



PROMOTIONAL STRATEGIES FOR THE LEAST SELLING ONLINE PRODUCTS

Vivegaa* Dr. Sudhamathi**

*Research scholar, Dept of Management Studies, AVS College of Arts & Science, Salem.

**Research Supervisor, Dept of Management Studies, AVS College of Arts & Science, Salem.

Abstract

The journal speaks about the promotional strategies for the least selling online products. In the present day smart phone world, all the products are sold online and even the people prefer buying products online. Products like fashion wear, casual wear, footwear, electronic gadgets are widely sold online. On the other hand dairy products, jewellery, baby care, furniture and health care do not have much popularity on the online market. Here the journal will speak about the above mentioned products and the reason for them not being sold online as much the electronic gadgets are being sold. The journal will also propose some strategies to promote the least selling online products.

Introduction

What is e-Business?

In this write up the focus is mainly on e-business. It consists of critical discussion and analysis of the impact of adopting e-business orientation. It also contains relevant information on the current state of e-business market.

The report also talks about the differences between, advantages and disadvantages of e-business and e-commerce. Recommendations and advice have been given in the end for businesses intending to adopt an e-business dimension.

What is Promotional Strategy?

The term is used in marketing. It is to do with finding the appropriate market for a product or service and utilising all aspects of the promotion such as advertising and discounts used to promote the product or service to a particular market.

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place. Here in our case, the price, product and place are decided and fixed. Promotion of the product is the only 'P' that is pending and our journal will deal with the promotional strategies. The place is online market. Price is the same as per the industry standards. And the products we are dealing with are dairy, health care, baby care, jewellery and furniture.

Fundamentally, there are three basic objectives of promotion. These are:

1. To present information to consumers and others.
2. To increase demand.
3. To differentiate a product.

Research Methodology

The research paper is based on the surveys from the working women in Salem through questionnaires, and also from the previous surveys done by the online giants like Flipkart and Amazon. From the above survey, it is clear that 50% of the online shoppers are done by the working category. So the questionnaire was framed with the working women in mind. The paper will focus mainly on the working women in Salem city. The promotional strategy will be framed based on the survey results. Since we are eyeing at promoting the least selling products online, the strategy I come out should be beneficiary to the working women in Salem city.

Online Market (Data Interpretation)

In India, online business is the most hyped word. Online market giants like Flipkart, Amazon have captured the Indian market quite well and have reached out to the customer's demands in the appropriate manner. Flipkart and Amazon have a healthy competition and have ensured the quality of the products sold online and also maintained a good relationship with their customers. In the online market, products like dairy, health care, baby care, jewellery and furniture have not gained much importance. Though the furniture market is on the rise through "pepperfry", the shopper has not reached to all the cities in India like Amazon and Flipkart has done with the popular products.

The trend in the Indian online market as per the survey conducted by Flipkart gives us great information on the online market and the shoppers. In India 31% of the online shoppers are female and 69% male.

Age Category	Percentage
15-24	31%
25-32	42%
35-44	15%
>45	12%

Table 1: Shoppers of all ages

Who are they?(Shoppers)	Percentage
Homemaker	10%
Business Person	3%
Self-Employed	16%
Student	21%
Office Goer	50%

Table 2 : Shoppers by Profession

Source : Flipkart

In India, Salem stands 4th in Tier 2 cities in the online market.

Now to list out a few points on why the least selling online products have not gained popularity among the Indians,

1. Baby care – Everyone will want to give the best to their new born kids. Since the online market doesn't give the real feel of the product, people have hesitation in buying them online.
2. Health care – When it comes to the health, no one will want to risk their life. Plus the medicines are something that people will look to get their hands immediately. No one will want to wait for a day or two before treating the disease. This is the main reason for the health care products not being sold widely in the online market.
3. Jewellery – People are being cheated on the quality of the gold, weightage when they are present in the shop. The trust factor is the main reason for people not preferring to buy jewellery online. Also since it involves a lot of cash transaction, people hesitate to buy jewels from the online market.
4. Furniture – The trust factor comes into play when it comes to furniture online shopping as well. The second major factor here, people would buy furniture for their home with a drawing in mind. So the size of the furniture is better analysed when people see it in person and the satisfaction of buying furniture is not got from the online market.
5. Dairy products – Dairy products as in milk are the most consumed in the day to day life. Online market can deliver the product the next day (the minimum time required). And milk is not feasible to be consumed after two days. Same applies with bread, cheese and other products.

From the above points, it is clear that the main concerns for the five products not being sold widely in the online market are trust, time and quality / real feel of the product.

Promotional Strategies

From the initial study on the topic, here are few promotional strategies for the least selling online products.

1. Time – Medicinal products if reaches the customer in a maximum time of 2 hours from placing the order, then people will prefer placing the order online. Online portals like Flipkart and Amazon should have a tie up with the local medical shops. So that when a customer places an order, based on the delivery address, the respective medical shop can be contacted for the availability of the medicine. The business model is similar to the food delivery start-ups where people place an order online and the start-up company takes the responsibility of getting the order ready from the respective restaurant and delivering it to the customer. This business model when adapted by the online giants, will promote the health care products in the online market. The time factor will also address the problems with the dairy products.



2. Trust – For the jewellery and furniture shops, a virtual tour of the shop might help. When a customer log into the online portal of the jewellery / furniture shop, if they are taken on the virtual tour across the shop and get to speak to the sales executive through video call, then the trust factor is little gained. Again due to the online tour, the size of the furniture can also be analysed by the customer. The tour will end after placing the order and packing the product with signature on the product and on the cover.
3. Quality – The most important aspect in the online market is the quality factor. By assuring the best quality with certified checks, people will be lured to the online market for procuring baby care products. The packaging and delivery of the baby care products is also an important factor. The hygiene should be maintained till the product reaches the customer. Again the baby care products should consider the time factor. In case of emergency, the local shops should come into the picture.

CONCLUSION

From the above points, the journal has addressed the main concerns for the products not being sold online widely as the electronic gadgets, clothing. The journal has also come up with few strategies to promote the least selling online products in the online market. By addressing the major concerns faced by the customers, any product can be sold in the online market.