E-Commerce

MODULE 4	
Part 1	**Introduction** ▪ **Meaning** ▪ **Features** ▪ **Functions and Scope of E-Commerce** ▪ **Importance** ▪ **Limitations**
Part 2	**Types of E-Commerce**
Part 3	**Present Status of E-Commerce in India**

Early Business Information Interchange Efforts

The emergence of large business organizations in the late 1800s and early 1900s triggered the need to create and maintain formal records of business transactions.

Emergence of the Internet

Role of the Internet in the evolution of e-commerce

Meaning

E-Commerce or Electronics Commerce is a methodology of modern business that addresses the need of business organizations, vendors,and customers to reduce costs and improve the quality of goods and services while increasing the speed of delivery.

E-commerce refers to the paperless exchange of business information using the following ways.

Electronic Data Exchange (EDI)

Electronic Mail (e-mail)

Electronic Bulletin Boards

Electronic Fund Transfer (EFT)

Other Network-based technologies

The concept of e-commerce is about using the internet to do business better and faster.

- E-commerce is the process of buying and selling over the Internet, conducting any transaction involving the transfer of ownership or rights to use goods or services through a computer-mediated network without using any paper document.

- Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact."

- Businesses transacted through the use of computers, telephones, fax machines, barcode readers, credit cards, automated teller machines (ATM), or other electronic appliances without the exchange of paper-based documents. It includes procurement, order entry, transaction processing, payment authentication, inventory control, and customer support.

- E-commerce is subdivided into three categories: business to business or B2B (Cisco), business to consumer or B2C (Amazon), and consumer to consumer or C2C (eBay) also called electronic commerce.

Features

Organized Activity

E-commerce is an organized activity of trading in goods and services and other related activities. the ecommerce involve, information search by customer , placement of order by customer, processing of order, delivery of goods or services, collection of payment, after sale activities.

Types of E-Commerce

B2B,B2C,B2G,C2B,C2C

Exchange of Information

E-commerce facilitates the online exchange of information from sellers to buyers. Information is exchanged and processed by a communication network, computers, and e-commerce software. Large amount of information is made available through Internet.

▪ **Benefits of Ubiquity**
E-Commerce is ubiquitous technology that is available everywhere.
It is available just about everywhere and at all times by using the internet.

▪ **Global Reach**
The potential market size is roughly equal to the size of the online population of the world. E-Commerce Technology seamlessly stretches across traditional cultural and national boundaries and enables worldwide access to the client.

Information density
The technology Information processing, storage, and reduces information costs and raises quality. communication costs drop dramatically, while currency, accuracy, and timeliness improve greatly. Information becomes plentiful, cheap, and accurate.

Richness

Users can access and utilize text messages and visual and audio components to send and receive information. An individual may see information richness on a company's blog if a post contains a video related to a product and hyperlinks that allow him to look at or purchase the product and send information about the post via text message or email

Interactivity

E-commerce technologies allow two-way communication between the merchant and the consumer. For example, while shopping online, an individual is able to view different angles of some items, add products into a virtual shopping cart, checkout by inputting his payment information and then submit the order

Universal standards

There is one set of There is one set of technical media standards technology standards, namely Internet across the globe.

Customization/Personalisation

Technologies within e-Commerce allow for the personalization and customization of marketing messages that groups or individuals receive. An example of personalization includes product recommendations based on a user's search history on a Web site that allows individuals to create an account.

Direct Channel

E-commerce transactions are conducted with the help of a direct channel. Intermediaries are avoided in the case of e-commerce. Thus, the customers may pay a lower price because the intermediaries' commission is not involved.

- **Benefits to Customers**

Convenience to customers

24*7

Lower prices

Loyalty incentives

- **Benefits to Sellers**

Facilitates audience sizing

Lower investments

Lower risks

Lower overheads compared to offline sellers

Functions of E-commerce

Information Search

Ecommerce facilitates information search for the required product or service without registration on the site.

One can compare the information with a large number of sellers.

The Internet facilitates information search for required product or service in order to gather information. Online buyers make use of search engines. Search engine is a web-based tool that enables users to locate information on the World Wide Web

Registration

In order to make purchases the users must register with the online shopping site. The customer must register with name, e-mail ID gender, contact number, and password. Once registered with the site, the customer can browse the site to select the products of their choice, and accordingly purchase decision can be made.

Shopping cart

A site with a variety of products uses a shopping cart system. A shopping cart is a piece of software that acts as an online store catalog and simplifies the ordering process. The shopping cart is an interface between the company's website and its deeper infrastructure.

Orders

E-commerce facilitates the placement of orders by buyers. On receipt of the order, the seller processes the order. Once the order is processed, the seller delivers the product to the customer. The seller must undertake proper order management.

Negotiations

E-commerce facilitates negotiation between the buyer and the seller. A buyer can negotiate with two or more sellers through video conferencing, especially in the case of B2B eCommerce. The buyer can negotiate for price, delivery, schedule, quality, quantity, and other terms and conditions
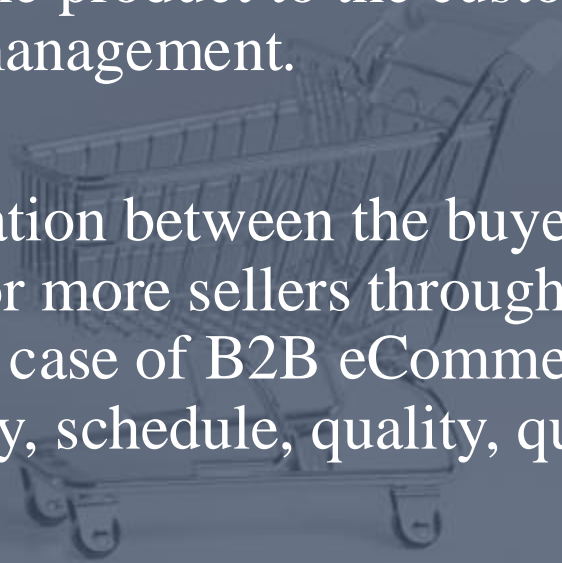
Payment

E-commerce sites use electronic payment system. It is a mechanism that facilitates dialogue between the parties involved in financial transactions. Electronic payment refers to as monetary transactions. Credit cards are the most popular method used in electronic payment system other modes include debit card, smart card and electronic transfer.

Logistics

E-commerce business needs to ensure that the right product is delivered to the customer in the good condition and within the period that the customer expects.

After the processing of order the seller has to pass on the order details to the logistics team logistics team sees to it that the products are delivered to the customers in given time. The logistics department handles various activities like packing, tracking and delivery of the products to the customers

Customer services

Customers need to be serviced pre-sales as well as post-sales customers might have queries about the product features that are not mentioned on the website. After the sale, customers may have queries related to usage, repair or enhancement of the products or services that they have already purchased.

Product promotion

There's tremendous competition, advertising and sales promotion have been important activities of any marketing function of a business. Ecommerce facilitates promotion of products. products can be promoted through the online shopping sites or on the networking sites such as Facebook.

Consumer research

The marketer may obtain suggestions from the customers.The research is useful to make the E marketers improve the product offering in the future in terms of product design, pricing, promotion etc

Electronic Data Interchange

EDI is an important function of e-commerce. EDI is a structured transmission of data between organizations by electronic means. It is used to transfer electronic documents or business data from one computer system to another computer system without human intervention. It is commonly used for eCommerce purposes such as sending orders to warehouses tracking shipments and creating invoices

Electronic mail

Electronic mail refers to messages that are sent electronically from one computer to another. e-mail is the most commonly used online communication and the major driver of Internet usage. emails are fast they are teleported at once around the world

Scope of E-commerce

ELECTRONIC MARKETS

ELECTRONIC DATA INTERCHANGE

INTERNET COMMERCE
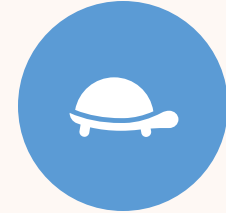
E-TAILING

ONLINE MARKETING RESEARCH

ONLINE CUSTOMER SERVICE

MOBILE COMMERCE

Advantages of E-commerce

Global market

Online marketers can attract customers located all over the globe and compete in world markets. The online marketer can communicate with buyers in the world market through the internet. With an effective website, the eMarketer or the online marketer can get orders from buyers from any part of the world. Online marketing does not face, geographical location problems. Even small marketers can get orders from customers across the globe.

Audience Sizing

Marketers can find out the number of persons that have visited the online site and the number of persons that have stopped at a particular place on the site without placing the order. Such information would enable the online marketer to improve the promotional offer and information. The improvement in the offer and information may enable the online marketer to obtain more orders

Lower Investment

The e-marketers require lower investment as compared to traditional businesses that sell through the brick and mortar stores (physical stores). Traditional business requires a huge capital investment, especially in cities where the cost of real estate is very high. The e-marketers design an effective website to provide information about the products and offers. The cost of the website is only a limited amount of money. Marketers need not have huge warehouses. The goods are ordered from the manufacturers and stored depending upon the orders received from the customer.

Lower Operating Costs

The e-marketer has to bear the limited operating cost as compared to traditional business. The e-marketer may have to pay limited rent, limited staff salaries, and insurance charges, and also the maintenance cost of the website is comparatively lower as compared to the maintenance cost of the physical store.

Improvement in Productivity

E-business facilitates automated ordering and being related to purchases of the customers. It also facilitates the availability of quality items on time. There is a high level of efficiency on the part of trained staff therefore the productivity or efficiency of the e-business improves.

Quality Procurement

E-business facilitates procurement of quality materials and other items. The buying firm can obtain bids from several potential suppliers, and select the supplier that can provide the best quality materials at the best possible price.

Customer Relationship

The e-marketer can maintain good customer relationship. The e-marketer can obtain useful feedback from the customers regarding their preferences and specific needs. The feedback can facilitate the marketer to provide customized or individualized offer of products and incentives to the customers.
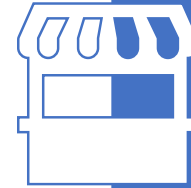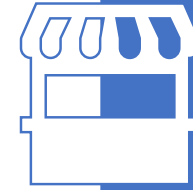
Convenience in Shopping

E-business provides convenience in shopping. The customers can shop for various products on-site. The orders can be placed through the Internet. The customer need not travel to the store to place orders or to get the goods.

Anytime shopping

The customers can please order anytime at their convenience. One can place orders 24 x 7(anytime during the day or night)

Lower Prices

Customers can get the goods at lower prices from the online store. This is because in online marketing there is a smaller number of intermediaries. The online marketer may be the only intermediary between the customer and the manufacturer. Thus, the margin of the intermediary is less, which in turn results in lower prices to the customer.

Loyalty Incentives

Online marketers provide loyalty incentives to regular online shoppers. The online marketer may be the only intermediary between the customer and the manufacturer.

Benefits to the Government Agencies

E-governance helps government agencies to communicate online with the citizens and also with business firms and supplies.

Limitations of E-commerce

✓ **Huge Losses**

There is growing competition in the e-commerce market in India. To gain customers online sellers offer special offers ,huge discounts, take back of goods etc. which results in lower margin and even losses.

✓ **Challenges of e-commerce laws in India**

E-commerce is a rapidly growing market in India. However, there are no specific e-commerce laws in India. The sector is governed by the IT Act 2000 which regulates the legal obligations of online sellers and buyers. The lack of law firms or lawyers specializing in e-commerce laws compounds the problem.

✓ **Low Entry Barriers**

In ecommerce there are low entry barriers. The rapid growth of ecommerce sector is attracting new entrants. One can start ecommerce venture with lower initial investment. The sector is also attracting the interest of venture capital funds and thus enabling ecommerce entrepreneurs to secure funds easily. This enables new companies to easily replicate the existing business models and thereby increase competition in the sector.

✓ Low Penetration in Rural Areas

India's e-commerce market is mainly dominated by urban areas with the bulk of businesses being restricted to cities. Internet usage in rural areas is limited. Limited internet usage in rural areas could be due to several factors such as low internet speed and internet user base. The inadequacy and vernacular content on e-commerce websites is other reasons for low penetration in rural areas.

Shortage of Manpower

The e-commerce sector is growing rapidly but the scarcity of trained manpower may slow down this growth. The lack of specialized courses on e-commerce at college or university level limits the talent pool available to ecommerce players the attrition rate of some ecommerce companies is high

✓ Challenges of Customer Loyalty

Ecommerce players and for huge discounts to lure people to shop online. Indian consumers look for the lowest price before making a purchase. Thus the cost of acquisition is high for these companies. Since a large number of players offered the same products at the same price switching cost is non-existent.

✓ **Challenges of Return of Goods**
Online sellers face the challenge of the return of goods by buyers. Returns are expensive for e-commerce sellers add reverse logistics presents a lot of challenges. It becomes more difficult in cross-border e-commerce.

✓ **Challenges of Cash on Delivery**
Online buyers prefer to make payments on cash on delivery basis. Manual cash collection is risky and expensive for online sellers.

✓ **Problems with Payment Gateways**
Indian payment gateways have a high failure rate as compared to other countries. Several customers do not reattempt payment after a transaction fails. Therefore online sellers using payment gateways are losing out on online sales.

✓ **Problem of Touch and Feel**
Customers would like to first examine the product before purchasing it. Online marketing does not provide an opportunity to physically examine the product before purchasing .

✓ **Problem of Delivery**
There are problems with the delivery of goods this may be due to poor infrastructure in terms of roadways and airways and therefore there are often delays in getting the products ordered online.

✓ **Problem of Confidence**
Customers do not trust online marketing. Both business customers and household customers do not have much faith in online marketing. They have a suspicion about quality, price, delivery and other aspects

✓ **Unsuitability to Certain Products**
It is difficult to conduct business through e-commerce for certain products such as perishable items.

✓ **Problem of Negotiation**
✓ **Problem of Language**
✓ **Lower Internet User Rate**
✓ **Privacy issues**
✓ **Faulty Billings**

Types of E-commerce

Business to Business
Business to Consumer
Consumer to Consumer

Business to Business

Business to business refers to online business transactions between business firms. In B2B commerce business transactions can take place between a manufacturer and a supplier of materials or between the manufacturer and wholesaler or between a wholesaler and retailer. Generally B2B products are purchased by manufacturing firms for production of items.The volume of B2B transactions is much higher than the volume of B2C transactions.

Slack makes it downright pleasant to work together

TRY FOR FREE

Wait... what is Slack?

It's a new way to communicate—faster than email and more focused than chat.

👍 2
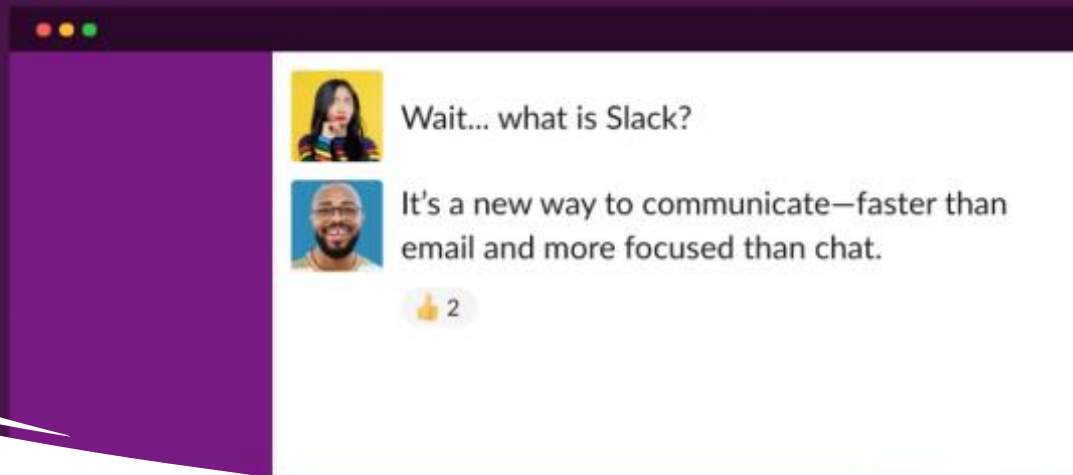
Slack is a great eCommerce example of a B2B business. It's a communication software exclusive for firms and companies. Its subscription plans fit companies of any size, from small operations to large enterprises.

Indiamart is a pioneer and the first Indian eCommerce company that set up the steps to succeed in the Indian B2B industry. Indiamart was founded in 1996 to make conducting business simple. It is an online marketplace where manufacturers and buyers connect and exchange information, products, and services.

Alibaba

Alibaba not only connects Indian suppliers and businesses domestically but also opens up the platform for exporters, importers and suppliers who wish to connect with global businesses. Indian buyers can buy products from global sellers and also sell their products globally through Alibaba's B2B multi vendor marketplace. There are over 30 million active buyers and millions of sellers on the Alibaba platform.

Benefits of B2B transactions

Reduces distribution cost

B2B transactions reduce the marketing and sales cost of sellers. There's not much need for the seller to advertise heavily to attract customers and also the seller need not maintain a large number of salesforce and support staff.

Reduces inventory levels

B2B facilitates improved purchasing processes through automated ordering and billing. Therefore there is a reduction in the workload of procurement staff which can enhance productivity as the surplus procurement staff can be deployed in some other productive activities

Focused brand promotion

B2B brand promotion works in different formats as compared to B2C promotion. B2B brands avoid mass-market broadcast and use media that can be targeted at a specific business audience. For example direct marketing

Customer loyalty

The seller can maintain good customer loyalty especially when the customers are made to feel special and are provided with quick and quality service. Once a customer develops trust and confidence the customer develops a binding relationship with a particular site and its products.

Wider geographical spread

Online services are available round the clock on a 24x7 schedule. Buyers from anywhere in the world can gain access at their convenience. Thus a company is able to handle several customers on a wider geographical spread

Activities involved in B2B transactions

- The buyer determines his requirements and prepares the request for quotation and searches for potential suppliers

- The buyer submits the request for quotation and invites potential suppliers to respond

- Suppliers obtain the request for quotation for processing

- Interested suppliers bid for the request accordingly

- The buyer and the supplier may negotiate the bids online

- The buyer selects the best bid and completes the purchase

Business to consumer

Business-to-consumer transaction deals with companies selling products to customers through the internet. Online shopping has increased significantly in recent years. The reason for B2 C e-commerce popularity is because of the convenience of purchasing products and services online

B2C process / activities involved

Online transactions can be broadly divided into 3 phases
  Prepurchase /sale stage
  Purchase /sale stage
  Post purchase / sale stage
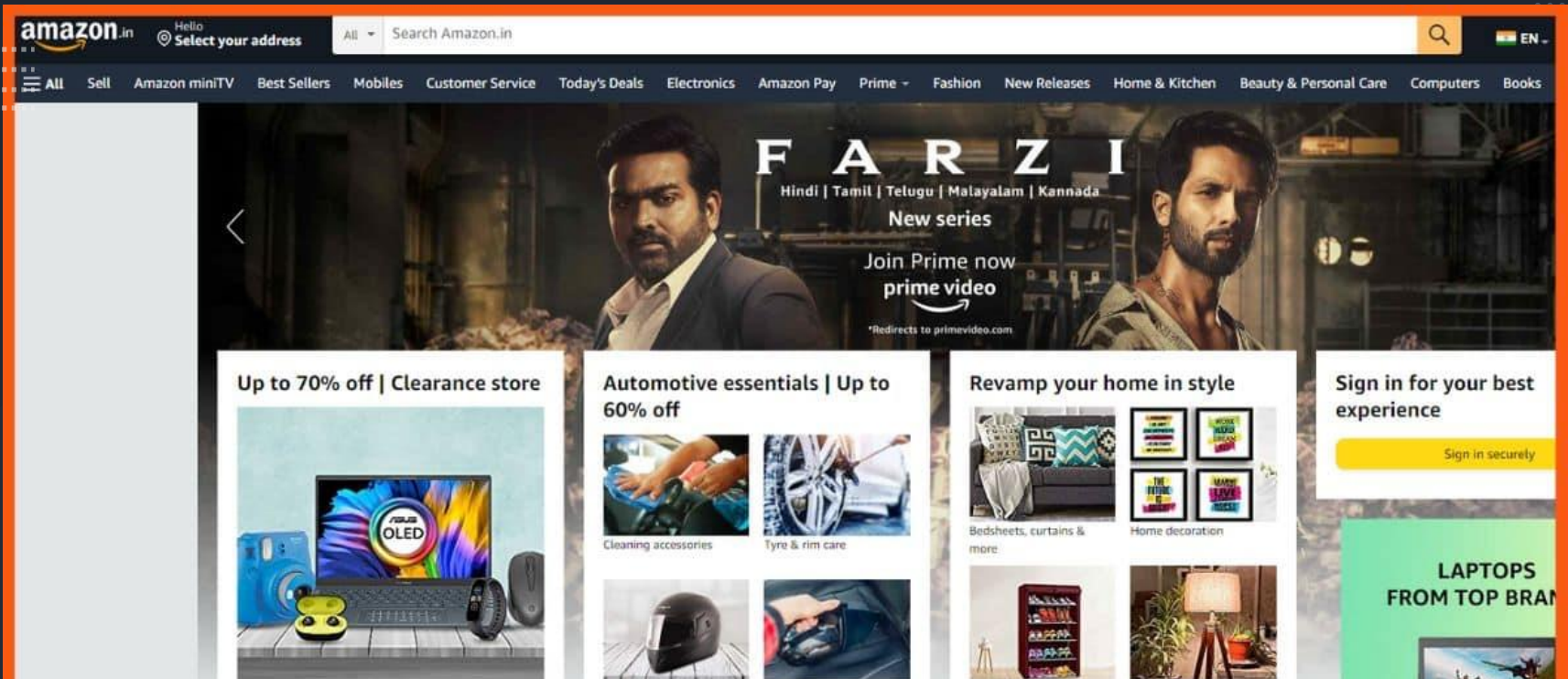
Amazon India

For Indian buyers, online shopping is synonymous with shopping on Amazon. Trusted by over 70% of online shoppers Amazon is estimated to have 322.54 million monthly visitors. Along with selling a wide variety of products like electronics, appliances, grocery, fashion etc. Amazon also offers its own brand of products, Amazon prime digital services and top-selling devices like Alexa and Echo.

Flipkart

Flipkart is India's first and perhaps most successful e-commerce success story. Started initially as a bookselling multi vendor store, Flipkart now sells almost everything just like Amazon. Flipkart's estimated monthly visitor volume stands at 242.62 million. Flipkart has over 1,00,000 registered sellers on its multi vendor marketplace selling a variety of electronics, fashion, appliances, furniture, books and other stuff.

Myntra

Myntra is another indigenous pure-play ecommerce marketplace dealing in fashion, lifestyle and home-related products. It was acquired by Flipkart in 2014 and remains to be the top fashion destination for online shoppers in metros as well as tier 2 and tier 3 cities. The estimated number of Myntra's monthly visitors is 48.03 million. Through its sellers and distributors Myntra stocks a range of products like menswear, womenswear, ethnic wear, kidswear, local and global brands in makeup and fashion, home decor etc.
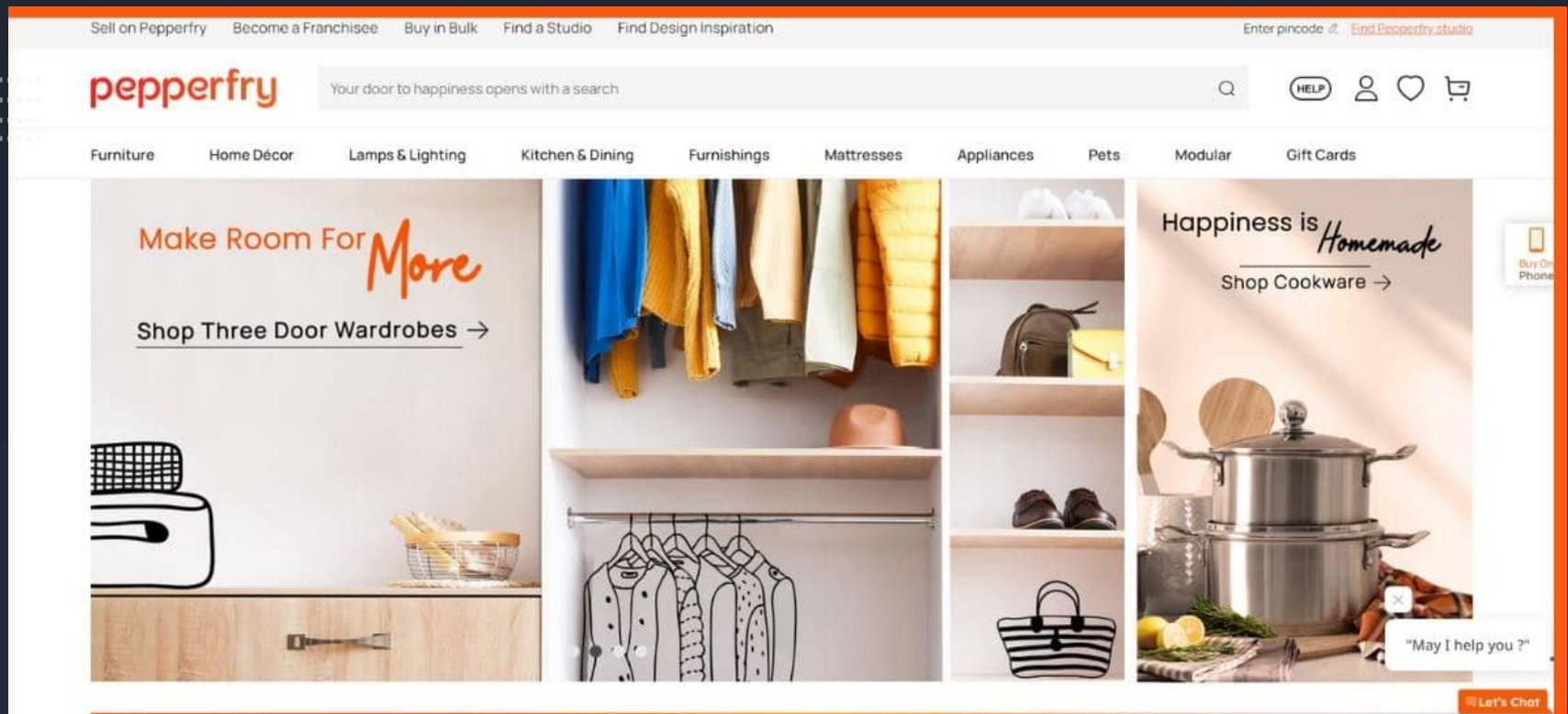
Pepperfry is a popular eCommerce B2C website in India that primarily focuses on home decor and furniture. The website was launched in 2012 by Ashish Shah and Ambreesh Murthy. Pepperfry has become one of the leading online shopping destinations for furniture and home decor in India.
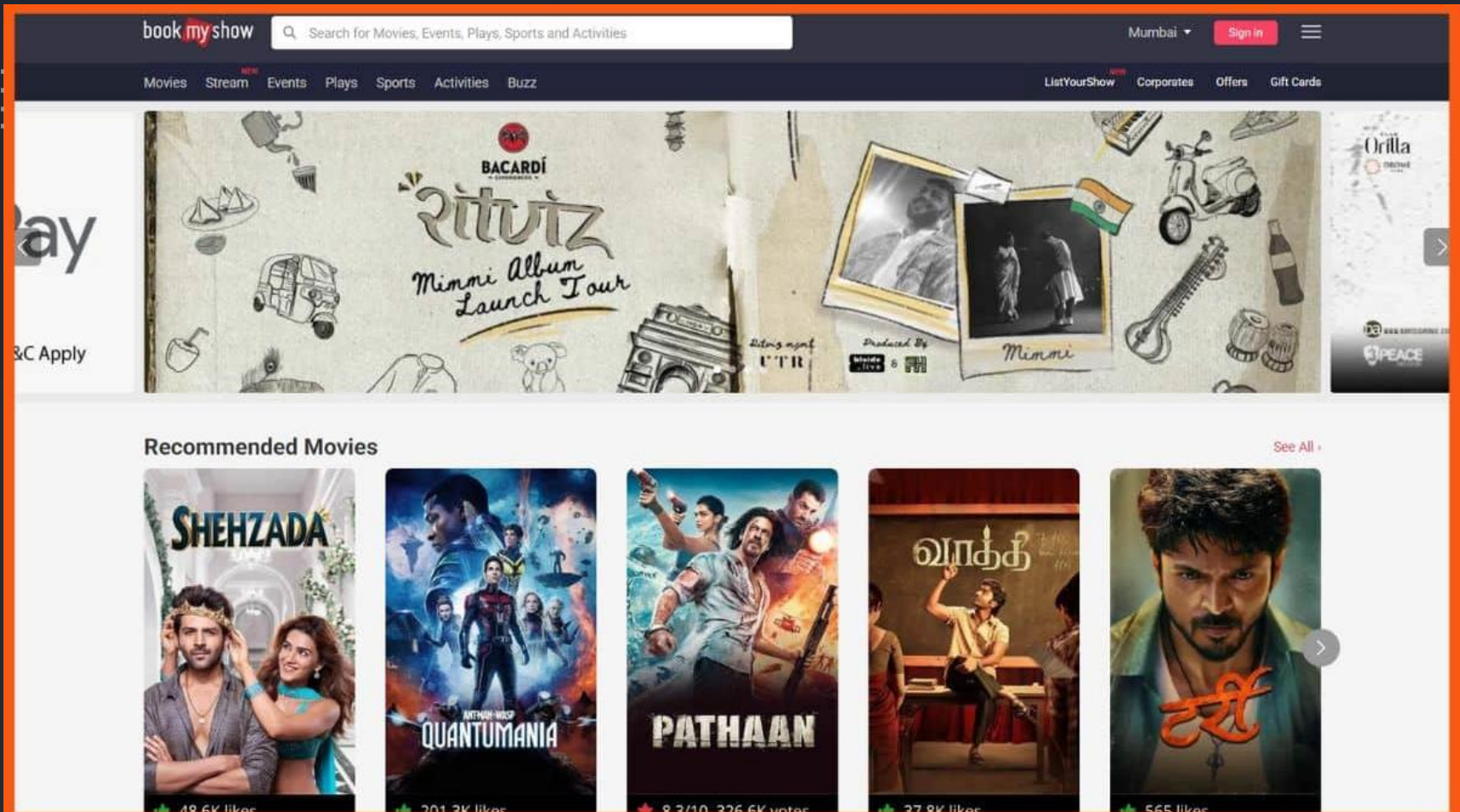
BookMyShow is a popular eCommerce B2C (business-to-consumer) website in India that primarily focuses on providing online ticket booking services for movies, events, and other entertainment activities. The website was launched in 2007 by Ashish Hemrajani, Parikshit Dar, and Rajesh Balpande.

Pre- purchase /Sale stage

Information search

The seller provides information about the products on the online site. The buyer visits the sites the product information. The customers browse the online catalogs in respect of product descriptions such as features, design, model, price of the product, availability of product etc.

Pre-purchase decision

After browsing the online sites the customer makes a comparative analysis of the products available on different sites. The customer then takes a pre-purchase decision relating to the purchase of a product from a particular site. The decision depends on certain factors such as features of the product,method of payment, price of the product, quality of the product, delivery, review of the product

Registration

Once a particular product is selected the customer must register with the online shopping site.The customer must provide the following details for the purpose of registration. Personal details such as name, date of birth, gender, e-mail ID etc Location with reference to city and state. The password created by the buyer for registration.

Once the registration is completed the buyer becomes a member with the shopping site the membership is confirmed via e-mail or SMS on the cell phone

Purchase /sale stage

Placement of order

The customer can buy a number of items through the shopping cart.Shopping cart is like a trolley in a shopping mall .The customer can add or delete the products from the shopping cart. The customer can also change the quantity of a certain product inserted in the shopping cart. Once the order is sent from the buyer must give the complete address for the purpose of delivery

Processing of order

The seller processes the order received from the customer the seller may fill up the necessary forms if required

Processing of payment

There are different modes of payment such as cash on delivery , net banking transfer ,target card and debit cards ,digital cash

Operations management

The order is passed on the logistics department the operations management involves
Inventory management, quality management, warehouse etc.

Post-purchase/sale stage

Shipment
The ordered product is shipped to the address of the customers.Most of the shopping sites provide free shipments. The customer can track the delivery because some virtual sites have a delivery tracking system on the website which allows a customer to check the status of a particular order

Delivery of goods
The company delivers the goods to the address of the customer.

Feedback
The seller may ask for online feedback from the customer relating to the product, performance ,customer satisfaction and other details. The buyer may fill up the feedback and revert it back to the seller. The seller may make necessary changes in the product design price etc depending on the feedback

SCOPE OF B2C

Demographic segments: Now days, there is a big portion of the society which are easily accessing to the internet facilities. This trend is not only increasing in India but also in the whole world. And this is not only used by a specific income group but diversified income group people. II. Websites for kids/ children's.: With a rapid development, internet marketers have identified opportunities in different class of the people specifically they have chosen the children or teenage as this are using more internet and computer facilities. These groups are technology friendly so they can force to their parents to purchase this facilities. III. Number of elderly buyers: The people above 50 years are fastly becoming internet savvy. This peoples are using these facilities for different purposes like Investment, travel sites or financial services. Their needs and youngsters need are totally different
New marketing approaches; Earlier customers where very passive audience. The purchases the product with available information but now peoples are getting ample and correct information through net. Therefore marketers by recognizing the significance of internet and people trend to use it, they make their web sites are more attractive and informative so that people can easily persued

Consumer to consumer

Consumer-to-consumer is the type of e-commerce where a customer sells to another customer through the internet. Customers sell the products to other customers through classified ads and auctions

Activities involved in consumer to consumer process
- Registration
- Auction
- Sale
- Payment

Activities involved in consumer to consumer process

❑ Registration

The consumers who wants to sell and the consumer who wants to buy have to register with the site.

❑ Auction

The auctions take place at the sites. The different buyers quote the rates for buying the products offered by the seller.

❑ Sale

The highest bidder will be eligible for to purchase the product. He has a right to denie the product before making the final payment.

❑ Payment

The buyer makes the payment through credit card or debit card by following virtual sites process. The payment is remitting to the buyers after deducting service charges.

eBay is a popular shopping website in which customers buy and sell a large variety of goods and services worldwide.

Olx has made quite a strong presence in the digital market in today's era. The company was established in 2006. Olx is known as the strongest and most popular consumer to consumers (C2C) based digital platform in India.
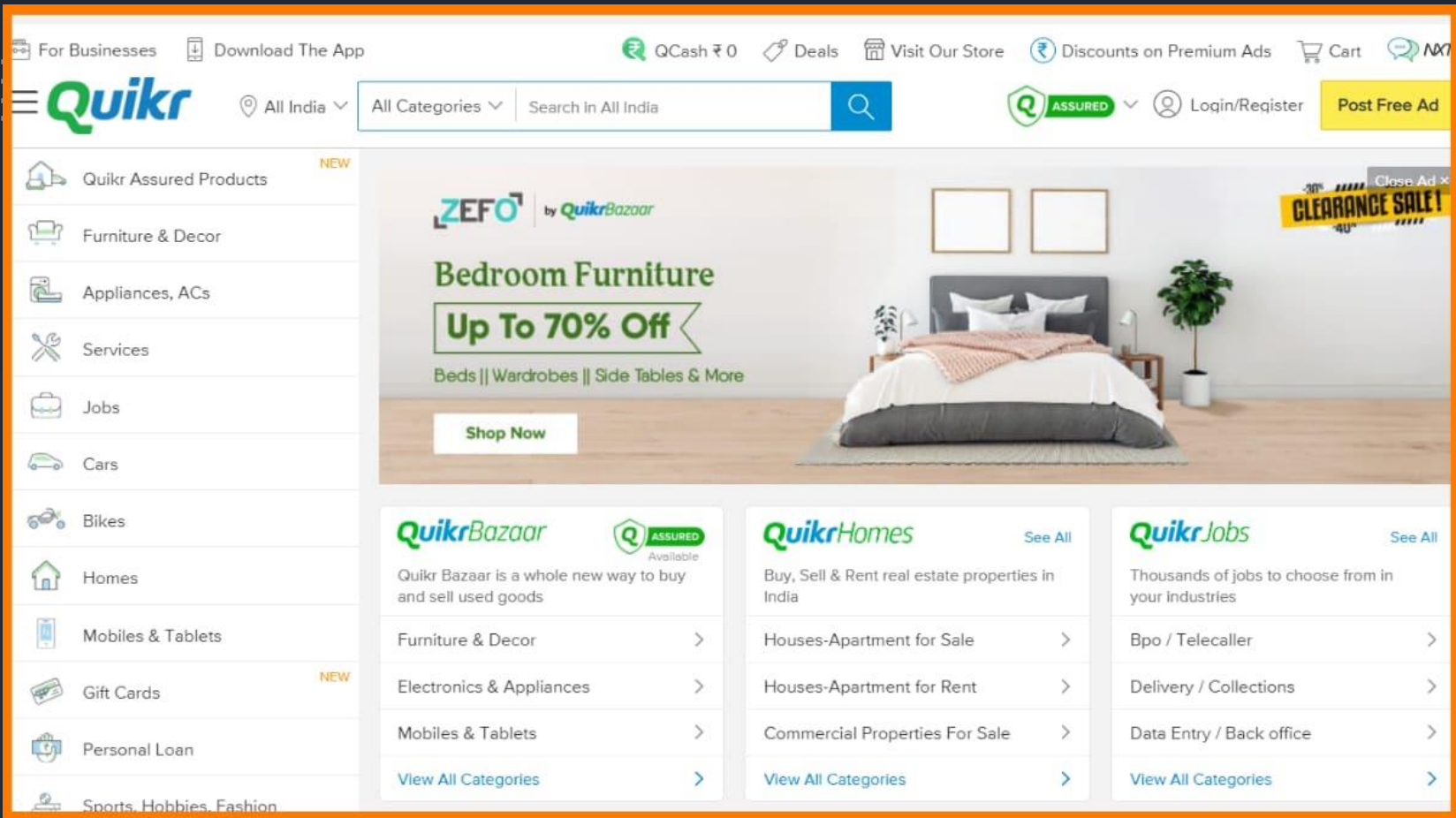
Quikr is a very prominent online C2C eCommerce marketplace, launched in 2008 that offers a series of posting and reacting to free local confidential ads of various kinds including Apartments, Pets, furniture, jobs, events, cars, housing, and others.

Consumer to Business (C2B)

Consumer to Business (C2B) is a business model in which a consumer becomes a product or service provider for a certain company.

This person often has a certain talent and tools that can help promote someone's business.

Companies pay this customer a certain amount of money for the services rendered.

Such services include:

 writing reviews for personal blogs or websites;

 sharing posts on social media;

 creating photos and videos.

The primary goal is to get closer to the brand's audience and effectively promote and sell its product.

Business to Government (B2G)

"Business-to-Government" is the term used to describe the exchanges and dealings that take place between private sector companies and government agencies.

Companies that offer products, services, or solutions to government organizations operate under the B2G model.

This collaboration is essential for the functioning of public services, infrastructure development, and various government operations. B2G relationships can encompass a wide range of industries, including technology, defense, healthcare, education, and more. Examples of B2G transactions include government procurement, public-private partnerships, and the provision of services to government agencies.

Factors responsible for the transition of e-commerce in India

- **Rapid growth of internet users**

- **Growing awareness of e-commerce**

- **Growth of middle class**

- **Growth in computer education**

- **Growth to services sector**

- **Influence of western lifestyles**

- **Growing competition**

- **Increase in urbanization**

# Opportunities for India Firms
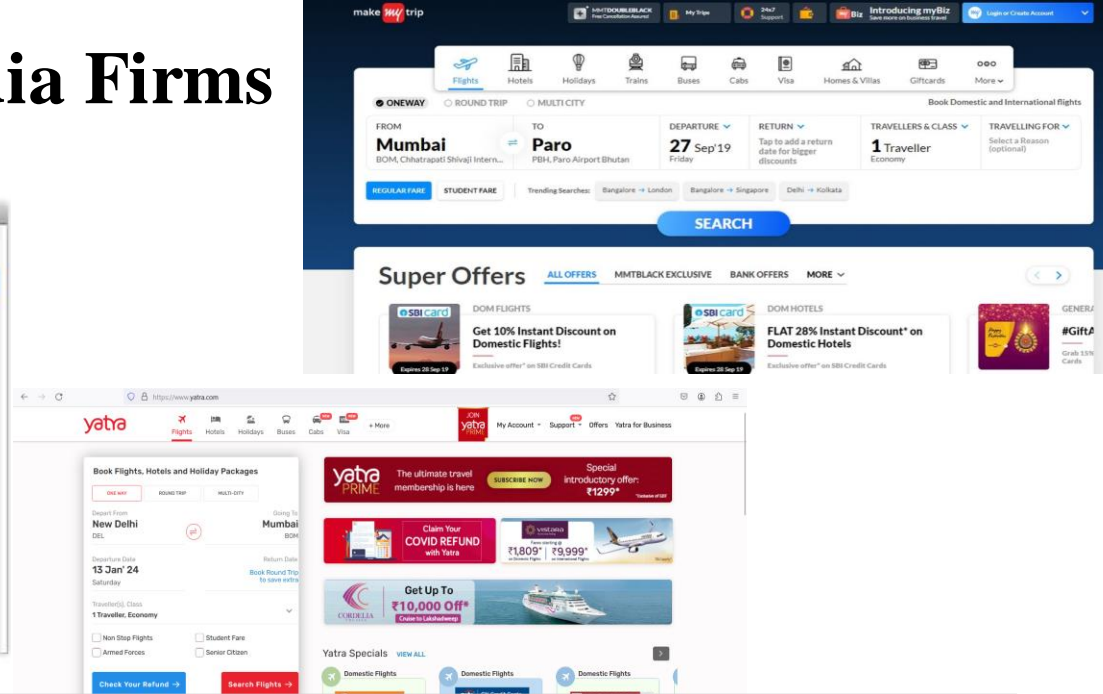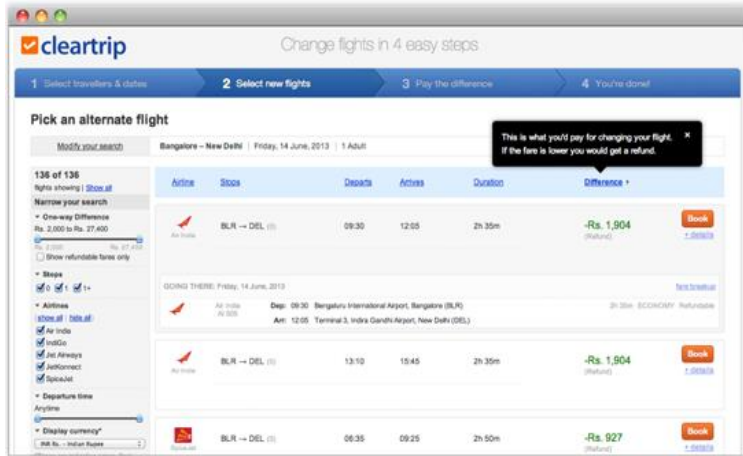
Travel and Tours

In E-commerce, travel agencies can leverage online platforms for ticket booking, hotel reservations, and personalized travel packages.

MakeMyTrip is a leading online travel agency in India, offering a wide range of travel services, including flight bookings, hotel reservations, and holiday packages.

Yatra is an online travel agency offering flight bookings, hotel reservations, and holiday packages, contributing to the digital transformation of the travel industry.

Cleartrip is an online travel company offering services such as flight and hotel bookings, providing a seamless travel experience for users.

Opportunities for India Firms
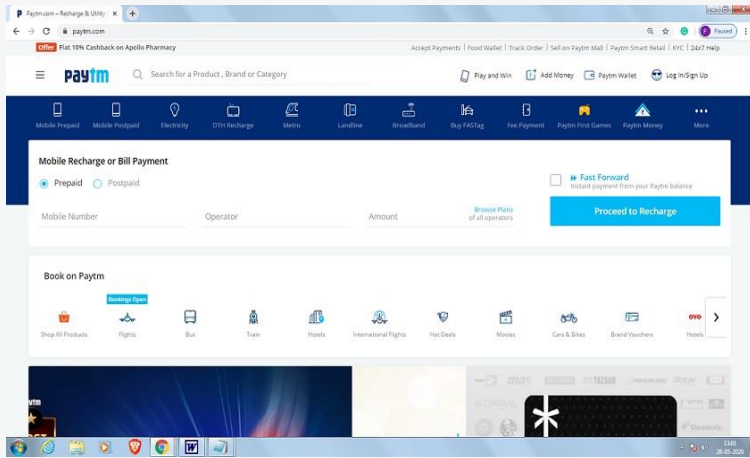
Banking

E-commerce platforms can integrate online banking services, making financial transactions and services easily accessible.

Paytm started as a mobile wallet but has expanded into a comprehensive financial services platform, providing online payments, banking, and digital wallets.

PhonePe is a digital payments platform that has expanded into banking services, allowing users to manage finances, invest in mutual funds, and make online payments.

KreditBee is a digital lending platform that leverages E-commerce to provide quick and hassle-free personal loans to users.

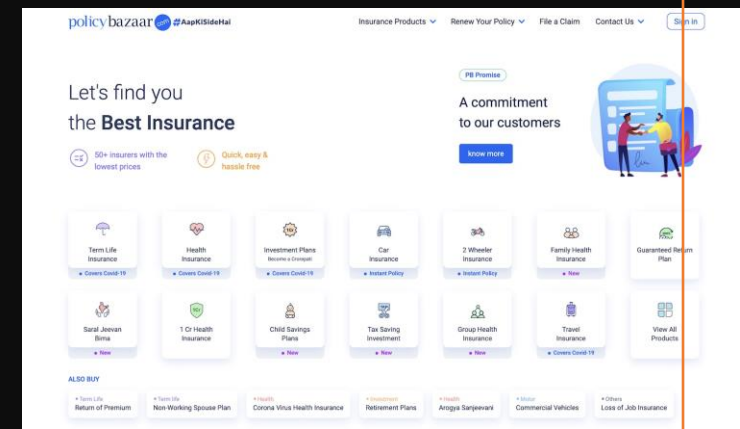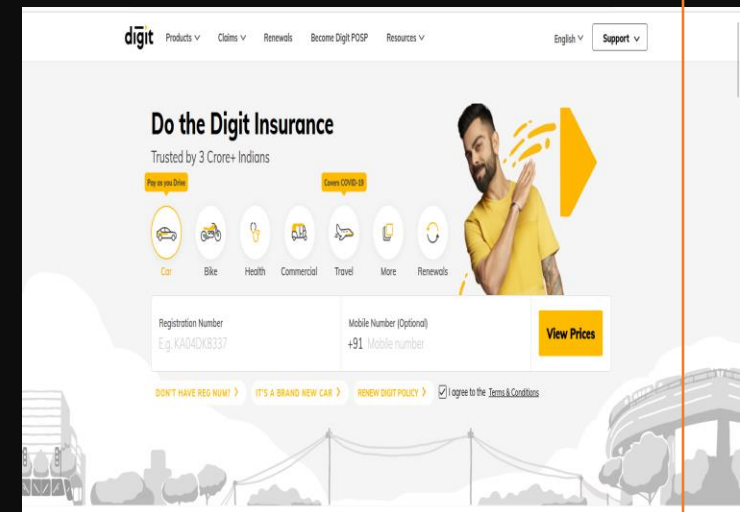# Opportunities for India Firms

Insurance Sector

E-commerce can facilitate the online purchase of insurance policies, making it convenient for customers to compare and choose.

Policybazaar is an online insurance aggregator, allowing users to compare and purchase insurance policies for health, life and other categories.

Coverfox is an online insurance marketplace providing a platform for users to compare and purchase insurance policies for various needs.

Digit Insurance is a technology-driven insurance company that focuses on simplifying the insurance process and enhancing customer experience through digital channels.
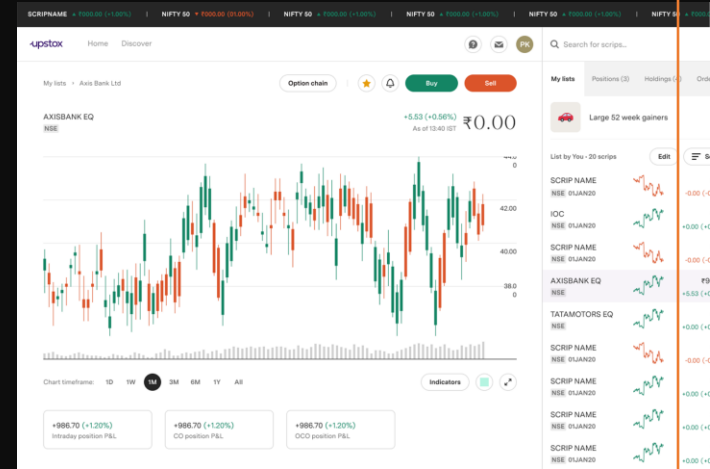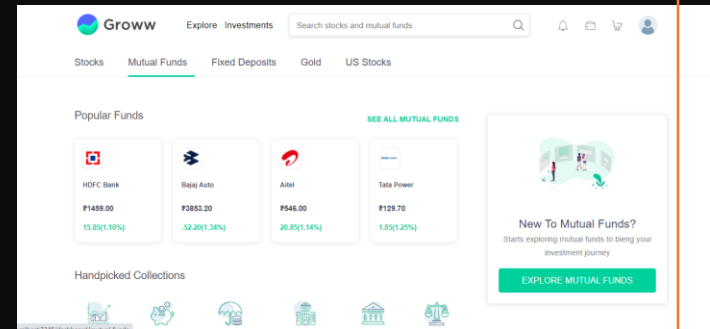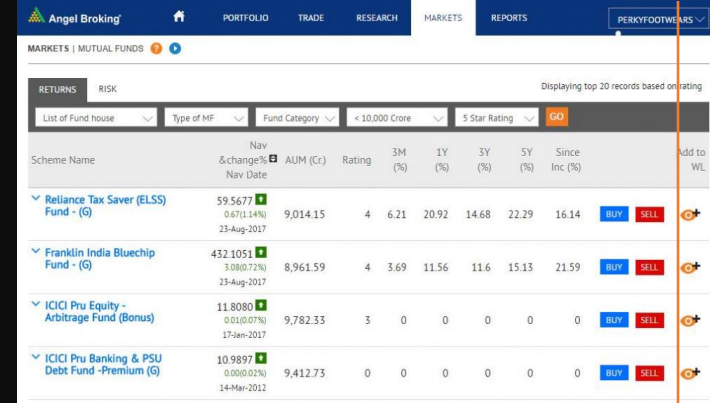
Opportunities for India Firms

Stock market

E-commerce platforms can offer online trading services, enabling users to invest in stocks and mutual funds.

Upstox is an online stock brokerage platform providing a user-friendly interface for stock trading and investment.

Groww is an online investment platform that simplifies mutual fund investments, making it accessible to a broader audience.

Angel Broking is a leading stock brokerage firm that has embraced technology to provide online trading and investment services to users.
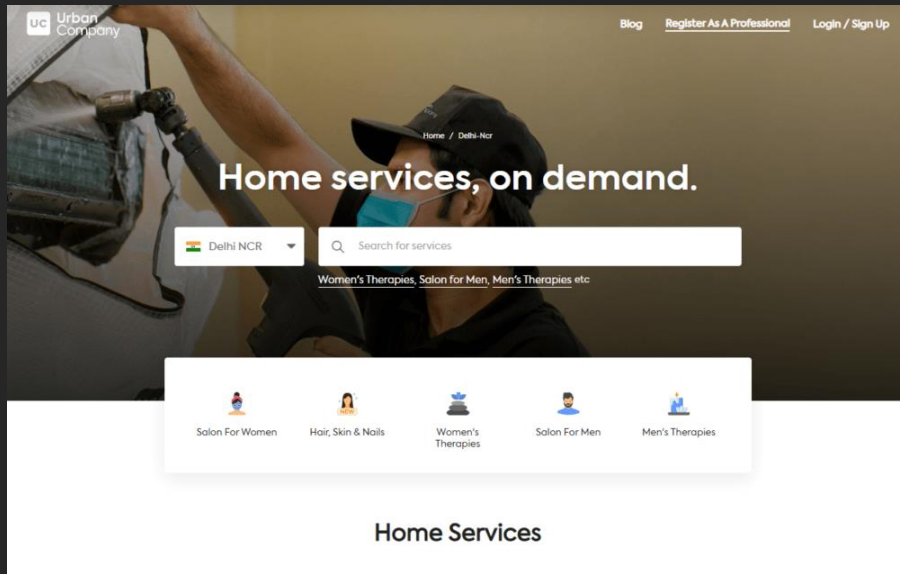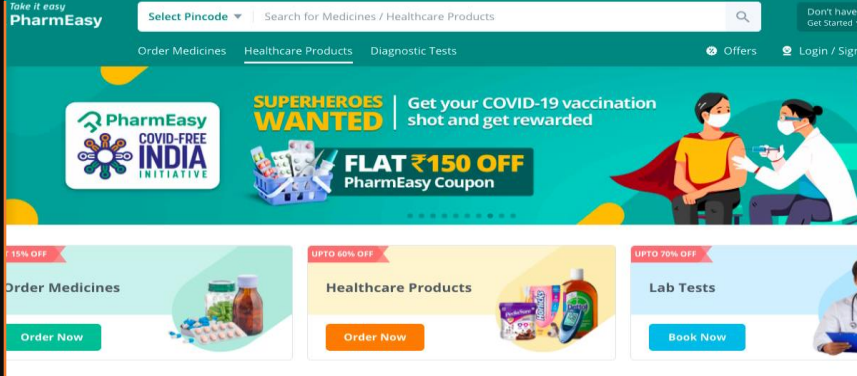
Opportunities for India Firms

Consultancy services

E-commerce can be utilized for consulting services, allowing businesses and individuals to find and engage consultants online.

Urban Company (formerly UrbanClap) connects users with a variety of local service providers, including consultants for home and personal services.

Bro4u is an online platform connecting users with local service providers for various consulting services, including legal, financial, and home services.
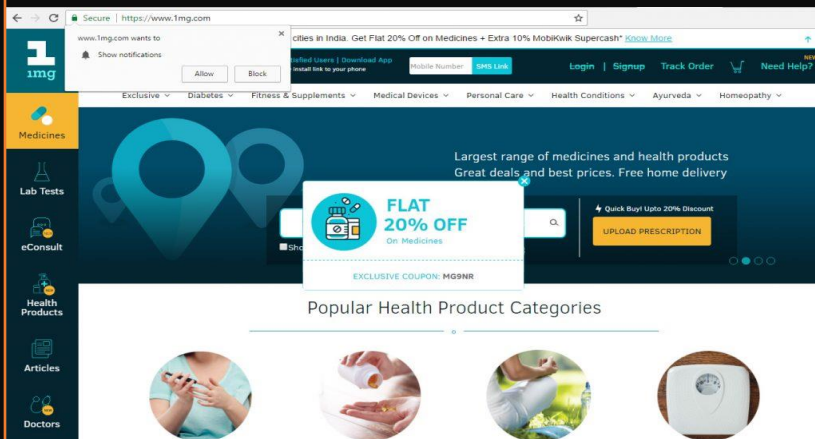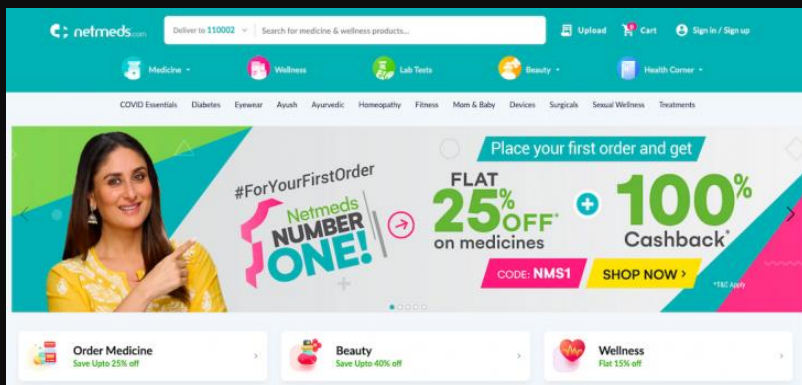
Opportunities for India Firms

Health Care Services

E-commerce in healthcare can include online pharmacies, appointment booking, and telemedicine services.

PharmEasy is an online pharmacy platform that allows users to order medicines and healthcare products online.

Netmeds is an online pharmacy offering a range of healthcare products and medicines, providing convenient access to essential medical supplies.

1mg is an online healthcare platform that offers a range of services, including medicine delivery, online doctor consultations, and health information.

Opportunities for India Firms

Retail Trade

E-commerce enables retail businesses to expand their reach by selling products online and reaching a broader customer base.
Flipkart is one of the largest e-commerce platforms in India, offering a wide range of products, including electronics, fashion, and home goods.
Myntra is a leading online fashion and lifestyle e-commerce platform, showcasing the potential for digital retail in the fashion industry.
Amazon India is a major E-commerce platform providing a vast range of products, demonstrating the evolution and scale of online retail in the country.

Opportunities for India Firms

Education Sector

E-commerce can support online education platforms, offering courses, study materials, and certification programs.

Unacademy is an edtech platform providing online courses, live classes, and educational content across various subjects.

Toppr is an online learning platform that focuses on providing personalized learning solutions and test preparation for students.

Coursera, while a global platform, has a significant presence in India, offering online courses and degrees to learners, contributing to the digitalization of education.
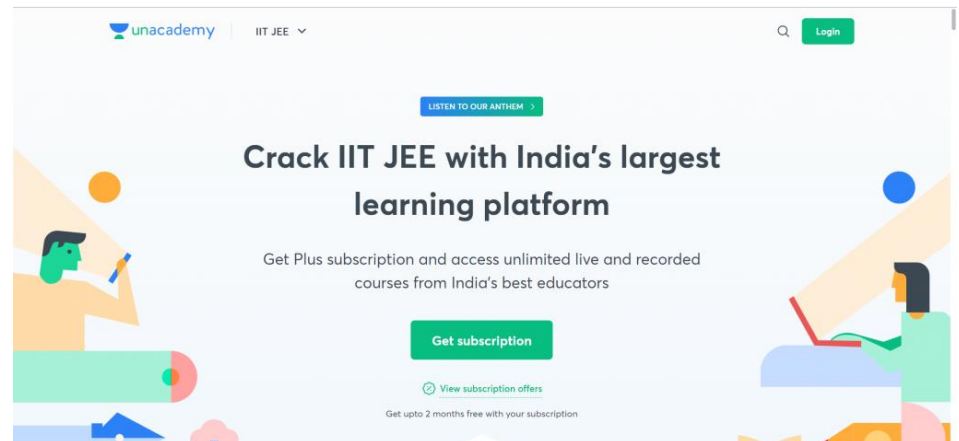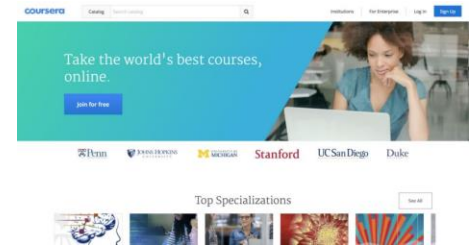
E-commerce transition challenges in India

- Fear of unknown

- Fear of losing bureaucratic hold

- Cultural changes

- Problem of skills

- Lack of trust of customers

- Problem of hacking credit cards

- Price wars

- No entry barriers E-commerce

Online Marketing Research

Know the consumer behaviour

Identify the target markets

Test the consumer interest in the new product

Steps Online Marketing Research

Define Marketing Problem

Identify the Research Objectives

Prepare a Research Design

Collection of data online

Processing Data

Analysis of Data

Drawing Conclusions and providing recommendations

Preparation of Research report

Implementation of Recommendations

Review of Performance

TYPES OF ONLINE MARKETING RESEARCH

Web survey: Companies prepare a questionnaire and post it on its website. Companies offer attractive incentives for respondents .It includes e-mail, web link, and web pop ups

Quantitative research: Companies try to measures consumers' response precisely. It is applicable to phenomena that can be expressed in terms of quantity. It is economical to companies to conduct marketing surveys online.

Online focus groups :Small group of people gather online with a trained moderator to chat about a product, service or organization. With the help of moderator customers attitude and behavior can be judged. Here customer requires laptop or web connection participation or to log in. this is suitable to rich class people who has time problem and wanted to avoid travelling.

Online data bases: This type of online research provides secondary data. It is stored on disks or CD-ROM. It is updated regularly and network links allows the sharing of this data.

Advantages of Online Marketing Research

- **Access to geographically diverse audience**
- **Accuracy**
- **Cheaper and Faster**
- **Market Opportunities**
- **Marketing Mix Decisions**
- **Company Objectives**
- **Interaction with Respondents**
- **Easy Processing of Data**

Limitations of Online Marketing Research

- **Lack of Response**
- **Problem of Technology**
- **Respondent Bias**
- **Unsuitable for Certain Products**