



## A STUDY ON IMPLEMENTATION OF ONLINE MARKETING STRATEGIES FOR INCREASING SALE OF CONSUMABLE PRODUCTS IN AJIO, MADURAI CITY.

<b>P.MADHAN</b>	III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.
<b>M.SAKTHIVEL</b>	III-B.COM(CA), PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625 004, TAMILNADU, INDIA.
<b>DR.P.ISWARYALAKSHMI</b>	ASSISTANT PROFESSOR OF COMMERCE, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS), MADURAI – 625004, TAMILNADU, INDIA.

### ABSTRACT:

The present 'e-commerce' boom has given rise to a novel idea called social commerce,' which uses social platforms to foster social interactions. Through social media platforms, this trend is also possible to draw in an excessive number of customers. The highly regarded Reliance family, which was founded by business tycoon MakesAmani, has trusted and guaranteed the AJIO app. This study provides insight into the reality of growing businesses through change. The goal of the work is to thoroughly examine AJIO. Case studies, books, and research articles were employed as secondary data sources. Additionally, this report highlights the reality of starting a Business.

### KEYWORDS:

**E-COMMERCE, ONLINE MARKETING, MARKETING STRATEGY, CONSUMABLE PRODUCT,CUSTOMER SATISFACTION.**

### INTRODUCTION:

- ❑ Unlocking the Power of Digital Marketing
- ❑ In today’s digital age, businesses must adapt to the ever-evolving online landscape.
- ❑ Online marketing leverages the internet to promote products and services effectively
- ❑ It includes strategies like social media marketing, email marketing, and content marketing to reach a global audience.
- ❑ With the rise of e-commerce, businesses can connect with consumers and other businesses more efficiently than ever before.

**This presentation will explore key online marketing strategies, their impact, and how businesses can thrive in the digital world!**

### STATEMENT OF THE PROBLEM:

The Role of Online Marketing in Sales Growth

- ❑ Enhances Product Awareness – Increases visibility through digital channels like social media, email, and content marketing.
- ❑ Informs Customer Decisions – Provides easy access to product details, pricing, and reviews, helping customers make informed purchases.
- ❑ Expands Market Reach – Breaks geographical barriers, allowing businesses to connect with a

global audience.

- ❑ Boosts Sales & Revenue – Effective marketing strategies drive customer engagement, leading to higher conversions and sales.
- ❑ Cost-Effective & Measurable – Compared to traditional marketing, online strategies offer better ROI with real-time analytics and tracking.
- ❑ Case Study Focus: Analyzing how Ajio leverages online marketing strategies to enhance sales and customer engagement.

### OBJECTIVES OF STUDY:

- ☑ **To Analyze Ajio’s Marketing & Promotional Strategies**
- ☑ **Evaluate Customer Satisfaction Levels**
- ☑ **Assess the Effectiveness of Online Marketing in Sales Growth**

### RESEARCH METHODOLOGY:

The Research design is probability design and is descriptive research.

### DATA COLLECTION:

Primary data is used in the study. It is original data for the purpose of collection of primary data, questionnaire were filled by the respondents. The questionnaire comprises of close ended.

### PRIMARY DATA:

"Primary data is the data which is collected by the research at first hand." Here in this report I have collected primary data with the help of the questionnaire to get the necessary information.

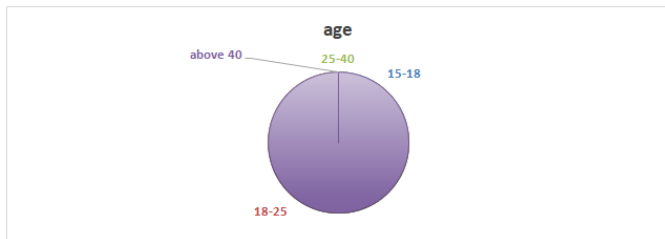
**SECONDARY DATA:**

"Secondary data whether internal or external is the data already collected by others for propose other then solution of the problem at hand". Secondary data is gathered with the help of websites

**DATA ANALYSIS:**

**TABLE 1:**

Age	No Of Respondent	%
15-18	6	21%
18- 25	22	79%
25-40	0	0
Above 40	0	0
Total	28	100%

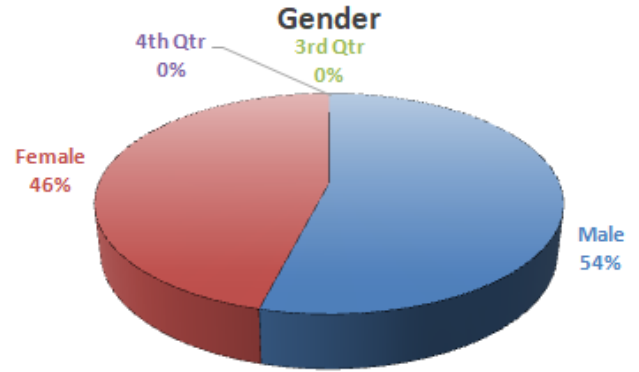


**INTERPERATATION:**

The above table show that 79% of the response are between 18to 25 years. And 21% of the response are below 18 years. 20% of the response are between 30-40 years.

**TABLE 2:**

Gender	No of respondent	%
Male	15	54%
Female	13	46%
Total	28	100



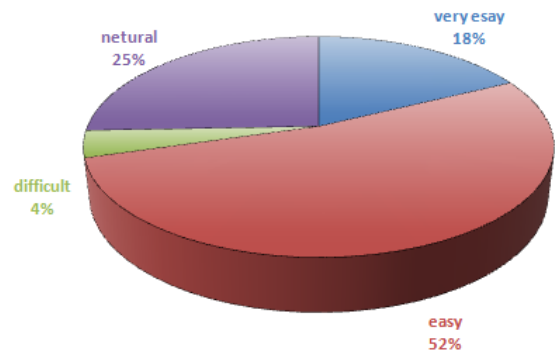
**INTERPERATATION:**

The above table show that 54% of the response are between 34 males. And 46% of the response are between females.

**TABLE 3:**

Response	No of respondents	%
Very easy	5	18
Easy	15	52
Difficult	1	4
Nutral	7	26
Total	28	100

**Order thing on Ajio**



**INTERPERATATION:**

The above table show that 52% of the response are ajio is easy to order things.18% of the response are ajio is very easy to order thing.26% of the response are ajio is Netural to order things.4% of the response are ajio is difficulut to order things.

**FINDINGS:**

- 79% of the respondents are between 18-25 years
- 54% of the respondents are male and 46% of the respondents are female.
- 52% of the response are ajio is easy to order thing.

**SUGGESTION:**

The following are the suggestions that appeared while analysing the study. Since few of the customers are buying products through offline awareness need to be created for increasing online payment mode. Usage of products by the customers is required to be more as few of the customers are buying yearly also 64. Promotional strategies need to be improved so as to motivate the customers to make buying decision. The company has to make ease for searching products what they are looking for. Special offer need to be provided for attracting the customers. Complete information about the product need to be advertised for better understanding of the product. Lucky draw, coupons, etc. are required to promote the customers and also to increase the sales. The company has to give inform all customers for the new products launching time. Ensure quick delivery. Lack of out of stock should consider.

**CONCLUSION:**

Today online marketing strategies are very important for the customers to get to know about the products and also for the company to increase their sales which in turn helps to achieve their goals like profitability and survival. Marketing strategies are means for achieving the organizational goals. Social media marketing, e-mail marketing, content marketing etc. are some of the online marketing strategies that helps consumers in selecting the right products at the right time and at the right cost where customers can get a clear understanding of the products.

Customer satisfaction is one of the major and significant factors that has to be met with the help of various marketing tools and techniques. Here an attempt is made to understand the implementation of online marketing strategies by Ajo in increasing the sale of products. It can be concluded that, Ajo has adopted various strategies so as to help customers and also to increase the sale of products in the highly competitive market.

**REFERENCES**

1. Ahmed, S. (2012). Need of reforms of Indian products due to Invasion of Chinese Products. *Journal of Commerce and Trade*, VII(2)
2. Ali, A., Kamraju, M., & Wani, A. (2020). An analysis on impact of banning China goods to India. *International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET) | An ISO, 9(6), 4970- 4973.* [www.ijirset.com](http://www.ijirset.com).
3. Ambili, M., & Ambilikumar, D. V. (2017). A study on preference towards online retailing among youngsters in Kerala. *International Journal of Research Culture Society*, 1(09), 259-265.
4. Anil, A. (2020). India's major responses to COVID-19 and actions of global relevance (CPPR-CSS). [www.cppr.in](http://www.cppr.in).
5. George, A. (2010). A study on consumer behaviour in the toys market of Kerala. M G University. Ph.D Thesis.