

# E-Commerce: A Radical & Conceptual Change In The New Retail Sector Era

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**Abstract:** E-Commerce is the process of selling goods and services directly to the selected, targeted customers using internet sources. This is a modern concept which aims at customized marketing and delivering goods and services as per customer expectations and needs. Business-to-consumer marketing, or B2C marketing symbolizes the tactics and strategies in which a company promotes its merchandise to the selected customers by creating, advertising, and selling products for customers to make ease in their life. In the present competitive scenario, this has gained popularity in the recent times. Customers desire goods and services based on an urgent basis, and wants to make purchases more quickly, with less search, investigation and with huge variety, in this process B2C Marketing comes as a solution to their problems. Understanding Customer mindset and coming up with the products which a customer requires is the need of the hour. Marketer needs to aggressively use integrated marketing communication tools in order to develop interest amidst the customers.

**Keywords:** E-Commerce, Customers, Integrated Marketing Communication, Products, Services, Advertising

commerce.

## HIGHLIGHTS OF THE ARTICLE

- ❖ This article study the need of Ecommerce in the retail sector
- ❖ This article study the conceptual impact of E-commerce in special reference with Business to customer marketing
- ❖ This article was limited to urban part of the Hyderabad city, with a sample size of 50 respondents.
- ❖ This article encompasses the ecommerce benefited companies
- ❖ This article reveals the factors responsible for the success of ecommerce in the marketing companies.

## INTRODUCTION OF THE STUDY

Marketing is the process of creating desires, wants among the customers and satisfying these desires through best product and. It includes the amalgamation of four marketing P's product, price, place and promotion. Marketing is a deep and broader concept and aims at developing customized products, presently the horizon and nature of marketing is changing rapidly and multifold. E Commerce can be defined in various ways commonly referred as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. It is the process of marketing a product or service using the Internet, this assist in getting a closer relationship between buyers and sellers. Business to customer marketing is relatively a new concept which aims at selling goods and services to the customers without the much interference of middle men today in the present scenario, this concept is being increased multifold and to a very great extent, companies like Amazon, Ebay, Zomato, Swiggy, Ebay are few example of this industry which owes its success to B2C Marketing and E

## NEED & IMPORTANCE OF THE STUDY

The requirements and wants of the consumers can be better understood, by knowing more about the consumers and analyzing their needs. This will essentially help in convincing the consumer's or buyer's requirements, earlier than your opponent. It is highly significant to deliver the correct goods and products to the consumers with precision, in order for the consumers to be satisfied. The usage of electronic marketing or existing communication schemes can help to improve such circumstances. Another fearful task that has been improved by online marketing is marketing research. The approaches used by the different companies. Online marketing is also used in another situation - productivity innovation and sales support and global reach. It is useful for the competitor's to analyze our market information using the World Wide Web, and vice-versa.

- Global reach.
- Increase brand awareness among customers at minimum cost.
- Building customer relationships.
- Retaining existing customers and building customer loyalty.
- Helps in market research and analyzing the market.
- Understand customer needs.

## OBJECTIVE OF THE STUDY

- To study the various e-commerce marketing platforms being used and how these marketing tools are being implemented.
- To study how e-commerce marketing builds customer relations and customer loyalty.
- To study how e-commerce marketing is used to build brand awareness.
- To suggest the most effective ecommerce tool to be used in the company.
- To assess the impact on Business to customer marketing.
- To suggest measures in order to improve the performance of the firm.

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## **RESEARCH METHODOLOGY**

The data collected from the customers is primary data, structured questionnaire is being framed for 100 sample size . To support the primary data, required particulars have been gathered by referring to reputed magazines, books and websites. The data so collected from both primary and secondary sources have been edited and presented in the appropriate places.

## **RESEARCH DESIGN**

The research design which is used is descriptive research. It is the research on existing present environment and can report that what happens and what is happening. It is used for the purpose of describing the association of the variable.

## **SAMPLING TECHNIQUE**

In this study the sampling technique used is "Purposive Sampling". A purposive sampling is a non-probability sample that is selected based on characteristics of a population and the objective of the study. The study aims at analyzing the customer qualitative response to the queries.

## **DATA COLLECTION METHODS**

The task of data collection begins after a research problem has been defined and plan chalked out. There are two types of data collection tools to be used :

- Primary Data.
- Secondary Data.

### **Primary data:**

Primary data are those which are collected for the first time and thus happen to be original in character. The primary data of the study is obtained from the customer or respondents through a questionnaire.

### **Secondary data:**

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data is by government departments, organizational records and data that was originally collected for other research purposes. The Secondary data for this study is collected from internet, textbooks, Magazines and various websites.

## **SAMPLE SIZE**

The sample size of the study are 50 respondents

## **RESEARCH INSTRUMENT**

### **QUESTIONNAIRE:**

A questionnaire is carefully completed logical sequence of question directed to a defined objective. It is outline of what information is required and the framework on which data is built upon. Questionnaire is commonly used in securing market information that its preparation requires utmost skill and care.

## **FORMS OF QUESTIONS**

### **OPEN ENDED QUESTIONS:**

They are descriptive in nature. Respondents are allowed to answer in their own words. Such questions buying the actual opinion of the respondent is regarding services.

### **CLOSE ENDED QUESTIONS:**

They are not descriptive in nature. They will be given certain choices that the respondents have to choose among them. They make analysis easy but sometimes they restrict respondent's choices.

### **TYPES OF CLOSE ENDED QUESTIONS:**

DICHOTOMAS: A question offering two answers choice.

MULTIPLE CHOICE: A question offering three or more choices.

## **SCOPE OF THE STUDY**

Although the tastes and preferences of the people changes according to the time, the scope of E-commerce is unlimited. It is growing and enhancing day by day. This study is conducted in the Hyderabad city for the three months ,observation is recorded using structured questionnaire Today, E-Marketing is being encouraged as an innovation, Introducing it to a country where there is least usage of credit/debit cards has tremendous scope for the e-commerce business. Growing facilities of internet in rural areas , gives any e-commerce access to untapped resources. With more than 100 million Internet users who are familiar with web services

## **LITERATURE REVIEW**

### **E-Commerce**

E Commerce transactions conducted directly between a company and consumers who are the end-users of its products or services. The business-to-consumer as a business model differs significantly from the business-to-business model, which refers to commerce between two or more businesses. While most companies that sell directly to consumers can be referred to as B2C companies, the term became immensely popular during the dotcom boom of the late 1990s, when it was used mainly to refer to online retailers, as well as other companies that sold products and services to consumers through the internet. Although numerous B2C companies fell victim to the subsequent dotcom bust as investor interest in the sector dwindled and venture capital funding dried up, B2C leaders such as Amazon.com and Priceline.com survived the shakeout and have since seen great success. Business to consumer (B2C) is among the most popular and widely known of sales models. The idea of B2C was first utilized by Michael Adrich in 1979, who used television as the primary medium to reach out to consumers. Traditionally, B2C referred to mall shopping, eating out at restaurants, pay-per-view and infomercials. However, the rise of the internet created a whole new B2C business channel in the form of e-commerce or selling goods and services over the internet. E-Commerce rely on B2C sales must maintain good relations with their customers to ensure they come back. Unlike business to business (B2B), businesses that rely on B2C must make the consumer have an emotional response to your marketing. In B2B, marketing campaigns are geared to show value of the product or service.

## **SPECIAL ATTRIBUTES OF E-COMMERCE MARKETING**

1. Industry oriented Jargon:- Assist in selling goods and services, increases the profits of the company
2. Rational and Logical Orientation-Companies needs to explain the customers the rational reasons behind shopping products from B2C companies. Present day customers think logically on Product,Price,Place,Promotion.
3. Educational Approach. Approach needs to be educational in order to persuade customers to buy goods and services .Goods like Electronic, FMCG comes under this category.
4. Explanatory Content As B2C marketing lacks face to face interaction between buyers and sellers .Marketers needs to explain the contents in descriptive way to the customers about the special attributes of the product and services.
5. Relationship with brands The most important aspect in marketing is building the brand relationship with the customers as it emphasizes and focuses on customized marketing.

## **TYPES OF E-COMMERCE MARKETING.**

### **Network Based Marketing**

Networking Marketing is the need of the hour, companies like Whatsapp, LinkedIn have emphasizes it as today's business realizes more on relationship marketing and branding.

### **Relationship Building with Stakeholders**

In present scenario B2C marketing companies have made it clear that doing ease of business would not be possible till we encourages community and relationship building .World top level CEO's have together opined that till we realizes the need of relationship building, business goals cannot be achieved.

### **Place Marketing**

Location is the very important aspect in B2C marketing as for any customer in present day time, Distance and ease of availability is very crucial. Traditional market also understand its importance .Products of all the companies, variety, maintaining the standard ,quality as per the customer taste and preference is of utmost importance.

### **Association Marketing**

Affiliation or association with the customer or in other words building a strong relationship is very crucial in maintaining a long lasting relationship .Marketing as per Philip Kotler is building relationship .The key success factor in achieving organizational goals lies in affiliate marketing in special context with B2C marketing.

## **CRITICAL SUCCESS FACTORS IN E-COMMERCE MARKETING**

- ❖ Creating awareness amidst customers
- ❖ Relationship Building
- ❖ Appropriate use of marketing mix
- ❖ Branding & Co-Branding
- ❖ Utilization of effective integrated marketing communication tools

- ❖ Secured Mode of payment
- ❖ Systematic Logistics planning and implementation
- ❖ Customer satisfaction

## **DATA ANALYSIS AND INTERPRETATION**

### **ANALYSIS OF DEMOGRAPHIC DATA**

No	Particulars	No .of Respondents	Percentages
I	AGE		
	18 to 25 years	25	50
	26 to 35 years	10	20
	36 to 45 years	05	10
	46 to 55	08	16
	56 and Above	02	4
	Total	50	100.0
II	GENDER		
	Male	38	76
	Female	12	24
	Total	50	100.0
III	MARITAL STATUS		
	Married	32	64
	Un Married	18	36
	Total	50	100
IV	QUALIFICATION		
	School	12	24
	Diploma	15	30
	Degree	12	24
	PG	11	22
	Total	50	100.0
V	OCCUPATION		
	Government	20	40
	Private	30	60
	Self employed	50	100.0

## **DATA ANALYSIS**

**Table No 1 : Age and Respondents' Perceptions of customers towards B2C marketing companies.**

Age	F Value	P Value	F Value	Result
18 to 25 years	58.856	4.657	.001	Significant
26 to 35 years	55.365			
36 to 45 years	57.365			
46 to 55	56.526			
56 and Above	58.256			

### **Inference**

Null Hypothesis is rejected as there is significant difference between age and customers preference towards buying products from B2C companies.

**Table No 2 : Gender and Respondents' Perceptions of customers towards B2C marketing companies.**

Gender	F Value	P Value	F Value	Result
Male	50.005	2.586	.102	Not significant
Female	62.258			

**Inference**

Null Hypothesis is not rejected as female have a strong opinion regarding buying goods from B2C companies specifically on marketing mix as compared to male in the response. It is clear that there is not a significant difference between gender and respondents buying from B2C companies.

**Table No 3 : Marital status and Respondents' Perceptions of customers towards B2C marketing companies.**

Marital status	F Value	P Value	F Value	Result
Married	57.685	4.352	.001	Significant
Unmarried	58.569			

**Inference**

Null Hypothesis is rejected as there is significant difference between marital status and customers preference towards buying products from B2C companies

**Table No 4 : Qualification and Respondents' Perceptions of customers towards B2C marketing companies.**

Qualification	F Value	P Value	F Value	Result
School	58.856	4.657	.001	Significant
Diploma	55.365			
Degree	57.365			
PG	56.526			

**Inference**

Null Hypothesis is rejected as there is significant difference between qualification and customers preference towards buying products from B2C companies

**Table No 5 : Occupation and Respondents' Perceptions of customers towards B2C marketing companies.**

Occupation	F Value	P Value	F Value	Result
Government	57.265	.056	.945	Not Significant
Private	56.835			
Self employed	57.112			

**Inference**

Null Hypothesis is not rejected as there is not a significant difference between occupation and customers preference towards buying products from B2C companies

**ANALYSIS OF QUESTIONNAIRE****1. Do you use ecommerce websites for shopping?**

Gender	Yes	%	No	%
Male	18	0.18	10	0.10
Female	16	0.16	6	0.6
Total	34		16	

**Interpretation**

By the above data, it was found that, only 16 people out of 50 have never used E-commerce websites for online shopping. It can be concluded that more than 50% of the people have used or use E-Commerce websites at some point of life.

**2. How often do you shop online?**

Gender	Twice a week or above	Weekly	Monthly	Occasionally
Male	3	5	10	15
Female	5	8	12	12
Total	8	13	22	27

**Interpretation**

From the above table it's evident that 8 people shop online twice a week or above, 13 people shop weekly, 22 people monthly and 27 people shop occasionally. It's hard to conclude the accurate result from the table because the people chose more than one answer for this multiple choice question.

**3. How much do you usually spend on online shopping?**

Gender	Below Rs.1000	%	Rs.1000-5000	%	A
Male	16	0.16	4	0.4	5
Female	18	0.18	6	0.6	3
Total	34		10		8

**Interpretation**

From the above table it's evident that most of the people shopping online for less than Rs.1000 if they're shopping on a daily basis. We can see that people 34 shop for less than Rs.1000, 10 people shop for Rs.1000-5000 and only 8 people shop for more than Rs.5000. People have also selected both the first options or first and last option which shows that they shop for more than Rs.1000 occasionally when required.

**4. According to you which online retailer website is better compared to others out of the options given?.**

Gender	Amazon	%	Flipkart	%	eBay	%
Male	18	0.18	15	0.15	5	0.5
Female	16	0.16	10	0.10	8	0.8
Total	34		25		13	

**Interpretation**

In this question there was a choice given between 4 famous Indian Ecom companies and were compared with each other. It is evident from the table that more than 40% percent of the people think that Amazon.in is better than the other Ecom websites because of its brand image and services provided

## 5. What is your preferred mode of payment?

Gender	Pre-paid	%	COD	%
Male	18	0.17	11	0.11
Female	10	0.15	15	0.15
Total	28		25	

Interpretation

From the above data, it is evident that out of 50 people, 28 people's preferred mode of payment is prepaid and COD (Cash on Delivery) is preferred by 25 people. It is evident that 3 people choose both as their payment method. We can conclude that people have been starting to trust Ecom websites with their money by using pre paid mode of payment.

## 6. Have you had any bad experiences while using e-commerce websites?

Gender	Yes	%	No	%
Male	9	0.9	15	0.15
Female	8	0.8	18	0.18
Total	17		33	

Interpretation

From the data collected it is evident that only 17 people have had a bad experience with E-commerce websites and 33 people have not had any bad experience with E-commerce websites. It is safe to conclude that more than 40% of the people have agreed to not having any bad experiences. This shows that most of the E-Commerce companies actually live up to the expectations of their customers.

## 7. How do you feel was the response from B2C companies if you've ever contacted them?

Gender	Satisfactory	%	Non- Satisfactory	%
Male	6	0.06	5	0.05
Female	8	0.08	2	0.02
Total	14		7	

Interpretation

From the above table, it is evident that more than 50% of the people have not contacted Amazon customer service at any point of time as there was response only from 21 people. Out of 21 people, 14 people have found the response from customer service effective where as 7 people have found it unsatisfactory.

## 8. Would you continue buying from B2C companies

Gender	Yes	%	No	%
Male	6	0.06	5	0.05
Female	8	0.08	2	0.02
Total	14		7	

Male	20	0.20	5	0.05
Female	22	0.18	3	0.03
Total	42		8	

**Interpretation**

From the above table it is evident that 80% of the people are comfortable with Amazon.in and prefer to continue shopping from there. 42 people have said that they would continue shopping from Amazon.in and 8 people have said that they won't prefer Amazon for future online shopping.

**FINDINGS**

- ❖ From data analysis, I can conclude that 60% of the respondents use E-commerce website for shopping.
- ❖ Majority of the people shop online for once per two weeks.
- ❖ 40% of the purchases that are made are below Rs.1000
- ❖ 65% people opined that purchasing from online companies are better than traditional marketing way, in that Amazon was graded at top.
- ❖ Only 45% of people prefer pre-paid mode of payment.
- ❖ Rest 55% prefer cash on delivery due to trust and security doubts.
- ❖ According to the data analysis, 60% of people agree that B2C companies meets their requirements due to the availability of wide categories of products.
- ❖ According to 80% of the people, majority of the companies delivers their orders on or before the Estimated Delivery Date.
- ❖ When asking about their shopping experience with Amazon, majority of the people said it's satisfactory and they were pleased.
- ❖ Data analysis shows that only 20% of the customers face issues with the orders received.

**SUGGESTIONS**

- Return policy of electronic items should be a little flexible.
- Updating of wrong courier scans erroneously by the couriers must be taken care of.
- More efficiency of the courier partners.
- Customer service associates should follow up more with customers until the problem is resolved.
- Limitations of the Study
- Time is a main limitation for the study as a project was only restricted for 45 days.
- The methods used in this project are random sampling methods and results obtained may not be accurate.
- The research has been centered only to 50 customers.
- The analysis is purely based on close ended questions and due to their deliberate manipulation, important information may be lost and even barriers of communication would cause a limitation.

- The whole project research was confined only to limited number of people which doesn't do justice to the wide scope of this topic.

## **CONCLUSION**

The respondents were selected randomly and are colleagues, neighbors etc. The respondents are using online companies for more than a year in most of the cases and below one year in least cases, the reason they choose it is because of the service provided and brand image. Most of the customers are satisfied by the services provided by B2C companies. However, few think that it could do better in terms of the quality check and courier enhancement. In purchasing from Amazon, wide range of collection appears to be the prime motivation followed by reasonable prices offers which helps the customers in making their purchase decision, due to special offers and deals targeted by the company at price segment.

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