

Marketing in ecommerce

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



Marketing in Ecommerce Ecommerce Question One When it comes to political influences, the ecommerce is the biggest culprit in terms of defamation and foreign policy. For instance, some countries could impose stringent business policies especially over the internet if the product of concern is a rival to their own. Additionally, political powers may influence ecommerce by encouraging the offline business through issuance of various incentives.

Question Two

Perhaps the biggest challenge in ecommerce a go-slow by some economic forces. When these forces are reluctant to do e-business and offer products that are more competitive over the counter, they might actually divert the focus of many players from engaging in ecommerce. Similarly, if such economic forces practice monopoly over some products and services in the internet, they may lock out many prospective players of ecommerce hence slowing the growth and expansion of ecommerce.

Question Three

Certainly, online merchants incur huge losses when prospective buyers use their online business platforms for research purposes. This is because no matter the huge internet traffic that flock their websites, few actually make orders for the products and services that entice them. The best remedy in this case would be to disallow free viewing of products and to offer products that are more competitive and services in the internet so that potential buyers have no better alternative.

Question Four

Definitely, the phenomenon of doing online research particularly for

electronic products before purchasing such items from the store fronts has become the norm in many parts of the world. When it comes to food items, people do not normally do online research in order to purchase. This is mainly because such items as electronics and other products have specifications that a potential buyer ought to know prior to purchase. Besides, there are so many counterfeits out in the market and the only way to escape being swindled is by doing own research and the internet provides loads of information for such purposes.

Question Five

Without doubt, there are certain common themes about the use of mass media that the internet provides. These media services can indeed be adapted to an individual's mass marketing efforts with the Internet. Such internet platforms as the social media for example Facebook and Twitter offer an excellent internet marketing platforms for ecommerce entities. This is especially so because such social media sites offer real-time connection with the customers and updating hence can be more beneficial to e-businesses than the mainstream media in terms of customer traffic.

Marketing & management

Question One

A competitive edge is the head start that a particular business has over its competitors and this arises out of the provision of extra benefits for goods and services purchased, low prices, or greater commodity value. This competitive edge is meant to rationalize superiority over alternative products and services. There are various strategies of building competitive advantage ranging from products differentiation, effective and efficient

customer service, competitive prices, and robust marketing. Competitive advantage is an essential ingredient in order for a business to prosper in the sense that it leads to efficiency in running a business by maximizing on the profits while minimizing on the costs of doing business.

Question Two

The two main strategies for competitive advantage are quality enhancement and customer incentives programs. This is particularly so because the focal point of it all is customer attraction, satisfaction, and retention. This being the case, it is important to mention that providing customers with quality products will rank a business highly in the market. Similarly, providing customers with such incentives such as promotions, coupons, and discounts will give a particular business a competitive edge in the market.

Question Three

While internet marketing may present abundant opportunities to small businesses, it is worthy to note that the same internet marketing may place such businesses at disadvantaged positions in equal measure. Principally, small businesses that market their products and services over the internet stand a chance of attracting many prospective customers hence widening their profit margins besides building themselves a brand name. On the contrary, internet marketing especially for small businesses can turn detrimental in the sense that it could be quite costly since customers from geographically far countries may not be able to access the products and services. Nevertheless, the success or failure of a business that markets over the internet all depends on the strategies adopted by the particular business.