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E-Marketing- A Global Perspective

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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 is 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 eat 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 target 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

URL in other blogs related to your product or service online. Blog marketing may also help improve a Website's rankings in search results and is often used for search engine optimization (SEO) purposes.

1.6 Traditional market v/s E-market:-
Table 1.6

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

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).[8]

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

The 4 P's Marketing Mix (P)-The basic function for Exchange
Table 1.7.1

Marketing Mix Elements (P)	Description
Product	Variety, quality, design, feature, brand name, packaging, sizes, services, warranties, and returns.
Price	List,price,discounts, allowances, payment period, and credit terms.
Promotion	Advertising, personal selling, sales promotion, public relations, and direct marketing
Place	Channels, coverage, assortments, locations, inventory, transportations and logistics

E-marketing , the authors have described redefined elements of enhanced marketing mix, the four C's, to reflect the customer centric and Internet perspective.

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

The 4 Cs Marketing Mix
Table 1.7.2

Marketing Mix Elements (C)	Description
Customer Solution	Improved Products, services and ideas that customers are willing to buy.
Cost	Improved Price, reflecting the relationship between value and cost - customers are willing to accept higher costs for the products that provide higher added value and solution for their needs.
Convenience	Improved Place, via the Internet, use of multi-distribution channels based on customer preference
Communication	Improved Promotion, targeted "realtime"communication with the customers.

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

delivers benefits by adding the number of players involved in a business. The purpose of e-marketing is to give the possibilityfor 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

1.11Limitations of E-marketing
a) Dependability on technology
b) Security, privacy issues
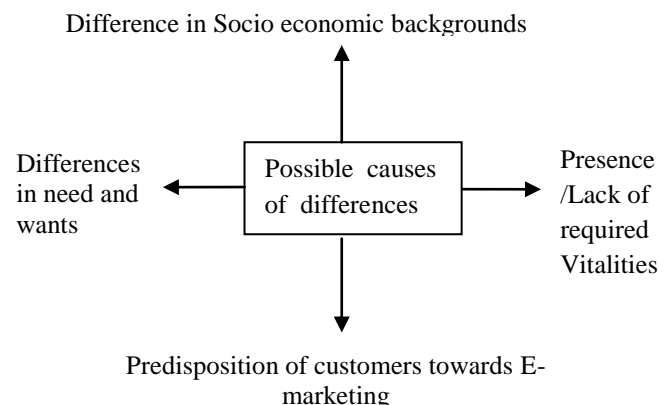c) Maintenance costs due to a constantly evolving environment

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 → Presence /Lack of required Vitalities

Predisposition of customers towards E-marketing

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.

3.1Survey 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.

4.1Observation and Finding
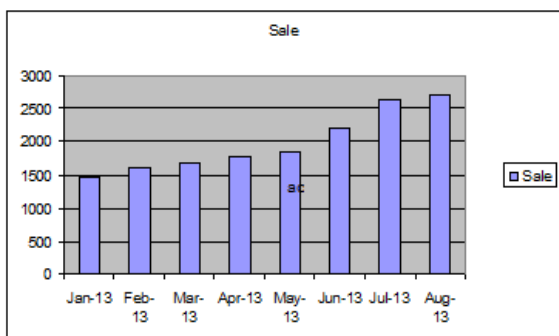### Fig 4.1.1:- Sale of Samsung Through Traditional Market

Fig 4.1.1

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.

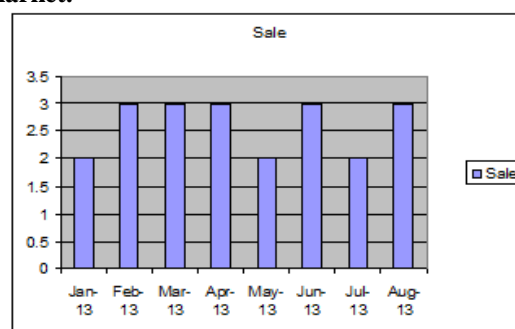### Fig 4.2.2:- Sale of I-phone (January 2013 to August 2013) in Ludhiana through Traditional market.

Fig 4.2.2

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
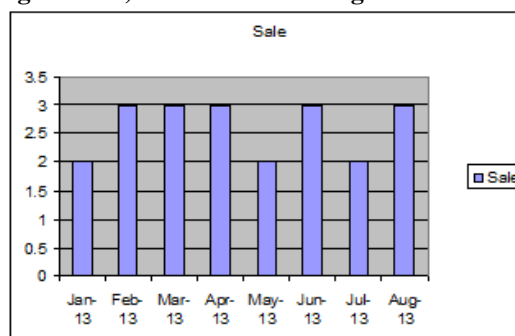

Fig 4.3.3

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 Total Respondent 100

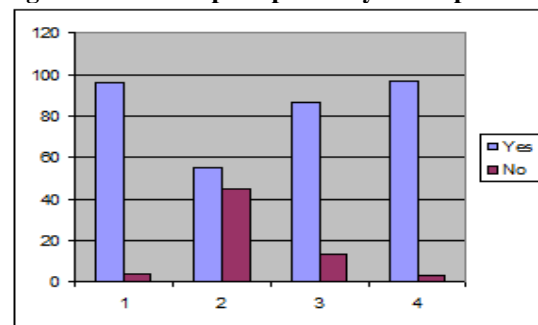| S.No.	Questions	Yes	No
1	Is the best way Online marketing	96	4
2	Are Brokers involve in Online Marketing	55	45
3	Is it possible to update data time to time	87	13
4	Is this service as open for 24 hours	97	3

Fig no. 4.3.1:- Graph represent yes/no options

Fig 1

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

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

23	Currency Conversion Scheme available in online marketing	36	3	44	4	13
24	Is it possible to share the global information about e-marketing	38	4	45	4	9
25	Website earn more profit but do-not provide proper information about any market	40	22	15	2	21
26	A quick and easy way to reach new customer in local area	41	0	49	2	8

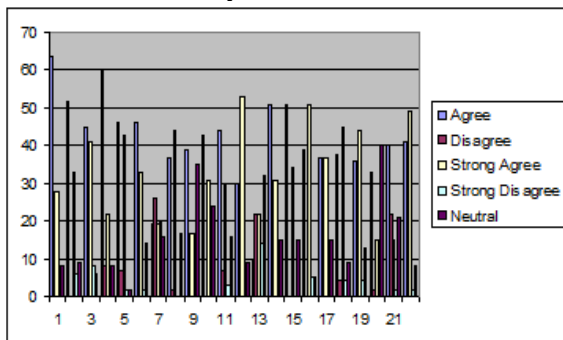**Fig.4.3.2:-Overall analysis of E-marketing on the basis of survey**

Fig no.2:-Overall analysis

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

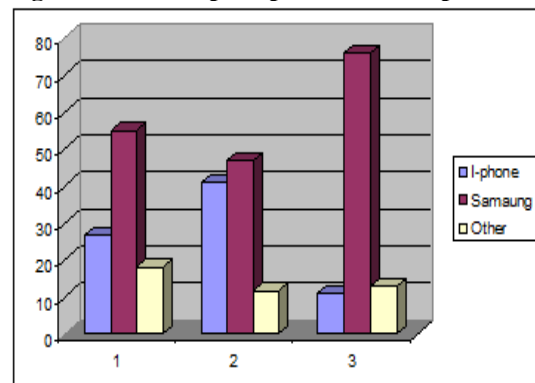**Fig no.4.3.3:- Graph represented Sale product**

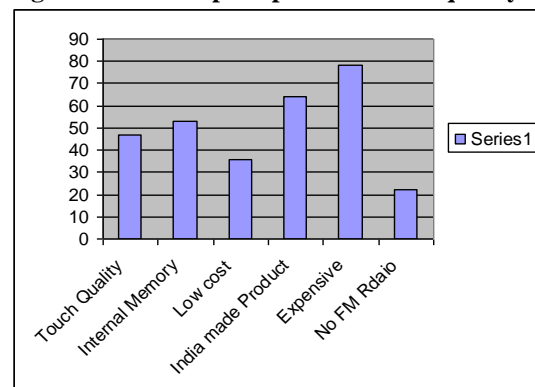
Fig no. 4to5:- Graph represent Phone quality

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.

S.No.	Questions	Touch Quality	Internal Memory
30	Why I-phone product Use you	47	53

S.No.	Questions	Low Cost	India Made Product
31	Why do you use Samsung Phone	36	64

S.No.	Questions	Expensive	No FM Radio
32	What is the disadvantage of I-phone	78	22

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 respondent to India made product question no. 31.
3) 78 persons answered in expensive , 22 persons respondent 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. This study states that Online marketing System provides greater reach to customers. Feedback can be obtained easily as internet is virtual in nature. Customer loyalty can be gain. Personal attention can be given by market to customer also quality service can be served.

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.

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