E-Marketing- A Global Perspective

Parminder Kaur¹, Dr. Ashutosh Pathak²; Karamjeet Kaur³
¹M.phil in Computer Application (Research Scholar), University College of Computer Application, Guru Kashi University, Talwandi Sabo, Punjab India
²Assistant Professor, University College of Computer Application, Guru Kashi University, Talwandi Sabo, Punjab, India
³Assistant Professor of Computer Science, Mata Sahib Kaur Girls college Talwandi Sabo, Punjab, India

ABSTRACT

E-commerce provides the capability of buying and selling products, information and services on the Internet and other online environments. E-Marketing is also known as web marketing, Online marketing and internet marketing. E-Marketing is a management process. The aim of e-marketing is marketing establish maintain and long-term relationship with customers. Online Marketing includes identify unmet needs, producing products and services to meet those need and pricing, distributing and promoting those products and service to produce a profit. Search engine is the best technique of online marketing. Customer relationship management worked as a tool increased use of e-commerce makes CRM a necessary component. E-marketing perform a function within Short period of time. Online market open in 24 hours and 7 day service provide. Questions are related to E-Marketing in which given options are Agree, Disagree, Strongly disagree, Strongly agree, Neutral, Yes, No. After analysis and comparison of traditional marketing of electronic marketing, it is revealed that it is quite difficult, if not impossible, to suggest that which E-Marketing is best. E-marketing websites provide the flexibility, efficiency of work, provide the better security of e-paying their taxes, licenses, fees etc. In future e-marketing provide the efficient website Which is easy to use for common peoples marketing then e-marketing will be increase. All parts of the organization should co-ordinate activities to ensure that customer needs are met efficiently, effectively and profitably.

Keywords—Banner, CRM, E-CRM, E-payment System, Search Engine

I. INTRODUCTION

1.1 E-Commerce and E-marketing:-

The most popular definition of E-Commerce is based on the online perspective of the conducted business. E-commerce provides the capability of buying and selling products, information and services on the Internet and other online environment. E-marketing is “moving elements of marketing strategies and activities to a computerized, networked environment such as the Internet. Internet marketing as “the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. E-Marketing is a mixture of all the activities of advertising, promotion publicity deciding the look and feel of the product, how it will be sold and sent to the customer etc(P.T.Joseph 2012).”¹

These technologies include the Internet media and other digital media such as wireless mobile media, cable and satellite. They have defined service quality as the ability of the organization to meet or exceed customer expectations. Internet marketing will include the use of a company web site in conjunction with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites. Traditional market is very time consuming process (Parasuramn et al 2010).²

1.2 E-Marketing defined:-

Marketing is the management process responsible for identifying, anticipating and satisfying customers. Internet technology can be used to support these aims as follows(Kaur M.2012)³

Identifying–The Internet be used for marketing research to find out customers needs and wants.

Anticipating–The Internet provides an additional channel by which customers can access information and make purchases – understanding this demand is key to governing resource allocation to e-marketing as explained.

Satisfying – A key success factor in e-marketing is achieving customer satisfaction through the electronic channel, this raises issues such as is the site easy to use, does it adequately.
1.3 CRM (Customer Relationship Management)
E-commerce and Customer Relationship Management (CRM) jointly worked as a tool. E-commerce mainly targeted customers by getting closer to customers, serving them better, cost cutting, introducing new products and services and creating new opportunities through the Internet. In marketing CRM is a term which has an ability to understand, anticipate and manage the needs of the customers, interaction and relationships increases the profitability through revenue and marginal growth and operational efficiencies (Sana Rehman, 2012). [4]
E-CRM benefits to customers:
- Customer’s interaction or satisfaction
- Convenience
- Speed of processing the transaction through e-response

1.4 How Can Organization look at E-Marketing
An organization may look at internet marketing to do one of the following functions:
- **Sell** - Grow sales and attract business using digital technologies.
- **Serve** - Add value through the benefits of the Internet such as speed.
- **Speak** - Get closer to customers by making the business available to them at home, work or on the go with mobile technologies.
- **Save** - Reduce costs by using information technologies to make the business more efficient.
- **Sizzle** - Extend the online brand (create a new one) - remember sell the sizzle not the sausage i.e. the benefits, aesthetics or value of a product or service rather than its features.

1.5 E-Marketing Methods:
1) **Search Engine Market (SEM)**
Search engine marketing (SEM), which allows firms to target consumers by placing ads on search engines, has proven to be an effective audience acquisition strategy. Unlike traditional online advertising, advertisers pay only when users actually click on an ad. When successfully implemented (Chaffey et al., 2006) [5], Most online advertising campaigns have two main objectives - brand development and direct response. Which has a two types:
- Pay-Par Click
- Search Engine Optimization (SEO)

2) **Online PR**
PR stands for “public relations”. Online PR is managing publicity about an organization and its brands, products or web sites through its online presence and third party web sites and other digital media. It includes providing press releases via e-mail or on website and submitting them to online news feeds. (Hoang Tung, 2008) [6]
- Link-building and generating editorial
- Blogs, communities and RSS
- Managing how your brand is presented on third party sites
- Creating a buzz – viral marketing

3) **E-Mail Marketing**
Email marketing is a method of distributing information about product or service or for soliciting feedback from customer about a product or service through Email. Email addresses of customers and prospective customer may be collected or purchased. Email marketing is a form of direct marketing. (P Linh, 2008) [6]
- Special deals and postcard by e-mail marketing
- Increase profit and sales, promote products and services, last minute special offer.
- There are two major types of e-mail marketing.
  - Opt-in email
  - Opt-out email

4) **Banner Advertisement**
Banner is a placement of ads on website for a fee. The offline equivalent of this form of online marketing would be traditional ads on newspaper or magazines. Banner service is relatively expensive. Banner ads are graphical presentations placed on web pages with the purpose of attracting visitors to click on the ad and visit the advertised website. There are many standard Banner ads. Each with a different Shape or size. (Smith and Chaffey, 2007) [7]
- Banner sand Button
- Rectangles and Pop-ups
- Skyscrapers
- Floating

5) **Viral Market**
Viral marketing uses email to transmit a promotional message to another potential customer. It is very useful in reaching a large number of people rapidly like a computer virus. The contents of email can be a video clip, a TV ad, a cartoon, a funny picture, a poem, a song, a political message or a news item which must be so interesting and amazing that makes people pass it on. In comparison to the traditional marketing, viral marketing equals that of a “word of mouth” (Chaffey et al., 2006, Sana Rehman 2012) [4, 5]

6) **Blog Market**
Blog marketing is the process of reaching a business prospects through the use of a blog. Blog market is an act of positioning comments, expressing opinions or making announcement in a discussion forum and can be accomplished either by hosting your own blog or by posting comments and
1.6 Traditional market v/s E-market:-

<table>
<thead>
<tr>
<th>E-market</th>
<th>Traditional Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>E- Marketing is very economical and fast way to promote product</td>
<td>Traditional Marketing is very expensive and takes more time to promote product</td>
</tr>
<tr>
<td>E- Marketing is very useful for promoting product globally[without any additional cost]</td>
<td>It is very expensive and time consuming process for traditional marketing</td>
</tr>
<tr>
<td>In E- Marketing, you can also work with less employs [you can take more work with less manpower].</td>
<td>In Traditional Marketing, you need more employment with more man power which in terms requires spending more money</td>
</tr>
<tr>
<td>In online business you can sell or buy product 24 X 7, round the year without employing any person</td>
<td>That is not possible in traditional marketing</td>
</tr>
<tr>
<td>Paying Professional and Experienced E-market Company is very economical</td>
<td>Paying renowned Advertising and Marketing Company is very Costly</td>
</tr>
</tbody>
</table>

1.7 Traditional vs. Internet Marketing Mix

The marketing mix consists of the four elements, simply called four P's . The e-marketing mixes essentially the same as the marketing mix. It is simply the adaptation of price, place, product and promotion to the e-marketing context. Of course one could also include physical evidence, people and process when marketing planning for an online service. Below is a brief outline of how markets can apply the e-marketing mix to their organization's own product, service, brand or solution(Kalyanam K, 2002).(b)

The descriptions of the 4 P's are listed in the table below:-

1.8 How do Internet marketing communications differ from traditional marketing communications?

Internet marketing differs from conventional marketing communications because of the digital medium used for communications. E-marketing provides several advantages over traditional marketing:

- **Economy**: E-marketing is generally more cost-effective than traditional marketing. It allows businesses to reach a larger audience at a lower cost.
- **Accessibility**: E-marketing enables businesses to reach customers who are not local to their physical location. This is particularly useful for businesses that have a global customer base.
- **Measurement**: E-marketing allows businesses to track and measure the effectiveness of their marketing efforts more easily than traditional marketing. This helps businesses to make data-driven decisions.
- **Flexibility**: E-marketing allows businesses to customize their marketing messages to meet the needs of individual customers. This can help to increase customer engagement and loyalty.
- **Engagement**: E-marketing can provide a more interactive and engaging experience for customers. This can help to build stronger relationships between businesses and their customers.

E-marketing provides these advantages because it leverages the power of the internet to reach customers in new and innovative ways. By understanding the unique features of E-marketing, businesses can take advantage of these opportunities to grow their customer base and increase their sales.
delivers benefits by adding the number of players involved in a business. The purpose of e-marketing is to give the possibility for online businesses to create cost-effective opportunities, stimulate, strengthen and enhance relationships with stakeholders and customers. Digital medium used for communications. The Internet and other digital media such as digital television, satellite and mobile phones create new forms and models for information exchange. Online market is 24 hours service everyday (Fill C and Jamieson B, 2011). [9]

In the beginning, e-marketing starts with easy and humble process but with the passage of time direct marketing is going to convert into complex science which involves some advance features such as collection of data about transactions of customers along with their personal information and then store all the data into data-bases.

E-marketing offers the products directly to consumers. This offer can be made in the form of personal sales or via internet e.g. using the electronic mail orders or online orders without the involvement of middlemen. Increase in the use of internet is serving as a significant indicator of rapidly increase in direct marketing through e-commerce in developing countries.

1.9 Steps to Start E-Marketing:-
Starting e-Marketing is easy but walking on the right path is not so easy. There are just too many options you can consider! However, typically I would recommend my clients to follow 5 simple steps to plan and start doing e-Marketing and they are:

a) Building Effecting Website
b) Designing Compelling Messages
c) Sending strategic newsletters
d) Online Advertising
e) Managing customer database

1.10 Benefits of E-marketing:-

a) Extremely low risk
b) Reduction in costs through automation and. use of electronic media
c) Faster response to both marketers and the. end user
d) Increased ability to measure and collect data
e) Opens the possibility to a market of one through personalization
f) Increased interactivity
g) Increased exposure of products and services
h) Boundless Universal accessibility

1.11 Limitations of E-marketing

a) Dependability on technology
b) Security, privacy issues
c) Maintenance costs due to a constantly evolving environment
d) Higher transparency of pricing and increased price competition
e) Worldwide competition through globalization

1.12 Objectives of the e-marketing:-

a) Methods of making market more effective and fulfill the needs and requirements of the customers.
b) To Conduct research as to the nature e.g. demographics, preference and needs of existing and potential customers.
c) Designing processes to provide a strong communication between businessman and clients.
d) To Identify the area of quality customer service with personal attention.

II. PROBLEM FORMULATION

Despite different types of relationship between marketing and customers. There is a need to understand that still the people residing in small cities and large cities. People have significant relationship with their marketing. It has been well established that large city population prefer Online marketing to a greater extend as compared to their small cities counterparts.

**Difference in Socio economic backgrounds**

**Differences in need and wants**

**Possible causes of differences**

**Predisposition of customers towards E-marketing**

**Presence /Lack of required Vitalities**

III. RESEARCH METHODOLOGY

This studied have been carried out on E-market. Data used in this study collected basically from the secondary sources. Primary data also collected through personal interview method conducting the person who is supposed to have knowledge about the topic. Secondary data have been collected from various sources including websites, newspapers, various published and unpublished article about pre-primary education etc.

3.1 Survey Instrument:-

Information have collected from books, journals etc. Some questionnaire have been designed (Manjotkaur 2012) [3] book. Some materials have collected from books, journals etc. The information is based on different web site resources.
The Study is Based on comparative type of research methodology. The mobile (Samsung, iphone) product sale through E-marketing. Apple and Samsung were the biggest contributors to the Smartphone market in the world. Some data collected data from e-books or e-store Ludhiana or showroom Current sector 35-C.

3.2 Collection of data through questionnaire :

In this method a questionnaire is sent to the person concerned with request to answer the questions and return the questionnaire. A questionnaire consists of a number of questions printed or typed in a definite order on a form or set of forms. The questionnaire is mailed to respondent who are expected to read and understand the question. The and write down the reply in the space meant for the purpose in questionnaire itself. The respondent to have answer the questions on their own. The research methodology on on-line marketing is based on the survey. Objective type questions have been designed in survey. Some responses has been collected from people. Like (student ,Professional and others). The result of survey shown in graphs.

3.3 Result

This is a descriptive research which has studied the present conditions. The relevant data was collected based on e-marketing ,which most suitable for e-marketing.

IV. DATA INTERPRETATION

The Survey was carried on Samsung and I-phone sale product. A Comparison was done between Traditional market and e-marketing. Tables and graph identify the report of product sold . This study reveals the touch quality , internal memory, disadvantage and peoples view(agree. Disagree, Neutral).

Increasing sale of Samsung Jan 2013 to July 2013 in Mansa through Traditional market.

4.1 Observation and Finding

Fig 4.1.1: Sale of Samsung Through Traditional Market

This graph shows the sale of I-phone product in January 2013 to in August 2013 in Ludhiana e-store. In January 2013 the sale of I-phone product were 56 sets. In February the sale of i-phone product increased of 8 sets then in march were decreasing of 2 sets. The month of April the sale of I-phone increased all of others. Then the sale of I-phone product decreased of 6 sets as compared to April. In July 2013 the sale of I-phone product decreased of 5 set than June 2013. The sale of i-phone product increased of 3 sets that last month.

Fig 4.2.2: Sale of I-phone (January 2013 to August 2013) in Ludhiana through Traditional market.

The graph shows the I-phone product sale in January 2013 to in August 2013 in Ludhiana. 2 set sale through e-marketing in Jan 2013. In February, March, April increased the sale of i-phone product. The sale 1 set of i-phone product decreased in July2013 and the sale of 1 set of i-phone product increased in August.

Fig 4.3.3: Sale of I-phone (January 2013 to August 2013) in Ludhiana through E-market

The graph shows the I-phone product sale in January 2013 to in August 2013 in Ludhiana. 2 set sale through e-marketing in Jan 2013. In February, March, April increased the sale of i-phone product. The sale 1 set of i-phone product decreased in July 2013 and the sale of 1 set of i-phone product increased in August.
4.3 The graphs of Questionnaire and explanation of graphs are discussed as below:

Table 1

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Questions</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Is the best way Online marketing</td>
<td>96</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Are Brokers involve in Online Marketing</td>
<td>55</td>
<td>45</td>
</tr>
<tr>
<td>3</td>
<td>Is it possible to update data time to time</td>
<td>87</td>
<td>13</td>
</tr>
<tr>
<td>4</td>
<td>Is this service as open for 24 hours</td>
<td>97</td>
<td>3</td>
</tr>
</tbody>
</table>

Fig 1

This graph indicated two options(Yes/No). The graph reveals following results:
(1) 55 persons answered in affirmation and 45 persons respondent negatively to question 2 because brokers were not involve in online marketing.
(2) 97 persons answered hours.in affirmation and 3 persons respondent negatively to question 4 because e-marketing services open for 24 hour.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Questions</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strong Agree</th>
<th>Strong Disagree</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Response service is available for all questionnaire in e-marketing</td>
<td>64</td>
<td>0</td>
<td>28</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>6</td>
<td>Can we sell personal items through e-marketing</td>
<td>52</td>
<td>0</td>
<td>33</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>Is this direct marketing</td>
<td>45</td>
<td>0</td>
<td>41</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>8</td>
<td>Internet marketing requires a great deal of efforts of hard work</td>
<td>60</td>
<td>8</td>
<td>22</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>Search engine is the best technique for online marketing</td>
<td>46</td>
<td>7</td>
<td>43</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>10</td>
<td>Is it can be both beneficial and risk to your business at the same time</td>
<td>46</td>
<td>5</td>
<td>33</td>
<td>2</td>
<td>14</td>
</tr>
<tr>
<td>11</td>
<td>Do traditional market save the time</td>
<td>19</td>
<td>26</td>
<td>19</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>12</td>
<td>Is your product available local or worldwide</td>
<td>37</td>
<td>2</td>
<td>44</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>13</td>
<td>Chances of making mistakes In Online marketing</td>
<td>39</td>
<td>8</td>
<td>17</td>
<td>1</td>
<td>35</td>
</tr>
<tr>
<td>14</td>
<td>Is this a reliable service</td>
<td>43</td>
<td>0</td>
<td>31</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>15</td>
<td>Do Online marketing Cleared all doubt of customers about the products</td>
<td>44</td>
<td>7</td>
<td>30</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>16</td>
<td>Is this a time Saving Service</td>
<td>30</td>
<td>3</td>
<td>53</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>17</td>
<td>No Proper home delivery of products in Online marketing</td>
<td>10</td>
<td>22</td>
<td>22</td>
<td>14</td>
<td>32</td>
</tr>
<tr>
<td>18</td>
<td>Internet marketing used in share marketing</td>
<td>51</td>
<td>2</td>
<td>31</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>19</td>
<td>To Sell more products from online market</td>
<td>51</td>
<td>0</td>
<td>34</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td>20</td>
<td>Giving the discount on sale product increases e-marketing</td>
<td>39</td>
<td>0</td>
<td>51</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>21</td>
<td>Can the product we presented</td>
<td>37</td>
<td>5</td>
<td>37</td>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>22</td>
<td>Hackers Can steal your Payment</td>
<td>33</td>
<td>2</td>
<td>15</td>
<td>10</td>
<td>40</td>
</tr>
</tbody>
</table>
Currency Conversion Scheme available in online marketing

Is it possible to share the global information about e-marketing

Website earn more profit but do-not provide proper information about any market

A quick and easy way to reach new customer in local area

Fig 4.3.2: Overall analysis of E-marketing on the basis of survey

This graph indicated five options (agree, disagree, strong agree, strong disagree, neutral). The graph revealed following options.

1. 64 persons answered in agree, 0 persons respondent disagree and 28 persons respondent in strong agree. 0 persons respondent strong disagree and 8 persons respondent neutral to question no. 5 because they think that response service available for all questionnaire in e-marketing.

2. 10 persons answered in agree, 22 persons respondent disagree and 22 persons respondent in strong agree. 14 persons respondent strong disagree and 32 persons respondent neutral to question no.17 because they have no trust in online market and they think that no proper home delivery through e-marketing.

3. 53 persons respondent in strong agree, 3 persons respondent disagree and 9 persons respondent neutral to question no16.

4. The maximum peoples are agree on my questionnaire because they think that it is a direct market, great deal of efforts of hard work, reliable service, product presentation and currency schemes available in online marketing. Online market are local or worldwide.

S.No. Questions Iphone Samsung Others
27 Which mobile product do you use 27 55 18
28 Which Mobile product quality is better 41 47 12
29 Which Mobile product is easy to use 11 76 13

Fig 4.3.3: Graph represented Sale product

Fig 4.4 to 5: Graph represent Phone quality

Fig no.4 to 5
Explanation Fig no.3 sales product
This graph identify the comparison Samsung and I-phone sale product. There are fifty five persons prefer Samsung product because the quality is better Samsung product than I-phone product. Mostly people easy to use Samsung as compared I-phone product.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Questions</th>
<th>Touch Quality</th>
<th>Internal Memory</th>
</tr>
</thead>
<tbody>
<tr>
<td>30</td>
<td>Why I-phone product Use you</td>
<td>47</td>
<td>53</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Questions</th>
<th>Low Cost</th>
<th>India Made Product</th>
</tr>
</thead>
<tbody>
<tr>
<td>31</td>
<td>Why do you use Samsung Phone</td>
<td>36</td>
<td>64</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Questions</th>
<th>Expensive</th>
<th>No FM Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>What is the disadvantage of I-phone</td>
<td>78</td>
<td>22</td>
</tr>
</tbody>
</table>

This graph identify six options( touch quality, internal memory, low cost, India made product, expensive, no FM radio ). The graph reveals following results:
1) 47 persons answered in touch quality , 53 persons respondent to internal memory question no. 30
2) 36 persons answered in low cost , 64 persons respond to India made product question no. 31.
3) 78 persons answered in expensive , 22 persons respond to no FM radio question no. 32.

V. CONCLUSIONS & FUTURE SCOPE

5.1 Conclusion E-marketing has become an integral part of modern Marketing. This opportunities e-marketing operation increases different levels of risks for marketing. More than ten Years of Internet marketing research have yielded a set of important findings. Based on our review of these findings, it is clear that the Internet is playing a more and more important role in the field of marketing. Marketers and their clients are becoming aware of the need to measure the collaborative effects of marketing (i.e., how the Internet affects in-store sales). In Mansa The study reveals that customers do-not use of e-marketing. They do- not have any knowledge of e-marketing. Some study have been designed on survey .The respondent have to answer the questions on their own. Some peoples satisfies on our views. But some peoples were not satisfies with us. Respondent have adequate time to give well thought out answers. Respondents, who are not easily approachable ,can also be reached conveniently.

We came to know various strengths of Online marketing system such as quality customer service, greater reach, time saving customer loyalty, easy access to information, 24 hours access, reduce paper work ,no need to carry cash easy online applications etc.

5.2 Future Scope
- The study Can be undertaken in Small cities for understanding the overall satisfaction on all India bases.
- Conduct seminar and fair to aware the people of villages and cities.
- In future e-marketing provide the efficient website Which is easy to use for common peoples.
- E-marketing provide give the discount on product.
- Better service Quality.
- Electronic payment provides greater freedom to individuals in paying their taxes, licenses, fees etc.
- Reduce deployment costs and distribute information easily.
- Avoiding long lines and other hassles.
- If any transactions have been carried out in marketing through traditional methods then have no cost of marketing.
- The Future scope of the study of E-marketing use to reduce cost.
- E-marketing is used in the long run results in reduction of number of branches, saying rentals of related buildings and properties.
- In Future with the help of Online marketing perform a function within Short period of time.
- By using Security issues wages and salary bill of banks get reduced .Banking convenience of client has considerably increased as the can transact from home or office.
If the websites provide the flexibility, efficiency of work, provide the better security of e-marketing then e-marketing will be increase.

REFERENCE


