



AN ANALYSIS OF THE DIGITAL MARKETING STRATEGIES USED BY INDIAN E-COMMERCE WEBSITES

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ABSTRACT

This study examines the digital marketing strategies employed by Indian e-commerce websites, aiming to provide insights into their effectiveness and implications for the industry. The research explores various tactics, trends, and potential areas for improvement in the rapidly evolving landscape of online commerce in India. This study further delves into the key components of these strategies, encompassing social media marketing, search engine optimization, and user engagement approaches. By scrutinizing the successes and challenges faced by Indian e-commerce platforms, this analysis contributes to a comprehensive understanding of the evolving digital marketing dynamics in the country, offering valuable perspectives for practitioners and researchers alike.

KEYWORDS:E-commerce, social media, marketing techniques.

INTRODUCTION

The e-commerce platform is a very helpful tool for expanding businesses. Website traffic is the most crucial and most difficult factor for any e-commerce enterprise. Digital marketing is a crucial component of marketing because it is utilized to promote content on social media platforms. You are able to just a matter of minutes, reach millions of users. Electronic channels are fast becoming an essential component of traditional unconnected retailers' diversion system. In order to investigate the impact of electronic commerce on merchants' choices of delivery channels, this paper employs a game-theoretic approach. Every successful ecommerce retailer uses a digital marketing strategy.

Market size of e-commerce industry across India from 2014 to 2018, with forecasts until 2030(in billion U.S. dollars)

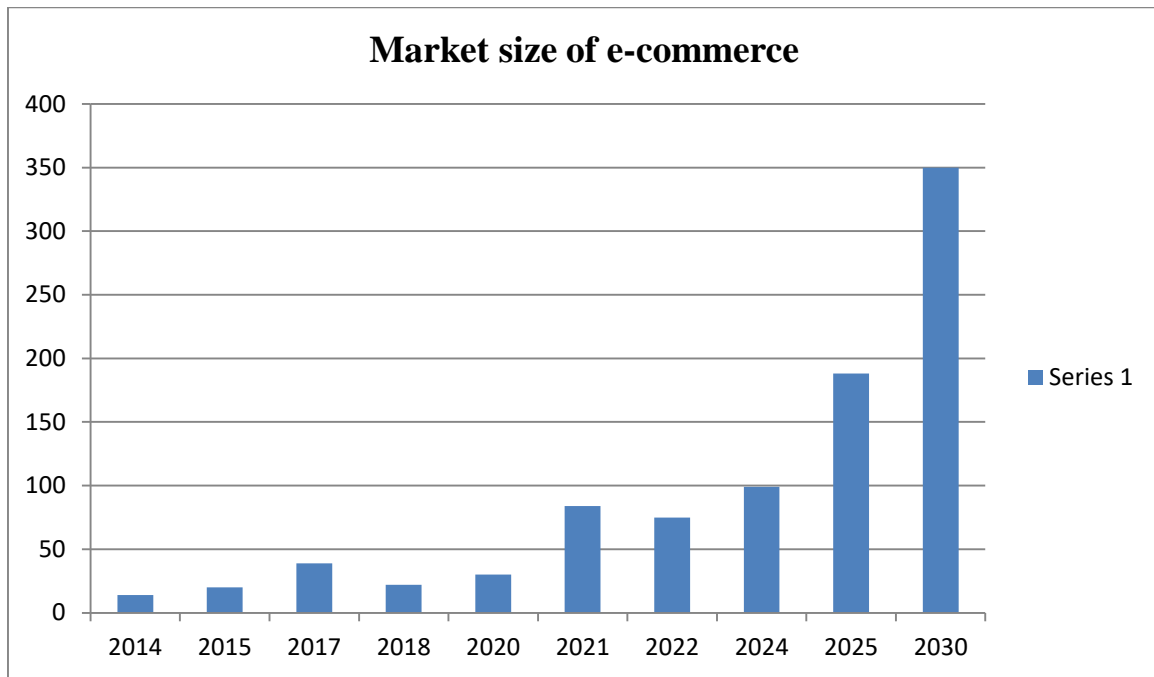


FIGURE:1 SOURCE:<https://www.statista.com/statistics/792047/india-e-commerce-market-size/>

India has enormous potential in the e-commerce sector because of the country's expanding internet user base and advantageous market circumstances. The Indian e-commerce market, which is expanding at an exponential rate, was valued at over \$22 billion in 2018. By 2030, this amount is projected to increase to \$350 billion.

MOST PREFERRED E COMMERCE SITE IN INDIA

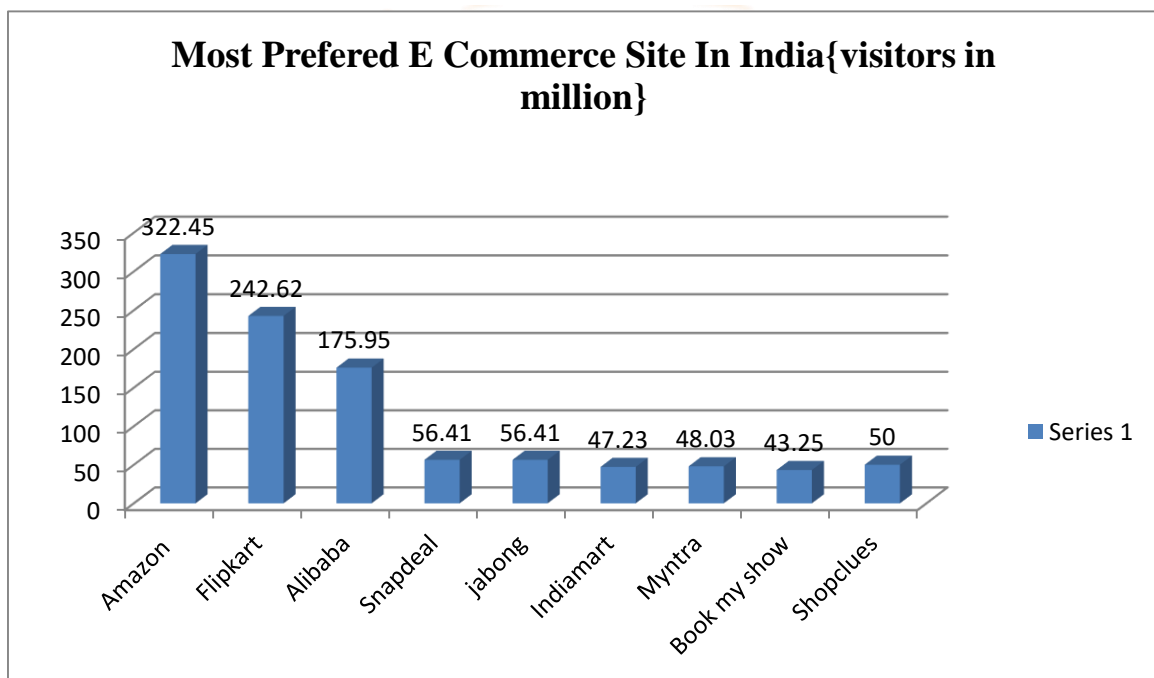


FIGURE: 2 SOURCE:<https://magenest.com/en/top-e-commerce-sites-in-india/>

The way India shops and trades has changed dramatically in recent years. One of the industries that is expanding quickly is e-commerce, which is encouraging a whole generation of business owners and large-scale production for small and medium-sized businesses. However, selecting from the thousands of ecommerce sites available in India is a challenging undertaking. If we're considering shopping online. Here are some of the best e-commerce sites in India where you may buy practically anything you need for everyday use or launch your own business.

RESEARCH METHODOLOGY

The Researchers examined research papers to obtain understanding of electronic commerce in India. Thus, a variety of books, periodicals, WebPages, articles, etc. We have examined definitions, conceptual frameworks, evolution, and important players, current trends about internet growth, penetration, prospects, preferred payment methods, etc., opportunities, and obstacles to e-commerce. Every piece of information is secondary data, and where appropriate, references have been provided. The majority of e-commerce websites in India have incorporated digital marketing tactics that aid in boosting sales and brand equity.

REVIEW OF LITERATURE

TriptiDhote, Yatin Jog, NutanGavade and GesuShrivastava (Indian Journal of Science and Technology, Vol 8(S4), 200-205, February 201) :- Digital marketing utilizes internet and technology to enhance traditional marketing functions, particularly in the context of social media, which is increasingly influential in the decision-making process of young students.*

P. Sathya(International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064 Index Copernicus Value (2015): 78.96 | Impact Factor (2015): 6.391):- Digital marketing is a crucial strategy for businesses, offering an affordable and effective way to promote their products or services. It can be utilized on various devices and prioritizes consumer needs for maximum success.

*(Kanttila, 2004).*All together for digital marketing to deliver result for businesses, digital content, for example, accessibility, route and speed are defined as the key characteristics for marketing

Wadajkar, V., Kumar, A., &Brar, V. (2016). Digital marketing is a growing business genre that involves technical and non-technical skills to increase online presence. Research field attracts professionals from various fields, including web design, web development, online life consulting, brand consultants, content writers, and visual designers. As the industry grows, the demand for creative professionals in the field is increasing, making India a hub for IT activities.

Objectives

- To research the digital marketing tactics that e-commerce websites utilize.
- To determine the current state of Indian e-commerce websites.
- To determine the prospects and obstacles facing Indian e-commerce platforms.
- To determine the size and forecast of ecommerce of India.

LIMITATIONS

1. Customers occasionally experience network issues.
2. The second drawback is that clients are unable to touch the merchandise. Occasionally, subpar goods are delivered

ANALYSIS OF SECONDARY DATA

The following social media marketing techniques are used by a few Indian E-Commerce Websites:

STRATEGIES FOR DIGITAL MARKETING TAKEN UP BY AMAZON

Amazon interacts with users and keeps them satisfied with their online shopping experience. Amazon is a major and straightforward online retailer. Amazon is a frequent user of social media.

Twitter followers

26.5 million Twitter users. 315 million face book users in India alone

YouTube followers

462 million views in total across all recordings presence on Pinterest and Instagram as well as regular updates on new products, deals, and discounts made possible by interesting videos and pictures. Applications available for every major platform, such as Windows Phone, iOS, and Android

Strategies for Digital Marketing Taken up by Flipkart

Flipkart introduced a number of effective digital marketing techniques.

Google Adword

To advance the brand Google Adwords step-PPC Search advancement-Products offers based on advancement photographs, Show-Category based substance advertisements, Gmail-text ads based on topics or content,The targeted catchphrase is FLIPKART. Paid advertisement rank: 4 or 5.

Flipkart's Successful Brand Campaigns

The campaign 'Har need keliye best deals' is based on the insight of discovering value across an array of categories. Flipkart has unveiled its latest campaign 'Har need keliye best deals' featuring ArchanaPuran Singh and Jackie Shroff, in a set of two ad films.

Facebook strategy:

Create a Flipkart category-focused page (e.g., books, games, fashion, etc.) to increase fan engagement. 3.3 million Likes on the page. The focus is on customer commitment and procurement.

Twitter Strategies

Flipkart has 246K followers on Twitter, real-time connectivity, and real-time query response.

YouTube Strategy

It runs a ton of YouTube campaigns instead of having a channel. For example, the Search Page, Display Ad, Video Promotion, and so forth

All 34 videos that were uploaded have received 3.2 million views.

Pinterest strategy: Offers and deals depending on Pinterest. 290 Followers and 8 Boards.

Strategy for Content Marketing

It maintains an official blog. The blog page provides updates on companies, markets, technology, etc.

Mobile Marketing Strategy

There is a website that is optimized for mobile marketing. All-platform mobile app (iOS, Android, Windows) 5 million downloads, 4.3 stars, and a reaction to every unfavorable review.

Associate Promotion Strategy

Receive up to 15% for every online porch

Strategies for Digital Marketing Taken up by Myntra

Facebook Strategy

Myntra's Facebook page is among the select few Indian e-commerce business pages with a community of over one million members. There is a lot of consumer traffic on myntra's Facebook page.

Twitter strategy

The Twitter content structure on Myntra is similar to Facebook, with the exception that the handle is overly full of user inquiries.

The Pinterest strategy

Pinterest offers a variety of styles and designs. Everything is provided here, including the newest trends and content from celebrities and design blogs. They are creating a really good network here, and if Pinterest develops more, it will become really well-known.

Google Plus

When Google first opened the stage to companies and corporations a year ago, Myntra was given access to Google Plus.

YouTube strategy

For video content, it is quite helpful. That would have been treasured not only by their target audience but also by Myntra in establishing their authority in a way that gets stronger and stronger.

Blog

StyleMynt is Myntra's blog, which goes well with its online store. It is often updated and discusses various subjects related to design and style, as well as design patterns and style advice.

OPPORTUNITIES AND CHALLENGES FOR E-COMMERCE WEBSITES

- Cyber & Data Security. When it comes to ecommerce, one of the biggest challenges faced is security breaches. ...
- Online Identity Verification. ...
- Attracting the Perfect Customer. ...
- Customer Loyalty. ...
- Converting Shoppers into Paying Customers. ...
- Competition & Competitor Analysis. ...
- Price & Shipping. ...
- Product Return & Refund Policies.

FINDING

1. The researcher discovered in this study that a number of Indian e-commerce websites have effectively used digital marketing techniques.
2. Digital marketing techniques aid in the expansion of e-commerce websites.

3. It's incredibly simple to attract the attention of targeted customers using digital marketing techniques.
4. Using digital marketing techniques raises the worth of a brand.
5. By disseminating user-generated product reviews, digital marketing strategies assist other customers in making purchases.

CONCLUSION

Digital marketing technologies enable e-commerce sites to reach millions of customers instantly. Professionals in digital marketing can help turn impressions into sales by using proven methods and strategies. E-commerce websites offer advantages over traditional marketing at a lower cost, using tools like email, content, social media, and search engines. Competitors like Amazon and Flipkart use various digital techniques for marketing. Digital business involves buying and selling on social media platforms, making digital marketing a visually appealing and simple way to promote various platforms.

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