

A
Project Report
on
**"A STUDY ON THE EFFECTIVENESS OF ONLINE
MARKETING WITH SPECIAL REFERENCE TO
AMAZON"**

Submitted to
G.S. College of Commerce & Economics
Nagpur

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by
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Academic Year 2021 - 22



G.S. College Of Commerce & Economics , Nagpur

Academic Year 2021 – 22



CERTIFICATE

This is to certify that "**NIHAL SANJAY KESALKAR**" has submitted the project report titled "**A STUDY ON THE EFFECTIVENESS OF ONLINE MARKETING WITH SPECIAL REFERENCE TO AMAZON**", towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Academic Year 2021 – 22



DECLARATION

I here-by declare that the project with title "A STUDY ON THE EFFECTIVENESS OF ONLINE MARKETING WITH SPECIAL REFERENCE TO AMAZON" has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part. of any other course undertaken by me.

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Place: Nagpur

Date:

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Academic Year 2021 – 22



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NIHAL SANJAY KESALKAR

Place: Nagpur

Date:

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Online Marketing is the art and science of selling products and services over digital networks, such as the Internet and cellular phone networks. Online marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Online marketing extends beyond internet marketing including channels that do not require the use of Internet. Here we trying to understanding effectiveness of online marketing in Amazon. How only market behaviour with reference to amazon. This project base on a both type of data that a primary data and secondary data From the research findings, it was revealed that online marketing is effective in integrated marketing communication strategy of the organisation by increasing the brand awareness, improves customer satisfaction, easy integration and management, and facilitates automation of marketing activities. It was equally revealed that integrated marketing online effectiveness can be measured using a number of metrics including consumer interaction on site, number of repeated visit, sales volume and profits among others. The researcher also discovered that the trending online marketing tools employed by most organisation includes, e-mail marketing, social media marketing, search engine marketing, artificial intelligence and chatbot among others.



ADVANTAGES OF ONLINE MARKETING

One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at anytime of the day.

- It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment.
- The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
- Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.
- On the internet everything can be measured, thus it's easier for the companies to know almost instantly if their campaign is working or not, what company or user is interested in their products, from what cities or countries are they, etc.

DISADVANTAGES OF ONLINE MARKETING:

- Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.
- The e-commerce doesn't allow the user "to touch" the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.
- Other factor is the payment: many users still don't trust in the electronic methods of paying and give up buying online because of this.
- One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.

CHAPTER 2

COMPANY PROFILE

AMAZON COMPANY

Amazon.com is an American multinational technology company which focuses on e-commerce cloud computing, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world", and the world's most valuable brand. It is one of the big five American information technology companies alongside alphabet (Google), apple, meta (Facebook), and Microsoft.



The Amazon Spheres part of the Amazon headquarters in Seattle, U.S.

Jeff Bezos founded Amazon from his garage in Bellevue Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories: a strategy that has earned it the moniker The Everything Store. It has multiple subsidiaries including Amazon Web Services (cloud computing), Zoox (autonomous vehicles), Kuiper Systems (satellite Internet), Amazon Lab126 (computer hardware R&D). Its other subsidiaries include Ring, Twitch, IMDb and Whole Foods Market. Its acquisition of Whole Foods in August 2017 for US\$13.4 billion substantially increased its footprint as a physical retailer.

Amazon has earned a reputation as a disruptor of well-established industries through technological innovation and mass scale. As of 2021, it is the world's largest Internet company, online marketplace, AI assistant provider, cloud computing platform, and live-streaming service as measured by revenue and market

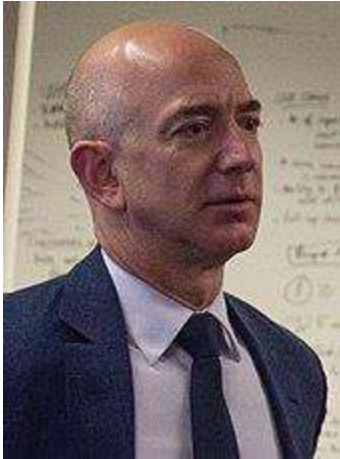
share. In 2021, it surpassed Walmart as the world's largest retailer outside of China, driven in large part by its paid subscription plan, Amazon Prime, which has over 200 million subscribers worldwide. It is the second-largest private employer in the United States.

Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible units. It publishes books through its publishing arm, Amazon Publishing, film and television content through Amazon Studios, and is currently acquiring film and television studio Metro-Goldwyn-Mayer. It also produces consumer electronics most notably, Kindle e-readers, Echo devices, Fire tablets, and Fire TV.

Amazon has been criticized for practices including technological surveillance overreach, a hyper-competitive and demanding work culture, tax avoidance, and anti-competitive behavior.

AMAZON COMPANY

Trade name	Amazon
Formerly	Cadabra (1994-1995)
Type	Public
Industry	E-commerce, Cloud Computing, Artificial electronics, Entertainment, Digital distribution, Self-Driving cars, Supermarket.
Founded	July 5, 1994 (27 year ago) Bellevue, Washington, U.S.
Founder	Jeff Bezos
Headquarters	Seattle, Washington, U.S.
Area served	Worldwide
Products	Echo, Fire Tablet, Fire TV, Fire OS, Kindle.
Revenue	US\$469.822 billion (2021)
Operating income	US\$24.879 billion (2021)
Net income	US\$33.364 billion (2021)
Total assets	US\$420.549 billion (2021)
Total equity	US\$138.245 billion (2021)
Owner	Jeff Bezos (14% of voting power, 10.6% economic interest)
Numbers of employees	1,608,000(Dec 2021) U.S.: 950,000(Jan 2021)



Amazon founder Jeff Bezos



**The company largest campus
Outside the U.S. was inaugurated in
Hyderabad, India**

HISTORY OF AMAZON

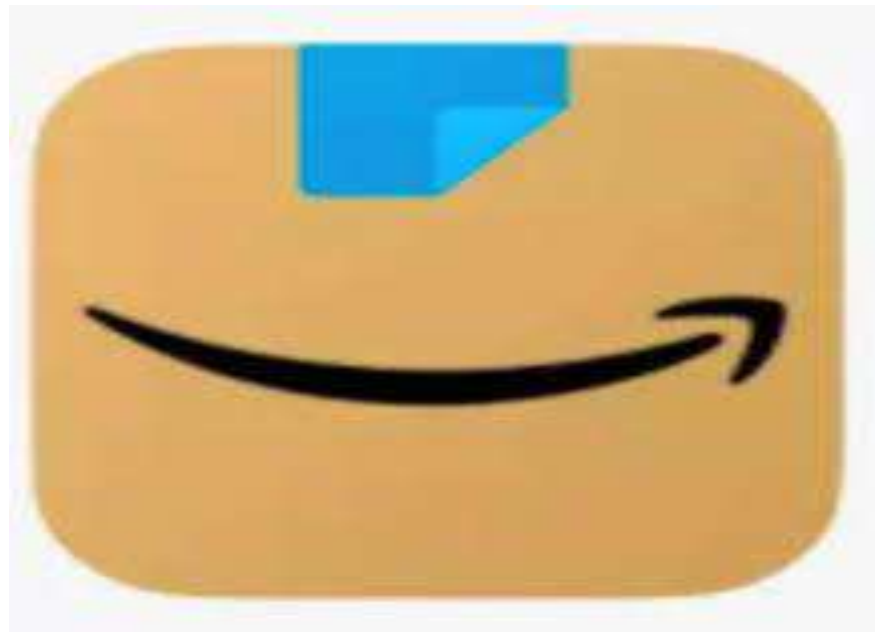
Jeff Bezos founded Amazon in July 1994, choosing Seattle for its abundance of technical talent, as Microsoft was in the area. Mackenzie Scott was also instrumental in its founding, and drove across the country with Bezos to start it. When Scott graduated, she applied to work for D. E. Shaw & Co., a quantitative hedge fund in New York City, as a research associate to "pay the bills while working on her novels". Bezos, then a vice-president at the firm, met her when he interviewed her.

Amazon went public in May 1997. It began selling music and videos in 1998, and began international operations by acquiring online sellers of books in the United Kingdom and Germany. The following year, it began selling items including video games, consumer electronics, home improvement items, software, games, and toys.

In 2002 it launched Amazon Web Services (AWS), which provided data on website popularity, Internet traffic patterns, and other statistics for marketers and developers. In 2006, it grew its AWS portfolio when Elastic Compute Cloud (EC2), which rented computer processing power, provided Simple Storage Service (S3), and rented data storage via the Internet, also became available. That year, Amazon also started *Fulfillment by Amazon* which allowed individuals and small companies to sell items through the company's Internet site. In 2012, Amazon bought Kiva Systems to automate its inventory management business. It purchased the Whole Foods Market supermarket chain in 2017.

On February 2, 2021, Amazon announced that Jeff Bezos would step down as CEO to become Executive Chair of Amazon's board in Q3 of 2021. Andy Jassy, previously CEO of AWS, became Amazon's CEO.

EVOLUTION OF AMAZON LOGOS:-



BOARD OF DIRECTORS

Amazon founder Jeff Bezos in 2016

As of September 2020, Amazon's board of directors is:

- Jeff Bezos, Executive Chairman, Amazon.com, Inc.
- Andy Jassy, President and CEO, Amazon.com, Inc.
- Keith B. Alexander, CEO of IronNet Cybersecurity, former NSA director
- Rosalind Brewer, Group President and COO, Starbucks
- Jamie Gorelick, partner, Wilmer Cutler Pickering Hale and Dorr
- Daniel P. Huttenlocher, Dean of the Schwarzman College of Computing, Massachusetts Institute of Technology
- Judy McGrath, former CEO, MTV Networks
- Indra Nooyi, former CEO, PepsiCo
- Jon Rubinstein, former chairman and CEO, Palm, Inc.
- Thomas O. Ryder, former chairman and CEO, Reader's Digest Association
- Patty Stonesifer, President and CEO, Martha's Table
- Wendell P. Weeks, Chairman, President and CEO, Corning Inc.

MERCHANT PARTNERSHIPS

In 2000, U.S. toy retailer Toys "R" Us entered into a 10-year agreement with Amazon, valued at \$50 million per year plus a cut of sales, under which Toys "R" Us would be the exclusive supplier of toys and baby products on the service, and the chain's website would redirect to Amazon's Toys & Games category. In 2004, Toys "R" Us sued Amazon, claiming that because of a perceived lack of variety in Toys "R" Us stock, Amazon had knowingly allowed third-party sellers to offer items on the service in categories that Toys "R" Us had been granted exclusivity. In 2006, a court ruled in favor of Toys "R" Us, giving it the right to unwind its agreement with Amazon and establish its independent e-commerce website. The company was later awarded \$51 million in damages. In 2001, Amazon entered into a similar agreement with Borders Group, under which Amazon would co-manage Borders.com as a co-branded service. Borders pulled out of the arrangement in 2007, with plans to also launch its own online store.

On October 18, 2011, Amazon.com announced a partnership with DC Comics for the exclusive digital rights to many popular comics, including *Superman*, *Batman*, *Green Lantern*, *The Sandman*, and *Watchmen*. The partnership has caused well-known bookstores like Barnes & Noble to remove these titles from their shelves.

In November 2013, Amazon announced a partnership with the United States Postal Service to begin delivering orders on Sundays. The service, included in Amazon's standard shipping rates, initiated in metropolitan areas of Los Angeles and New York because of the high-volume and inability to deliver in a timely way, with plans to expand into Dallas, Houston, New Orleans and Phoenix by 2014.

In June 2017, Nike agreed to sell products through Amazon in exchange for better policing of counterfeit goods. This proved unsuccessful and Nike withdrew from the partnership in November 2019. Companies including Ikea and Birkenstock also stopped selling through Amazon around the same time, citing similar frustrations over business practices and counterfeit goods.

In September 2017, Amazon ventured with one of its sellers JV Appario Retail owned by Patni Group which has recorded a total income of US\$ 104.44 million (₹ 759 crore) in financial year 2017–2018.

As of October 11, 2017, AmazonFresh sold a range of Booths branded products for home delivery in selected areas.

In November 2018, Amazon reached an agreement with Apple Inc. to sell selected products through the service, via the company and selected Apple Authorized Resellers. As a result of this partnership, only Apple Authorized Resellers may sell Apple products on Amazon effective January 4, 2019.

LOGISTICS

Amazon uses many different transportation services to deliver packages. Amazon-branded services include:

- Amazon Air, a cargo airline for bulk transport, with last-mile delivery handled either by Amazon Flex, Amazon Logistics, or the United States Postal Service.
- Amazon Flex, a smartphone app that enables individuals to act as independent contractors, delivering packages to customers from personal vehicles without uniforms. Deliveries include one or two hours Prime Now, same or next day Amazon Fresh groceries, and standard Amazon.com orders, in addition to orders from local stores that contract with Amazon.
- **Amazon Logistics**, in which Amazon contracts with small businesses (which it calls "Delivery Service Partners") to perform deliveries to customers. Each business has a fleet of approximately 20–40 Amazon-branded vans, and employees of the contractors wear Amazon uniforms. As of December 2020, it operates in the United States, Canada, Italy, Germany, Spain, and the United Kingdom.
- Amazon Prime Air is an experimental drone delivery service.

Amazon directly employs people to work at its warehouses, bulk distribution centers, staffed "Amazon Hub Locker+" locations, and delivery stations where drivers pick up packages. As of December 2020, it is not hiring delivery drivers as employees.

Rakuten Intelligence estimated that in 2020 in the United States, the proportion of last-mile deliveries was 56% by Amazon's directly contracted services (mostly in urban areas), 30% by the United States Postal Service (mostly in rural areas), and 14% by UPS. In April 2021, Amazon reported to investors it had increased its in-house delivery capacity by 50% in the last 12 months (which included the first year of the COVID-19 pandemic in the United States).

SUBSIDIARIES

Amazon owns subsidiaries companies, including Amazon Web Services, Audible, Diapers.com, Goodreads, IMDb, Kiva Systems (now Amazon Robotics), Shopbop, Teachstreet, Twitch, Zappos, and Zoox.

A9.com

A9.com, a company focused on researching and building innovative technology, has been a subsidiary since 2003.

Amazon Maritime

Amazon Maritime, Inc. holds a Federal Maritime Commission license to operate as a non-vessel-owning common carrier (NVOCC), which enables the company to manage its shipments from China into the United States.

Annapurna Labs

In January 2015, Amazon Web Services acquired Annapurna Labs, an Israel-based microelectronics company reputedly for US\$350–370M.

Annapurna Labs

Audible.com is a seller and producer of spoken audio entertainment, information, and educational programming on the Internet. Audible sells digital audiobooks, radio and television programs, and audio versions of magazines and newspapers. Through its production arm, Audible Studios, Audible has also become the world's largest producer of downloadable audiobooks. On January 31, 2008, Amazon announced it would buy Audible for about \$300 million. The deal closed in March 2008 and Audible became a subsidiary of Amazon.

Beijing Century Joyo Courier Services

Beijing Century Joyo Courier Services is a subsidiary of Amazon and it applied for a freight forwarding license with the US Maritime Commission. Amazon is also building out its logistics in trucking and air freight to potentially compete with UPS and FedEx.

Brilliance Audio

Brilliance Audio is an audiobook publisher founded in 1984 by Michael Snodgrass in Grand Haven, Michigan. The company produced its first 8 audio titles in 1985. The company was purchased by Amazon in 2007 for an undisclosed amount. At the time of the acquisition, Brilliance was producing 12–15 new titles a month. It operates as an independent company within Amazon.

In 1984, Brilliance Audio invented a technique for recording twice as much on the same cassette. The technique involved recording on each of the two channels of each stereo track. It has been credited with revolutionizing the burgeoning audiobook market in the mid-1980s since it made unabridged books affordable.

ComiXology

ComiXology is a cloud-based digital comics platform with over 200 million comic downloads as of September 2013. It offers a selection of more than 40,000 comic books and graphic novels across Android, iOS, Fire OS and Windows 8 devices and over a web browser. Amazon bought the company in April 2014.

CreateSpace

CreateSpace, which offers self-publishing services for independent content creators, publishers, film studios, and music labels, became a subsidiary in 2009.

FINANCE

Amazon.com is primarily a retail site with a sales revenue model; Amazon takes a small percentage of the sale price of each item that is sold through its website while also allowing companies to advertise their products by paying to be listed as featured products. As of 2018, Amazon.com is ranked 8th on the Fortune 500 rankings of the largest United States corporations by total revenue.

For the fiscal year 2018, Amazon reported earnings of US\$10.07 billion, with an annual revenue of US\$232.887 billion, an increase of 30.9% over the previous fiscal cycle. Since 2007 sales increased from 14.835 billion to 232.887 billion, thanks to continued business expansion

Amazon's market capitalization went over US\$1 trillion again in early February 2020 after the announcement of the fourth quarter 2019 results.

TOP 10 ONLINE SHOPPING APPS

1. AMAZON



This website needs no introduction, and it is the king of marketplaces. By adding new options every day, it is getting better. Name it, and they have it, be it household products, electronics, clothing, books, furniture, etc. For some of its products, Amazon offers same-day or one-day delivery. No wonder it is considered to be the best online shopping website in India! Don't forget to get your Amazon Prime Video too!

2. FLIPKART



Flipkart is a solution to all your daily needs. They have everything from clothing, appliances, sports equipment, furniture to electronics as well. They offer heavy discounts on most of the products and offer multiple payment options for your convenience. With their amazing daily offers, they have gained huge success. But most popular are their Diwali sales when their visitors increase by many folds.

Currently, they are developing their fashion category by adding new brands every day. So no matter what you want, Flipkart has it covered. And now, you can choose from a wide range of amazing Flipkart gift cards and express your affection to your friends and loved ones. You can grab the top Flipkart coupons from our main website.

3. MYNTRA



Myntra is the first name that comes to our minds when we think of online shopping. This top player sells everything from luxury goods to makeup, accessories, and clothing. Their significant sale events and extensive advertising have increased their reach and made them a trusted site to shop online.

New brands are added to their website every day. Not to forget, exchanging or returning products is very easy for them. Be it saree shopping or retro fashion, Myntra is one of the most popular websites. No doubt, right now the brand is the #1 destination when it comes to online fashion products purchase. Check out the page where you can grab the best Myntra coupon codes to save on every purchase you make on the website.

4. PHARMEASY



With the growing internet era, almost everything is possible online including doorstep medicine delivery. Pharmacy is one of the pioneering leaders of the online e-pharmacy market in India. It not only delivers medicines but also lets users book online tests, virtual doctor appointments and much more. Having said that, the company is also sure to provide par-excellent services at a reasonable price.

5. BIGBASKET



BigBasket is an online food product and grocery provider. As our life gets busier and tougher, it is tough to find time to go for grocery shopping. BigBasket understood that and decided to make shopping easier for all the busy folks out there. It also gives out a lot of offers and coupons using which people can save big. Order anything you want, and they will deliver it to your doorstep. You can order bread, biscuits, oils, fruits, potatoes, onions, heck even stardust (if it was a grocery) from them. And oh, don't worry about the quality. Their veggies and fruits are straight out of the farm.

In the time of lockdown due to the Coronavirus scare, the online grocery unicorn has jumped up the ladder to become one of the most important e-commerce brands in India.

6. PAYTM MALL



Who can forget Paytm? Every Indian has used this application in desperate times during demonetization. It is a savior when you are out of cash, right? But it has much more to it. You can also shop at Paytm Mall. Paytm Mall has every product you can think of. Electronics, furniture, clothing, and much more. You can also take flight and movie bookings there. The best part is that they have cashback offers going on all the time.

7. SWIGGY



Feeling hungry and lazy? This feeling is very common and people these days in such a situation prefer nothing but “online food ordering”. And, nothing can beat Swiggy and its exemplary service when it comes to online food delivery. The platform collates all the nearby restaurants and food joints, letting you choose your favourite one. So, no need to drive all the way to the restaurant, just open the app and get ready to satisfy your hunger needs with just a single click.

8. GOIBIBO



Travelling has become easy with Goibibo. The platform is one of India's largest online ticket booking platform for a reason. Be it any city or town, you can now plan your travel at a reasonable rate with Goibibo. It offers online hotel booking, flight booking, train booking, bus booking and car booking. Using Goibibo, one can book an entire travel package at the ease of fingertips.

9. 1MG



Yet another stunning e-pharmacy company that is ruling the Indian market is 1mg. With its extraordinary services and seamless customer support, it has become the go-to online healthcare center of Indians. From online medicine ordering to online doctor consultancy, you can avail many healthcare services using 1mg.

10. NYKAA



In a short span of time, Nykaa has managed to become the beauty destination of India. This online shop has everything that you can imagine. From soaps to luxury products, they have it all. Over the years, they have collaborated with international brands and exclusively launched them on their site. The most recent one is Huda's beauty. They also have a blog and a Youtube channel that shares useful tips and tricks. It is a perfect place to shop for your cosmetics, personal hygiene, grooming, toiletries, and skincare products, mostly at discounted prices.

CHAPTER 3

LITERATURE REVIEW

LITERATURE REVIEW

This chapter aims at exploring detailed information on major domains of the dissertation topic by reviewing past research, books and related articles. Modern studies and past theories concerning these domains are presented. These theories will be the foundation for the dissertation. Since the major domains of research topic is Online Marketing. The review of literature will revolve around these.

Online services will drive marketing to the opposite end of the spectrum from “mass” marketing to customized “one-to-one” marketing. Online marketers communicate instantly and directly with the prospective customers and can provide instant fulfillment as well. Marketers with carefully designed World Wide Web sites are already interacting computer to computer, with prospective customers or an individual basis, much as ATM does in very primitive fashion. Online one to one approaches while innovative and still glamorous in their pioneering aspects, offer significant new challenges. The significant aspect is the access with the customers. Communication and information technology development has encouraged the emergence of new communication channels that have increased the options available to organizations for building relationships with clients.

How important is Internet marketing to the success of an organization?

There are no exact answers for this question. It depends on the nature of one company business line. There are many companies currently using the Internet as their main business transaction such as DELL, AirAsia, etc... However, companies such as UPM, the world’s leading forest products producer only uses the Internet as a media to introduce the company and its products to customers via its website.

Besides that, during the whole purchasing decision making process, customers not only use the Internet in isolation to search for products but other media such as print, TV, direct mail and outdoor as well. These media still play an extremely important role for the marketers to communicate with customers, for example, direct or face – to – face marketing more or less helps marketers build up the trust in customers and encourage them to purchase the products. Therefore, it is better to use the Internet as part of a multi-channel marketing strategy which “defines how different marketing channels should integrate and support each other in terms of their proposition development and communication based on their relative merits for the customer and the company.” (Chaffey et al. 2006, 5)

Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few

companies understand what the term —social media can mean to their businesses. But how much it has been given importance, as an IMC tool, varies from region to region (PricewaterhouseCoopers (PwC), 2009; BuddeComm & Chiltern Magazine Services Ltd. (BCMSL), 2009).

According to research conducted by Nielsen, we know that 92% of consumers report that “word-of-mouth and recommendations from people [they] know” are the leading influence on their purchase behavior. Only 37% trust search engine ads, and just 24% trust online banner ads. They trust their friends and family the most when looking for brand recommendations. But what types of recommendations carry the most weight? Brands are eager to tap into the power of recommendations, and many companies measure an “NPS,” or Net Promoter Score, which illustrates how likely someone is to recommend a specific brand or company. According to a U.K. study by Fred Reichheld, “a 7% increase in word of-mouth advocacy unlocks 1% additional company growth.” His research also shows that “a 12% increase in brand advocacy, on average, generates a 2x increase in revenue growth rate plus boosts market share” and, conversely, “a 2% reduction in negative word-of-mouth boosts sales growth by 1%.”

It is 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 (Chaffey, 2003).

The increased fragmentation of media and customers, as well as the revolution in mass communication by the new communication channels – internet and mobile communication technologies – has created the need for a new approach to marketing communication that can ensure centralized management and a consistency of communication messages sent towards various audiences (McArthur and Griffin, 1997; Semenik, 2002; Smith, 2002).

Foux (2006) suggests Social media is perceived by customers as a more trustworthy source of information regarding products and services than communication generated by organizations transmitted via the traditional elements of the promotion mix

CHAPTER 4

RESEARCH STUDY

RELEVANCE OF STUDY

Companies of all sizes can generate higher revenue with less investment when utilizing online marketing initiatives. And while that's a great incentive it's also important to note that online marketing never closes. Your business is open 24/7 to a global market, creating endless possibilities for engagement and revenue opportunities.

PROBLEM DEFINITION

- **Business Analysis:** Get a realistic idea about the existing state of business to know where it stands and where you see it in short/long terms. The parameters of such analysis includes strengths and weaknesses of the business, an overview of the competition, and the challenges being faced or expected to be dealt with.
- **Digital marketing potentials:** Different areas of Digital Marketing can be explored to achieve different types of objectives. Analyze those areas in the perspective of your business to Identify the potentials of Digital Marketing that are favorable to it. This will also help in exploring new dimensions of progression and methodologies for addressing the shortfalls.
- **Digital Marketing Integration:** Based on what Digital Marketing can do for your business. You should be able to understand the placement of digital marketing in your business operations. On the basis of its standing in various operations, you should determine where and how you can integrate it with the respective departments.

OBJECTIVES OF STUDY

- To study and understand how Online Marketing can helps to generate more leads to Amazon.
- To suggest strategies for the organization to use Internet for better effectiveness.
- To understand how internet is used as a marketing tool.

HYPOTHESIS

A hypothesis is an idea which suggested as a possible explanation for a particular situation or condition, but which has not yet been proved to be correct

H01 There is significant relationship between monthly income and product preference to buy through Digital Channel.

H02 There is no significant relationship between Customer Satisfaction and product buy through Digital Marketing.

SCOPE OF THE STUDY

This is relevant to the effectiveness of online marketing with special reference to Amazon. From the research findings, it was revealed that online marketing is effective in integrated marketing communication strategy of the organisation by increasing the brand awareness, improves customer satisfaction, easy integration and management, and facilitates automation of marketing activities. It was equally revealed that integrated marketing online effectiveness can be measured using a number of metrics including consumer interaction on site, number of repeated visit, sales volume and profits among others.

CHAPTER 5

RESEARCH METHODOLOGY

WHAT IS RESEARCH?

Research means search for facts in order to find answers to certain questions or to find solutions to certain problems. It is often referred to as scientific inquiry or scientific investigation into a specific problem or situation.

DATA ANALYSIS METHOD

The data analysis of this research was represented on qualitative as well as quantitative manner.

RESEARCH INSTRUMENT

Contacting the customer personally and studying the response from questionnaires field.

DATA COLLECTION

PRIMARY DATA

Observation method, Interview method, and survey technique was used to collect data through questionnaire. The primary is collected fresh and first hand and for first time which is original in nature.

SECONDARY DATA

Secondary data from various magazine, newspaper, and other prominent source of information collected from different website and search engines. Various tools and techniques have been to graph and pie charts collecting from the website.

SAMPLING METHOD

In-Depth interview for this study was limited in my area, the interview was on the consumers of Amazon and also for internet. The sample size was 25-50 for this study. The random sampling size method was used for selecting samples.

PLAN WORK

- Data collection and analysis (15 to 20 days)
- Writing and research project (10 days)

CHAPTER 6

SWOT ANALYSIS OF AMAZON

SWOT ANALYSIS OF AMAZON

SWOT analysis is a framework used to identify a company's strengths, weaknesses, opportunities, threats, and how the company can use them to be profitable. A company can not control all the factors that it deals with, such as the outside threats and opportunities, but it can still grow by identifying its strongest assets and improving its efficiency by tackling its weaknesses.

Let us now start going through each aspect of the SWOT analysis of Amazon.



STRENGTHS OF AMAZON

Strengths are the internal factor of any company it helps us to know the advantage of the company due to which they are being competitive in the market, it also includes the operation and the positions or you can say its a reason why the company is doing so well

- **Brand Name:** As we know that Amazon is one of the leading brands in the world having a successful brand image and it shows the wealth of the company, having a large number of subscribers with great popularity plus strong financial performance.
- **Consumer Trust:** Around 89% of consumers are likely to shop on Amazon and for a huge group of the public, Amazon is the priority when it comes to online shopping, that's the trust which the company has built with their customers by providing them with a smooth online shopping experience.
- **Go Global and Act Local strategy:** The company has globally expanded in more than 200 countries and all its operations and decisions related to the product and services allow it to grow more international sales and strengthen the company position.

- **Superior Logistics and Distribution Systems:** Amazon uses its resources such as distribution facilities, information systems in a very efficient and effective way all over the location which makes their customers satisfied all over the regions. They ensure the secure and fast delivery of your product right at your doorstep and also have a return policy if the product got damaged due to some reason.
- **Wide Variety of products:** Amazon provides a very wide range of products and services, which fulfils the needs of every type of customer from a basic buyer to a premium customer. The company has a lot of variety under each category which helps them grab a huge customer base.

WEAKNESSES OF AMAZON

Weaknesses are again an internal factor and it shows the enigmatic aspect of particle control. They have made some critical issues that may hinder their growth.

- **Employee Morale:** An article by Verge states that the workers of the warehouse are unhappy with their work in the covid pandemic. The company has faced multiple accusations regarding the critical, insensitive, and unfair environment which demotivates the workers and can hamper the overall growth of the company.
- **Quality Focus:** Amazon mainly has its eye on optimizing product search, new offers, easy to buy, and have a good delivery speed as a result they don't pay more attention to the quality of the product which is being sold on their platform.
- **Seller Relationship:** Sellers on Amazon are upset because of the fast delivery demand, new development in the inventory store limits, and the increasing numbers of competition from Amazon's private label of products.
- **Increasing Competition and Lower Margins:** Amazon offers a free shipping facility over a certain order amount, which attracts customers but reduces the margins of the company. Due to the price war caused by increasing competition, Amazon's margins are shrinking which is resulting in reduced profits.

OPPORTUNITIES OF AMAZON

The opportunity of Amazon is an external factor that mainly focuses on what could a company do or at what position the company will stand on if they invest in it or just implement it. Innovation is a reason and creativity are a few of the reasons for the success of Amazon.

- **Expand Operations in developing markets:** Amazon has untapped growth opportunities in developing markets they can gain more consumers special in rural and semi-urban areas in India. Expansion of the distribution system into poorly connected geographic areas can be possible by a higher number of the warehouse at every place and more expansion of the delivery system
- **Podcasting:** Recently, Amazon has started taking interest in podcasting. In tandem with their Alexa and positive response from the public, this can be a new market for the company to take over – using its in-house technology and innovation.
- **Helping small businesses:** Recently Amazon has announced to help the small busy by selling their products to customers, the main vision behind this is to promote small and local businesses and fast track the growth of existing ones.

THREATS OF AMAZON

Another challenging factor for the company Amazon is a threat which is again external factors and out of our reach and a competitive environment that has a risk and threats to all types of businesses.

- **Online Security:** Increasing cybercrime may affect the security network or the entire system of the company which may also affect the customer's loyalty. This is an extremely important part for Amazon to work on this aspect of online security and their data management.
- **Government Regulations:** During the pandemic, the government has banned the sale of non-essential stuff from amazon for avoiding the movement of the delivery men, etc. – threatening Amazon's growth both domestically and internationally. Amazon had a great loss of around 400 million just because of this policy.
- **Competition:** Amazon is a leading company that has gained a lot of marketing share by making their customers satisfied but now it's a trend of e-commerce and every company is being digital just like Amazon and becoming its competitor in the market just like Walmart did with their new e-commerce platform.
- **Fake/ Lack of reviews:** The marketplace is cluttered with a wide variety of products in each category. Unfortunately, the lack of reviews and ratings has led to customers doubting the reliability of the platform. The company needs to work on their online reputation as its importance has increased tremendously over the years. If you wish to learn one of the most sought-after skills in marketing, check out IIDE's Online Reputation Management Course right now.

CHAPTER 7

DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups.

The data after collection has to be processed and analyzed in accordance with the outline laid down in research plan or research design. This is essential for a scientific study and for ensuring that we have all relevant data for making comparisons and analysis. Technically processing of data implies editing, coding, classification and tabulation of collected data so that they are available for analysis.

Analysis particularly in case of surveys involves estimating the values of unknown parameters of the population and testing of hypothesis for drawing inferences.

“Thus in the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should subject to statistical tests of significance in order to determine with what validity data can be said to indicate any conclusions.”

Analysis therefore may be categories as descriptive analysis and inferential analysis which is often known as statistical analysis.

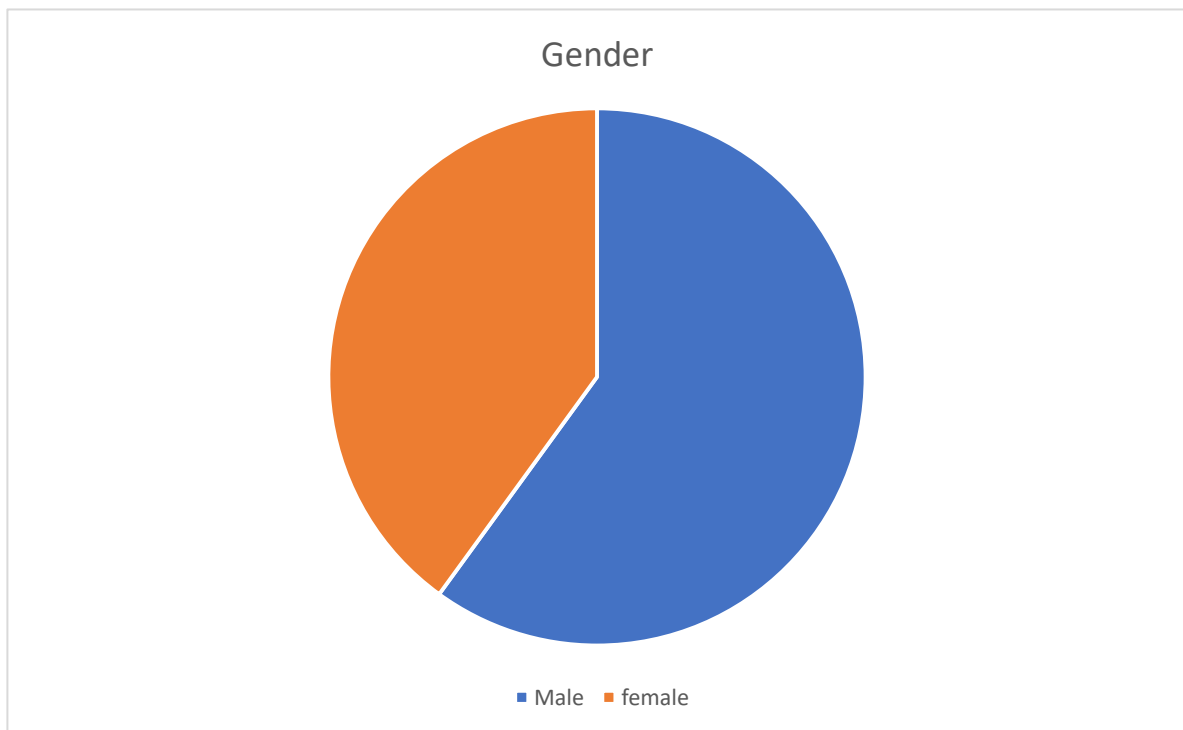
DATA ANALYSIS BASED UPON PRIMARY DATA.**Table 01**

Table showing gender of consumers.

Gender	Responds	Percentages (%)
Men	30	60
Women	20	40
Total	50	100

Figure 01

Pie chart showing gender of online consumers.

**Interpretation**

In the survey 60% of the respondents are male and the balance 40% are female which indicates that men prefer online marketing than women.

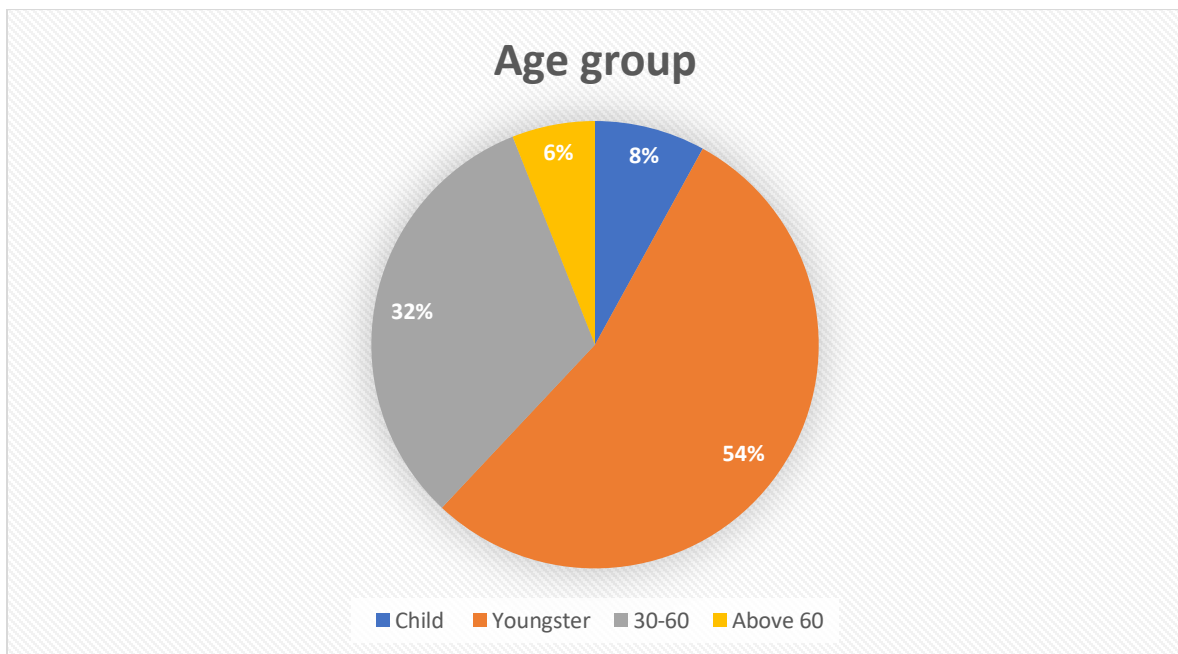
Table 02

Table showing age group of online consumer.

Age group	Responds	Percentage (%)
Child	4	8
Youngster	27	54
30-60	16	32
Above 60	3	6
Total	50	100

Figure 02

Graph showing age group of online consumer.

**Interpretation**

This analysis showcases the participation of people in the online marketing which include 54% youngsters, 32% of middle age and only 8% and 6% of children and senior citizen respectively. That means the youngsters are more active in online shopping than any other category of age group.

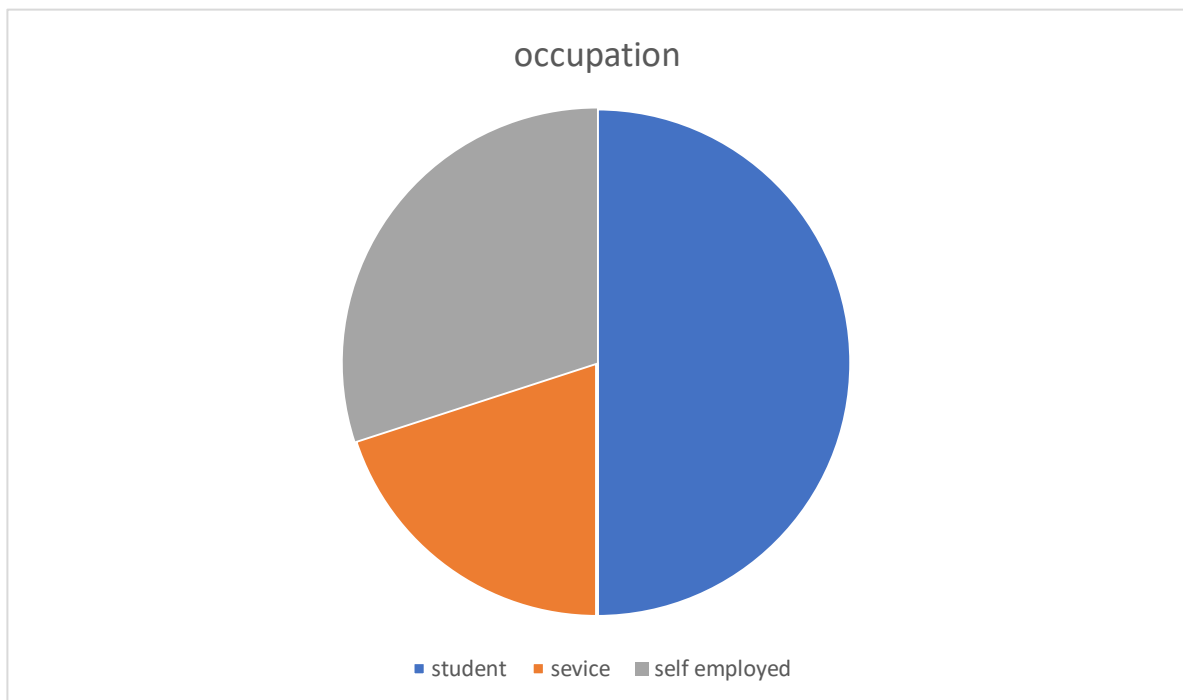
Table 03

Table showing occupation of online consumer.

Occupation	Responds	Percentages (%)
Student	25	50
Service	10	30
Self employed	15	20
Total	50	100

Figure 03

Pie chart showing occupation of online consumers.

**Interpretation**

In the survey 50% of the respondents are students, 30% service and the balance 20% are self-employed which indicates that students prefer online marketing more than others.

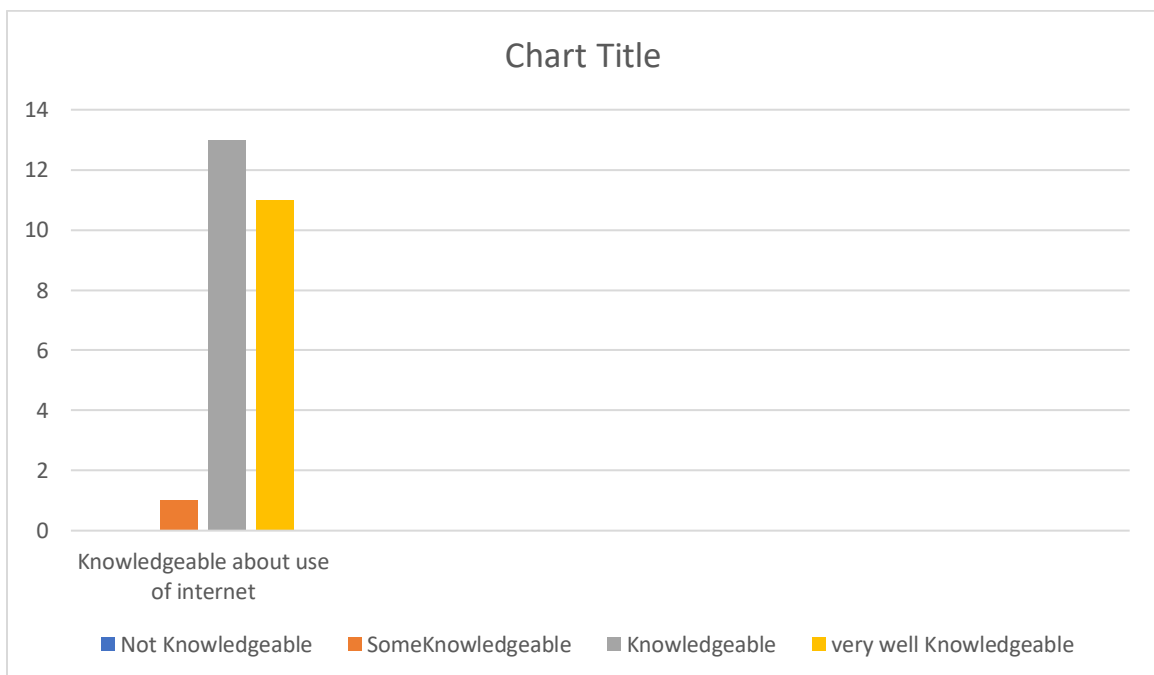
Table 04

Table showing knowledgeable about the use of internet.

Knowledgeable about use of internet	Responds	Percentages (%)
Not Knowledgeable	0	0
Some Knowledgeable	1	4
Knowledgeable	13	52
Very well Knowledgeable	11	44
Total	25	100

Figure 04

Figure showing knowledgeable about the use of internet.



Interpretation

This analysis showcases the participation of people knowledgeable about the use of internet which include 52% Knowledgeable, 44% very well Knowledgeable and only 4% and 0% of Some Knowledgeable and Knowledgeable respectively.

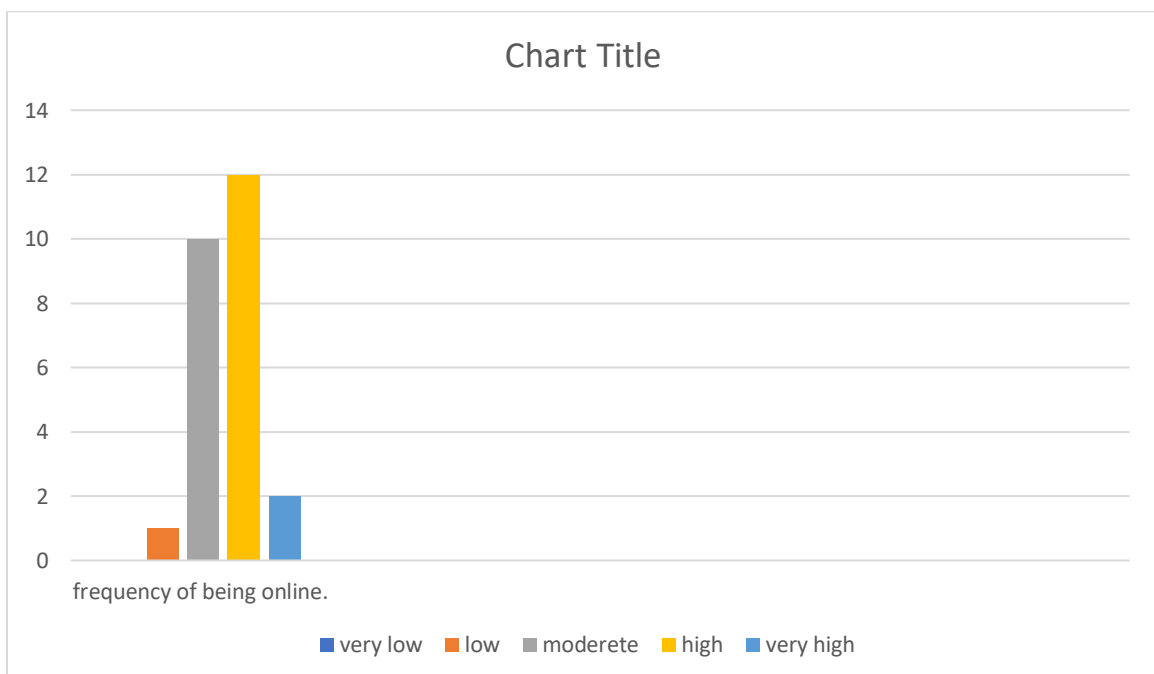
Table 05

Table showing frequency of being online.

frequency of being online	Responds	Percentages (%)
Very low	0	0
Low	1	4
Moderate	10	40
High	12	48
Very high	2	8
Total	25	100

Figure 05

Figure showing frequency of being online.

**Interpretation**

This analysis showcases the participation of frequency of being online which include 48% high, 40% moderate, 8% very high and only 4% low and 0% very low of respectively. That mean there are people's frequency of being online is high or than others.

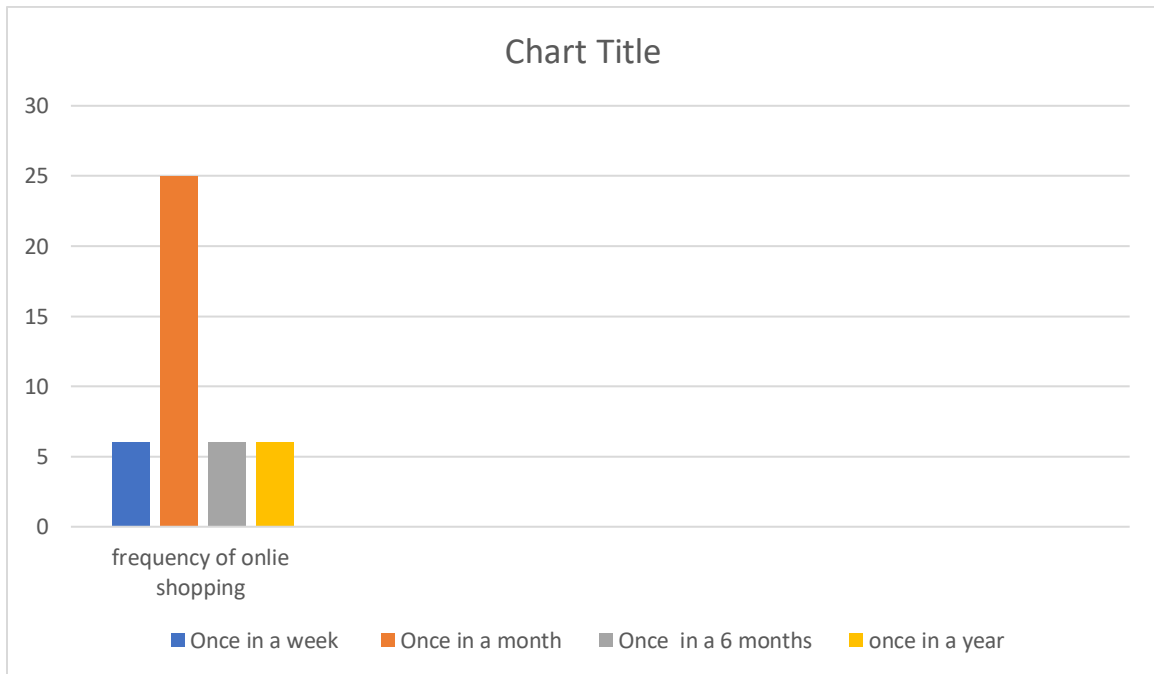
Table 06

Table showing how often they shop online.

	Respond	Percentages (%)
Once in a week	6	14
Once in a month	25	58
Once in a 6 months	6	14
Once in a year	6	14
Total	43	100

Figure 06

Figure showing how often do they shop online.

**Interpretation**

This analysis that 58% of the respondents shop in a month and others prefer shopping once in a week, once in 6 months and once in a year in the same ratio of 14%.

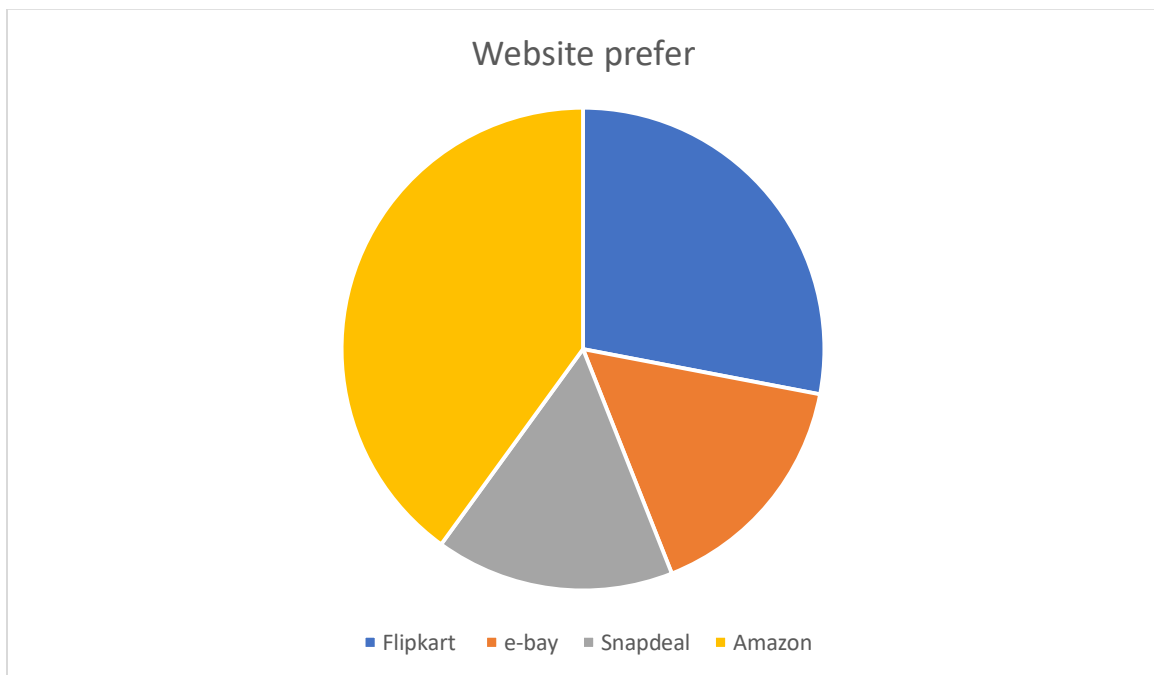
Table 07

Table showing which online website respondents prefer.

Websites	Responds	Percentages (%)
Flipkart	14	28
e-bay	8	16
Snapdeal	8	16
Amazon	20	40
Total	50	100

Figure 07

Figure showing which online website respondents prefer.

**Interpretation**

This chart shows that 40% prefer Amazon, 28% Flipkart and e-bay and Snapdeal both prefer is 16%. This shows that participants prefer Flipkart and Amazon sites for online shopping than other.

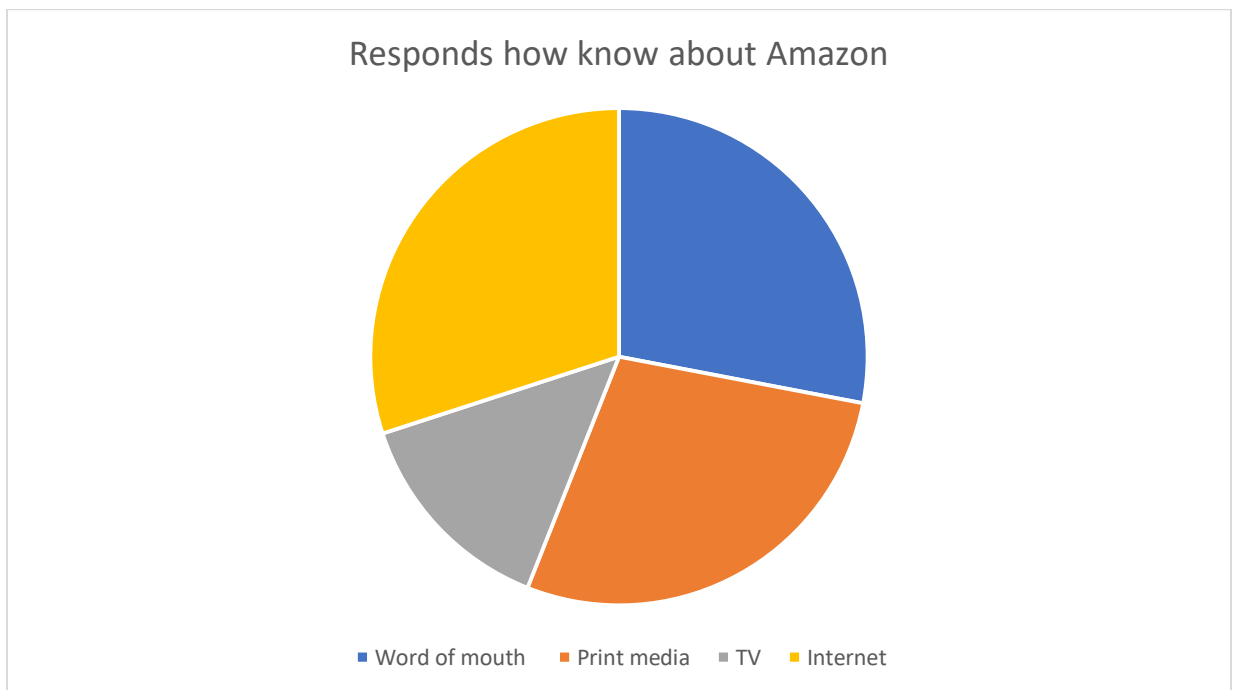
Table 08

Table showing how respondents came to know about Amazon.

	Responds	Percentages (%)
Word of mouth	12	28
Print media	12	28
TV	6	14
Internet	13	30
Total	43	100

Figure 08

Figure showing how respondents came to know about Amazon

**Interpretation**

This analysis shows that 30% came to know about Amazon through internet, word-of-mouth and print media contributed equal awareness but only 14% contributed television.

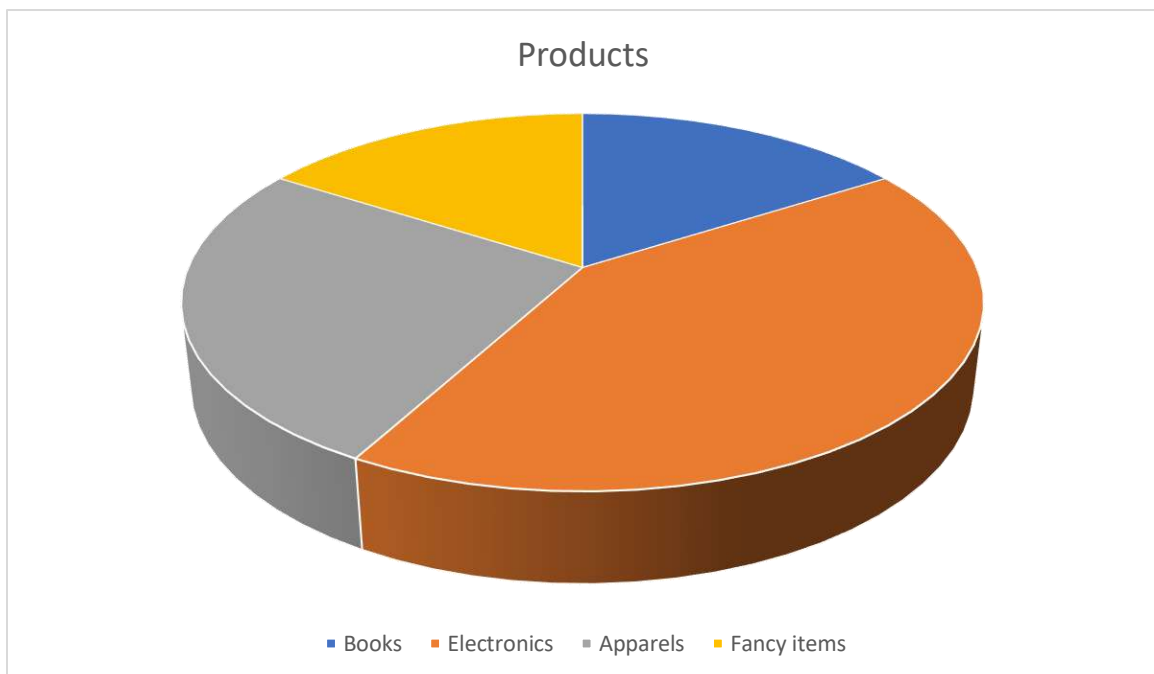
Table 09

Table showing what respondents prefer from buying online.

Products	Responds	Percentages (%)
Books	7	16
Electronics	18	42
Apparels	11	26
Fancy items	7	16
Total	43	100

Figure 09

Figure showing what respondents prefer from buying online.

**Interpretation**

According to this data electronics 42% and apparels 26% are purchased form online websites compared to books and fancy items 16%. Table showing how respondent rate their overall Flipkart.

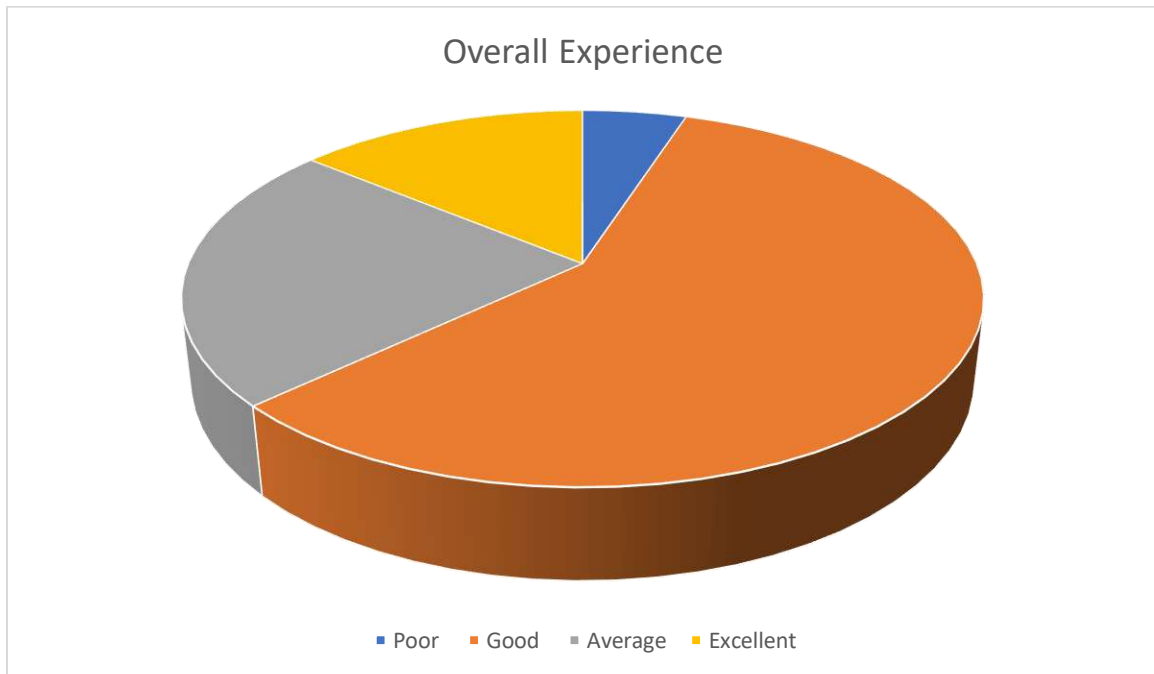
Table 10

Table showing how respondent rate their overall Amazon.

Overall experience	Responds	Percentages (%)
Poor	2	5
Good	25	58
Average	10	23
Excellent	6	14
Total	43	100

Figure 10

Figure showing how respondent rate their overall Amazon.

**Interpretation**

58% of the respondents rated overall Amazon experience as good, 23% felt the experience average, 14% had an excellent experience and balance 5% rated their experience.

DATA ANALYSIS BASED UPON SECONDARY DATA.

- **Organic Search**
 Over 50% of marketers say keyword rankings and organic traffic are the top ways they measure the success of their SEO strategies. (HubSpot State of Marketing Report, 2021) 71% of marketers say using strategic keywords was their number one strategy for SEO. (HubSpot State of Marketing Report, 2021) Google uses 810 unique SERP features. Of those, 161 are found on more than 0.2% of keywords. (seoClarity, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)
- **Conversion Rate Optimization (CRO)**
 Over 50% of marketers say keyword rankings and organic traffic are the top ways they measure the success of their SEO strategies. (HubSpot State of Marketing Report, 2021) 71% of marketers say using strategic keywords was their number one strategy for SEO. (HubSpot State of Marketing Report, 2021) Google uses 810 unique SERP features. Of those, 161 are found on more than 0.2% of (Source: <https://www.hubspot.com/marketing-statistics>)
- **Ecommerce**
 Customers are around four times more loyal to eco-friendly businesses. (Net0, 2021) Consumers are most frustrated with inconsistent brand messaging. (MoEngage, 2021) 39% of B2B buyers want self-serve options. (Statista, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)
- **Mobile Search**
 64% of SEO marketers call mobile optimization an effective investment. (HubSpot Blog Research, 2021) The average American has access to more than ten connected devices in their household. (Statista, 2021) Mobile devices, excluding tablets, generated about half of all website traffic globally. (Statista, 2020) Mobile web traffic has consistently accounted for about half of all global web traffic since the beginning of 2017. (Statista, 2020) Almost 25% of companies invest in mobile optimization as a top SEO tactic. (HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>)
- **Blogging**
 Short articles, less than 3,000 words, ranked third in the B2B content assets that generated the best results in the last 12 months. (Content Marketing Institute, 2021) 48% of companies that have a content marketing strategy leverage blogging. (HubSpot Blog Research, 2021) 56% of marketers who leverage blogging say it's effective and 10% say it generates the biggest return on investment. (HubSpot Blog Research, 2021) (Source: <https://www.hubspot.com/marketing-statistics>)

CHAPTER 8

FINDINGS AND CONCLUSION

FINDINGS

- Men prefer online marketing than women.
- Mostly youngsters are more active shopping online than middle aged persons, children and senior citizens.
- Normally person knowledgeable about the use of internet.
- Student are normally preferring online shopping the other occupation.
- majority of the people shop online once in every month.
- Internet plays a vital role in providing awareness about online marketing (Amazon).
- Electronic gadgets are the most widely purchased product online (Amazon).

LIMITATION

- Nothing is free of cost, not even online marketing.
- The trust factor in online marketing.
- The issue of Internet fraud and cybercrime.
- Website breakdown and no internet access.
- Continuous updating required.

CONCLUSION

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising.

Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly.

The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online.

Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser .

With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing.

But at the same time consumers are susceptible about the user-safety side of internet. They feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

CHAPTER 9
SUGGESTIONS FOR
FURTHER STUDIES

SUGGESTIONS

Conclusion given above reveals that consumers use more than one medium to make brand choice, therefore it is recommended that.

- Companies should mix & match various mediums to reach their desired target audience. This will help to spread awareness among them and to influence buyers behavior thus companies must formulate an effective Integrated Marketing Communication plan where they can combine various tools to grasp maximum prospects.
- It is also revealed that consumers have good enough knowledge about internet technology and they are in favor of using online marketing, therefore it is recommended that
- Every company big or small should grab this advantage and include online marketing in their marketing efforts. Online marketing forms can be mainly web marketing, E-commerce, social media marketing.
- Consumers find certain benefits in online marketing over traditional marketing; therefore companies can spend more on online media rather than the traditional tools.
- But along with its advantages, online marketing has certain limitations also, limitations like possibility of fraudulent activities or privacy issues are beyond control. Cyber crime can not be eradicated easily or completely therefore, it is recommended that
- Companies should not rely entirely on online marketing; they must make it a part of Integrated Marketing Communication strategy. As a result of which limitations of online marketing will be covered as the other mediums will build the required credibility and positive image about the brand. This credibility will generate trust among consumers towards the brand.

CHAPTER 10

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REFERENCE

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- www.google.com
- www.slideshare.net
- Published articles.
- Research papers.
- Relevant papers, newspapers and magazine.

CHAPTER 11

APPENNDICES

QUESTIONNAIRE

- 1) Gender?
 - a) Men
 - b) Women

- 2) Age group?
 - a) Child
 - b) Youngster
 - c) 30-60
 - d) Above 60

- 3) Occupation?
 - a) Student
 - b) Service
 - c) Self employed

- 4) Knowledgeable about use of internet?
 - a) Not Knowledgeable
 - b) Some Knowledgeable
 - c) Knowledgeable
 - d) Very well Knowledgeable

- 5) Frequency of being online?
 - a) Very low
 - b) Low
 - c) Moderate
 - d) High
 - e) Very high

- 6) How often do you shop online?
 - a) Once in a week
 - b) Once in a month
 - c) Once in a 6 months
 - d) Once in a year

- 7) Which online sit you prefer to shop?
 - a) Flipkart
 - b) Amazon
 - c) e-bay
 - d) Snapdeal

- 8) How did you come to know about amazon?
- a) Word of mouth
 - b) Print media
 - c) TV
 - d) Internet
- 9) What do you prefer buying from amazon?
- a) Books
 - b) Electronics
 - c) Apparels
 - d) Fancy items
- 10) How do you rate overall amazon experience?
- a) Poor
 - b) Good
 - c) Average
 - d) Excellent