

Brick and Click Model: An important Tool for Web Marketing

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Abstract- This paper emphasizes on web marketing as an important tool for the marketers to offer goods and services. Products are now increasingly sold online and not just confined to local stores as in the traditional brick and mortar firms. The brick & click model helps web marketers by combining online capabilities with the traditional bricks-and-mortar firms. This paper will keep an eye on the brick and click model as an important tool for the marketers for technology driven consumers who want goods conveniently and easily at their doorsteps. With an increase in number of online users and products offered online the collaboration of a web marketer through partnership or joint venture as in brick and click firms prove more profitable in terms of wider coverage and economies of scale.

Index terms- Brick and Click model, Brick and Mortar firms, Supply chain management, Web marketer.

I. INTRODUCTION

Due to technological advancements in our daily lives the need for digitization has arrived at workplace, homes, business houses to keep up with its pace. The greater use of web technology in the past years has made marketers to rethink on the methods of marketing to reach more consumers. So web marketing is use of internet by the marketer for marketing his products. The modern brick and click firms help the marketers today to combine the online capabilities of a website with a nearby local store to timely deliver the products to the consumers. Brick and click model now has replaced the traditional model of brick and mortar firms because of want of web technology. The history of Brick and click firms start with the emergence of internet where consumers could order a product online and the same being delivered to him by collaborating with a nearby store.

II. ADVANTAGES OF BRICK AND CLICK MODEL FOR WEB MARKETERS

The consumers enjoy the following benefits due to brick and click firms working with web marketers:

A. Buying

At the time goods are bought. For example in case of furniture and apparel, customer can visit nearby store to experience the products and order it or use internet to locate the nearby store/order status.

B. Delivery

At the time goods are delivered by the marketer. For example dot com stores where delivering the product is tough. Place order online & pick them at local store, avoid delivery hassles, avoid standing in line at shipment centre.

C. Returning products

When customer returns the good because the goods are not as per order or they are defective or damaged. For example couch its difficult and expensive to return. With nearby store one can easily return and seller can sell it to another customer who wants that product or if goods are to be shipped back they could add to other items to complete shipping load therefore reducing cost of shipping per item.

D. Queries & feedback

When customer has a grievance or a query before or after product is bought. For example salespeople in store can also help customers in answering queries, provide feedback about suitability of product or suggest other products.

III. MODELS OF BRICKS AND CLICKS

- Strategic partnership
- Joint venture btw store and online company
- Create a division within company. E.g call centres of company

IV. TRADITIONAL MARKETING VS WEB MARKETING

Traditionally Brick and Mortar firms were famous which were replaced by Brick and Click firms, which marks the growth of Web marketing. Thus web marketing has following benefits over traditional methods of marketing:

1. Quicker access to products by consumers and consumers by marketers. I.e. growth of C to B and B to C model of electronic commerce.
2. Widespread access. Such as online products ordered can be easily procured from nearby store like Big Bazaar, Domino's Pizza, I-Phone, Subway, Movie tickets, apparels, etc.
3. Promotes public relations through relationship marketing by feedback, grievance handling, and customer care.
4. Reach international markets & customers. Various foreign brands can be ordered online and delivery can be taken in the country. Such as Rado watch, Versace, Mango, BMW, jewellery, etc.
5. Reduced cost of serving customers.
6. Reduced advertising cost.
7. Test marketing new products or services through online questionnaires, feedback, comments, likes, sharing. Such as brands like Satya Paul, new launch of BMW series, Being Human clothing, mobile phone, etc.

Manuscript published on 28 February 2014.

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8. Ensures proper supply chain management which means, "Having right product, in right place, at right time, right price, in right condition."

It is coordination of logistics between business partners to timely deliver g/s i.e. from supplier – manufacturer- retailer-final customer.

Supply chain management has 3 main goals:

- Reduce inventory.
- Increase transaction speed.
- Increase sales by meeting customer requirement more efficiently.



Fig.1 Supply chain management

V. VARIOUS WEB MARKETERS COLLABORATION WITH BRICK AND CLICK FIRMS

A. Amazon.com

It is an American international e-commerce company with its base in Washington, United States. It is the world's largest online retailer as an online bookstore, but soon diversified, selling DVDs, VHSs, CDs, video and MP3 downloads, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also produced consumer electronics. Amazon is considered fourth most successful startup company in terms of market capitalization, sales, growth and cultural impact. Jeff Bezos incorporated the company in 1994 and the site went online as Amazon.com in 1995. In 2011, it had an intention to launch its websites in Poland, Netherlands, and Sweden as well thereby covering more countries across the globe. Amazon developed a customer base of around 30 million people.

B. eToys.com

eToys.com is a retail website that sells toys via the Internet.

C. Monster.com

It is one of the largest employment websites in the world, owned by Monster Worldwide, Inc. In 2006, Monster was one of the 20 most visited websites out of 100 million worldwide, according to comScore Media Metrics.

This website is used mainly to find jobs that match their skills and location. Monster has millions of job postings and over 1 million resumes every time it is visited.

According to database (2008) over 63 million job seekers per month visit the website. The company employs approximately 5,000 employees in 36 countries. Jeff Taylor founded The Monster Board and served as CEO and "Chief Monster" for many years.

D. MovieTickets.com

It is an online movie booking website founded by AMC Theaters and Hollywood.com in 2000. MovieTickets.com provides movie shows for all theaters.

In 2010, MovieTickets.com sold over 16 million tickets for over 200 viewers with 14,000 screens. It provides advance ticketing services to around 150 theaters chains and

represents over 50 percent of the top 100 grossing theaters in North America on any given weekend.

VI. ISSUES FOR WEB MARKETERS

Despite the benefits there are several complexities faced by firms. They are as follows:

1. Security issues with the marketers website
2. System and data integrity problems
3. System scalability during heavy discounts or sale.
4. Web marketing is not free
5. Fulfillment problems in case product involved can't be properly evaluated by the consumer. Such as expensive paintings and artifacts.
6. Customer relations problem for many marketers. Although relationship marketing has also emerged as an important instrument for marketers.
7. Many products people won't buy online. Such as the products requiring special feel or quality test.
8. Vulnerability to web-farming i.e. the marketer's website and strategies can be copied by its competitor.
9. Lack of trained managerial staff to design and handle web marketing.

VII. SCOPE OF FUTURE WORK

- Web marketing is an emerging concept for the marketers today due to advancements in technology.
- With the increase use of computers, i-pad, smartphones the number of web consumers have increased.
- The complexities and speed of life have made web marketing as the basic tool to procure more consumers and give them value for the product

VIII. CONCLUSION

Thus, brick and click firms are definitely an important requirement for web marketers as it enables them to reach wider customers, provide convenience in buying, delivery, returning and settling consumer grievance through salespeople in the nearby local stores.

Not just the marketers it also benefits the users by offering variety of products online quickly, and accessible anytime from anywhere by a single click of mouse with any doubtful connotation regarding the sale and after sale services.

Thereby, ensures mutual benefit for each participant in the process. It has obviously taken a lead over the traditional brick and mortar firms.

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Aishvarya Bansal: She did her graduation and post-graduation from University of Delhi with distinction throughout. She has to her credit numerous awards for excellence in academics and extra co-curricular activities. Fond of teaching she started her career in teaching in University of Delhi as Asst. professor.