Ecommerce 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. New products, new brands and new formulations are announced almost every week, mergers and acquisitions, such as Brook-Bond-Lipton, designed to create a competitive fortress, have become more common. India has become one of the largest emerging markets, attracting significant flows of equity investments as well as consumer goods.  
The author raises several problems associated with the opening of the Indian market. The first problem is the survival of Indian companies and Indian brands. The brand here is understood, it should be considered as a brand created for the Indian market and owned by a company of Indian origin. Brand building is directly related to the scale of the business. Indian companies like Lakme or Nirma do not have financial support or technology like Hindustan Lever or Colgate Palmolive. 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? The company (MNC) is, 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. Each of these factors determines the state and future of the brand. However, most Indian companies do not invest consistently and adequately, they want a quick harvest. 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. Products in which aesthetic function is more valuable than physical attributes will face serious survival challenges.  
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. In fact, branding is the process of adding distinction to products or services that offer consumers quality, value and satisfaction. In addition to excellent quality, what foreigners also signal is status and a new way of life. Manufacturers will need to take care of this need. If they do not care about the needs of their consumers, someone else will take care of their needs. In a globalized economy, a conquered market cannot last forever for a particular company or product unless the company constantly engages in innovation in technology and products in accordance with consumer needs.  
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. Indian manufacturers have always imported technology and have never attempted to Indianize or improve it, and they have their own best technology. To solve the problems that transnational corporations face, it is important that Indian manufacturers also use more advanced technologies. Bajaj is one example, despite the fact that Bajaj entered the two-wheeled vehicle business with imported technology, they introduced it in Indiana, and they also made continuous efforts to improve technology and improve the product. 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. Consequently, Indian manufacturers must modernize, update, update and improve their technologies in order to have a quality product that can meet foreign products and satisfy the needs of consumers in both domestic and foreign markets. It is necessary to invest in technology improvement and continuous technology modernization.  
The opening of the Indian market to global manufacturers and the market of other countries for Indian manufacturers will only matter if the Indian manufacturers have any product backed by good technology and excellent quality to match the product of competitors.  
Anyone who studies marketing may find that in the Indian market, premium brands flood the market to block the access of MNC products. Over the past two or three years, several premium brands have been rated 10 times higher than popular brands. This is based on the idea that as middle-class income grows, demand for products that may have a difference and lifestyle will grow. Thus, premium brands of Indian manufacturers will become a challenge 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.  
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. 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.  
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. In addition, we can increase our textile exports, but we must modernize our textile industry in the next ten years. Textile exports will increase.  
India has great potential in the agricultural sector. The government can provide subsidies of up to 10 percent of the cost of products for fertilizers, water, pesticides, seeds and electricity. This can help in improving the quality and quantity of the product. India can export rice and other agricultural products to Japan and Korea, meeting up to 4 percent of their demand.  
Cashews, tobacco, processed cereals, sugar and tea may have greater potential for increasing exports. This requires quality, package size and added value.  
There is another area where Indian manufacturers may think about entering the global market, ready-made clothing. While international brands such as Pierre Cardin, Benetton, Van-Heusen, Lacoste, and Arrow are conquering the domestic market, Indian companies rely on high technology to take advantage of emerging global opportunities. 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. The second important issue that these leaders emphasized at the seminar was the need to be “unique” and to become competitive. Thirdly, the leaders of successful brands recognized that the secret to their company’s success lies in the product itself, and not in any other marketing methodology or resources, such as sales force, advertising, promotion, quality of general management, etc.  
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 in 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.  
Some of them have created new segments in the market and new users and users. Another great innovation was 2 minutes noodles. Noodles, long known both in Europe and the Far East as independent food, cannot be expected to replace rice or home-made wheat forms such as squash and chapati. However, interestingly presented and positioned as an afternoon, after school snacks, he struck the imagination of the children and mother to become an almost unique product that actually owned the territory that he developed.  
In the field of household appliances, the little-known Videocon has emerged over 4 years as the main leader in a share with 27 percent of the color TV market and 50 percent of the washing machine market. They flooded the market with the pace of introducing Japanese-style products, focusing on getting dealers a significantly higher margin and many incentives and getting around price competition. For the largest and most successful Indian consumer goods company, Hindustan Lever, Close Up has finally brought success to the personal product division in the internal battle with Colgate in the toothpaste market. Restarted as a gel with options, it reached 15 percent market share. Only two of the above Maggi and Close Up brands are owned and sold by multinational affiliates in India. All the rest are not only from fully owned Indian companies, but in many cases from the first generation entrepreneurial business group. The above examples of products and their marketing approach make it clear that multinationality alone does not give Indian consumers any benefits, since the power of resources is not a prerequisite for success and competitive advantage; That 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.  
Whatever the individual components of success, a strategic style or approach should focus on rewriting the rule book. Today, in addition to just being different from others or better thinking about the market and thinking about the future differently than its predecessors, it seems to be the basis of successful strategic marketing. The main and key factor in the aforementioned brands was the innovation to meet future opportunities, and understanding consumer needs also holds a high position. Innovation should not be perceived as an increasingly intense and extensive study of the consumer status quo.  
Most recently, executives started talking about the fifth “P”. The speed with which you accept and improve the launch of the product and the re-launch of the product, the use of technology, and how quickly your plans implement any strategy, is more important. Now they believe that only the fifth letter P can become the basis of a new marketing strategy.  
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 is a dynamic concept, and it is still in the process of development. In India, the situation is changing, liberalization policies, opening the Indian market to multinational corporations, as well as a government vacating meeting rooms when a client receives overt pride, has led to changes in the economic environment. This posed three main problems. A growing competitive market with new entrants offering an excellent product and service, the subsequent change in most industries from the sellers market to the buyers market with consumers who care about quality and price; and the need to succeed in the economy of globalization, using a potential market.  
Marketing corresponds to the dynamic relationship between the products and services of a company, the needs and requirements of consumers and the activities of competitors.  
Even in India, most executives are currently focused on developing consumer-oriented marketing strategies and brands. As in the competitive market, in each retail store there is a struggle between competitors for each customer, but from local and international manufacturers some leaders believe that monitoring the progress of competitors can help develop a competitive strategy.  
There is a battle for the market, every marketer is trying to maintain or conquer the market. Consequently, they adopt different strategies in their own way. It is time for Indian manufacturers to think about their strategy, about how they conduct their business.  
Although at a number of seminars, managers emphasized that, firstly, the basis of success is the product and its quality, and not any other marketing contribution, secondly, managers emphasized that improved technology is the basis of a successful marketing strategy, and cite the success of several Indian products, such as Bahaj and Maruti .. Third, executives cite the distribution strategy adopted by the Videocon washing machine as the key to the success of a product that occupies a 50 percent market share in washing machines. The most successful products; Nirma, Titan, Maruti, Maggi, the Videocon washing machine and “Close Up” were cited to prove that the product, technology, price, product offering process and understanding of consumer needs were the reason for their success. Fourth, executives said that product innovation and technological innovation were to satisfy the consumer. These facts cannot be denied.  
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.  
We have an example of the company BPL, which anticipated the emergence of a global brand and quickly expanded its range of electronic products for consumers to cover the widespread size and price segments and block as many entry points to TNCs as possible. If you do not observe competitors, you are engaged in only half of the marketing.  
Unfortunately, in India this is still an informal database. In fact, no strategy can be implemented in isolation from the environment, the existing market situation. Generally speaking, a marketer must control three “Cs” - Consumer, Competition, Cost. Responding to competition can affect the value of the company, and, in turn, an influential company will try to harm competition. However, observing an opponent is a complex phenomenon. The number of parameters that they should look at has grown. Opponents must be observed, and their movement should be expected in advance. They need to be followed carefully and correctly, otherwise many marketers end up looking at the wrong kind of competition. Watching rivals can be important; but the product characterizes the difference in technology and competitor’s watches are not so important as “Speed ​​of action” - the right package at the right price, the right upgrade at the right time and the right actions to put the right blockade for rivals at the right time, that is, a pace 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.  
In their opinion, “Temp” or “Speed” is a multifaceted weapon that can be used on all fronts; be it product innovation, technology modernization, product promotion or market promotion. “Each marketing specialist can correspond to four Ps of marketing. But the main difference is the speed of entering the market. ”  
This was never realized by the corporate sector in India, before the liberalization and globalization of the Indian market, they were faced with sporadic product launches. A company like Hindustan Lever never restarted its product until, four years after its appearance, it knew it would be profitable. In an open economy and open market, traditional instruments have lost their significance. All marketers are trying to adopt a “Pace strategy” to protect their market share. The speed strategy is recognized as an important element of the competitive market of the new millennium, especially because it is becoming increasingly easier for the corporate sector to gain other positions. Peter F. Indian manufacturers in the current situation of global competition should identify PACE as one of the important elements of a marketing strategy.  
The author formulates the following provisions on 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.  
In the Indian market, PACE setters are Hindustan Lever, which has released a number of new products, restarted its old products and switched to a hyperdrive in a very short time. Lever is followed by Proctor & Gambles, I.T.C., Reckett and Colman, British Industry, Coco-Cola India and Videocon International. (With the exception of Videocon, all of the above companies are transnational corporations with a global market).  
These firms not only accelerate the pace, but also increase their risk. Under the investigated brands, the flop is launched. However, the desire for speed should not adversely affect the content, substance and quality of the product. However, the random malfunctions and the price that the new generation of speedsters are willing to pay is also known that when the brands are flooded, not all products will be successful, and the winners will bear the burden of failure.  
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 verson 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 (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.  
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. Videocon, having adopted speed in technological adaptation, has become a technological leader. In this way, rapid marketing took advantage of Videocon and provided its product with technology for life.  
In conclusion, it is worth noting the success stories of various brands, each of which represents a significant breakthrough in terms of product development. Their success also proves the need to understand consumer behavior in the face of global competition and change the approach to strategic marketing. To succeed in any competitive market, whether domestic or global, applying the traditional approach will not be effective. The strategic approach should focus on looking at the market differently from what was done before liberalization. Companies must be innovative in terms of future opportunities and understanding consumer needs. 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.