Ecommerce in India

The first problem in opening the Indian market is the survival of Indian companies and Indian brands. In the past, there was experience when any country allowed multinational companies to enter their market, their local brands were destroyed. Indian brands cannot have a different situation. The magic of foreign brands cannot be denied. the middle class is definitely running after them. What attracts consumers to foreign brands produced by transnational corporations? Firstly, quality, and secondly, a status symbol and a new way of life.  
The survival of Indian brands will depend not only on the brand, but also on the product, the companies supporting it, and the people who run the company. Those Indian brands that have very clear positioning will survive. Brands that depend not only on the advertising bucks, but also on the whole gamut of activities to create a brand and what the consumer perceives as the cost of delivery. The difference in technology will not be as important as speed of action, the right package at the right price, the right upgrade at the right time. You may recall that in the past, the American consumer forum protested against the import of Indian chiffon skirts, and the US government issued a notice on the termination of their import.  
Another important issue related to the survival of Indian brands is that Indian manufacturers lack a commitment to product quality. The important thing is that the product must meet the needs of the consumer. Indian brands have been isolated since 40-50, so the quality of the products does not meet international standards. In fact, branding is the process of adding distinction to products or services that offer consumers quality, value, and satisfaction. If Indian manufacturers do not realize these facts in the near future, they will face a serious threat of market loss. In a liberalized economy, a conquered market cannot remain forever for a particular company or product unless the company constantly engages in innovation in technology and products in accordance with the needs of consumers.  
Another important issue is technology, because people are looking for a product with good image and good technology. It is believed that multinationals have the best technology to support their products. To solve the problems that transnational corporations face, it is important that Indian manufacturers also use more advanced technologies.  
The liberalization of the Indian economy and the transition to a global economy and the conclusion of an agreement on membership in the World Trade Organization will allow India to create the WTO Institute, which will be able to better agree on itself by discussing and creating consensus between the contacting parties. One of the new areas for achieving a certain share in the global market is the service sector. This particular area, which may be of interest to India through the movement of individuals as service providers, has enormous potential. India has great potential in the agricultural sector. India can export rice and other agricultural products to Japan and Korea, meeting up to 4 percent of their demand.  
The only thing you need is to understand the needs of the consumer, improve the quality of the product and increase its value. through packaging and design. Competitive advantage can be added by introducing and implementing innovative technologies and marketing strategies for a changing situation.  
All successful brands have designed and developed products based on the expectations and expectations of consumers. The second important issue was the need to be “unique”, to become competitive. Thirdly, the secret of their company’s success lies in the product itself, and not in any other marketing technique or resources. If we look at several domestic products of completely Indian companies, we can introduce important marketing issues at the beginning of the XXI century, such as Nirma (a popular detergent at an affordable price), watches Titan, Onida (TV), Videocon.  
Innovations will have to be applied to every segment of business, retail, general management, quality structure, and even financing beyond the speed with which they are implemented.  
The success of the five brands mentioned above proves the need to understand consumer behavior in the Indian context and change the strategic marketing approach. To succeed in any competitive market, whether domestically or globally, applying the same approach applied before 91 years old will not be effective.  
Innovation should not be perceived as an increasingly intensive and extensive study of the consumer status quo; No quantitative analysis of consumer motivation or market segment by quantification can be considered a real alternative to innovation.  
Intense competition has forced companies to be more specific in monitoring their competitors. Now companies are trying to audit the resources, intercompany comparison, check the analysis of financial costs and competitors' prices, profit margins, labor costs, almost everything under a microscope. The path to the consumer is always through competition. Because competitors are targeting the same customers, marketers must anticipate a possible retaliation when pursuing their own strategy.  
Pace Strategy: The fundamental four “Ps” proved to be insufficient to develop any marketing plan and marketing strategies in a changing competitive market. Smart and intelligent executives have found that PACE is another strategy whereby they can take advantage of the competitive crowded market created by liberalization policies.  
Secondly, this means narrowing the gap between one launch and another launch and creating several brand launches in a short period of time.  
Thirdly, this means that a quick reaction to changes in the needs and preferences of consumers by creating brand variations, time-consuming test marketing and fine-tuning the product can be anti-PACE, but consumer needs had to be judged. Using quality research can offer a quick understanding of customer perceptions for quick response and help reduce marketing time.  
Fourthly, this means the adoption of a rapid design system to keep up to date and PACE with new global trends and to control the quality of production. Indian leaders have identified PACE as a priority strategy to address global challenges.  
As soon as opportunities arise, the manufacturer must enter the market to use them, and the faster you respond to the consumer, the better for profit. A series of quick starts harms your opponent in many ways (a) increases his entry cost, since he has to catch the product that you released, (b) forces the opponent to allocate additional resources, which inevitably affects his profitability.  
It is only natural that even the best brands can go to the stage of a descending life cycle in the market. In an open, competitive market with global competition, the brand life cycle is more tight today. This may be even more succinct in the next millennium. A brand should have several lives today. Trying to quickly rejuvenate your brand is very important. Speed ​​alone will ensure that a revitalization of brands will overwhelm consumers, preventing its interest from weakening the brand due to the long intervals between restarts Only Pace can increase market share, increase turnover, increase dealers' motivation, increase product viability, improve the company's image, lead to new technology, a new market position.