# E-commerce in India.

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

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. 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. 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.

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 and the secret of their company’s success lies in the product itself, and not in any other marketing technique or resources. The study talks about techniques and techniques that should be applied to marketers and studied by students in these categories of specialties.

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.

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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.

PACE means increasing the speed of launching new products and re-launching old ones. 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. 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 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.

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.

In conclusion, the author talks about 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.