



An Impact Made by OGSP's on Indian Consumer Goods Market

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ABSTRACT: This paper makes a thorough analysis of the impact the OGSP's made in India, and their affects on the country's progress. In this paper the statistical data used has been obtained by a random survey through various people of different section of society and hailing from different places. An effort has been made to analyse the major disadvantages OGSP's have caused besides its benefit. Some recommendations regarding the current trend changes have been inculcated. consumer's relation based market trends, scope and security measures have also been discussed. OGSP's have provided the Indian consumer's the ease and comfort of accessing goods and services from various global leaders in their respective field. They have also helped regulate the prices of goods and services in India. This has made them as one of the fastest growing P2P, P2C, CSM. Emerging is a new course of customer journey concept in Digital Area. This also has been encapsulated in this research.

Keywords: OGSP's [Online Goods and Service Providers], P2P[Peer to Peer], Mobile Campaign , CSM [Customer Satisfactory Marketing]

I. INTRODUCTION

Using Electronic Commerce, companies are able to interact with their trading partners for "Just-in-time Production" and "Just-in-time Delivery", which improves their exposure globally. E-commerce or electronic commerce, deals with the buying and selling of goods and services, or the transmission of funds/data, over an electronic platform, mainly the internet. These business transactions are categorized into business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C), consumer-to-business (C2B) or the recently evolved business-to-business-to-consumer (B2B2C). Using Electronic Commerce, companies are reaching out their valued customers round the clock, throughout the year. E-retailing is the use of technology such as computers and the internet to sell a range of products and services online to the world. E-retailing revenue can come from the sale of products and services, through subscriptions to website content, or through advertising. In 2013, Asia-Pacific emerged as the strongest business-to-consumer (B2C) ecommerce region in the world with sales of around 567.3 billion USD, a growth of 45% over 2012, ranking ahead of Europe (482.3 billion USD) and North America (452.4 billion USD). The top three were followed by Latin America, and the Middle East and North Africa (MENA) region, B2C e-commerce sales increased by 24% over 2012. (E-commerce in India, 2015). This reflects the huge untapped potential of e-

commerce by retail companies, both in their country of origin and across borders. Country-wise, the US, UK and China together account for 57% of the world's total B2C e-commerce sales in 2013, with China having total sales of 328.4 billion USD. As against this, India had sales of only 10.7 billion USD, 3.3% of that of China in 2013 with fifth position in Asia-Pacific. This is despite the fact that India enjoys high demographic dividends just like China. India's internet penetration with total e-households at 46 million against China's 207 million is one of the reasons which makes Indian e-commerce economy lag behind in B2C sales growth. (E-commerce in India, 2015).

In the Digital Marketing space of the Online Goods and Service Providers ; popularly known as OGSP's have their product travel to the customer through multiple channels on real time basis . With the new government being elected, business confidence has significantly improved. The e-commerce businesses will continue to attract new investors. Flipkart (July 2014), invested 1000 million USD and the investors were Morgan Stanley, GIC, Tiger Global, Accel India, Iconiq Capital, DST Global.

II. LITERATURE REVIEW

There can be two types of e-retailers that exist in the Indian market

1) **Pure-Clicks e-retailers:** A pure play e-retailer uses the internet as its primary means of retailing.

2) **Brick and Click e-retailers:** uses the internet to push its goods or service but also has the traditional physical storefront available to customers. E-stores are known to be the Internet version of stores that set up electronic storefronts on the Internet (Dawn, Kar, 2011).

OGSP's are emerging leader's with increasing influence on the FMCG Sector . This research has tried to address this specific core issues.

Since Year 2010 , Asia Pacific & especially India is one of the fastest Internet & Mobile Growing region of the world . Simultaneously , The digital space is moving away from the very dominant USA to a homogenous spread across the world . In Digital Marketing Space this is a very positive sign for overall growth in upcoming years .

Smart Phone & Internet Penetration in Indian Sub-Continent :-

Besides Brazil , India is one of the frontline countries that will be roost of activities in Global Digital space . Also , the Young Citizen population in age group of 16 – 44 Years of India constitute the biggest skilled workforce across the world . Digital Marketing is one of the solutions for utilizing this magnitude of skill force . OGSP provides job opportunities in Direct, In-direct form for Indian workforce .

III. E-RETAILING MARKET IN INDIA

Sarbapriya Ray (2011) said that, the role of government should be to provide a legal framework for e-commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of. According to Sana Rehman (2012), E -commerce has open up new routes for banking customers that will help in creating new forms of competition and compel banks to make choices about the services. Dr. Suman Kumar Dawn, Uttiya Kar (2011), was with the viewpoint that Customer care should be a top priority as with leading online companies. According to Mr. P Sathish Chandra and Dr. G. Sunitha (2012), Better Technology=Better Service. According to Jitendra Kaur (2012), although e-commerce is still in its infancy in India, there are many factors that point out towards the incoming boom.

Dr. Prakash M. Herekar (2011), agreed with the point that ecommerce has bright prospects in India. India needs to update itself to greet ecommerce and reap its benefits.

The size of Indian e-commerce market is Rs. 21,000 Crore and the projected size of e-commerce market in India is Rs. 88,000 Crore by 2018. The size of total

Indian retail market is Rs. 23 Lakh Crore, in which the online market accounts for only 2.5%, and will make up 10% of the market by 2020. (The Economic Times, 2014). The e-retailing market will grow at a healthy rate of 50-55% CAGR to Rs.504 billion by 2015-16. (CRISIL Opinion, 2014) .

Objectives of the Study. The research cover dual aspect of Understanding importance of OGSP's in the digital marketing space of FMCG Industry Analysis of the Strategic aspects of Digital Marketing implemented by OGSP in order to keep the marginal lead over conventional FMCG companies .

Research Gap. The interpretation of data's from our sampling survey and research can be generalized and not authenticated. The Government Policies are inadequate in line with the emerging trends of Digital world

Poor infrastructure support in digital connectivity in form of weak internet bandwidth in most of rural & semi-urban India .

Iv. RESEARCH PROBLEM

Net-neutrality Policies :- Time consuming procedure's towards clearance from Hotelier's for administrative & security concerns of their in-house guest's in regards to research activities

Inadequate Central Telecom Policies :-The State Government has neglected the Digital Market space . This has made the state miniscule in E- Retail & almost non-existent in OGSP space.

We as researcher's can articulate only on concept generation.

V. RESEARCH METHODOLOGY

The present study of this paper has been exploratory in nature with the analysis of secondary data. The secondary data has been sourced from e-journals, e-articles and books.

Secondary Data Interpretation

Formulation of Marketing Strategies

OGSP's have initiated following Marketing Strategies' to stay afloat in competitive environment.

Business E-Mail still the most Influential Component of Digital Marketing Space –

In Indian Scenario, Business E-Mail is still the most popular & easy implementation among all components of Marketing strategy in India. Besides , all these, it is most cost -effective in terms of Investments in form of technology, implementation, Skilled Manpower, Hardware & Software requirements.

DIGITAL COMPONENT – OGSP	MARKETING	OUTCOME OF STRATERGIES IN FMCG SEGEMENT
SEO		OGSP's have evolved this for Customer Retention & Acquisition. This has made seeker's & new entrants easy & quick access to relevant & designed data
Search Advertising		The OGSP's are regularly updating & customizing the search on Keyword based . These selective data's are then accessed by prospective advertiser's to Reach customer's or Prospective customers in buying cycle .
Online Advertising		For seeker's & new entrants it is more interactive than static online advertisement. The OGSP's have used this to enhance their Brand awareness
Affiliate marketing		Even for just seeker's (with an intention to convert them into prospective buyer's on later dates) OGSP's promote with rewards points . Long term impact is brand building , Merger's & Acquisition of Competitors
Video Marketing		This component has been effectively used by OGSP's to enhance tangible value to seeker in form of interactive , engaging & rich content of FMCG products & after sale services.
Social Media		OGSP's have used it most effectively for Brand awareness , Brand building because of its shareable & viral nature.
E-Mail Marketing		OGSP's have still used this traditional method most effectively to enhance Relationship Management for existing & potential guests of the FMCG Sector

OGSP's are the Growth Drivers for Organized Retailing:

The advent of OGSP in retail sector has been the major driver force for setting up organized retailing. This has drastically enhanced

- Increase in awareness of Indian consumers,
- demographic changes across the Indian Sub-continent ,
- Higher affordability due to double members salary income . This has led in drastic enhancement of disposable income levels etc.

1. Impact of FDI through the OGSP for Retail Industry

In real terms, the quality aspect of retail industry in form of e-retail has got a new dimension from the advent of FDI investments through OGSP like Amazon-India for the Retail Industry .

2. Logistics of Vendors, Centralized warehouse facilities, Modulus of Operations

In the complex operations modulus; the logistics operations of Vendors through their centralized warehouse constitute an important aspect in fulfilling the JIT concept of product & services delivery to end user, the customer.

3. Inventory Management Techniques using RDBMS

In order to drastically cut down time lag gap between the order placed & actual product reaching the customers; OGSP's have taken the first lead in implementing the complete logistics of supply chain management by using Relational Database Management Systems (RDBMS) Software.

4. After Sales service & building customer relationship

The OGSP's have extensively used the Customer Relation Management (CRM) Techniques to build a quality relations with not only exiting customers, but also acquire new customer's on day-to-day basis.

5. Smart Phone As Centre Stage of Digital Marketing

Digital Marketer's measure success by mobile websites or app traffic. In Year 2015, researcher's estimate that 27 % of the cumulative market have mobile application with more support for Android & IOS Support. Further additional 34 % of marketer's are planning or in process to create mobile application in upcoming 12 months.

VI. CONCLUSION

1. According to Marketing experts, Digital Marketing & Paritcularly OGSP could bring two fold to four fold increases in sales of organized retailing in India
2. The factors such as urbanization, consumerism and economic growth will be driver's for enhanced performance of OGSP in the field of Digital Marketing arena .
3. Majority of the retailers agreed that introduction of FDI through the OGSP reroute, would bring positive changes in the retail market
4. Most of the retailers share information with vendors, particularly with regard to sales.
5. Majority of the OGSP own their own warehouses, which are mostly centrally located.
6. Marketer's are increasingly more inclined to use mobile related ad campaign types for highly effective results .
7. Marketer's are increasingly more inclined to use mobile related ad campaign types for effective results .

8. With the intensity of Digital Marketing reaching its pinnacle, Marketer's are tracking consumer usage curves on real time basis.
9. The trend has started shifting from customer Acquisition to Enhancing Market Share with monetizing exiting & emerging channels.

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