Feedback Analysis for Digital Marketing in India:
Empirical Study on Amazon.in, Flipkart, and Snapdeal

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ABSTRACT

In the context of fastest growing Indian online market, the big players like Amazon.in, Flipkart. com, Snapdeal.com, etc. are in a competitive journey to expand their market share. This paper is an attempt in modelling customer feedback for the said e-market players. The paper uses feed forward neural networks with maximum two hidden layers and back propagation kind of supervised learning algorithm. The paper found satisfactory level of success and concludes usefulness of customer feedback for both customers (for purchase decision) and marketers (for product development) points of view. It is a footstep and opens a new research challenge for the post-COVID era of business.

KEYWORDS

Customer Behavior Analysis, Digital Marketing Strategy, Feedback Analysis

1. IMPORTANCE OF THE WORK

This section describes the importance to do a research study on online feedback system. Traditional mass communication was mainly used to publicize or socialize any products before placing it in front of public. In this outdated system, organization sometimes could not be able to reach the entire target sector of the society. To overcome this limitation, the only easiest way is to admit the biggest platform of digital marketing.

The backbone of such digital platform has also become very strong gradually with the advent of mobile technology and the regular use of social media by more and more people day by day.

During post pandemic new normal situation, this dependency on the online system to satisfy our purchasing need has been remarkably magnified without any debate. Organizations are now bound to be digitally strong for their survival. There are no other alternatives with them.

The present study is very much contextual with reference to the above situation where online feedback system already replaced the traditional "word-of-mouth" and playing a vital role in influencing the consumer's buying patterns. Online feedback on e-commerce giants like Amazon.in, Flipkart.com are one such paradigm shift. They are not only beneficial for the customers but also for

the product manufacturers. Online reviews have the potential to provide an insight about the product features, quality& performance. The customers can give freely their opinion about a product and can recommend it to other prospective buyers.

2. RATIONALE OF ARTIFICIAL NEURAL NETWORK TO USE

Digital media has many forms as Digital ads, e-mail marketing and Social Media marketing are two of them which are playing key roles in recent times (Bhor et al. 2018). The present online portals are designed in such a way, by leveraging the current information technology trends of using Artificial Intelligence (AI), to identify the user preferences, life-style, shopping needs based on the website & webpage browsing patterns like augment hit ratio, time spent on the portal. Thus various Business Intelligence (BI) applications are used for extracting business values from the Online Transaction Processing (OLTP) data to accelerate their market growth. In this era of Big data, use of AI has no other alternatives (Singla et al. 2017).To survive in the global competitive business environment for any enterprises, it's necessary to use artificial intelligence to harness its power and reshape the business with the change in demand of consumer's needs(Biswas andSanyal2019).To follow the purchasing behavior of a customer, we need to track his likings in social media, his bank transaction pattern for expenditure, his online visit, preference & query to the ecommerce sites. Only AI tools can be successful in such a data intensive world, where we need to extract unknown pattern from the various datasets which are connected by a missing link (Buyukozkan and Feyzioglu 2004).With this backdrop, we have selected Artificial Neural Network (ANN) to use in our present investigation.

3. RESEARCH GAP IN LITERATURE

Lots of research works are already available in the existing literature where authors attempted to measure consumers' product evaluations process after exposure to positive and negative feedback. It is found that consumers relied on online reviews before making their purchasing decision on products in digital market platforms. There is no debate with it(Hu et al 2011). It is well accepted that segregation of reviews on their sentiment can help future buyers to reach at better decisions as per their requirements(Singla et al. 2017). GurneetKaur and Abhinash Singh explained nicely the E-commerce users' behavior with respect to online feedback system. (Kaur and Singh 2016). It has been found in the literature that users of online feedback systems are usually highly influenced & perhaps biased by the feedback of VIP users (Bi and Zhang 2016).Marketing Modeling is found to be the final step in a marketing research initiative. Unless the models can be used for better understanding of the marketing variables like customer behavior, customer satisfaction regarding value for money or product policies or to provide useful information regarding marketing strategies, then perhaps there is no utility of such research works(Enache 2015).Thus it is evident from the review of existing literature that we need some BI system which will be helpful to the manufacturers for modifying continuously the product features to satisfy the need of the potential buyers. Being motivated with this gap, it is our attempt to develop such a BI system using ANN for analysis online customers feedback.

4. OBJECTIVES OF THE WORK

The present study has following three key objectives:

1. To construct a Business Intelligent (BI) model with the help of Artificial Neural Network that examines how online consumer reviews in e-commerce websites influence the other future buyers. The system will generate the required product modifications to its manufacturers to make their products more popular in front of the prospective customers;

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