

Summer Internship Project Report

On

“App Marketing at Shoperkart”

By

Ayush Goyal

2018BBA007



Under the Supervision of

Dr. Richa Mishra

(Submitted in partial fulfillment of the requirements for BBA degree)

Institute of Management

JK Lakshmipath University, Jaipur

(2020)

Declaration

I Ayush Goyal hereby declare that the project work report entitled “The App Marketing at Shoperkart” with reference to be prepared by me under the guidance of Dr. Richa Mishra, Faculty at JK Lakshmipath University. I also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Bachelor of Business Administration by JK Lakshmipath University, Jaipur. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institute.

Ayush Goyal

2018BBA007

Certificate

This is to certify that the Summer Internship Report on “The App Marketing at Shoperkart” submitted by Ayush Goyal is an original piece of research work carried out by the candidate under my supervision.

Dr. Richa Mishra

(Faculty Guide)

Acknowledgement

I would like to express my profound gratitude to all those who have been instrumental in the guidance and preparation of my project report.

To start with, I would like to thank JK Lakshmipath University (JKLU), Jaipur for providing me with the opportunity to undertake this internship study and allowing me to explore the industry which was entirely new to me.

I take this opportunity to express my sincere and deep gratitude for their valuable guidance, keen interest and untiring help. Without their constant encouragement and constructive criticism, it would not have been possible for me to have made this attempt successful. Apart from guidance on my project report and other office related work, they inspired and motivated me to focus and have patience and strive for excellence in achieving my career goals.

It has been a great privilege for me to work under their supervision.

I am deeply grateful to my faculty guide Dr. Richa Mishra (Professor, JK Lakshmipath University) for her valuable suggestions, comments, feedback and support throughout the internship. Her patience and faith always boosted my confidence and motivated me to work harder. The constant support on every step of internship helped me to understand the topic better and guided me on the right direction. A special thanks to all other officials as well.

Lastly, I would like to take the opportunity to thank my family and friends for the immense support at every aspect of my life.

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Table of Contents

SR. NO.	Content
1	Project Summary

2	Company Profile
3	Introduction to Topic
4	Research Methodology
5	Data Analysis and Interpretation
6	Observation
7	Bibliography

Project Summary

This project was undertaken as my summer internship at JK Lakshmipath University. During the internship period of 45 days.

The Project is about study of App Marketing at Shoperkart, initially It was Stupendous & enormous expansion of Internet in India, the people are taking interest in online shopping. They can do online shopping while they are sitting in their homes and Workplace, after getting good service response, quality of product, competitive price and on time delivery through online shopping.

Primary data is collected in the form of questionnaire from a sample of survey to different people.

Company Profile

Shoperkart is an app that provides a platform to local businesses, small traders, shop keepers and local service providers who are looking for selling their products and services online and expanding their reach in their respective areas. In a vast growing and competitive environment, Shoperkart provides an easy to use the platform to small business enterprises with tremendous growth potential. If you are looking for a digital platform to expand your business reach within your area, Shoperkart helps in eliminating the need to develop an app, website or spend a huge amount of money on promotion, etc.

Introduction to Topic Q.

What is Online Shopping?

- Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computer, smartphones, and smart speakers.

Advantages of Online Shopping

- **Convenience of Online Shopping:** Customers can purchase items from the comfort of their own homes or workplace.
- **No Pressure Shopping:** Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of Pressure, whereas the customers are not pressurized in any way in online stores.
- **Online Shopping Saves Time:** Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or workplace and do not have to spend time traveling.
- **Availability of Online Shop:** The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.
- **Online Tracking:** Online consumers can track the order status and delivery status tracking of shipping is also available.
- **Online Shopping Saves Money:** To attract customers to shop online, e-tailers and marketers offer discounts to the customers. Due to elimination of maintenance, real-estate cost, the retailers are able to sell the products with attractive discounts through online. Sometimes, large online shopping sites offer store comparison.

Future of Online Shopping App in India: Globally as well as in India, online shopping is becoming popular. Many existing e-retailers are targeting the Indian market like Amazon, eBay Etc. But few Indian ventures like Shopclues giving them tough competition with their business strategies India's e-commerce market is ready to hit \$76 billion by 2021 from \$13.6 billion in 2014, according to e-Tailing India. However,

business models are frequently changing, which brings more innovative promotion, complex delivery systems, dynamic pricing, and sale. Consumers are an addict to online shopping due to the Following advantages:

- 1) Buyers have more options to pick the product by comparing them with other products.
- 2) An online marketplace can be open 24x7x365, even on public holidays.
- 3) There is no queue in the online marketplace. You can buy products in a few clicks. Which means you can save time to enjoy your life.
- 4) You can avail a huge discount using discount coupons and deals. Not every retail outlet offers a discount when you need it. But many online sites offer discount coupons and best deals.
- 5) Online marketplaces want to keep their loyal customers, so they regularly update you with exclusive discount offers and deals.

App Marketing For Online Market in India

Offer Deals on a Regular Basis

Most online marketplaces will give you the option to hold sales and/or use promo codes to help entice shoppers.

Be sure to do this on a regular basis. From taking advantage of holiday shopping (get 15% off for Father's Day, 31% off for Halloween, 50% off of select items on Black Friday, etc.) to simply offering great deals for no reason at all, this will help ensure you have **regular web traffic**.

Hold Contests on Social Media

Contests are a great way to **spread the word about what you have to offer**, drive traffic to your store, and increase your social media followers.

Some sites have specific rules for holding contests, like Facebook, so be sure you know what they are before beginning your contest.

Try Paid Advertising on Social Media

Sites like Facebook and Twitter (and now Pinterest too!) offer the ability to **use paid advertising to target the right consumers for you**. If you try this on Facebook, we suggest selecting a metric such as 'website clicks' or 'website conversions,' because you want people to click through to your online store's URL, not your fan page.

Print Your URL on Shopping Bags

If you have a physical location, try having **your store's URL printed on your shopping bags**. As customers carry the bags around, your store will be getting some good promotion.

Hand Out Magnets with Every Purchase

Include a free magnet (that includes your store's URL, of course) with every purchase, whether in-person or online. This way, current customers won't forget where they purchased from and can also **refer you easily to their friends**.

Research Methodology

The research was to study the Customer Perception Toward Online Shopping at Shoperkart. Primary data was used for the research. The Primary Data was collected through Online Questionnaire

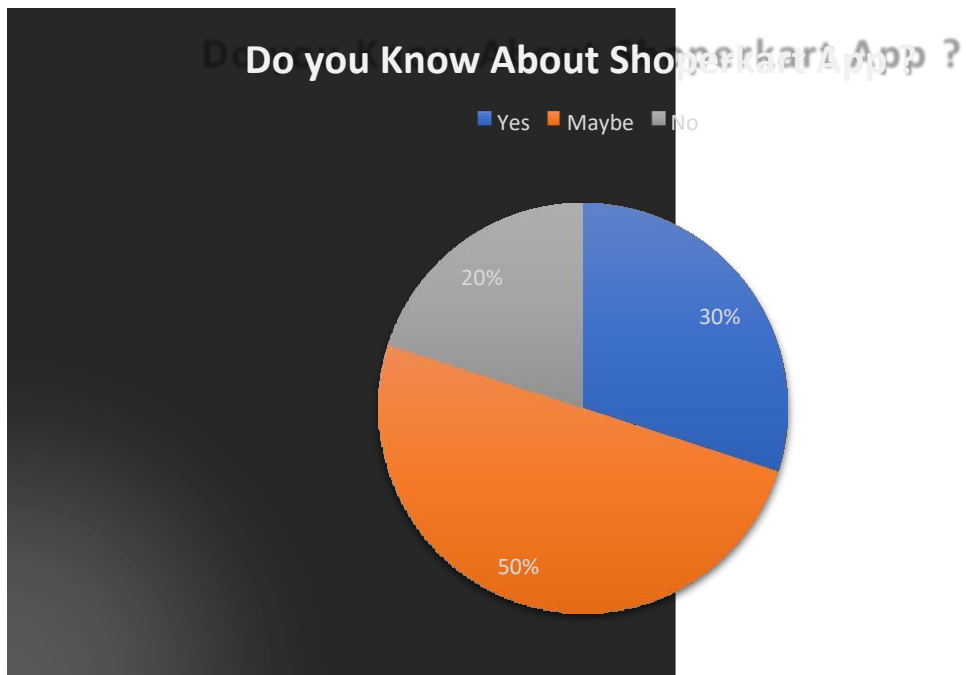


Fig. 1

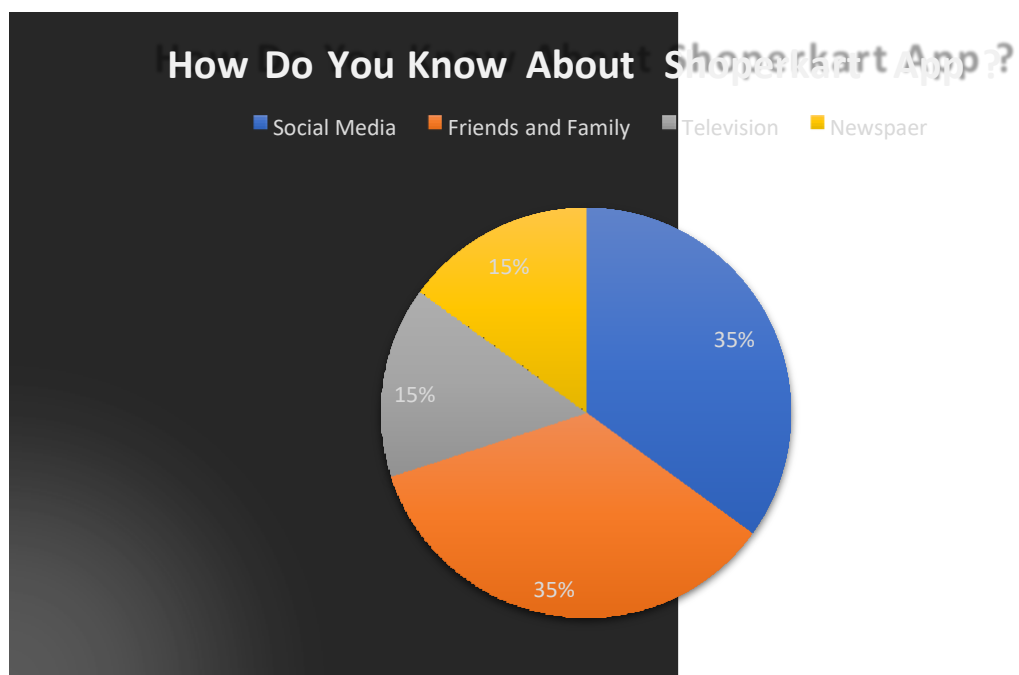


Fig. 2

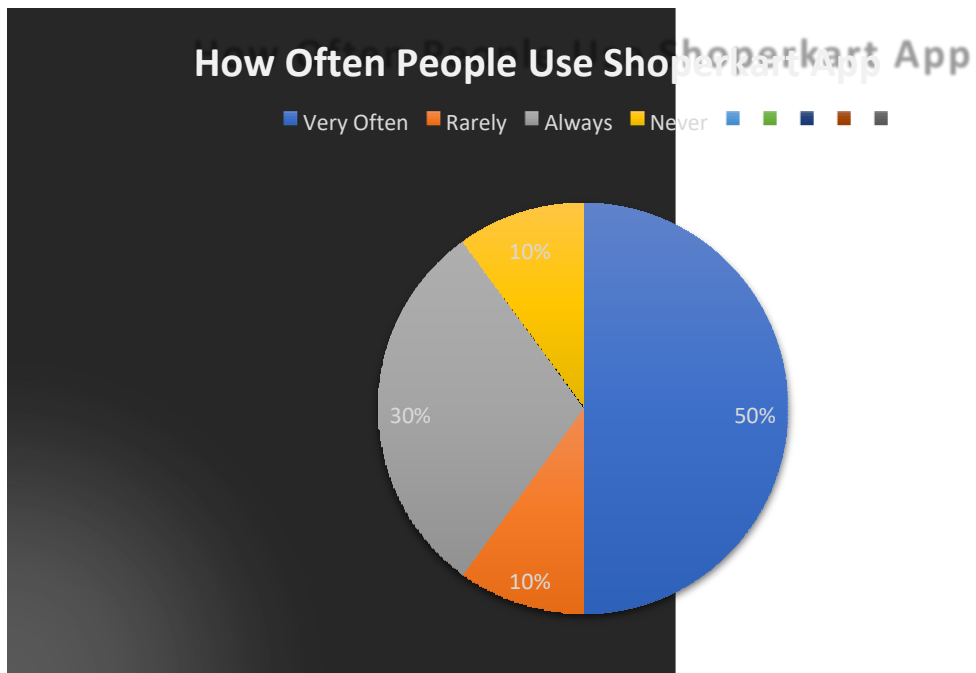


Fig. 3

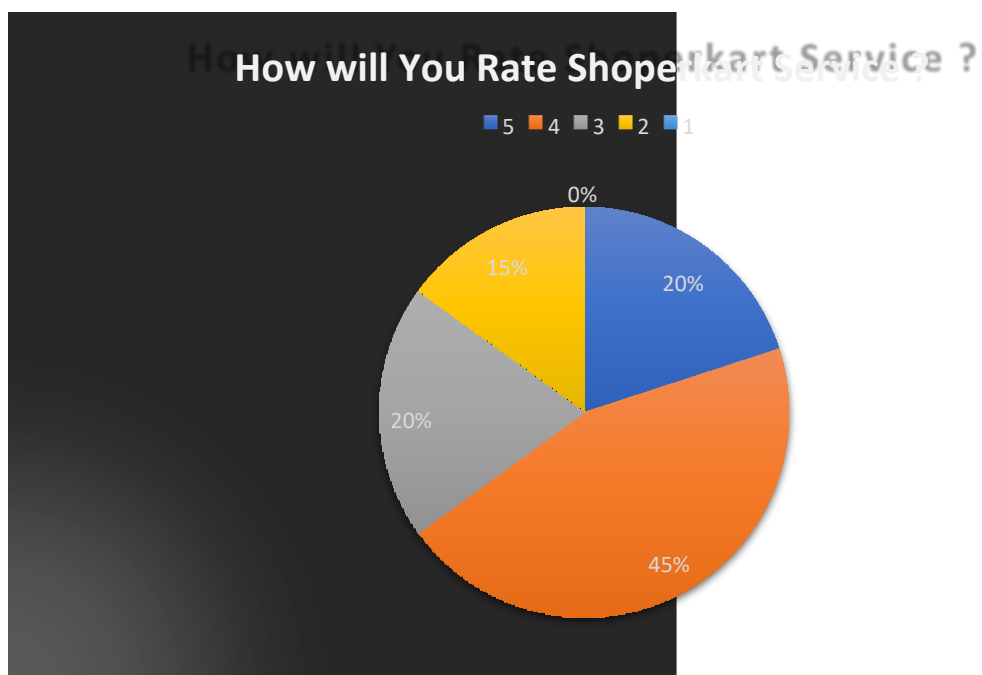


Fig. 4

Data Analysis and Interpretation

- Figure 1 shows that mostly (50%) customer is not confirmed whether they know or not about the shoperkart app and likely (30%) customers are confirmed about shoperkart app and some (20%) customers don't know about shoperkart app.

- Figure 2 shows that mostly (35%) customers know about this shoperkart app from their friends and family and through social media and some (15%) customers know about this shoperkart app from newspaper and television.
- Figure 3 shows that mostly (50%) customer use shoperkart app very often and likely (30%) customers use shoperkart app always and some (10%) customers use shoperkart app never and rarely.
- Figure 4 shows that mostly (45%) customers rate shoperkart app 4 out of 5 and likely (20%) customers rate shoperkart app 1 out of 5 and 3 out of 5 and some (15%) customers rate shoperkart app 2 out of 5.

Observation

1. 50% of the people are using this app and they are not well known or not sure about this online shopping app.
2. With the study of customer perception towards online shopping at shoperkart I came to know about market competition and about customer's perception.
3. Majority of people of the respondents mostly thinks that Shoperkart app is doing well for their customer.
4. It is easier to approach a customer because social platforms have successfully broken down barriers between companies and their customers.

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