

## MARKETING PRACTICES IN E-COMMERCE

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### ABSTRACT

*The growth of internet and Web has drastically changed the way business is conducted in India. The robust growth of e-commerce has sculptured new formats of conducting online business deals and so, the marketing strategies applied in the traditional slipup and mortar formats cannot be applied in the online marketing terrain. There's a need to study how the marketing terrain has changed in the last decade in India, how it has evolved, developed and enabled new business openings. The E-commerce deals are conducted through different models – B2C, B2B and C2C. The top most challenge moment by three-marketers is to elect the most suitable model that would grease them to grow their online consumer base. The study will hence, estimate as to which of the online models can be espoused to attract and increase the online presence. Moment E-commerce has come a veritably important element of business strategy, planning and profitable development in the arising global frugality. It's one of the popular aspects of spreading business on a large scale. E-commerce coupled with the applicable strategy and policy approach can enable a small and medium scale enterprise to contend with large and capital-rich businesses. Moment the consumers are well connected through the colorful digital platforms and are getting told by the community and the society; this is reflected with the exponential growth and fashionability of colorful social media platforms. Engagement with online social networking spots is proving to be a decreasingly important communication and creative exertion encyclopedically. The social media platforms like Facebook, Twitter have a great influence on shaping the preferences of the online consumers. The study will thereby examine the part and impact of these spots on generating implicit online business.*

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**Keywords:** Consumer, Technology, Influence, Development, Marketing, Economic, E-Commerce.

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### Introduction

With developments in the field of Web- grounded technologies and in the Internet, distinctions between global electronic market place and the traditional markets has mainly being narrowed down. Internet has revolutionized the way business is conducted currently. Over the once many decades, the Internet has developed into a vast global market place for the exchange of goods and services. In numerous advanced countries, the Internet has been espoused as a vital element and an important medium, which offers a wide multi fariousness of products with 24 hours vacuity and wide area content. Prior to the development of Internet and e-commerce, the marketing and trade of goods was grounded on mass- marketing and deals force- driven process. Marketers viewed consumers as unresisting targets of advertising juggernauts and intended to impact their long- term product comprehensions and

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immediate purchasing behaviour. 2 Consumers were trapped by geographical and social boundaries, unfit to search extensively for the stylish price and quality. Still with the rapid-fire growth and development in the field of information technology, there has been a drastic change in the way business is conducted. In this competitive market, every company wants to produce product mindfulness, which will lead to deals. Online marketing opens a new horizon, with social media helping the company to influence it. There are other ways of making online presence felt, like SEO (hunt machine optimization), Google advertisements, banner advertisements etc. Online marketing strategies when optimally used can reap prodigies for the company. The objects of this study would thus give a frame for the marketers to develop a realistic marketing strategy to attract and grow the client base by developing effective consumer engagement programs.

### Concept of Marketing

Marketing refers to a kind of the exertion which a business undertakes to promote the trade of the company including trade of its services. In General sense Marketing involves making announcements, Selling of the products and making their delivery up to point of client or occasionally to other merchandisers. Some marketing is finished by cells on behalf of a pot. In other words Marketing is the set of conditioning done by marketers or the businesses related to dealing and buying products that is goods or services. Marketing includes creation, advertising, dealing and delivering products to guests or people as mass. Workers of promoting department of any company look for people's attention for his or her products with the backing of celebrity signatures, packaging design, taglines and general media exposures. Marketing as a discipline involves all the conduct a pot undertakes to attract guests and maintain connections with them. Matching products to guests eventually ensures profitability. The Four Ps inclusively compose the essential blend a pot must vend a product or service. Neil Borden vulgarized the study of the marketing blend and thus the conception of the Four Ps within the 1950s.

- **Product:** Product refers to an item or particulars the business plans to supply to guests. The product of the company must be sufficient enough to satisfy the need of the market, to further than the products fluently available in the market. Before starting to make marketing they should understand the requirements of the market, what products are available in the market, how it stands out from its challengers, whether the wares may also be paired with a secondary product or business line, and whether there are substitute products in the market.
- **Price:** Price refers to what proportion the commercial will vend the wares for. Companies must also consider the worth of contending products within the business and whether their proposed price point is sufficient to represent an affordable volition for consumers.
- **Place:** Place refers to the distribution of the wares. When it's vended during a storefront, what relatively physical product placement does it get? When it's vended online, what relatively digital product placement does it get?
- **Promotion:** Promotion, the fourth P, is the integrated marketing dispatches crusade. Promotion includes a range of conditioning like advertising, selling, advertisements, creation, marketing, backing, and guerrilla marketing. Elevations vary looking on what stage of the wares life cycle the wares are in. Marketers understand that buyers associate a product's price and distribution with its quality, and that they take this under consideration when contriving the marketing strategy.

### E-Commerce and its Emergence in Market

Previous to the development of e-commerce, the marketing and trade of goods was a mass-marketing and deals force-driven process. The consumers were viewed as unresisting targets by the Marketers, they viewed consumers as unresisting targets of advertising "juggernauts" and imprinting blitzes intended to impact their long-term product comprehensions and immediate purchasing behaviour. Companies vended their products via well-isolated "channels". Consumers were trapped by geographical and social boundaries, unfit to search extensively for the stylish price and quality. Information about prices, costs and freights could be hidden from the consumer, creating profitable "information asymmetries" for the selling establishment. This refers to any difference in applicable market information among parties in a sale. E-commerce operations fleetly expanded, with a large number of dot-coms, or Internet launch-ups also appeared. The reasons for this rapid-fire expansion were classified as first, the development of new networks, protocols, and e-commerce software; second, competition and other business pressures force business to find new ways to survive and be profitable. The advances in telecommunications and computer technologies in recent times have made computer networks an

integral part of the profitable structure. Further and further companies are easing deals over web. The low cost of the PC and the growing use of the Internet has shown tremendous growth of Ecommerce in India, in the recent times. E-commerce provides multitudinous benefits to the consumers in form of vacuity of a wide variety of goods at lower cost and saving their time and sweats. People can buy goods with a click of mouse button without moving out of their house or office. Utmost experts believe that over all e-commerce will increase exponentially in coming times. Online businesses like fiscal services, trip, entertainment and groceries are all likely to grow. For a developing country like India, ecommerce offers considerable occasion.

### **E-Commerce and Marketing: The Connection**

In the arising global E-Commerce, e-commerce and e-business have decreasingly come an important and necessary element of business strategies and a strong catalyst for development of E-Commerce and growth. The integration of information and dispatches technology (ICT) in business has brought about revolutionary changes in connections within associations and those between and among associations and individualities. The use of ICT in business has promoted lesser client participation, bettered and enhanced productivity, and enabled mass customization, besides reducing costs. With developments in the field of Web- grounded technologies and in the Internet, distinctions between global electronic market place and the traditional markets has mainly being narrowed down. Internet has revolutionized the way business is conducted currently. Over the once many decades, the Internet has developed into a vast global market place for the exchange of goods and services. In numerous advanced countries, the Internet has been espoused as a vital element and an important medium, which offers a wide multifariousness of products with 24 hours vacuity and wide area content. Prior to the development of Internet and e-commerce, the marketing and trade of goods was grounded on mass-marketing and deals force- driven process. Marketers viewed consumers as unresistant targets of advertising juggernauts and intended to impact their long- term product comprehensions and immediate purchasing behaviour. Consumers were trapped by geographical and social boundaries, unfit to search extensively for the stylish price and quality. Still with the rapid-fire growth and development in the field of information technology, there has been a drastic change in the way business is conducted. Moment E-commerce has come a veritably important element of business strategy, planning and profitable development in the arising global E-Commerce. It's one of the popular aspects of spreading business on a large scale. E-commerce coupled with the applicable strategy and policy approach can enable a small and medium scale enterprise to contend with large and capital-rich businesses. India is witnessing an unknown profitable smash. The effect of this smash can be seen each around us. There has been a miraculous rise in consumer spending. At the same time, consumers are searching for easy ways to protect since their time is decreasingly under pressure. E-commerce or online shopping provides a new way out. Given the near universal vacuity of Internet connectivity, consumers are now suitable to save plutocrat, time and sweats by shopping online. Further and further marketers have realised the enormous eventuality of this medium of Internet and are gearing up to offer a wide range of products and services online.

### **Online Business Strategies for New Firms**

E-business strategy is the use of coffers in such a manner so as to subsidize the technologies in order to achieve specified pretensions and objects that will help to ameliorate the deals and performance and thereby achieve competitive advantage. Marketing strategy becomes E-marketing strategy when marketers use digital technology to apply the strategy. E-marketing strategy is the design of marketing strategy that capitalizes on the association's electronic or information technology capabilities to reach specified objects.

- **Market Entry Strategies/First Mover:** The new enterprises and traditional living enterprises have choices about how to enter the market, and ways to establish the objects of their online presence. This type of strategy was used by Amazon and eBay. Enter the market first and experience "first- transport" advantages- heightened stoner mindfulness, followed fleetly by successful consumer deals and behaviour and grow brand strength. The enterprises would enjoy a short term monopoly for a many months followed by the other challengers entering the market due to low entry costs. The enterprises following this strategy spent the maturity of their marketing budget on erecting brand mindfulness by copping high- visibility advertising in traditional mass media similar as TV, radio, review and magazines.
- **Bricks- and- Clicks Strategy:** Another possibility for new enterprises are to pursue a mixed bricks and- clicks strategy, coupling an online presence with other deals channels. enterprises

following this strategy frequently league themselves with established enterprises that have formerly developed brand names, product and distribution installations, and the fiscal coffers demanded to launch a successful Internet business.

- **Brand Extension Strategy:**The most common strategy for being enterprises is to extend their businesses and brands by using a mixed bricks and- clicks strategy and brand extension strategy wherein the brand extenders don't set up separate online stores, but rather generally integrate the online establishment with the traditional establishment from the very morning like Wall mart Stores which saw the Web as an extension of their being order processing and fulfillment, marketing and branding sweats.

### Conclusion

Really, it's an expansion time for E-Commerce Assiduity. E-Commerce players are banking on the Indian internet growth story. The fact that an average online stoner is spending further time online gives these players the occasion to draw further druggies to their websites through innovative marketing strategies similar as those revolving around social media. Likewise, to completely use the occasion, the marketers need to work the growing number of mobile bias in the country. They should concentrate on developing mobile-compatible websites and operations. This would allow guests to log on to easy- to-access platforms and browse e-Commerce websites on their mobile bias. They also need to concentrate on invention to attack challenges arising from low credit and disbenefit card penetration. They could consider working with fiscal interposers to develop payment systems, similar as escrow services, for resolving issues around security and product delivery. The Reserve Bank of India could step by and reduce the number of online sale failures by defining service metric quality and covering it at regular intervals. This would enable it to keep a close eye on the performance of fiscal interposers and plug gaps as soon as they do.

### Recommendations

The findings suggest that all types of companies should concentrate their sweats on engaging their guests via existential marketing through increased participation and getting them connected with their products. The marketers should give their guests with as numerous openings as possible, enhancing their particular commerce with the brand, related product stories as well as other guests too.

The marketers need to cover numerous different models and trends to understand the changing comprehensions of the guests. There's a need to develop ongoing measures to cover the changing trends of client behaviour and product immolations.

The marketers aiming at soliciting consumer engagement can address consumers cognitive study process i.e. the pre and post purchase confusion and conflict by posting content which will assure the consumers about their purchase opinions. Regularly posting will lead to an raised consumer connections which will further prop in strengthening brand recall and help to foster brand relationship, thereby converting participation and leading to consumer involvement, and an increased perception of value in the association/ product. Engagement leads to buy intent, and brand fidelity thereby enabling the association to achieve the binary pretensions of client accession and client retention.

Marketers should personalise client engagement through content nurturing. There are numerous social media marketing ways which will land the guests to the marketers web runner, but the challenge is to convert this business to factual deals, which is possible through an effective and applicable engagement ways like Constant updates, News Feed, Content marketing, Blog Marketing and through nurturing the leads.

Online Market Segmentation plays a vital part to attract the right followership to the marketer's home runner, hence understanding the online buying behaviour of the target followership is essential. Customizing the online marketing ways aids in attracting, converting and retaining the guests. Though numerous marketers in this exploration study haven't given significance to request segmentation, but Segmentation of consumers is a significant approach to be followed for client Acquisition.

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