

PROJECT DISSERTATION REPORT

ON

**“A STUDY ON USAGE OF WEB-PUSH NOTIFICATIONS IN
E-COMMERCE INDUSTRY”**

SUBMITTED BY:

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2K20/DMBA/63
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UNDER THE GUIDANCE OF

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CERTIFICATE

This is to certify that dissertation report titled “A Study On Usage Of Web-Push Notifications In E-Commerce Industry” is a confide and un plagiarized work carried out by Mansi Gupta, a student of MBA 2020-22, and was submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi- 110042 in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

Signature of Guide
(Dr Shikha N Khera)

Signature of HOD (DSM)
(Dr Archana Singh)

DECLARATION

I, Mansi Gupta, student of MBA 2020-22 of Delhi School of Management, Delhi Technological University, hereby declare that Project Dissertation entitled “**A Study On Usage Of Web-Push Notifications In E-Commerce Industry**” submitted in partial fulfilment of the degree of Master of Business Administration.

The information submitted and the data given in the report are authentic to the best of my knowledge. This report is not being submitted to any other University for the award of any degree, diploma or certificate.

(Mansi Gupta)

ACKNOWLEDGEMENT

With immense pleasure, I would like to take this opportunity to place a record that the project titled “**A Study on the usage of Web-Push Notifications in E-commerce industry**” in India, is completed. I consider it a privilege to thank all the people who filled out the questionnaire and provided their time and guidance. I would like to thank Dr Shikha N Khera for being my mentor and teacher, who helped me at every step. This project would not have been possible without her friendly guidance.

Finally, I would like to thank my family and friends who supported me and provided me with every resource to complete this project.

Mansi Gupta

EXECUTIVE SUMMARY

Web Push Notifications are a new market channel that has shown promising results in a short span. Push notifications can drive more customer engagement and can boost added interactivity. The worldwide expansion of the internet has considerably contributed to the transformation of trade and store transactions. **E-commerce, or electronic commerce**, largely means buying and/or selling products through the internet and is commonly associated with **online shopping**. E-commerce businesses use a variety of ways to grow their traffic i.e. new visitors, as well as engage with their existing traffic i.e. the folks who have already visited your website. These include exploring various communication channels – email, social media, SMS, push notifications (both websites and apps); it also involves employing these channels in different kinds of campaigns to reach and engage users. Therefore, **Web-Push Notifications** become a major tool to stand out from the crowd.

All in all, it can be seen that website push notifications are an important channel for E-commerce since it gives **websites the power of instant communication via websites** and that too on all devices, be it desktop mobile or tablet.

Web Push Notifications or Browser Notifications are clickable rich content messages sent to your device by a website or a web app. Web Push notifications can be delivered to your device, mobile or desktop, even when the user is not on your website. These notifications can only be sent to users who have opted-in to receive these notifications. Web push notifications are supported by Chrome, Firefox, Safari, Opera and Edge.

OBJECTIVE OF THE STUDY

- To understand the roles, implications and impacts of Web-Push Notifications on e-commerce.
- To understand the algorithms of the social media handles like Instagram, Facebook, Twitter and Linked. in, which works as a critical tool for digital marketers.
- To enhance the skills of Content Marketing on the advanced marketing platforms which have an exclusive set of audiences of SaaS domain, such as Hubspot, Growth hackers etc.

CONTENTS

<u>S. No.</u>	<u>Particulars</u>	<u>Page No.</u>
1.	Certificate	2
2.	Acknowledgement	3
3.	Chapter 1 – Introduction	5-17
4.	Chapter 2 – Research Methodology	18-22
5.	Chapter 3 – Company Profiles	23-33
6.	Chapter 4 - Analysis of data	34-48
7.	Chapter 5 – Conclusion	49-50
8.	Bibliography	51-52
9.	Questionnaire	53-56

CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

The worldwide expansion of the internet has considerably contributed to the transformation of trade and store transactions. **E-commerce, or electronic commerce**, largely means buying and/or selling products through the internet and is commonly associated with **online shopping**.

E-commerce also makes use of regular technological maintenance to ensure the smooth functioning of online store sites, monetary transactions, as well as everything to do with providing and delivering products. E-commerce statistics confirm the explosive pace at which this industry has developed as worldwide B2C e-commerce sales amounted to more than 1.2 trillion US dollars in 2016.

There are several different types of e-commerce, the most prevalent being B2B (business-to-business), B2C (business-to-consumer) and C2C (consumer-to-consumer) e-commerce. Furthermore, mobile commerce in the shape of buying and selling goods and content via mobile devices such as smartphones is also on the rise. Current e-commerce statistics state that 40 per cent of worldwide internet users have bought products or goods online via desktop, mobile, tablet or other online devices. This amounts to more than 1 billion online buyers and is projected to continuously grow. These users can be tapped by the usage of **Website Push Notifications**.

E-commerce businesses use a variety of ways to grow their traffic i.e. new visitors, as well as engage with their existing traffic i.e. the folks who have already visited your website. These include exploring various communication channels – email, social media, SMS, push notifications (both websites and apps); it also involves employing these channels in different kinds of campaigns to reach and engage users. Therefore, **Web-Push Notifications** become a major tool to stand out from the crowd.

All in all, it can be seen that website push notifications are an important channel for E-commerce since it gives **websites the power of instant communication via websites** and that too on all devices, be it desktop mobile or tablet.

1.2 What are Web Push notifications?

Web Push Notifications or Browser Notifications are clickable rich content messages sent to your device by a website or a web app. Web Push notifications can be delivered to your device, mobile or desktop, even when the user is not on your website. These notifications can only be sent to users who have opted-in to receive these notifications. Web push notifications are supported by Chrome, Firefox, Safari, Opera and Edge.

E-commerce websites need a tool that not only uplifts the conversion rate but also offers contextual-based communication. This is one of the reasons contributing to the popularity of web push notifications for eCommerce marketing as a re-targeting tool. Web push notification for e-commerce marketing extends its support to varied CMS platforms including - WordPress, Shopify, Joomla, WooCommerce, BigCommerce Zapier and much more.

1.3 Usage of Web-Push Notifications in the E-Commerce Industry:

Website push notifications fit into a very unique spot in this entire spectrum. It differs from mobile app push notifications in that while app push notifications are limited to mobile devices and tablets, website push notifications also cover desktops. Desktop usage still accounts for a good portion of total internet time. Web push notifications deliver the power of real-time push notifications to these internet users.

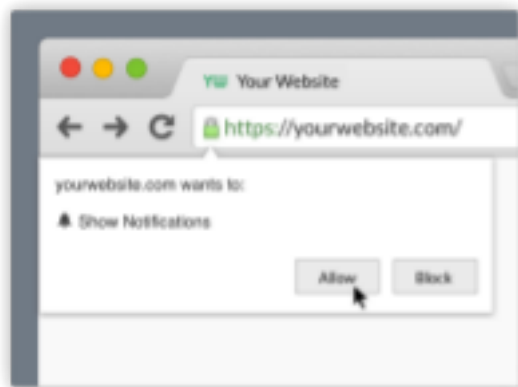
Another point that makes website push notifications very important for E-commerce is the cost factor. Building a quality app is an expensive affair and sometimes the ROI can be difficult to justify. In fact, for small and medium-sized companies, mobile websites may reach more people than mobile apps do. This makes website push notifications more critical since it gives businesses the ability to send push notifications without investing in an app.

1.4 Online shopping trends impacting global E-Commerce businesses:

- 67% of Millennials and 56% of Gen Xers prefer to shop online rather than in-store.
- Baby Boomers spend 4 hours per week shopping online.

- Men and women both report spending 5 hours per week shopping online.
- When shopping online, 48% of online purchasers first turn to an e-commerce store that offers various products.
- 31% first shop at a large online/offline brand name retailer, 12% first shop at a category specific online retailer, and 7% first turn to a small/speciality online retail brand. · The top three factors that are very or extremely influential in determining where Americans shop are price (87%), shipping cost and speed (80%) and discount offers (71%).

Marketers need communication channels and platforms that have the ability to reach users across devices. More than 62% of users have made an online purchase via their mobile phones in the last 6 months which effectively means that eCommerce websites can't think of ignoring it anymore.



Desktop Opt-in



Mobile Website Opt-in

1.5 Why opt for Web Push notifications?

One-click redirection

Prominent visibility

Less space occupied

Targeted on personalized

Automated notifications



ONE CLICK REDIRECTION

Web push notifications are crisp updates that are to the point. No beating around the bush, no flashy words, just plain information just the way it should be. With one-click redirection, web push saves both time and effort.

PROMINENT VISIBILITY

No matter where you are, what device you are using, web push notifications have got your back. When it comes to bringing back users to the website, because of its prominent visibility, the information is conveyed in a jiffy across all devices making it easier to bring back to your site faster. The CTA buttons make it possible to land on the exact intended page making life easier.

LESS SPACE OCCUPIED

Web push notifications do not occupy any space on any device or in your inbox. The churn rate with app push notifications is higher compared to email and web push notifications. One of the reasons is that the app takes up a lot of space on the phone. Retargeting messages on mail tends to get buried in the 'n' number of emails you receive every day.

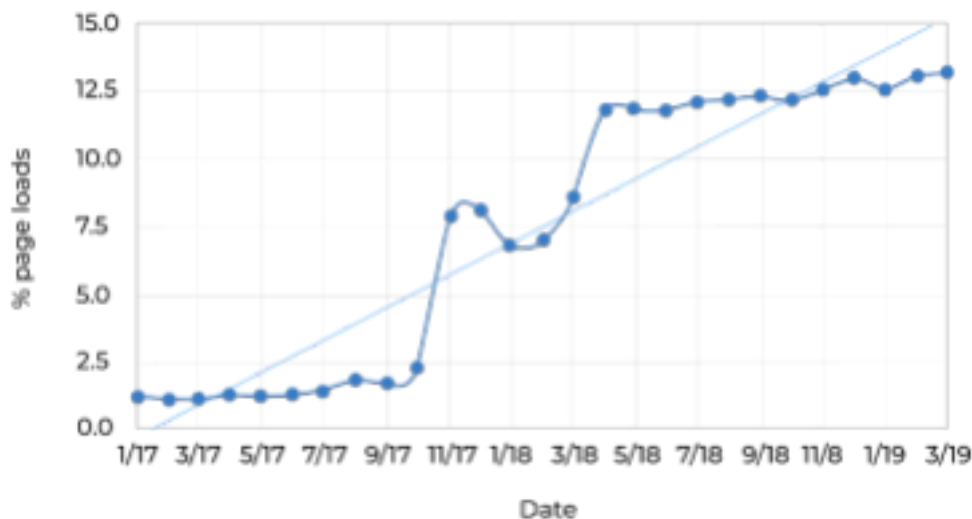
TARGETTED ON PERSONALISATION

You need to create a bond with your users, provide them value and make them feel wanted. You can achieve this by using personalization and sending them targeted notifications according to the demographic, location, interests, and activities performed on the site. With web push notifications, you can delight users by capturing them in their marketing moment with the right context.

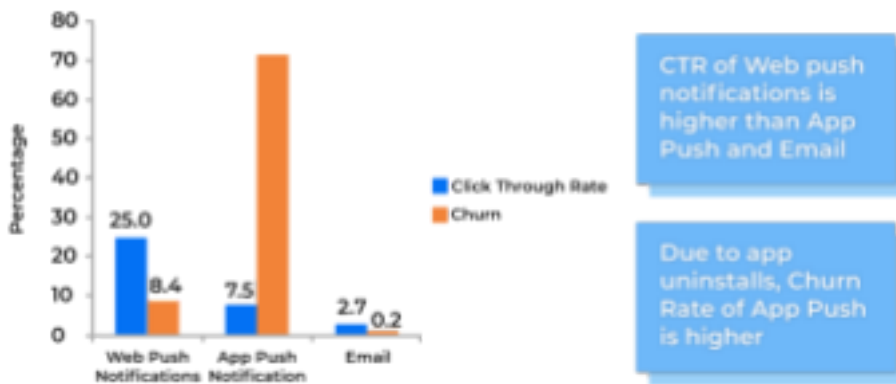
AUTOMATED NOTIFICATIONS

You can set when you need to send out the notifications, at what interval they need to be sent and the frequency of the notification can be predefined. Your marketing calendars can be planned in advance to run things smoothly without last-minute hassle. It gives a feel of personalized when in reality it is an automated notification. Saves time, and energy and rescues you from a headache.

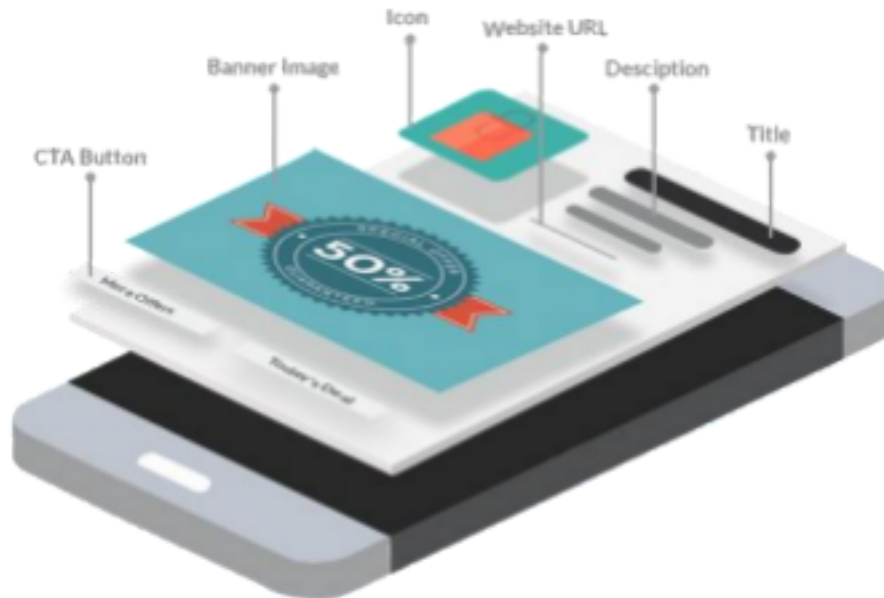
The graph shows the percentage of page loads in Chrome that uses this push notification-



Gradually it started gaining a lot of attention due to its performance. From subscription rates to open rates to conversion rates, it had set new standards



Anatomy of a Web Push Notification Message



There are 6 key elements that constitute a web push notification - Title, Description, Landing Page URL, Icon, Banner Image and Call To Action Buttons. You can also make use of emojis in web push notifications to express yourself better. It is important to understand features of Web Push Notifications like Banner Image and Call To Action Buttons are only available for Chrome. Here is a breakdown of how each of these elements

1. **Website Domain:** The website domain which has sent the notification.
2. **Call to Action Buttons:** You can add up to 2 CTA Buttons in a notification. CTA Buttons are only supported by Chrome. Firefox and Safari are yet to extend support to this. These buttons can be used to trigger different actions. For instance - taking the user to a landing page, sending out a social message (Tweet), triggering the Play Store

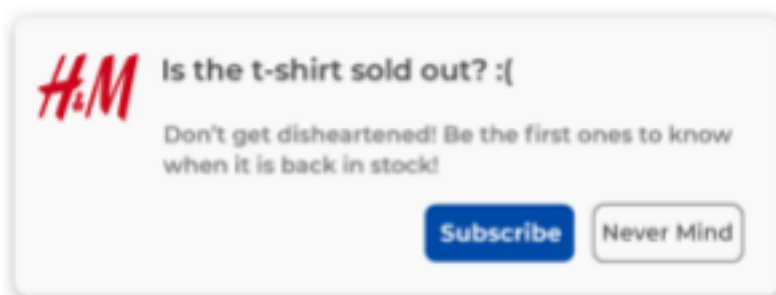
or opening the dialer app.

3. **Icon:** You can add an icon to your notification to build a better recall. The default icon is the bell icon. Users are nowadays bombarded with notifications, hence it becomes essential to let your users know when your push notification pops up. Adding your logo helps users in building a brand recall. The recommended icon should be 100*100px and should be less than 20kb in size.
4. **Banner Image:** Banner size images were introduced on notifications with Chrome 56. This was one of the most awaited features and rightly so - visuals help you amplify your message by as much as 189%. While the copy of your notification should be eye catchy, adding a banner/large image contextual to your notification content will increase your chance of getting that click.

1.6 How does it help e-commerce websites in marketing?

Back in stock

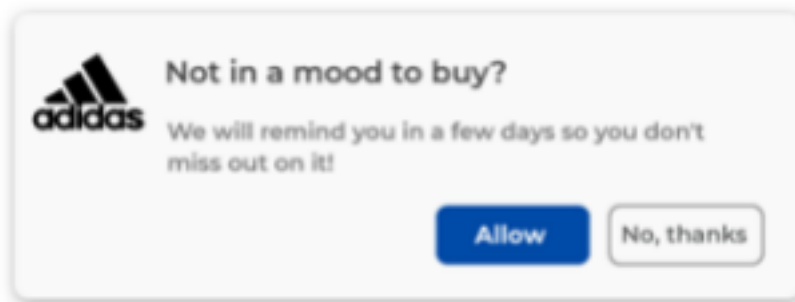
How would you feel if you were to be directed to a section in a store which has your size sold out? But you can capture these users by asking them to subscribe to your notifications, which would notify them when the product is back in stock. Saves them a lot of time and energy rather than waiting for the right size/colour to be back in stock. Chances are that they will definitely subscribe to the notifications.



Add To Wishlist

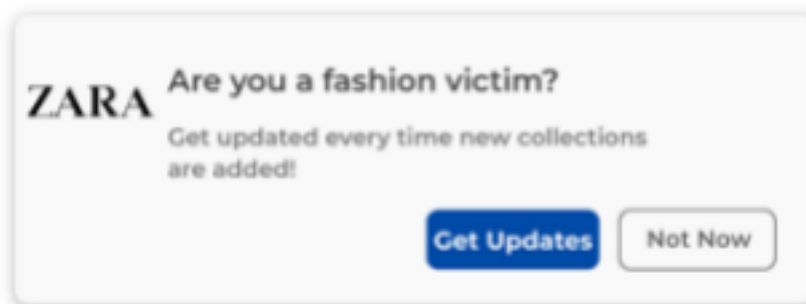
Have you ever been broke at the end of the month that you had to save stuff for later? Well, your users might be at that stage of their life. Or maybe they are weighing options or they want to know their friends' opinion on it. Either way, you can nudge them to subscribe for

notification reminders, so that they are updated about the products on their wish list.



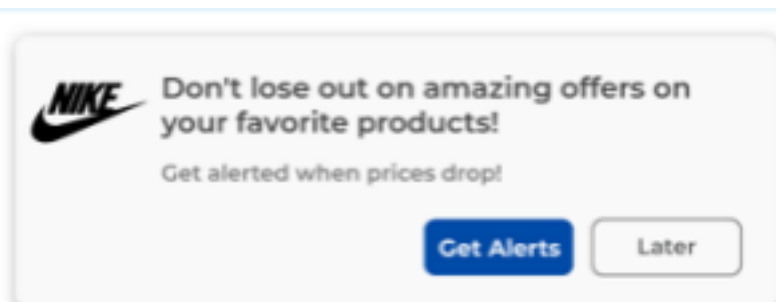
Price Drop Alert

Who doesn't like discounts? Have a sale coming up? Is that product going to be on an offer? Harness the opportunity to lure users into subscribing.



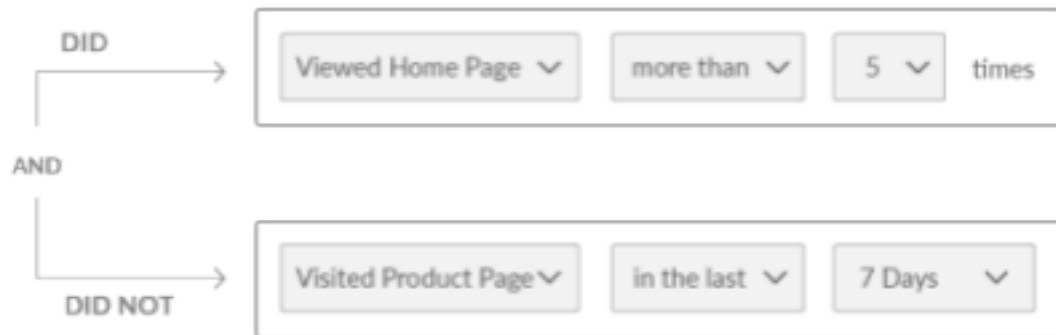
New Product Update

Let's say that you are a huge fan of Nike. And there are new products added to the product line. Wouldn't it be a bummer that you miss out on it, just because you forgot or didn't know about it in the first place? Use the FOMO technique to lure users into subscribing to your marketing list.

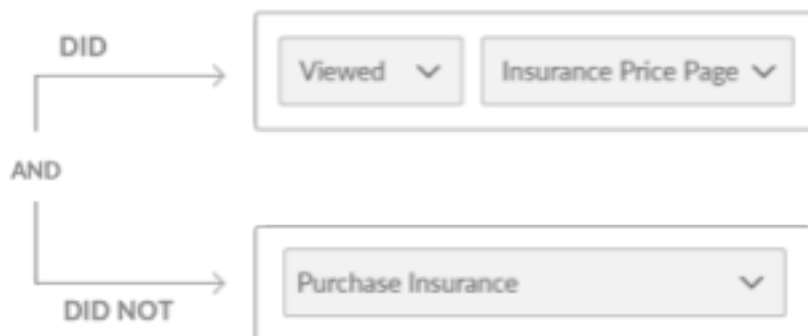


Ecommerce Activation

You can read more about how these use cases of web push notifications for small businesses delight users. If you are a retailer, give this article a read to know how you can boost the retail store's sales with web push notifications.

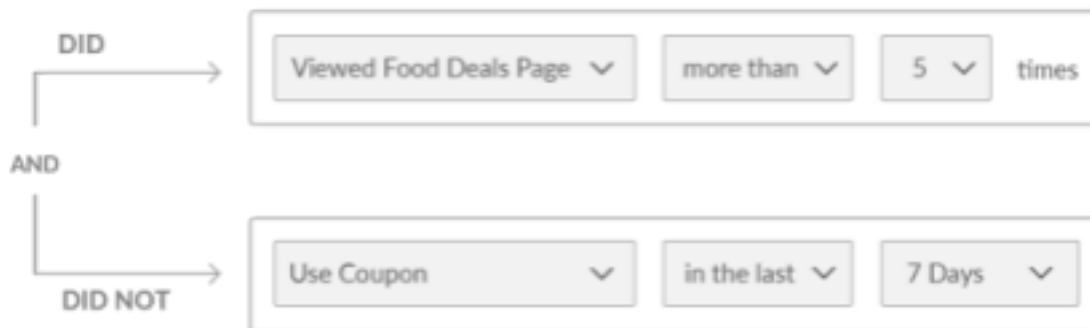


Financial Services: Lead Nurturing





Coupons: Engagement



Ticketing: Re-Targeting
SaaS: User Acquisition

CHAPTER 2

RESEARCH METHODOLOGY

2.1 OBJECTIVES OF THE STUDY

- I have tried my best to fulfil these objectives during my internship period at Datability Technologies: •
- To understand the roles, implications and impacts of Web-Push Notifications on e-commerce.
 - To understand the algorithms of the social media handles like Instagram, Facebook, Twitter and Linked. in, which works as a critical tool for digital marketers.
 - To enhance the skills of Content Marketing on the advanced marketing platforms which have an exclusive set of audiences of SaaS domain, such as Hubspot, Growth hackers etc.

2.2 RESEARCH METHODOLOGY

The selection of the research method is crucial for what conclusions you can make about a phenomenon. It affects what you can say about the cause and the factors influencing the phenomenon. Your research will dictate the kinds of research methodologies you use to underpin your work and the methods you use in order to collect data.

It is also important to choose a research method which is within the limits of what the researcher can do. Time, money, feasibility, ethics and availability to measure the phenomenon correctly are examples of issues constraining the research.

Data collection plays a very crucial role in statistical analysis. In research, there are different methods used to gather information, all of which fall into two categories, i.e. primary data, and secondary data. As the name suggests, primary data is one which is collected for the first time by the researcher while secondary data is the data already collected or produced by others. There are many differences between primary and secondary data, but the most important difference is that primary data is factual and original whereas secondary data is just the analysis and interpretation of the primary data. While primary data is collected with the aim of getting a solution to the problem at hand, secondary data is collected for other purposes.

2.3 PRIMARY DATA:

Primary data is data originated for the first time by the researcher through direct efforts and experience, specifically for the purpose of addressing his research problem. Also known as the first hand or raw data. Primary data collection is quite expensive, as the research is conducted by the organization or agency itself, which requires resources like investment and manpower. The data collection is under the direct control and supervision of the investigator.

The data can be collected through various methods like surveys, observations, physical testing, mailed questionnaires, questionnaire filled and sent by enumerators, personal interviews, telephonic interviews, focus groups, case studies, etc.

2.4 SECONDARY DATA:

Secondary data implies second-hand information which is already collected and recorded by any person other than the user for a purpose, not relating to the current research problem.

It is the readily available form of data collected from various sources like censuses, government publications, internal records of the organization, reports, books, journal articles, websites and so on. Secondary data offer several advantages as it is easily available, and saves time and cost for the researcher. Moreover, the objective and the method adopted for acquiring data may not be suitable for the current situation. Therefore, before using secondary data, these factors should be kept in mind.

A variety of secondary information sources is available to the researcher gathering data on industry, potential product applications and the marketplace. Secondary data is also used to gain initial insight into the research problem.

PRIMARY DATA COLLECTION:

The data required at this stage was regarding the detailed study of consumer preferences with respect to the choice of marketing strategies used by e-commerce websites. The data has been collected through the questionnaires that were prepared. Although the collected data was not enough for the study, still it led to some accurate conclusions.

The questionnaire is attached in the annexure.

SECONDARY DATA COLLECTION:

The secondary data was collected with the help of reference books, magazines, brochures and websites. The data so collected proved to be accurate and reliable and hence has been included in the project.

2.5 SAMPLING

RESEARCH INSTRUMENT: Questionnaire was used in the primary data collection.

SAMPLE DESIGN: A sampling design is a definite plan used for obtaining a sample from a given population. Random sampling has been used in this process.

QUESTIONNAIRE: In this study, 10 multiple choice questions have been used for a detailed questionnaire.

GRAPHICAL REPRESENTATION OF DATA: Graphical representation tools like pie charts have been used.

SAMPLE SIZE: 60 people were surveyed in the primary data collection.

SAMPLING UNIT: Random people who use the internet and e-commerce websites.

2.6 LIMITATIONS OF THE STUDY

Lack of in-depth knowledge regarding the real world corporate activities was one of the biggest limitations. Yet my organizational supervisors have been kind enough to walk me through all the process and familiarize me with the organization and its culture. Some of the major limitations are as listed:

- **Time:** Time has been a major limitation for this report. The officials were busy with official activities and due to a comparatively shorter submission deadline I believe that I did not have enough time to conduct more in-depth interviews and gather more knowledge before writing this report.
- **Confidentiality of Sensitive Information:** Due to many of the information regarding the organizational structure and the product itself were confidential and sensitive, there might my some information gap left in the report at some places.
- **The Human Factor:** Since many of the information presented in this report are based on interviews with the layman's knowledge, I had to consider the human factor.

No additional information could be gathered on the companies' part other than what is available on the internet, in journals, newspapers, magazines etc.

CHAPTER 3
ORGANIZATION OVERVIEW

3.1 iZooto

Datability Technologies was started by 4 founders, now backed by an amazing team of 35 people came up with their product- “**iZooto**”, which is a tool for Web Push Notifications. Their mission is simple - to help one create a delightful experience

for the users. Businesses they work with put their heart and soul in attracting visitors to their website - a place where they list products they want to sell or services they want to provide. Be it a 2 people team or 500 people large marketing department, they understand the craft and the effort it takes to put together a website that gets the job done. Marketers invest time, energy, money and pour their heart in setting up campaigns, optimizing for SEO and generating social buzz.

Why opt for iZooto Web Push notifications?

- One click redirection
- Prominent visibility
- Less space occupied
- Targeted on personalized
- Automated notifications

Pros:

iZooto offers easy to use web console and basic features such as user targeting, automated push notifications and cross-browser support.

Cons:

One of the most expensive web push platforms. Advanced features such as conversion tracking are not offered. Limited customer support options.

3.2 WEBPUSHR

Webpushr is world's most comprehensive push notification platform for all companies looking to leverage web push notifications for customer engagement. Integrating web push capability has never been more easy. In less than 15 minutes of total integration time, companies can start to engage their users through web push notifications that are now supported on all browsers & devices. Webpushr offers advanced features like User Analytics, Customer Segmentation and

Conversion Reporting which can help companies gain invaluable insight into their marketing processes and review their strategies.

Pros:

The most comprehensive web push notifications platform that is also beautifully designed. Its ease of use makes it a great tool for marketers who are just starting out to use web push. Best-in-class set of features at an unmatched price point (completely free with all features included, for up to 60K subscribers) make it our top recommendation.

Cons:

Webpushr does not offer customer support via phone or chat. Currently, customer support related queries can only be initiated and are responded to via e-mail.

Key Features

- Multi-device Preview
- Best-in-class Segmentation (By Geo Location, Site Behavior, Length of Subscription, Custom Attributes, etc.)
- Scheduled Delivery
- Large Image & Emoji Support
- Conversion Attribution & Tracking
- Realtime Report

2.3 ONE-SIGNAL

OneSignal has been identified as one of the best push notification platforms based on its high levels of customer satisfaction ratings from real users on G2, the world's leading business solutions review site. Additionally, 89.9% of reviewers specified that they were likely to recommend OneSignal, making it the product users were most keen to endorse. OneSignal was also recognized as a Momentum Leader, earning the highest score in the category. This award highlights the company's breakout growth and continued success. The inputs impacting G2's Momentum Score include employee growth, review growth, social growth, web growth, and year-over-year change.

Pros:

Smaller websites with low traffic will enjoy being able to use it for entirely free. It offers advanced A/B testing features for people looking to optimize push effectiveness.

Cons:

Keep in mind that migrating from OneSignal to a different platform is not simple. This is an important factor to consider because the cost of using OneSignal increases dramatically (from

\$0 to \$100+) the moment you exceed the 30K subscriber mark.

3.4 VWO (Push Crew)

Easily discover insights, build experimentation roadmap, test ideas and engage visitors, all within a single platform. Increase the effectiveness of your teams by having them collaborate in a single place, instead of getting lost in multiple systems.

VWO Platform eliminates data silos and enables you to execute your optimization program at scale that gets your business metrics to move in the right direction.

Give your cross-functional teams a single platform to collaborate across geographies and time-zones. With VWO's connected platform and capabilities like in-built program management, replace disconnected tools and brittle workflows with a central experimentation roadmap and tracker.

Pros

VWO, formerly known as PushCrew, is one of the original web push notification platforms. It offers best-in-class user targeting features that can be expanded to add Cookie based attributes.

Cons:

Compared to Webpushr or OneSignal, it is more expensive for medium sized publishers - something to keep in mind as it is generally very difficult to migrate your subscriber information from one provider to another.

3.5 AIMTELL

Aimtell is a web and mobile Push Notifications company, founded in Southern California, US in 2015. To this date the company sent more than 5 billion Push Notifications, aimtell team puts a special emphasis on privacy & security of the company's clients data. On top of the basic functions it provides A/B testing, custom branding, subscriber alias, 3rd party integrations, dynamic notifications, conversion tracking, full API, team management capabilities and more. **Pricing &**

Features:

- Starter plan (\$29/month), Basic (\$50/month), Plus (\$100/month), Enterprise (custom pricing)
- Advanced segmentation based on web page views, mobile / desktop device information, geo location data, events and more.
- **Platforms & native app development support:** iOS, Android, Windows Mobile, Desktop.

Key features:

- Scheduled notifications
- Advanced segmentation
- Automated notifications to send messages on daily/weekly/monthly basis

CHAPTER 4
ANALYSIS OF DATA

SWOT

Data analysis

Data analysis, also known as analysis of data or data analytics, is a process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making.

SWOT analysis (or **SWOT matrix**) is a strategic planning technique used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.^[1] It is intended to specify the objectives of the business venture or project and identify the internal and external factors that are favorable and unfavorable to achieving those objectives.

The name is an acronym for the four parameters the technique examines:

- **Strengths:** characteristics of the business or project that give it an advantage over others.
- **Weaknesses:** characteristics of the business that place the business or project at a disadvantage relative to others.
- **Opportunities:** elements in the environment that the business or project could exploit to its advantage.
- **Threats:** elements in the environment that could cause trouble for the business or project.

In this project, the data is analysed based on the responses of consumers through the survey conducted on the basis of their knowledge and usage of Web Push Notifications.

SWOT ANALYSIS Of Web Push Notifications:

STRENGTHS:

Push notifications are the crackerjacks of personalization. As every audience segment needs to be engaged and monetized in a different way, they can be uniquely tailored to fit each customer profile.

Web Push Notifications are catering to publishers and ecommerce websites in enhancing their reach and helping them retain their customers.

WEEKNESS:

The lack of awareness of “Web-Push Notifications” as a crucial tool of digital marketing among layman and consumer market.

There are prominent substitutes available in market like email, text or app notification based marketing.

OPPORTUNITIES:

Everyone is slowly turning to internet and the online marketing is widening many folds. While there are so many sellers out there, there is a crucial need for differentiation.

Internet doesn't have an expiry date. The online market will thrive in near future furthermore and so the need for digital marketing will keep increasing as well.

THREATS:

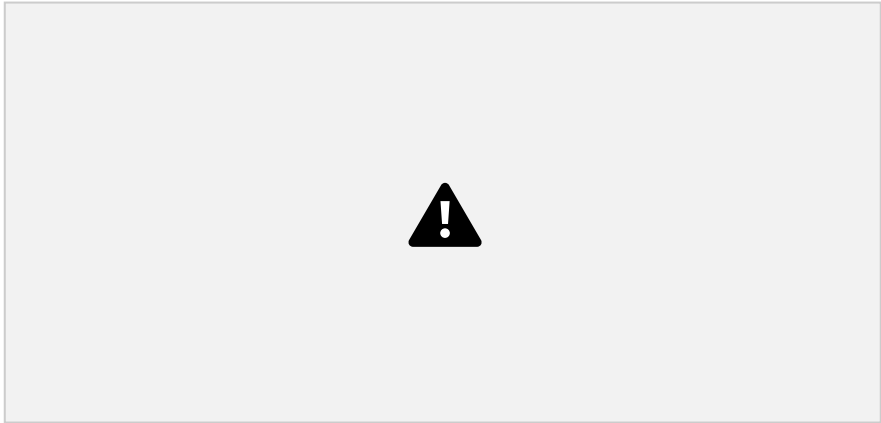
The competition has been accelerating and with more number of buyers in the online market, the sellers are increasing too which is making it a tough competition. Lack of awareness of tools and therefore lagging reach, conversion, enquiry, perception of consumers and their interest in product.

SURVEY DATA –ANALYSIS With PIE-CHARTS

1. Do you use internet very often?

Table 1

Particular	NO of respondent Percentage
Yes	54 90%
No	3 5%
May be	3 5%
Total	60 100%



Graph 1

INTERPRETATION

90%(54) people think they use internet very often, 5%(3) people think they don't and 5%(3) people think maybe they do.

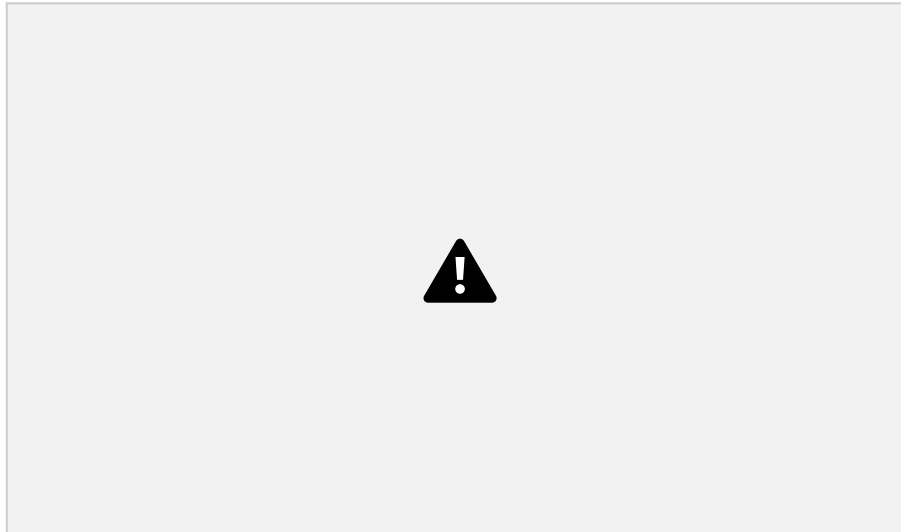
2. Do you understand the difference between web-push notifications and app-push notifications?

Table 2

Particular	No of respondent Percentage
YES	6 10%

NO	24 40%
Maybe	30 50%
Total	60 100%

Graph 2



INTERPRETATION

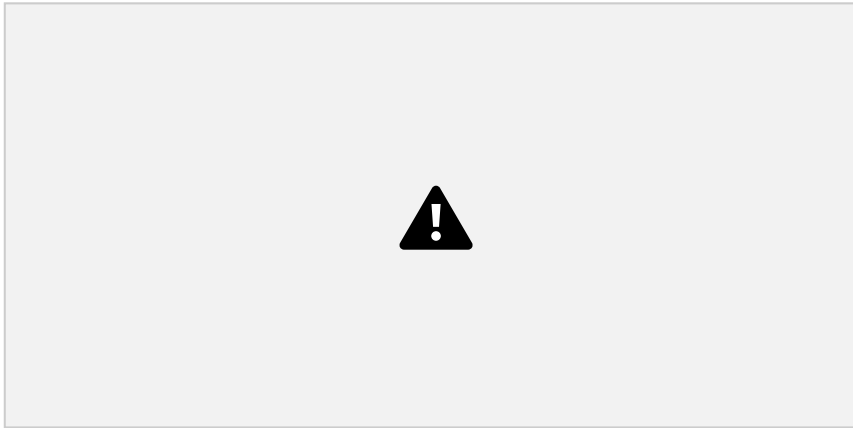
10%(6) Knows exact difference between web push and app push notifications, 40%(24) are aware of only either kind and 50%(30) don't know about either ones.

3. Do you think digital marketing through web-push notifications is helpful for e-commerce websites?

Table 3

Particular	No of respondent Percentage
YES	51 85%
NO	0 0%
Maybe	9 15%
Total	60 100%

Graph 3



INTERPRETATION

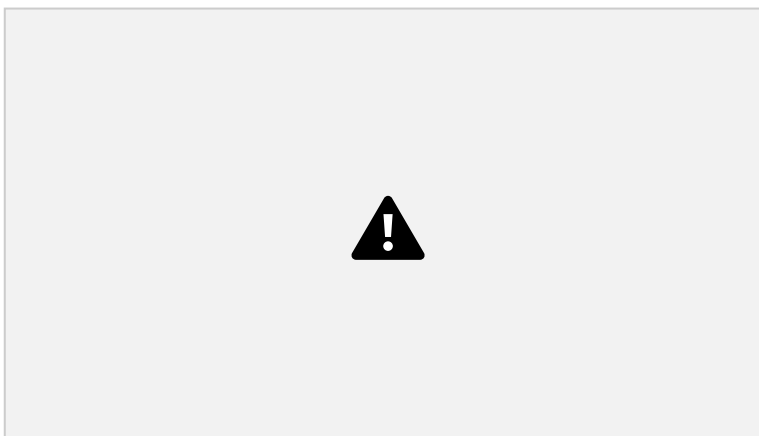
85%(51) people think that the digital marketing through web-push notifications is helpful for e commerce websites and 15%(9) say maybe.

4. Do you own blogs or publishing websites?

Table 4

Particular	NO of respondent Percentage
Yes	53 89.5
No	7 10.5
Total	60 100%

Graph 4



INTERPRETATION

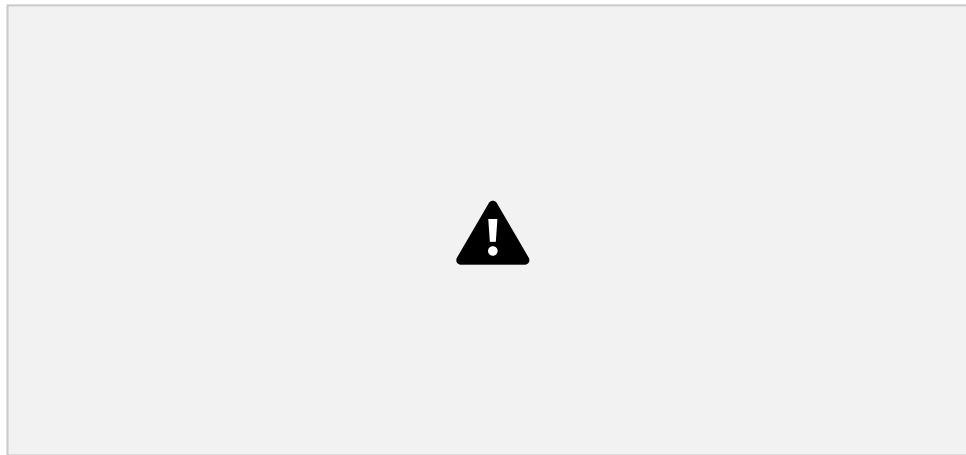
89.5%(51) do not own blogs and publishing websites while 10.5%(6) do.

5. What kind of ecommerce sites and blogs do you like?

Table 5

Particular	No of respondent Percentage
Tech Related	20 33.3%
Fashion Blogs	26 43.4%
Beauty Blogs	14 23.3%
Total	60 100%

Graph 5



INTERPRETATION

33.3%(18) people prefer reading Tech related blogs, 44.4%(24) people like fashion blogs and 22.2%(12) like beauty blogs.

6. Do you agree with the statement- "Web-Push Notifications are the future of digital marketing for e-commerce websites"?

Table 6

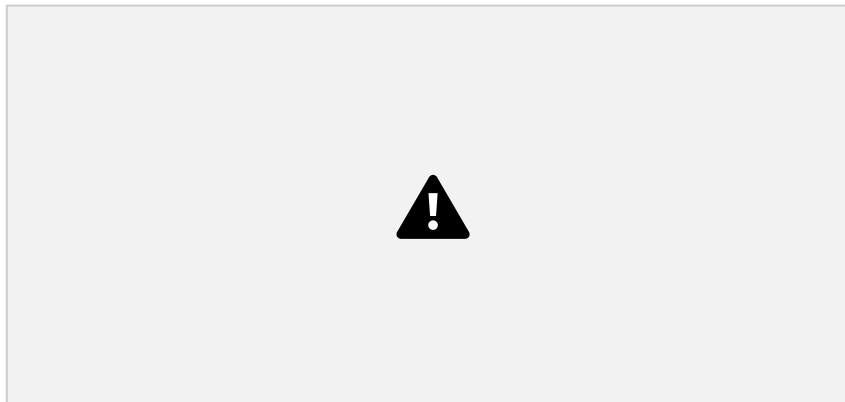
Particular	No of respondent Percentage
------------	-----------------------------

Strongly Agree 18 30%

Agree	30 50%
Neutral	12 20%
Disagree	0 0%
Strongly Disagree	0 0%

Total 60 100%

Graph 6



INTERPRETATION

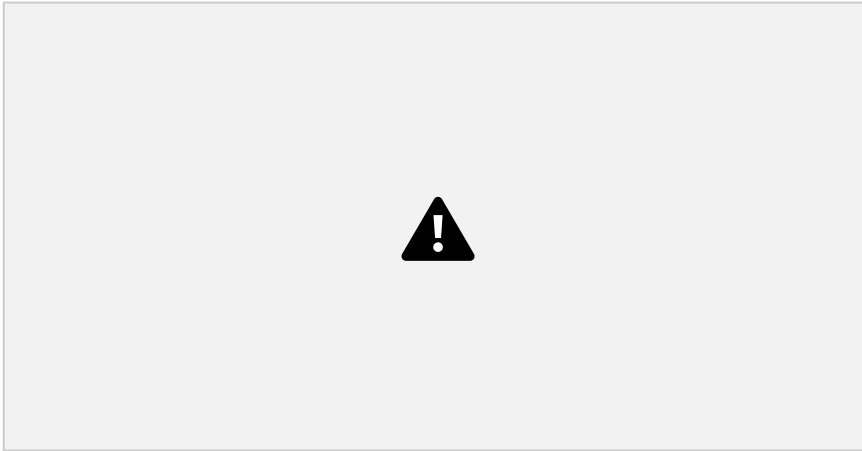
50%(30) people strongly agree with the statement “Future is all digital”, 30%(18) people agree and 20%(12) people are neutral.

7. Do you use Web Push Notifications for your personal website?

Table 7

Particular	Number of respondent Percentage
Yes	12 20%
No	48 80%
Total	60 100%

Graph 7



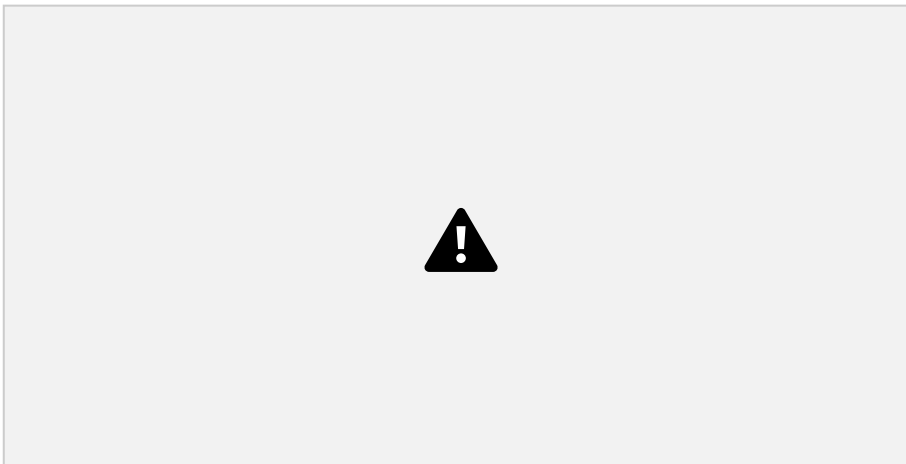
INTERPRETATION

80%(48) people do not use it for their personal website and 20%(12) people do. 8. **If not, are you planning to have a Web Push Notifications tool for your personal website in future?**

Table 8

Particular	Number of respondent Percentage
Yes	24 40%
No	12 30%
Maybe	12 30%
Total	60 100%

Graph 8



INTERPRETATION

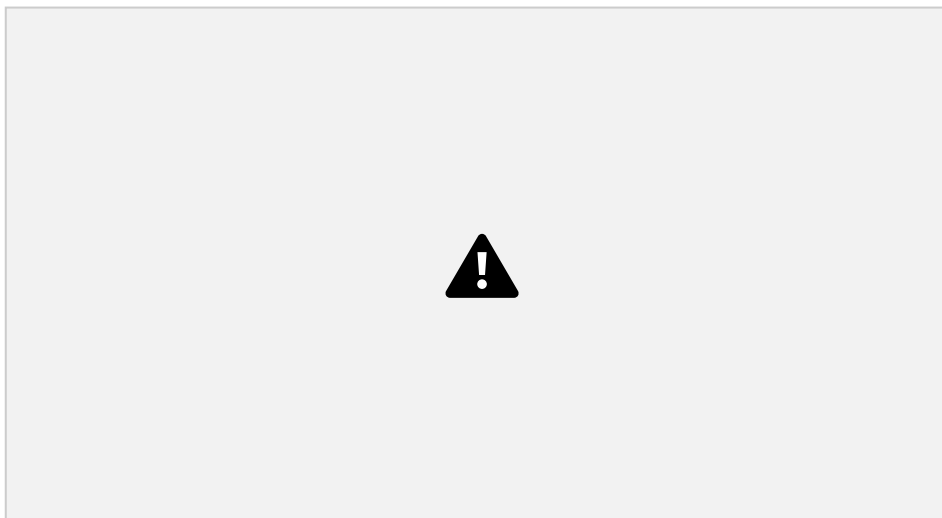
40%(24) people want to have we-push tool for their website in the future, 30%(12) do not want to and 30%(12) say maybe.

9. Would you prefer using other digital marketing tools to enhance the reach of your website?

Table 9

Particular	No of respondent Percentage
YES	30 50%
NO	18 30%
Maybe	12 20%
Total	60 100%

Graph 9



INTERPRETATION

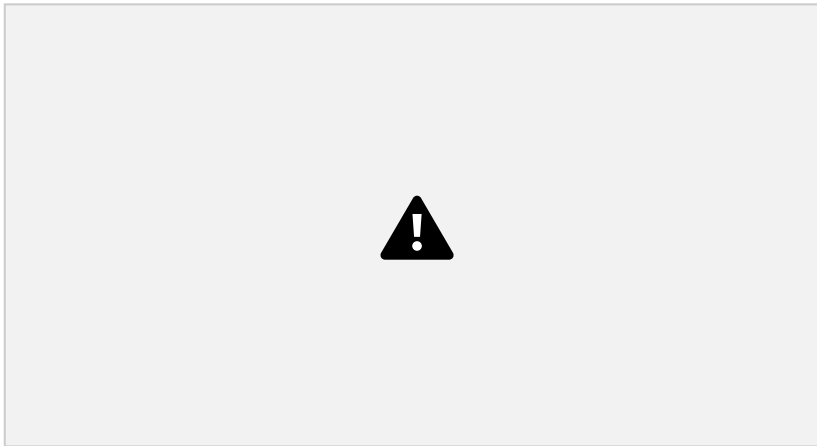
50%(30) people uses digital marketing tools to enhance the reach of their website, 30%(18) people don't and 20%(12) people say maybe.

10. Do you prefer using Web-Push Notifications as a tool of digital marketing for your e-commerce website?

Table 10

Particular	No of respondent Percentage
Yes	12 20%
No	33 55%
Maybe	15 25%
Total	60 100%

Graph 10



INTERPRETATION

20%(12) people prefer using Web-Push Notifications as a tool of digital marketing for their e-commerce website, 55%(33) people are not and 25%(15) people say maybe.

CHAPTER- 5
CONCLUSION

CONCLUSION

By completing this report I have learned a lot that will help enrich my knowledge and experience. Before starting my research, I was very anxious and nervous about the new department to work with and how I was going to fit into it. But I was glad to be able to join a team that has ingrained positivity and friendliness. Each and every one that I have worked with in Datability Technologies has helped me fit into the corporate environment so well that I have started feeling a certain loyalty to this organization. Overall experience that I have got from this internship program would be an unforgettable experience and this would be working as a direction to my future career. I have done major in Marketing and I had to work in the content and digital marketing department of Datability Technologies and this has increased my knowledge level in the digital marketing sector. In this report I mainly discussed the rising trends of e-commerce business as well as the impact of Digital marketing in this essential industries.

Moreover, some of the recent trend in digital marketing is included as well. In today's modern age of technology and innovation, people are almost always occupied with something or the other to do. No longer do people only sit in front of the television after a day's of hard work. As people are always on the move, smartphones have now become the media to witness all the day's happening activities as content include podcasts, news and YouTube views etc. Such new drastic changes in the way people view content is a testament to the impact Digital Marketing Industry has had on people of world.

To conclude, my report helped me to develop essential skills and build the confidence that I needed by performing tasks in the companies. I believe that I still have a lot to learn and a lot more to contribute.

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1. Web Push Book

By Matt Gaunt

2. Digital Marketing for Dummies

By Ryan Deiss and Russ Hennesberry

3. Introduction to Programmatic Advertising

By Dominik Kosorin, 2016

4. Social Media Marketing All-In-One for Dummies

By Jan Zimmerman and Deborah Ng, 2017

QUESTIONNAIR

1. Do you use the internet very often?

Mark only one oval.

Yes

No

Maybe

2. Do you understand the difference between web-push notifications and app-push notifications?

Mark only one oval.

Yes

No

Maybe

3. Do you think digital marketing through web-push notifications is helpful for e-commerce websites?

Mark only one oval.

Yes

No

Maybe

4. Do you own blogs and publishing websites?

Mark only one oval.

Yes

No

5. What kind of ecommerce sites and blogs do you like?

Mark only one oval.

Tech Related

Fashion Blogs

Beauty Blogs

6. Do you agree with the statement- "Web-Push Notifications are the future of digital marketing for e-commerce websites"?

Mark only one oval.

Strongly Agree

Agree

Neutral

Disagree

7. Do you use Web Push Notifications for your personal website? *Mark only one oval.*

Yes

No

8. If not, are you planning to have a Web Push Notifications tool for your personal website in future?

Mark only one oval.

Yes

No

Maybe

9. Would you prefer using other digital marketing tools to enhance the reach of your website?

Mark only one oval.

Yes

No

Maybe

10. Do you prefer using Web-Push Notifications as a tool of digital marketing for your e-commerce website?

Mark only one oval.

Yes

No

Maybe