

TITLE: ROLE OF E-COMMERCE IN THE MARKETING

ABSTRACT:

Electronic commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can access all the facilities of the internet to buy or sell the products.

KEYWORDS

- ❖ Role of datamining ecommerce
- ❖ Cross selling
- ❖ Segmentation and profiting
- ❖ Customer retention

INTRODUCTION OF E-COMMERCE:

It's a method of buying and selling goods and services online. The definition of ecommerce business can also include tactics like affiliate marketing. You can use ecommerce channels such as your own website, an established selling website like Amazon, or social media to drive online sales.

OBJECTIVES OF E-COMMERCE MARKETING

The primary objective of ecommerce business is to increase the conversion rates. One way to do it is to ensure that the website has a simple, effective design, pages load quickly and it is easy to navigate, along with it a compelling content and effective marketing strategies in place.

THE E-COMMERCE AND MARKETING PROBLEMS STATEMENT

The customer may miss the personalized experience of shopping in person and interacting with sales associates, security threats; E-commerce platforms are vulnerable to security threats, such as data breaches, hacking, and fraud, which can compromise customer data and harm business.

SCOPE IN E-COMMERCE

The potential for E-commerce development is enormous.

1. Exchange of digitized information
2. Technology-enabled
3. Customer retention
4. Accounting
5. Supplier integration
6. Support the exchange.

THE E-COMMERCE AND MARKETING IN GEOGRAPHY

E-Commerce and describes “Sales of goods and services where the buyer places an order, or the price and terms of the sale are negotiated over an internet, mobile device (M-commerce), extranet, Electronic Data interchange (EDI) network, electronic mall, or other comparable on online system.

HYPOTHESIS TESTING IN E-COMMERCE AND MARKETING

The hypothesis test examines two mutually exclusive claims about a parameter to determine which is best supported by the sample data. The parameter is usually the mean or proportion of some population variable of importance to the marketer.

RESEARCH DESIGN

A research design is the arrangements of condition for collection and analysis of data in manner that aims to combine relevance to the research purpose with economy in procedure in fact the research design is the conceptual structure within which research is conducted it constitute the blueprint for the collection, measurement, and analyst of data.

LIMITATIONS OF E-COMMERCE AND MARKETING

Limitations of E-Commerce is the biggest drawback of e-commerce is the security of business information. It is general fear among the clients/customer to provide personal and financial information, even though several improvements and steps are taken up for its security.

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