

6COSC006W – Final Year Project Report

Digitish

An enhanced digital marketing platform for Sri Lankan home appliance industry. A mobile based solution to track genuine consumers and reduce inaccuracies of reviews.

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Abstract

The internet has brought nearly everything to fingertips, and millions of individuals are constantly connected with the web. With the consequences of that, word-of-mouth marketing has begun to prosper. Subsequently, it has been named as electronic word-of-mouth. Online reviews can be identified as one of the most effective eWOM sources for household electrical appliances just as the web-based promoting system for different organizations. It enables customers to get accurate information about products. In this manner, the sellers are utilizing different methods to connect with customers and market electrical merchandise. For instance, sellers are employing influencers and the aid of online reviewing tools to review products and to acquire increasingly positive reviews. Thus, it will lessen the accuracy of the product information. Therefore, customers have to go through various online reviews and videos to get accurate information. Most of the time, customers are not convinced to purchase the products even after going through online reviews and videos.

After purchase, both customers and vendors face issues with client relationship and the after-sale service in the household electrical appliance industry. In Sri Lanka, merchants that sell electrical goods does not have a particular stage to keep up client connections. Since there is certainly not a particular platform, vendors are unable to provide a better after-sale service. Because of that, merchants are losing clients. Furthermore, it grows a negative effect on the brand or the organization.

Based on the identified problems, the project aims to analyze all the necessary areas. Therefore, designing and developing an IT-based solution, that limits issues on the client end as well as the vendor end. It is an enhanced digital marketing platform for both clients and merchants. It tracks genuine customers and encourages actual buyers to submit and share their experience on a specific product by the trader. Also, it can be used as a compelling business solution for vendors.