



A Study on Effectiveness of Online Promotions with Reference to Myshaadiwale .Com, Bangalore

KEYWORDS

Online promotions, Social media promotions, Advertising media

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ABSTRACT *Online marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. It uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising. Like other advertising media, online advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.*

INTRODUCTION:

E-commerce, short for electronic commerce, means buying and selling products and services over the internet. Since its arrival on business scene, e-commerce has significantly changed the way businesses and customers transact products and services. E-commerce enabled businesses reach customers across the globe. It has expanded its reach and scope by offering a greater breadth of choice and offering products and services at a much more competitive price. Over last few years, India has shown remarkable growth in e-commerce especially in the business to customer (B2C) segment and is likely to see significant growth in future. Ever-changing lifestyles and higher disposal incomes, combined with enhanced aspiration levels, especially amongst the demographically youthful population have been driving e-commerce. One of the major catalysts for e-commerce has been the increasing reach and breadth of internet penetration in India. India with 73.9 million web users has third largest base of internet users in the world after China and the United States. The accessibility of the internet has served as the backbone for growth of e-commerce and has helped in pushing this revolution to greater heights.

Online promotions are important marketing tools in today's businesses. They command a greater portion of the marketing budget than advertisements. However, while advertisements are quite popular and a big business on the Internet, sales promotions on the Internet have not caught on yet. Part of the reason is that an advertisement is purely informational with no exchange value. It is broadcast to the largest possible segment of population possible within a budget. On the other hand, coupons, the primary vehicle for online promotion, have an exchange value and are intended for a select section of the population. The digital nature, easy access, and low overhead for distributing information on the Internet is a boon to advertising, but a problem for online promotions.

In the online promotion regarding communicating with customers in order to inform and persuade by changing people's attitudes, via a multitude of online and offline channels. Attitudes are made up of values and beliefs that influence the way people think and feel. Promotion contributes to the customer's perceptions of a product, influencing their view of the benefits provided, changing their attitudes – and perhaps changing their behavior so that

they buy a product or service. Since the dawning of the digital age, social media channels and online advertising have begun to play a major role in this as they open up a whole new level of communications as people spend more and more time online. Perceived value can be set out as having three levels (shown below). The first only contains the physical product, with no services attached. The second has the support services that must be provided to meet customer satisfaction, whilst the third includes intangibles such as brand, perceptions of quality, and the company's reputation.

THEORETICAL BACKGROUND OF THE STUDY

Online Promotion is the component of a company's marketing system that involves delivery of messages to target customers that emphasizes the benefits of your brand, products and services. A few common communication tools such as advertising are used in a promotional plan. Goals of promotion include building brand awareness, creating favorable brand attitudes, gaining market share, inducing buying, building loyalty and growing sales (Kurtz 2010). To reach its promotional goals, a company develops an effective promotional mix, which is a combination of strategies including advertising, personal selling, sales promotion, direct marketing and public relations through a cost effective allocation of resources (Robinson, 1991). In large companies, the marketing department has many roles. It determines the promotional mix, establishes the budget, allocates resources, coordinates the campaign, supervises any outside resources, and measures the results. Manufacturers often develop a promotional mix for each segment of the distribution channel. To promote a product to large retailers that sell its products, a manufacturer 3 might want to use a mix of personal selling, advertising, and buying discounts. This is known as the push policy. (The manufacturer pushes the product to the retailer.) The same manufacturer might use a different promotional mix of local and national advertising, in-store displays, sales promotion, and public relations to reach consumers. The pull policy directs promotions towards the consumers. It is used to create customer interest and demand. This study focuses on advertising as one of the strategies in the promotional mix used by companies within Kenya. Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media -- TV

and radio commercials, print ads, billboards and more recently, product placements, social media and online ads. Ads are placed where advertisers believe they will reach the largest, most relevant audience. Commercial businesses within Kenya e.g. Unilever, Safaricom use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behavior or perception.

NEED FOR THE STUDY

Online promotion has been employed by e-marketers to influence the wedding planners during online business. In recent years, it has emerged as one of the promising tool in marketers to woo potential customers in Indian online business environment. In this paper researcher has tried to examine the impact of online promotions on the existing customers of myshaddiwale.com

OBJECTIVES

- To study various online promotional tools used by Myshaadiwale.com.
- To analyses the effectiveness of these tools to the target respondents.
- To find the promotional tool this has the maximum conversion ratio.

RESEARCH METHODOLOGY

RESEARCH METHOD: Descriptive Research

SOURCES OF DATA

PRIMARY SOURCE: Primary data will be collected through survey and interviews.

SECONDARY SOURCE: Secondary data will be procured from different magazines journals periodicals and website.

TOOLS FOR DATA COLLECTION: Structured Questionnaire

SAMPLING

SAMPLE UNIVERSE OF THE STUDY: Previous and existing customers' of myshaadiwala.com-700

SAMPLE SIZE: 100

SAMPLING TECHNIQUE: Probability sampling technique

SAMPLING METHOD: Systematic Sampling Method

PLAN OF ANALYSIS: Percentage analysis

SUMMARY OF FINDINGS

- The study found that the effectiveness of online promotions on reach and creation of awareness was determined by the altitude of information about the existing platforms of promotion and time spent on these medium.
- Most online business are using the tool of search engine optimization(SEO).Some trends observed in the online marketing are based on the page ranking (PR).
- In online marketing company is focusing on keywords and daily updating sites .
- Myshaddiwale is doing promotion through the company website and Twitter, Instagram, Facebook, and direct mail.
- The online promotions whose main objective is not to

increase sales, but it is to develop their brand presence and brands experience.

- To evaluate the impact of these actions we can measure the target internet users engagements by determining the impact a campaign has on his/her subsequent browsing behavior.
- The online promotion is emerging for measuring the impact of innovative media. As the click through rate proves to be an inadequate form of capacity, the relations rate and time are appropriate key.
- The online promotion can reach easily to the customers' all over the world and they can easily convince the people through their promotions.

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