

The product selling on internet and on high street

[Business](#), [E-Commerce](#)



First Product; as we walk into a store to buy a mobile we assess it. While buying it online, it immediately disappears. But it can't be a disadvantage. Online you can read about all the specification and compare and try to find something which perfectly fits into your budget without the input of salesman assumption. But not every salesman can tell you all about all the specifications of every mobile.

Second Price; it is always hard to do whether the product is selling online or in stores. Mobile phones have the same selling prices but the company which is offering a connection with it has to find out how much a customer is willing to pay and it is more important to set your price after taking into consideration of competitor's price. No doubt the internet has made pricing a lot competitive and increased pressure on traditional retailers. Loyal customers are more likely to get a reward on the internet by automatically getting the repeated customer tracked. Payment is also easy, but there are many stories of fraud involved.

Third Place; E-marketing has brought a drastic change in online purchasing. As customers can buy products directly from the manufacturer's cutting out retailers totally, with the challenge of delivering the product within the timeframe. Mobile phones can be bought directly, from websites like Nokia, Samsung, etc. Place strategy on the internet includes the website you choose to put your advertisement, which has maximum consumer traffic.

Fourth Promotion; like billboards placing banner advertisements on different websites is one strategy used in internet marketing. Although the internet has brought a huge change but the principles more or less stay the same. Strategies like WPR (Web Public Relations) or sending e leaflets via email.

Fifth People; it is another significant mix element, where you get to know your customers and provide them with quality service quality. One has to decide on the balance between automated online customer service and traditional human service to provide service quality while keeping costs under control. When it comes to mobiles, almost everyone does thorough research on the details, to make the best choice.

Sixth Physical evidence; people need evidence for reassuring online customers. If talking in terms of the traditional marketing mix it means, staff and the building. All online buyers look for different clues and cues including word of mouth for any website, refund, and privacy policies. An icon of the quality award will surely make a difference along with a couple of impressive customer feedback.

Seventh Process; it includes all the processes which take place between the customer getting the final product includes, including transactions and communications. Everything has a great impact on the customer. If any website is taking 3 to 5 days to deliver while other is taking 1 to 3 days with the same price, it will change the customer's priority. Online usually needs a back and front office system that efficiently responds to the customer's inquiries.

There are good and bad practices in both high street and internet buying. While, people decide to shop online for mobile or any other product they will notice the following things like quality, design, and navigation of a website. Take a variety of products into consideration, which is available on the website and goes through the service information. Think of the easiest way of payment (including all safety precautions you can take). Try contacting

customer support for any sort of inquiries. Do read about the return policy. While I decided to purchase a mobile online, there were different websites telling different benefits that satisfy the needs, for which I was prepared to pay. I can see a lot of new mobiles along with some new websites which were selling the products. I was facing the problem, with my changing mind, paying for delivery charges, some sites required registration, confused with the available range of mobiles within my budget. Overall, it was a very tiring process.

The next day, I look for the website with the lowest shipping charges, while I tried to contact the customer service chat. Few websites which I preferred didn't have that particular mobile in stock. Finally, when I found the perfect website and the rate the website wasn't accepting the credit card. So I tried calling the company. But as usual the product was to be delivered in three to five days but it took almost 10 days.