

Ebay marketing study research paper examples

[Business](#), [Marketing](#)



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Introduction

Marketing strategies have been adopted by several business organizations so that they can capture a wider market and assure customers' satisfaction. Often, poor marketing techniques have a negative impact on the sales and the general outcome of a business entity. These marketing strategies influence the decisions of the clients. Moreover, the general view of the public towards a company significantly influences customers' behaviors. EBay being an internally recognized company has competitors in the market that has limits it from retaining all their clients throughout. EBay Company deals with several products targeting all individuals, male and female, household and commercial products. The company has done thorough research to ensure a competitive advantage over its competitors who often imitate and modify. This paper seeks to establish the decision-making customers will utilize while buying their products and services from eBay (Mooij & Marieke, p. 23). It also aims at determining the criteria made use of when making choices between reference groups, alternative brand identity

and subcultures. These criteria are believed to affect product selection in a given target market.

Discussion

Relevance in a business market requires that a company invest hugely in satisfying their customers. Customers tend to move to other places where their needs are met. Therefore, their decisions to purchase a product from one business entity and not another is mainly influenced by both personal and external factors. Brand name is one of the aspects that influence a customer's decisions in purchasing a product (Mooij & Marieke, p. 23). A client will consider purchasing products from companies that are recognizable to offer quality products and services. A customer will consider buying products and services from eBay because of its brand name and the positive reputation it has received globally.

Psychological satisfaction influences the decision-making ability of a customer while in the process of purchasing a product (Mooij & Marieke, p. 253). Most people prefer to shop at a place where there are varieties of products. EBay Company has varying product varieties that come in different size for children and adults as well as commercial and non-commercial use. Customers will consider to visit and purchase from eBay because they are sure of satisfaction. Cultural orientation also influences a customer's decision while in the process of purchasing a product or service. Some individuals decide to visit a place where they will find products that are in accordance with their cultures. Pricing also influences the decisions of a client. For instance, eBay deals with products that serve all people from any social class. The fact that individuals can purchase online from eBay convinces the

clients to opt for the company (Robert & Michael, p. c-71). They have pocket friendly prices. This idea allows several people to shop at eBay because they will get a product within their budget bracket. Information search and problem recognition also influence where an individual will purchase their products.

The target market utilizes several evaluative criteria when choosing between alternative brand identity, reference groups or subcultures. With a wide information search, the target market makes their choices. A holistic approach is prudent while making relevant evaluation. First, relevance of a product or service will determine their choice (Mooij & Marieke, p. 280). The operations and outcomes of a business entity reflect their relevance in the market. For instance, eBay has ensured a wider variety of products serving all generations and social classes, as well as, subcultures. Secondly, efficiency, which states how economical the resources provided are, is vital because it translates to the results. The target market will go for alternative brand identity or reference group depending on its efficiency. Effectiveness and sustainability are evaluative criteria used by the target markets while selecting their products. Individuals prefer to purchase from a brand that they are certain of its long-term results. For instance, eBay has been in existence for long, most of its products have proven quality, and long lasting (Robert & Michael, p. c-73). Therefore, a target market would prefer the brand name because of its ability of be sustainable and effective.

Conclusion

It is evident that customers are a significant entity influencing the existence of a business entity. However, their decision to purchase a product is

determined by the marketing strategies of the operating businesses. The pricing, brand identity, psychological satisfaction and cultural aspects pressure the decision-making of customers.

Works cited

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Robert E. Hoskisson, and Michael A. Hitt. Understanding Business Strategy: Concepts and Cases. Mason, OH: South-Western Cengage Learning, 2008. Print.