



A CONCEPTUAL STUDY ON E-MARKETING PRACTICES

¹**SOGODOGO Ladji Dignato**

Student JAIN (Deemed-to-be University), Bengaluru

²**Tadesse Michael Nahusenay**

Student JAIN (Deemed-to-be University), Bengaluru

³**Dr. Renu Rathi**

Professor School of Commerce, JAIN Deemed to be University, Bengaluru

ABSTRACT

E-business provides value chains with a high degree of organizational (outsourcing) and geographic (offshoring) flexibility, allowing firms to purchase intermediate goods and business services on a global scale. The rise of e-business alters the geography of work: information-processing tasks lend themselves to various forms of teleworking, whether at home, on the road, or in a coworking space... E-commerce is a subset of e-business, related to trade of goods and services. E-commerce is often defined as business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C). E-marketing is one of the elements in the center of E-business. It helps bring customers near and helps understand them better, increasing the value of an item and enlarging distribution channels using search marketing. The research paper focuses on the study attempted earlier with respect to E marketing and identify advantages, disadvantages, opportunities and challenges.

Keywords: Business-to-business (B2B), Business-to-consumer (B2C), Consumer-to-consumer (C2C), E-business, E-commerce,

Key terms:

- **Clicks-and-mortar (bricks-and-clicks):** Conduct some E-marketing activities, but do primary business in the physical world.
- **Virtual (pure-play) businesses:** Internet retailers with no physical stores. Conduct all business transactions online.
- **Brick-and-Mortar organizations:** old-economy corporations that conduct the majority of their business offline, selling physical goods through physical agents

INTRODUCTION:

E-marketing is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. The process of marketing a product or service via the Internet is known as e-marketing. E-marketing encompasses not only Internet marketing but also marketing via e-mail and wireless media. Broadly speaking, E-marketing includes any form of selling-buying activities conducted via electronic connections.

Smith and Chaffey define it as "achieving marketing objectives through the application of digital technologies" (**Smith and Chaffey, 2005: 11**), whereas **Strauss and Frost** define it as "the use of electronic data and applications for planning and executing the conception, distribution, and pricing of ideas, goods, and services in order to create exchanges that satisfy individual and organizational goals" (**Strauss and Frost, 2001: 454**).

McDonald and Wilson (1999) refer to E-Marketing as web marketing or internet marketing that uses electronic communication technologies including the Internet, mobile phones and digital televisions to accomplish marketing objectives. Electronic Marketing was founded in 1991, long before the Internet gained popularity outside of academia and the rise of modern electronic commerce and electronic business.

Prof. Beat Schmid (1989) *Electronic Markets (EM)* is a vision developed by leading researchers from various fields. From the beginning, Electronic Markets brought together researchers from various disciplines, including Information Systems (IS) and business, but also economics, design, information science, psychology, and sociology. As a result, it aided in the emergence of a new field of study.

LITERATURE REVIEW:

Humaira Erum, Hamid Rafique, Asghar Ali; International Journal of Management Excellence 7 (2), 1103-1112, 2017, The study finds that allocating e-marketing resources for marketing activities has a positive impact and confirms that simply adopting e-marketing tools is insufficient for improving marketing activities. Similarly, SMEs' export performance is positively influenced by allocating an e-marketing budget, implementing e-marketing tools, and engaging in after-sales activities, but pre-sales activities have no significant impact on SMEs' output growth.

Kaustav Das, Dr Purnima Sharma; Globus an International Journal of Management & IT 9 (2), 1-4, 2018, Mentioned in India, business associations have items or administrations to move and publicize them through TV, papers, leaflets, magazines, 6 radio, and so on. However, it is an excellent opportunity to pursue advancements and web promotion. Electronic marketing is a successful method of promoting a product that makes use of the power of the Internet and World Wide Web to convey marketing messages and attract customers. In India, the electronic marketing industry is expanding rapidly. Maintaining the venture

Peng Gao, Fanchen Meng, Mário Nuno Mata, José Moleiro Martins, Shahid Iqbal, Anabela Batista Correia, Rui Miguel Dantas, Abdul Waheed, Joo Xavier Rita, and Muhammad Farrukh; Journal of Theoretical and Applied Electronic Commerce Research, 16(5), 1667-1679, 2021, Mentioned that electronic marketing (EM) is a thriving phenomenon causing great concern due to its significant impact on organizational performance. The importance of EM has been observed in a variety of fields over the last few decades (e.g., consumers, organizational strategy, advertising, and overall management philosophy to comprehend).

Jagdish N Sheth, Arun Sharma; International Marketing Review 22 (6), 611-622, 2005, It is found that international e-marketing strategies are fundamentally changing, and will continue to change, marketing thought and practice in international markets. As per the paper, the e-markets of tomorrow may bear little resemblance to the markets of today.

Mehrdad Salehi, Hanieh Mirzaei, Mohammadreza Aghaei, and Milad Abyari; International journal of academic research in business and social sciences, 2(1), 510-515, 2012, Mentioned that the revolution in information technology (IT) and communications that has been mentioned has changed the way people conduct business today. Nowadays, the majority of businesses are related to electronic devices, particularly the internet. E-marketing implementation has the potential to change the face of business all over the world. Because of the rapid proliferation of the Internet, the World Wide Web (WWW), and electronic communication, new electronic channels for marketing are rapidly emerging.

Wei-Wen Wu and Jia-Jane Shuai; Expert systems with applications 38 (7), 8763-8769, 2011, have examined the relationship between website marketing and operational performance of international tourist hotels in Taiwan. This study provides an important implication for hotel managers. According to the findings, Internet marketing tools are positively associated with firm performance. Furthermore, not only was a positive relationship between Internet marketing tool and firm performance discovered, but complementarities between web site orientations were discovered.

Komalpreet Kaur, Arya Mishra, Viney Mallik; IJRAR-International Journal of Research and Analytical Reviews (IJRAR), E-ISSN, 2348-1269, 2021, Mentioned that consumer Purchase Behavior is one of the most sought-after realms of study in the field of marketing analytics in order to understand consumer purchasing patterns, which will ultimately help firms increase revenues and provide a higher growth rate. Marketing is no longer limited to simple tools and techniques for promotional purposes; it now extends to understanding the depth of their customers and accurately predicting their next move forward. Companies that can predict with greater accuracy are those that are leading global market trends, and with a better understanding, they are creating their own trends. E-marketing is one of the best places to see the impact.

Yue-Yang Chen, Hui-Ling Huang; Rediscovering the Essentiality of Marketing, 215-226, 2016, Mentioned nowadays, firms have realized the importance of using electronic facilities for supporting services to their customers and suppliers. For achieving a higher value about operating activities, firms must emphasis on R&D and technological development to integrate customer needs and develop the capabilities for searching and acquiring information via e-Business tools.

Don Lloyd Cook, Eloise Coupey, Journal of business research 41 (3), 231-238, 1998, Mentioned interactive media such as the World Wide Web are increasingly popular venues for marketers. These media differ from traditional forms of making information, products, and services available to consumers, thus creating potential regulatory issues. Before regulation can be determined and imposed, knowledge of how consumer behavior will be affected by the new media should be obtained. We discuss several theoretical issues in consumer habits to illustrate the potential effects of interactive media on decision-making, and we relate these effects to the potential issues that these effects may create for marketers and policymakers.

Ahmad A Al-Tit, Haitham Nakhleh; Journal of Administrative and Economic Sciences 7 (2), 25-44, 2014, Mentioned the internet has evolved into a necessary component of modern social life. It has gained importance in tourism sectors and institutions since it has served as a means to reach people who are interested and to influence their attitudes and behavior towards tourist sites.

STATEMENT OF THE PROBLEM:

Nowadays, the internet is becoming one part of our life. The Internet is becoming an essential tool in our daily routines. From gathering information to conducting our business it is playing a big role. The Internet is now a big platform for business enterprise and is used for many things. Hotels are no different, today hotels use the internet to build a strong brand, competitive advantage, positioning, and other marketing activities. Many hotels in Bangalore use the web for a wide range of purposes, particularly marketing. The classic brick and mortar corporate structure is giving way to an ever-evolving click and mortar and virtual (pure-lay) organization in today's commercial world.

When it comes to the subject of this study, Bangalore is one of the biggest cities in India, and a lot of foreigners travel there for vacations, business trips, educational pursuits, and other reasons. As a result, the hotel industry is quite profitable. There are many excellent hotels using E-marketing strategies, but there are also many complaints about the hotels' E-marketing strategies. The first big issue is that hotels utilize excessive branding tactics in their e-marketing strategies, which fall short of what consumers anticipate. The second main problem is that there is no usage of e-marketing tactics at all, which makes it difficult for customers to get information.

SIMILARITIES AND DIFFERENCES BETWEEN E-COMMERCE, E-MARKETING AND E - BUSINESS:

The terms e-business and e-commerce are often used interchangeably. **Bruno Moriset(2018)** E-business provides value chains with a high degree of organizational (outsourcing) and geographic (offshoring) flexibility, allowing firms to purchase intermediate goods and business services on a global scale. The rise of e-business has altered the geography of work: information-processing tasks are amenable to various forms of teleworking, whether at home, on the road, or in a coworking space. E-commerce is a subset of e-business that deals with the exchange of goods and services. E-commerce is frequently divided into three types: business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C).

E-marketing is one of the elements in the center of E-business. It helps bring customers near and helps understand them better, increasing the value of an item and enlarging distribution channels using search marketing, for example, social media, and affiliate marketing are all part of methodologies to make sure that the items sold through E-Commerce are contacting the targeted audience to close them as impeccable leads and afterward convert them into clients.

TYPES OF E-MARKETING:

The two main groups of the digital market are online and offline. Offline marketing deals with radio, television, phone advertising. On the other hand, online marketing has seven major categories which are:

- Search engine optimization (SEO): Malaga (2010) defines search engine optimization (SEO) is the procedure to advance the ranking of websites on search engines for particular searching terms by managing incoming links and characteristics of websites.
- Search engine marketing (SEM) is the process of increasing website traffic through the purchase of ads on search engines. In electronic markets, SEM strategies are used to improve search and promote sponsored results (Chen, Shih, Chen, & Chen, 2011; Ghose & Yang, 2009; Shih, Chen, & Chen, 2013).
- Pay-per-click advertising (PPC): **Agarwal Manoj (2021)** PPC is often acknowledged for the different advantages it offers, and at the same time, it is notably criticized for fraud and other issues associated with its use. PPC advertising is transmitted out through search engines, who charge advertisers a fixed amount every time their ad is clicked. Meanwhile, site owners benefit from being able to precisely target their potential customers.
- Content Marketing: According to Rose and Pulizzi (2011, p. 12), "content marketing is a strategy focused on the creation of a valuable experience."
- Social Media Marketing (SMM): Anne Whiting, Anant Deshpande (2016) social media is increasingly seen as an impactful channel to promote interactions between companies, customers, groups, advertisers, forums and marketers.
- Email-marketing: **Mari Hartemo** (2016) E-mail enables active, interactive, and personalized communication that meets the needs of an empowered consumer. By sending e-mails with permission, making consumers active participants in the communication process, and making e-mails relevant to the recipients, e-mail marketing can be used to empower consumers.

ADVANTAGES AND DISADVANTAGES, OPPORTUNITIES AND CHALLENGES:

I. Advantages of E-Marketing:

- Distribution capacity at very low costs due to the ease with which all consumers can be reached via the network provided the consumer has access to the service in the digital environment Jaas, A. (2022).
- The possibility of direct interview between companies and consumers, which also reduces marketing costs Jaas, A. (2022).
- Good time investment that increases the effectiveness of companies across the digital environment Allam Jaas(2022).
- Transfer of sales tasks from salespeople to customers directly via order forms and the use of complete and ready models Jaas, A. (2022).
- Gathering market survey data and tracking customer preferences Jaas, A. (2022).

- The ability to communicate between companies by opening virtual dialogues between companies and customers about a specific product Jaas, Allam (2022).
- Promotion and the ability to enter new markets, as well as e-marketing, contribute to an increase in competition based on specialization rather than price, which creates opportunities for excellence (Arafa, 2010: p. 227).
- The availability of photos, videos, and sounds on the website without incurring additional costs. Farghaly (2007), pp. 129-130.

II. Disadvantages of E-Marketing:

- Environmental factors and their direct impact on e-marketing: Because the business environment is constantly changing, it is difficult for customers to change the business partners and networks they serve. Jaas, A. (2022).
- Rapid technological development: rapid technological development makes it difficult for customers to follow and, as a result, understand the market. Jaas, A. (2022).
- Network users do not trust the electronic payment mechanism due to security and privacy policies Jaas, A. (2022).
- Legal and administrative issues arise as a result of problems encountered by businesses due to the legality of electronic contracts, trademark infringement, copyright, commercial liability, and the loss of the right to their secrets (Arafa, 2010: p. 229) Jaas, A. (2022).

III. Opportunities of E-Marketing:

There are many more opportunities for internet marketing that helps an online business to be more efficient. E-marketing provides businesses of all sizes with affordable access to the mass market, and unlike TV or print advertising, it allows for truly personalized marketing. Some of the benefits of E-Marketing include:

- Global reach - a website can be accessed by anyone in the world who has access to the internet. This allows for the discovery of new markets and global competition with a small investment.
- Lower cost - A well-planned and effectively targeted e-marketing campaign can reach the right customers for a lot less money than traditional marketing methods.
- Traceable, measurable results - marketing via email or banner advertising makes it easier to determine the effectiveness of your campaign. You can get detailed information about how customers react to your advertising.
- Customers can learn about their company's products even when the office is closed thanks to a website.
- Personalization - If the customer database is linked to the website, visitors can be greeted with targeted offers whenever they visit. The more they purchase from you, the more you can refine your customer profile and market to them effectively.
- Speed: messages are delivered straight to the recipients' inboxes, instantly. You can use e-marketing to create interactive campaigns that include music, graphics, and videos.
- They increase marketing share while improving organizational cooperation (Al-Somaid & Rudeineh, 2012: p. 306).
- Possible user questions. Buyers may regard this as being overly indifferent or disinterested... To address this issue, merchants must devise a better method for dealing with similar situations. For example, they should consider hiring call handling services so that customers can speak with real people when they have questions or problems that require immediate attention.
- The lack of serious thought, bold action, and sufficient effort on the part of developing countries to break the technological shackles imposed on them by industrialized countries that exploit them in this regard. Some developed countries send them imaginary sums of money in exchange for technological industries (Lehmar, 2018: p. 223).

IV. Why is E-Marketing important?

- **Accelerating Internet usage worldwide:**

The number of Internet users has grown rapidly over the last decade. The hospitality industry. Customers are constantly on the lookout for new sources of information to assist them in making decisions before purchasing services. The rapid growth of usage of the internet is an advantage for the hotels and the customers.

- **The Internet is the most affordable way to book a hotel room:**

The existence of internet decreases the different variable cost (transportation cost, time....) of the customers, the customers don't have to go to the hotel to be able to book. They can book from anywhere at any time by using the internet. They can book from anywhere at any time by using the internet.

- **The majority of travelers look up hotel reservations on the Internet:**

Most travelers, business travelers, and tourists book their hotel reservations on the internet from their point of origin, which could be another country, region, or city. Online hotel ratings and social networks seem to have become more important decision components.

The reviews are comments from previous customers who have used a specific hotel's service and will write what they observed while using the hotel's service. This will assist other customers in evaluating the internet reviews, which include both positive and negative comments from customers, and will assist them in deciding whether to use the hotel service or search for other hotels. Comments can be made about the restroom, the food, the quality of customer service, the availability of a Wi-Fi network, and so on.

APPLICATION OF E-MARKETING IN INDIA:

Pandit R, Chauhan A (2020), The Indian consumer goods market is divided into two main segments: the urban market and the rural market. Rural marketing is the process of bringing particular goods and services to the provincial market, encouraging trade between urban and rural markets while also meeting customer needs.

Marketing as a whole is a broad concept with various aspects such as customer service, promotion, branding, E-marketing, and other elements; however, this research will focus on the E-marketing aspect within the scope of Marketing practice. E-marketing encompasses all types of selling and buying activities that take place over the internet. This study will look at various aspects of E-marketing and will attempt to cover continents within E-marketing.

E-marketing is the process of planning and carrying out the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet or the World Wide Web, in order to facilitate exchanges and meet customer demands.

Internet marketing is the promotion of a company and its products or services through online tools that generate leads, drive traffic, and boost sales. Internet marketing, also known as online marketing or digital marketing, is based on digital channels

CONCLUSION:

In conclusion, we tried to observe E-marketing especially in the case of Bangalore city hotel. Nowadays, in the world also in India hotels are working on improving their relationship with the customer by adding value to their service. They are trying to enhance their access to consumers by utilizing the internet, which is a user-friendly platform for both consumers and hotels. As a result, the hotel should interact with its customers on a deeper level and make changes to their E-marketing Environment. The use of E-marketing is increasing in India, and hotels are integrating it and taking advantage of the platform, as such Bangalore hotels should assess their customer database and improve the way they interact in online marketing, as well as use the platform, exploit it, and sustain in this competitive industry.

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