Abstraction.

The paper describes marketing and e-commerce problems in India. A brief account is given of market liberalization, globalization, licensing regulations and its effect on India’s economy.

Opening a global market in India lead to some problems with domestic goods. Foreign companies offered better products, backed up by better technology and a famous brand, that inspire confidence. Indian brands, isolated since 40-50 years, struggled to adapt to those changes. Most of Indian companies wanted quick results without consistent investments. Even though Indian industrials tried to import foreign technologies, it’s implementations were drastically changing cost of production. Past experience has shown that after a country’s permission for a multinational company to enter its market, local brands are being destroyed, and many Indian companies have no financial support or technology, so they cannot have another situation.  
The Indian marketing has come of age. But at the same time, the globalization of market gave Indian producers a chance to identify a basis for a potential growth.

Liberalisation policy, opening of Indian market for multinational companies and the introduction of intellectual copyright lead to development of a conception known as Strategical marketing – managing production based on consumer need, improving the quality of the product and adding a value through packaging and design. The competitive edge can be added by adopting and innovating required technology and a marketing strategy for the changing situation. Strategic Marketing is a dynamic concept and it is still under evolution. In India situations have been changing, liberalisation policy, opening up of Indian market for multinationals, and the Government vacating the board rooms, the customer being ushered in effect being given a place of pride, has brought changes in economic environment.

Now it is not enough to watch the consumer only it is essential to watch your rivals. Product differentiation is lowering its sharpness hence watching the action of rivals about distribution and such other things have become crucial, and the 'pace' of marketing is quick really quick, like combatants in power tennis, marketers have to anticipate where the opponent will place the ball. Trying to get it after the ball has been struck is too late.

However rival watching is a complex phenomena. Number of parameters on which they have to be watched have grown. Rivals have to be watched and their move is to be anticipated well in advance. They have to be watched cautiously and properly otherwise many a time marketers end up in watching the wrong kind of competition. In any case, quality product and improved technology alone can not help the marketer in a competitive market. Watching the rivals is very essential.

Further watching the rivals may be important; but the product attribute the technology difference and rival watch wont be as important as the 'Speed of Action' — the right package at right price, the right upgradation at the right time, and the right action to put the right blockade for the rivals at a right moment i.e. the pace strategy.

PACE means increasing the speed of launch of new products and re-launch of old ones. It indicates that be innovative in product quality, but be fast. Secondly, it means reduction of gap between one launch and another launch and making several brand launches in a short period of time. Thirdly, it means quick response to changes in consumer needs and preference by creating brand variations, time consuming test marketing and product fine tuning may be anti PACE but consumer need had to be judged. The use of qualitative research can offer quick insight into buyers perception for quick response and help in reducing marketing time. Fourthly, it means adopting a fast system design to keep fast track and PACE with the emerging global trends and control the quality of manufacture. It will help to squeeze the time in product development for effective speed marketing. A new product must be ready almost as soon as it is launched globally.

The strategic approach must concentrate on looking at the market differently than what was being done before liberalisation. The companies must be innovative from the point of future opportunities and understanding of the needs of consumers also. It is something more than USP which sells. Innovation should not only be quantitative. It should be quick, daring, dynamic than analysing the industry in two by two matrix. It should be qualitative and must be based on watching the performance of rivals.