



## E-commerce, Marketing Strategies and a Variety of Pricing Methods

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### **ABSTRACT**

Today, the phenomenon of the Internet and globalization have been raised as necessary, so that the intellectuals do not consider these two to be mutually exclusive and believe that they are mutually facilitating. The internet is no longer a neglected or entertaining tool, but has become one of the essential elements of today's modern and evolving human life. The Internet and in general the electronics world have undergone a change in all aspects of life and human societies. As a result, markets have changed in nature. These markets, which have been shaped by the influence of the electronic world, are called electronic markets. As the nature of the market has changed, it is foreseeable that other related affairs will also change. Among these are pricing strategies that should be adapted to the type of market. In this paper, pricing strategies in electronic markets have been introduced and briefly described.

### **Keyword:**

*E-commerce,  
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