

E COMMERCE: A CONCEPT TO DIGITAL MARKETING

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ABSTRACT

We are into the days of technological advancement in every walk of our life, thereby making our equation of life more easy and comfortable. E-Commerce is one of those areas which have given new dimension to our Marketing ability. To this, internet service has proved a milestone in handling and completing the transaction of purchasing the product safely and comfortably. Here we should not forget the services of our Internet Banking and the logistic department of concerned company. Safety of the product during the process of delivery is another important aspect which is being taken care of by the attractive and protective Packing. Another side of the coin is purchasing the product physically from the market. Moving around in the market place at any time around the clock gives us an opportunity to gain an idea about the latest product availability and to check physically the functioning of the product against the quoted price. Here we can gain good bargaining power towards the shop keeper and can able to maintain the personal repo in a social sense. All such sort of amusement is lacking when we order the product through technical means. No doubt Ecommerce has given us much comfort on one hand but we lose the personal bonding and loyalty towards the market personnel on the other.

KEY WORDS: consumer, ecommerce, internet service, logistics, market, product, shopkeeper, technology.

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