

An Overview of E-Commerce Practices of Marketing on Supply Chain Management in India: Emerging Business Opportunities and Challenges

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Abstract:

Now-a-days, the practice of E-Commerce has been dramatically changed, particularly in last five years. The traditional way of managing supply has been changed due to wide spread of Global Marketing and supply chain Management. Today a-face -to-face management interaction system and the Old traditional form of communication such as letter writing, manual tracking Systems, Paper dominated order processing works and wired communication links were already obsolete. The primary management system of tools and logistics management department were closed due to its lack of in -efficiency and efficacy of works in comparison to modern operating systems of marketing. Hence, the invited article, provides an overview regarding the importance of E-commerce adoption in the present era for the product promotion work made by the business firms, companies, industries, etc. are succeed in the means of supply chain Management and discussed about some of the new tools & trends used for product promotion. It includes website structure, e-purchasing, electronic market place building, for a better promotion work (Business) in India by the proper implementation of supply chain management system and how it influences the business opportunities for various firms, organizations, industries. Therefore, E-Commerce form of marketing is a process or a modern technique used by business firms, companies, and industries for doing their business work through the e-net system.

The authors have done their extensive research work by taking number of companies of India regarding their mode of promotion work adopting while they import & export of products from various places of India and India abroad, they observed how they followed e-marketing activities by the help of net-working systems in order to enhancing their business plans, strategies for better product promotion as well as increasing economical health of various industries, firms, organizations etc.

Keywords: E-Com.-Mode-of-Marketing (E-C-mo-M), Dramatically Change (DC) Global Marketing, (GM) (Traditional Way of Managing Supply (T.W.M.S) efficiency-efficacy etc.

1.1: Introduction:

After the World War -II over, the Industrial revolution takes place and since there, a neck -to-neck competition has been visible in between various industries by producing number of varieties products with the development of tooling, processes, materials etc. and it accelerated the growth of factory systems remarkably. But the management was still adopting a traditional way of management supply for product promotion and the office administration. (Management) thus, the management does not meet the demands of consumer in timely by providing them their desired product in timely and sufficiently due to lack of adequate supply. Thus, the thinkers of modernity and IT experts' were suggesting to implement e-commerce mode of marketing system through the healthy implementation IT Technology of marketing practices on supply chain management in 1980s. Since then companies were forming own IT structure of network or hub, for their various administrative problems as well as commercial problems has been solved easily like transportation systems of Import and export of products, use of machinery, complex division of labour, mass production and automation. But the economic environment as well as the management environment of the concerned company were not sufficient for the creation of climate necessary for a change of attitudes. Therefore, on the recommendations of various industrial experts, the management had pay proper attention, on e-commerce mode of management systems besides the traditional way of supply chain management for product promotion. Companies shifting their attention from product orientation to market (consumer) orientation and finally they enjoyed a lot with the growth of business and getting rapid economic growth.

1.2 Purpose of the Research:

As the purpose of the research of the above said title has concerned, the researcher took emphasized to study the internet era which has revolutionized not only the way of business conduct but also studied how the management adopted methods of supply chain by the help of e-commerce activities of net systems. Therefore, the researcher will be hopeful to study the effect of e-commerce mode of business on the back-bone support of IT net work systems at the place of business organization. Again, the researcher has proposed to study and analyzed how e-commerce (business) has influenced the supply chain management systems with reference to its past trends, (Traditional systems of supply chain management systems) with present mode of functional operation (Modern Net -systems) for product promotion (Business) work of various organizations future course of action with implementing modern techniques.

1.3. Importance of the study:

So far as the importance of e-commerce practices of marketing on product promotion has concerned, the researcher wanted to know, how the internet systems and attendant information technologies are applying in a business Endeavour for enhancing the business volume (Product promotion) in to a great par, on the ground stone of supply chain systems. Thus, the researcher has focused about the following importance's in his study that:

- E-commerce has focused on new information technology adoption and its net-works.
- It has emphasized to cost saving significance of the internet and the attendant technology when organizations are communicating with various agencies for purchasing of raw materials & doing business .i.e. business transactions, internal management, product promotion (Marketing) etc.
- It has groomed the business opportunities by collecting the information about the source availing raw-materials as well as the out sourcing the finished products.
- It has globalized the product in to a great par or world-wide by using internet and the consumer have easily availed it for their own perception.

1.4: Literature Review:

The authors of the above said title have focused in their research work by doing number of experiments upon various companies, firms, enterprises, organization's (of India) product promotion work as well as supply chain management systems (CMS) how influenced their management systems (MS)?. Again the SCM as a

integrative process of supply chain optimization which is the processing the company's internal practices of interacting with various suppliers (Vendors) and customers in order to bring products to market more efficiently in a less time and it is will only possible through the wide range of e-commerce practice of business through the help of IT Net-work systems.

Besides that, the supply chain management systems (SCMS) has successes, if the concerned organizations or enterprise's Resource Planning (ERP) fails because in order to forecast the inventory levels of product. Thus the supply chain management needs ERP's data base co-operation. (Laudon & Laudon 2002). A powerful supply chain management (SCM) includes the systemization and Optimization of operational and strategic information, the method of net-work adopting in between two companies.

The supply chain management (SCM) can be utilize the e-commerce concepts and web technologies to bring the organization in a upstream and downstream and it is a strategic approach that combines all the resources of product production, and promotion in to a business cycle, from the beginning of product design, acquisition of raw materials for production to shipping, distribution and warehousing until the finished goods/ products, were sold to customer (Laudon & Laudon 2002) for their final consumption. In connection with they have met 800 peoples of various segments of industry like, manufacturer, warehouse owner /proprietor, supplier and retailer and on the basis of their respond, the researchers have observed, the implementation of e-commerce -form of marketing is very much helpful for enhancing business volume of the concerned firms, companies etc. Thus, the obtained data stands its authenticity and it is highly significant therefore the Ho is accepted and He is rejected due to its highly significance. finally the researchers will hopeful by presenting this research article in to the eyes of intellectuals for their kind perusal and seeking a strong feedback from themselves regarding the above said.

1.5 What is E-Commerce?

So far as E-commerce of Marketing has concerned, it is a process of sales (promotion of marketing) and services of various product over internet. It is the fastest growing segment of our economic, which follows from smaller business to reach to global audience with product or message with minimal cost. The sale and services on the website can generates more sales opportunities and that will make the difference between the success and failure of business of the concerned companies

by developing adequate software system and opening with merchant account.

For example:-Wal-Mart, the largest retailer in the world with one billion dollar sales per-day, could not anticipate the increase wave of internet business.

1.6 Objectives Of e-commerce: E-commerce is the sale of products and services over the internet, and the fastest growing segment of our economy. It allows even the smallest business to reach a global audience with its product or message with minimal cost. In this session you will learn if an e-commerce website is right for your business, how to set up a website, tips for developing a successful site, how to manage search engine placement, and how to get started on eBay.

1.7 An Overview of the Relationship of E-Commerce of Marketing and Supply chain Management:

As the relationship of E-Commerce and the supply chain management have concerned, this is a new techniques of relationship or process of sales and services of product over internet where supply chain management plays a vital role for product deliver from the place of manufacturer to customer i.e

(A) Supply chain management is the networking system of all commercial (Business) activities, involved in delivering a finished products and services to the door step of customer in the followings:

(i) Identifying or recognizing the source of availability of raw materials, assembly, warehousing, order entry, distribution and delivery of products from the place of manufacturing to customer (M2C).

(B) Supply chain management is the vital business function that co-ordinates the entire network links of product promotion (Marketing) such as;

(i) It co-ordinates the movement of goods (Product) through the proper implement of supply chain management - to - manufacturer (S2M), and management to distributor (M2D) and finally it reached to customer through the via media of retailer.

(ii) It promotes information sharing along with the supply chain like forecasts, sales data and product promotions.

Therefore, the supply chain management can be defined in to various way as the relationship as concerned with others. Particularly in organizations they linked with the flow of products, services, finances, and information apart from a source of customer. (Mentzer

etal. 2001). Again now-a- days the business environment becomes more complex, organizations, recognize that May benefits can be obtained from closer and long term relationship with e-commerce mode of marketing.(Ganesan,1994). According to Day (2000) ,E-Commerce of Marketing is one type of new phenomenon or process of product promotion through the internet and it has committed to the customer to deliver the product in a very short period of time despite of the inherent barrier of competition. Hence, the goal of supply chain management (SCM) plays an important role in order to enhancing the product promotion (marketing) work in a long term basis with the competitive advantage.(Mentzer et al. 2001).

1.8:-Components of Supply Chain for a Manufacturer:

As the components of a supply chain for a manufacturer as concerned, a manufacturer always depends upon number of external as well as internal agencies, and agents for the production & promotion work of products .Thus there are basically two components of supply chain are visible like:

(A) External Supplier: (Distributor)

Those suppliers supplied the raw materials, machinery ,equipments and relate things from outside of the organization they are called "External Suppliers or Distributers" for example :- vendors ,agents ,distributers etc. who were having raw materials, machines, tools , and equipments and supplied these things to the company by themselves .i.e.

- (i) Tier one supplier, supplies directly to tier one.
- (ii) Tier this supplier, supplies directly to the processor.
- (iii) Tier two Supplier supplies directly to tier one.
- (iv) Tier three supplier, supplies directly to two tier supplier.

Besides that they have taken the responsibility of transporting of the finished products to appropriate locations.

- (v) Logistic managers are responsible for managing the movement of products between locations which includes:

1. Traffic Management:

It has arranging the method of shipment for both in coming and out coming products & Materials.

2. Distribution management:-

The movement of material from manufacturer to customer (m2C) through the middlemen like: wholesaler, dealer, retailer, etc.

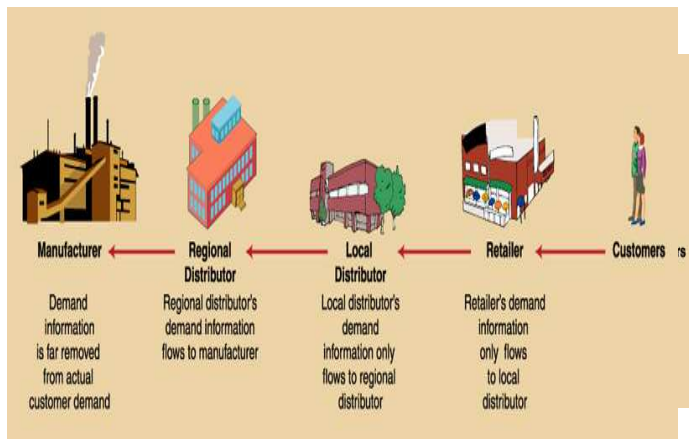
3. Marketing Management :(Promotion Work)

They taking the responsibility of product promotion from manufacturing to customer, through the via media of promotion channel i.e. (i) product,(ii) Price, (iii)place, (iv), publicity and (v)product penetration work of marketing mix.

(B)Internal supplier:

These types of suppliers are doing the internal functions, within the organization and it includes:

- (i).The processing functions of product Manufacturing, planning, quality and shipping etc.
- (ii)The day-to-day internal activities of product production work have been looking after by the assigning officer in carefully.
- (iii) Creating own IT hub for the network system within the boundary of the organization for e-commerce mode of marketing through the internet Here, a diagram has presents for the flow of supply chain systems how functioned through the middlemen as follows:



{A Traditional system of Supply Chain information flow chart: (figure-1.1)

1. Conceptual model of supply chain Management:

As supply chain is understood as a bridge between demand and supply. It conveys the demand to the supply points and delivers the supply to the demands point. We can say that it is a network of facilities and distribution options that perform the functions of collection of materials from the vender and transformation of these materials in to intermediate and finished goods only will distribute to the customers through the middlemen.

Again supply chain management can be seen as the process of strategically managing the procurement, movement and storage of materials, parts and finished inventory (See the related information flows in table

1.1)through the organization and its marketing channels in such a way that current and future profitability are maximized through the cost effective fulfillment of orders. In connection with, according to American Production and Inventory Control society (APICS) that ‘Supply is understood as the quality of goods available for use of the actual (or planned) replenishment of a product (or component),.which are enhancing to hit the target of sales volume ,now-a-days through the mode of e-commerce marketing. Here, the researcher has taken various models of SCM for better conceptualization in the followings:

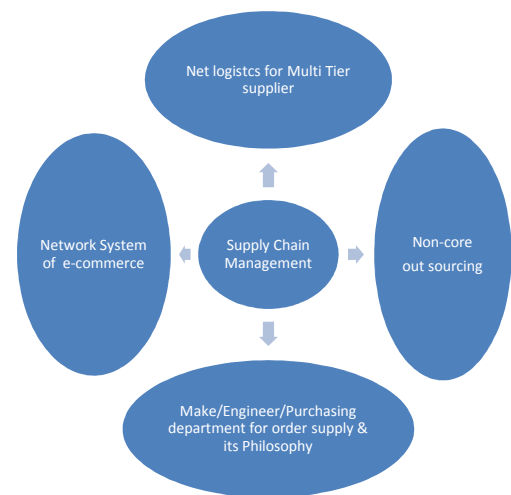


Figure-1.2 Conceptual Model of supply chain management through the e-commerce mode of networking systems (CMSCM –e-Cm- NS)

In this above model, the supply chain management proceeds through the net-working systems of e-commerce, where all the commercial activities has monitoring by the Quality Control & Logistic dept. here, the Total Quality management (TQM) has been highly developed with advance IT systems of networking that’s why it is very much helpful to connect with various tires of suppliers for product supply and its disbursement as well as purchasing the raw materials from the venders.

1.9: Major issues of Affecting SCM:

As the major issues of supply Chain management (MISCM) as concerned, there are various issues plays an important role for affecting e-commerce practice of marketing on supply chain management. i.e.

- A) Information technology:
- B) E-Commerce & E-Business:
- C) Business-to-Business (B2B)E-Commerce:
- D) Business-to-Business (B2B) Evolution:

(A) Information Technology:-

The Information Technology (IT) developed, most of companies adopting I.T net-work systems for conducting their internal administration work, promoting production and business volume through e-commerce practice by the help of IT net-work systems. Here ,IT includes the internet ,web EDI, ,intranet and extranet bar code ,scanner and point of sales demand and these are highly influenced the e-commerce activities of the concerned organization for better product promotion work.

(B).E-Commerce & E-Business:

The term e-commerce and e-business are used synonymously in the production and promotion work of each and every company. But it mostly uses internet and web to interact of business transaction in between two parties, ie. Companies to supplier, supplier to consumer etc.

(C).Business-to-Business (B2B) E- Commerce:

It is one type of promotional techniques mostly used by companies for their e-commerce practice of product promotion work for enhancing business selling to and buying other business.

(D).Business-to-Business (B2B) Evolution:

It is also one type of technology used for business promotion work of any organization where it s evolutions influences:

- (i) Automated order entry systems and it was started in 1970s.
- (ii) Electronic data inter change (EDI) in the network system of e-commerce practice and it started in 1970s for better recording of information's.
- (iii) Electronic store fronts emerged in 1990.
- (iv) Net -market places emerged in the late 1990s.

2.0 Benefits of e-commerce practice:

The benefits of B2B e-commerce practice of marketing of product promotion on supply chain management are enhancing the business volume through the proper implementation of IT systems and it benefitted in number of ways i.e.

*Lower procurement and administrative costs.

*Low cost access to global suppliers.

*Lower Inventory investment due to price transparency /reduced response time.

* Better product quality because of increased, co-operation between buyers and seller especially during the product design and development.

2.1: Types of e-Commerce practice:

The types of e-commerce practice on the line of business sell to individual consumers. They are divided in to the following categories i.e.

- (i) Advertising Revenue Model: (ARM)
- (ii) Subscription Revenue Model :(SRM)
- (iii) Affiliate Revenue Model :(ARM)
- (iv) Sales Revenue Model:(SRM)
- (v) Transaction Fee Model:(TRM)
- (vi) Intranet Model :(IM)
- (vii) Extranet Model: (EM)

(i). Advertising Revenue Model: (ARM)

This is one type of model of e-commerce practice, which provides users web information on services and products and it provides the opportunity for suppliers to advertise.

(ii) Subscription Revenue Model :(SRM)

It refers the web site charges of subscription fee for access to the site.

(iii) Affiliate Revenue Model: (ARM):

After, receiving a referral fee form the parties, the companies have directing business to an affiliate.

(iv).Sales Revenue Model :(SRM)

This model helps to increase the selling activities of goods (products) ,information or service directly to the customers.

(v) Transaction fee model (TFM):

By this Model companies received a fee from the parties for executing transaction.

(vi) Intranet Model: (IM)

This is one type of IT model or techniques mostly used by product producing organization for doing their internal works.

(vii) Extranet Model: (EM)

It interacted with the intranet linked to the internet for suppliers 7 customers to interact within their systems.

2.2: Globalization of SCM:

Now –a-days SCM has globalized throughout the globe by managing extremely global supply chains and it introduces many complications. i.e. (i)

Infrastructure issue:

It refers for developing of well transportation system, communication, and lack of skilled labour and scarce of local material suppliers.

(ii)Product Proliferation:

It creates the need to customize products for each market.

(iii)Assembling the house hold products:

Through globalization of SCM, products are globalized and it assembles the household product in centrally and provided to agents of supply chain management (SCM).

(iv)Vertical Integration:

It measures a flow of manufacture and how much of the SCM owned the manufacturer for enhancing business selling to and buying other business.

Besides that the vertical integration, proceeds with two sequences such as:

- (a) Back-ward integration. (b) Forward-Integration.

(a)Back-ward integration:-

It owing and controlling the channels of distribution. (Production)

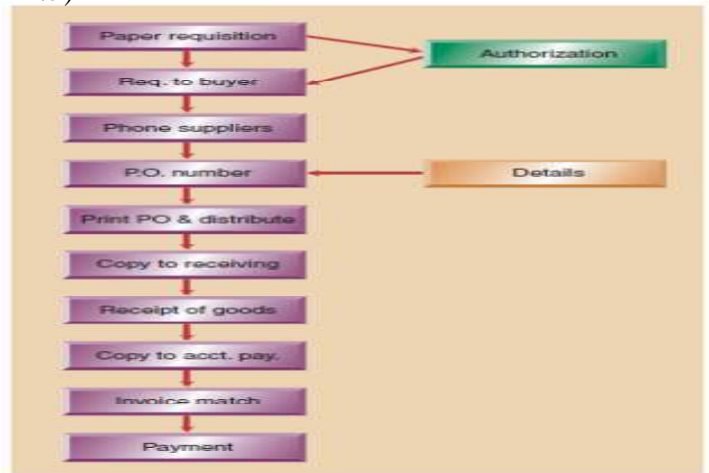
(b)Forward –Integration:

It is owned and controlled the channels of distribution

Thus, the vertical integration related to levels of in sourcing out sourcing products or services.

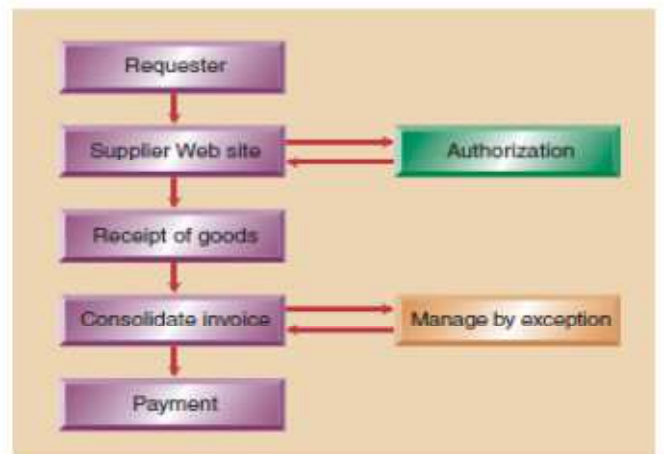
2.3: The Role of e-Purchasing: As the role of e-purchasing as concerned, the purchasing department plays an important role in SCM of every organization & the department is responsible for: (i) Selecting Supplies.(ii).Negotiating and administering long-term contracts.(ii).Monitoring supplier performance.(iii)Placing Orders to Suppliers.(iv)Developing a good supplier base.(v)Maintaining good supplier relations

The Traditional Purchasing Process (Figure-1.3)



2.4: In sourcing Vs out sourcing of e-marketing:

The product e-purchasing are inward as well as out ward process or in sourcing or out -sourcing as per use of product service and technology ,and it sometimes very critical to success because it depends of the core competency of product service.



The e-purchasing process: (Figure 1.4)

2.5: Make or buy analysis:

The e-commerce mode of marketing is highly effective, if the customer analyzing its cost when he purchasing the product.

Example:-1 Mary and Sue wanted to open a bagel shop .their first decision is whether they should make

the bagel on site or buy the bagels from a local bakery. If they buy from the local bakery they will need air tight containers at a fixed cost of \$1000 annually. They can buy the bagels for \$0.40 each. If they buy make the bagels in house they will need a kitchen at affixed cost of \$15,000 annually, so it will cost them \$0.15 per bagel to make. They will believe them for sell 60,000 bagels

Solution: Example: II

- **Mary and Sue wants to know if they should make or buy the bagels.**
- $FC_{Buy} + (VC_{Buy} \times Q) = FC_{Make} + (VC_{Make} \times Q)$
- $\$1,000 + (\$0.40 \times Q) = \$15,000 + (\$0.15 \times Q)$
- $Q = 56,000$ bagels

Analysis will look at the expected sales levels and cost of internal operation Vs cost of purchasing the product or service;

Total Cost of Outsourcing :

$$TC_{Buy} = FC_{Buy} + (VC_{Buy} \times Q)$$

Total Cost of Insourcing :

$$TC_{Make} = FC_{Make} + (VC_{Make} \times Q)$$

Indifference Point :

$$FC_{Buy} + (VC_{Buy} \times Q) = FC_{Make} + (VC_{Make} \times Q)$$

2.6: E-Commerce activities in India:

After 1975s the e-commerce mode of marketing seems in USA through the wide range of net-systems of IT Technology, but in India it had started in 1990s. most of the leading companies like Tata Supply Chain Management system (SCMS), and the researcher also observed the supplying agencies, like wall- Mart, Forum mart, Big bazaar, bazaar Kolkata, Pantaloon etc. for their retailing work by the help of Net-system. That's why; every other Indian business in retail is coming up with an e-Shop. Here is what I strongly feel when it comes to e-Shop started by small retailers (who are not manufacturers, distributors) of branded electronic products, branded apparel brands etc –

Such retail shops work on thin margin of 10-15% if branded products are traded. Now, if such retailer Starts the e-Shop, his minimum investment in getting the e-Shop developed will be around Rs. 1, 00,000 and payment gateway charges will be 20,000. And he needs a person to manage and promote e-Shop. Plus his online advertising / SEO / SEM / SMM budget to promote the website on internet. So, if we distribute his initial investment of Rs. 1, 20,000 over 2 years, the monthly component comes out to be Rs. 5000. Lets add Rs. 10,000 against managing the

website (trust me, managing ecommerce website involves hell lot of activities; I can surely tell you this because we are handling more than 15 ecommerce websites of different sizes). Similarly, another Rs. 10,000 for promoting the website, online and offline. If you avoid spending on promoting the website, you won't get traffic on your website, so you just can't avoid it if you are serious about e-business. So, coming back to our calculations, the average monthly expense is approximately Rs. 25,000 for a retailer to run an eShop.

Now, the crux is that even though your margins are around 15%, you need to bare payment gateway charges of 3%. So, your margin is lowered by 3%. Again, if you are considering free deliveries, you further lose around 2%. So, you are sitting at 10% margin.

Considering that your margin is 10%, to reach to the break-even, you need to make a sell of Rs. 2, 50,000 in a month through ecommerce website. If average order value is Rs. 5000, you need to have 50 orders in a month. Or approximately 3 orders per two days. This seems achievable; but actually it isn't. There are many aggregator ecommerce websites (like eBay, flip cart, yebhi, nap tool... Etc.) Which are selling same products at discounted price? How can they afford to sell same products at discounted rates? That's because, on such sites, either products are sold by distributors or manufacturers directly or such companies do business on break-even just to increase the revenue and hence company valuation. Want to validate my stand? Go to www.buytimexwatches.in and check the prices of watches put by an online retailer. Then go to www.watchkart.com and check the price of the same watch. You will find it at discounted price on watchkart.com.

So, if the online retailer fails to match the price offered by aggregator ecommerce player like eBay, who will buy the product from online retailer? For instance, consider that the online retailer matches the price offered by eBay; even in that case, he needs to spend massively on advertising to let the world know that "X" product is available at "cheapest" price on his e-Shop. Such advertising needs huge budgets which ultimately hampers bottom-line.

As a researcher I am not discouraging retailers from going online. But they need to understand these facts before they jump into ecommerce.

3. Methodology:

In the current article presented by the researchers, is purely their own and original findings about the title "An Overview of e-commerce practices Marketing on supply Chain management in India: Emerging Business opportunities and challenges" has been based on the

availed data through the direct survey of the respondents of the said fifty companies as well as various manufacturer, retailer, warehouse operate, supplier etc. In this article, the researchers have done a full lunch survey of their extensive research by taking fifty companies of India for their IT net –work systems of e- commerce practice of marketing on Supply chain Management (SCM) out of 50 companies 45 companies already adopting IT Systems of e-commerce Marketing and rest 05 companies still continue their traditional methods of product promotion on Supply chain management (SCM), despite of the modern e-networking system develops ,still they have used the above said method of product promotion.

In connection with, the researchers were asked 300 retailers, 210 warehouse owner, 240 supplier, and 50 manufacturer regarding their response whether they are favour of E-commerce mode of marketing or Traditional Method of Marketing? Out of 800 hundred respondents 620 respondents are strongly agree for the implementation of IT net work systems in the e-commerce process of marketing and their number is 170(56.66%) retailers ,200(95.24%) warehouse owner and 210(87.5%) supplier an40 (80%) manufacturer and30 (10%)retailers,05(2.38%) ware house owner ,20(8.33%)supplier 03 (6%)manufacturer are strongly disagree regarding the implementation of e-commerce practice and the remaining 10(3.33%) retailer ,05(2.38%)ware house owner, 10(4.17%) supplier ,02(4%) manufacturer are partially agree for the implementation IT systems in e-commerce mode of marketing. Thus, the researchers have analyzed the data (Both primary data & Secondary data) as per the data analysis ,(i) Data collection (ii) Data presentation (iii) Data Classification (iv) Data analysis (Vi) Data Interpretation . By method of hypothesis testing, the researcher found that the availed data from the respondents stands its validity and authenticity in order to implement on favour of e- commerce mode of marketing practices on supply chain management system (e-com.-M2-Po-SCMS).Thus, the result proves that its significance & Ho (Null hypothesis has been accepted due to its authenticity than the He (alternative hypothesis). Here, findings of respondent’s views are graphically present for reader’s kind perusal & perception.

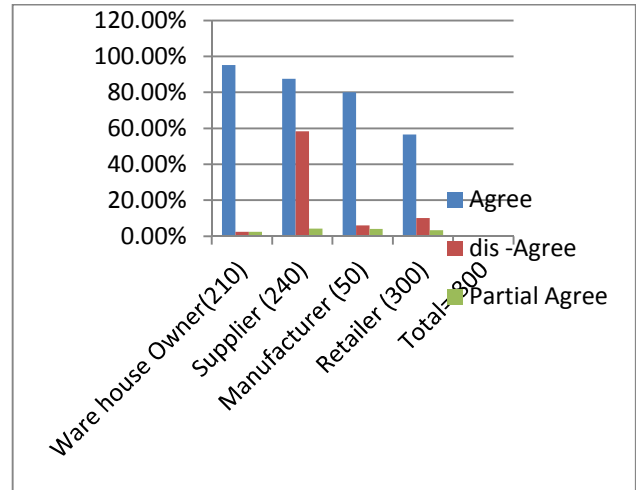


Fig. 1.5 Graphical view of Structural Equation Model of E-commerce marketing

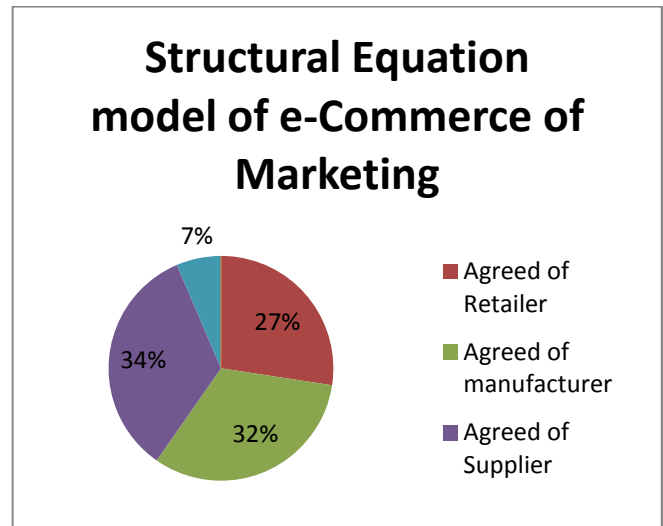


Fig. 1.6 Structural Equation Model of e-commerce Marketing Respondents

4. Conclusion:

In concluding paragraph of the said task, the researcher has examined the evolving role of e-commerce practices of marketing on supply chain management upon various manufacturer, retailer , as well as service provider (supplier) of various companies of India i e .Tata Companies Ltd. ,Hindustan Leaver limited ,Johnson and Johnson, Garment Manufacturing Companies , detergent companies ,(Nirma , Ghadi, Tide, Surf-Excel blue etc.) and their marketing agencies (Retailer)like Wall mart, Forum Mart ,Big-Bazaar , forum Mart, Pantaloon ,Bazaar Kolkata etc. of various cities of India , in order to observe their mode of supply chain- management- operation.(SCMO). The, researchers had observed that

they adopted a good frame work of supply chain model for the smooth distribution of products through their own net-systems in order to product promotion and services develops sales channel, easily achieving the business target, cost saving, reduce cycle time, reduced time of delay of disbursement of product, and finally enhancing the customer service at par for their optimum satisfaction. In connection with the modern website ,www communication, e-mail, EDI etc can assist any manufacturer ,wholesaler , Supplier , and retailer for a well supply chain management system(WSCMS), e-commerce Technologies can be used in other functional areas such as : Product production ,product purchasing ,design, product sales and distribution in to a systematic way than the traditional system of product promotion(Marketing). Therefore ,the net-work systems of e-commerce marketing helps to each and every businessmen by communicating more effectively with suppliers and customers with using a variety of media which provides more personalized communication. Thus the researcher finally found that, the internet system plays a vital role in the practices of e-commerce of marketing on the back-bone support of supply chain Management (SCM) network.

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