

A Case Study on the Effectiveness of Internet Marketing Activity With Regard to Amazon

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Abstract

In this digital age, marketers confront new difficulties and possibilities. Marketers utilise electronic media to promote items or services in the market through digital marketing. The primary goal of digital marketing is to attract customers and provide them with opportunities to connect with the company via digital media. This article discusses the significance of digital marketing for both merchants and buyers. Let's look at how digital marketing affects corporate sales. This document also discusses the contrasts between conventional marketing and digital marketing. This research explored several types of digital marketing, their efficacy, and their impact on corporate sales. The sample investigated consisted of 150 enterprises and 50 executives who were chosen at random to assess the effectiveness of digital marketing. The obtained data was evaluated using various statistical tools and approaches.

Keywords: *Marketers, Internet Marketing, merchants and buyers*

INTRODUCTION

Digital marketing is the promotion of goods or services via the use of digital technology, most notably the Internet, but also cell phones, display advertising, and any other digital media. The evolution of digital marketing from the 1990s and

2000s has altered how companies and organisations utilise technology for marketing. As digital systems become increasingly integrated into advertising strategies and everyday life, and as consumers utilise digital gadgets instead of visiting physical stores, digital advertising

campaigns are becoming more common and environmentally beneficial. Marketers are increasingly bringing brands into customers' daily lives. Customers' shifting role as fee co-producers is becoming increasingly important (Prahalad and Ramaswamy, 2004). According to Khan and Mahapatra (2009), technical know-how plays a critical role in improving the quality of offerings provided by commercial company units. Hoge (1993) defines digital marketing (EM) as the movement of goods or services from supplier to buyer using one or more digital techniques or media. E-marketing began in the nineteenth century with the usage of telegraphs. Electronic media has been the dominating advertising force with the creation and widespread acceptance of the telephone, radio, television, and later cable television. McDonald's uses the internet to strengthen corporate communications and relationships. They have created online communities for children, such as the Happy Meal website, with educational and entertaining video games in order to keep consumers who are generally close to them (Rowley 2004). Reinartz and Kumar (2003) discovered that an employer's mailing efforts are positively related to commercial firm success over time. The primary advantages of social media advertising and marketing are lower

expenses and increased reach. A social media platform's charge is often lower than those of traditional marketing techniques such as face-to-face sales or sales through intermediaries or distributors. Furthermore, social media advertising enables businesses to contact clients that were previously unavailable owing to the time and geographical constraints of traditional distribution channels. In general, the fundamental benefit of social media is that it allows businesses to increase their reach while decreasing their costs (Watson et al. 2002; Sheth& Sharma 2005).

Chaffey (2011) defines social network marketing as "encouraging consumer communications on the corporate website or through their social presence." Marketing via social networks is an essential approach in digital marketing because businesses can use social media to convey their messages to their target audience without having to pay for publishers or distributors, which is typical of conventional marketing. Digital marketing, e-marketing, e-marketing, and Internet marketing are all synonyms for "online marketing" via websites, online advertising, voluntary sign-up e-mails, interactive kiosks, interactive or mobile television (Chaffey & Smith, 2008).

According to Giese and Gote (2000), customer information satisfaction (CIS) for digital marketing may be understood as a total of emotive responses of different intensity that follow consumption and are generated by the focus components of sales.

LITERATURE SURVEY

Stanley F. Teele et al (1944) researched the marketing tactics of food producers and discovered that the usage of brand names is not directly associated to high distribution costs because the intensity with which trademarks are marketed, rather than their use alone, impacts costs. Marketing expenditures vary dramatically amongst organisations within the same product sector of the food business. It is critical to examine how a diverse variety of marketing tactics may be successfully used by competing organisations.

Barksdale et al [1972] undertook a cross-sectional research of a nationwide sample of consumers' perceptions regarding corporate policies and practises in the United States. Consumers expressed concern about some corporate policies and dissatisfaction with particular marketing methods. The free enterprise system was highly respected by the majority of customers. Imperfections in the marketing

system were thought to be caused by customers' ineptness, carelessness, and indifference. Consumers also thought that their concerns required more attention and advocated for further government control.

According to Drucker Peter F. [1973], there is no other leadership group in modern society other than managers. Despite the emphasis on marketing and its methodology, many types of businesses still treat marketing as rhetoric rather than reality. After many years of marketing, the ideology of consumerism has grown into a powerful public movement that demonstrates how little marketing has been done. Amazon provides them with the opportunity to improve and overcome such challenges by providing them with our assistance.

According to Slatter [1977], a pharmaceutical product's market share is determined by medical practitioner acceptability. The product is also affected by the degree of promotional spending at the time of product release, as well as the intrinsic medicinal quality of the medicine. He discovered that a firm with a bigger market share in a specific therapeutic area, resulting in higher earnings, will be able to spend more on promotional operations to protect its market position as well as fund

a major research and development effort resulting in new product development. That might be one of the reasons Amazon added pharmaceutical products to their company in order to increase profits by supplying high-quality products to customers.

During a particularly unstable economic moment in Britain, French et al [1982] conducted a cross-sectional research on consumption and associated regulation. The era is distinguished by widespread unemployment, the existence of EEC trade laws, and a government unwilling to promote business. The author discovered that customers are dissatisfied with existing marketing techniques regarding product quality, truth in promotion, and pricing fairness. The author went on to say that the consumer mood is strong enough to urge not just pricing regulations, but also advertising and product quality controls. According to the study, firms who ignored public criticism for their methods faced significant difficulties in future growth. Amazon provides them with the greatest price and the finest experience. Targeting their mood and taste to find the product that is right for them.

H. Aghazade and M.R. Esfidani (2007) The literature on Internet advertising

tactics was reviewed in this study. Using strategic management theories, we developed a contingent technique to improve a new model for developing and introducing Internet marketing strategies. Then, as a contingent approach, we classified newly created Internet advertising strategies based on the competence way of strategic management. In terms of the competence method, we identified two sorts of skills on the Internet. Internet skills are classified as relational and informational.

Tasneem D and Yasmin A (2015) The digital channel in advertising and marketing has become an essential component of many businesses' strategies. Even small company owners may now sell their products or services in a cost-effective and environmentally responsible manner. There are no limits to digital advertising and marketing. To advertise the organisation and its products and services, Amazon can utilise any device such as smartphones, tablets, computers, televisions, game consoles, digital billboards, and media such as social media, SEP (search engine optimization), videos, content, e-mail, and a lot more.

J. Kiplang and A. Mukhongo (2015) It was emphasised that internet marketing

demands clients to employ newer technology than conventional media, which is why not everyone may receive the message. One impediment is slow Internet connections. When businesses create extremely huge or sophisticated web sites, some Internet users have difficulty downloading the content using dial-up connections or mobile devices. Another barrier from the buyer's standpoint is the inability to touch, smell, taste, or try-on actual things before making an internet purchase. To address the issue, Amazon launched an app that provides complete product information at low internet speeds while simultaneously offering discounts through app purchases.

Sathya,P (2015) Analyzed, digital marketing has emerged as a critical component of many businesses' strategies. At the moment, small company owners have an exceptionally low-cost and effective way to sell their products or services in society by utilising internet marketing. It has no limitations. Amazon started a revolution by offering the finest products at the best rates.

Nilesh R. Berad et al. [2015] examined existing marketing techniques and detailed future advancements that will improve the return on investment (ROI) in sales,

marketing, and customer fulfilment operations. Pharmaceutical businesses have begun to engage in new technologies and research and development, but their returns on investment have been low due to a poor evaluation of user demands and consumer requirements. Companies that invest wisely in rural marketing might see actual improvements across company processes and gain the benefits of increased ROI. The study report also investigated the many current trends employed in rural marketing within pharmaceutical firms, as well as developed best practises and extensive analyses on essential operations, allowing pharmaceutical companies to run their company more successfully.

Targeting Amazon to grow their business in the internet sector.

Objectives

- Assessing business obstacles and possibilities in internet marketing
- Managing Amazon's online reputation and building brand awareness
- Research and prioritise areas for business development.

RESEARCH METHODOLOGY

Primary and secondary data will be used in the proposed study. The information will

be gathered in person using a standardised questionnaire. Data will also be gathered through targeted interviews. Data will also be gathered online via email and Google Docs, among other methods. Simultaneously, secondary data from published corporate annual reports, publications, and relevant literatures will be employed.

DATA ANALYSIS AND DISCUSSION

Table 1 shows the correlation, and it is clear that the highest correlation is

between variables how do you rate the advertisement of amazone and the instructions displayed in the web are very clear at 64 percent, followed by a 49 percent correlation between Orders are delivered in good packaging and how do you rate the advertising of amazone, and the least correlation is between Orders are delivered in good packaging and how do you rate the advertising of amazone. With this information in hand, we felt confident in performing the regression analysis, and the findings are reported in table 2 below.

Table 1

Correlations

		The instructions displayed in the web are very clear	How do you rate the advertising of the amazone	Order are delivered in good packaging.
The instructions displayed in the web are very clear	Pearson	1	.644**	.487**
	Correlation			
	Sig. (2-tailed)		.000	.000
	N	50	50	50
How do you rate the advertising of the amazone	Pearson	.644**	1	.490**
	Correlation			
	Sig. (2-tailed)	.000		.000
	N	50	50	50
Order are delivered in good packaging.	Pearson	.487**	.490**	1
	Correlation			
	Sig. (2-tailed)	.000	.000	
	N	50	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 ^a	.527	.497	.591

Table 3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.930	3	5.977	17.109	.000 ^b
	Residual	16.070	46	.349		
	Total	34.000	49			

a. Dependent Variable: Overall Strategy

b. Predictors: (Constant), The instructions displayed in the web are very clear, How do you rate the advertising of the amazone, Order are delivered in good packaging.

The table 2 shows the model summary, which is quite strong considering it is a social science research. An R of 72.6 percent is considered very strong, but since we are interested in the R Square as it is the basic value in a multiple regression to check and see the model prediction value, which in our case is 52.7 percent, this model can predict 52.7 percent of the variance in the dependent variable, which is overall strategy. The next check is to know the three independent variables, namely the instructions displayed on the web are very clear, how do you rate Amazon's advertising, and orders are delivered in good packaging, each of which contributes to predicting the cause and effect, but before we proceed, let us see if our model was statistically

significant or not, which can be determined using ANOVA. Table 3 shows the Sig value at.000, which indicates that it is less than.05, suggesting that the model is statistically significant and a solid predictor. Other specifics are irrelevant to us.

The coefficients table, as shown in table 4, displays vital information relating to the three independent variables, namely instructions displayed on the web are very clear, how do you rate Amazon's advertising and orders are delivered in good packaging, it displays which independent variable unique contribution in the overall prediction of the model is denoted by B or beta, and the good news is that SPSS also provides two vital pieces of

information, namely t (t value) and Sig (Significance value), .534, which means that this IV alone explains 53.4 percent of the variation in DV, with the second independent variable, how do you rank amazone advertising, also contributing. This IV explains .304 or 30.4 percent of the variation in DV; keep an eye on its t value and Sig value, which are both above 1.98 and 0.05. This suggests that their contribution is statistically significant. The most recent IV orders have been delivered in nice packing with the least beta. This IV affects .284 or 28.4 percent of the variation in DV that is the overall strategy of Amazone, indicating that for Amazone to

continue its marketing strategy properly, they must give maximum importance to the instructions which they provide on their websites, which must be carefully designed as it is because of this factor that customers prefer buying from Amazone. The next important point to remember for Amazone is that its advertisements must be both entertaining and informative, and must be linked to the information provided on their websites; it must not happen that both are providing contradictory information, which can be harmful; and finally, packaging can be made more appealing and appropriate; this IV has the least contribution, but it cannot be ignored.

Table 4
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.466	.475		9.399	.000
1 The instructions displayed in the web are very clear	1.063	.231	.534	4.590	.000
How do you rate the advertising of the amazone.	.504	.199	.304	2.536	.015
Order are delivered in good packaging	.302	.112	.284	2.686	.010

a. Dependent Variable: Overall Strategy.

CONCLUSION

The internet marketing channel has become a critical component of many businesses' strategies. Even small company owners may now sell their products or services in an inexpensive and efficient manner. Digital marketing has no bounds. Any gadget, such as smartphones, tablets, computers, televisions, gaming consoles, digital posters, and media such as social networks and SEO, may be used by the firm (search engine optimization). Videos, content, e-mail, and other methods are used to advertise the firm and its products and services. Digital marketing may be more successful if user demands are prioritised. The outcomes of digital marketing will not be attained without trials, just as "Rome was not built in a day" (and errors). All digital marketing campaigns must include the essential words "test, learn, and develop." To determine the best strategy to improve digital marketing success, businesses must establish creative consumer experiences and media-specific tactics. On the case of Amazon, they promote their business by using numerous strategies such as speedy delivery, marketing our Amazon in every e-commerce site and many more online sites, passing information through WOM (Word Of Mouth), and so on. Amazon's

performance is rapidly improving because to customer psychology targeting.

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