

The Role of E-Marketing on Promotional Strategies adopted by Firm's in India

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Abstract - During last decade marketing in India has experienced a tremendous change. E-marketing or E-Business has become a popular mode of marketing today. This new mode of marketing has its lot many benefits. It is very popular amongst youngsters of the country. Expansion of internet and mobile facilities has helped this marketing method effective. Various websites are offering goods and services to the customers at effective pricing with best assured quality.

The purpose of this paper is to discuss four main different tools which are: Email marketing, web marketing, mobile marketing, and marketing through social networking sites, which use to distribute e-marketing promotion and understanding their different influence on consumers' perception. This study also highlighted the E-marketing, marketing through internet, mobile marketing, web marketing and role of social networks and their component in term of perceptual differences and features which are important to them according to the literatures. The review of the research contains some aspect of mobile marketing, terms like adaption, role of trust, and customers' satisfaction. Moreover some attributes of marketing through E-mail like Permission issue in Email in aim of using for marketing activity and key success factor base on previous literatures.

Keywords: E-marketing, internet marketing, mobile marketing, E-mail marketing, web marketing

- 1. Introduction** - In recent years, increasing numbers of businesses have been using the Internet and other electronic media in conducting their marketing efforts, giving the chance for Electronic Marketing (as a new marketing phenomenon and philosophy) to grow in a very dramatic and dynamic way. As we move into the twenty-first century, the way that firms and companies do business has changed, furthermore, it is readily apparent that such changes are attributable to the advent of the Internet (Ainin and Noor Ismawati 2003).

The economy of the world nowadays is transitioning from an economy that is just related to goods to an economy in which value creation, employment and economic wealth is very important. An overview of the Internet shows that this phenomenon is not only a networking media but also a place for consumers to conduct their transactions on the global market. The speed of innovation increases day-by-day, and this era has the highest rate in the speed of the enhancement of technology in comparison with any previous era. Undoubtedly, usage of the Internet and computer has an important influence on this issue. Nowadays, we can easily see that for many people use of the Internet and computer devices, smart phones as well as emails and even logging on to social media sites like Face book, LinkedIn or twitter has become an essential daily need (Raad, Yeassen et al. 2010).

In global view, Electronic Marketing (E-marketing) mostly defines as new attitude and modern realistic involvement with marketing of goods, services, information and even ideas via internet and other electronic means (El-Gohary 2010). By reviewing literatures about this subject one of the main impediments is unclear definition from the researcher and authors about E-marketing, -commerce, E-business and internet marketing. Most of the researcher misused the meaning of these four and may use E-marketing E-commerce, E-business, and internet marketing as equal meaning with different wording which is not correct. E-marketing has broader scope while internet marketing just refers to internet thing like world wide web (www) and electronic mail, while E-marketing include all above plus tools like mobile phones, intranet and extranet and etc. On the other hand E- business and E-commerce have even broader scope in compare of E-marketing. E-marketing strategies involve existing utilities and combine them with communications and also data network to create a relationship with the firm and it customers by the communication happen in internet environment. E-marketing provides so many opportunities for the firms.

2. BACKGROUND:

CONSUMER BEHAVIOUR

“Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society” .With the reference of above cite; Consumer behavior of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process. The decision making vary from person to person, place to place and focusing on the past experience of consumers; we can predict the future trends by bringing profitable products and services into the market. In this modern world, the popularity of interactive media like the World Wide Web is increasing day by day with rapid pace because of two main factors, those are:

- 1) Most of the companies are doing their business online and make their website as showroom of their product and services.
- 2) Fast increment of consumer segments due to increase needs and demand including online shopping as well.

E-MARKETING/ E-COMMERCE

India is rapidly advancing in the technological space. With the growing population and increasing Internet and Smartphone penetration, India is going mobile and digital. Mobile applications are now the trend. Advances in mobile technology have enabled a wide range of applications to be developed that can be used by people on the move. Mobile applications and services increasingly assist us in our daily life situations, fulfilling our needs for information, communication, entertainment or leisure. Smartphones are growing not only in popularity, but also in their features and capabilities. Especially young generation has great importance of this media in their day to day life and also professional life.

Impact of Internet on Consumer Behavior

The influences on consumer behavior are often made between external and internal factors. External factors are come from the environmental conditions, and internal factors are usually from the consumer's mind. There are many factors could influence consumer's behaviors. According to Warner, the external influences could divide into five sectors: Demographics, socio-economics, technology and public policy; culture; sub-culture; reference groups; and marketing. The internal influences are variety of psychological processes, which include attitudes, learning, perception, motivation, self image, and semiotics (Malcolm). In addition to these, Sheth (1983) also suggested that the consumers have two types of motives while shopping, which are functional and non-functional. The functional motives are mostly about the time, shopping place and consumer's needs, which could be like one-stop shopping to save time, the environmental of shopping place such as free parking place, lower cost of products and available to choose from widely range of products. The non-functional motives are more related with culture or social values , such as the brand name of the store.

The traditional shopping is simply about the customer to purchase their needs. This behavior will be influenced by the seller's advertising and promotion which attracts customers goes there and purchase goods, afterwards a part of new products will be taken home and be used.

CONSUMER BEHAVIOUR OVER INTERNET

Word of mouth has taken an extreme turn with the introduction of the Internet and social media as individuals can now in a matter of seconds share with virtually the whole world their opinion on a certain product, service or business.

The need to understand consumer behaviour is related to the analysis of data generated by individual consumers. The most prominent of them is data mining. E-commerce is “the killer-domain” in data mining field as there is fulfilment to requirements like: plenty data records, reliable electronic collection of data, and return on investment which can be measured.

3. Internet Marketing - It is also called online marketing; it is the process of promoting a brand, products or services over the Internet. Its broad scope includes email marketing, electronic customer relationship management and any promotional activities that are done via wireless media. Most businesses are now using internet marketing because of two primary reasons.

Internet marketing as a part of e-marketing developed about websites for business to robust and rescale their traffic, advertisement industry ,auction oriented site like eBay have been grown through word of mouth, beside customer relation management (CRM) also gets better situation and its emphasizes gets more on personalization much more easy than before, unless the unite concept of E-marketing has not appeared (Kalyanam and McIntyre 2002).The potential of using internet has been documented so many times in so many journals and also in so many researches.

On the other hand both successful and unsuccessful marketing through internet has been published too; moreover there is no specific method and rout for manager that prove for them obeying that particular way will bring for them successful business by internet unless they put large investment and take the risks in this way in case of facing to their current channels of distributing their market. One of the major issues in this subject is product characteristic which plays important role in marketing through internet and the way to promote this product to the consumer. Internet marketing in recent decade has very huge movement forward, many companies all over the world mainly use internet for advertisement or corporate promoting activity beside not many companies fully utilize their system with recruiting the power of internet in business as new channel of doing transactions.(Kiang, Raghu et al. 2000).

- 1 It is a cost-effective channel for marketing.
2. Media consumption trends are moving towards the internet and therefore you can easily reach out to the masses using the online medium.

Marketing over the internet create a basic changes not only in business but also in customers` behavior. Marketing provide a unique platform for the firms to understand the need of the customers and make the customers free from the time and place. It also reduces cost by omitting unnecessary transaction cost. (Sheth and Sharma 2005).

4. Mobile Marketing- It is multi-channel online marketing technique focused at reaching a specific audience on their smart phones, tablets, or any other related devices through websites, E mail, SMS and MMS, social media or mobile applications. It is the art of marketing your business to appeal to mobile

device users. When done right, mobile marketing provides customers or potential customers using smart phones with personalized, time- and location-sensitive information so that they can get what they need exactly when they need it, even if they're on the go.

Mobile marketing consists of ads that appear on mobile smart phones, tablets, or other mobile devices. Mobile marketing ad formats, customization, and styles can vary, as many social media platforms, websites, and mobile apps offer their own unique and tailored mobile ad options.

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Types of Mobile Marketing Strategies

There's a healthy variety of mobile marketing strategies to try. The kind that works best for your business will depend on your industry, target audience, and budget.

- **App-based marketing:** This is mobile advertising involving mobile apps. While 80% of mobile time is spent engaged with apps, you don't have to create an app yourself to get in on the action. Services like Google AdMob help advertisers create mobile ads that appear within third-party mobile apps.
- Facebook also allows advertisers to create ads that are integrated into Facebook's mobile app. Facebook's mobile Promoted Post ads integrate so seamlessly with Facebook's news feed that users often don't realize they're looking at ads.
- **In-game mobile marketing:** In-game mobile marketing refers to mobile ads that appear within mobile games, like in the example below. In-game ads can appear as banner pop-ups, full-page image ads or even video ads that appear between loading screens.
- **QR codes:** QR codes are scanned by users, who are then taken to a specific webpage that the QR code is attached to. QR codes are often aligned with mobile gamification and have an element of mystery to them, since users who scan them don't always know exactly which rabbit hole they're jumping down.
- **Location-based marketing:** Location-based mobile ads are ads that appear on mobile devices based upon a user's location relative to a specific area or business. For example, some advertisers may only want their mobile ads to appear when users are within a 1-mile radius of their business.
- **Mobile search ads:** These are basic Google search ads built for mobile, often featuring extra add-on extensions like click-to-call or maps.
- **Mobile image ads:** Image-based ads designed to appear on mobile devices.

- **SMS:** SMS marketing involves capturing a user's phone number and sending them text offers. This is considered somewhat passé.

5. E-Mail Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send advertisements, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness. Marketing emails can be sent to a purchased lead list or a current customer database. The term usually refers to sending email messages with the purpose of enhancing a merchant's relationship with current or previous customers, encouraging customer loyalty and repeat business, acquiring new customers or convincing current customers to purchase something immediately, and sharing third-party ads.

Types of E-mail Marketing

Email Newsletters – These are regular emails that are sent to a list of subscribers who have chosen to receive updates from a company. Newsletters usually don't have explicit sales messages, but try instead to build a relationship between a customer and a brand. They often have a conversational tone and contain news and information that will be of interest to the customer. The goal is to keep a customer connected to a company even when they are not buying anything.

Transactional Emails – These are emails that are sent out after certain actions trigger them. When a customer buys a product or makes a reservation, emails are sent out confirming that transaction. They legitimize online commerce by giving customers a way to prove they have bought something. Transactional emails often also contain new sales messages. Studies have shown that transactional emails are opened 51.3% of the time, while newsletters are only opened 36.6% of the time. Knowing that they have a captive audience, marketers will often try to insert new sales pitches into emails that are not explicitly for selling. For example, airline reservation emails often ask if you would like to upgrade your seat for a fee.

Direct Emails - These are used to inform customers about new products, sales and special offers. They provide customers with direct information about products and usually provide a link or another easy way for customers to access the product. They are similar to the coupons, catalogs, and sales fliers that used to be sent through the post office.

6. Web Marketing - It is marketing used to promote a website and hopefully get more traffic to a website. More traffic translates to better on-line advertising placed on the website. When Internet users visit an ad

on a website's page, it is called CTR (click-through rate) and the higher the CTR, the more the website owner stands to earn from the ads.

Website marketing may utilize SEO (search engine optimization) which is the process of customizing a page, so it rates high on search engine queries. Garnering the top one or two positions can result in 50% of the clicks from the search result. Other methods of website advertising may include creating blog posts on fellow blogger's sites, and even including your signature when you post in forums. The more traffic a website consistently can measure, the more the site is thought to be worth.

Web marketing can be loosely divided into these categories:

- Display advertising: banner ads on third-party websites or blogs to lead viewers to your website.
- Search engine marketing (SEM): promoting your website by increasing its visibility in search engine results either by paying for placement or by optimizing your site for the search engines.
- Search engine optimization (SEO): improving the visibility of your website or web page by boosting its "organic" search results.
- Social media marketing: getting you traffic or visibility by using social media websites such as Facebook, Twitter and LinkedIn.
- Email marketing: marketing to a group of people using email.
- Referral marketing: promoting your product or service through word or mouth.
- Affiliate marketing: your business rewards its affiliates for each visitor or customer sent to you through their website.
- Inbound marketing: creating and sharing content to bring viewers to your website or business.

7. Social Network and Social Media Marketing

Social media and doing marketing activities according to Berthon et al (2012), is an opportunities that comprises text, Images pictures, video and networks for both customers to customer and firm to customer. Base on that research text was the first social media that initially mentioned in blog.

Social media are some online application which aim is to facilitate interaction between users create collaboration and share content. Social media take in different type and forms like weblogs, wikis, podcasts, videos, pictures or etc. with considering the rapid speed of this media in the whole world not only existing social networks but also so many businesses, firms and companies try to reach to this phenomena and use it communication tools to enhance their profit and sustain it this competitive market. The nature of these websites is different from individual users, as business pint of view;

managers try to do their business activities by using these media and recruit it in term of advertisement and marketing aspect to effect on its performance in customers mind. at the same time as commercial messages via this media is more effective and less cost for firm, with no doubt this phenomena could be very good place for firm to use to evaluate their business core (Kim and Ko 2011). According to Kim and Ko (2010), Social media can have spectacular impact on brand reputation. They added, one-third of research about this issue shows that posted opinion about product and brand in brand blog is seen much more and 36% believes that brands which has blog are more positive in customers mind with those who have not (Kim, Kim et al. 2010).

Weinberg (2009) expresses the process of targeting promotion of website, products or services on specific social media service as social media marketing. He believes that in compare of conventional marketing, social media marketing has more huge potential than conventional for customer reaching.

Conclusion - This research presented a conceptual underpinning of four different tools that firms may use in their marketing aspect to enhance their service and quality for their customers. Synthesis of relevant literature in aim of summarizing the key success factor of each parameter which presented in this paper is the target of this research. This review reveals advantages and issues related to each of the tools which were mobile marketing, e-mail marketing, web marketing and marketing through social network sites (SNS).By reviewing variety of relevant literatures, this research can conclude that there are many tools that firms can use to distribute their promotional messages and create awareness for their customers.

Mobile devices and marketing through mobile recently by introducing smart phone have changed and these enhancements in technologies especially in mobile devices brings so many advantages that most of the firms.E-mail marketing because of cheap instrument, being cost effective and majority of respondent is consider as a unique way of distributing promotional massages and creates value for firms' customers.Marketing through web in term of commercial and advertisement to bring traffic for the companies and firms was always a vital issue that web pages can fulfill the need of business owners.Weblogs, wikis, podcasts, videos, pictures or etc are some examples of social networks, combination of text, image video and etc all and all can help the firms to enhance their productivity and by using this capable option they can create value for their customers.Social network sites also facilitate the relationship between firms and customers and by using this phenomenon companies can understand needs of their customers and also figure out the weakness and strength of their product in electronic world of mouth or customers comment and ideas.

According to literature many firms using so many tools to create relationship with customers moreover understanding which type and tool is more effective can be very important factors to help firms in

enhancing their sale profitability and using which type in their marketing strategy. Future study of this research could be analyzing the preferences of people of specific region or country to have better understanding of perception of people of that specific area to utilize the electronic business according to their preference and taste.

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