
ROLE OF E-COMMERCE IN MARKETING COMMUNICATION

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ABSTRACT

The aim of this paper is to demonstrate recent transformations affecting marketing, particularly in the area of marketing communication, as well as suggesting possible approaches that suitably lend themselves for the implementation of marketing under the postmodern condition. Some of which have had revolutionary effects on the field; most significantly the advances in information and communication technology, which has influenced every aspect of contemporary society. This includes contributing to the increasing power of the customer and giving rise to new and alternative methods of marketing communication. Organizations must adapt their marketing strategies to remain relevant and competitive in today's continuously evolving landscape. The spread of high-speed Internet among communities and the proliferation of electronic commerce (e-commerce) among businesses create both opportunities and challenges for businesses in small towns and rural areas. On the one hand, e-commerce may reduce many of the disadvantages associated with an isolated location by decreasing marketing, communication, and information costs and increasing access to lower cost suppliers and services. On the other hand, geographically isolated businesses may find increased competition for their "local" or "traditional" customers from nonlocal Internet businesses

INTRODUCTION

In the current market the manner of communication between an organisation and its customer can be a significant factor of competitive advantage. According to Hughes (2002) marketing communication is not only a source of competitive advantage but also an essential factor to survive in the market. Traditionally marketing communication involves two key players' producer and customer as shown in the diagram:

The spread of high-speed Internet among communities and the proliferation of electronic commerce (e-commerce) among businesses create both opportunities and challenges for businesses in small towns and rural areas. On the one hand, e-commerce may reduce many of the disadvantages associated with an isolated location by decreasing marketing, communication, and information costs and increasing access to lower cost suppliers and services. On the other hand, geographically isolated businesses may find increased competition for their "local" or "traditional" customers from nonlocal Internet businesses.

E-Commerce activities generally are classified as business-to-business (B2B) or business-to-consumer (B2C). Business-to-business. E-commerce involves using the Internet to facilitate supply-chain operations and include electronic data interchange (EDI), electronic funds transfer, electronic forms and messaging, and shared databases. Business-to-consumer e-commerce uses the Internet as a retail market channel and in the case of information (e.g., a Carfax report or a product service manual), as a product or service delivery channel. B2B e-commerce dominates B2C e-commerce in terms of value of sales and percent of total sales.

However the emergence of e-commerce has a huge influence on the process of marketing communication and the channels through which it takes place. Many authors suggest that due to e-communication the structure of traditional marketing communication is highly transformed.

WHAT IS E-COMMERCE?

Electronic commerce, or Ecommerce, which literally means business trading through the Internet, has been around the globe since mid 90s. However, until the recent few years, Ecommerce is getting more and more attention from entrepreneur and consumers, both local and international. One of the main reasons is due to the highly successful operations of some well known names on the Internet, such as eBay, Yahoo and Dell. The sales revenue these companies shown in their annual reports are without doubt, one of the biggest factors why Ecommerce is important in the commercial market nowadays.

IMPORTANCE OF E- COMMERCE

Ecommerce proved its importance based on the fact where time is essence. In the commercial markets, time plays an important role to both the business and consumers. From the business perspective, with less time spent during each transaction, more transaction can be achieved on the same day. As for the consumer, they will save up more time during their transaction. Because of this, Ecommerce steps in and replaced the traditional commerce method where a single transaction can cost both parties a lot of valuable time. With just a few clicks in minutes, a transaction or an order can be placed and completed via the internet with ease. For instance, a banking transaction can be completed through the Internet within a few minutes compared to the traditional banking method which may take up to hours. This fact obviously proves that Ecommerce is beneficial to both business and consumer wise as payment and documentations can be completed with greater efficiency.

From the business viewpoint, Ecommerce is much more cost effective compared to traditional commerce method. This is due to the fact where through Ecommerce, the cost for the middleperson to sell their products can be saved and diverted to another aspect of their business. One example is the giant computer enterprise, Dell, which practice such a method by running most of their business through internet without involving any third parties. Aside from that, marketing for Ecommerce can achieve a better customer to cost ratio as putting an advertisement on the internet is comparably much cheaper than putting up a roadside banner or filming a television commercial. For Ecommerce, the total overheads needed to run the business is significantly much less compared to the traditional commerce method. The reason due to that is where most of the cost can be reduced in Ecommerce. For example, in running an Ecommerce business, only a head office is needed rather than a head office with a few branches to run the business. In addition to that, most of the cost for staff, maintenance, communications and office rental can be substitute by a single cost, web hosting for the Ecommerce business.

To both the consumers and business, connectivity plays an important part as it is the key factor determining the whole business. From the business point of view, Ecommerce provides better connectivity for its potential customer as their respective website can be accessed virtually from anywhere through Internet. This way, more potential customers can get in touch with the company's business and thus, eliminating the limits of geographical location. From the customer standpoint, Ecommerce is much more convenient as they can browse through a whole directories of catalogues without any hassle, compare prices between products, buying from another country and on top of that, they can do it while at home or at work, without any necessity to move a single inch from their chair. Besides that, for both consumers and business, Ecommerce proves to be more convenient as online trading has less red tape compared to traditional commerce method.

In short, if without any major obstacles, **Ecommerce** will certainly continue to mature in the global market and eventually, it will become an essential business plan for a company in order to survive and stay competitive in the ever changing market.

BASIC CHARACTERISTICS OF E-COMMERCE

ADDRESSABILITY

- In order to purchase something from ASOS, a customer has to sign up and log in with their information. After they have signed up, ASOS remembers their information, such as their name, shipping and billing address, credit card information and what the customer has previously purchased.

INTERACTIVITY

- Interaction not only with customer service (who will answer your questions within 6 hours, 24 hours a day, 7 days a week) but also has extras on the site like the ASOS Market Place, Contests, Emerging Trends, and looks submitted by those in the ASOS community.

MEMORY

- When you sign up for ASOS and log in, they remember you as a customer. The website remember your information as well as what the customer has purchased in the past.

CONTROL

- ASOS sells an array of different brands and products on their website. Because of this, they may have competition with other retailers because the products they carry are sold on a multitude of different websites. However, their in house brand reaps in 70% of their profit, which is only available at ASOS.com

ACCESSIBILITY

- ASOS makes it extremely easy to access their website. They have an easy navigation tab at the top of the page which includes their main categories. At the bottom, it has links to all of their contact information, affiliate information and customer service information. They also provide links to all of their international sites as well.

DIGITALIZATION

- ASOS has won a plethora of awards for best use of social media on an e-commerce site as well as an award for best use of moving images/video. ASOS has a runway option, where you can view the clothing on a model to see how it moves.

SWOT ANALYSIS

STRENGTHS	WEAKNESS
Diversified product style range – stocks over 22,000 products Direct online selling Use of high technology to increase sales	Customers cannot touch product Suitable for those who have internet Having such a wide range of product hard to spotlight key items
OPPORTUNITIES	THREATS
Reach a large customer base (globally) Expand on their already high use of technology Possible brick & mortar store	Sudden change in taste & preferences Increase in competition Some products are seasonal

TYPES OF E-COMMERCE

Ecommerce (e-commerce) or **electronic commerce**, a subset of e business, is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet) through which transactions or terms of sale are performed electronically. Contrary to popular belief, ecommerce is not just on the Web. In fact, ecommerce was alive and well in business to business transactions before the Web back in the 70s via EDI (Electronic Data Interchange) through VANs (Value-Added Networks). Ecommerce can be broken into four main categories: B2B, B2C, C2B, and C2C.

- **B2B** **(Business-to-Business)**
Companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable.
- **B2C** **(Business-to-Consumer)**
Businesses selling to the general public typically through catalogs utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole.

Having a hard time finding a book? Need to purchase a custom, high-end computer system? How about a first class, all-inclusive trip to a tropical island? With the advent ecommerce, all three things can be purchased literally in minutes without human interaction. Oh how far we've come!

- **C2B** **(Consumer-to-Business)**
A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The consumer reviews the bids and selects the company that will complete the project. Elance empowers consumers around the world by providing the meeting ground and platform for such transactions.
- **C2C** **(Consumer-to-Consumer)**
There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. eBay's auction service is a great example of where person-to-person transactions take place everyday since 1995.

Companies using internal networks to offer their employees products and services online--not necessarily online on the Web--are engaging in B2E (Business-to-Employee) ecommerce.

G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) are other forms of ecommerce that involve transactions with the government--from procurement to filing taxes to business registrations to renewing licenses. There are other categories of ecommerce out there, but they tend to be superfluous.

ADVANTAGES OF E-COMMERCE

E-Commerce advantages can be broadly classified in three major categories:

- Advantages to Organizations
- Advantages to Consumers
- Advantages to Society

ADVANTAGES TO ORGANIZATIONS

- Using E-Commerce, organization can expand their market to national and international markets with minimum capital investment. An organization can easily locate more customers, best suppliers and suitable business partners across the globe.
- E-Commerce helps organization to reduce the cost to create process, distribute, retrieve and manage the paper based information by digitizing the information.
- E-commerce improves the brand image of the company.
- E-commerce helps organization to provide better customer services.
- E-Commerce helps to simplify the business processes and make them faster and efficient.
- E-Commerce reduces paper work a lot.
- E-Commerce increased the productivity of the organization. It supports "pull" type supply management. In "pull" type supply management, a business process starts when a request comes from a customer and it uses just-in-time manufacturing way.

ADVANTAGES TO CUSTOMERS

- 24x7 support. Customer can do transactions for the product or enquiry about any product/services provided by a company any time, any where from any location. Here 24x7 refers to 24 hours of each seven days of a week.
- E-Commerce application provides user more options and quicker delivery of products.
- E-Commerce application provides user more options to compare and select the cheaper and better option.
- A customer can put review comments about a product and can see what others are buying or see the review comments of other customers before making a final buy.
- E-Commerce provides option of virtual auctions.
- Readily available information. A customer can see the relevant detailed information within seconds rather than waiting for days or weeks.
- E-Commerce increases competition among the organizations and as result organizations provides substantial discounts to customers.

ADVANTAGES TO SOCIETY

- Customers need not to travel to shop a product thus less traffic on road and low air pollution.
- E-Commerce helps reducing cost of products so less affluent people can also afford the products.
- E-Commerce has enabled access to services and products to rural areas as well which are otherwise not available to them.
- E-Commerce helps government to deliver public services like health care, education, social services at reduced cost and in improved way.

DISADVANTAGES OF E-COMMERCEE

E-Commerce disadvantages can be broadly classified in two major categories:

- Technical disadvantages
- Non-Technical disadvantages

TECHNICAL DISADVANTAGES

- There can be lack of system security, reliability or standards owing to poor implementation of e-Commerce.
- Software development industry is still evolving and keeps changing rapidly.
- In many countries, network bandwidth might cause an issue as there is insufficient telecommunication bandwidth available.

- Special types of web server or other software might be required by the vendor setting the e-commerce environment apart from network servers.
- Sometimes, it becomes difficult to integrate E-Commerce software or website with the existing application or databases.
- There could be software/hardware compatibility issue as some E-Commerce software may be incompatible with some operating system or any other component.

NON-TECHNICAL DISADVANTAGES

- Initial cost: The cost of creating / building E-Commerce application in-house may be very high. There could be delay in launching the E-Commerce application due to mistakes, lack of experience.
- User resistance: User may not trust the site being unknown faceless seller. Such mistrust makes it difficult to make user switch from physical stores to online/virtual stores.
- Security/ Privacy: Difficult to ensure security or privacy on online transactions.
- Lack of touch or feel of products during online shopping.
- E-Commerce applications are still evolving and changing rapidly.
- Internet access is still not cheaper and is inconvenient to use for many potential customers like one living in remote villages.

FORCES FUELING E-COMMERCE

There are at least three major forces fueling e-commerce: economic forces, marketing and customer interaction forces, and technology, particularly multimedia convergence.

ECONOMIC FORCES

One of the most evident benefits of e-commerce is economic efficiency resulting from the reduction in communications costs, low-cost technological infrastructure, speedier and more economic electronic transactions with suppliers, lower global information sharing and advertising costs, and cheaper customer service alternatives.

Economic integration is either external or internal. External integration refers to the electronic networking of corporations, suppliers, customers/clients, and independent contractors into one community communicating in a virtual environment (with the Internet as medium). Internal integration, on the other hand, is the networking of the various departments within a corporation, and of business operations and processes. This allows critical business information to be stored in a digital form that can be retrieved instantly and transmitted electronically. Internal integration is best exemplified by corporate intranets. Among the companies with efficient corporate intranets are Procter and Gamble, IBM, Nestle and Intel.

MARKET FORCES

Corporations are encouraged to use e-commerce in marketing and promotion to capture international markets, both big and small. The Internet is likewise used as a medium for enhanced customer service and support. It is a lot easier for companies to provide their target consumers with more detailed product and service information using the Internet.

TECHNOLOGY FORCES

The development of ICT is a key factor in the growth of e-commerce. For instance, technological advances in digitizing content, compression and the promotion of open systems technology have paved the way for the convergence of communication services into one single platform. This in turn has made communication more efficient, faster, easier, and more economical as the need to set up separate networks for telephone services, television broadcast, cable television, and Internet access is eliminated. From the standpoint of

firms/businesses and consumers, having only one information provider means lower communications costs.²⁰

Moreover, the principle of universal access can be made more achievable with convergence. At present the high costs of installing landlines in sparsely populated rural areas is a disincentive to telecommunications companies to install telephones in these areas. Installing landlines in rural areas can become more attractive to the private sector if revenues from these landlines are not limited to local and long distance telephone charges, but also include cable TV and Internet charges. This development will ensure affordable access to information even by those in rural areas and will spare the government the trouble and cost of installing expensive landlines

COMPONENTS OF A TYPICAL SUCCESSFUL E-COMMERCE LOOP

E-commerce does not refer merely to a firm putting up a Web site for the purpose of selling goods to buyers over the Internet. For e-commerce to be a competitive alternative to traditional commercial transactions and for a firm to maximize the benefits of e-commerce, a number of technical as well as enabling issues have to be considered. A typical e-commerce transaction loop involves the following major players and corresponding requisites:

The **Seller** should have the following components:

- A corporate Web site with e-commerce capabilities (e.g., a secure transaction server);
- A corporate intranet so that orders are processed in an efficient manner; and
- IT-literate employees to manage the information flows and maintain the e-commerce system.

Transaction partners include:

- Banking institutions that offer transaction clearing services (e.g., processing credit card payments and electronic fund transfers);
- National and international freight companies to enable the movement of physical goods within, around and out of the country. For business-to-consumer transactions, the system must offer a means for cost-efficient transport of small packages (such that purchasing books over the Internet, for example, is not prohibitively more expensive than buying from a local store); and
- Authentication authority that serves as a trusted third party to ensure the integrity and security of transactions.

Consumers (in a business-to-consumer transaction) who:

- Form a critical mass of the population with access to the Internet and disposable income enabling widespread use of credit cards; and
- Possess a mindset for purchasing goods over the Internet rather than by physically inspecting items.

Firms/Businesses (in a business-to-business transaction) that together form a critical mass of companies (especially within supply chains) with Internet access and the capability to place and take orders over the Internet.

Government, to establish:

- A legal framework governing e-commerce transactions (including electronic documents, signatures, and the like); and
- Legal institutions that would enforce the legal framework (i.e., laws and regulations) and protect consumers and businesses from fraud, among others.

And finally, **the Internet**, the successful use of which depends on the following:

- A robust and reliable Internet infrastructure; and
- A pricing structure that doesn't penalize consumers for spending time on and buying goods over the Internet (e.g., a flat monthly charge for both ISP access and local phone calls).

For e-commerce to grow, the above requisites and factors have to be in place. The least developed factor is an impediment to the increased uptake of e-commerce as a whole. For instance, a country with an excellent Internet infrastructure will not have high e-commerce figures if banks do not offer support and fulfillment services to e-commerce transactions. In countries that have significant e-commerce figures, a positive feedback loop reinforces each of these factors

HOW IS THE INTERNET RELEVANT TO E-COMMERCE?

The Internet allows people from all over the world to get connected inexpensively and reliably. As a technical infrastructure, it is a global collection of networks, connected to share information using a common set of protocols. Also, as a vast network of people and information, the Internet is an enabler for e-commerce as it allows businesses to showcase and sell their products and services online and gives potential customers, prospects, and business partners access to information about these businesses and their products and services that would lead to purchase.

Before the Internet was utilized for commercial purposes, companies used private networks-such as the EDI or Electronic Data Interchange-to transact business with each other. That was the early form of e-commerce. However, installing and maintaining private networks was very expensive. With the Internet, e-commerce spread rapidly because of the lower costs involved and because the Internet is based on open standards.

HOW DOES E-COMMERCE LINK CUSTOMERS, WORKERS, SUPPLIERS, DISTRIBUTORS AND COMPETITORS?

E-commerce facilitates organization networks, wherein small firms depend on "partner" firms for supplies and product distribution to address customer demands more effectively.

To manage the chain of networks linking customers, workers, suppliers, distributors, and even competitors, an integrated or extended supply chain management solution is needed. Supply chain management (SCM) is defined as the supervision of materials, information, and finances as they move from supplier to manufacturer to wholesaler to retailer to consumer. It involves the coordination and integration of these flows both within and among companies. The goal of any effective supply chain management system is timely provision of goods or services to the next link in the chain (and ultimately, the reduction of inventory within each link).²⁹

There are three main flows in SCM, namely:

- The product flow, which includes the movement of goods from a supplier to a customer, as well as any customer returns or service needs;
- The information flow, which involves the transmission of orders and the update of the status of delivery; and
- The finances flow, which consists of credit terms, payment schedules, and consignment and title ownership arrangements.

Some SCM applications are based on open data models that support the sharing of data both inside and outside the enterprise, called the extended enterprise, and includes key suppliers, manufacturers, and end customers of a specific company. Shared data resides in diverse database systems, or data warehouses, at several different sites and companies. Sharing this data "upstream" (with a company's suppliers) and "downstream" (with a company's clients) allows SCM applications to improve the time-to-market of

products and reduce costs. It also allows all parties in the supply chain to better manage current resources and plan for future needs

RELATIONSHIP BETWEEN INTERNET MARKETING AND E-COMMERCE

Internet marketing means marketing of the products or services online. It refers to the strategies and techniques that are used for marketing of the products and services online. Internet marketing strategies includes web-designing, **Search Engine Optimization**, E-mail marketing, online promotions, blogs. Internet marketing helps in attracting customers as more and more people use internet now- a- days. Internet is the widest channel of communication available for all kind of businesses therefore internet marketing allow to attract customers rapidly.

E-commerce or electronic commerce means buying or selling of products or services through electronic means such as internet, mobiles, telephones, fax machines, ATMs. E-commerce means paperless exchange of business information. E-commerce uses strategies such as public, relations, referrals, banner ads. Online shopping, online banking, teleconferencing, electronic tickets, instant messaging are some of the common business application related to e-commerce.

Internet marketing and e-commerce has marked its place in the world of technology. The success of any business at present strongly depends on Internet marketing as well as e-commerce. Therefore business requires both. Internet marketing and E-commerce both deals with online transactions. Internet marketing is a part of e-commerce. Internet marketing is similar to e-commerce online marketing or e-commerce website marketing. Both E-commerce and internet marketing is available to the customer 24/7 and is inexpensive way of promoting business. Internet marketing is associated to various business models. It comprises of e-commerce business model where goods and services are sold directly to consumers (B2C), businesses (B2B) or from one consumer to other consumer (C2C).

DIFFERENCE BETWEEN INTERNET MARKETING AND E-COMMERCE

Some people say that Internet marketing and e-commerce are same but there is a slight difference between these two terms.

E-commerce is a wider concept than internet marketing, Internet marketing only deals with business transactions carried through internet, e-mails, search engines whereas e-commerce carries business transactions through various electronic mediums like internet, mobiles, telephones, fax machines, ATMs, credit cards. Internet marketing looks from the advertising and branding perspective, it tries to grab the attention of the customers by attractive designs and ads whereas e-commerce looks from the shop-keeper perspective it tries to figure out how the customers will search the product, who will buy it, what features, functionality and prices would the customers accept. Internet marketing ties together the technical and creative aspect of internet, including designing, development sales and advertising. **E-commerce marketing** is considered to be the sales aspect of e-business; it includes exchange of data to facilitate the financing and payment aspect of business transactions.

POWERFUL ECOMMERCE MARKETING TRENDS MOBILE OPTIMIZED, MOST JUST MOBILE FRIENDLY

Mobile shopping is becoming more and more important. In 2014, we are bound to see an improvement in mobile shopping experiences. The first step was to create sites that worked decently on mobile – this year, we will see online store owners scrambling to build sites that positively blossom on smart phones and tablets.

MOBILE ADVERTISING

Not only will ecommerce websites render a lot better on mobiles, but a larger number of mobile store owners will also start advertising their products and services on mobiles. Mobile advertising is getting more popular day by day, and branded ecommerce store owners are going to be among the first big spenders on mobile

ads. While smaller store owners may not jump on the bandwagon yet, larger stores will make an attempt to get reach as many mobile users as possible. We will also see rise in video mobile ads that have the potential go viral on social networks.

TARGETING WEARABLE DEVICES

While Google Glasses, smart watches and other wearable devices are yet to take off in a big way, many such products are set to enter the market in 2014.

If such devices become widely popular, we can expect retailers as well as ecommerce stores to shower discounts, promotions, offers and updates to their customers through wearable devices.

RISE OF LONG –FORM CONTENT

Google's red eye at link-building using guest blogging will push ecommerce marketers to create better and more targeted content. We will see the rise of long-form content that is more closely related to the products and services offered by the stores.

In addition to articles and blog posts, the length of videos and podcast will also see more takers. The easy availability of analytics and data will lead to creation of more data-based content.

MORE SOCIAL AND SEARCH ADS

With Google making it more difficult for content marketers to benefit from link building through guest blogging, more will turn towards social media and search ads for revenue.

Targeted social media ads are getting more effective, and this will drive a large PPC and CPC ads experiment in small and large ecommerce companies.

BRAND AND AUTHOR IDENTITY BECOME MORE IMPORTANT

While Google Authorship's branding opportunities for smaller business were well understood even last year, the death of large-scale guest blogging suggests that a digital brand – both for authors and businesses – is imperative in the coming years.

Traditional, anonymous SEO won't work that well. Ecommerce stores and marketers will try to create high-quality communities and blogs to further their marketing efforts. A brand blog plus a team of well-known bloggers will become invaluable for ecommerce businesses.

PERSONALIZED EXPERIENCES

Online stores have been serving personalized ads to prospective users since years. Many online stores also use personalized product displays and suggestion for registered users.

As users become more comfortable with sharing some personal information with brands and trusted online stores, we will see store owners make more efforts to offer a more meaningful personalization to users.

BETTER DELIVERY

Amazon's sci-fi sounding drone delivery project is a step towards improving the delivery cycle. The biggest annoyance of ordering online is that you have to wait for 2 days to 2 weeks for the product to arrive. It is possible for users to go to a store and get with right there and then. In 2015, we will see the large online stores do more to reduce delivery times and offer more shipping options. We have already seen the next-day-delivery options in shipping options for local stores and larger ecommerce stores; in 2015, we may start seeing same-day delivery options pop up.

LOCAL BRANDING AND MARKETING

As larger ecommerce websites offer newer facilities and features and try out new ways of attracting customers, smaller stores will turn to local base to survive. Smaller ecommerce store owners will use traditional SEO to target customers in a limited geographic area and combine it with social media engagement to personalize relations with local customers. Their branding and marketing strategy will revolve around points that differentiate them from large vendors.

MARKETING AUTOMATION

Online shoppers are notorious for browsing around for a long time and leaving the store without buying. Personalized and targeted marketing can help turn them into paying customers. Marketing automation has been around for a long time, and the trend of using such solutions will continue to rise in 2015. More and more steps of lead nurturing, remarketing, email personalization and analytics will be automated, helping even small online store owners get better insights and convert more customers.

These are some of the most important trends that will have a huge impact on ecommerce in 2015. As you can see, some of the trends have been gaining steam since years: mobile, paid ads, personalization and marketing automation. While other trends like speedy delivery, wearable tech and importance of brand identity are just beginning to gain traction.

CONCLUSION

The influence of e-commerce on marketing communication can be positive as well as negative as demonstrated in above discussion. Hence it is very essential to critically analyse the role of e-commerce in marketing communication and identify various advantages and challenges. The proposed research is focused on critical analysis of e-commerce as principle medium of marketing communication. Further the case analysis of amazon.com will throw more light on the role of e-commerce and its influence on marketing communication, also supports to identify the future trends.

E-commerce has closest internal relationship with e-marketing, to combining both of them, to make e-marketing based on e-commerce, is conducive to play the functions of each other and the overall advantages. This is not only useful to accelerate the development of e-commerce, to promote innovation of e-commerce application model, but also is useful to promote improving of e-marketing methods, and at last, ultimately to promote the new economy era coming quickly.

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