



A STUDY ON THE IMPACT OF ONLINE MARKETING STRATEGIES – ROLE OF A.I & I. T ON CONSUMER PURCHASING PRACTICES

Prof. Dr. S. Srinivasa Padmakar¹, Ms. T. Pavani Durga²

¹*Professor of Commerce,*

²*Department Of Statistics*

¹*A. V. College of Arts, Science And Commerce,
Domalguda, Gaganmahal, Hyderabad,
Telangana*

Srinivasapadmakar@gmail.com

²*Keshav Memorial Institute of Commerce And
Sciences, Narayanaguda, Hyderabad*

Tungalapavanidurga@gmail.com

Abstract:

E Commerce, online marketing, usage of electronic equipment for the consumer purchasing practices are the today's shopping strategy. Technology, I.T and ICT tools, artificial intelligence and machine learning are the emerging technologies are now being passion today. Specially, today young generation, present youth population in towns and metropolitan cities are now working in

software companies, corporate sector, M.N. Cs and pharma companies.

Their working environment and their lifestyle, busy schedule in mechanical life forced the usage of electronic equipment for their purchasing practices through online shopping. The desktops, with the support of internet services and even with smart, android phones also now widely using for their online purchasing practices.

With the support of online portals, websites of the organisation, the customers will search for the required goods & services, product designs, sizes and packing in the net supported system for the material, prices, packing and forwarding processing charges.

Instead of visiting the shopping malls, shopper stop, wholesale dealers, and retail market super bazars., technology is being facilitated to trace out, select and order the material using the I.T and ICT tools, computerised system with the support of internet and the websites of corporate business organisations i. e E-commerce. Everywhere in world the E-Commerce is being now in practice instead of traditional marketing and trading practices. The entire process of direct shop trading is being completely changed now.



This paper studies and examines, the process and procedures of online shopping, and how to log in process in the concerned websites, searching and tracing of goods and services, selecting choices, and order the goods and services through online process using E-Commerce systems. Also studied that how the online and digital marketing portfolio today effectively working for online customers promoting online shopping for the growth and development E-Commerce practices. The portfolio management of digital marketing platform amazons, Flipkart, Zomato, Swiggy services were observed and enquired them about their service portfolio procedural systems.

Key words:

(*Online, digital marketing, A.I & I.T and I C T tools, Websites and mails orders., E-Commerce, E Business, online shopping*)

Introduction:

Market and marketing are the places where the exchange of goods and services for the price determined and decided between sellers and buyers. In the markets, there are so many varieties and kinds, Services market, product market, vegetable market, bullion market, textile

market, securities & stock market i. e stock exchanges. Today in every type of above marketing systems are offering online marketing, through the E Commerce systems. Online marketing system through the electronic computerised equipment are being widely used from the homes of customers using internet facility at the both ends.

From the web browsing onwards, material searching, selecting, ordering, receiving to the online ordered customers through the delivery channels like Amazon, Flipkart, Alibaba, Snapdeal etc., Swiggy, dominos, are also now rendering their delivery services to the customers. After ordering the material and services, only reasonable time will be taken up to bring and deliver the ordered goods. The online ordered customers can track the delivery by where he is exactly and how much time he will take to deliver the ordered material.

Cash on delivery system also is in practice. On receipt of material the customer can pay the price of the goods with delivery charges with GST. No need to pay in cash. Through apple phones, smart mobile android phones can order and pay from our bank accounts to the delivery boy. If paid in advance, while giving order, the



delivery body simply handover the material and go.

In this system the customer need not step out for the direct shopping, order can be placed through online, after satisfying with the material searched, and verified and satisfied with all the features of goods and services and pricing. Online ordered customers are felt very happy on their time and energy saving, in the online, net and digital marketing procedures.

If the delivery is not satisfied, abnormal delay made in getting the material, customers will not give the service ratings to the delivery channels. In this system, customers need not spend much time for shopping, no need to maintain wallet cash balance with them. Bank balance can be utilised through the smart, Apple and Smart phones. From any place, anywhere we can place order and can give address of delivery

In this E Commerce, customers can pay postpaid telephone charges, bank E. M. Is, Insurance premiums., online transport ticket booking, cinema ticket booking, rental payment, T. T. D and other endowment-controlled temple Arjitha Seva services online portal services. Flight, and rail tickets. Bank transaction, Insurance premium and loan accounts payments and for all merchandised payments. This is the electronic payment proceedings. It is being followed gradually.

Significance Of The Study:

During the childhood, so many Kirana merchants are being run their shops at their residential colonies, maintaining the group, with flexible and convenient trade relationships with their surrounding customers. Trading strategies with the surrounding customers, cordial relations with the customers, demand & supply, pricing strategies, availability of goods and services are to be followed for the online shopping.

In the place of traditional Kirana stores and shops now a days big corporate level shopping malls like D Mart, Smart and Big Bazaar Ratnadeep, Fresh and Heritage, Spencer shops etc., These are all corporate level shopping malls. They will be in commercial attitudes. No cordial relations

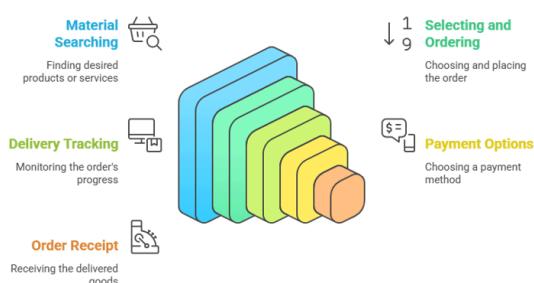


Fig. No. 1. Online Shopping Process Funnel



with the customers. No recognition for the valuable customers.

The abnormal changes in the life style of young generation, and due to changing the customers' requirements, demands, priorities with brand and grade image quality, business merchants are getting ready to open their shopping malls with corporate level facilities, with the no. of marketing executive officers, sales representatives, varieties of choices and various pricing strategies are being attracted to the customers.

Quality materials well packed the fresh material with affordable prices are to fix keeping in view of customers economic conditions. Young generation, employees, with their changing purchasing attitudes, their purchase are being made through online marketing, digital marketing and net marketing procedures due to lack of their much time sparing and certain direct shopping inconveniences.



Fig. No. 2. Evolution of Retail Strategies

Keeping in view of the consumers purchasing behaviour, certain trading facilities are to be created and convenient arrangement of goods and services shall be made. For enquiries and queries helpdesk facility for the product demonstration shop keepers and workers' support is required to satisfy and convince the customers to get the orders. Therefore, today the online marketing concentrates on special focus to the customer conveniences, and facilities with number of brands, choices, weights and measurements affordable pricing and with an attractive packing.

Review Of Literature:

Khush Dip Kaur, Kamalesh Bajaj, Anupreet Kaur (2025):

Marketing Management published by the Kalyani publishers, prescribed text for U.G. Students, which is a comprehensive marketing text material. Marketing Management which is complete marketing concept in which the marketing environment, segmentation, consumer and organisational buying behaviour, pricing strategies, channel management, product development, sales promotion strategies etc. topics were widely been covered.



Traditional marketing, modern digital marketing, internet E-Commerce, foreign trade marketing, also have been covered for the awareness of readers.

Principles of Marketing published material (2021):

In this Rural marketing, Direct and online marketing, fundamentals of marketing, fundamentals of marketing, consumer Protection Act 1986, Role of marketing intermediaries – Factors influencing the consumer behaviour topics were added. Business corporate marketing strategies. Consumer buying decision making process, models of consumer behaviour etc., topics clearly clarified for the understanding of the students and readers.

E-Commerce prescribed & Published by Dr. B. R. Ambedkar Open University, Hyderabad (2020) for B. Com U.G. VI students:

The modern Internet electronic digital marketing transactions shall be done by the traders, merchants, shopping owners' merchants, shopping owners and consumers, customers through the electronic equipment, no need to directly present in the shopping. Material enquiry, observations, decision making to purchase. Placing the orders through the mails.

Orders received through the amazon, Flipkart, Swiggy, Dominos and Zomato, delivery boys and finally payment through the mobile phones through phone pay, google pay, UPI payments etc. Website of the merchant will be the material searching website, platform and selected material will be ordered through the organisation mail. the entire activity of the marketing process shall be done through the electronic devices' computers, laptops, or through the Smart, Apple, Android or I Phones with internet support.

Dr. Lakshmnarasimham (2022):' Marketing Management' published by Tata Publications Prescribed the chapter and related topic on the Digital marketing, online and net marketing strategies in the present modern marketing consumers and customers are now habituating. In the online marketing, customers or consumers need not visit the shopping complex directly but virtually they will browse the website and observe the material, size, design, weights and measurement, and price and decide either to purchase or not purchase according to the quality inputs given in that. Online marketing, net marketing, digital marketing mobile marketing these are all emerging marketing opportunities developed and



facilitated to the consumers, they need not step out for the shopping, they can verify the availability of material packing, labelling, parcelling and packing and price, ingredients mixed.

Karunakaran, K 2025, - Marketing Management – Text and cases in Indian context published by the Himalaya Publishers is an elaborated edition in which covered the Market Research, case studies, Customer Relation Management, pricing strategies, rural marketing, digital online or net-marketing, consumer attitudes, buying behaviour and marketing services, global marketing concepts and marketing information systems etc. topics were covered in depth. It is a comprehensive edition in which conventional fundamental-marketing concepts to advance online-digital marketing and local marketing concepts to international marketing environment concepts has been covered with the no of practical field level cases. This book will be very much useful to the marketing researchers to find solutions to the various problems.

Overall Review Of Literature:

Emerging marketing opportunities and modern concept of market were developed for the conveniences of customers and

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consumers. Modern marketing management made easy the marketing through the technology with the support of computerised system with the internet technology support. After thorough verification of goods and services they can order through online through the E Commerce methods. On the receipt of the order verify the order with all specifications like quantity, quality, design, grade and price of the material., they should be entered in Inventory records with the details of vouchers and finally payment to suppliers also can be made using the mobile phones and with pass word. Payment technologies like Debit card, credit card., UPI, google pay, Phone pay and with Paytm, NEFT and RTGS shall be used for processing the payments.

Research Gap:

With the adoption of digital and online marketing, E-Commerce trading practices in the goods and service fields, marketing made easy and conveniently can do with moving physically to shopping directly utilising the technology. systems, and ICT tools. customer is conveniently getting the materials to the doorsteps even on cash on delivery mode.

But traders or merchants and customer relationship are not being cordially



maintained. Today, the customers are just required for the sales and promotion and turnover but not more than that. Today, the corporate shopping malls not closely associated with the customers and Cash down and carry the goods. There end the relations. Attitude of the traders, corporate organisation shall be changed. Traders must support the customers.

Statement Of The Problem:

Customers exploitation, unfair trade practices, food adulteration, supply of sub-standard material with high prices should be stopped. Adulteration, black marketing, price raising is still it is big challenge to the customers. Daily packet milk adulterated, water packet is adulterated, grocery adulterated. Commercialised all the shopping malls. Consumer Protection Act 1986 must properly be used and get the protection from the consumers exploitation. Proper customer care should be taken up stopping unfair trade practices.

Objectives Of The Study:

To make a comparative study between, online marketing, digital marketing and conventional or traditional marketing

To address the consumer exploitation, with unfair trade practices of the merchant traders like adulteration, block marketing, artificial scarcity, price hikes, substitute material.

Consumer Redressal Mechanism removing the exploitation practices by the traders

Conceptual And Theoretical Framework Of The Study.

Conventional or traditional marketing is a good old system in which week end rural markets, ex; vegetable and village products procured by the farmers., mobilised and collected through the various sources from the farmers and farmhouses in villages.

The village products, vegetables and crop yielding after harvesting, they will bring and arrange village junction places where the rural public meet and move together towards the village weekly market ('Santhas) and purchase them as per their requirements and needs. In the 'Santhas' directly the buyers and sellers participate in the weekly market, see the material, negotiate the prices if the material quality satisfied, they will get ready for the purchase on the payment of the prices agreed and get the material.



This is not purely commercial market and for the profit earning. In the villages, human relations and with some cordial, ethical and moral values business transaction will be done on Barter system. Goods for the exchange of goods. No heavy physical currency is needed for the business and trading transactions. With some understanding, trust worthiness goods will be disposed on credit basis or on partial payment of cash no technology is being used in village trading. The entire marketing activity shall be done on traditional Barter system.

I. Consumer Exploitation Through Unfair Trade Practices Of Market Merchants:

Market is customer centric. Customer satisfaction is the ultimate goal of the market authorities. Industrial organisation, economic growth and development depend on market success, and customer satisfaction. Market traders and merchants, will give top priority for the customer needs and desires, and requirements. Merchants and business traders will consider the suggestions, opinions on the changing needs and desires whenever the market survey is

conducted. Those suggestions will be implemented while reaching production targets.



Fig. No. 3. Understanding Marketing Systems

But in practice, consumers and customers are offered the goods and services through the retailers from wholesalers and manufacturers. Business merchants, traders with profit maximisation involve in unfair trade practices like Block marketing, adulteration, price hiking, creating artificial scarcity etc., keeping view of the heavy demand to adjust the supply of the material. Following the unfair trade practices is unethical. Immoral and neglecting and deceiving the customer.

In this context it is appropriate to mention

Mahatma Gandhiji
Quotation on the customer.

“A Customer is the most important visitor on our premises

He is not depending on us. We are depending on customers.



He is not an interruption on our work. He is the Purpose of it.

He is not an outsider on our business. He is the part of it. We

are not doing him a favour by serving him. He is doing us a favour

by giving us the opportunity to do so”.

Therefore, the Business, trade and sales promotion is being done through the customers satisfaction. If the customer disappointed with the attitudes of business people, that business, shop may not grow well and survive permanently. Hence market traders, and merchants must give all the unfair trade practices for early and speed profit.

In the present marketing practices, if observed, online trading digital marketing opportunities are more available to the customer. The youth customers habituating online marketing experiences and doing online marketing practices for their grocery, cloth material and breakfast, food orders through the various shopping malls. Swiggy, Zomato, dominos, online delivery services are being used for the door delivery services.

The young and middle-aged people due to lack of sufficient time for the direct shopping following present day lifestyle part of practice. ordering of the material., tracking of material, payment for the ordered material etc., activities are done using online techniques.

On receipt of the ordered material, consumers must check it whether the ordered material properly supplied or not. If it is found defective it can be lodged the complaint to the supplier and the ordered material may be returned. If the supplier denied the consumer complaint for addressing, the concerned authorities may be approached for the justice. How to redress and resolve the consumer grievances and problems. What are the remedies for the customer problem.

II. Consumerism- Consumer Redressal Mechanism In Online Marketing Practices:

As defined by Philip Kotler, “consumerism is not limited to the organised efforts only but is a social movement, seeking to augment the rights and powers of buyers in relation to sellers”

As Opined by William J Stanton Consumerism as both 1. consumer protest against the perceived injustices in



exchange relationship and 2. efforts to remedy those injustices.

consumerism is an organised movement to create the awareness on the rights of consumers and to protect the consumer from market exploitation. Government will protect the rights of the buyers and will give great relief to the consumers. Consumerism is related to protect consumer from all organisation.

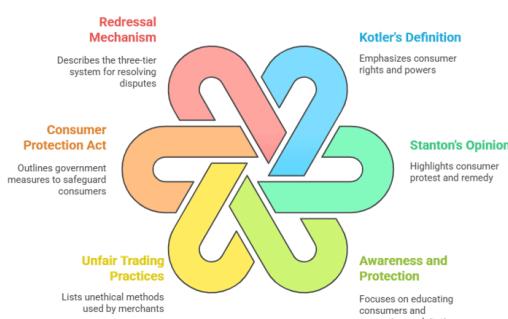
With the following unfair trading practices consumers are exploited and felt inconvenient through the unethical market merchants and traders.

1. Sub-Standard products and services are not safe and not fit for the use of consumers.
2. The company try to motivate to inspire consumers with false advertisements
3. By supplying unhygienic food, water, adulterated food, fermented food to consumers which causes ill-health.
4. The merchant, traders, or shop seller will not disclose real price, taxes, expiry dates, ingredients mixed, date of manufacturing, etc on the packed items.

5. The company always try to dispose off the old stock mixing with new stock. Giving discounts, in clearance sale, and half season sale.

Government in view to resolve the consumer problems, grievances, "Consumer protection 1986" has been passed to protect and to give relief from the market exploitation and from the unfair trade practices of the unethical market traders.

The following are the main objectives of Consumer Protection Act. 1986. According to this act Government established three tier consumer redressal Mechanism i.e. at District, State and National level Consumer Forums to safeguard and protect exploited consumers and to protect the rights and interests of the consumers. These three tier consumer redressal mechanism at district, state and central are called as Consumer Disputes Redressal Agencies (CDRAs). Through these agencies will compensate the losses caused by the market traders, shops, hotels nursing home, transport agencies, banks, insurance companies.



Fix. No. 4. Understanding Consumerism

Objectives Of Consumer Protection Act 1986.

To safeguard and protect the consumers from the unfair trade practices of traders, government of India through the Consumer Protection Act 1986. Established Consumer Protection councils at District, State and National levels with the Government Officials, Consumer movement activists and Policy makers to make it active the Consumer movement in India. The following objectives are fulfilled with the act.

Consumers Rights and interests are to be safeguarded against the traders' exploitation.

Creation of awareness on the consumers rights., Procedures to approach consumer forums to get relief measures,

Consumers rights, education be provided with the contents of Act 1986 with regard

to quality, quantity, weights & Measurements, adulterations, block marketing, creating artificial scarcity, hiking of prices for sub-standard prices.

Right to redressal against unfair trade practices, exploitation of consumers

Right to provide consumer education, information of protection councils, procedures, formalities to file a case in the consumer protection forums against the traders involved in the consumer frauds.

Important Characteristics Of The Consumer Protection Act, 1986

Speed up the Consumer complaints on the traders who involved in the frauds, unethical trade practices.

To promote the consumer awareness, education on rights voluntarily and reliefs from the traders deceived the consumers following unhealthy trade practices.

Consumer protection Act 1986 can be applied easily on all goods, commodities, and even for the services like doctors, banks, insurance, medical, education, electricity, water, communication, and on all paid services like public and private transport services.



Consumer Movement In India

Many studies revealed that the consumer movement in India is not up to the expectation level, due to lack of awareness, busy ness of the public, lack of proper education on consumer protect acts passed in different years. Prolonged dragging of consumer cases in the court of law. The following are the reasons for the slow down of the consumer movement in India. Consumer protection Act 1986 which has been replaced with the Consumer Protection Act 2019 and has strengthened the movement in India. Many other service sector exploitations were also added.

Unfair trade practices happened under Medical, treatment cases, Insurance and banking frauds, grievances, misleading advertisement cases, E Commerce, online digital marketing procedures were also taken up

Poverty, low paid incomes, their standard of living is very less, average, below average income people are there, They, cannot approach the consumer forums, courts due to heavy time consuming, no. of case adjournments with different reasons. They cannot afford the legal expenses. Transportation and conveyance charges.

If the court cases prolonged years together, they cannot apply leave for their job for attending the court cases meeting all the expenditures. Therefore, the cases were not in progress. People and consumers not at all showing interest to file a case, against trades.

Consumer organisations are, not so strong. If the cases not proved, not prosecuted properly, if lawyers are not argued properly, cases will defeat, it is a time consuming waste process in the public opinion.

No Consumer movement no education and no consumer awareness in the rural India Urban area public busy with their office and personal works. They have no time to approach consumer court cases.

Consumer Protection latest Act 2019 facilitate speedy disposal of consumer complaints in the various stages of consumer councils. They can track the status of the case.

Conclusion:

Marketing trading trends transformed from conventional to technology, Traditional trading methods changed now to electronic trading i.e. Ecommerce. Physical and



direct trading changing and disappearing gradually due to changing life styles, lack of sufficient shopping time, official busy. Traders are also taking advantage. In the physical trading consumers or customers can easily check the material, grocery, cloth, medicines, books, jewellery shopping. Services marketing also exploited the customer with quality in services.

Banks, insurances, electricity, rail, road, transportation, corporate hospitals, corporate education, private bank services communication services also available with high cost without transparency and with hidden costs. Consumer Protection Act 1986 has replaced with consumer Protection Act 2019 with latest protections covering private and public sector services in addition to the consumable market organisations trading exploitation to the consumers. Both these acts given great relief to the consumers through the district, state and national level cases.

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