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Analysis of Online Promotional Activities in Indiamart Erode

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ABSTRACT: This study examines IndiaMART's online promotional activities and their impact on business growth using a mixed-method approach. It evaluates social media, email, and search engine optimization strategies and their impact on revenue, customer base, and market share. The study also explores challenges and opportunities, providing insights into effective online marketing strategies for Indian companies.

I. INTRODUCTION

IndiaMART is a leading B2B online marketplace based in India that connects buyers with suppliers across various industries. The platform offers a range of products and services, including industrial supplies, machinery, electronics, apparel, and more. IndiaMART was founded in 1996 and has grown rapidly over the years to become one of the largest B2B marketplaces in India. With over 100 million registered users and over 5.5 million suppliers listed on the platform, IndiaMART has become a vital tool for businesses looking to connect with other businesses and grow their operations.

STATEMENT OF THE PROBLEM

The problem is recession and small-scale sectors not getting enough return on investment to invest. Some suppliers are satisfied and don't want to expand, while price is a key factor for generating leads. Some clients can't afford Indiamart's prices, and others have had bad experiences with unsatisfactory or fake inquiries.

OBJECTIVE OF THE STUDY

- To understand the online promotional activities of a product like - Trade fare ,Print media ,Electronic media.
- To know how international buyers are able to access the largest database of Indian suppliers through INDIA MART.COM.
- To gain knowledge about the various major components of online promotions like Online Directory/Indiamart Yellow Pages, Online Product Catalogs, Trade Leads , Product portals.

SCOPE OF THE STUDY

- study for a research project that aims to investigate the views and opinions of suppliers regarding the online promotional activities of IndiaMART.
- The study could focus on various aspects, such as the effectiveness of the online promotional activities, the extent to which suppliers are aware of these activities, their attitudes towards them, and the impact they have on their businesses.
- The results of this study could provide valuable insights into the effectiveness of IndiaMART's online promotional activities, identify areas for improvement, and help the company develop better strategies for reaching and engaging with suppliers.

LIMITATION OF THE STUDY

- The study's findings may be limited by the sample size of suppliers surveyed, and it may not represent the entire population of suppliers who use IndiaMART.
- The findings of the study may only be applicable to the suppliers who participated in the survey and may not be generalized to other suppliers in the industry
- The data collected in the study may be based on self-reported information provided by the participants, which may not be entirely accurate or may be biased.



II. LITERATURE REVIEW

Dr. Sudhakar(2019) Today, digital marketing is of foremost importance to any business, industries as digital presence has become an essential necessity to make their presence. The world is now moving from old newspaper advertisements to new handy Smartphone advertisements and so is India. The old days are gone when industries would rely on distributing surveys to collect information about the market. Data analyses, data gathering are the trending ways for a business to do its market research.

Rajshekhhar (2018) Advancements in internet technology are enabling Indian entrepreneurs to engage in entrepreneurial activities and innovations using new business models to achieve scale and scope as they begin to compete in a global marketplace. An understanding of how these Indian entrepreneurs are successfully growing and rapidly expanding their businesses is critical, not only from research perspective, but also from a practitioner view.

Dr. Seema (2020) Over the years the online shopping market got wider popularity in India. The online retailers at the same time keep on exploring new ways to attract more customers. The Indian Market is fragmented demographically and economically. There requires a new set of strategies to attract customers from each fragmented market. As market a market expansion strategy online retailers are focusing on Tier-2 and Tier-3 cities also. The major retailers like Amazon, Flipkart, Myntra, Ajio etc. differentiate themselves from each other on marketing mix to create a different positioning to customers. The study is conducted to understand the perception of consumers towards online shopping in Tier-3 cities.

III. RESEARCH METHODOLOGY

Descriptive Research

This is a kind of research structure typically involves collecting data through surveys, observations, or existing data sources. The data collected is then analyzed to identify patterns, trends, and relationships among variables. Descriptive research does not attempt to establish causality, but rather focuses on describing the characteristics of the subjects or variables being studied.

DATA COLLECTION METHODS

- Primary data
- Secondary data

SIZE OF THE SAMPLE

Size of the sample is 100

StatisticalToolsUsed

- Simple percentage analysis
- Chi-square
- Ranking method

SIMPLE PERCENTAGE ANALYSIS

Simple percentage is a way of expressing a number as a fraction of 100. It is used to describe the proportion or relative size of one quantity compared to another. It is denoted by the symbol "%", which means "per hundred".

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$$

RANKING METHOD:

Garrett ranking technique to find out the most significant factor which influencing the respondents; Garrett ranking technique is used. As per this method, respondents have been asked to assign the rank for all factors and the outcome of such ranking have been converted into score value which the help of the following formula.

$$\text{FORMULA: Percent position} = 100 (R_{ij} - 0.5) N_j$$

ANALYSIS AND INTERPRETATION OF THE STUDY

DEMOGRAPHICPROFILEOFRESPONDANTS		NOOFRESPONDENTS	PERCENTAGE
AGE	18-25 years	8	8.0
	25-40 years	75	83.0
	40-60 years	17	100
	Total	100	100.0
Gender	Female	3	97.0
	male	97	100
	Total	100	100.0
Monthlyincome	70,000-80,000	48	48.0
	Above 1,00,000	52	52.0
	Total	100	100.0
Position	Owner	57	58.0
	manager	36	94.0
	Purchase manager	7	100.0
	Total	100	100.0

TABLE: DEMOGRAPHICPROFILEOFRESPONDANTS

INTERPRETATION

This study, 83% of are respondents 25-40 years, while 97% of respondents are male, 52% of respondents monthly income is above 1,00,000, and 58% of respondents are owners

SI NO	B2B PORTALS	TOTAL SCORE	RANK
1	Indiamart	329	1
2	Alibaba	268	2
3	Go4worldbusiness	216	3
4	Globallinker	139	4

Table 23: Rank in order of your preference the various portals provided by the company.



Interpretation

From the above the table it is describe that Indiamart B2B portal is ranked 1 with total score 329, Alibaba B2B portal is ranked 2 with total score 268, Go4worldbusiness B2B portal is ranked 3 with total score 216, and Globallinker B2B portal is ranked 4 with total score is 139.

FINDINGS

With help of percentage analysis these are findings from research

- Maximum respondents comes under age group of 25-45 years.
- The majority respondents 97% are male.
- The most of respondents monthly earning in above 1,00,000
- The 57% of respondents are owners
- 36% of respondents are managers

SUGGESTIONS

- Focus on providing a user-friendly experience to your clients, with easy navigation and efficient search functions.
- Offer a wide range of products and services, with clear descriptions and pricing.
Ensure the credibility of your platform by verifying the authenticity of your suppliers and buyers.
- Invest in digital marketing and SEO strategies to increase your visibility and attract more clients.
- Provide excellent customer service, with prompt responses to queries and complaints.
- Continuously update and improve your platform based on feedback from clients and industry trends.
- Partner with other businesses and organizations in your industry to expand your network and reach.

IV. CONCLUSION

Online promotional activities are marketing strategies used to promote products or services on the internet, such as social media marketing, email marketing, SEO, PPC, and content marketing. These activities are essential for modern marketing, providing opportunities to reach target audiences and build brand awareness. Properly leveraging online promotional activities can drive website traffic, generate leads, increase conversions, and grow revenue. It's crucial to integrate these activities with other marketing efforts and align with overall marketing strategy.

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