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Importance of E-Marketing

Abstract ::

This research focuses on the important of E-Marketing (Electronic Marketing) in today's days. Word is becoming too smaller because of globalization. So it is important that Company or any Organization use the modern technology to sell the product or to give best service to their consumer.

In the section of methodology this study was conducted by the utilization of both methods so efforts were made to adopt appropriate data collection methods. For the collection of qualitative data, methods include documentary research, interviews and participant observation.

E-marketing for electronic product and his services is very important for the information system business for last 10 year. The improving rate of e-marketing is create a different challenge both in business world and information seekers infect digital product and in baking sector online banking delivering all information by using internet facility to provide all in formation of his products.

Introduction ::

In the modern time of globalization, internet becomes a vital part of every day's life. Field as people is becoming dependant on it because of easiness of it. They can easily access, analyze, and compare the information of product, value, availability of it. That's why it become important to have good E-Marketing policy as a website give all the information which can be accessed from a remote place even from their homes. This is one of the convenient ways for shopping. The use of information and communication technology make it more competitive, because all the organizations are trying to get more market share by offering new products, prices discounts etc..The key component of e-marketing is its ability to enhance an organization's marketing program by identifying customers that are likely to be more receptive to a specific offering.

Richard Mayer (2000) "Consumers can interact with Electronic Marketing" According to him in the marketing field via traditional marketing customer can not directly control the message or/and get further information but with the help of E-Marketing they can get all information and same time they can compare the same product on internet and make his decision easily.

Adams (2003) The effectiveness of electronic business is more effective result oriented and cheaper in cost because traditional channel of business advertising provide limited information about the product new technology get information in one click for consumer requirements. William (1993) writing in his research about the marketing research envirmnt it is all about the planning of marketing, cycle of marketing research, accessory tools of marketing, purchase nature of customer.

METHOD

Exploratory method will be adopted to explore the activities and performance of online marketing business in light of available academic theories. Qualitative as well as quantitative Methods will be used to conduct this study. Qualitative in a sense of exploratory study while, Quantitative in terms of descriptive and analytical sense.

As it mentioned in this study was conducted by the utilization of both methods so efforts were made to adopt appropriate data collection methods. For the collection of qualitative data, methods include documentary research, interviews and participant observation. In effect, as this project was all about

an exploratory and critical analysis so an unstructured interview method appeared to be fit for this purpose. As Bryman and Bell (2003) have pointed out, interview is probably the mostly widely employed method for qualitative purpose.

FINDING AND ANALYSIS

For the economic benefits to improving customer many firms that are frustrated and improving quality and customer satisfaction it is also important for a business to find customer requirements, demand, and his satisfaction empirical forecast.

How it benefits to Company:

E-Marketing gives more business than the TV or print advertisement. The main benefits are:-

- Global reach
- Lower cost
- Track able result
- 24 hour marketing
- Personalization
- Better conversion rate
- Easy reach
- Speed
- High response rate
- Immediacy

Frequency with which US E-Mail Users Go Online to Check E-Mail, 2001-2005 (as a % of respondents)

	Constantly	More than once a day	Once a day	Once a week
2001	-	73%	26%	1%
2002	-	74%	24%	2%
2003	20%	52%	24%	4%
2004	33%	48%	18%	2%
2005	44%	46%	9%	1%

Source: DoubleClick, December 2005
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Revenue, Cost and Response Rates for Direct Response Marketing in the US with Direct Order Objectives, by Media, 2004

	Revenue per contact	Promo cost per contact	Response rates	ROI index*
Telephone	\$45.37	\$2.50	5.78%	18.2
E-Mail	\$1.60	\$0.10	1.12%	16.0
Dimensional mail	\$14.16	\$0.91	2.30%	15.3
Direct mail	\$11.36	\$0.56	1.88%	14.9
Newspaper	\$0.45	\$0.05	0.09%	8.8
Coupons	\$1.50	\$0.23	1.65%	6.5
Catalog	\$1.48	\$0.69	2.18%	6.4
Inserts	\$0.49	\$0.14	0.45%	3.5
Magazine	\$0.22	\$0.11	0.13%	2.0
FSIs	\$0.12	\$0.07	0.13%	1.6
Radio	\$0.08	\$0.07	0.10%	1.2
Direct response TV	\$0.02	\$0.03	0.04%	0.7

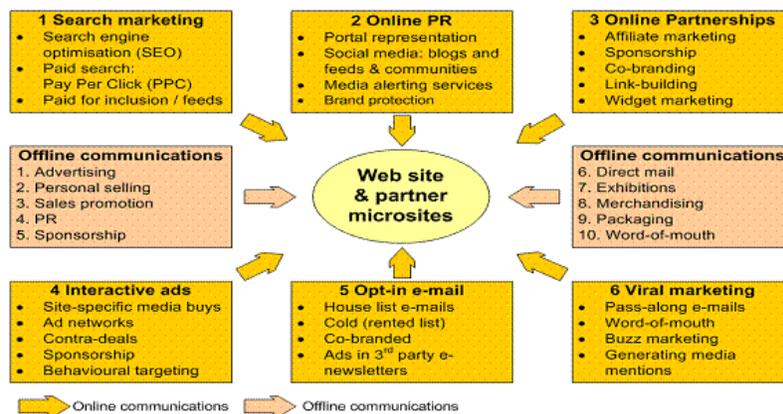
Note: *ROI index is a baseline indicator used for comparing overall efficiency of one medium over another, calculated in this case by dividing revenue per contact by the promo cost per contact
Source: Direct Marketing Association, October 2004
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Other benefits:

- Opportunity to reduce cost of product
- Opportunity to increase sales
- Opportunity to access new market.
- Improve supply chain
- Improve employees motivations

The E – Marketing has a very vital role on the progress of any business because the use of internet make the world as a global village and it become easier to get information about any product or service online. Anyone can access it through their home, office or even mobile and make comparisons

of different service provider. This is also a cheap mean of getting access rather than any other mean of media like newspaper, television telephone etc. and every one can access it even from remote places. The reason for its popularity is that everyone can buy, sell or bid for any product. The interface is very easy to use and understand, consumer can search the product by brand, price band, best seller, ready to buy, it will give them the view of product, any additional term and conditions, delivery time and compatibility of that product which helps the users to decide. The popular online selling website is Amazon, anyone can search and compare the product and buy it throughout the world but everyone cannot put its product for bidding, it also deals with every aspect of life and it can be find the equipment which is needed. Similarly there are many other websites which are hosting the information as well as the products, the only thing consumer need is to log on to the website and it will take it through. Thus the E- Marketing has a big impact on the businesses and organization who want to survive, flourish and expand their product internationally. They can use such a platform to boost up their sales and to get most of the market share in order to be on the top of industry. But while doing so they need to offer the customers fair price and a good quality of the product.



CONCLUSION

The scope of E-marketing on any kind of business or the organization is very important because in this era of internet and telecommunication technology, the world become a global village and the means of communication make the flow of data and information easier, but it make it very hard and challenging for the organizations to survive because of a continuously changing environment and introduction of new tools and techniques. The marketing managers needs to be creative and smart in order to get desired level of market share and to be on leading position of the industry. They need to be careful while choosing the advertisement media; it should be easily accessible, cheap and friendly.

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