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E-MARKETING AND E-BUSINESS IN EMERGING ECONOMIES

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INTRODUCTION

E-business primarily concerns the applications of digital technologies to business within the firm. E-business refers primarily to the digital enablement of transactions and processes within a firm, involving information systems under the control of the firm. It does not include commercial transactions involving an exchange of value across organizational boundaries. For example, a company online inventory control mechanisms are a component of e-business, but such internal processes do not directly generate revenue for the firm from outside business or consumers. E-business applications turn into e-commerce precisely when an exchange of value occurs. And e-commerce and e-business systems can and do blur together at the business firm boundary, at the point where internal business systems link up with suppliers, for instance. We are living in an exciting time. The Power, capabilities, and worldwide reach of the Internet are quickly changing the way the world does business. E-business means any business conducted using electronic media such as the Internet, other computer networks, wireless transmissions, etc. It also stands for electronic business and refers to any kind of sales, services, purchasing or commerce on the Internet.

WHAT IS E-COMMERCE?

E-commerce means the use of internet and the web to transact business. E-commerce primarily involves digitally enabled commercial transactions between and among organisations and individuals. Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is "meeting needs profitably". The newest channels for direct marketing are electronic. E-business describes a wide variety of electronic platforms, such as the sending of purchase orders to suppliers via electronic data interchange (EDI) or extranets; the use of fax and e-mail to conduct transactions; the use of ATMs, and smart cards to facilitate payment and obtain digital cash; and the use of the Internet and online services. All of these involve doing business in a "market space" as compared to physical "market place".

The Internet today functions as an information source, an entertainment source, a communication channel, a transaction channel, and even a distribution channel. One can use it as a shopping mall, a TV set, a news paper, a library, or a phone. Users can send e-mail, exchange views, shop for products, and access news, recipes, art and business information. The internet provides marketers and consumers with opportunities for much greater interaction and individualization. Companies in the past would send standard media –magazines, newsletters, ads- without any individualization or interaction. Today these companies can send individualized content and consumers themselves can further individualize the content; and today companies can interact and dialogue with much larger groups than ever in the past.

Very simply put, **eMarketing** or electronic marketing refers to the application of marketing principles and techniques **via electronic media** and more specifically the Internet. The terms **E-**

Marketing, **Internet marketing** and **online marketing**, are frequently interchanged, and can often be considered synonymous.

E-Marketing is the process of **marketing a brand using the Internet**. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. By such a definition, eMarketing encompasses all the activities a business **conducts via the worldwide web** with the aim of attracting new business, retaining current business and developing its brand identity.

THE SEVEN UNIQUE FEATURES OF E-COMMERCE TECHNOLOGY

1. Ubiquity

E-commerce liberates the market from being restricted to a physical space and makes it possible to shop from our desktop, at home, at work, or even from our car. From customer point of view, ubiquity reduces transaction costs, (the cost of participating in a market) time spend and money traveling to a market.

2. Global reach

E-commerce permits transactions to cross cultural and national boundaries far more conveniently and cost effectively than is true in traditional commerce.

3. Universal standards

The technical standards for conducting e-commerce are universal standards. The standards are shared by all nations around the world. The universal technical standards of e-commerce greatly lower market entry costs and search costs for customers by creating a single, one-world market space where prices and product descriptions can be displayed for all to see.

4. Reachness

During the traditional market it was not possible to reach up to the different places of the market but e-commerce enables the businessman to reach out even to the last customer living at the end of the world at any time with the development of the web.

5. Interactivity

E-commerce makes it possible for two-way communication between businessman and customers which was not possible in traditional market. Customers are able to get the latest of information about the product that they want to use at any time, sitting at any corner of the world.

6. Information density

E-commerce technologies reduce information collection, storage, processing and communication costs. At the same time increase greatly the currency, accuracy an d timeliness of information – making information more useful and important than ever. In e-commerce markets, prices and costs become more transparent. Therefore the consumer and the merchant both are benefited by e-commerce.

7. Personalization/Customization

E-commerce technologies permit personalization. Merchants can target their marketing messages to specific individuals by adjusting the message to a person's name, interests and past purchases.

The letter 'e' has assumed special significance in this digitalization era. After the dot com bust in 1990s, many sectors used to complete their transaction by electronical means. This was being backboned by the state-of-the-art ICT innovations (Information and Communication

Technology) such as e-mail, e-tailing, e-payment and so on. Now it becomes a status issue that every transaction must be performed through advanced technology. E-marketing can be defined as the application of information technologies for transforming marketing strategies to create more customer value through more effective segmentation, targeting, differentiation and positioning strategies. Whereas, the term E-business, was coined by the IBM and Gartner Group moulded the concept as a continuous optimization of a firm's business activities through the digital technologies.

E-MARKET THE BIG PICTURE

The concept of "http" and "www" for the internet revolutionized the information technology field. In other words, it is said to be the great digital divide. Of course, there is a burgeoning increase in the usage of internet and emails over the years. As e-mails replaced the snail mails, there was a increased frequency in the usage of e-mails. Hence it is common that emails, formed a base for the emarketing. Besides emails, emarketing can be done through other formats as pop-ups, interstitial advertisements, banners etc.

Entities in an E-Business Model

E-marketing strategy for a company (whether it is of a B2B , B2C or C2B) is somewhat difficult and a cumbersome method than a traditional company. Normally, the various levels of any e-business model must have the following:

i) **Online purchasing**: Firms can use the web to place orders with suppliers so as to establish a proper supply chain management.

ii) **Order processing** : This happens when online retailers automate internet transactions created by customers.

iii) **SPAM mails** : These are other wise called as the sales promoting advertising mails. Here the target group is identified and flooding of emails can be done to lure the users.

iv) **Business Intelligence(BI)**: This refers to the gathering of secondary and primary information about competitors, markets, customers and using that data , some pertinent information or inference can be derived out.

v) **Online advertising** : The firm buys advertising on someone else's e-mail or web site. When the firm sells advertising, it is engaging in content sponsorship, a higher-level process.

vi) **Online sales promotions** : Concerns use internet as a media to send samples of digital products(music or software) or electronic coupons, among other tactics.

vii) **Social media marketing** : Nowadays, it is the trend to capture the youth , who form the major pie of the customer group, through various social networks such as facebook, twitter. And of course, most of the brands have their facebook and tweets besides their urls to attract their customers.

4 P'S OF E-MARKETING MIX

Traditionally, the marketing mix as product, price, promotion and place strategies are co-ordinated in such a way to facilitate for products purchased over the counter. E-marketing mix considers the elements of presenting the marketing mix online. There must be clear facts about the product to be purchased online.

The buyer knows immediately about the product features, the facts, and not the sales persons assumptions. Electrical store offers clear information on products and their specifications. Regarding the place, the buying process is facilitated by the internet and the consumers have the power to shop around for the best deal at a click of a button. E-pricing can also easily reward the loyal customers. Promoting products and service online is concerned with a number of issues. Having a recognizable domain name is first stage towards e-promotion.

Table 1. Differences between brick-and-mortar and eMarketing

Theme	Brick and mortar format	Emarketing
1)Marketing concept	Word- of- mouth	Word- of- mouse
2) Customer retention	Possible	Not possible
3) Quality of product	Assured	Not assured
4) Global reach	Limited to a locality	Ubiquitous
5) Interactivity	Restricted	Unlimited
6) Access	Restricted	365 X 24 X 7

THE PROS OF E-MARKETING

E-marketing gained its momentum with companies because of the following reasons:
i) Compared to other media investments such as direct mail or printed newsletters, it is less expensive.
ii) It lets the advertiser "push" the message to its targeted customers, as opposed to a website that waits for customers to come in.
iii) It is easy to track the customers' preferences. An advertiser can track users via bounce messages, cookies, read-receipts, click-throughs etc.,
iv) Advertisers can generate repeat business affordably and automatically.
v) Cross-selling and up-selling can be performed by knowing the customers preference instantaneously.
vi) Specific types of interaction with messages can trigger other events such as updating the profile of the recipient to indicate a specific interest category.
vii) Green-email marketing is paper-free.

E-MARKETING – THE DIFFICULTIES

Marketing through electronic means is considered to be a failure owing to the following reasons:

i) Abut 60% of the consumers delete e-mail advertising without reading it.
ii) Because of the complex process, some find it difficult to access things.
iii) One-third of permission e-mails that consumers want to receive from trusted sources are being blocked by filters and corporate firewalls and hence considered to be spam.
iv) Customer loyalty and retention is not possible.

OPPORTUNITIES

1. Increasing demand in the industry for products available online
2. E-commerce will reduce the cost of goods sold thus improving the "bottom line"
3. New technology and innovation to stay on top of market needs

4. Expand e-commerce to global markets
5. Possibility of outsourcing the web development and e-commerce to a third party developer
6. E-commerce will reduce the cost of goods sold thus improving the "bottom line"
7. Expand e-commerce to global markets
8. Collaborate with other online retailers to offer Adidas products

CONCLUSION

E-marketing is not all lopsided by the advantages but also being governed by major hiccups such as failure in retention of the customer loyalty. Also the customer conversion ratio is very low when compared to the traditional business. It is the task of the corporates to adopt a proper emarketing strategy such as permission email marketing which acts as a handshake protocol between sender and receiver. This system is intended to eventually result in a high degree of satisfaction between consumers and marketers.

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