МИНИСТЕРСТВО НАУКИ И ВЫСШЕГО ОБРАЗОВАНИЯ

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# Introduction.

In the article submitted for reviewing, the author raises many problems associated with the liberalization and globalization of the market for goods and services in India. The author talks about the need to change strategies and concepts in the new prevailing market conditions that pushed the development of the Indian market. The author presents as examples to his theses historical facts about the development of corporations and the methods that they used to achieve success and reach a global level. All reflection is on the concept that India has become one of the largest emerging markets, attracting significant flows of equity investments as well as consumer goods.

The study talks about techniques and techniques that should be applied to marketers and studied by students in these categories of specialties. The author conducts a comparative analysis between the new and old concepts of conducting business advertising in order to answer questions such as: which method is more successful; What are the main areas that marketers should consider? what should the company be built on for a successful entry into the global market and how consumers' views on advertising have changed over time, as well as how manufacturers should respond to changes in the views and needs of market-oriented customers.

In the final part of the article, the author talks about the new PACE methodology, examines its advantages and disadvantages, and also puts forward the opinion that this technique is the only possible and most relevant of the existing plans and structures for conducting an advertising campaign for goods and services.

# E-commerce in India.

Marketing activities, concepts and strategies must change depending on changing situations and conditions. Since 1985, a competitive, customer-oriented economy has been emerging in India. Most people and industrialists believe that whether a company wants to go global for competition or not, in the current liberalized situation, global competition will come to their doorstep. The entire market environment has undergone major changes. India has become one of the largest emerging markets, attracting significant flows of equity investments as well as consumer goods.

There are problems associated with improving the products of advanced countries, on the one hand and on the other hand, if managers have a vision, prudence and creativity, there may be enough opportunity for domestic products in both India and other emerging markets.

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. What attracts consumers to foreign brands produced by transnational corporations? Firstly, quality, and secondly, a status symbol and a new lifestyle.

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 manage this 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.

Another important issue associated with 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. If Indian manufacturers do not realize these facts in the near future, they will face a serious threat of market loss.

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. If a company has invested in technology and in the quality of its product, it will survive as a Bajaj & VIP Luggage, because they guaranteed that the product is in accordance with the promise they made.

It is necessary to invest in technology improvement and continuous technology modernization. Technology and its development have become one of the foundations of economic development. Indian manufacturers need continuous innovation and investment in innovation in order to survive.

As middle-class incomes grow, demand for products that may have a difference and lifestyle will grow. These products will have a major group of buyers and a large number of floating buyers. Thus, premium products pose problems for other products. The problems will be aggravated by the fact that consumers can buy regular brands as well as premium brands for periodic use, which leads to a low frequency of repeat purchases of premium brands, and secondly, fast-moving consumers of consumer goods will move not only between brands in the product category, but and between the categories themselves

Clarity of thinking and a single, focused strategy on advanced technologies and superior products are key to realizing the potential and its use. In fact, the policy of globalization was adopted with the aim of making Indian manufacturers competitive in the global market. Thus, in this situation, an opportunity appeared for Indian companies to become effective TNCs. 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.

## Issues

The challenges of marketing at the beginning of the new millennium are to understand the needs of consumers and anticipate their expectations, whether in the domestic market or in the market of other countries. 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 you look at several domestic products of completely Indian companies, you 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.

Nirma, the most frequently cited brand on almost any marketing forum in the last ten years, has hardly supported consumer marketing, but in five years it has become the biggest competitive threat that the leading Unilever company in India has ever faced. Titan, a company founded by Tata, the largest private-sector entrepreneurial group in India, has changed the position of watches and especially Indian-made watches in the eyes of consumers and turned them into a stylish personal accessory for both men and women. In just four years, it has grown to 2.6 million.

The above product examples and their marketing approach make it clear that multinationality alone does not give Indian consumers any benefits. In order to be competitive in the future, it is important to be innovative in the product in accordance with the needs and expectations of the consumer, and, therefore, there is an urgent need to improve the quality standard of products and services. Innovation should not be perceived as an increasingly intense 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.

Each company has its own practical rules developed during the year from their own or international branches, based on the experience of how much it is desirable to spend on advertising distributions, product launch, or the percentage of sales necessary to maintain a market share of stable brands on the market. Obviously, in a changed situation, the question is whether the old rule will act in a changing context, and to what extent these rules will be applied in a changing situation. Then there is a rich area for constructive and continuous cooperation in research between a thinking manager and convenient scientists.

## Strategic marketing.

The challenges of marketing at the beginning of the new millennium are to understand the needs of consumers and anticipate their expectations, whether in the domestic market or in the market of other countries. 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 you look at several domestic products of completely Indian companies, you 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.

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The above product examples and their marketing approach make it clear that multinationality alone does not give Indian consumers any benefits. In order to be competitive in the future, it is important to be innovative in the product in accordance with the needs and expectations of the consumer, and, therefore, there is an urgent need to improve the quality standard of products and services; finally, 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. Innovation should not be perceived as an increasingly intense 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.

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# What about PACE?

PACE means increasing the speed of launching new products and re-launching old ones. This suggests that you need to be innovative in terms of product quality, but to be fast.

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.

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. Finally, this means increasing the pace of promotion in order to maintain a high frequency.

PACE means fast quality management, product development, technology adoption and the creation of a fast wave of the brand and increase the frequency of promotion. PACE is the right product of the right quality, the right package at the right price, the right advertising at the right time. Indian leaders have identified PACE as a priority strategy to address global challenges.

## What Pace Can Do?

PACE confuses your opponent even earlier than he begins to act. Let us recall how Hindustan Lever actively marketed Lifebuoy liquid antibacterial soap on the market, and at the same time launched Gel version from Liril and Lux ​​International.

As soon as opportunities arise, the manufacturer must enter the market in order 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: increases his entry cost, since he has to catch the product that you released, and forces the opponent to allocate additional resources, which inevitably affects his profitability.

## PACE Helps to Create a New Segment and Dominate in that Segment

PACE helps create a new segment and dominate this segment. In consumer goods, where there is fierce competition, quality and tactical move in the market dominate. As more and more fickle consumers show low brand loyalty, especially for premium or low-engagement products. PACE provides a panacea for concerned marketers. Instead of struggling with the tendency of customers to experiment with new products that offer new appeal, experienced companies launch a range of products at regular intervals to ensure that consumers stay with them.

PACE revives a falling brand. Today, a brand should have several lives. 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. This can be seen by restarting the four Cadbury sweets, Cadbury milk milk, 5 stars, Eclaire and Gems.

PACE can compensate for the fact that the latter Organization, which comes into force at a later stage, can certainly become a formidable competitor, setting the dizzying pace of product release. Thus, PACE not only helps the organization earn a segment, but is also one of the main shareholders of the market, even if the organization is too late.

PACE Provides Technology Advantage to Products The present includes the age of technology. Titan made watches as personal accessories and became the market leader in Quartz watches, pushing the HMT to second place. Videocon international believes that it will be the first with a new concept, using tactical and strategic marketing in a short time.

# Conclusion.

In conclusion, the author talks about the success stories of many big corporations, each one of them presents some significant breakthrough in terms of product development. Their success also proves that there is need to understand consumer behaviour in the context of global competition and change the approach to strategic marketing. That to succeed in any competitive market whether domestic or global, the application of the traditional approach will not be effective. The strategic approach must concentrate on looking at the market differently than what was being done before liberalisation., each of which represents a significant breakthrough in terms of product development. Companies must be innovative in terms of future opportunities and understanding consumer needs. Now it is clear that the product innovation, the quality management and technological updating can matter only when you watch your rivals action and they are adopted with speed. Pace only can increase market share, increase turnover, enhance dealers motivation, improve product viability, improve corporate image, lead to new technique, a new position in the market.