

Relationship of E-tailing Marketing Strategy and Internet-Based Purchasing

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For firms to be successful, it is essential to analyze needed information that can be used to predict and respond to changes in business environment. With increasing globalization and growth in the digital economy, the use of the Internet is increasing rapidly, especially on selling products and services online or electronic retailing (e-tailing). Thus, companies need to differentiate their marketing strategy for their online business, where the widely used marketing mix (4Ps) is not sufficient. This paper draws a conceptual framework of marketing strategy for e-tailing on internet-based purchasing. Innovative marketing strategy and a deep understanding of online customer behavior and preferences can increase the internet-based purchasing rate and lead companies to sustainable success in a competitive online environment.