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A STUDY ON WEB MARKETING & ITS IMPACT OF DIGITALIZATION ON SOCIETY WITH SPECIAL REFERENCE TO AMAZON

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Abstract

Web marketing is a contrarily to promote the business through website in order to bring more visitors. The marketing of products or service using digital technologies, mainly on the internet, but also including mobile phones, display adverting & any other digital medium. Technology innovation brought fundamental shift in the functioning of market in India both internally and externally as it enables make profit in online platform. Amazon sellers can join the e-commerce giant on its journey of success provided they use digital marketing to sell their products & build their brand. Amazon was the world"s largest online marketplace. Web Marketing is the promotion of products or brands using different forms of electronic media as consumers have access to information at any time & any place. They are exposed to not just what your company says about your brand, but what the world says about your brand.

Keywords: Promotion Online platform, Advertising, Promotion

Introduction

Web Marketing encompasses all marketing efforts that use an electronic device or the internet. It is a component of marketing that utilize internet & online based digital technologies such as desktop computers, mobile phones & other digital media & platforms to promote product & services. Web Marketing is also called internet marketing, digital marketing or E-Marketing. Web marketing rises the employment opportunities as the company must hire the skilled candidates for the business activities as the web marketing is the concept of promoting the goods & services according their brands in the market.

Web Marketing is also called internet marketing, digital marketing or E-Marketing. Web Marketing is the process of using the internet to market your business. It includes the use of social media, search engines, blogging, video & email. Web marketing is a rostrum to expose online business activities as the society is becoming day-by-day advance in technology hence Amazon utilize the best of providing digital service to the customers in satisfactory note.

Review of literature:

➢ Maxwell and McCain: Digital technology takes information and breaks it down into its smallest components. By transforming an analogue signal into discrete pieces, digitalization makes it possible to manipulate information, text, graphics, software code, audio, and video in ways never before thought of, thus its information, transforming capabilities.

➢ Clerck: Digitalization is defined as the use of digital technologies and of data in order to create revenue, improves business, replace/transform business processes and create an environment for digital business, whereby digital information is at the core

➢ Hagberg et al.: Digitalization is one of the most significant on-going transformations of contemporary society and encompasses many elements of business and everyday life.

➢ Lenka et al.: digitalization as the phenomenon of intelligent connected machines that information and digital technologies power.

➢ Machekhina: Digitalization means transformation of all information types (text, sound, visuals, video and other data from various sources) into the digital language

Importance of Web Marketing:

Web marketing services use online marketing channels, like search, social, email to help companies reach nurture & convert their audience. As it creates two way of communication which provides way to contact business & customers can reach through several digital marketing channels as the Amazon store is available under http://www.amazon.in/ website with various products & services.

Objectives of the study:

a) The main purpose of this paper is to recognise the usefulness of web marketing in the competitive market.

b) To explore the digital marketing platform by online stores

c) To explore the problems faces by the society in web marketing

d) To spread the awareness of advanced technology in business activities reference with Amazon LTD

e) Web marketing is pleasant at the time of pandemic period

Web Marketing Mix

1**. scope: strategy & objective, market Analysis:** competition basis, competitor, market potential, market forecast, market trends. **Potential customer:** Profiles, motivation, behaviour, needs & current way of fulfilling them, priorities
Internal Analysis: Internal resources, processes, values

2. **site:** web experience Customer orientated content
what does the customer expect in the site: Domain name, content, design, layout, atmosphere & web site positioning.
why the customer will make use of the site Simplicity, functionality, speed, searchbility, interactive, customisation

3.synergy: Integration Front office integration: integration with the physical marketing strategy & marketing activities.

Back office integration: integration of the website with organisational processes, legacy system & databases Third party integration: create network of partners who will assist the commercial, logistics & other site activities.

4**. system: technology, technical requirement & website administration:**

Software, hardware, communication protocol, content management, system service, site administration, hosting decisions, payment systems, performances analysis..

Impact of Web marketing on society:

a) Interaction of people has reduced.

b) Web marketing made individual to update in technical session

c) Web marketing has a global touch in marketing platform.

d) Individuals may the security or privacy issues.

e) Online stores sellers can develop their brands / sales

f) Time consumes for the delivery of services

History & growth of Amazon:

Amazon is an American multinational technology company which focuses on web marketing, 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 is one of the world's most valuable brands.it has expanded into a multitude of product categories. Amazon was founded by Jeff Bezos in July 1994, who chose Seattle for its abundance of technical talent, as Microsoft was in the area. Amazon also started Fulfilment by Amazon which allowed individuals and small companies to sell items through the company's Internet site.

Scope & limitation:

a)   Sample size: 50 participated in survey (google form participation)

b)   Sample profile: participants of google form are only users of Amazon application

c)   Data collection process: We need some additional equipments or software to connect people in short time.

d)   Time: Due to time limits couldn"t cross more than 50 participants.

Research methodology:

This study is used with primary source for analyzing the reliability. The primary source is where collected for the first time for research through survey, (questionnaires from Google forms) censuses, and observations. Primary data collection is quite time consuming as well as expensive compared to secondary data.

This paper is combination of both primary and secondary data. As secondary data is already collected data from magazines, journals, newspapers, referral books, and websites. As this research is collected and analyzed by both primary & secondary data.

Statement of problem:

This study evaluates the users of Amazon faces with technical problem as well as this study spread the awareness online stores how far the web marketing is comfortable. Sellers of Amazon store variety of products and services as the customer can satisfy their purchasing activity under one website / online store but as per survey customer face challenges such as refund, network problem, unclear information about product, fake product reviews, lack of personalisation, poor on-site search engines, auto-complete is slow, no suggestion photos/videos and others

Analysis & interpretation:

TABLE 01: GENDER OF RESPONDENTS:		
CATEGORY	FREQUENCY	PERCENTAGE
MALE	41	82%
FEMALE	09	18%
OTHERS	00	00%
TOTAL	50	100%

TABLE 02: AGE OF RESPONDENTS:		
AGE	FREQUENCY	PERCENTAGE
18-30	23	47%
31-45	17	33%
46-60	10	20%
TOTAL	50	100%

TABLE 03: WAS WEB MARKETING COMFORTABLE AT PANDEMIC TIME?

AGE	FREQUENCY	PERCENTAGE
YES	44	88%
NO	06	12%
Total	50	100%

TABLE 04: IS AMAZON WEB SECURED WITH ITS SERVICE?

AGE	FREQUENCY	PERCENTAGE
YES	31	62%
NO	26	52%
TOTAL	50	100%

TABLE 05: HOW DOES AMAZON WORKS?

CATEGORY	FREQUENCY	PERCENTAGE
GOOD	21	42%
BETTER	14	28%
BEST	15	30%
TOTAL	50	100%

TABLE 06: HOW IS THE SERVICE OF AMAZON APPLICATION

CATEGORY	FREQUENCY	PERCENTAGE
SATISFIED	23	46%
NEUTRAL	19	38%
NOT SATISFIED	05	16%
TOTAL	50	100%

Chart 01 of Table 06 : HOW IS THE SERVICE OF AMAZON APPLICATION
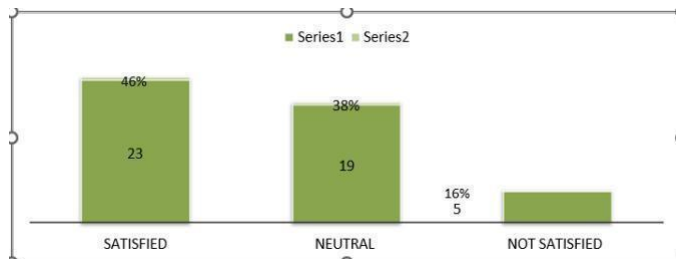
Findings:

- Individuals can bonus back with poor connection, unclear information about the products or services.

- As per survey 15 respondents opinion is best for amazon works hence amazon need to upgrade itself as the respondents opinion be best towards amazon works.

- According to the survey 26 respondents are not convinced with the secured of amazon services

- Amazon sellers can develop their brand levels in better way.

Suggestion:

- As per survey 19 respondents are in neutral with the amazon application services as the services of the amazon could be better enough.

- As amazon is a online store which has a global touch it can make its service or products into reasonable price.

- As individuals found comfortable with web marketing hence amazon can play a major role for profit making.

- Web marketing provides way to contact business & customers can reach through several digital marketing channels as the Amazon store is available under http://www.amazon.in/ website with various products & services, hence amazon can connect with various digital ways.

Conclusion:

This study concluded as Web marketing is a contrarily to promote the business through website in order to bring more visitors. The marketing of products or service using digital technologies, mainly on the internet, but also including mobile phones, display adverting & any other digital medium. Technology innovation brought fundamental shift in the functioning of market in India both internally and externally as it enables make profit in online platform. Amazon sellers can join the e-commerce giant on its journey of success provided they use digital marketing to sell their products & build their brand. Amazon was the world‟s largest online marketplace. Web Marketing is the promotion of products or brands using different forms of electronic media as consumers have access to information at any time
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