

E-Commerce and E-Retail Marketing: A Study

***Dr. C. Arjunan**

Faculty of Management Studies, Pondicherry University, Lawspet, Puducherry – 605 008

I. Introduction:

E-Commerce has become a necessary component of business strategy, planning and economic development in the emerging global economy. E-Commerce is the buying and selling of goods and services or the transmitting of funds or data, over an electronic network, primarily the internet.

E-commerce comes in six basic types: Business to Business (B2B), Business to Customer (B2C), Consumer to Consumer (C2C), Consumer to Business (C2B), Business to Administration (B2A) and Customer to Administration (C2A).

II. E-Commerce in India:

India is the fastest growing market in the e-commerce sector. Revenue from the sector is expected to increase from US \$ 39 Billion in 2017 to US \$ 120 Billion in 2020, growing at an annual rate of 51 per cent, the highest in the world. 100 per cent FDI allowed in B2B-E-Commerce, 100 per cent FDI under automatic route is permitted in market place model of E-Commerce. E-Commerce and consumer internet companies in India receive more than US \$ 7 billion in private equity and venture capital in 2018. The Indian e-commerce market is expected to grow to US \$ 200 billion by 2026 from US \$ 385 billion as of 2017

Retail Marketing:

India is largely an unorganised retail market, contributing 92% to the total retail sector in India. The organised retail market is currently valued at \$ 60 billion, while the unorganised market holds the rest. The share of the unorganised retail market is projected to increase to 13% by 2020, thereby reducing the unorganised retail share to 87%. Retail e-commerce allows consumers to buy goods from the seller over the internet. Customers can find their interested products by visiting the website. Most online retailers use shopping cart software. Urbanisation and smart cities development have contributed to changing life style consumer in such regions are changing their shopping pattern from traditional type to the online base. The products purchased which include groceries, apparels, footwear, jewellery, furniture and electronic goods, cellular devices consumption has taken an exponential rise on account of exclusive sales through online.

E-Retailing:

E-retailing essentially consists of sale of goods and services. Sometimes we refer to this as the sale of tangible and intangible and intangible goods, i.e. physical good and digital good.

Traditional Retailing and E-Retailing:

Traditional retailing essentially involves selling to a final customer through a physical outlet or through direct physical communication. The normally involves a fairly extensive chain starting from a manufacturer to a wholesaler and then to the retailer who through a physical outlet has direct contact the final customers. In addition to these specialized stores also get generalised e-stores where a store sells several products lines under single management.

Benefits of E-Retailing to the Customer:

- Convenience
- Better information
- Competitive pricing
- Lower cost
- Customer able to look at prices at several sites

To the Business:

- Global reach
- Customer service
- Lowered capital cost to the retailer

- Mass customization
- Targeted marketing
- Move value-added services
- Different new forms to specialised stores that able to utilize the customers

Physical Outlet:

- Generalized stores
- Specialized stores
- Franchises stores

Direct mailing to a customer normally involves sending a brochure of catalogue to a customer. The customers browse through this catalogue and then carry out mail ordering. In some respects, this notion of browsing through a catalogues a forerunner of e-retailing. Direct mailing, telemarketing, door to door sales, or to use of vending machines includes other forms that have actually moved away from a physical fixed outlet and in a way are intermediate forms of the movement away from traditional physical retailing outlet to the virtual retailing, we see on the internet.

E-Retailing:

The internet has allowed a new kind of specialisation to emerge. Instead of specializing just in a special products line they allow specialization and particular classes of customers and sellers.

Models of E-Retailing:

- Specialized e-store
- Generalized e-store
- E-mail
- Direct selling by the manufacturer
- Supplementary distribution channel
- E-broker
- E-services

Features of E-Retailing:

- This is a very important feature that does not exist in traditional retailing.
- It is dynamic and linked with order process.
- An ability to provide an automatic price update.
- Personalization of store layouts, promotions deals and marketing
- To distribute digital good directly.
- An on-line customer sales person

Changing Retail Industry:

- Over building and excess supply.
- Change in consumer demographic, which more premiums placed on efficient use of time.
- Changes in consumer behaviour, with less focus on brand name and more on lowest prices.
- Technology improvements that provide greater convenience and more information than traditional retailing.

Changes in Consumer Behaviour:

Consumer behaviour is more volatile than ever before, and companies need new ways of responding to consumer needs and satisfying demand. To-day, the shopper is less willing to pay the premium for the brand name and much more alternative to quality and value. The decline in gross margins is the first evidence of the impact of that change, reflecting lower initial mark-ups and more discriminating shoppers in that segment clearly, retailers that are focussed on providing value – the best price, service and selection regardless of the brand name will be successful.

Conclusion:

E-commerce and E-retailing virtual organisations are facing away so issues related to the use of internet. The IT infrastructure and managers and operatives knowledge and skills associated with e-business and e-commerce issue of importance. The study reveals the conceptual framework e-commerce and retailing. E-commerce including different stages in retail industry.

Reference:

- [1]. Bright P.S. (2001) E-Commerce, Bright Career Institute, New Delhi.
- [2]. Philip Kotler, (2011), Marketing Management Analysis, Planning and Control, 4th European Edition.
- [3]. Widomjobs.com