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RELATIONSHIP MARKETING USING E-COMMERCE PLATFORM

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Abstract

At present scenario E-Commerce is relationship marketing is a strategy develop to promote customer loyalty, interaction, communication and its long term engagement. Electronic commerce is changing marketing practice and management; it is leading a complete change in traditional way of doing business. To new design an effective theory of relationship marketing and management, it required to understand what motivates consumers' choice situations. The electronic customer relationship management (E-CRM) to improve strong connections with customers by providing them with information and feedback directly suited to their needs, interest and demands. E-CRM has helps to required marketing managers to re-evaluate how, when and to what area they interact with their customers.

Online interactions have turn up as a dominant exchange mode for manufacture or markets and customers. Plough online relationships defined as relational exchanges that are mediated by Internet-based channels-presents firms with challenges and opportunities. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. This paper uses the setting of an interactive home-shopping supermarket to examine the changing role of the retailer in electronic commerce.

Keywords: Relationship marketing, Online relationships, E-commerce, Online shopping, Mobile shopping, Self-service technology.

INTRODUCTION

21st century relationship marketing is outline to develop strong connections with customers by providing with data directly to their flavor and by promoting open asses' communication. This approach is gives very fast service and easy to buy and sell products most of the companies combine elements of both relationship and transaction marketing strategies. Any customer who has been happy with the service received is likely to be loyal to the Company and most probably he will be ready to compromise or over look certain defects over superior quality of service and after sales of services. Relationship marketing an approach that focuses on increasing the number of individual sales and growth.

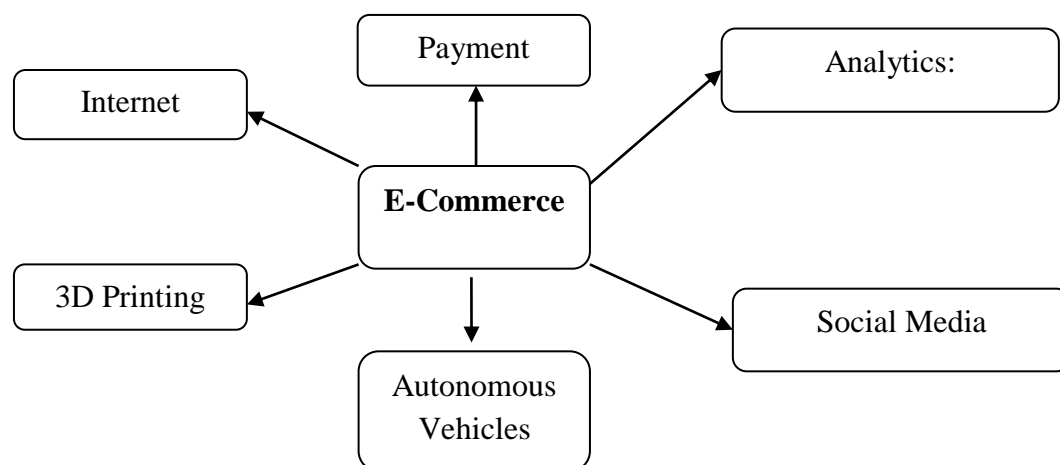
WHAT IS E-COMMERCE

E-commerce means electronic commerce. It means dealing in products or goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the salesperson on the Internet, who trades products or services directly to the customer from the door. The entrance uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card, Google pay or EFT (Electronic fund transfer) payments.

A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals

The main types of electronic commerce are: business-to-business (B2B); business to- consumer (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobile commerce (m-commerce).

E-COMMERCE FACILITATORS:



Using E Commerce platform

When firm creates an E Commerce platform and choose promote our products and services, paying attention to Customer Relationship Management (CRM) becomes that much more important. Using E Commerce as sales engine, firm is going to focus on vast markets and volume of prospects and customers too. The internet has changed the consumer behavior. Customers today expect superior services. The delivery and service expectations have gone up. It is important to remember that the internet customers have the power of instant communication across the World Wide Web (WWW).

Customer relationship management

Customer Relationship Management (CRM), which has also been described as ‘information-enabled relationship marketing’, is an enterprise-wide initiative that belongs to all areas of an organization. It comprises processes used by organizations to manage consumer relationships, which also include collecting, storing and analyzing data, and is often termed as data-driven marketing. CRM attempts to provide a strategic bridge between information technology (IT) and marketing strategies, thereby aiming at building long-term relationships and profitability. This requires ‘information-intensive strategies’. It is vital to maintain appropriate Customer Information Management systems by acquiring customer databases and consolidating customer feedback.



Purpose of the study

- 1) To know how different consumers can be targeted through relationship marketing.
- 2) To find out ways to strengthen the relationship with customers through internet.
- 3) To specify the foundation for successful e-relationship marketing.
- 4) To provide with meaningful examples of successful customer retention strategies.
- 5) To explain why and how to estimate customer life time value.

Objective: The objectives of present study are:

1. To understand the present Situation and trends of E-Commerce.
2. To reveal the key variables influencing the increased usage of E-Commerce

Research Methodology

This paper is based on secondary data culled from various reports like internet. The secondary data were also collected from journals, published report, and annual reports sourced from the internet

Fleece of Relationship Marketing:

Lack Of Awareness Many people do not have the knowledge or awareness of using computer system so they move on to use traditional system for doing all their transactions.

Firm Might Become A Victim Of Negative Feedback: While this is very scarce that a firm cannot ignore the chances of getting trick of a negative action. When something goes wrong the fickle-minded crowd might spread negative word of mouth and this can ruin the business offensive as a whole.

Conclusion: The study can conclude that Relationship Marketing is all about holding onto existing customers as well as gaining new ones; while existing customers remain loyal if the value of the goods/service that they receive is sufficiently high; while loyal customers can also act as advocates of this product/service. Many developing countries may well; a developing country may well venture to be update if it introduces electronic commerce effectively and efficiently. It really improves its output and lead to its competitive advantage. (IT) has boost E-Commerce worldwide. Now days it's easy to enter to a new market and marketers' or easy to introduces new products to the market or customer, can easily evaluate their product and company's performance. At most of the E-Commerce origination have call centers to connect with customers, they proved 24/7 call services should be dedicated. E-Commerce is a benefit for any country.

The governments should offer a level field to its E-commerce firms to allow the country's remarkable development. The encourage on E-Commerce should be to offer a legal framework so that while domestic, national and international trade are allowed to enlarge their scope, basic privilege such as consumer protection, privacy, prevention of fraud, etc are highly protected E-Commerce is a boon for any country if given right force and good environmental framework to prosper can significantly lead to country's progress and development.

Implications for Researchers

The study, being all in nature, increases a number of opportunities for future research, both in terms of theory development and concept prove. More empirical research will in fact be necessary to clear and further complex findings in the area of E-Commerce.

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