

A Study on E-Commerce and Its Challenges

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Abstract – Online business assumes a critical role in the present very aggressive world. Organizations, identities, even deliberate or religious associations, utilize it in some shape -, for example, Event management, Image management, Internet marketing, and so on either to elevate a product or to advance a point of view. In particular, advertisers will consider consumer conduct trying to comprehend the numerous components that prompt an effect buy choices. The individuals who create advanced marketing techniques start by recognizing applicable markets and afterward examine the connection between target consumers and the product/administration or brand. Frequently, trying to pick up bits of knowledge, advertisers utilize techniques acquired from different controls.

Keywords: E-Commerce, Consumer, Social Media

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INTRODUCTION

The quickest developing media outlet for promoting is the Internet. Contrasted with spending in other media, the rate of spending for Internet promoting is encountering colossal development. In any case, add up to spending for Internet publicizing remains moderately little contrasted with other media. However, while Internet publicizing is as yet a little player, its impact keeps on extending each year significant advertisers move a bigger part of their limited time spending plan to this medium. Two key explanations behind this move rest with the Internet's capacity to: 1) barely focus on a promoting message and 2) track client reaction to the promoter's message. The Internet offers many publicizing choices with messages conveyed through sites or by email.

Handheld gadgets, for example, PDAs, Personal Digital Assistants (PDAs) and different remote gadgets, make up the developing cell phone advertise. Such gadgets enable clients to remain educated, accumulate data and speak with others without being attached to a physical area. While the cell phone showcase is just start to wind up a reasonable promoting medium, it might before long offer huge open door for advertisers to achieve clients at whenever and wherever.

Likewise, with geographic situating highlights incorporated into more up to date cell phones, the medium can possibly give advertisers the capacity to target clients dependent on their geographic area. Right now, the most mainstream publicizing conveyance strategy to cell phones is through plain content informing, nonetheless, throughout the

following couple of years multimedia advertisements are relied upon to end up the prevailing message design.

India has without a doubt joined the computerized marketing alliance. There is an immense working class advertise numbering as much as 250 million today. The American business week magazine, said in April, 2008, that there were 8% rich Indian having wages higher than a normal American. Indeed, even time magazine concentrated on it in a cover highlights, "Consumer Boom". In the event that the consumer, presented to the ad, keeps it at the back of his brain or if on account of non-sturdy makes a preliminary buy and is fulfilled, it might bring about putting the brand among the most – favored ones in his 'evoked set, as expressed in the 'Howard-Sheth display'. Accordingly, there is a positive observation to advertisements of new brands and in addition to remnants advertisements of more seasoned brands. How the consumer makes utilization of this publicizing correspondence given by the advertiser is an issue in the domain of consumer conduct. Marketing individuals think about that, publicizing is viable advancing the offers of an organization's products and administrations. In any case, the connection among promoting and deals is somewhat aberrant.

It is attractive that the advertiser ought to likewise quantify the adequacy of advanced marketing, and even with results, gotten roll out subjective improvements in his marketing program. The evaluation of marketing projects should result in the business winding up financially suitable. In any case, the level of its viability versus the sum spent on computerized marketing can't be estimated

straightforwardly as put rather defenselessly by Wanamaker. The potential purchasers settle on the purchasing choices not just because of the advanced marketing they see yet in addition because of numerous other financial and social variables. The viability of computerized marketing is a component of a few factors. The issue is that the association can't gauge the effect of one variable alone.

Since computerized marketing is broadly acknowledged as a huge marketing methodology, it is important to plan advanced advertisements in new structures and organizations to make them more successful and open through famous media like messages, advertisements through social locales like Facebook. Therefore the subject of advanced marketing is put to investigate from various edges is confirm by the writing survey. This examination think about adds new shrewd contributions to the limited time techniques of marketing through computerized sources.

Web based business is a paid type of advancement of products and administrations through a distinguished support utilizing a computerized medium. Web based business is that component of advancement blend, which is regularly viewed as unmistakable in the general marketing lattice. Its high perceivability and inescapability has made it a vital business medium in Indian culture. It is a methods for affecting the consumer to purchase products or administrations through visual or sound influence. A product or administration is principally promoted to make attention to its utility in the psyches of potential purchasers. Because of globalization and the subsequent changes in consumer purchasing behaviors, the promoting business has experienced huge change in recent years. The current article features the situation of advanced marketing difficulties and approaches to defeat it.

LITERATURE REVIEW

Prof. Mahendra Mohan (2006) of IIM-A composes that a definitive trial of viability of marketing clearly comprises in the level of accomplishment of the destinations set by a sponsor, in conference with the promoting organization chipping away at the record.

Ayaz S. Peerbhoy (2010), organizer Director of MAA promoting Agency, Bombay – Bangalore portrays that, "The idea of advanced marketing as comprehended in the Indian conditions can be clarified still further as far as its viability on and receptivity by the consumers and the markets if legitimate Scientific Research strategies and techniques are connected. To promoting focuses, the creator investigate is a piece of the marketing exercises "worked in-advance".

A thorough examination on advanced marketing and exposure has been finished by Sexena, S.S (2013) reviews the predominant practices and techniques in

India and evaluates the commitments made by promoting and attention to the business and social edification of people in general.

The definition and essentials of advanced marketing are examined finally by Devar and Rustom. S. Towards the end, much pressure is laid on marketing research, inspiration research and management.

An unmistakable comprehension on computerized marketing, statistical surveying, ad and deals drive management i.e., enrollment, determination and preparing of offers staff is given by Roy, P.C (2010).

Parikh. J.C. (2013) investigated further enhancements and changes in the promotion, offering and consumer relations required by the presentation of man-made fiber textures. The study makes some valuable proposals.

In, "the changing example of India utilization, (An investigation of progress in living standards)", Quarterly monetary survey Dec.1958, builds up a theoretical relationship between's consumer durables and consumer products(and that the rate of hazard on account of the previous being higher than that of the last mentioned).

Boyd Harper W. furthermore, Kapoor. M.C (2013) made reference to different products that address the issues of nearby market and product look into. More current techniques have an essential role to play in deciding the agreeableness and benefit capability of certain new products.

Smash Swami, R. (2014) says that "despite the fact that the reality stays undisputed that publicizing advances national economy and raises the way of life, particularly in the Indian setting, yet the current reactions are against a lot of promoting as opposed to against the common patterns of promoting.

Bahl. G.C. (2014) says "A more profound comprehension of consumer conduct is the premise of Advertising. So far as consumer obstruction is concerned it very well may be overwhelmed by Pre-testing and Post-testing the promoting effort to make it all the more successfully". The creator focuses on the role of the publicizing in a production-situated economy like India.

Patnagar,V.N. (2012) stresses the role of the exploration in advancing the publicizing of a specific thing as well as to enhance when all is said in done the act of promoting.

Lathif, T.A.A, (2014) says, "Productive Management is an essential to a modern fortune and marketing is an essential to effective management. In this manner, "Marketing ought to have need in management choice and significant

components for are production and assembling tasks.

Varma, J.K. (2010) says according to consumer inclinations, states of mind and propensities, focuses on the significance of marketing exploration to overcome any issues between the maker and the consumer. It is underscored by the creator with a few models.

Patel, V.P. (2010), says, "Effective Advertising pushes the economy of the business which thus buys the economy of the nation". Promoting is a connection among production and utilization but then it is indispensable piece of marketing.

First of the arrangement on, "from the consumers end" in light of the overview led by the Indian Institutes of general feeling, presumes that the white collar class consumers are profoundly disappointed with the administration and costs charged for the close necessities of substandard quality.

DIGITAL MARKETING CHALLENGES AND ITS SOLUTION

1. Not becoming mixed up in the volume

The advanced world is blasting and pretty much every business out there has taken its products/administrations online to connect with the majority. As indicated by a report by Experian, most advertisers are currently confronting the test of making their image emerge in the volumes accessible on the internet. This in the end prompts trouble confronted when endeavoring to run a brand mindfulness battle or securing new clients.

Solution

While probably a portion of your products/administrations may be like what another business brings to the table, there is unquestionably a little viewpoint that is remarkable to you. Find the USP of your product/administration and discover approaches to pass on the equivalent. Lead overviews on your current clients and your intended interest group to more readily comprehend what they are searching for, and distinguish which of those necessities your image can satisfy.

2. Driving applicable activity to the site

Proceeding on the point above, advertisers today are reliably confronting a test with regards to spreading brand mindfulness in the correct target showcase. This likewise makes it harder for them to drive the perfect activity to their business sites. Thusly, understanding which channel to take advantage of and driving significant audience to your site to transform them into clients is turning into a progressing test for advertisers.

Solution

Lead a review of your online action – what strategies are you deciding on to connect with your audience. Mull over the substance you're delivering, the channels you're displaying it on, the social media channels that you're effectively present on and the paid/unpaid crusades you are perhaps running.

3. Targeting the correct audience viably

One of the as a matter of first importance thing that a viable advertiser does, is to distinguish their intended interest group in the market. With the quantity of internet clients expanding constantly and their requirements changing consistently, targeting the correct audience has turned out to be one of the greatest difficulties for advertisers.

Solution

Take a gander at the general socioeconomics of the market that you need to connect with. Recognize their necessities and make client personas mulling over their online conduct and conceivable future needs. For this situation, organizations like Wigzo outfit you with machine learning and prescient examination instruments to empower better persona creation.

4. Lead generation utilizing social media

With regards to the different social channels, most organizations and advertisers don't generally realize how to stay steady at it. The majority of them feel that it is about the paid battles they should keep running for brand mindfulness and lead generation. Albeit, the two are a steady test with the consistently expanding business sector rivalry.

Solution

The best method to use from social media is to incorporate your marketing and deals endeavors. Sharing conduct information and communication levels with leads on social media, can enable the deals to group characterize a specially, customized client venture for them – which they will probably change over on.

5. Staying aware of the changing patterns

The computerized market and marketing techniques have changed radically in the course of the most recent couple of years. What's more, it keeps on changing even today to take into account the cutting edge addressable market needs. Henceforth, it is essential for advertisers to remain in the know regarding every one of these changes.

Solution

Reliably draw in with your intended interest group on stages that they are most dynamic on. The best method for doing as such is to use from social listening utilizing devices like Hootsuite. They enable you to comprehend what individuals are saying in regards to you and your product/benefit, what they expect – giving you the chance to wind up a piece of their discussion.

THE RESEARCH METHODOLOGY

Data Source

Primary data

The present research being illustrative in nature predominantly relies on primary and secondary wellsprings of information. Organized poll technique is utilized to gather from the consumers utilizing computerized media.

Secondary information - is taken from the materials (significant records) given by different sites, industry reports. All conceivable existing writing is gotten by experiencing different diaries e-diaries, online storehouses, magazines and distributions. The examination principally displays primary information gathered from the respondents chosen by a sample review in the twin urban communities of Hyderabad and Secunderabad.

Field Analysis

Field analysis is finished by review strategy to guarantee that gathered information is true and doesn't vary from the genuine circumstance.

Research Instrument

The survey is completely organized. Prior to concluding it, a pilot overview was led to pre-test it and the perspectives of the respondents were considered in finishing the poll. The inhabitants were reached straightforwardly by the analyst for gathering the significant information. Legitimate consideration has been taken to keep up the heterogeneity of sample.

The Primary information on advanced marketing gathered through the poll was deductively organized and investigated while translating.

To think about the supposition of the respondents towards advertisements, a five point Likert's scale (Likert's scale is embraced for estimating the level of fulfillment against every announcement) involving unequivocally deviate, dissent, neither differ nor concur, concur and firmly concur is received to contemplate the respondents disposition and recognition. A five point verbal scale is received to

discover the respondents dimension of fulfillment. A five point productivity scale is received to ponder the present adequacy of publicizing and respondents desires on the equivalent.

Inspecting Procedure and sample size

The inspecting strategy decided for the investigation is multi-organize testing, where respondents were chosen from twin urban communities of Hyderabad and Secunderabad. (The explanation behind utilizing Cluster Sampling Technique is that separated from giving unwavering quality, it likewise presents monetary favorable position as most reduced per unit cost per chosen bunches.) A sample of 385 respondents was taken for the examination. The populace is taken from the inhabitants involving 18 years or more from enumeration computation of Government of A.P.

The sample chosen covers the accompanying territories in the twin urban areas of Hyderabad and Secunderabad.

| | | | |
|------------------|----|-----------------|----|
| East Maredupalli | 40 | Srinagar colony | 40 |
| West Maredpalli | 40 | S. R. Nagar | 40 |
| Taranaka | 40 | Banjara Hills | 40 |
| Tirumalagiri | 40 | Moti Nagar | 40 |
| Malkajgiri | 40 | Sanath Nagar | 25 |

Research approach

The decision of subjective research depends on our goal to pick up a more profound comprehension of the consumer conduct and the impact of advanced marketing on it. The data gathered from the respondents will give us a probability to pick up a comprehension of what the populace secured think and what impacts their choices.

Validity and reliability of the examination Instrument

Before regulating the survey the instrument was exposed to a validity and reliability test. The survey has breezed through the required validity test, results showing .806 or (81%) validity for the 158 factors canvassed in the poll. This is additionally tuned in to Cronbach's Alpha factual measure which helps in checking the connection between two factors and furthermore helps in affirming whether the examination discoveries are extremely about what they have all the earmarks of being about.

Nature of this examination was upgraded by characterizing the ideas utilized for development of

edge of reference dependent on built up writing. This gave the base to building up the agenda for information gathering.

ANALYSIS

Table No. 1

Cross tabulation between age and advertisement observing habits of using social media N=384

| Age Opinion | I do not use social media | I watch both posts as well as advertisements on social media | I concentrate more on advertisements than posts | I only watch posts | Total | |
|----------------|---------------------------|--|---|--------------------|-------------|---------------|
| Age in Years | 18 – 25 | 9 13.8% | 38 58.5% | 8 12.3% | 10 15.4% | 65 100.0% |
| | 26 – 33 | 3 3.7% | 42 51.2% | 9 11.0% | 28 34.1% | 82 100.0% |
| | 34 – 41 | 12 12.5% | 58 60.4% | 15 15.6% | 11 11.5% | 96 100.0% |
| | 41 – 50 | 12 17.6% | 41 60.3% | 3 4.4% | 12 17.6% | 68 100.0% |
| | 50 – 57 | 2 5.1% | 15 38.5% | 5 12.8% | 17 43.6% | 39 100.0% |
| | 58 years & above | 3 8.8% | 23 67.6% | 4 11.8% | 4 11.8% | 34 100.0% |
| | | 41 10.7% | 217 56.5% | 44 11.5% | 82 21.4% | 384 100.0% |

Source: Primary data (Compiled from the tabulated responses)

From the above table it tends to be deciphered that the age assemble who favor social media out of 384 populace 65 respondents go under 18-25 years old gathering and their most noteworthy inclination i.e., 58.5% (38) respondents watch the two posts and advertisements and 15.4% (10) don't watch advertisements and just watch posts. 82 respondents goes under 26-33 age aggregate with most noteworthy number 42 with 51.2% of respondents favor advertisements alongside different posts and the slightest three (3.7%) of respondents don't utilize social media by any stretch of the imagination. 96 respondents fall under 34-41 age bunch out of which 58 respondents with 60.4% favor posts and for advertisements.

Just 11.5 % (11) respondents favor watching posts. 68 respondents goes under 41-50 age gathering and most noteworthy inclination 60.3% with 41 respondents lean toward social media for posts and for advertisements. Last three respondents with 4.4% focus more on advertisements than different projects. 39 respondents goes under 50-57 age gathering and their most noteworthy inclination with 38.5% is likewise to utilize social media not different posts, but rather additionally for advertisements and 17 respondents with 43.6% favor social media just for different posts as opposed to advertisements.

Table No. 2

Advertising messages solve the decision making dilemma

| Message type/ Rank | I | II | III | IV | V | Total % |
|--|--------------|--------------|--------------|-------------|-------------|-------------|
| Price clarity | 143 37.1% | 102 26.5% | 50 13% | 27 7% | 63 16.4% | 385 100% |
| Product benefits | 175 45.5% | 58 15.1% | 51 13.2% | 30 7.8% | 71 18.4% | 385 100% |
| Brand association feelings | 79 20.2% | 102 26.5% | 84 21.8% | 77 20% | 43 11.2% | 385 100% |
| Brand personality Used in the ad | 77 20.2% | 77 20.2% | 101 26.5% | 72 18.9% | 54 14.2% | 381 100% |
| Comparison of the brand with competitors | 106 27.6% | 66 17.2% | 74 19.3% | 71 18.5% | 67 17.4% | 384 100% |

Source: Primary data (Compiled from the tabulated responses)

The above table construe that the kind of message advertisements unravel the basic leadership situation. The above table shows first message is value Clarity. Out of 385 populace 143 (37.1%) of respondents have given I rank for value lucidity and 102 (26.35%) respondents have given II rank , 50 (13%) respondents have given III rank, 63 (16.4%) respondents have given V rank, at long last 23 (7%) respondents have given IV rank for kind of message advertisements unravel the basic leadership problem through value clearness.

Out of 385 populace (45.5%) respondents have given first rank for product benefits advertisements tackle the basic leadership issue. 58 (15.1%) respondents have given for second rank, 51 (13.2%) for third rank,30 (7.8%) respondents have given fourth rank and 71 (18.4%) respondents have given fifth rank for product benefits understand the basic leadership problem through message advertisements.

The above table demonstrates another message advertisements are mark affiliation feeling through we can unravel the basic leadership difficulty in consumer products. First that 102 (26.5%) respondents have given the second rank for brand affiliation, 79 (20.2%) respondents have given first rank, 84 (21.8%) respondents have given third rank, 77 (20%) respondents have given fourth rank lastly, 43 (11.2%) have given fifth rank for brand affiliation feeling tackle the basic leadership situation through advertisements for consumer products.

It is drawn that out of 381 populace 101 (26.5%) respondents have given third rank, to the feeling about brand identity utilized in advertisements in explaining the basic leadership quandary in consumer products. 77 (22.2%) respondents have given equivalent positions (i.e. First and Second), 77 (18.9%) respondents have given fourth rank and 54 (14.2%) respondents have given fifth rank for brand identity utilized in the advertisements and settle the basic leadership issue in consumer products.

At last, out of 384 populace 106 (27.6%) respondents have given I rank their supposition about correlation of the brand with rivalry of message advertisements explain the basic leadership problem in consumer products. Pursued by 74 (19.5%) respondents have given III rank, 71 (18.5%) respondents have given IV rank, 67 (17.4%) respondents given V rank and 66 (24%) respondents have given II rank for correlation of the brand with contender's advertisements to settle the basic leadership quandary in consumer products.

Table No. 3

Preference of digital media advertisements

| Media/ Opinion | Preference | | | | | Total |
|-------------------------|------------------|--------------|---|-------------|---------------------|-------------|
| | Strongly Like | Like | Neither Like nor strongly Dislike | Dislike | Strongly Dislike | |
| E-mails | 172 44.8% | 93 24.2% | 52 13.5% | 37 9.6% | 30 7.8% | 384 100% |
| Facebook | 77 20.1% | 175 45.7% | 88 23% | 22 5.7% | 21 5.5% | 383 100% |
| Whatsapp | 83 21.8% | 127 33.3% | 97 25.2% | 55 14.4% | 19 5% | 381 100% |
| Others (Interactive) | 34 9.2% | 120 32.4% | 88 23.8% | 70 18.2% | 58 15.7% | 370 100% |

Source: Primary data (Compiled from the tabulated responses)

From the information given in the above table, we can decipher that: Out of 384 populaces' 172 respondents with 44.8% said their solid like for messages and just 30 individuals with 7.8% firmly disdain messages. Out of 383 aggregate populaces 175 individuals with 45.7%, have a solid inclination for Facebook and just 21 individuals firmly hate Facebook. 127 individuals with 33.3% out of 381 populace like notice through Whatsapp.

Out of 370 aggregate populace's 120 individuals with 32.4%, have preferring for other intelligent sources. From their analysis it is said that larger part of the populace like electronic media pursued by print and hoardings. Other intelligent sources assume minimum role in affecting the general population.

CONCLUSIONS AND RECOMMENDATIONS

The motivation behind the examination is to feature advanced marketing and its difficulties. The investigation tries to give the capacity to envision how advanced marketing procedures are detailed and seen by consumer fragments.

The examination tries to offer key pointers of successful computerized marketing techniques. Publicizing in the advanced media were considered. For this reason, advertisements in the advanced media has been contemplated.

Indian consumers have dependably been available to attempting new products. With the financial changes occurring and the expansion in the quantity of family units and well as twin-salary families, there is an emotional increment in family unit and also expendable earnings. To take into account their need advertisers are presenting new and propelled products, and situating them to pull in target clients.

A solitary brand image is the most imperative explanation behind institutionalization. Because of expanding geographic client versatility (e.g., in view of the travel industry) and media overflow (e.g., worldwide telecom). This outcome in the widening of the "observation circle" (in the same place). Social, financial, social and different contrasts make it troublesome for organizations to characterize or distinguish a solitary brand image that has a worldwide intrigue.

An institutionalized advanced marketing technique ought to be all the more effortlessly delivered for products in which people share regular consumer practices than for products utilized in socially particular ways. For example, consumer cutting edge merchandise (PCs, cell phones) might be fairly comparable crosswise over societies while sustenance is for the most part viewed as devoured in customary and quirky ways. Magnificence related product advertisements might be more effortlessly institutionalized than more culture-particular things, for example, nourishment or vehicles since they center around comparable requirements for excellence among a mutual audience.

Publicizing firms may share certain spokespersons and accordingly the VIP will wind up advancing in excess of one brand. A case of this is the performing artist Catherine Zeta-Jones who advanced both T-Mobile and Elizabeth Arden. Likewise, the golf champion Tiger Woods supported as much as three brands; American Express, Rolex and Nike.

The rate of progress in the familiarity with the Indian consumer amid the most recent decade has been moderate in spite of the multiplication of the social media and promoting. As the quantity of brands are expanding in the market, consumers have turned out to be choosier, driving advertisers to receive different methodologies to charm target consumers with extensive interests in promoting/exposure, offering rebates and attracting them with complimentary gift plans. These have just wound up in giving those fleeting additions regarding expanding their turnover and enhancing their image value.

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