behaviour, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications and online services that match their individual needs.

CHAFFEY ET AL,(2003) revealed that Internet Marketing as “The use of Internet and the related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet media and other digital media such as wireless mobile, cable and satellite media”

BISWASE ET AL,(2004) examine that the research literature suggests that the prior knowledge of the product knowledge is positively related to their perceived ability of information provided to them and negatively related to prior product knowledge with those who have lower product knowledge

LEMPERT, VOLLMER & PRECOURT, (2006) concluded that the internet has become a mass media vehicle for consumer sponsored communication. It now represents the number one source of media for customers at work and the number two source of media at home. Customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions.

CHAFFEY, (2007) revealed that the important to understand the relationship between digital communication and traditional communication in the old media; for example, TV, radio, newspapers, magazines and billboard ads, the communication model was and is one-to-many compared to one-to-one or many-to-many communication model in digital media like blogs, social networks, wikis and other social media.

examined to identify the potential factors. The information search is the most important factor that helps the customers find the suitable products or services for their needs.

OSWAL & DESHMUKH,(2013) examine that consumers the behavior pattern are more or less similar to each other, particularly in the aspects like quality, preference and decision making. However it is evident that the present approaches to draw the attention of customers are not adequate. Results showed that the consumers are particular about the appropriate system of distribution and hence there is a great need for change in the distribution system. It may not be always correct to say that consumers behave in the same way as it much depends on type of products, quality of the products and price of the products. Therefore the producer must be paid special attention at least with regard to price and distribution system to cover the large number of customers. This is mainly because of the fact that the buying capacity of the consumers may not be equal to the buying capacity.

JONNA LORD (2014) revealed that the Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. This paper analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping and explores the factors that affecting the online shopping. The Study provides insights into consumers' online shopping behaviors and preferences. Moreover, paper also identify the hurdles that customers' face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings revealed that online shopping brings optimum convenience to the consumers.

OJASWITA SHRIVASTAVA, (2014) revealed that the E-tailers spend enormous amount of time, effort and energy and resources to market and sell their products and services to their consumers. They engage in activities such as segmentation, targeting, positioning and use the four Ps to ensure that the consumers select their products and services from a shelf full of competing products. The perceived transaction inconvenience is the major predictor of shopping cart abandonment. The other predictors are perceived risks and perceived waiting time. While

marketing literature is replete with investigations focusing on virtually every aspect of consumer and shopping behavior, little academic research focus has been directed towards understanding why consumer abandon a shopping cart towards the end, after they have selected the product.

The study examines the unexplored area of consumer behavior at the final stages of transaction culmination and hence is an initial step towards filling that gap.

MS. DIPTI JAIN, MS SONIA GOSWAMI, MS. SHIPRA BHUTANI, (2014) examine that there are four dimensions of online shopping as perceived by consumers in India are identified and the different demographic factors are also studied which are the primary basis of market segmentation for retailers. The main objective of this research is to study the impact of Perceived Risk, Perceived enjoyment, Perceived usefulness and Perceived ease of use factors on online shopping behavior of consumers.

MARTIN J,(2015) revealed that the factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field. However, there is very limited knowledge about online consumer behavior because it is a complicated sociotechnical phenomenon and involves too many factors. This goal has been followed by using a model examining the impact of perceived risks, motivational factors and return policy on attitude toward online shopping behavior and subjective norms, perceived behavioral control, domain specific innovativeness and attitude on online shopping behavior as the hypotheses of study. This study identifies the following implications. The results and findings of this study revealed retail companies should start taking measures to eliminate risk factor and build trust in this form of retail.

DR. SHUCHI SINGHAL, SHASHI SHEKHAWAT, (2015) examine that the consumer buying behaviour is the figure total of a consumer's outlooks, likings, purposes and decisions at the time of purchasing any product or services. Many researchers have done various types of studies in online and offline consumer buying behaviour. The purpose of the paper is to provide a comprehensive review of extensive literature of previous studies since 1999 till date. The study of various literatures for last fifteen years, led to the extraction of various factors affecting online

purchasing of various products and services. The most motivating factors have been identified which encourage consumers to shop online.

MCKINSEY (2019) examine that increasing use of internet by the younger generation in India, provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumer's buying behaviour, the association between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones. This study attempts to analyze the features related to the shopping behaviour of online shoppers. Consumer's shopping behaviour in respect of online shopping was studied using different socio-economic variables. The data was collected through questionnaire. The results of study revealed that online shopping in India is significantly affected by various demographic factors like age, gender, education and income. Further it also helps retailers to understand the drivers of consumer's attitude and goal to shop on the internet and consumer's perceptions regarding ease of use and usefulness.

URBAN GLEN, (2019) revealed that the online shopping as perceived by consumers in India are identified and the different demographic factors are also studied which are the primary basis of market segmentation for retailers. It was discovered that overall website quality, commitment factor, customer service and security are the four key factors which influence consumers' perceptions of online shopping. The study revealed that the perception of online shoppers is independent of their age and gender but not independent of their education & gender and income & gender. Finally, the recommendations presented in this research may help foster growth of Indian online retailing in future. The result of our study showed that the perception of online shoppers is independent of their age and gender but not independent of their qualification & gender income. The analytical results of our study further indicate relationships between consumers' perceptions of the factors that influence their intention to buy through online. More specifically, consumers' perceptions of the customer service, commitment and web security of online purchasing exhibit significant relationships with their online buying intention.

4.6 SCOPE OF THE STUDY

The study was carried out to identify opportunities of online shopping in Dharamshala city. This research was done to collect the information for goods for online shopping in Dharamshala region. The objective of this research is to study the consumer behavior with respect to digital marketing on amazon.

This data is very important for study in Dharamshala city as we are exploring opportunities to offer solutions in online shopping of goods as primary target. The findings and recommendations from the research would be used to define future strategy for research in respect of market scope, initial target market and pricing strategy.

4.7 DATA COLLECTION AND ANALYSIS:

4.7.1 DATA COLLECTION

PRIMARY DATA:

It includes information collected afresh and the first time, and thus happen to be original in character. It is the backbone of any study. It was obtained through questionnaire from respondent. It includes data collected from consumers who buy products from Amazon.

SECONDARY DATA: Newspaper, Journals, Phillip Kotler online articles is used.

4.7.2 PERIOD OF STUDY: March to May

4.7.3 STATISTICAL TOOL: Chi-square is used to present the data.

4.8 STATEMENT OF HYPOTHESIS:

The following hypothetical statements are designed to help the researcher in his analysis. They are represented both in null and alternative hypothesis. H₀ is used for null hypothesis while H₁ for alternative hypothesis.

HYPOTHESIS I

H₀: People are not satisfied to buy online.

H₁: People are satisfied to buy online.

CHAPTER - 5
DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Ques1.Do you prefer online shopping?

ONLINE SHOPPING	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	200	100%
NO	0	0%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.1



CHART NO.1

INTERPRETATION

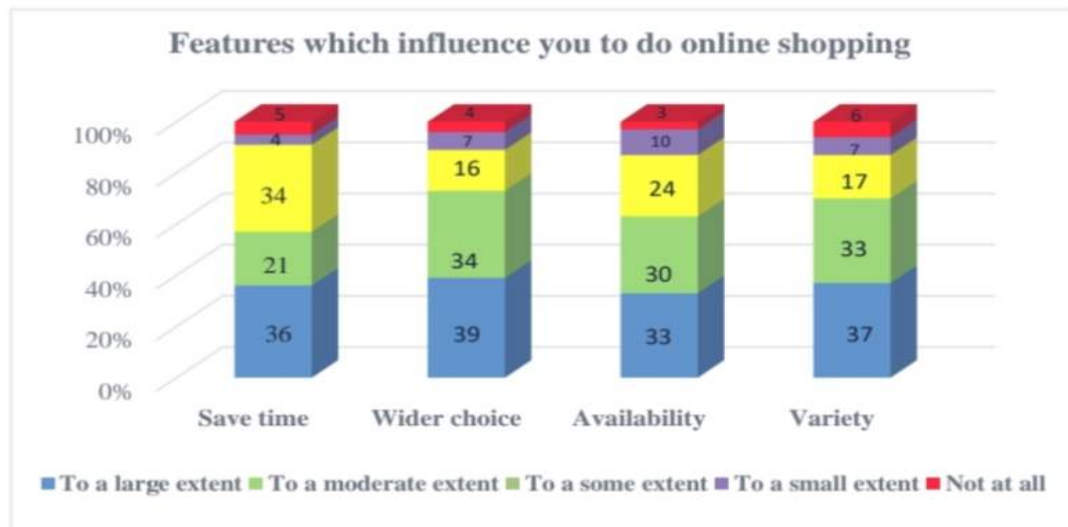
It has been inferred from the above chart that all the respondents prefer to do online shopping.

Ques2. At what extent these attributes influence you to do online shopping instead of offline?

S.NO.	PARTICULARS	RESPONDENT					PERCENTAGE				
		To a large extent	To a moderate extent	To a some extent	To a small extent	Not at all	To a large extent	To a moderate extent	To a some extent	To a small extent	Not at all
1.	SAVE TIME	72	42	68	8	10	36%	21%	34%	4%	5%
2.	WIDER CHOICE	78	68	32	14	8	39%	34%	16%	7%	4%
3.	AVAILABILITY	66	60	48	20	6	33%	30%	24%	10%	3%
4.	VARIETY	74	66	34	14	12	37%	33%	17%	7%	6%

Source: Questionnaire

TABLE NO. 5.2



INTERPRETATION

The above chart shows the features which influence online shopping. Most of the respondents like 72% prefer to do online shopping to save the time, 78% prefer for wider choice, 66% for available and 74% for variety.

Ques3.If you prefer Amazon then why?

PREFERENCE OF CONSUMERS	NO. OF RESPONDENTS	PERCENTAGE
RELIABLE PRODUCTS	60	30%
GOOD AFTER SALES SERVICE	50	25%
VARIETY OF PRODUCT	90	45%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.3

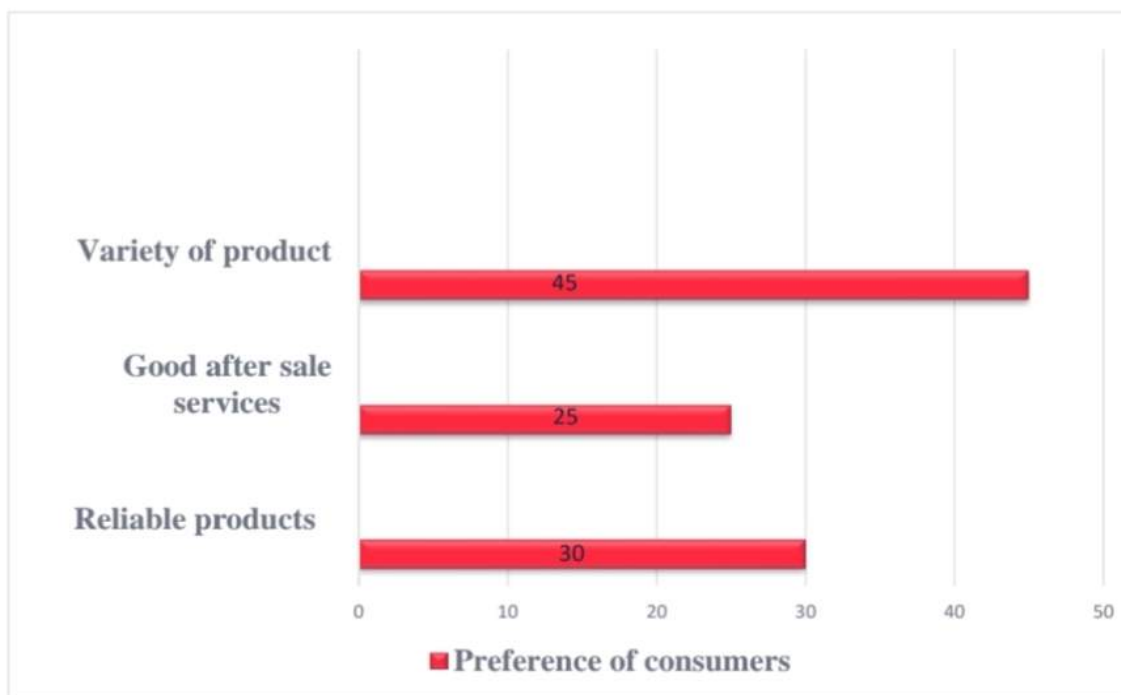


CHART NO.3

INTERPRETATION

The above chart shows that the respondents preference towards Amazon. Most of the respondents like 45% prefer variety of products while buying the products online, 25% respondents like after sale services and 30% respondents prefer reliability of products.

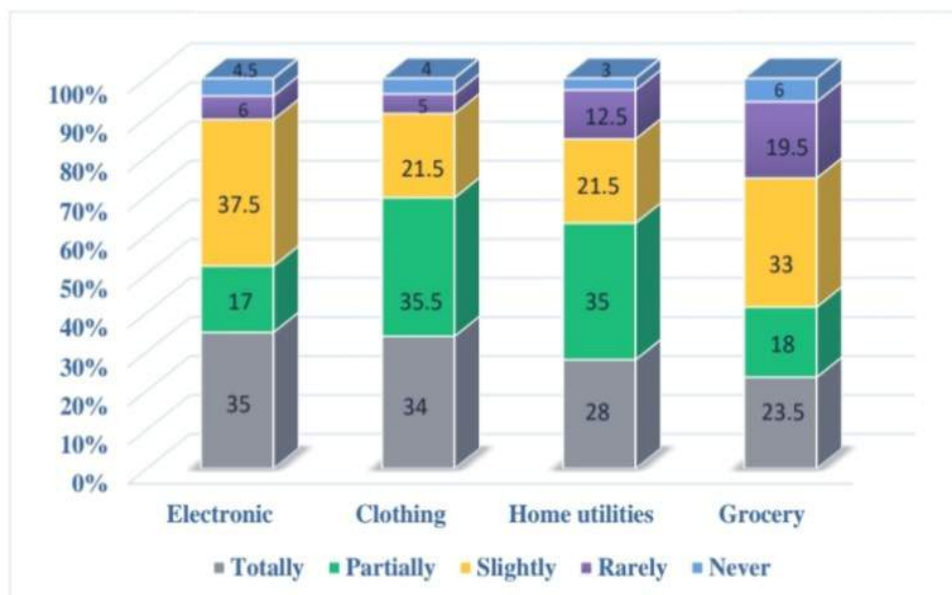
Ques4.Which type of product you mostly prefer to buy from amazon?

S.NO.	PARTICULARS	RESPONDENT					PERCENTAGE				
		Totally	Partially	Slightly	Rarely	Never	Totally	Partially	Slightly	Rarely	Never
1.	ELECTRONIC	70	34	75	12	9	35%	17%	37.5%	6%	4.5%
2.	CLOTHING	68	71	43	10	8	34%	35.5%	21.5%	5%	4%
3.	HOME UTILITIES	56	70	43	25	6	28%	35%	21.5%	12.5%	3%
4.	GROCERY	47	36	66	39	12	23.5%	18%	33%	19.5%	6%

Source: Questionnaire

TABLE NO. 5.4

Most Bought Product on Amazon



INTERPRETATION

The above chart shows that mostly 70% respondents like electronic, 68% like clothing, 56% like home utilities and 47% respondents prefer to buy grocery while buying the products.

Ques5.Which factor do you consider while buying a product?

FACTORS WHILE PURCHASING	NO. OF RESPONDENTS	PERCENTAGE
QUANTITY	30	15%
QUALITY	70	35%
PRICE	80	40%
BRAND	20	10%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.5



CHART NO.5

INTERPRETATION

It has been inferred from the above chart that most of the 35% respondents like Quality factor, 40% like price factor, 10% like Brand factor at the time of buying a product.

Ques6.Does review of product matters before buying a product online?

REVIEW OF PRODUCTS MATTER	NO. OF RESPONDENTS	PERCENTAGE
ALWAYS	110	55
SOMETIMES	60	30
NEVER	30	15
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.6



CHART NO.6

INTERPRETATION

It has been inferred from the above chart that the review of product always matters for 55% respondents, 30% for some respondents and for 15% respondents it never matters.

Ques7.Which problem do you face while shopping from Amazon?

PROBLEMS WHILE SHOPPING ON AMAZON	NO. OF RESPONDENTS	PERCENTAGE
RETURN POICY	10	5%
NO FACILITY OF EMI ON DEBIT CARD	120	60%
LONG DELIVERY PERIOD	40	20%
CANCELLING OF ORDER DUE TO SHORTAGE OF PRODUCT	30	15%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.7

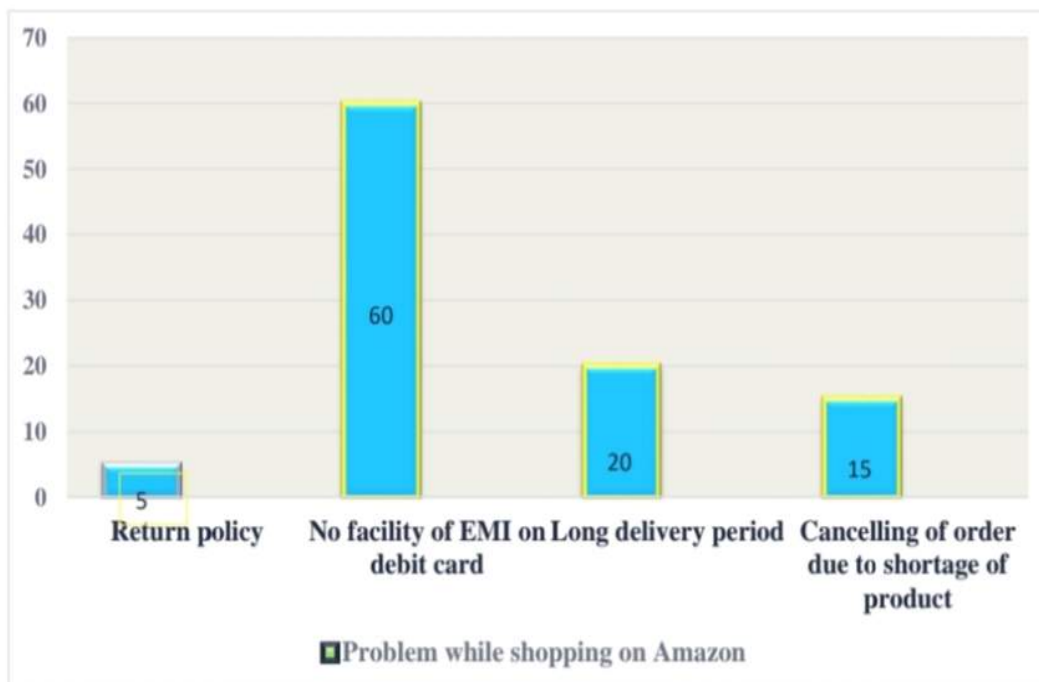


CHART NO.7

INTERPRETATION

The above chart shows the problem face by amazon customer while buying a product Most of people face 60% problem of EMI facility, 20% of long delivery period and 15% consumer face problem of cancelling of order due to shortage of product.

Ques8.How often do you see an ad related to a product that you might desire?

AD RELATED TO A PRODUCT	NO. OF RESPONDENTS	PERCENTAGE
VERY RARELY	20	10%
VERY FREQUENTLY	30	15%
EVERYTIME YOU VISITED ON INTERNET	140	70%
YOU DON'T GET ANY AD	10	5%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.8

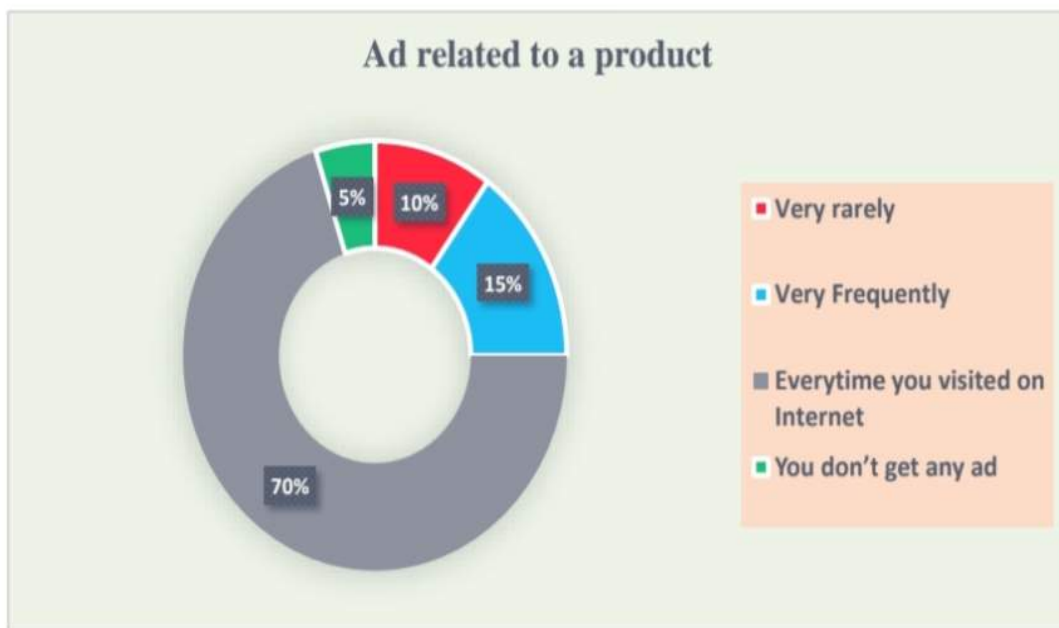


CHART NO.8

INTERPRETATION

The above chart shows that respondents view an ad related to a product. Most of the respondents got add when they visit on internet, 15% got very frequently, 10% very rarely and 5% does not get any add.

Ques9.What do you think about online payment mode? Is it safe or not?

ONLINE PAYMENTS ARE SECURE	NO. OF RESPONDENTS	PERCENTAGE
YES	130	65%
NO	50	25%
CAN'T SAY	20	10%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.9



CHART NO.9

INTERPRETATION

The above chart shows the online payment mode. 65% respondents believe that online payment mode is safe, 25% does not believe and 10% respondents can't say.

Ques10. How much are you satisfied to buy online rather than physical store?

Sr. No	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Highly dissatisfied	50	25%
2	Dissatisfied	10	5%
3	Neutral	20	10%
4	Satisfied	10	5%
5	Highly satisfied	110	55%
	Total	200	100%

Source: Questionnaire

TABLE NO. 5.10

H_0 – People are not satisfied to buy online.

H_1 – People are satisfied to buy online.

STEP-2 To find the expected value.

Expected frequency = (Total No. of Respondent / No. of Particulars)

STEP -3 Calculation of chi- Square value.

Computation table for chi-square

Observation Value(O)	Expected Value (E)	(O-E)	(O-E) ²	(O-E) ² /E
50	40	10	100	2.5
10	40	-30	900	22.5
20	40	-20	400	10
10	40	-30	900	22.5
110	40	70	4900	122.5
			TOTAL	180

STEP-4

Level of significance 0.05

Degree of freedom = (5-1) = 4

Tabulated value at 5% level of significance and degree of freedom 4 is 9.49.

STEP-5 Comparing with table value.

The calculated value is greater than the tabulated value $180 > 9.49$.

Findings: Therefore, reject the null hypothesis (H_0) and accept the alternate hypothesis (H_1). Hence, people are satisfied to buy in online store.

Ques11.Which mode of payment you usually prefer the most for shopping on Amazon?

PAYMENT MODE	NO. OF RESPONDENTS	PERCENTAGE
CREDIT CARD	40	20%
DEBIT CARD	30	15%
CASH ON DELIVERY	110	55%
NET BANKING	20	10%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.11

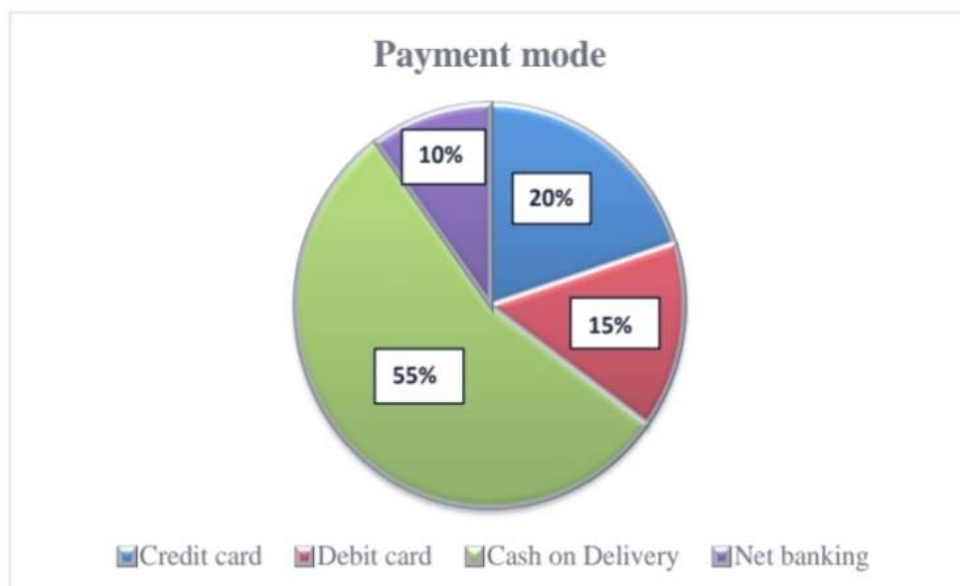


CHART NO. 11

INTERPRETATION

The above chart shows the mode of payment that consumers usually preferred 55% respondent do cash on delivery, 10% net banking, 50% use debit card and 20% respondents use credit card for doing payment.

Ques12.Why do you prefer online payment rather than Cash on delivery?

PREFER ONLINE PAYMENT RATHER THAN COD	NO. OF RESPONDENTS	PERCENTAGE
BECAUSE OF DISCOUNT OPTION	80	40%
EMI FACILITY	50	25%
OTHER	70	35%
TOTAL	200	100%

Source: Questionnaire

TABLE NO. 5.12

Prefer online payment rather than COD

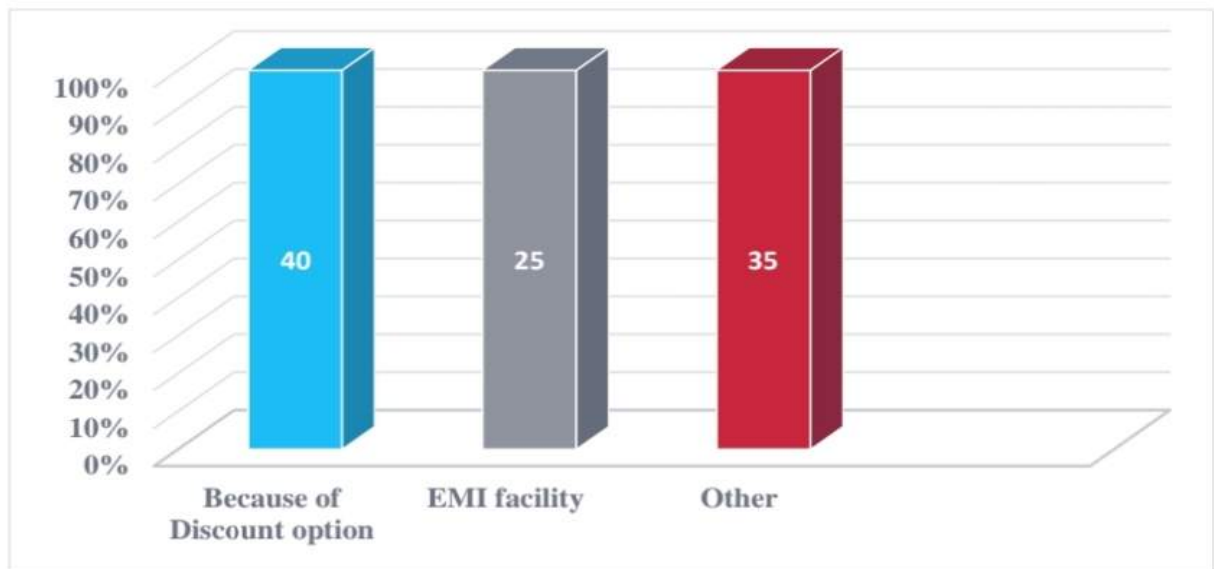


CHART NO. 12

INTERPRETATION

The above chart shows that why respondents prefer online payment rather than cash on delivery. Most of 40% respondent do online payment because of discount option, 25% for EMI facility and 35% for other.

CHAPTER-6

FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

FINDINGS

- Most of the respondents prefer to do online shopping.
- Most of the respondents prefer 72% online shopping to save the time, 78% prefer for wider choice, 66% for available and 74% for variety
- 200 respondents prefer to do online shopping from amazon.
- Majority of the respondents are female i.e 55%.
- Most of the respondents prefer 45% variety of products while buying the products online ,25% respondents like after sale services and 30% respondents prefer reliability of products.
- 70% respondents like electronic, 68% like clothing, 56% like home utilities and 47% respondents prefer to buy grocery while buying the products.
- Most of the 35% respondents like Quality factor, 40% like price factor, 10% like Brand factor at the time of buying a product.
- the review of product always matters for 55% respondents, 30% for some respondents and for 15% respondents it never matters.
- The problem face by amazon customer while buying a product is 60% problem of EMI facility, 20% of long delivery period and 15% consumer face problem of cancelling of order due to shortage of product.
- Most of the respondents got add when they visit on internet, 15% got very frequently, 10% very rarely and 5% does not get any add.
- 65% respondents believe that online payment mode is safe, 25% does not believe and 10% respondents can't say
- Consumers usually preferred 55% respondent do cash on delivery, 10% net banking, 50% use debit card and 20% respondents use credit card for doing payment.
- Consumer prefer online payment rather than cash on delivery. Most of 40% respondent do online payment because of discount option, 25% for EMI facility and 35% for other.

SUGGESTIONS

1. IMPROVE YOUR SEO

As well as seller rating and price, Amazon also looks at keywords in the product's title to rank listings. Amazon also uses the keywords in the product title to rank the listing.

2.IMPROVE QUALITY:

You should always focus on improving of quality of products in order to attract customers.

3.GET AS MUCH REVIEWS AS POSSIBLE

Consumer reviews play very important role, with 88 percent of consumers trusting online reviews. Therefore, sellers should try their best to get as much positive customer reviews as possible, and it's better to have photos. However, about 90 percent of Amazon buyers don't leave comments, so sellers can use Feedback Five or similar tools to increase the amount of feedback and remove negative reviews.

4.KEEP THE PRICE COMPETITIVE ADVANTAGE

Inventory, logistics, customer service, and prices are important factors to win Buy Box.

5.ATTRACT CONSUMERS WITH DISCOUNTS

Discounts are an important way to attract consumers. Promotions and discounts can place you at the top of the category, while also increase your probability of appearing in the 'Hot Deals' and 'New & Noteworthy' sections of amazon's homepage, which can bring you significant traffic and increase the exposure of related products on your page, and further attract consumers to buy other products.

6 .MAKE YOUR BRAND NOTICEABLE AND LIKED

All the really big brands are really successful at getting people to understand who they are and what they do.

7 .KEEP YOUR SELLER RATING HIGH

There are many little metrics Amazon takes into account in determining your overall seller rating, and it's how much you pay attention to the details that often determines the kind of customer experience buyers have.

8.EMI FACILITY ON DEBIT CARD:

Emi facility on debit card must be given to consumers. So, that they can buy easily. Which helps to increase the sales.

CONCLUSION

I had a great experience building this project for my own understanding and learning. Well, the conclusion always states what have I learnt and what have I acknowledged from this project. So, I will note down the different point from my learning.

- First, this whole project was based on digital marketing and this concept states the importance of customer retainment.
- I learnt the various through which retargeting is done and how can we effect and attract the customers in different ways.
- One thing I observed while making this, was some of the features that Amazon has and it can improvise that. I have stated that feature above and I feel this thing can be changed.
- There can be several different ways through which you can attract the existing as well as potential customers.
- Email surveys, offers and discounts and various other tactics can help to retain the loyal customers.
- I feel social media influencing is the new way to retain a customer and build brand loyalty, more and more people are on the internet today, and they will like to see more on their feeds rather to visit the site in person.

This project helps me to learn and drive deeper into the concept of digital marketing.

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ANNEXURE

I, **Ishita Kaistha** student of MBA 4sem at **Govt. Post Graduate College Dharamshala** conducting a survey on **“To study the Consumer Behaviour Towards Digital Marketing on Amazon”** as a part of my curriculum. Kindly help me to gather the information by sparing your 5-10 minutes for fulfilling the questionnaire. I assure you that information will be kept confidential. I will be very thankful to you.

Que:1 Do you prefer online shopping?

- a) Yes
- b) No

Que:2 At what extent these attributes influence you to do online shopping instead of offline?

Attributes	To large extent	To moderate extent	To some extent	To small extent	Not at all
Save Time	☐	☐	☐	☐	☐
Wider choice	☐	☐	☐	☐	☐
Availability	☐	☐	☐	☐	☐
Variety	☐	☐	☐	☐	☐
	☐	☐	☐	☐	☐

Que:3 Do you prefer Amazon for online shopping ?

- a) Yes
- b) No

Que:4 If you prefer Amazon then why?

- a) Reliable products
- b) Good after sale services
- c) Variety of product

Que:5 Which type of product you mostly prefer to buy from amazon?

Attributes	Totally	Partially	Slightly	Rarely	Never
Electronic	☐	☐	☐	☐	☐
Clothing	☐	☐	☐	☐	☐
Home Utilities	☐	☐	☐	☐	☐
Grocery	☐	☐	☐	☐	☐

Que6: Which factor do you consider while buying a product?

- a) Quality
- b) Quantity
- c) Price
- d) Brand

Que7: Does review of product matters before buying a product online?

- a) Always
- b) Sometimes
- c) Never

Ques8: Which problem do you face while shopping from Amazon?

- a) Return policy
- b) No facility of EMI on debit card
- c) Long delivery period
- d) Cancelling of order due to shortage of product

Ques9: How often do you see an ad related to a product that you might desire?

- a) Very rarely
- b) Very frequently
- c) Everytime you visit on Internet
- d) You don't get any add

Ques10: How much are you satisfied to buy online rather than physical store?

- a) Highly dissatisfied
- b) Dissatisfied
- c) Neutral
- d) Satisfied
- e) Highly satisfied

Ques11: What do you think about online payment mode? Is it safe or not?

- a) Yes
- b) No
- c) Can't say

Ques12: Which mode of payment you usually prefer the most for shopping on Amazon?

- a) Credit card
- b) Debit card
- c) Cash on Delivery
- d) Net banking

Que13: Why do you prefer online payment rather than Cash on delivery?

- a) Because of discount option
- b) EMI facility
- c) Other

Personal Details:

Name –

Age (years); 20-25 years 25- 30 years 30 -35 years 35-40 years above 40 years

Gender – Male/Female

Phone no

