



Study of the factors influencing e-commerce in the current environment

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Abstract: The rapid growth of E-Commerce initiatives in the world reflects its compelling advantages, such as enhanced governmental performance, lower cost structure, greater flexibility, broader scale and scope of services, greater transparency, accountability, and faster transactions. This study aims to determine the connection and effects that attitudes have on e-commerce is paramount to developing e-commerce. In developing countries, IT and communication or rather e-commerce growth are substantial. Technology effectiveness is essential in E-Commerce success. However, human, economic, and other organizational issues must be taken into account as well. In this study, we evaluated the current status of E-Commerce in developing countries. The evaluation of current status reveals opportunities that should be seriously tackled by organizations, if they are to survive the consequences of globalization and open markets. There should be an immediate implementation of a governmental infrastructure to support e-commerce.

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Introduction:

The key objective is to promote brands, build preference, engage with customers and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product, and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio. Digital marketing includes those marketing efforts that send a message from a source (company) to a receiver (customer) through digital platforms and the internet. Online marketing and retailing are swiftly evolving as more and more shoppers no longer simply go to the nearest store, but rather, grab the nearest digital device. Technology is opening up a world of possibilities previously unavailable to both marketers and consumers. Also, options and reach are hugely enhanced by international e-commerce. Today, brands are utilising digital touch points as channels in the marketing communications process, and shoppers are using them to their advantage along the entire pathway to purchase. Furthermore, “Omni-channel shoppers are using online and offline channels seamlessly. The world we live in today has become increasingly digital focused and is developing at a significantly fast rate. It is common now to have automatic access to digital devices and the internet due to the digital capabilities available which have completely changed the way in which society communicates and interacts. According to the Digital Marketing Institute, Digital Marketing is

the use of digital channels to promote or market products and services to consumers and businesses. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly being incorporated into marketing plans. For example, use of digital platforms has revolutionised Dove’s Real Beauty marketing campaign. Platforms such as Instagram and YouTube allow brands to be better storytellers and provide customers with a space to share their experiences of brands and products. While the term 'digital marketing' may not have been used until the 1990s, digital marketing itself has roots in the mid-1980s when the Soft Ad Group, now Channel Net, developed advertising campaigns for several major automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives.

1.1. Brand Awareness Ease of Access

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications it creates a Multi-communication channel where information can be

quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead of to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer. Competitive Advantage By using internet platforms; businesses can create competitive advantage through various means. To reach the maximum potential of Digital Marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioural patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid.

Effectiveness Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. "Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized brand.

1.2. Latest Developments and Strategies One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" (Patrutiu Baltes, Lore Dana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patrutiu Baltes, Lore Dana, 2015) . As digital marketing is dependent on technology which is ever-evolving and fastchanging, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time. 1. Segmentation: more focus has been placed on segmentation within digital marketing, in order to

target specific markets in both business to business and business to consumer sectors. 2. Influencer Marketing: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Ad words campaigns, or through sophisticated CRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Sales force CRM. Many universities now focus, at Masters Level, on engagement strategies for influencers. 3. Online Behavioural Advertising: Online Behavioural Advertising refers to the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences 4. Collaborative Environment: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. UGC is low cost advertising as it is directly from the consumers and can save advertising costs for the organisation. 5. Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or defined audiences, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose. 6. Game advertising: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols. 1.3. Advantages and Limitations of Digital Marketing The whole idea of digital marketing can be a very important aspect in the overall communication between the consumer and the organisation. This is due to digital marketing being able to reach vast numbers of potential consumers at one time. Another advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. An advantage of digital marketing is that the reach is so large that there are no limitations on the geographical reach it can have. This allows companies to become international and expand their

customer reach to other countries other than the country it is based or originates from. As mentioned earlier, technology and the internet allows for 24 hours a day, 7 days a week service for customers as well as enabling them to shop online at any hour of that day or night, not just when the shops are over and across the whole world. This is a huge advantage for retailers to utilise this and direct customers from the store to its online store. It has also opened up an opportunity for companies to only be online based rather than having an outlet or store due to the popularity and capabilities of digital marketing. Another advantage is that digital marketing is easy to be measured allowing businesses to know the reach that their marketing is making, whether the digital marketing is working or not.

E-COMMERCE SITES:

Electronic commerce, commonly written as e-commerce, is the trading or facilitation of trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail. Among emerging economies, China's e-commerce presence continues to expand every year. With 668 million internet users, China's online shopping sales reached \$253 billion in first half of 2015, according for 10% of total Chinese consumer retail sales in the same period. The Chinese retailers have been able to help consumers feel more comfortable shopping online. E-commerce transactions between China and other countries increased 32% to 2.3 trillion yuan (\$375.8 billion) in 2012 and accounted for 9.6% of China's total international trade. In 2013, Alibaba had an e-commerce market share of 80% in China. In 2013, Brazil's ecommerce was growing quickly with retail ecommerce sales expected to grow at a healthy double-digit pace through 2014. By 2016, marketer expected retail ecommerce sales in Brazil to reach \$17.3 billion. India has an internet user base of about 243.2 million as of January 2014. Despite being third largest user base in world, the penetration of Internet is low compared to markets like the United States, United Kingdom or France but is growing at a much faster rate, adding around 6 million new entrants every month. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. eBay Inc. (stylized as "ebay" since late 2012) is an American multinational corporation and e-

commerce company, providing consumer-to-consumer and business-to-consumer sales services via the internet. It is headquartered in San Jose, California. eBay was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble. Today it is a multibillion-dollar business with operations localized in over 30 countries. The company manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. In addition to its auction-style sales, the website has since expanded to include "Buy It Now" shopping; shopping by UPC, ISBN, or other kind of SKU (via Half.com); online classified advertisements (via Kijiji or eBay Classifieds); online event ticket trading (via StubHub); and other services. It previously offered online money transfers (via PayPal), which was a wholly owned subsidiary of eBay from 2002 until 2015. Flipkart is an e-commerce company founded in 2007 by Sachin Bansal and Binny Bansal. The company is registered in Singapore, but has its headquarters in Bangalore, Karnataka. Flipkart has launched its own product range under the name "DigiFlip" with products including tablets, USBs, and laptop bags. In May 2014, Flipkart received \$210 million from DST Global, in July 2014 it raised \$1 billion led by existing investors Tiger Global and South Africa's media group Naspers and in May 2015 it raised \$550 million from some of its existing investors. Flipkart's last fundraising round in May 2015 had pegged its valuation at \$15 billion. In February 2016, Morgan Stanley, marked down its investment value to \$11 billion. Jabong.com is an Indian fashion and lifestyle e-commerce portal, selling apparel, footwear, fashion accessories, beauty products, fragrances, home accessories and other fashion and lifestyle products. The company is headquartered in Gurgaon, NCR. In March 2013, Jabong was shipping 6000-7000 orders a day. According to The Economist, Jabong clocked gross sales of around US \$100-150 mn in 2012. As per the Livemint article, during September 2013 Jabong was shipping 14,000 orders on a daily basis out of which 60% were from small towns. Jabong was one of the most visited e-commerce sites during the Great Online Shopping Festival 2013. Company representatives claimed that its revenues increased five to six times compared to a usual day.[12] Jabong announced Sanjeev Mohanty as its new CEO, effective from early December 2015. Limeroad.com is an online shopping platform of India engaged in the domain of fashion and lifestyle. The company has its head office in Gurgaon, Haryana (IN). The website was launched in July 2012 by Suchi Mukherjee, Prashant Malik and Ankush Mehra. The portal has now become a social discovery platform for customers to shop for fashion and

lifestyle products. On 25 September 2012, the website went live with the Limeroad Shopping app across smartphone platforms. Limeroad.com has used various digital media platform for launching its marketing campaigns which have brought an average engagement of 5 million. The company launched its first T.V commercial in October 2015. Myntra is an Indian e-commerce company of fashion and casual lifestyle products, headquartered in Bangalore, Karnataka, India. The company was founded in 2007 by Indian Institute of Technology graduates with a focus on personalisation of gift items. By 2010, Myntra shifted its focus to the online retailing of branded apparel. In May 2014, Myntra.com merged with Flipkart to compete against Amazon which entered the Indian market in June 2013 and other established offline retailers like Future Group, Aditya Birla Group and Reliance Retail. Paytm is an Indian e-commerce shopping website headquartered in Noida, India, launched in 2010. It is owned by One97 Communications the firm started by offering mobile recharging, adding bill payment and e-commerce, with products similar to businesses such as Flipkart, Amazon.com, Snapdeal. In 2015, it added booking bus travel. Paytm also launched movie ticket booking in early 2016. Snapdeal is an online marketplace, based in New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate as part of the dual degree M&T Engineering and Business program at Penn, and Rohit Bansal, an alumnus of IIT Delhi in February 2010. Snapdeal currently has 275,000 sellers, 30 million-plus products and a reach of 6,000 towns and cities across the country[3] Investors in the company include SoftBank Corp, Ru-Net Holdings, Tybourne Capital, PremjiInvest, Alibaba, Temasek Holdings, Bessemer Venture Partners, IndoUS Ventures, Kalaari Capital, Saama Capital, Foxconn Technology Group, Blackrock, eBay, Nexus Ventures, Intel Capital, Ontario Teachers' Pension Plan, Singapore-based investment entity Brother Fortune Apparel and Ratan Tata. When Snapdeal acquired Free Charge in an equity deal, investors Sequoia Capital India, Valiant Capital, Sofina, Ru-Net Holdings, and Tybourne Capital also became shareholders in Snapdeal. Amazon.com, Inc. often referred to as simply Amazon, is an American electronic commerce and cloud computing company with headquarters in Seattle, Washington. It is the largest Internet-based retailer in the United States. Amazon.com started as an online bookstore, later diversifying to sell DVDs, Blu-rays, CDs, video downloads/streaming, MP3downloads/streaming, audiobook downloads/streaming, software, video games, electronics, apparel, furniture, food, toys and jewellery. The company also produces consumer electronics—notably, Amazon Kindle e-book readers,

Fire tablets, and Fire TV—and is the world's largest provider of cloud infrastructure services (IaaS). Amazon also sells certain lowend products like USB cables under its in-house brand Amazon Basics. Amazon has separate retail websites for United States, UK and Ireland, France, Canada, Germany, Italy, Spain, Netherlands, Australia, Brazil, Japan, China, India and Mexico. Amazon also offers international shipping to certain other countries for some of its products. In 2011, it professed an intention to launch its websites in Poland and Sweden. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization.

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