

**BBA-402**

**Marketing Management**

# **The Marketing Concept**

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# Importance of E-commerce

- Benefits include: *better quality, greater customer satisfaction, better decision making, low cost, high speed and real time interaction*
  1. Customization
  2. New markets
  3. Efficient use of resources
  4. Employment opportunities
  5. Quick and speedy disposal of customers
  6. Managing competition

## Future of eCommerce in India

- India have World's 2<sup>nd</sup> largest user base in June 2014 with **243 Million** users surpassing U.S.
- eCommerce to contribute around 4% to GDP in India by 2020
- The sector will generate 1.5 Million jobs by 2020
- eCommerce is pegged to be worth **\$56 Billion** by 2023
- And will control **6.5%** of the total retail market by 2023

