A STUDY OF DIGITAL MARKETING AND CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO AMAZON

DR.PRASHANT GANESH KULKARNI

Pune

DR.NITVE DNYANDEV LAXMAN

Vice-Principal, Purandar Technical

Education Society's, Pune Cambridge Senior

College, Ambegaon Pathar, Pune

Abstract:

Advancements in technology, the growth of the internet, and the development of Web 2.0 have greatly increased connections between people. Web 2.0 has changed how businesses communicate with customers, leading to new digital marketing strategies. Social media has had a big impact on human interactions, causing changes in behavior, habits, and activities. Because of these changes, businesses must adjust their marketing strategies to understand how digital and social media marketing affects consumers' buying decisions. Additionally, businesses should consider how consumer attitudes, values, and beliefs influence their digital marketing efforts.

With social media's growth, marketing teams now have many ways to promote their products. These include advertisements, creating brand content, participating in social networks, and encouraging customer engagement. Digital marketing content can be designed to connect with consumers anytime and anywhere, whether to inform, educate, entertain, or provide insights about the brand.

Due to recent technological trends, marketing methods and consumer behaviors have changed, which has influenced how people make purchase decisions. As a result, businesses must update their marketing strategies to stay connected with their audience. While much research has focused on consumer behavior in digital marketing, less has been done from the organization's point of view. Digital marketing is considered a modern tool that offers many research opportunities. Both consumers and businesses are key topics in this field, making it an important area for further study.

With the rise of online platforms, businesses must adapt to remain competitive and successfully reach their customers.

Objectives of the Study

1. To Understand Digital Marketing Strategies.
2. To Analyze Consumer behavior.
3. To Study Changing Trends in Online Shopping.
4. Evaluating the availability of various items on Amazon's web portal.
5. To make customers aware of Amazon's services and special offers.
6. To understand how satisfied customers are with Amazon's services.
7. To Provide Recommendations for Improvement.

Purpose of the Study

The purpose of this study is to understand how Amazon uses digital marketing to influence customer behavior. It aims to explore how Amazon's marketing strategies affect customer decisions, satisfaction, and shopping habits. The study will also help identify what attracts customers to Amazon and how the platform can improve its services to better meet customer needs.

Research Design:

This study aimed to find out what parts of Amazon's services affect customer satisfaction and to check how easily products are available on the Amazon website.

Data Collection

A) Primary Data:

The data was collected through surveys. A structured questionnaire was created using Google Forms, and consumers filled it out to share their satisfaction levels with Amazon.

B) Secondary Data:

Secondary data is information that was already collected by someone else for similar or different purposes. In this study, secondary data was taken from various research studies

and websites. This information was used to create the questionnaire and to develop profiles of the industry and Amazon.

Sample…

In this context, a sample refers to a small population that serves as a representation of the entire universe. The samples chosen for this research are drawn from the demographic of Indian youth and young individuals, specifically those aged between 17 and 45 years, who maintain an online presence.

Sample size

The quantity of sample units chosen from the overall population is known as the sample size. For this study, a sample size of 50 was selected, comprising 25males and 25 females.

Research   Tools:

Computer programs like MS Excel and SPSS (Statistical Package for the Social Sciences) were used to organize and analyze the data.
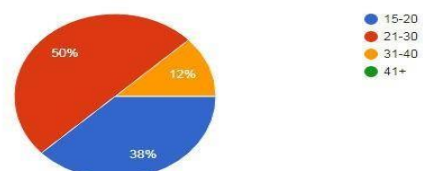
Hypothesis of the Study

1) Amazon's customer behavior did not change during the pandemic.

2) Amazon's customer behavior changed in various ways during the pandemic.

3) There is no significant difference in overall customer satisfaction with Amazon.

Data Analysis and interpretation   Age Group

Age Group	Responses
15-20	38
21-30	50
31-40	12
41+	0

Age Group
50 responses

● 15-20
● 21-30
● 31-40
● 41+

Interpretation

The pie chart above illustrates the age distribution of individuals who completed the questionnaire. Among them, 50% fall within the 21-30 age group, 38% are aged 15-20, and 12 % belongs to the 31-40 age group. **Profession**

Interpretation

Profession	Responses
Student	82
Job	12
Business	6
Others	0

The pie chart above displays the professions of individuals who completed the questionnaire. Among them, 82% are students, 12% are employed, and 6% are self-employed individuals.
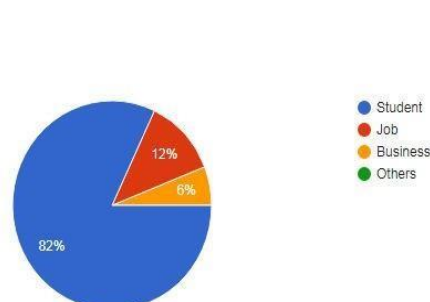

How often you shop online?
50 responses

How often you shop online?

Interpretation

1) 38% of the respondents engage in online shopping once every 1-2 months.

2) 34% of the respondents participate in online shopping once every 3-6 months.

3) 12% of the respondents partake in online shopping once every 7-12 months.

Profession	Responses
More than once in a month	6
Once in 1-2 Months	38
Once in 3-6 Months	34
Once in 7-12 Months	12
Never	10

4) 6% of the respondents engage in online shopping more than once a month.
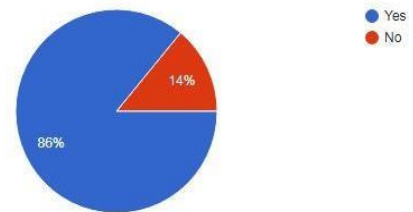
5) 10 % of the respondents have never engaged in

Profession
50 responses

Awareness about Products & Services	Responses
Yes	86
No	14

online shopping.

4) Which of the following features DO you like about Amazon?
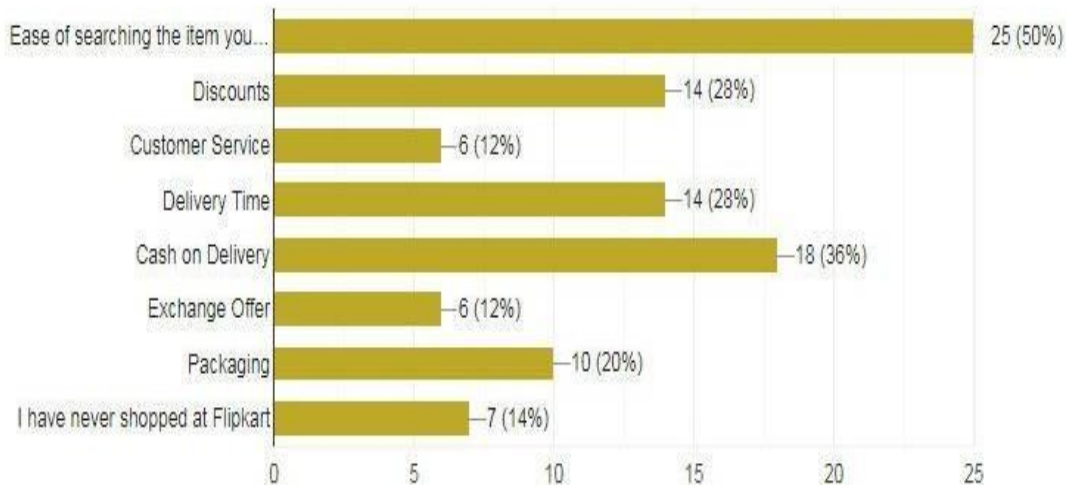

50 responses

Interpretation

The pie chart above illustrates that 86% of the respondents are familiar with the services and offers offered by Amazon, while 14% of the respondents are unaware of the services and offer

Which of the following are your reasons for shopping online?

50 responses

Interpretation

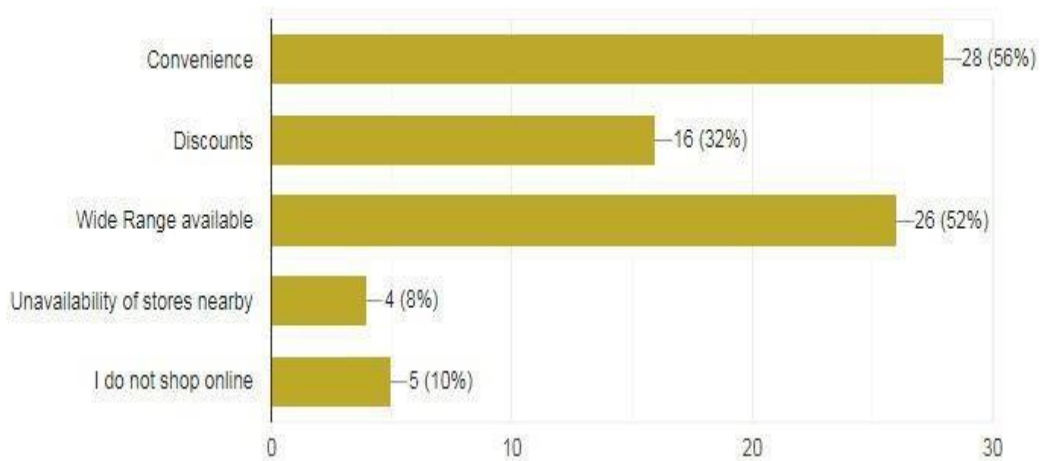The bar graph above depicts the features that respondents appreciate about the company, outlined as follows:

1) 25 respondents have selected the feature "Ease of searching for the item you are looking for."

2) 14 respondents have chosen the feature "Discounts."

3) 6 respondents have opted for the feature "Customer Service."

4) 14 respondents have favored the feature "Delivery Time."

5) 18 respondents have selected the feature "Cash on Delivery."

6) 6 respondents have expressed preference for the feature "Exchange Offer."

7) 10 respondents have chosen the feature "Packaging."

How did you come to know about Amazon?

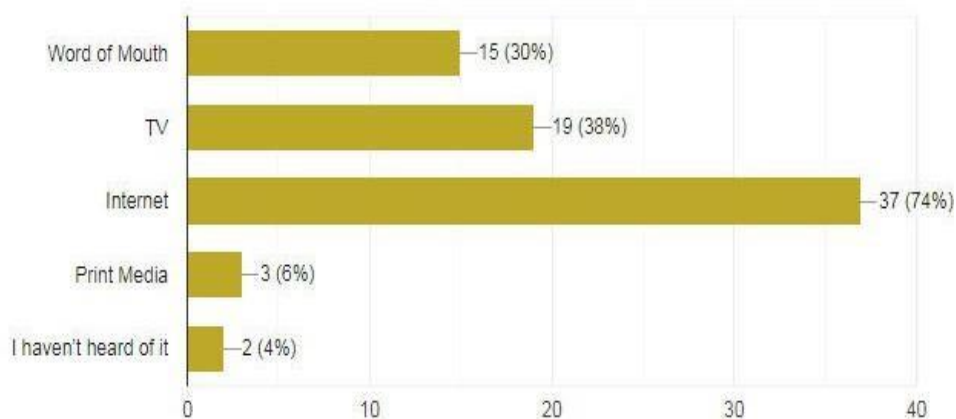Which of the following are your reasons for shopping online?

50 responses

Interpretation

1) 28 respondents indicated that the primary reason for shopping online is the convenience of the products.

2) 16 respondents cited discounts on products as their main reason for shopping online.

3) 26 respondents specified the wide range of products available as their primary reason for shopping online.

4) 4 respondents mentioned the unavailability of stores nearby as their reason for shopping online.
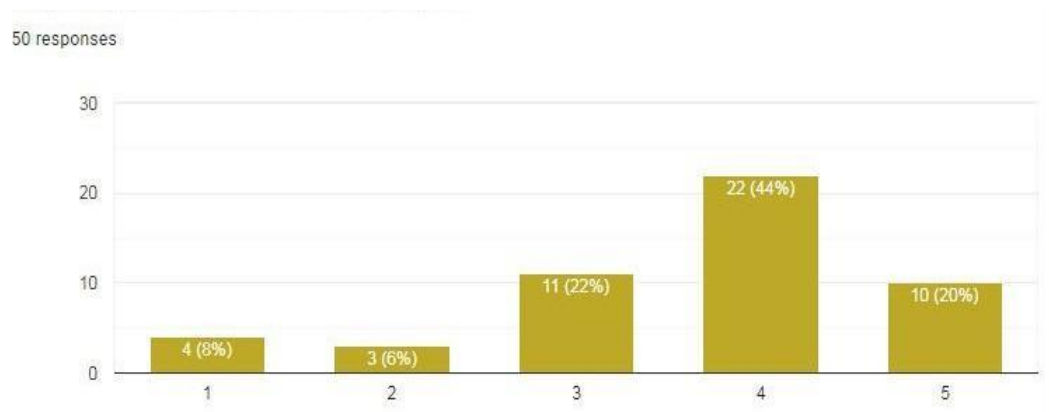
50 responses

Interpretation

1) 15 respondents learned about Amazon through word of mouth.

2) 19 respondents discovered Amazon through television.

3) 37 respondents got acquainted with Amazon through the internet.

4) 3 respondents became aware of Amazon through print media.

5) 2 Respondents had not heard about the Amazon Company.

How Satisfied where you by Amazon service?

50 responses

Interpretation

1) 10 respondents expressed 100% satisfaction with the company Amazon.

2) 22 respondents indicated 80% satisfaction with the company Amazon.

3) 11 respondents reported 60% satisfaction with the company Amazon.

4) 3 respondents conveyed 40% satisfaction with the company Amazon.

5) 4 respondents stated 20% satisfaction with the company Amazon.

Conclusion:

Every effort was made to reduce errors and ensure accurate results in this study. However, there were some limitations that may have affected the findings:

1) The study was conducted only in the Pune region, so the results may not fully represent the entire Amazon Company.

2) The data collected on customer satisfaction and awareness may not provide a complete picture.

3) The study involved only 50 participants, which is a small sample size.

4) Limited research experience posed some challenges.

5) Finding Amazon customers to participate in the study was difficult since the focus was on understanding their behavior.

6) Some consumers were hesitant to take part in the research, adding to the challenges.

Recommendations and Suggestions

1) The company needs to regularly verify the availability of various products on its web portal.

2) The company should reconsider its sales strategy, particularly for premium products, as their sales performance is subpar.

3) The website should promptly remove information about discontinued products to avoid providing inaccurate details to customers.

4) Delivery personnel should prioritize customer satisfaction, as they represent the company during customer interactions.

5) Delivery personnel should consistently wear the company's T-shirt and identity card while on duty.

6) The company should enhance its after-sales services to potentially boost overall sales.

7) The company should leverage online media more extensively for website promotion.

8) Adopting improved technological solutions can enhance the quality of services provided to customers.

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- Published articles.
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- Relevant papers or journals, magazine.