

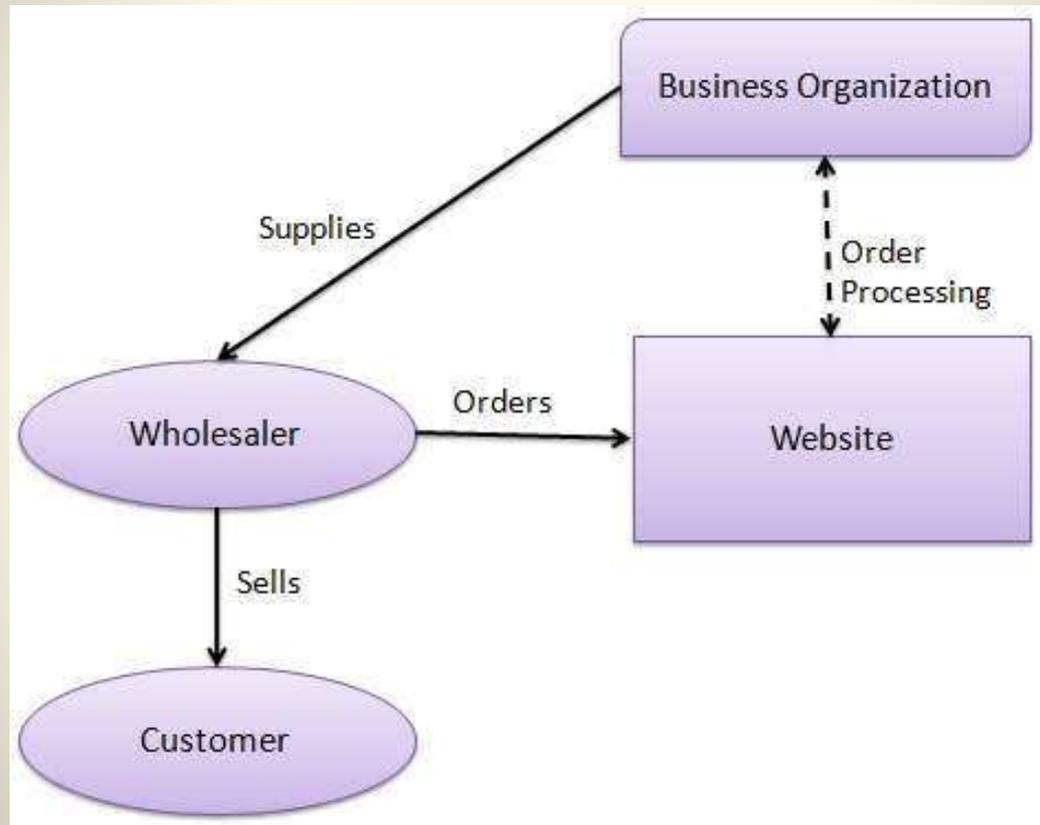
## **UNIT-2**

### **E- COMMERCE MODELS**

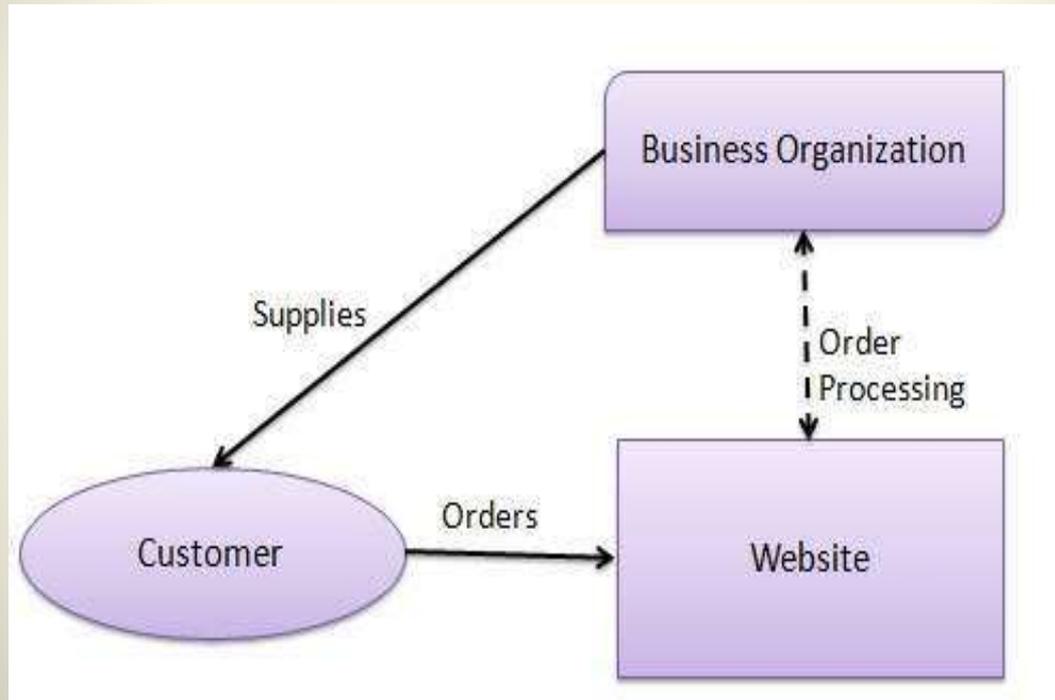
E-commerce business models can generally be categorized into the following categories.

1. Business - to - Business (B2B)
2. Business - to - Consumer (B2C)
3. Consumer - to - Consumer (C2C)
4. Consumer - to - Business (C2B)
5. Business - to - Government (B2G)
6. Government - to - Business (G2B)
7. Government - to - Citizen (G2C)

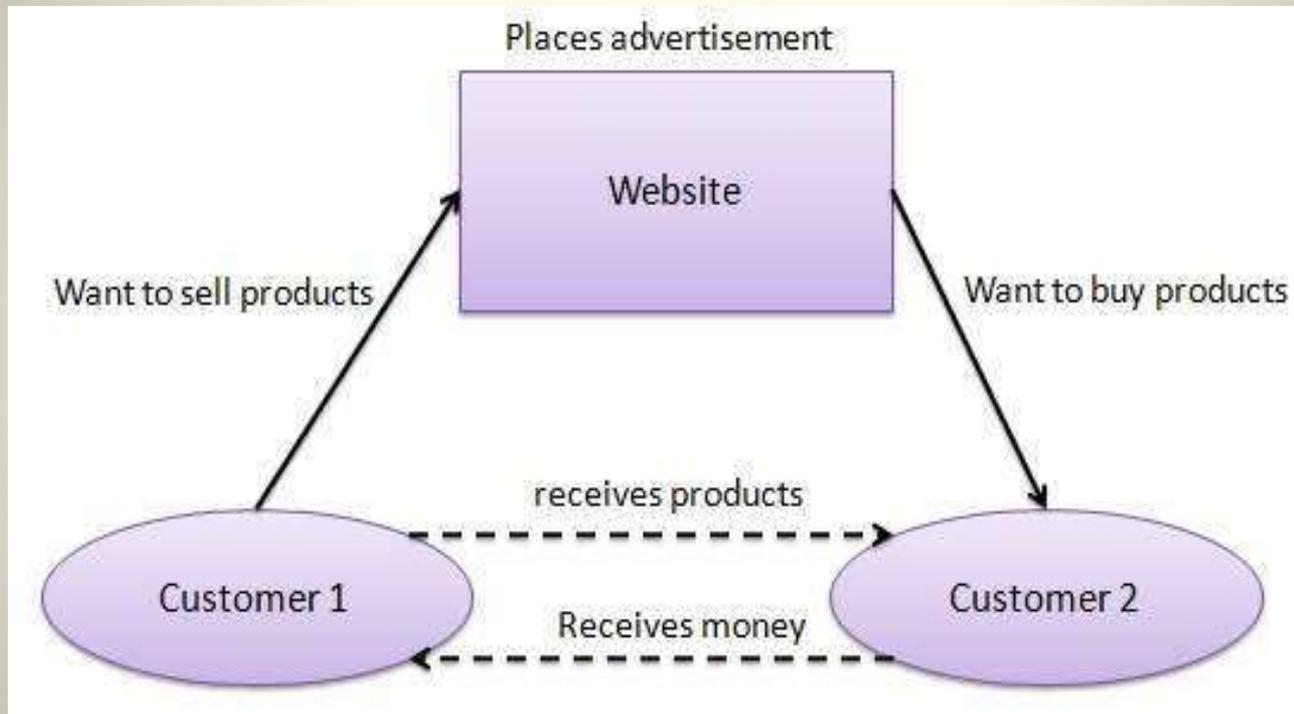
**Business - to – Business:** A website following the B2B business model sells its products to an intermediate buyer who then sells the product to the final customer outlets.



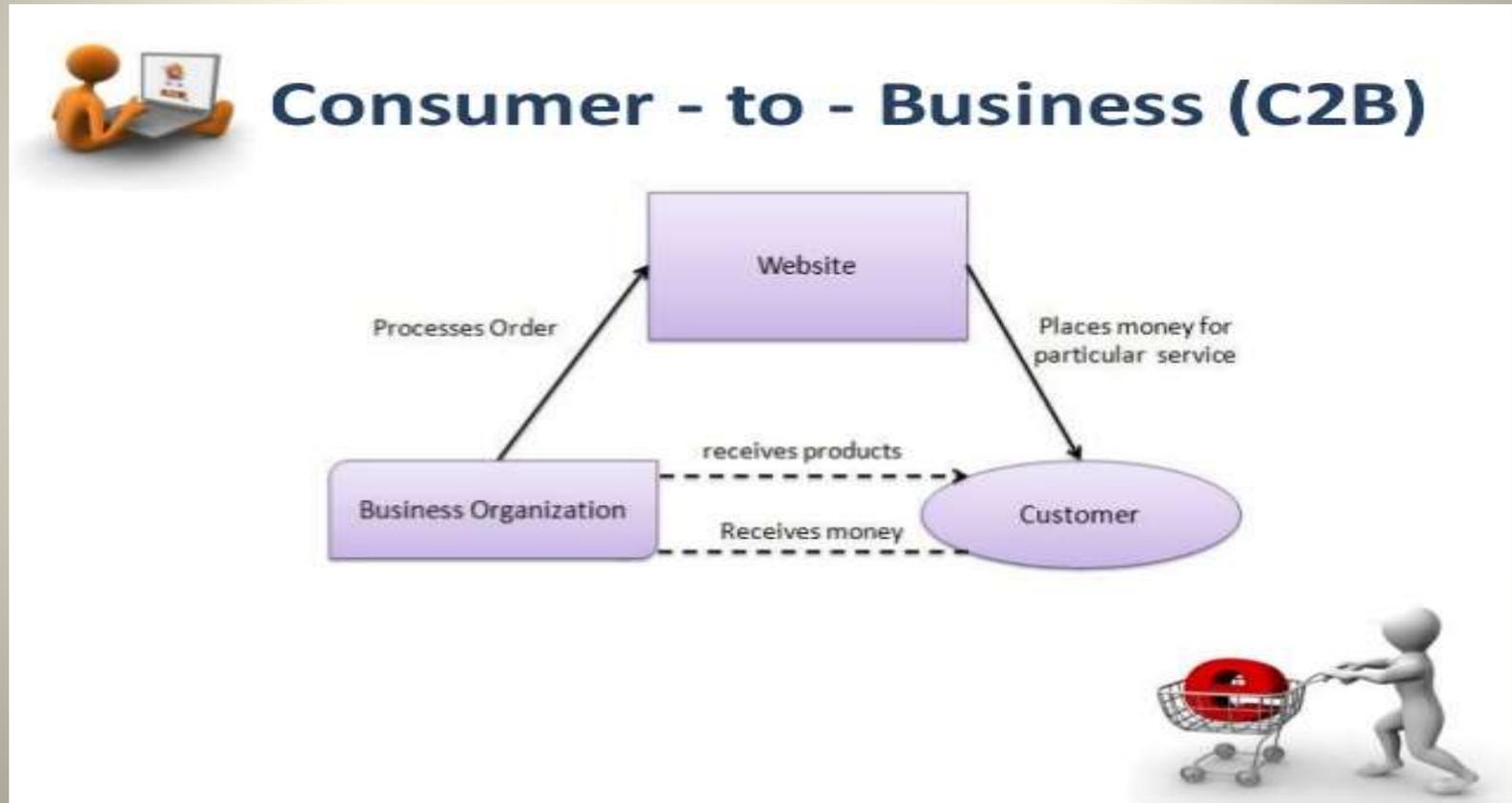
**Business - to – Consumer:** A website following the B2C business model sells its products directly to a customer. A customer can view the products shown on the website.



**Consumer - to – Consumer:**A website following the C2C business model helps consumers to sell their assets like residential property, cars, motorcycles, etc., or rent a room by publishing their information on the website.



**Consumer - to - Business:**In this model, a consumer approaches a website showing multiple business organizations for a particular service. The consumer places an estimate of amount he/she wants to spend for a particular service.



## **Government - to – Citizen:**

Governments use G2C model websites to approach citizen in general. Such websites support auctions of vehicles, machinery, or any other material. Such website also provides services like registration for birth, marriage or death certificates. The main objective of G2C websites is to reduce the average time for fulfilling citizen's requests for various government services.



## **Business - to – Government:-**

B2G model is a variant of B2B model. Such websites are used by governments to trade and exchange information with various business organizations. Such websites are accredited by the government and provide a medium to businesses to submit application forms to the government.



## **Government - to – Business:-**

Governments use B2G model websites to approach business organizations. Such websites support auctions, tenders, and application submission functionalities.



## **What is E-commerce Marketplace?**

The E-commerce marketplace or the online e-commerce marketing is a place or a website where one can find different brands of products coming from multiple vendors, shops or person showcased on the same platform.

The marketplace owner is responsible for attracting customers and the processed transactions, while the third party vendors deal with the manufacturing and shipping. Online Marketplace streamlines the production process through one simple portal, where the manufacturers sell their products directly to the consumers, therefore avoiding the stagnant process of stocks holding. This kind of supply chain management is usually referred to as the “**Drop shipping**” method.

## **E- ADVERTISING & MARKRTING**

### **7 Traits of New Age Marketing that Fuel Growth and Improve Reputations**

The internet has changed marketing for the better. The way that companies and customers interact with one another and the way that companies build a brand have changed.

Even the age-old industry of advertising has shifted to cater to these new trends and provide customers with more information, better connections with brands, and a better overall experience.

Seven traits of new age marketing that companies should strive for to fuel growth and improve their digital reputations by providing a better customer experience:

## 1.A Deep Understanding of Your Audience & Customers



## **2.A Focus on Content and Information**

One of the changes that came with new age marketing techniques was the shift away from traditional advertising and placing more focus on content and information provided to your customers.

## **3.Ability to Build a Digital Reputation**

One of the key considerations of new age marketing is how much of a role every action plays in building a digital reputation for your brand. Your online reputation is extremely important.

## **4.Live and Die by Value Provided**

In new age marketing, companies live and die by the value that they provide to their customers. By providing your users with valuable content and information to your users, you are no longer just a company that offers a product.

## **5.Mapping Content Operations to the Buyer's Journey**

Using content throughout the sales process has always been a focus for forward-thinking sales teams.

## **6.An Active (And Interesting) Social Presence**

Your customers are on social media. No doubt about it. Social media provides companies with the ability to meet their customers where they already are, which is invaluable.

## **7.Multi-Channel Marketing**

If you want to catch the eyes of customers, you have to get in front of them. To do that and stand out, you have to market to them through multiple channels.

## **The Emerging Position of the Internet as an Advertising Medium-**

The competitive nature of pay per click advertising opens one potentially lucrative avenue to advertisers.

There are three main reasons for bidding on your competitors' brands and keywords, known as "rand bidding".

**Cheap traffic.** Brand name keywords (with the exception of a few) are relatively cheap clicks compared to generic keywords in Ad Words.

**High quality traffic.** Although you will not receive lots of the traffic for these searches, the traffic you do attract will be very well qualified.

**Brand exposure.** If people are searching for a competitor offering similar legal services, then you can raise awareness of your own firm.

Google irwin mitchell

All News Maps Images Videos More Settings Tools

About 10,300,000 results (0.79 seconds)

**Irwin Mitchell Solicitors - Multi Award Winning Law Firm**  
**(Ad)** [www.irwinmitchell.com/Compensation/Claims-Lawyers](http://www.irwinmitchell.com/Compensation/Claims-Lawyers)  
An Open & Honest Approach To Law. Caring And Responsive Legal Support. Call Now!  
Services: Let Us Call You Back, Clear and Honest Advice, Local Offices, Advice from Experts

**How We Can Help You**  
See How Irwin Mitchell Can Help You With Your Claim Now.

**Client Stories**  
Read About The Many Successful Cases Irwin Mitchell Have Won.

**Email Us Now**  
Contact Us By Email And One Of Our Experts Will Get Back To You.

**Why Irwin Mitchell**  
See Why You Should Choose One Of The UK's Most Respected Law Firms.

**Making A Personal Injury Claim - Talk To Winns Experts First.**  
**(Ad)** [www.winnsolicitors.com/No-Win-No-Fee/Personal-Injury](http://www.winnsolicitors.com/No-Win-No-Fee/Personal-Injury) 0808 167 7959  
4.7 ★★★★★ rating for winnsolicitors.com  
We've Helped Thousands Of People Get The Compensation They Deserve.  
Non-Fault Claims Experts - Like For Like Replacement - No Win No Fee Specialist  
Services: Non Fault Accident Claims, Car Accident Claims, Cycling Accident Claims, Pedestrian Accide...

In this example you will see the competitor is very effectively [leveraging the options on Google AdWords called “extensions”](#) to include their local phone number, and their review stars.

## **Online Market Research-**

Conducting market research for your ecommerce business ideas is not only wise, it's essential.

Taking the time to go through this process will help you uncover whether or not there is a healthy demand around your business idea.

When completing market research around your small business idea, there are several different methods you can use.

However, it's always smart to use a combination of tactics and the [best online business tools](#) to be certain you have an accurate picture of your market and make the best business decision possible.

**1. Conduct keyword research:** The Google Keyword Planner helps you visualize how many people are searching for your business or product idea during any given time period.

**2. Find trends and put the big picture in perspective:** Google Trends is another cool Google tool you can use to reap market research learning's.

**3. Take a Deeper Dive:** This may seem obvious, but many potential entrepreneurs don't search for market data or surveys on their industry or specific business idea before launching.

**Here are a few ecommerce and retail industry publications to check out:**

- Internet Retailer
- WWD
- Inc
- Entrepreneur
- Business Insider

**3. Utilize social media-** Utilizing social media is a great way to start understanding the volume of conversations and mentions around your business idea.

**4. Build an online store and test the waters to gain momentum-**  
This is the big moment: dive in and open an online store.

**5. Routes to Building an Audience Without a Product-**  
This is tricky, but doable.

Leveraging an already existing audience to sell new products to is a great way to quickly scale a business, and there are various ways to do this.

**6. Launch a Narrative Brand-**

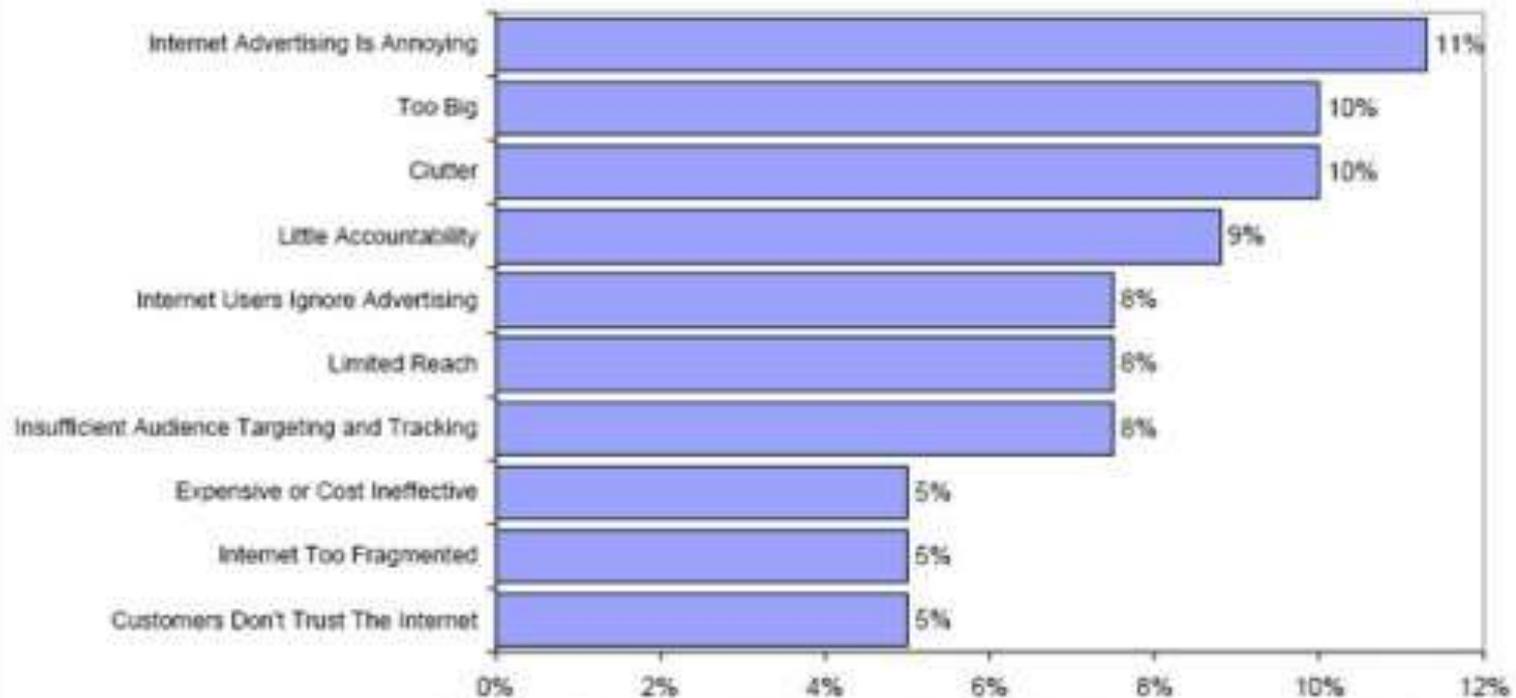
Narrative brands do incredibly well online.

Burrow is a great example of a narrative brand.

## WEAKNESSES OF E-ADVERTISING

While the Internet, as a medium, has the potential to showcase new and innovative advertising strategies, most advertisers are not harnessing this opportunity. Originally when advertising moved from print media to television media, the advertising industry had trouble adapting.

**Chart 4: Top 10 Total Weaknesses of the Internet as an Advertising Medium (Advertisers)**



Please note: These figures reflect greatest weaknesses and other weaknesses mentioned by advertisers.

# **E-Advertising and Marketing Industry in India-**

## **Introduction**

The Indian advertising industry has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. It is estimated that by 2018, the share of ad spend in India's Gross Domestic Product (GDP) will be around 0.45 per cent.

## **Market size**

Print contributes a significant portion to the total advertising revenue, accounting for almost 41.2 per cent, whereas TV contributes 38.2 per cent, and digital contributes 11 per cent of the total revenue. Outdoor, Radio and Cinema make up the balance 10 per cent.

India's digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore (US\$ 3.8 billion) mark by 2020.\*

## **Recent Developments:**

GroupM, the US-based advertising media company, has acquired a majority stake in MediaCom India, a joint venture between GroupM India and Madison Media group's principal shareholder Sam Balsara, for an undisclosed amount.

Flipkart, India's largest e-commerce marketplace, has re-entered the private label business by launching Smart Buy, with a view to boost earnings and fill gaps in its product selection.

The Indian Railways is working on a new advertising policy aimed at installing 100,000 big digital screens at 2,175 railway stations across the country, which is expected generate Rs 11,770 crore (US\$ 1.76 billion) revenue annually.

Snapdeal.com, one of India's largest and fast growing e-commerce companies, has acquired TargetingMantra (Insightful Pvt. Ltd), which is a Gurugram-based marketing and personalisation services company, as part of its plan to enhance the experience for its customers.

Tata Motors has appointed renowned football player Lionel Messi as the global brand ambassador for Tata cars and utility vehicles globally, with an aim to tap the youth market and expand visibility and presence of Tata Motors in newer markets.

All India Radio (AIR) has appointed 'releaseMyAd' as a virtual agency to let advertisers book ads for all of AIR's station online.

Google is all set to help India implement Prime Minister Mr. Narendra Modi's "Digital India" initiative, and the government has a well laid out plan to realise it, said Google's Chief Internet Evangelist Mr. Vinton G. Cerf. Digital India is Rs 1.13 trillion (US\$ 16.95 billion) government initiative that seeks to transform the country into a connected economy, attract investment in electronics manufacturing, and create millions of jobs and support trade.

## **Government Initiatives**

The Governments of India and Canada have signed an audio-visual co-production deal which facilitates producers from both countries to harness their collective artistic, technical, financial and marketing resources, and encourage exchange of culture and art between the two countries. The agreement is also likely to lead to better promotion of Indian locales for shooting films. "The agreement will also lead to the transparent funding of film production and boost export of Indian films into the Canadian market," as per the agreement.

## **Road Ahead**

The advertising and marketing sector in India is expected to enjoy a good run. Growth is expected in retail advertisement, on the back of factors such as several players entering the food and beverages segment, e-commerce gaining more popularity in the country, and domestic companies testing out the waters. The rural region is a potentially profitable target. For instance, in the automobiles sector, the focus of two-wheelers on rural areas could mean more launches and more advertising spends. The telecom sector could see growth as well, driven by better smartphone penetration and service providers cutting down on prices.