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## Benefit and Impact of E-commerce on Marketing

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### Abstract

The modern concept of E-commerce in India E-commerce is a way of buying and selling different things in information and services on the internet and other various online Environment and E-Marketing is also known as web marketing E-marketing is related to internet marketing e -relationship with customers online marketing includes in identify unmet needs producing products and services to meet best technique of online marketing internet plays an important role in our daily life. We use internet daily almost for every single work before E-commerce buying and selling work done without internet physically in the markets but after the arrival of e-commerce in India our life has become more convenient lot of advantages online shopping is part of online shopping e-commerce a large number of customers shop online a large number of online purchases and sales are allowed in India prices are reasonable when shopping online according to our choice at affordable prices E-commerce website has a lot of impact on different markets as discussed in this paper in the context of online buying and selling.

**Keywords** - information technology, Commerce, electronics, customer Satisfaction, marketing

### Introduction

Globalization and the new "digital economy" jointly are having a major impact on the global economy. National markets, including in mounting countries, have been exaggerated by changes in the global economic environment, and further such changes will carry on affecting enterprises and citizens during the world. The impact of e-commerce for increasing countries is at present mainly in the international trade sector. Studies that over the past few years the import and export industries have grown considerably, and so, the impact of e-commerce would be important. E-commerce will also have an important impact on the services sector as not only is this the greatest sector today; it is also the sector with the maximum impeding for offering digitized services and transactions. For several countries this is of particular significance as the greater part of their workers are employed in the services sector.

Marketing is one of the business functions most dramatically affected by emerging information technologies. Companies can use the web to provide ongoing information, service and support, creating positive interaction with customer that can serve as the foundation for long term relationship and encourage repeat purchase even cyber shopping allows customers to sit in the comfort of their homes and purchase their goods one can shop any kind of product or service in the mind of the night and from any part of the world during the agrarian economy probably the term marketing was not used for trade in agriculture goods are sale of other items. But people engaged in the process of exchanging goods and service used the barter system in this system buyer and sellers knew each other and their was mutual dependents on each other for Survival during this period the essence of barter system can be Summarized as follows.

1. There was no dominance relationship.
2. There was a high level of loyalty among the sellers and buyers
3. They operated on mutual co-existence principle
4. Buyers and sellers knew each other.

During the industrial age the marketing term was coined to signify the need for identification and satisfaction process. In this system manufacturers/sellers did not have a face interaction with consumers, which led to problem for producers in understanding customer needs. To avoid this problems markets are using different tools like advertising, direct marketing and E-commerce to exploit the gullible customers.

### Electronic Commerce

According to Ravi Kalakota and Andrew B Whinston "E-Commerce is the process of buying and selling or exchanging of products, services and information via computer networking including the internet. Electronic commerce can take many forms depending on the degree of digitalization of the delivery product/service sold, the process, and the delivery agent or intermediary. A product can be physical or digital, an agent can be physical or digital, and the process can be physical or digital. In traditional commerce, all dimensions of the product, an agent and the process are physical and in E-Commerce, where customers are receiving goods or services in digital format. Electronic commerce for e-commerce is the buying and selling of goods and services on the internet other than buying and selling many people use internet as a source of information to compare prices or look at the latest product on offer before making a purchase online or at a traditional store. e-business is sometimes used as another term for the same process more often though it is used to define a broader process of how the internet is changing the way a company's business of the way they relate to their customers and suppliers and of the way they think about such functions as marketing and logistics for the purpose of this study e-commerce is taken to mean doing business electronically. With the increasing deficiencies of ICTs more specially the internet the Global Business community is rapidly moving towards business to business B2B E-Commerce the buyer's gain a clear advantage when the internet gives them access to the Global market by which they can compare prices across regions find out whether prices vary by order fragmentation and get awareness about substitute product due to transparency of the market customer can compare the services of various e-commerce sites easily for instance in case of e-commerce the competitor are one click away from customers if clients are not happy with the product prices of service offered by a particular E-Commerce site they are able to change much more easily than in the physically from the seller's point of view they don't need to have physical extents of shop.

#### **Important of the Study**

E-Commerce is a new trend in commerce is directly or indirectly is affected to chemical activates it involves selling process fund transfer in data inter charge distribution channel marketing are wanting etc there is needed to study on that area of Commerce therefore the research paper is helpful to understanding The E-Commerce impact on marketing process

#### **Objective of Research paper**

- 1 To find out impact of e-commerce on marketing
- 2 To understand the benefits of e-commerce on marketing
- 3 To suggest the traditional business in Titus ensuring e-commerce

#### **Benefits of E-commerce on marketing**

The Main benefits from the customer point of view is significant increase and saves of time and easy access from anywhere in the globe customer can place a purchase order at any time this are one number

1. It enables customers to shop or do other transaction round the clock a day all year around through any part of the world
- 2 It provides customers with more choices they can select from many wonders and from more products
- 3 It allows quick delivery specially in case of digitalized products like music and books
- 4 It make it possible to participate in virtual auctions
- 5 It allows customers in to interact with other customers in electronic communities and exchange ideas as well as compared experiences
- 6 It allows customers to receive detail and relevant information within seconds.
- 7 It facilities competition which result in substation discount
- 8 E-Commerce expands hi Marketplace to National and international markets with minimal .. .. capital outlay a company can easily and quickly locate more customers the best supplier and .. .. the most suitable business partners worldwide
- 9 It allows reduce inventors and overhead by facilitating pull type supply chain management
- 10 It reduce the time between the outlay of capital and the receipt of product and services
- 11 It decrease the cost of creating processing disturbing stories and retrieving paper best .. information apart from this benefit it attract improve image and customer services.

The main benefits of e-commerce from sellers point of view is increasing revenue and reducing operation and maintenance costs thought internet this include as follows

- 1 Developers the company image and brand
- 2 Improves internal and external communications
- 3 Develops customer and supplier relationship
- 4 Reduce operation and maintenance cost
- 5 Improve speed of the process of selling
- 6 Rice customer loyalty and retention
- 7 Reduce transformations costs
- 8 Reduced purchase and procurement cost
- 9 Increase revenue

#### Impact of E-commerce on Marketing

The impacts of e-commerce on marketing process are expense as follows

- 1 Brand image Nu commerce can established brand or corporate image very quickly thought net and affordable cost
- 2 Customisation the ultimate luxury can get is in term of custom decision products and services . .. their net offers or terminal does opportunity to understand customers need one at a time and .. ... offer customised products and services
- 3 Intermediaries in traditional marketing middle men are suppose to provide space and time .. ... utilies to the ultimate customer but advancement of information technology is turning intermediation in to disintermediation
- 4 customer value traditional marketing tries to maximize the value for transactions hair customer attraction is big target but is Electronic marketing the marketers are trying to form relationship with customers and they are looking for long term value maximization
- 5 Customer services customer services can be greatly enhanced by enabling customers to find detailed information online
- 6 Direct service saving the cost of delivering information to customer for the internet result in substantial savings to Senders.
- 7 Product promotions Electronic Commerce in his promotions of products and services thought . direct information reach and interacting contact with customers
- 8 A dvertising traditional advertising use mass or direct one way communication to per . . . . . persuaded customers to buy their products and services in the electronic period it is interfere .. cutting Communications two way arms at customer to browse explore compare questions and .. even customer design the product configuration
- 9 Order making process taking order from customers can only be improved if it is done . . . . . electronically this saves time and reduce expense so sales people have more time to sell their .....products or services

#### Conclusion

E-commerce is promising as a significant instrument to make sure comprehensive growth. day by day technology is getting so office ticketed and cost are crumbling making the internet easy and cheap to access eventually even for buying a product from a shop suited near to home the customer may use the internet to place order and many get the product dealer immediately the integration of Electronic Commerce and marketing will bring a a Renaissance in marketing function

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