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## Online Store: E-commerce Business Marketing

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**ABSTRACT:** The online store is the convenient way of shopping from the comfort of the home. In today's busy schedule many people rarely has time for shopping. Although traditional shopping is fun. But it involves lots of tiring issues like searching for the parking, standing in a long queue for payment purpose, etc. Also the chances of getting all the required items available at the same store are many times not possible. Here is when the online store need merges in. With online store the problems with shopping are sorted out. Items are available at the finger tips. The payment method is also easy and time conserving. In addition to that it has home delivery which is again more convenient.

**KEYWORDS:** E-commerce, E-market, Communication, Security, Third-party, Trust Factor, Market Basket Analysis.

### I. INTRODUCTION

Looking for an online shopping site to manage the items in the shop and also help customers purchase them online without having to visit the shop physically. Internet shopping has become the fastest-growing use of the Internet; most Online consumers, however, use information gathered online to make purchases Off-line. A number of customers have attributed consumers' reluctance to purchase Online. Shopping from home allows you to shop at your own convenience – often 24 hours a day, seven days a week. There are no parking spaces so scout at the mall, no crowds to battle and no long lines. When you're shopping from the comfort of home, you can order all kinds of products and services from companies in other States, even other countries. You can check the balance of your accounts and determine when an automatic deposit or withdrawal has taken place. But shopping from home, like traditional shopping, isn't without risk. The Online Store allows visitors to your on-line shopping site to collect items in a virtual shopping cart. They may view the contents of their shopping cart at any time and may add or delete items at will. The Online Store automatically calculates the subtotal, sales tax, shipping charges, and grand total. When a visitor decides to check-out, the order information including the buyer's name, address and billing instruction is e-mailed to your order department (or whomever you choose) and a receipt is sent to the shopper.

### II. RELATED WORK

In authors used three modules where the three modules relate to each other. The first module which is the admin module looks after the overall products of the system. The second module which is the employee module deals with the product delivery and up-to-date the product being purchased by the customer via e-mail or sms through registered number. For all the e-commerce to work the third module which is the customer should have internet access in their system. When the customer access to the network and search for the products to buy online, the customer first gets to the website link and register their name in the said portal address. Once the customer chooses the product, the next step is adding to the cart and buy the product. The products here are stored in the database which gets link to the business end where all the processing is done and get displayed with the help of the front end. The product when bought will go for transaction through payment gateways where it will link to the local bank and then the transaction of money is done which is recorded by the employee module in the given record and sent the product to the third party for delivery. During the delivery process the employee will update about the status.



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## III. COMMUNICATION WITHIN MARKETING ENVIRONMENT

Communication is a major factor in marketing environment. Communication takes place in many forms like oral communication, written communication, and Non-verbal communication. For any business to expand from domestic market to the global market the user needs and specifications are to be considered as the tastes and choices of the customers vary from region to region. For getting the clear view of the user's choices and preferences the communication has to be done, as we have to prepare an entire batch of the latest trending goods according to the various regions.

## IV. STRATEGIES FOR MARKETING E-COMMERCE

Customer these days rely on online shopping for the goods they need. With modern technology the goods being ordered by the customer are getting home delivered. For marketing an e-commerce, a good user interface is necessary which makes the customer easier to use and makes them more reliable in using the service. Goods are to be arranged according to market basket analysis concept.

### Market basket analysis concept in E-marketing

Market Basket Analysis is a modeling technique which includes that if the customer is buying a set of items he is more likely to buy the relevant set of items rather than the irrelevant ones, so they should be arranged (displayed) together. The relationship will be in the rule: IF {milk, no ketchup} THEN {bread}.

### The role of Third party in marketing e-commerce

For giving a good relation with the customer, the third party comes to the role where they act as an interface. They should provide a good service to customer by delivering the goods in time. The third party here is required to complete the delivery services. Some e-commerce managing companies own the delivery mechanism. These are the companies with huge capital. Generally hiring a third party is a preferable option for new companies.

## V. TRUST FACTOR IN E-MARKETING

In marketing the trust factor plays an essential role. It decides the percent profit company will make in upcoming period. The customer should be convinced to use the services provided by that specific company. It becomes more essential part when it comes using the services from the newly established company. Major part of the trust depends on the consumer reviews. As the services are online there are high chances of fraud occurrence and thus involves the chances of risk. Building trust in online marketing as follows:

1. Assurance that the goods are genuine and high quality, the delivery is to be made in given time
2. The reputation plays a major role here, the products delivered and the products selected by the customer should not vary.
3. In case of faults, easy refund and replace services

## VI. SECURITY IN E-COMMERCE TRANSACTION

For marketing an E-commerce, secure transaction of the customer confidential details should be done. With security in services customer tends to rely on them for services they need. Not only the service should have security, the company of the E-commerce should have secure web services so that no intruders can enter and compromise the system



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## VII. CONCLUSION

The main goal of e-commerce is to understand how high street fashion retailers communicate & interact with the customers by developing their E-business model based on proper marketing scheme. Marketing requires lot of effort and techniques to give best service to the customer. Online purchases are impersonal but some enjoys the experience of purchasing products online. Profit evaluation can be of importance for gaining competitive advantage in the e-markets strengthening their existence over internet. Direct contact between the service provider and customer will helps in better service of goods having better quality and trust between them.

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