

Understanding how customers perceive and respond to two contrasting business strategies - the Blue Ocean Strategy and the Red Ocean Strategy - in the Indian e-commerce industry.

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ABSTRACT

This study investigates how Indian e-commerce customers perceive and react to two contrasting competitive approaches Blue Ocean Strategy (creating uncontested market space through innovation and value creation) and Red Ocean Strategy (competing in existing markets through price, efficiency, and differentiation).

Preliminary expectations are that Blue Ocean cues novel value propositions, category-creation, and convenience innovations will generate stronger favourable attitudes among urban, higher-income, and experience-seeking segments, increasing willingness to pay and long-term loyalty. Red Ocean cues prominent discounts, wide assortment, and price leadership are expected to attract price-sensitive and deal-oriented segments but may reduce perceived uniqueness and long-term attachment. The study also explores moderators such as product category (commoditized vs. experiential), trust in platform, and digital literacy.

Keywords: Blue Ocean Strategy, Red Ocean Strategy, consumer perception, Indian e-commerce, mixed methods, sentiment analysis, purchase intention.

INTRODUCTION

The development of new markets or unexplored opportunities where competition is irrelevant is referred to as the "blue ocean strategy." Businesses that use this strategy innovate by providing distinctive goods or services that fill gaps in the market, giving customers a unique value proposition. Blue Ocean pioneers in the Indian e-commerce space include sites like Nykaa and Lenskart. By providing handpicked products, exclusive

partnerships, and customized experiences, Nykaa has established a niche in the beauty and personal care industry.

Similar to this, Lenskart has distinguished itself from rivals by transforming the way people purchase eyewear through personalized subscription plans and virtual try-on capabilities. The Red Ocean Strategy, on the other hand, focuses on competing in current markets by outperforming competitors through increased service efficiency, a wider range of products, or better pricing. E-commerce behemoths like Amazon and Flipkart, which control the market by offering competitive pricing, quick delivery, and a wide selection of goods, frequently use this strategy.

In a Red Ocean, businesses compete fiercely for a greater portion of the market's present demand, which frequently results in price wars and commoditized products. The study's consumer perception component looks into how Indian customers perceive these tactics and what influences their choices. Price-conscious consumers, for instance, can favour platforms that use Red Ocean tactics because of their diversity and cost.

On the other hand, customers looking for distinctive goods or high-end experiences can favour Blue Ocean platforms that emphasize innovation and individuality. Given the variety of consumer behavior found in the Indian e-commerce sector, this comparison analysis is very pertinent. Consumer decisions are greatly influenced by variables such as income levels, urban versus rural markets, and the changing usage of digital technology. The study intends to shed light on these processes in order to determine which approach Blue Ocean or Red Ocean is better at meeting customer demands and cultivating enduring loyalty.

The numerous methods used by various platforms to draw in and keep customers are examples of Blue Ocean and Red Ocean strategies in the context of Indian e-commerce. These illustrations show how businesses either compete in already-existing markets (Red Ocean) or develop new market areas (Blue Ocean).

REVIEW OF LITERATURE

- 1) (Hossain,2015) Businesses have used competition to gain competitive advantages throughout the history of the business world. Similar to this, in order to benefit from these competitive advantages, businesses now manage their goods and services while also cultivating relationships with a specific audience. Whether in a sophisticated or a subsistence economy, the acute situation is the same: hundreds of thousands of brands with nearly identical features and attributes are constantly vying for

market share in a crowded market. Organisations have been looking for the best options to alleviate this intense competitive scenario. Contrarily, the Blue Ocean strategy goes beyond the idea of competition; instead, it involves putting an end to rivalry, winning the competition, and rendering it obsolete by introducing value innovation into either or both of the products or services. By developing a radical or disruptive innovation, the blue ocean strategy enables a company or individual to avoid competition. This tactic demonstrates how a company determines the problems that customers in a given industry face, then eliminates these problems to draw in tier and non-tier clients. It also establishes a strategic canvas that is inaccessible to others or that is difficult to replicate.

- 2) (Piyush D, 2018) The incorporation of technology and other macroeconomic elements into business is causing a sudden shift in market dynamics. To remain competitive, the company that is regarded as the market leader may also be making significant financial investments. Since constant investment to maintain competitiveness is not a viable answer, the objective was not very compelling. The 2005 development of the Blue Ocean Strategy concept offers value by redefining the boundaries of the firm. It emphasises how crucial it is to redraw market borders, which render competition moot. The hypothesis is intriguing, and a research topic is chosen to determine how it might be incorporated into the current business process. Understanding how various frameworks and methods may be used in modern business to overcome rivalry and navigate an uncontested market is one of the benefits of studying literature. Value innovation, the cornerstone of Blue Ocean Strategy, and how to analyse competitive variables are two fascinating ideas that are brought to light by the review.

OBJECTIVES OF THE STUDY

- 1) To explore consumer perception towards blue ocean and red ocean strategies in the Indian e-commerce industries.
- 2) To identify the key factors influencing consumer preference for blue and red ocean strategies.
- 3) To compare the effectiveness of blue ocean and red ocean strategies in the Indian ecommerce industries.
- 4) To assess the strategies that e-commerce companies implement to balance innovation and competition effectively.

RESEARCH METHODOLOGY

The term "methodology" in research refers to the methodical, theoretical examination of the approaches used in an area of study. It includes the guidelines for doing research as well as the methods and procedures for gathering and evaluating data. A systematic approach to issue solving and research question answering is offered by methodology.

Research Methodologies Types:

Quantitative Methods

Definition: focuses on statistical analysis and data quantification to find trends, correlations, and patterns.

Features: Makes use of mathematical models, statistical techniques, and numerical data.

Examples include experiments, surveys, and long-term research.

The goal is to test theories, forecast results, and extrapolate research findings to broader demographics.

Methods of Qualitative Research

Definition: Is concerned with comprehending phenomena by means of in-depth analyses and interpretations of non-numerical data.

Features: Makes use of content analysis, theme analysis, and textual or graphic data.

Case studies, focus groups, ethnographies, and interviews are a few examples.

The goal is to investigate ideas, comprehend experiences, and produce new perspectives on challenging problems.

Mixed-Methods Approach

Definition: Utilizes both quantitative and qualitative methods to maximize their respective advantages.

Characteristics: Combines statistical and thematic analysis with contextual insights to incorporate numerical data.

Examples are contemporaneous triangulation design and sequential explanatory design.

Goal: By merging descriptive and numerical data, a more thorough knowledge of research problems can be provided.

Methodology for Experiments

Definition: entails adjusting variables in order to ascertain causal links.

Features: Incorporates modification of independent variables, randomization, and control groups.

Examples include field and laboratory studies.

Goal: Using variable control and isolation to prove causation.

Detailed Approaches

Definition: Strives to give a thorough explanation of a phenomenon without changing any of the factors.

Features: Describes traits or behaviours using survey and observational approaches.

Examples include observational studies and cross-sectional surveys.

Goal: To present an overview of the state of affairs or patterns of conduct. Investigative Approach

Researchers have used a mixed method approach which covers both qualitative and quantitative methods of data collection. I have used both statistical and contextual insights for my research.

RESEARCH DESIGN

The general approach or plan for carrying out a research study is referred to as the research design. It describes the steps you'll take to gather, quantify, and evaluate data in order to find answers to your research questions or validate hypotheses. A carefully thought-out research design guarantees the validity and reliability of the study's findings as well as its methodological soundness. Important elements of a study design usually consist of: Research questions or hypotheses: The precise queries that the investigation seeks to resolve or the theories that it will try to disprove.

Sampling is the process of choosing research subjects or volunteers. This involves choosing the sample size and the methods for participant recruitment and selection.

Data collection methods: The procedures and equipment used to collect data, including experiments, interviews, questionnaires, and observations.

Data analysis refers to the techniques used to handle and evaluate the gathered information, such as qualitative coding or statistical analysis. The context or environment in which the study is conducted, such as a field, laboratory, or online platform, is known as the research setting. Ethical Considerations: Making sure the study is carried out ethically, which includes getting informed consent and maintaining secrecy.

Type of Research Design: There are several varieties of research designs, including exploratory, descriptive, correlational, and experimental designs. The decision is based on the questions and goals of the research.

TYPES OF DATA

I have used a questionnaire method for my data collection.

Primary data collection involves gathering original data directly from sources through various methods designed specifically for a research study. This type of data is collected firsthand and is tailored to the research objectives, making it highly relevant and specific to the study's needs.

Secondary data collection involves gathering and analyzing data that has already been collected and published by other researchers, organizations, or institutions. This data is used to support or complement primary data in research, offering valuable insights and context.

TECHNIQUES OF DATA ANALYSIS

The Chi-Square Distribution Table indicates that 3.841 is the crucial value for $df = 1$ at $\alpha = 0.05$. Examine and Draw a Conclusion Calculated $\chi^2 = 1.96$ 3.841 is the critical χ^2 .

Conclusion: E-commerce enterprises' preferences for Red Ocean and Blue Ocean strategies do not differ significantly. Rather than a substantial strategic preference, the observed difference (57% vs. 43%) might just be the result of chance.

SAMPLE DESIGN

The quantity of individual observations or data points gathered from a subset of the population is referred to as the sample size in research. It is an essential component of research design since it affects the reliability and validity of the study's conclusions.

The number of subjects, instances, or data points in a study is known as the sample size. Your sample size is 500, for instance, if you ask 500 people about their internet buying behaviours. The accuracy of estimates, the efficacy of statistical tests, and the applicability of the findings to a broader population are all impacted by sample size.

A key technique in research that guarantees every member of a population has an equal probability of being chosen is random sampling. Studies that need statistical validity and representative data will find this strategy especially helpful.

SCOPE OF THE STUDY

Understanding how consumers in the Indian e-commerce sector perceive Blue Ocean and Red Ocean tactics is the main goal of this study. Businesses use a variety of strategy approaches in response to the explosive rise of e-commerce, such as the Red Ocean Strategy, which involves competing inside preexisting market borders, or the Blue Ocean Strategy, which involves innovating to create new market areas. By examining variables that affect customer behaviour, brand loyalty, and general satisfaction, this study seeks to assess the efficacy of both tactics from the viewpoint of the consumer. The results will assist e-commerce companies in improving their tactics to meet customer demands for sustained expansion and financial success.

LIMITATIONS OF THE STUDY

Although efforts were made to collect responses from diverse demographic segments, the sample may not fully represent the entire Indian e-commerce customer base, especially rural and low-internet-penetration regions.

- Self-Reported Data Bias

The study relies on customer perceptions gathered through surveys and interviews. Respondents may provide socially desirable answers or may not accurately recall their experiences, introducing response bias.

- Dynamic Nature of E-commerce

The Indian e-commerce industry evolves rapidly with frequent market shifts, new entrants, technological changes, and promotional strategies. Customer reactions captured at one point in time may change quickly, limiting the long-term validity of the findings.

- Limited Understanding of Strategy Depth

Customers may not be fully aware of the internal strategic approaches (Blue Ocean vs. Red Ocean) adopted by companies. Thus, their perceptions are based more on visible elements like pricing, features, and promotions, rather than a true understanding of underlying strategies.

- Focus on Major E-commerce Players

The study may have focused primarily on dominant platforms (such as Amazon, Flipkart, Meesho), which may not reflect the strategies or customer reactions toward smaller or niche e-commerce companies.

- Geographical Concentration

If the study sample is concentrated in urban or semi-urban centers, results may be biased toward digital-savvy customers and may not reflect the perceptions of rural consumers.

- Time and Resource Constraints

Constraints in data collection, analysis tools, or research duration may have limited the depth of analysis, particularly the ability to conduct longitudinal or experimental studies.

- Influence of External Factors

Customer reactions may be influenced by external factors—such as discount seasons (Big Billion Days, Great Indian Festival), economic conditions, social media influencers, or recent brand controversies—which the study may not fully control.

- Comparative Strategy Interpretation

Blue Ocean and Red Ocean strategies are conceptual frameworks. Different companies may implement hybrid strategies, making it difficult to categorize them strictly, which may impact the accuracy of comparative analysis.

- Technological and Accessibility Barriers

Some participants may have limited digital literacy or access to stable internet, which could affect the accuracy and completeness of their responses.

DATA INTERPRETATION AND ANALYSIS

Q1) How often have you heard about the term Blue Ocean strategy (A blue ocean strategy refers to creating a new, uncontested market space with unique offerings, making competition irrelevant.) and red ocean strategy? (A red ocean strategy focuses on competing in existing markets by outperforming rivals, often leading to intense competition and shrinking profits.)

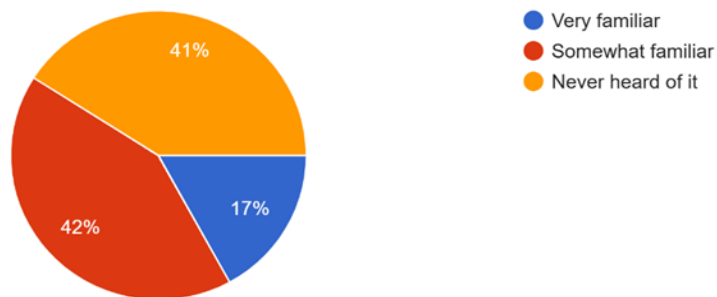


Chart 4.1

Prepared by researcher from primary data collected

Q2) How would you rate your understanding of these strategies in the context of E-commerce?

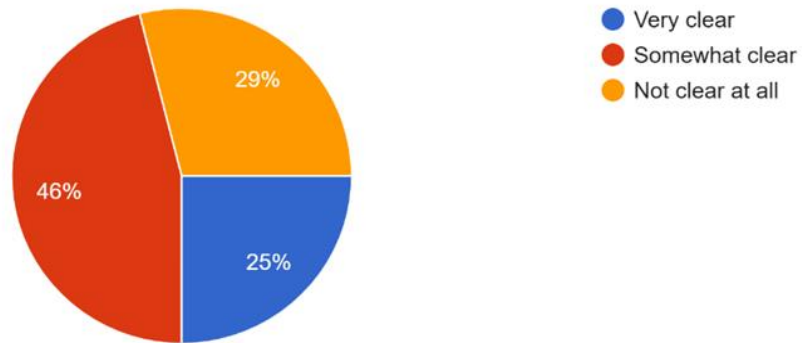


Chart 4.2

Prepared by researcher from primary data collected

Q3) What do you think E-commerce companies focus more on which type of strategy?

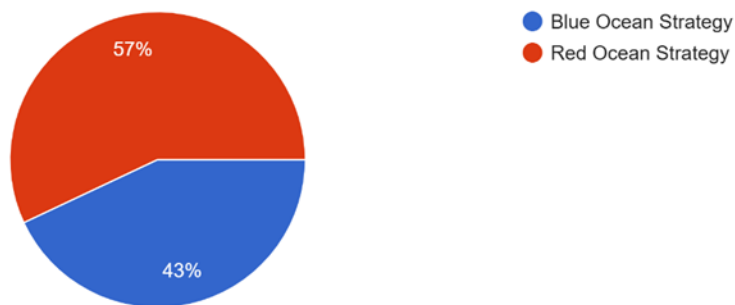


Chart 4.3

Prepared by researcher from primary data collected

Q4) Rate your satisfaction for E-commerce platforms offering innovative services in context to Blue Ocean strategy.

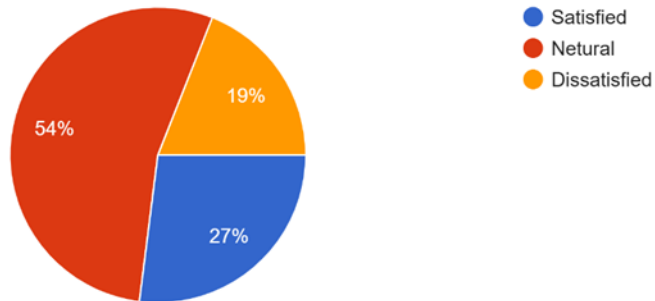


Chart 4.4

Prepared by researcher from primary data collected

Q5) Which type of strategy do you believe leads to greater long term consumer loyalty?

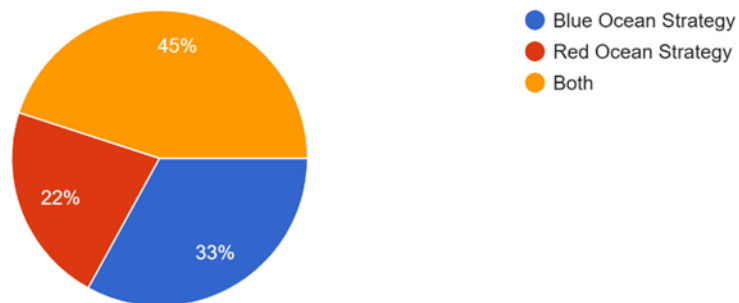


Chart4.5

Prepared by researcher from primary data collected

Q6) While shopping on E-commerce platforms what is your strategy preference?

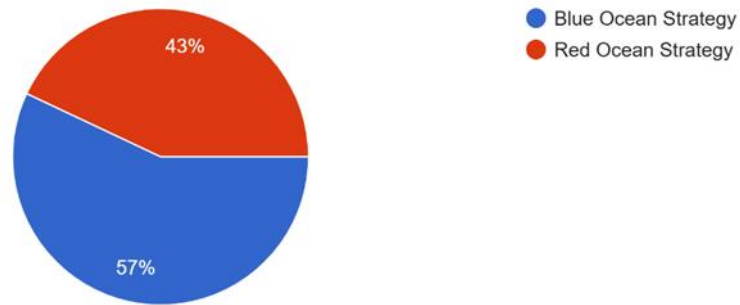


Chart 4.6

Prepared by researcher from primary data collected

Q7) In your opinion which type of strategy provides better value for consumers?

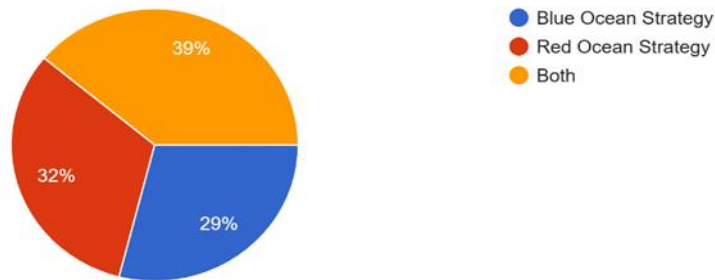


Chart 4.7

Prepared by researcher from primary data collected

Q8) In your opinion which strategy benefits E-commerce consumers the most?

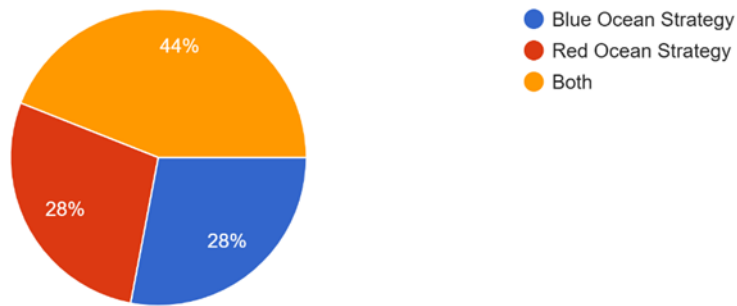


Chart 4.8

Prepared by researcher from primary data collected

Q9) Which of the following options do you associate with the Blue Ocean strategy in E-commerce?



Chart 4.9

Prepared by researcher from primary data collected

Q10) Which of the following do you associate with Red Ocean strategy in E-commerce?

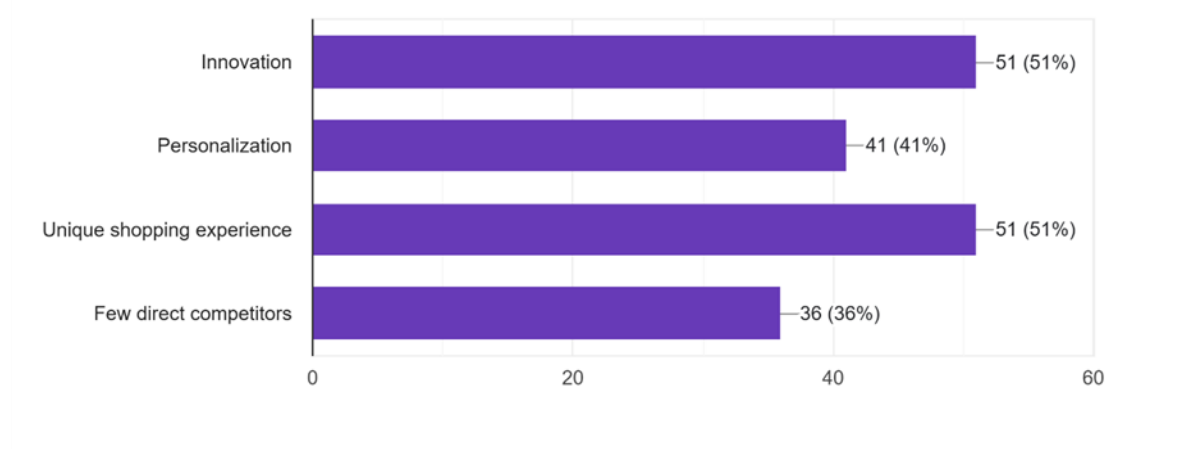


Chart4.10

Prepared by researcher from primary data collected

Q11) What motivates you to purchase from platforms offering innovative or unique products (Blue Ocean)?

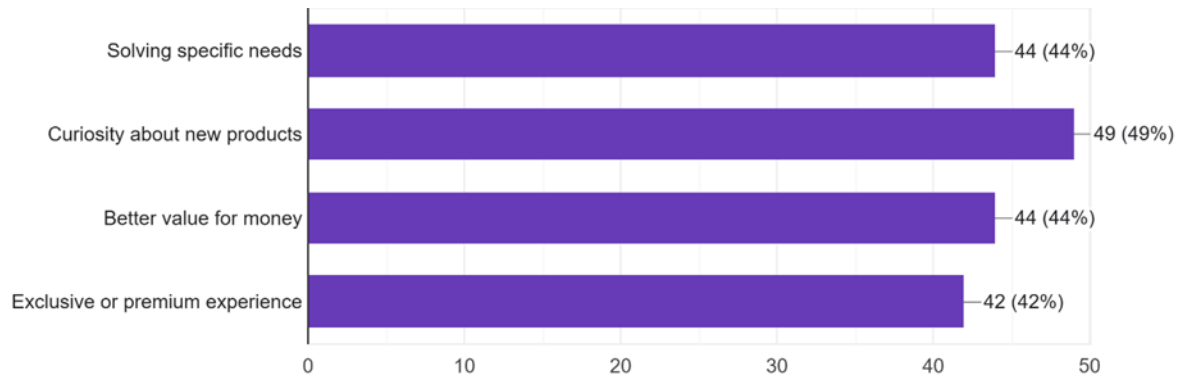


Chart 4.11

Prepared by researcher from primary data collected

Q12) What motivates you to purchase from platforms offering competitive pricing (Red Ocean)?

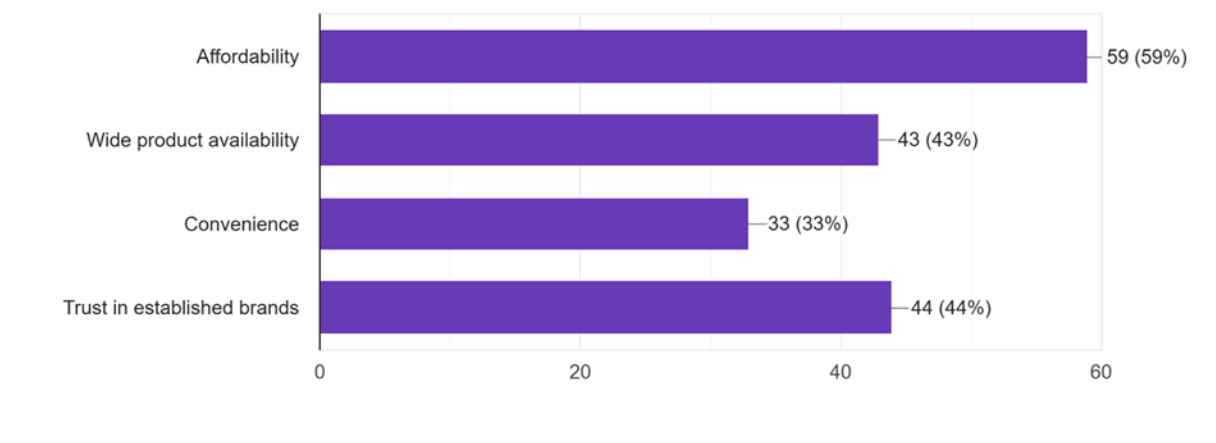


Chart4.12

Prepared by researcher from primary data collected

FINDINGS

1. Awareness of Consumers and Knowledge of Strategies

Because so many well-known firms are directly competing with Red Ocean strategies (e.g., Amazon, Flipkart, Myntra), many customers are more familiar with these tactics. Although there is comparatively little knowledge of Blue Ocean methods, once customers encounter new offerings such as niche e-commerce firms like Nykaa, Lenskart, and Meesho—they recognize and value them.

2. Customer Preference: Innovation vs. Price

Red Ocean methods are preferred by price-sensitive consumers because they offer regular sales, discounts, and competitive pricing. Because they appreciate exceptional product offers, customized experiences, and distinctive services, experience-oriented consumers favour Blue Ocean initiatives.

3. Elements of Decision-Making

For Red Ocean players, the main determinants of customer choices are things like product variety, delivery speed, and price breaks. Brand distinctiveness, product innovation, and extra convenience (such as tailored suggestions or subscription models) are important considerations for Blue Ocean players.

4. Consumer Brand Switching and Loyalty

Lower customer loyalty results from Red Ocean consumers' frequent brand switching based on pricing and offers. Because of their perceived uniqueness and strong brand connection, Blue Ocean customers typically stick with a company.

5. Market Saturation's Effect

Because of the fierce competition, Red Ocean e-commerce platforms have to pay more to get new customers. Although they first struggle with market penetration, blue ocean businesses eventually establish a significant presence in a niche market with less direct competition.

6. Customer Contentment and Extended Involvement

Short-term satisfaction is achieved by Red Ocean techniques, but price wars and an abundance of options may overwhelm customers. Because they provide distinctive purchasing experiences (such as subscription-based models and exclusive product access), blue ocean initiatives increase engagement and long-term pleasure.

SUGGESTIONS & RECOMMENDATIONS

1. Make the Scope More Specific

Focus on particular industries rather than the Indian e-commerce market as a whole, such as fashion and apparel (Myntra, Nykaa).

Devices & Electronics (Amazon, Flipkart)

Essentials & Grocery (BigBasket, JioMart)

Brands that sell directly to consumers (D2C): Mamaearth, Lenskart

As an alternative, examine how various tactics affect particular customer segments, like:

- Consumers in Urban and Rural Areas
- Millennials, Gen Z, and older consumers
- Price-Aware vs. Quality-Aware Customers

2. Increase the Data-Drivenness

To bolster conclusions, gather quantitative data from customer surveys, online buying patterns, and company performance reports.

- Analyse customer behaviour, sales growth rates, and retention rates to compare the two approaches.
- Analyse a company that made the switch from Red Ocean to Blue Ocean using a comparative case study approach (e.g., Flipkart's entry into premium services).

3. Include a Hybrid Strategy Viewpoint

Examine how businesses are integrating both tactics rather than making a straight "Blue Ocean vs. Red Ocean" comparison:

Flipkart and Amazon: Make use of Blue Ocean (exclusive membership services like Flipkart Plus and Amazon Prime) and Red Ocean (discounts).

Originally in the Blue Ocean (specialized beauty industry), Nykaa eventually moved into the Red Ocean (discount-driven market similar to Myntra). Analyse whether a hybrid strategy works better for profitability and client retention.

4. Examine the Function of Innovation and Technology

- Examine the ways in which data analytics, AI, and machine learning affect how consumers view both tactics.
- Examine how AI chatbots, AR/VR retail experiences, and tailored suggestions affect consumer purchasing decisions.
- Examine how Red Ocean (mass-market) and Blue Ocean (premium/luxury) brands benefit from fintech technologies like BNPL, UPI, and digital wallets.

5. Discuss Problems and Solutions

Determine the difficulties that Blue Ocean businesses face, such as high customer acquisition costs and restricted scalability.

Analyse the challenges faced by Red Ocean businesses, such as price wars and shrinking margins.

Offer solutions to these problems, including value-added services, brand uniqueness, or exclusive alliances.

6. Make it More Relevant to the Industry

Connect the findings to current business trends, including changes in e-commerce customer behaviour following the COVID-19 pandemic.

Government policies' effects on e-commerce (ONDC, digital taxation, FDI rules).

Traditional Red Ocean markets are being disrupted by the rise of direct-to-consumer (D2C) businesses.

7. An International Comparative Viewpoint

Compare the perceptions of Indian e-commerce customers with those of international marketplaces such as Southeast Asia (Shopee, Lazada), the US (Amazon, Walmart), or China (Alibaba, JD.com).

8. BOS and ROS are specialized ideas that are mostly understood by professionals in strategic planning jobs, even though they have been studied extensively in business schools.

9. Possibilities for Greater Awareness: There is a great deal of room to grow educational initiatives through business programs, industry seminars, and corporate training, as 83% of respondents are either vaguely knowledgeable or ignorant.

10. Closing the Knowledge Gap: Easily available resources such as case studies, podcasts, and condensed business publications could help the 42% of people who are "somewhat familiar" learn more.

Uneven awareness among various professional sectors may result from the fact that some companies, like tech startups and entertainment, use BOS principles more frequently than others.

CONCLUSION

1. Red Ocean Strategies' Function in Indian E-Commerce

The Indian e-commerce business is dominated by Red Ocean methods because of aggressive pricing, economies of scale, and mass-market demand. Businesses using this model compete on the basis of price, speed, and convenience, which drives ongoing innovation in marketing, customer service, and logistics.

But too much rivalry frequently leads to:

- Price wars and shrinking profit margins have an impact on sustainability over the long run.
- Too many options cause customer fatigue and decision paralysis.
- High customer acquisition costs that necessitate ongoing marketing expenditures.
- Red Ocean methods are still essential for businesses looking for quick growth and extensive market penetration in spite of these obstacles.

2. Blue Ocean Strategies' Function in Indian E-Commerce

By providing unique and distinctive goods and services that aren't currently available in the mainstream market, blue ocean initiatives aim to generate fresh demand. Among the examples are:

Nykaa (e-commerce with a beauty focus and tailored suggestions).

Meesho is a social commerce platform that caters to resellers and small vendors.

Lenskart (exclusive in-house branding, virtual try-on for eyewear).

By meeting unmet customer demands and providing an exceptional customer experience, these businesses have been able to build a devoted clientele. Nevertheless, Blue Ocean strategies encounter obstacles like:

- More time than Red Ocean companies to build a market presence.
- Increased expenses for innovation, research, and development.
- Early on, there was limited scalability, necessitating consistent investment and brand training.

3. The Future of Indian E-Commerce: Combining the Two Approaches

Businesses must incorporate both Blue Ocean and Red Ocean tactics for sustained success in India's extremely dynamic e-commerce market. Among the recommended methods are:

utilising Blue Ocean components to set the brand apart and keep consumers, while utilising Red Ocean principles for competitive price and mass-market appeal.

This hybrid strategy has been used by successful e-commerce businesses like Amazon and Flipkart, who retain a robust discount-driven business model (Red Ocean) while simultaneously launching premium and exclusive offerings (Blue Ocean), such as Amazon Prime, Flipkart Plus, and customized shopping experiences. The use of Blue Ocean technologies for client retention and Red Ocean approaches for customer acquisition must be balanced by new e-commerce players.

At this crucial point in the Indian e-commerce sector, businesses must innovate to remain relevant; competition alone is no longer enough. A strategic fusion of Blue Ocean innovation and Red Ocean efficiency is the best course of action.

Blue Ocean plans allow organisations to achieve long-term distinction and sustained success, whereas Red Ocean strategies aid in their establishment in a competitive market. Businesses who successfully strike a balance between the two strategies will not only endure but also prosper in India's dynamic digital economy.

The information makes it evident that there is a chance to improve knowledge of Red Ocean and Blue Ocean tactics. The majority either know very little or nothing at all, while a tiny percentage (17%) has extensive familiarity. Professionals and companies may be able to make better strategic decisions if this knowledge gap is closed through training, education, and industry-specific applications. Innovation and competitive difference across a range of industries can be promoted by raising awareness and simplifying these ideas.

The data shows that although e-commerce is dominated by Red Ocean techniques, a sizable percentage of companies are investigating Blue Ocean strategies. Businesses may become more focused on differentiation as the market develops, using technology, customization, and distinctive consumer experiences to carve out uncontested market niches. Long-term success in the digital marketplace will depend on your ability to comprehend and balance these strategic approaches.

Red Ocean tactics are the mainstay of e-commerce platforms, but Blue Ocean innovation is becoming more and more popular. Consumer satisfaction is still uneven, though, which emphasises the need for more significant value creation and distinction.

According to the poll results, a sizable portion of consumers (43%) still value the competitive aspect of Red Ocean Strategy in e-commerce, even though the majority (57%) prefer Blue Ocean Strategy. This suggests that internet buying is becoming more innovative, but it also emphasises how crucial competitive pricing and brand recognition are. To appeal to a wide range of customers, e-commerce companies need to strike a balance between these strategies.

Value views among consumers are divided between BOS and ROS, with a sizable percentage perceiving advantages in both strategies. Companies should assess their market positioning to strike a balance between competitive price and innovation, guaranteeing long-term value generation for a range of customer demands.

Customers strongly favour a blended strategy and are equally split between BOS and ROS when it comes to e-commerce value and benefits. To increase customer happiness, businesses should aim to combine aspects of both methods, emphasizing differentiation while preserving competitive pricing and operational effectiveness.

Innovation (51%) and Unique Shopping Experience (51%), which support the idea of generating new value rather than competing on price, have the strongest correlations with Blue Ocean Strategy in e-commerce.

Although personalization (41%) is important, it focuses more on improving current experiences than on opening up new markets.

The fact that there are only 36% direct competitors is due to a Blue Ocean rather than a driver.

Price wars and operational efficiency (delivery speed and discounts) are the two most distinctive features of the Red Ocean Strategy in e-commerce. Aggressive cost-cutting and logistical dominance are more important than direct competition and a broad product range.

An e-commerce company should concentrate on distinctiveness (such as personalized experiences, niche markets, and unique experiences) rather than just price and speed if it wishes to avoid Red Ocean competition.

E-commerce platforms need to strike a balance between perceived value, experience, innovation, and real-world utility in order to be successful with a Blue Ocean Strategy.

Red Ocean e-commerce success depends on competitive pricing, excellent branding, and a wide range of products rather than just convenience.

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QUESTIONNAIRE

Q1) How often have you heard about the term Blue Ocean strategy (A blue ocean strategy refers to creating a new, uncontested market space with unique offerings, making competition irrelevant.) and Red ocean strategy?(A red ocean strategy focuses on competing in existing markets by outperforming rivals, often leading to intense competition and shrinking profits.)

Very familiar

Somewhat familiar

Never heard of it

Q2) How would you rate your understanding of these strategies in context of E-commerce?

What do you think E-commerce companies focus more on which type of strategy?

Very clear

Somewhat clear

Not clear at all

Q3) Rate your satisfaction for E-commerce platforms offering innovative services in context to Blue Ocean strategy

Satisfied

Neutral

Dissatisfied

Q4) Rate your satisfaction for E-commerce platforms offering innovative services in context to Red Ocean strategy

Satisfied

Neutral

Dissatisfied

Q5) Which type of strategy do you believe leads to greater long term consumer loyalty?

Blue Ocean Strategy

Red Ocean Strategy

Both

Q6) While shopping on E-commerce platforms what is your strategy preference?

Blue Ocean Strategy

Red Ocean Strategy

Q7) In your opinion which type of strategy provides better value for consumers?

Blue Ocean Strategy

Red Ocean Strategy

Both

Q8) In your opinion which strategy benefits E-commerce consumers the most?

Blue Ocean Strategy

Red Ocean Strategy

Both

Q9) Which of the following options do you associate with Blue Ocean strategy in E-commerce?

Innovation

Personalization

Unique shopping experience

Few direct competitors

Q10) Which of the following do you associate with Red Ocean strategy in E-commerce?

Price discounts

Wide Product Range

Delivery speed

Competition

Q11) What motivates you to purchase from platforms offering innovative or unique products (Blue Ocean)?

Solving specific needs

Curiosity about new products

Better value for money

Exclusive or premium experience

Q12) What motivates you to purchase from platforms offering competitive pricing (Red Ocean)?

Affordability

Wide product availability

Convenience

Trust in established brands