

# A Conceptual study on E-marketing & Its technologies

**Dr AKash Saxena**

Professor , Compucom Institute of Information Technology & Management, Jaipur (Raj.)

Email : [akash27jaipur@gmail.com](mailto:akash27jaipur@gmail.com)

**Sonal Sharma**

Assistant Professor Dept. of Management Studies Compucom Institute of Technology & Management, Jaipur (Raj.)

Email : [sonalsharma2807@gmail.com](mailto:sonalsharma2807@gmail.com)

## **Abstract**

*E-Marketing is the blessing of any company as well as the customer. It makes life much more comfortable. Each individual is being benefited to take advantage of E-marketing. Nowadays, every business is doing online-based, e- based, and using online marketing tools keeps a position in the consumer mind. The entire customer is now online-oriented. This study explores and explains what e-marketing is, what the present marketing trend is, and what the marketing field's future holds. The article discovered and concluded that e-marketing is the way of the future since it has been positively influenced by current technological advancement, which has made the usage of smartphones and gadgets a requirement.*

**Key term:** E-Marketing, E-Business, Internet, Future E-Marketing

## **Introduction**

The procedure of promoting a product or service over the world wide web is known as e-marketing. It makes use of a variety of technologies to help businesses interact with their customers. It combines direct response and indirect marketing features and a variety of technology to help businesses engage with their customers. Rather than the usual marketing method, it increased the strength and efficiency of the company's transactions.

E-marketing is exploding in popularity, and it's having a big impact on customer and corporate market behavior. As a result, the majority of businesses began to build e-marketing strategies. E-marketing methods include the use of existing and emerging data and communications networks to connect a company with customers and add value to traditional networks. E-marketing uses

the Internet to provide companies with a platform for adjusting to client needs, reducing transaction costs and enabling customers to avoid behavior based on time and place and to conduct non temporarily and non-locally.

### **Historic Background**

The beginnings of the Internet may be traced back to the Cold War and the technological rivalry between the USSR and the United States. "While the World Wide Web was introduced in 1991, its origins stretch back to 1957, when the Soviet Union launched the Sputnik I satellite," according to Wikipedia (Dickey and Lewis, 2011: 2). The United States responded by establishing the Defense Advanced Research Project Agency (DARPA), which created ARPANET in the 1960s, an experimental project of computer networks from which the Internet arose. Since then, the Internet has made a huge contribution to science, with "many governments and educational organizations using the internet by the late 1980s" [8]. For numerous years, the Internet was seen as an inclusive communication tool of scientific and research institutes. Its academic role predominated before its commercial capabilities were discovered, leading to its commercialization. "Until the mid-nineties, the research and academic communities accounted for the majority of the internet population," writes Oksana (2007). "However, the commercialization of the internet quickly gained enormous momentum, and the business community quickly became aware of the potential it has to offer" (5).

The United States responded by establishing the Defense Advanced Research Project Agency (DARPA), which created ARPANET in the 1960s, a project of experimental computer networks from which the Internet arose. Since then, the Internet has had a huge impact on science, and "by the late 1980s, numerous government and educational organizations were using it" (Ferguson, 2008: 69).

This brief historical backdrop concludes by stating that, over time, online marketing has evolved into a far more complex activity. As a result, early internet marketing techniques like online advertising via online & marketing via email have been superseded by newer techniques like SEO & SMM.

### **Traditional market v/s E-market: -**

<b>E-market</b>	<b>Traditional Market</b>
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

Electronic marketing is a relatively recent notion in the world of business. Organizations continuously utilize this relatively new medium to sell their products & services and share new product ideas and information. Researchers, practitioners, and policymakers are paying attention to how different enterprises use IT and the Internet to sell their items [9]. Businesses are increasingly relying on the Internet to supplement their marketing efforts, due to which e-marketing is exploding. In other words, the IT revolution has completely transformed the way businesses are conducted. [10].

#### **Literature Survey**

Makash (2013) argued that any online marketing strategy should include eMarketing. As compared to traditional advertising channels, e-marketing mostly contributes to the economy of corporate assets. Many SMEs can't afford the high expense of advertising (particularly in recession), and their human and time resources are also limited. Fundamentally, e-marketing is less expensive.

Watson et al. (Watson et al., 2013) Text messages, advertising, delivering mobile content, user-contributed content, and mobile commerce are examples of how mobile marketing may be used to inform customers about a company's goods, services, and services brands while also increasing customer engagement.

However, as Hanna et al. (2011) pointed out, "Electronic Marketing (E-Marketing) is still a relatively new idea, especially for organizations working in developing countries that have limited resources, a poor foundation, and fierce competition and can't afford to make indiscreet speculations or bad choices."

According to Sally et al. (2004), various organizations have added some form of Internet vicinity in the last decade. He examines electronic advertising, the most recent type of advertising, using the well-known structure of the seven Ps of showcasing – product, price, promotion, place (distribution), process, physical proof, and people –to assess electronic advertising and its overall potential contribution to marketing. He believes that, while not every advertiser understands how to use the Internet, this "new kid on the block" has evolved into a well-known kind of marketing. He also implies that electronic marketing will not be able to replace traditional marketing efforts completely. It should be seen as a critical and corresponding apparatus, and managers should embrace innovation to provide greater value to customers.

According to Shu et al. (2004), direct marketing involves using nonpersonal media such as the phone to deliver the item and authoritative data to customers, who can subsequently purchase products via mail, phone, or the Internet.

## **Conclusion**

At present every second's world is moving so speedy only used by positive technology side. The importance of E-Marketing is significantly growing day by day. There is several transaction, online selling and buying process; information collection is done by online. It makes life much comfortable. There is a huge scope in the coming future. Shortly, the whole world would take advantage of E-Marketing. We believe that Future EMarketing will make our world Bright. The study has extensively elaborated on the importance of e-marketing and its dimensions. The study backed up the idea that marketing efforts should be shifted away from traditional channels and toward e-marketing. The study's findings reveal that e-marketing plays a vital role as a firm's promotional tool. Different modalities of e-marketing assist in achieving this goal. Every element

of life, including economy and marketing, has been revolutionized by the Internet. This study emphasizes the opportunities and difficulties of the Internet by introducing important tactics and methods of online marketing. An online marketing framework based on the findings of such a study would ensure the company's financial goals were met.

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