

A STUDY ON PERFORMANCE OF ONLINE MARKETING USING SHOPIFY APPLICATION

Submitted in partial fulfilment of the requirement for the award of

Bachelor of Business Administration

By

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DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES

**SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2021



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BONAFIDE CERTIFICATION

This is to certify that this Project Report is the bona-fide work of **ROHITH VAMAKANTHAN (38280107)** who carried out the project entitled "**A STUDY ON PERFORMANCE OF ONLINE MARKETING USING SHOPIFY APPLICATION**" under my supervision from 6th January 2020 to 6th March 2020.

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Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I, **ROHITH VAMAKANTHAN (38280107)** hereby declare that the Project Report titled “**A STUDY ON ONLINE MARKETING USING SHOPIFY APPLICATION**” was done by me under the guidance of **Dr. ILANKADHIR M.** The information has been collected from authentic sources and is the work done by me during the academic year 2021. Internal is submitted in partial fulfilment of the award of Bachelor of Business Administration degree.

DATE:

PLACE: CHENNAI

ROHITH VAMAKANTHAN

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ABSTRACT

Creating a social media visage for a business has become a pivotal part of reaching the targeted demographic on a large scale, it has become an inevitable part of creating an organization without which it can be virtually lost. This has caused certain fragments of the population, especially the ones that do not understand the internet entirely well to grapple to create a reach for their business.

In order to make the reduce the above challenges, there exists an application known as **SHOPIFY** that lets you create your business, manage your orders, products, staff and customers from anywhere.

Shopify Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. It is also the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems.^[3] Shopify offers online retailers a suite of services including payments, marketing, and shipping and customer engagement tools.

Therefore, this study concentrates on studying the performance of using Shopify application to further the online marketing portion of businesses situated in Chennai and few other locations. The sample size of the present study is 150 people and this research is based on both primary data and secondary data about Shopify application

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CHAPTER 1

1.1 INTRODUCTION ABOUT THE STUDY

In this contemporary era, traditional marketing is fading away with the penetration of online marketing which has spread many different ranches including social media, blogs, chat forums and general troubleshooting forums. The pace of information sharing has never been as rapid as it is in this era and to facilitate this explosion of new changing information, online marketing has a role to play.

Online marketing empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the features, quality, durability, design and functionality of various products across industries.

Marketing managers are increasingly making use of online marketing due to various reasons including; eliminating geographical constraint, ease of accessibility, consolidation of large Volume of information into a compact online website, high margin for customization and intensity of reach to potential and actual consumers around the globe.

Online marketing can influence the consumer purchasing decision and alter brand perceptions of different products of different industries. It is the purpose of this research to study the various tools and techniques marketing managers can use to influence consumer purchasing decision and brand perception by utilizing consumers as their marketing asset.

1.2 INDUSTRY PROFILE

The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. India e-commerce sector will reach US\$99 billion by 2024 from US\$30 billion in 2019, expanding at a 27% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth.

- The Indian e-commerce sector is ranked 9th in cross-border growth in the world, according to Payoneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025.
- In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organizations and PSUs.
- Through its Digital India campaign, the Government of India is aiming to create a trillion-dollar online economy by 2025

CHAPTER 2

2.1 REVIEW OF LITERATURE

Chaffee (1986) noted, the greater the interaction between people on mass media, the higher the chances of them sharing this information to cause opinion change resulting social change. This means that indirect agents aren't as effective as direct agents, in this case, consumers themselves. Encouraging consumers themselves to get involved in the marketing process increases the credibility of the message delivered.

Mercola (2005). Direct-to-consumer marketing can be greatly affected by consumers approach towards it, which is influenced by media integrity (Huh, Delorme and Reid, 2004). It's also important to keep in mind the ethical concerns of pharmaceutical industries when involving consumers as advertising agents as improper attempts can lead to damaging results. For example, Merck's careless practices concerning Vioxx injured quite a lot of patients and caused tremendous economic loss

Ives (2004) Apple Newton, a discontinued product over 9 years ago has the opportunity for coming up again as consumers of this particular product aim to use vigilante marketing as a tool to modify, repair and innovate this product. The way in which we regard Newton trade name population "homebrew advertising" (Kahney, 2004) "Folk advertising" (O'Guinn, 2003), the open source "branding (which goes by many names, including the recent proliferation of customer evangelism with a nice dovetails Garfiel, 2005), and "vigilante marketing"

Alan L. Montgomery Interfaces (Mar. - Apr., 2001) It is normal for a dynamic medium such as internet to create by itself new means of communication interfaces and new applications to assist in the creation of an online language. For example, Icono cast (16th Dec, 1998) mentioned that viral marketing is the new language in online marketing. However, some new names are being coined in relation to viral marketing which might cause others to interpret it in the wrong fashion. Collective filtering enjoins individuals with parallel comforts using huddling methods. Such methods aid in etching Web sites.

Ungar and Foster [1998] mention a collective filtering method used by CD Now, in order to suggest new and upcoming artists to their existing clients via their email addresses. [Chavez and Maes, 1996] mentioned creation of online bazaars for the buying and selling of goods can be done by computer agents.

Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J.S.Wilner (2010) further added, "We analyze reviewing practices at Amazon.com and bn.com and discovered that customer appraisals tend to be constructive at both sites and that they are more comprehensive at Amazon.com. This confirmation suggests that customer endorsement touches consumer purchasing performance at two Internet retail sites. The notion that customer content affects sales is mandatory for variances in customer content eminence to have any impact on differences in revenues or profitability across retailers. An interesting allowance to this research would be to scrutinize whether refining a customer's contentment with his or her purchases affects consequent customer loyalty."

Chrysanthos Dellarocas (October 2003) relates and explains the relationship between internet feedback mechanisms & their ability to become large scale information exchange hubs where consumers share their views on different products. The penetration of online marketing in the consideration set of consumers is greatly influencing the decision patterns and decision behaviors of consumers across industries in a subtle yet significant way. There is evidence to suggest that consumers now rely much on online views and opinions ranging from investment options to deciding what entertainment to use for recreation.

Guernsey (2000). The online marketing faces a new challenge in the contemporary era, that is, the unfamiliarity of the individuals posting or sharing information on the web with those who view and/or access it. As each individual can freely post, share and comment his/her opinions and views regarding different products on the internet without any thorough input of personal information; it creates a fragile online identity, similar to that of a stranger. This can lead to trust issues amongst the target audience, thus affecting the impact of the shared information.

Friedman and Resnick (2001). Dellarocas (2003) discusses however that unfamiliar identity can lead to optimum outputs if the nature of information sharing is not subjective, but objective. Objective information sharing and exchange can lead to better understanding of the context than subjective information as there is less distortion and variability in objective data compared to subjective data. However, it is important to note that the nature of the product or service will also influence the effectiveness of the shared information.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR THE STUDY

With E commerce rapidly encroaching retail buying behavior due to its effortless and unchallenging application, a considerably large percentage of people have made the transition from working in MNC's to becoming self-employed. We all evolved into a society where we all the grave importance of online marketing and its effects to a business. With door to door marketing and other tedious marketing methods becoming almost extinct, online marketing has fully taken up its spot. With its effortless execution methods and reach to a larger number of people it has a great number of advantages. Now comes the problem of trying to navigate, create and manage a business' marketing online. There are a number of applications that make it much easier for people to try to understand and make utmost use of online marketing to further their business. Shopify is one such application. With Shopify, the entrepreneurs have complete control over the look and feel of website, from its layout, to content and colors. Shopify handles everything from marketing and payments, to secure checkout and shipping. The main purpose of this study would be to identify the factors that make online marketing easier through Shopify and how it has helped to further the businesses of the people using it.

3.2 OBJECTIVES OF THE STUDY

1. To see if Shopify can help to improve the image of the organization
2. To see if shopify can help with audience **massification**
3. To see if shopify has the ability to select customers
4. To see if shopify can improve communication with the customers
5. Too see if shopify has the ability to improve the business

3.3 FIELD OF THE STUDY

The study was not only limited to the people residing in Chennai, but also other cities. This field of study was chosen to study the following.

3.4 RESEARCH DESIGN

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner so that the research problem is efficiently handled. It provides insights about “how” to conduct research using a particular methodology. Every researcher has a list of research questions which need to be assessed – this can be done with research design. The sketch of how research should be conducted can be prepared using research design.

An impactful research design usually creates minimum bias in data and increases trust on the collected and analyzed research information. Research design which produces the least margin of error in experimental research can be touted as the best. The essential elements of research design are:

- Accurate purpose statement of research design
- Techniques to be implemented for collecting details for research
- Method applied for analyzing collected details
- Type of research methodology
- Probable objections for research
- Settings for research study
- Timeline
- Measurement of analysis

3.5 SOURCES OF DATA

The task of data collection begins once the research problem has been defined and the research design/plan has been chalked out. While the type of data collection to be used for the study, the researcher should keep in mind two methods of data collection viz. Primary data and Secondary data

PRIMARY DATA

These are the data which are collected from some primary sources i.e., a source of origin where the data generate.

These are collected for the first time by an investigator or an agency for any statistical analysis. "Data which are gathered originally for a certain purpose are known as primary data." — Horace Secrist

PRIMARY DATA COLLECTION

The primary data for this collected from 150 respondents belonging to Chennai and other states through a structured questionnaire by using Random Sampling method.

SECONDARY DATA

Secondary data refers to data which is collected by someone who is someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes

SECONDARY DATA COLLECTION

The secondary data for the study was collected from available literature, journals based on research topic, web search and also from the previous customers of Shopify.

3.6 RESEARCH POPULATION

A research population is generally a large collection of individuals or objects that is the main focus of a scientific query. It is for the benefit of the population that researches are done. However, due to the large sizes of populations, researchers often cannot test every individual in the population because it is too expensive and time-consuming. This is the reason why researchers rely on sampling techniques.

SAMPLE SIZE

Sample size is a count of the individual samples or observations in any statistical setting, such as a scientific experiment or a public opinion survey. Though a relatively straightforward concept, choice of sample size is a critical determination for a project. Too small a sample yields unreliable results, while an overly large sample demands a good deal of time and resources.

3.7 SAMPLE SIZE USED FOR THE STUDY

The sample size used for this study is 150 respondents and the responses are collected from the respondents through Google Forms.

3.8 SAMPLING TECHNIQU

Judgmental sampling

3.9 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is three months of study.

3.10 STRUCTURE OF THE QUESTIONNAIRE

A questionnaire containing a total of 20 questions was constructed to study the effects of work related stress on employee performance. The questions are combined into a single unit which identifies the factors causing work stress and people's response to it. The questionnaire contains close ended questions, and Likert scale questions.

3.11 ANALYTICAL TOOLS USED IN THE STUDY

PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for a better understanding of collected data. It is a useful method of expressing the relative frequency of survey responses and other data. Percentage frequency tables are generally displayed as tables or as bar diagrams or pie charts.

$$\text{PERCENTAGE} = \frac{\text{Amount of individual item}}{\text{Amount of base}} \times 100$$

3.12 LIMITATIONS OF THE STUDY

- 1) Sample size: The sample size used for the completion of this research is limited to 150 people, so the data collected cannot be used to represent opinions of people all over the world
- 2) Time period of the study: Time period of the study is for 3 months, all the data collected for this study was done within this time period.
- 3) Primary data collection: The method of primary data used for this study is questionnaire and the responses could be subject to the bias of the people.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

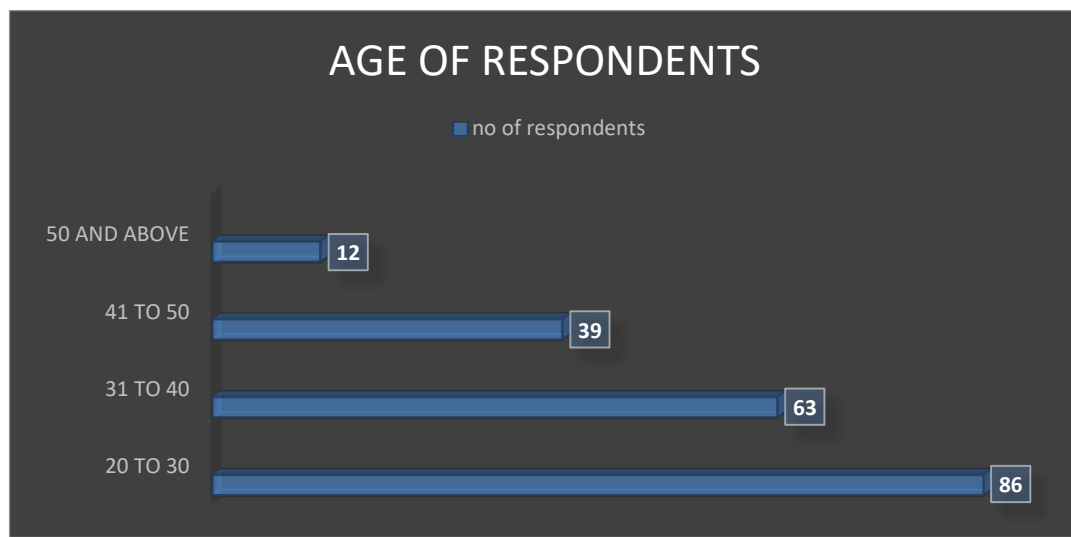
TABLE 4.1.1

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF AGE IN YEARS

AGE (IN YEARS)	NO. OF RESPONDENTS	PERCENTAGE (%)
20 TO 30	86	43
31 TO 40	63	31.5
41 TO 50	39	19.5
50 and above	12	6
TOTAL	200	100

CHART 4.2.1

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF AGE IN YEARS



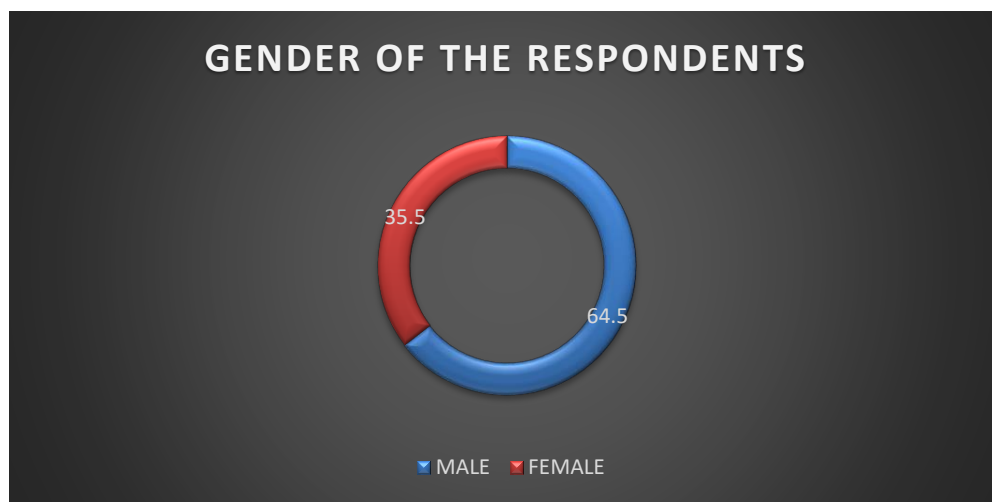
INTERPRETATION

From the above we can conclude that 43% of the respondents are between 20-30 years of age, 31.5% of the respondents are between 31-40 years of age, 19.5% of the respondents are between 41-50 years of age, 6% of the respondents are above 50 years of age

TABLE 4.1.2

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF GENDER

GENDER	NO. OF RESPONDENTS	PERCENTAGE (%)
MALE	129	64.5
FEMALE	71	35.5
TOTAL	200	100



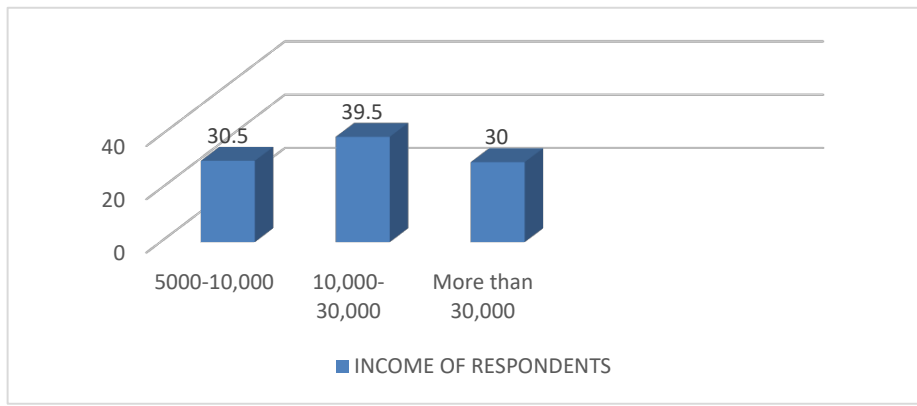
INTERPRETATION

From the above we can conclude that 64.5% of the respondents are male and 35.5% of the respondents are female.

TABLE 4.1.3

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF THEIR INCOME (in Rs.)

NCOME (in Rs.)	NO. OF RESPONDENTS	PERCENTAGE (%)
5000-10,000	61	30.5
10,000-30,000	79	39.5
More than 30,000	60	30
TOTAL	200	100

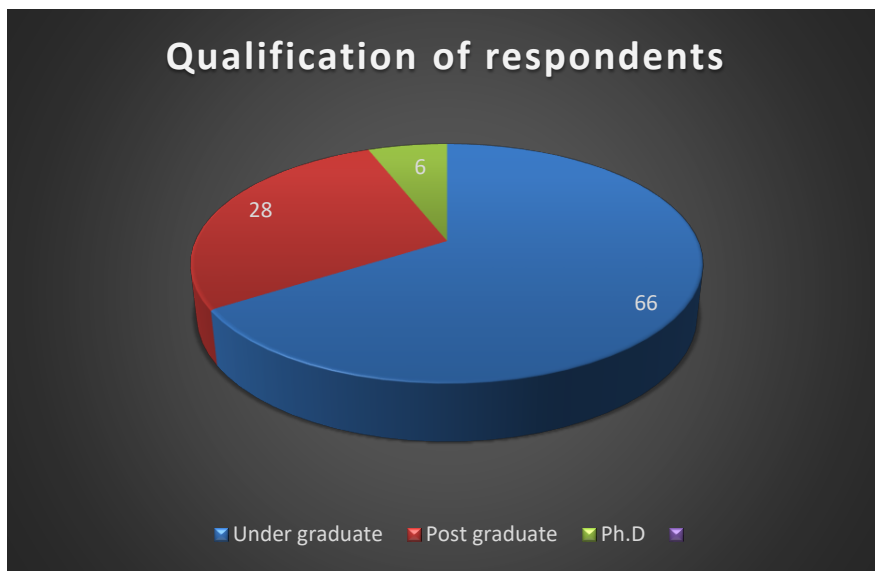
INTERPRETATION

From the above we can conclude that 30.5% of the respondents earn between Rs.5,000 – 10,000 39.5% of the respondents earn between Rs.10,000-30,000, 30% of the respondents earn more than Rs.30,000

TABLE 4.1.4

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF THEIR QUALIFICATION

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Under graduate	132	66
Post Graduate	56	28
Ph.D	12	6
TOTAL	200	100

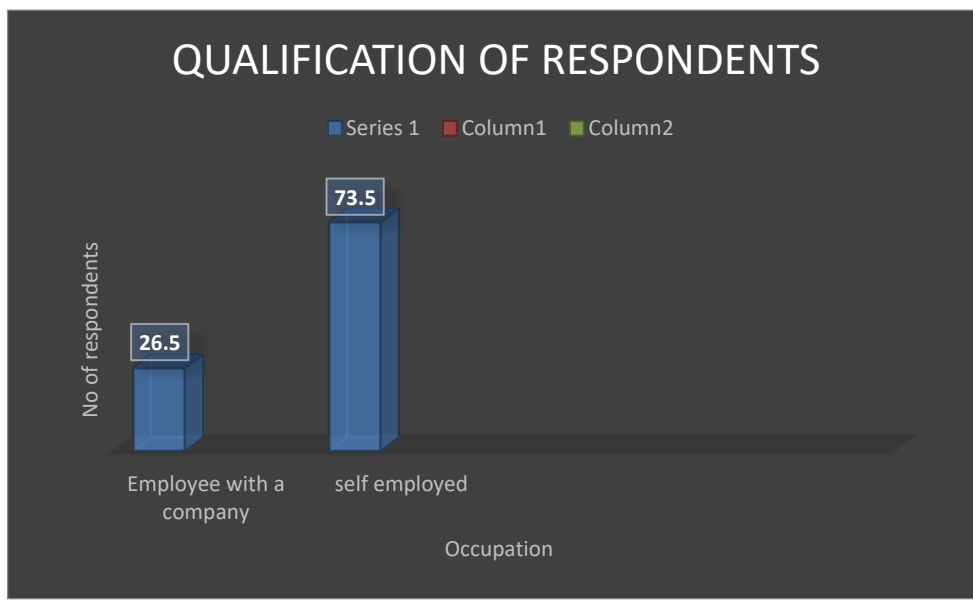
INTERPRETATION

From the above we can conclude that 66% of the respondents are under graduates, 28% of the respondents are post graduates, 6% of the respondents have completed their Ph.D

TABLE 4.1.5

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF THEIR OCCUPATION

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE (%)
Employee with a company	53	26.5
Self employed	147	73.5
TOTAL	200	100

INTERPRETATION

From the above we can conclude that 26.6% of the respondents are employed with a company, 73.5% of the employees are self employed

TABLE 4.1.6

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER THEY USE ONLINE MARKETING TO HELP FURTHER THEIR BUSINESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	89	44.5
NO	20	10
MAYBE	91	45.5
TOTAL	200	100

CHART 4.2.6

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF
OF WHETHER THEY USE ONLINE MARKETING TO HELP FURTHER THEIR BUSINESS



INTERPRETATION

From the above we can conclude that 44.5% of the respondents think that online marketing helps to further their business, 10% of the respondents think that online marketing does not help with furthering their business, 45.5% respondents think that online marketing may help further their business.

TABLE 4.1.7
CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER IT HELPS TO
INCREASE THE REACH OF THE BUSINESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	92	46
NO	37	18.5
MAYBE	51	25.5
People who don't use online marketing	20	10
TOTAL	200	100

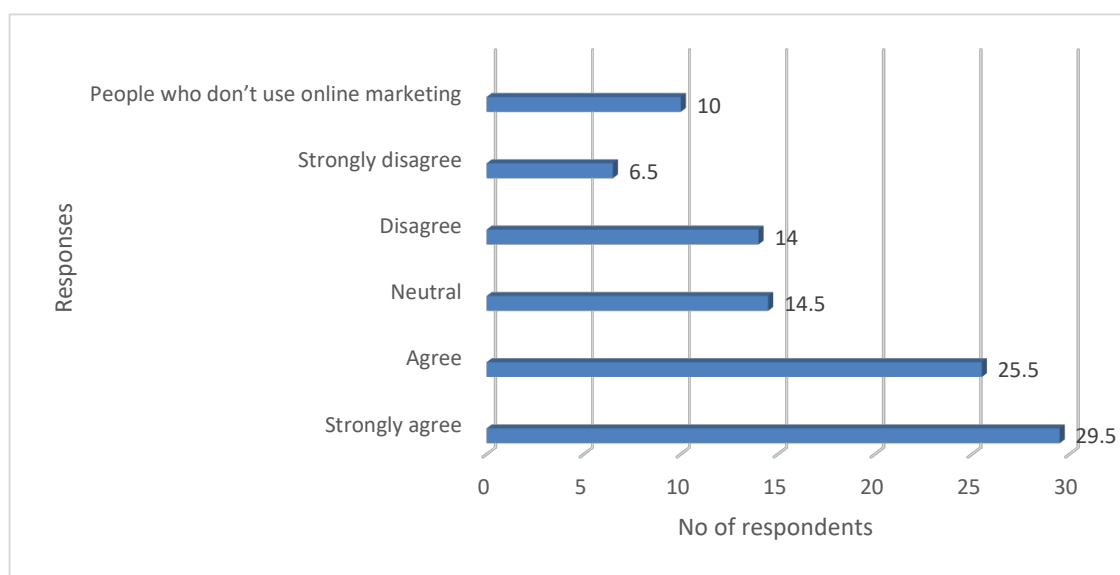


INTERPRETATION

From the above we can conclude that 46% of the respondents think that online marketing helps to increase the reach of the business, 18.5% of the respondents think that online marketing does not help to further the reach of the business, 25.5 % of the respondents think that online marketing may help to further the reach of the business and 10% of the respondents do not use online marketing

TABLE 4.1.8
CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER ONLINE
MARKETING HAS REDUCED COST OF OPERATION

RESPONSES	NO.OF RESPONDENTS	PERCENTAGE(%)
Strongly agree	59	29.5
Agree	51	25.5
Neutral	29	14.5
Disagree	28	14
Strongly disagree	13	6.5
People who don't use online marketing	20	10
TOTAL	200	100



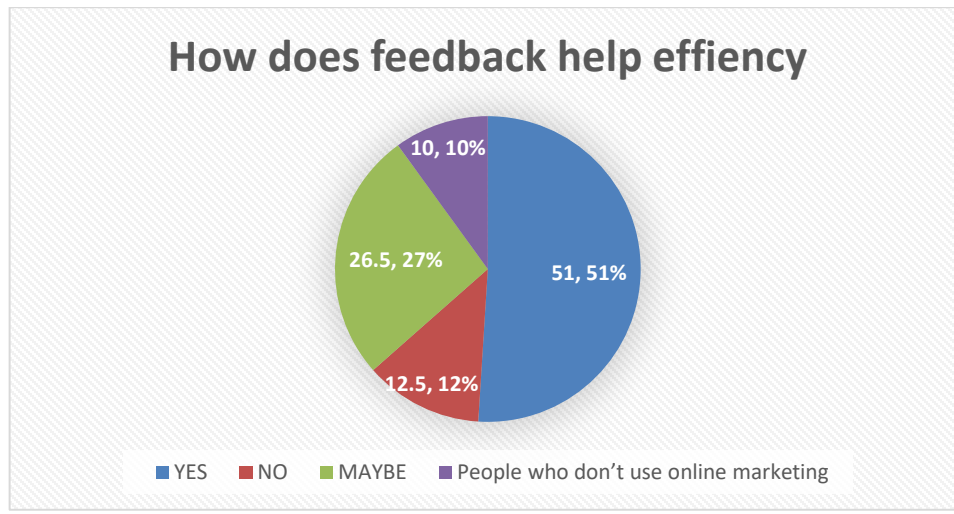
INTERPRETATION

From the above we can conclude that 29.5% of the respondents strongly agree that online marketing has a reduced cost of operation, 25.5% of the respondents agree that online marketing has a reduced cost of operation, 14.5% of the population are neutral about it, 14% of the population disagree that online marketing has a reduced cost of operation, 6.5% of the respondents strongly disagree that online marketing has a reduced cost of operation.

TABLE 4.1.9

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER FEEDBACK FROM ONLINE MARKETING HELPS TO IMPROVE THE EFFICIENCY OF THE BUSINESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	102	51
NO	25	12.5
MAYBE	53	26.5
People who don't use online marketing	20	10
TOTAL	200	100



INTERPRETATION

From the above we can conclude that 51% of the respondents think that feedback from customers helps to improve efficiency of the business, 12.5% of the respondents think that feedback from customers does not help to improve efficiency of the business, 26.5% of the respondents think that feedback from customers may help to improve efficiency of the business.

TABLE 4.1.10

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER THE SKILLS
REQUIRED FOR ONLINE MARKETING TAKE EXCESSIVE COSTS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	61	30.5
NO	22	11
MAYBE	97	48.5
People who don't use online marketing	20	10
TOTAL	200	100



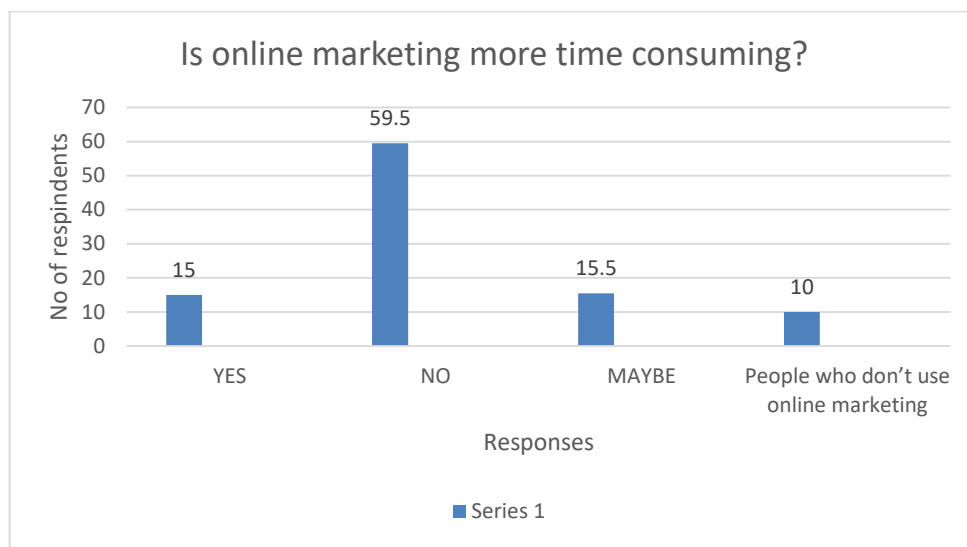
INTERPRETATION

From the above we can conclude that 30.5 of the respondents think that training and skills for online marketing takes excessive costs, 11% of the respondents think that training and skills for online marketing does not take excessive costs, 48.5% of the respondents think that training and skills for online marketing may take excessive costs

TABLE 4.1.11

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER ONLINE
MARKETING IS MORE TIME CONSUMING

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	30	15
NO	119	59.5
MAYBE	31	15.5
People who don't use online marketing	20	10
TOTAL	200	100



INTERPRETATION

From the above we can conclude that 15% of the respondents think that online marketing is more time consuming, 59.5% of the respondents think that online marketing is not more time consuming, 15.5% of the respondents think that online marketing may be more time consuming

TABLE 4.1.12

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER THEY'VE USED SHOPIFY TO CREATE THEIR ONLINE MARKETING WEBSITE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	150	75
NO	30	15
People who don't use online marketing	20	10
TOTAL	200	100



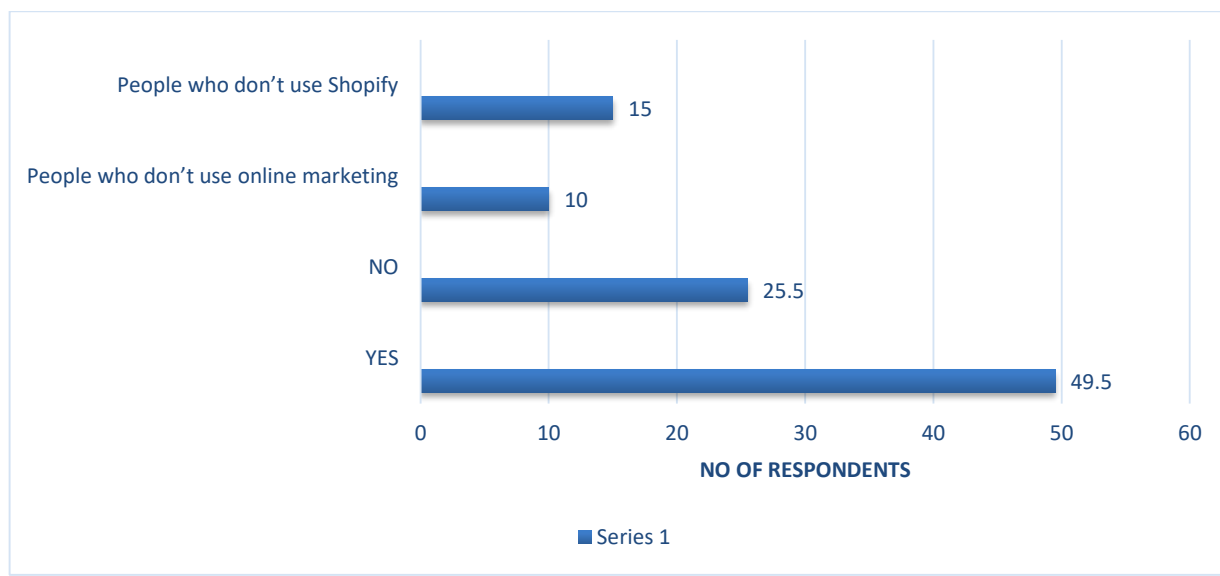
INTERPRETATION

From the above we can conclude that 75% of the respondents have used Shopify to create their website, 15% of the respondents have not used Shopify to create their website.

TABLE 4.1.13

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER SHOPIFY HAS HELPED TO IMPROVE THE IMAGE OF THE BUSINESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	99	49.5
NO	51	25.5
People who don't use online marketing	20	10
People who don't use Shopify	30	15
TOTAL	200	100



INTERPRETATION

From the above we can conclude that 49.5% of the respondents think Shopify has helped to further the image of their business, 25.5% of the of the respondents think Shopify has not helped to further the image of their business

TABLE 4.1.14

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER SHOPIFY HAS HELPED TO GAIN MORE CUSTOMERS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	84	42
NO	31	15.5
MAYBE	35	17.5
People who don't use online marketing	20	10
People who don't use Shopify	30	15
TOTAL	200	100



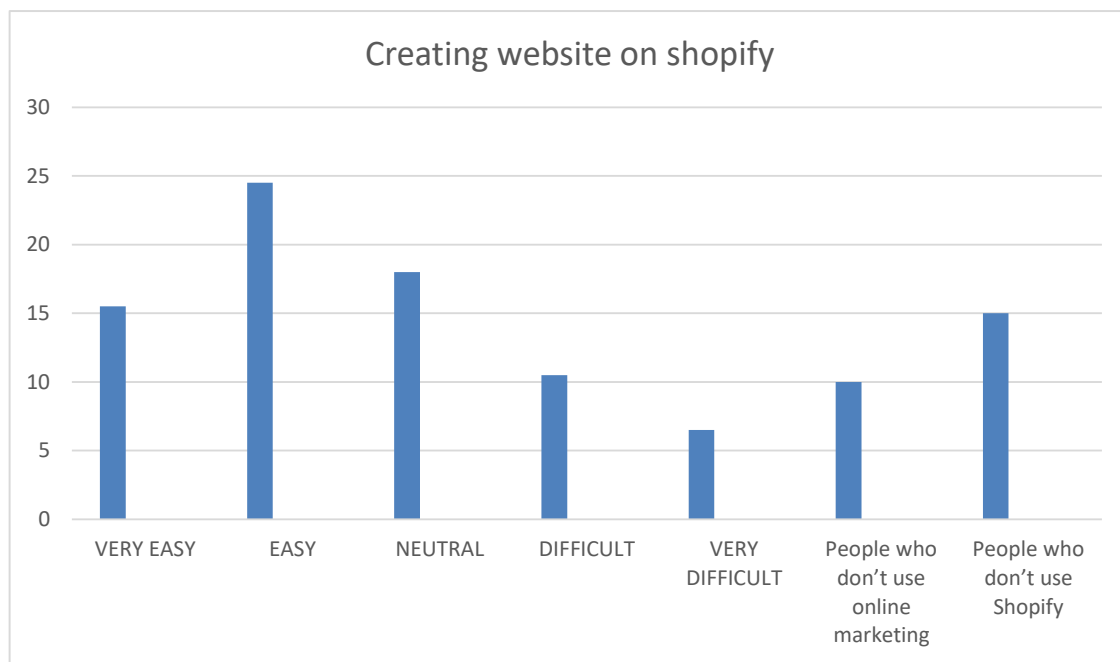
INTERPRETATION

From the above we can conclude that 42% of the respondents think that Shopify has helped them gain more customers, 15.5% of the respondents think that Shopify has not helped them gain more customers, 17.5% of the respondents think that Shopify may have helped them gain more customers.

TABLE 4.1.15

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF HOW EASY (OR) HARD IT WAS TO CREATE A WEBSITE ON SHOPIFY

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
VERY EASY	31	15.5
EASY	49	24.5
NEUTRAL	36	18
DIFFICULT	21	10.5
VERY DIFFICULT	13	6.5
People who don't use online marketing	20	10
People who don't use Shopify	30	15
TOTAL	200	100



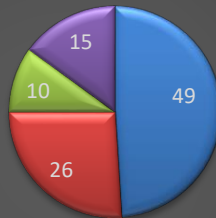
INTERPRETATION

From the above we can conclude that 15.5% of the respondents think it was very easy to create a website on Shopify, 24.5% of the respondents think it was easy to create a website on Shopify, 18% of the respondents think it was neutral to create a website on Shopify, 10.5% of the respondents think it was difficult to create a website on Shopify, 6.5% of the respondents think it was very difficult to create a website on Shopify

TABLE 4.1.16
CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER SHOPIFY
HELPED THE PRODUCTS REACH THE TARGETED DEMOGRAPHIC

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	98	49
NO	52	26
People who don't use online marketing	20	10
People who don't use Shopify	30	15
TOTAL	200	100

Does shopify help to reach target customers?



■ YES ■ NO ■ People who don't use online marketing ■ People who don't use Shopify

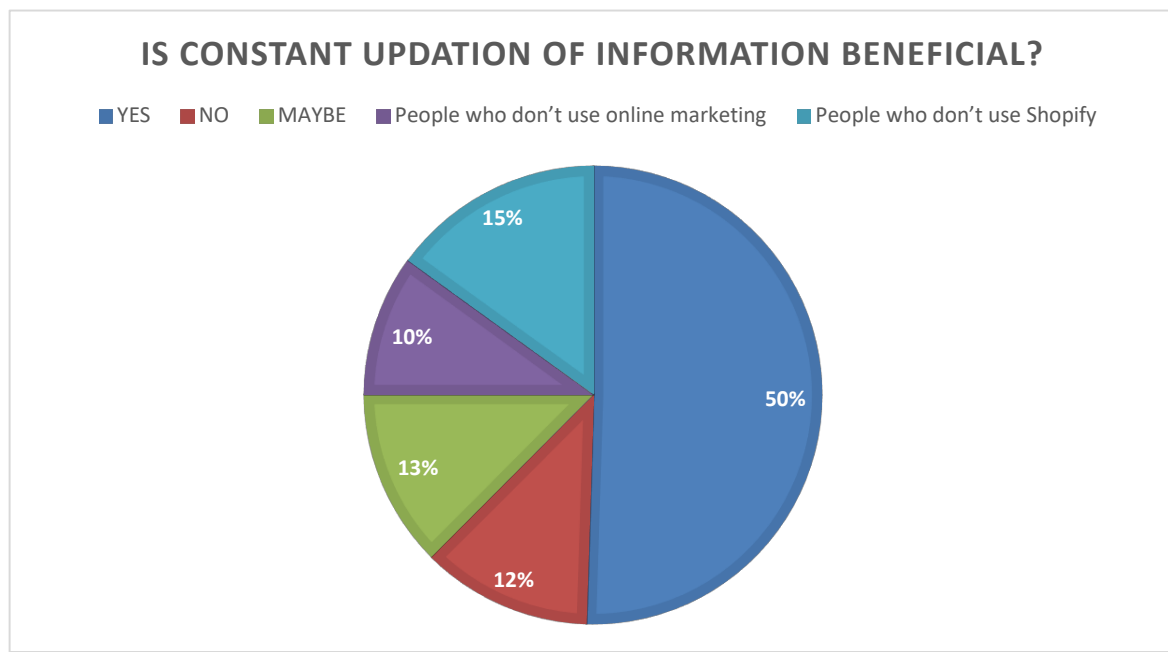
INTERPRETATION

From the above we can conclude that 49% of the respondents think that Shopify has helped the products of the business to reach the target customers, 26% of the respondents think that Shopify has not helped the products of the business to reach the target customers.

TABLE 4.1.17

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER CONSTANT UPDATION OF INFORMATION ON WEBSITE HAS BEEN BENEFICIAL TO THE BUSINESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	101	50.5
NO	24	12
MAYBE	25	12.5
People who don't use online marketing	20	10
People who don't use Shopify	30	15
TOTAL	200	100



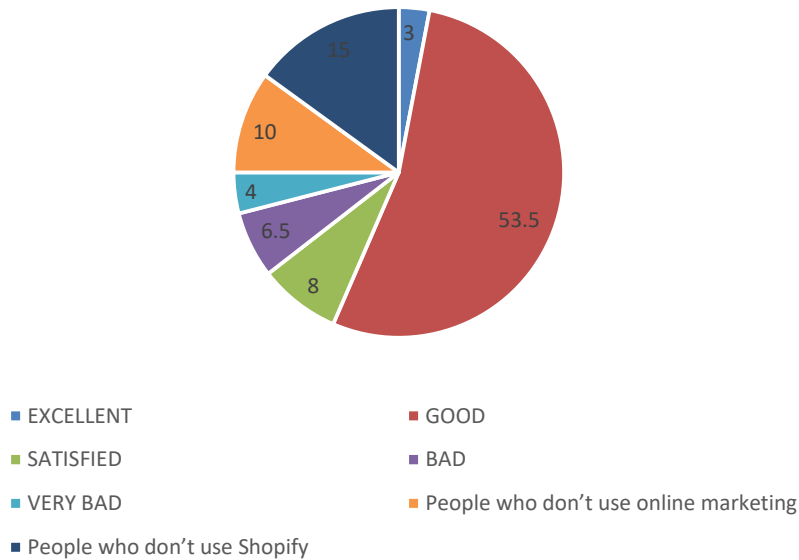
INTERPRETATION

From the above table we can conclude that 50.5% of the respondents think that constant updation of information on the website has been beneficial to the business, 12% of the respondents do not think that constant updation of information on the website has been beneficial to the business, 12.5% of the respondents think that constant updation of information on the website may have been beneficial to the business

TABLE 4.1.18
CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF SHOPIFY'S ROLE IN
FURTHERING THE BUSINESS

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
EXCELLENT	6	3
GOOD	107	53.5
SATISFIED	16	8
BAD	13	6.5
VERY BAD	8	4
People who don't use online marketing	20	10
People who don't use Shopify	30	15
TOTAL	200	100

Role of Shopify in furthering business



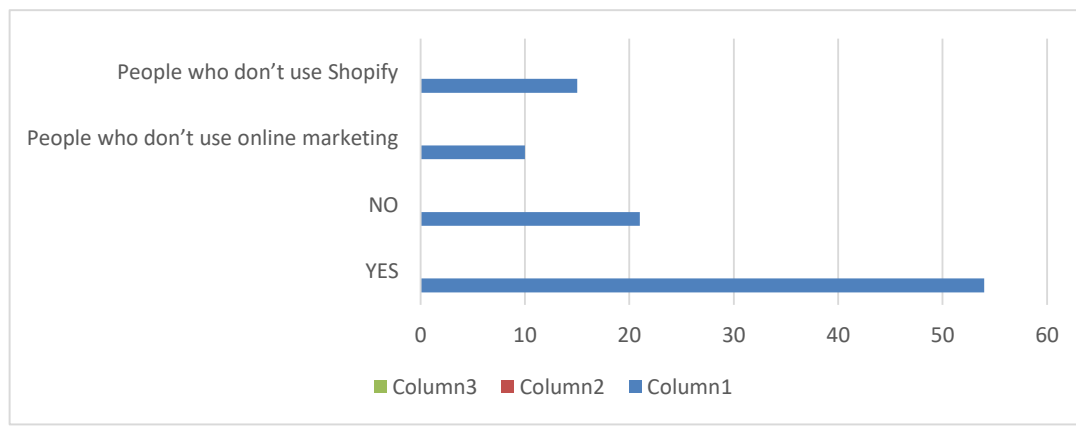
INTERPRETATION

From the above we can conclude that 3% of the respondents think that Shopify's role has been excellent in furthering their business, 53.5% of the respondents think that Shopify's role has been good in furthering their business, 8% of the respondents think that Shopify has been satisfactory in furthering their business, 6.5% of the respondents think that Shopify's role has been bad in furthering their business, 4% of the respondents think that Shopify's role has been very bad in furthering their business.

TABLE 4.1.19

CLASSIFICATION OF THE RESPONDENTS ON THE BASIS OF WHETHER SHOPIFY'S
WOULD BE RECOMMENDED TO OTHER PEOPLE

RESPONSE	NO. OF RESPONDENTS	PERCENTAGE (%)
YES	168	84
NO	32	16
TOTAL	200	100



INTERPRETATION

From the above we can conclude that 84% of the respondents would recommend Shopify to other people and 16% of respondents would not recommend Shopify to other people.

CHAPTER 5

1.1 FINDINGS FROM THE QUESTIONNAIRE

- 43% of the respondents are between 20-30 years of age, 31.5% of the respondents are between 31-40 years of age, 19.5% of the respondents are between 41-50 years of age, 6% of the respondents are above 50 years of age
- 64.5% of the respondents are male and 35.5% of the respondents are female.
- 30.5% of the respondents earn between Rs.5,000 – 10,000 39.5% of the respondents earn between Rs.10,000-30,000, 30% of the respondents earn more than Rs.30,000
- 66% of the respondents are under graduates, 28% of the respondents are post graduates, 6% of the respondents have completed their Ph.D
- 26.6% of the respondents are employed with a company, 73.5% of the employees are self employed
- 44.5% of the respondents think that online marketing helps to further their business, 10% of the respondents think that online marketing does not help with furthering their business, 45.5% respondents think that online marketing may help further their business.
- 46% of the respondents think that online marketing helps to increase the reach of the business, 18.5% of the respondents think that online marketing does not help to further the reach of the business, 25.5 % of the respondents think that online marketing may help to further the reach of the business and 10% of the respondents do not use online marketing
- 29.5% of the respondents strongly agree that online marketing has a reduced cost of operation, 25.5% of the respondents agree that online marketing has a reduced cost of operation, 14.5% of the population are neutral about it, 14% of the population disagree that online marketing has a reduced cost of operation, 6.5% of the respondents strongly disagree that online marketing has a reduced cost of operation.

- 51% of the respondents think that feedback from customers helps to improve efficiency of the business, 12.5% of the respondents think that feedback from customers does not help to improve efficiency of the business, 26.5% of the respondents think that feedback from customers may help to improve efficiency of the business.
- 30.5 of the respondents think that training and skills for online marketing takes excessive costs, 11% of the respondents think that training and skills for online marketing does not take excessive costs, 48.5% of the respondents think that training and skills for online marketing may take excessive costs
- 15% of the respondents think that online marketing is more time consuming, 59.5% of the respondents think that online marketing is not more time consuming, 15.5% of the respondents think that online marketing may be more time consuming
- 75% of the respondents have used Shopify to create their website, 15% of the respondents have not used Shopify to create their website.
- that 49.5% of the respondents think Shopify has helped to further the image of their business, 25.5% of the of the respondents think Shopify has not helped to further the image of their business
- 42% of the respondents think that Shopify has helped them gain more customers, 15.5% of the respondents think that Shopify has not helped them gain more customers, 17.5% of the respondents think that Shopify may have helped them gain more customers.
- 15.5% of the respondents think it was very easy to create a website on Shopify, 24.5% of the respondents think it was easy to create a website on Shopify, 18% of the respondents think it was neutral to create a website on Shopify, 10.5% of the respondents think it was difficult to create a website on Shopify, 6.5% of the respondents think it was very difficult to create a website on Shopify
- 49% of the respondents think that Shopify has helped the products of the business to reach the target customers, 26% of the respondents think that Shopify has not helped the products of the business to reach the target customers.
- 50.5% of the respondents think that constant updation of information on the website has been beneficial to the business, 12% of the respondents do not think that constant updation of information on the website has been beneficial to the business, 12.5% of the

respondents think that constant updation of information on the website may have been beneficial to the business

- 3% of the respondents think that Shopify's role has been excellent in furthering their business, 53.5% of the respondents think that Shopify's role has been good in furthering their business, 8% of the respondents think that Shopify has been satisfactory in furthering their business, 6.5% of the respondents think that Shopify's role has been bad in furthering their business, 4% of the respondents think that Shopify's role has been very bad in furthering their business.
- 84% of the respondents would recommend Shopify to other people and 16% of respondents would not recommend Shopify to other people.

1.2 CONCLUSION

With the advent of Globalization, more people are starting to migrate towards self-employment but the percentage has been steadily decreasing over the years with the advent of social media, Business owners have no idea on how to navigate and create a social media identity which seemingly as important as setting the goals for the company itself. At this juncture having an application that sorts out or helps to reduce this challenges would go a long way in helping these businesses stay at the top of their product marketing game.

With applications like Shopify many entrepreneurs have climbed up the online marketing ladder. From this study I can conclude that from the percentage of people using Shopify to enhance their Online marketing, majority of them have found incredibly useful and a great way to further their business.

ANNEXURE

QUESTIONNAIRE

A STUDY ON PERFORMACE OF ONLINE MARKETING USING SHOPIFY APPPLICATION

DEMOGRAPHIC PROFILE QUESTIONS

1. Could you please specify your age
 - a) 20-30
 - b) 31-40
 - c) 41-50
 - d) 50 and above

2. Please mention your gender
 - a) Male b) Female

3. Please mention your qualification
 - a) Undergraduate
 - b) Post graduate
 - c) PH.D

4. Please mention your income
 - a) 5000-10,000
 - b) 10,0000-30,000
 - c) More than 30,000

5. Please mention your occupation
 - a) Employee with a company
 - b) Self employed

SECTION A

(HOW DOES ONLINE MARKETING PLAY A ROLE IN FURTHERING THE BUSINESS)

6. Do you (or) the company you work for use online marketing to help further the business

- a) Yes
- b) No
- c) Maybe

(If your answer is no please skip to the last question)

7. According to you, does online marketing help increase the reach of the business?

- a) Yes
- b) No
- c) Maybe

8. Select what you feel about the following statement

“Online marketing methods has a reduced cost of operation than traditional marketing methods”

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly Agree

9. Does feedback you receive from online marketing help improve the efficiency of the business?

- a) Yes

- b) No
 - c) Maybe
10. Do you think it takes excessive costs to get the essential training and skills required to do online marketing?
- a) Yes
 - b) No
 - c) Maybe
11. Do you think marketing your business online is more time consuming?
- a) Yes
 - b) No
 - c) Maybe

SECTION B

(THE ROLE OF SHOPIFY IN ONLINE MARKETING OF THE BUSINESS)

12. Have you (or) the company you work for used shopify to create the online marketing website?
- a) Yes
 - b) No

(If your answer is no please skip to the last question)

13. Did Shopify help to improve the image of your organisation?
- a) Yes
 - b) No
 - c) Maybe
14. Did shopify help you gain more customers than traditional marketing methods?
- a) Yes
 - b) No
 - c) Maybe

15. On a scale on 1 to 5 how easy (or) difficult was it to create your website on shopify?
1. Very Easy
 2. Easy
 3. Neutral
 4. Difficult
 5. Very Difficult
16. Were you able to market your products to the targeted demographic as planned?
- a) Yes
 - b) No
17. “ Creating my website through Shopify has helped me interact more with my customers”
- a) Strongly disagree
 - b) Disagree
 - c) Neutral
 - d) Agree
 - e) Strongly agree
18. Do you find the fact that the information has to be constantly updated on the online to be beneficial for your business?
- a) Yes
 - b) No
 - c) Maybe
19. Overall, how much would you rate Shopify's role in furthering your business?
- a) Very Good

b) Good

c) Satisfied

d) Bad

e) Very bad

20. Finally, would you recommend an application like Shopify to other people?

a) Yes

b) No

Please leave some suggestions as how to you can further your business through this application

Thank you for taking your time to answer this questionnaire.