

# E- Marketing: Necessity of Present Era for the Development of Business

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**Abstract:** E-marketing tactics and applications are rapidly evolving, with significant implications for company markets and customer behaviour. As a result, many businesses have implemented e-marketing tactics through their websites in order to connect with both domestic and international customers. Electronic marketing is seen as a new development in business practice that is associated with advancement and offering via World Wide Web sites and other electronic networks. This study report used a quantitative technique to collect data from participants, and then SPSS statistical techniques were used to arrive at the research's conclusions. The findings revealed that youth typically think that e-marketing saves time and money, is more comfortable, makes product presentation easier, and influences their selling behaviour. Significantly, the majority of young (59%) choose to sell their items on social media sites like Instagram. Nowadays, e-marketing is becoming a necessity of society; as a result, businesses are keenly following these changes in order to grow their businesses. E-marketing is extremely beneficial to businesses in terms of building long-term relationships with clients and retaining these devoted customers.

**Keywords:** E-Marketing, Marketing Practices, Electronic Marketing Strategies, Online Marketplaces, E-Commerce, E-Business

## Introduction

Small Business Enterprises (SBEs) play a significant and vital part in today's global economy, and they are widely acknowledged as one of the most essential contributors to economic, development, and job growth. The revolution in information technology (IT) and communications, on the other hand, has altered the way individuals conduct business today. Electronic Marketing (as a new marketing phenomena and philosophy) has grown dramatically and dynamically in recent years, thanks to a rising number of organisations employing the Internet and other electronic media in their marketing activities.

Small businesses can change the shape and nature of their businesses all over the world by applying E-Marketing. Because the increased use of the Internet and other electronic marketing tools (such as e-mail, intranets, extranets, and mobile phones) in electronic transactions may offer not only a plethora of opportunities for small businesses, but also a plethora of hazards. From this standpoint, it is clear that the Internet, other electronic media tools, and electronic marketing tools all play an important and necessary role in conducting marketing activities within businesses of all types and sizes.

E-marketing has emerged as a popular term in recent years, referring to the use of modern technical capabilities and possibilities to increase profit by increasing sales and gaining access to a larger number of customers, resulting in the transformation of economic institutions from traditional marketing to E-marketing. E-marketing is becoming increasingly vital for the future of all businesses, owing to the necessity of lowering costs and providing excellent communication and retention techniques for customers to remain involved with the firm and its products or services through constant engagement. This validated the use of social media websites and applications by businesses to improve their e-marketing efforts. Importantly, receiving immediate feedback or a reaction from a client aids companies in developing products and services. Furthermore, e-marketing has evolved into a powerful tool for achieving business success. Furthermore, e-marketing has prompted businesses and even individuals to improve their financial performance at a lower cost. Individuals, in particular, might start their own business with a small amount of money.

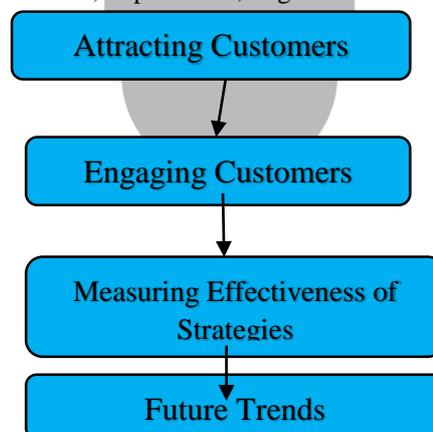


Figure 1: The E-Marketing Strategies Framework

## Objectives of the E-marketing:-

- a) Methods for increasing market effectiveness and meeting client demands and expectations.

- b) Conduct research about the nature of present and potential customers, such as demographics, preferences, and needs.
- c) Creating mechanisms that allow for effective communication between businesspeople and clients.
- d) To pinpoint the area of high-quality, personalized customer service.

### Literature Review

E-business refers to the clever and beneficial use of advanced information and innovative technology to manage an organization's business. E-business is frequently used as a complement to e-marketing and e-commerce. E-marketing tactics are useful for efficiently communicating messages in a logical order to achieve company goals by giving high-quality products and value to customers. Electronic commerce refers to performing exact transactions with improved exchanges and simple processes resulting from marketing activities for a certain company. Similarly, the terms internet marketing and e-marketing are commonly interchanged and used to denote the same thing.

“E-marketing involved in different advanced technologies which assists in text messaging, enterprise resource planning (ERP), customer relationship management (CRM), bar code scanners (BCS), supply chain management (SCM), and digital televisions. Conventional marketing research working complete in various circumstances” [1].

“As when there is consumer’s inclinations and changes in competitive surroundings, or when customers can energetically explain and review their wants and needs” [2]. “E-marketing is described like to accomplish marketing objectives through using internet and associated technologies, like world wide web sites, e-mails, online communication, deferred & various combination of communication and other related tools of marketing” [3].

“In modern era, internet applications are competent and astonishing” [4]. “With passing of time, there is change of power which has been shifted from organizations to consumers” [5]. “In view of that these days, companies are investing substantial money for implementation and expansion of network and internet technologies” [6]. “Internet has allowed everyone to share the information freely and also give the opinion openly; these all information and open opinion encourage the people to enhance their confidence on the organizations” [7] [8]. “These changes have generated several new challenges for the marketing professionals” [9].

### Analysis of e-marketing

Mean of responses will be calculated in order to get the percentage of agreement or disagreement upon the effect of online selling.

Component	Low <3	Neutral= 3	High >3	Result
Online selling and time effectiveness	19	14	67	High
Online selling and cost effectiveness	12	10	78	High
Online selling and comfortability	16	11	73	High
Online selling and actual product image	17	21	62	High
Online selling and visuality of a product	12	10	78	High
Selling online and clarity of instructions	7	17	76	High

**Table 1: classification of the respondents**

According to the above table, 67 percent of respondents agreed that selling online is time effective (saves time), 19 percent disagreed, and just 14 percent were neutral. Furthermore, 78 percent of respondents believed that selling online saves money, while 12 percent disagreed. The remaining 10% of respondents were ambivalent on whether selling online can save money. In a nutshell, 73 percent of Respondents agree that selling online is more easy and comfortable; 16 percent disagree, and the rest are undecided. 11 percent of the population is neutral.

According to table (1), 62 percent of respondents think that a product image gives a good idea of the actual product, whereas 17 percent disagree. The concept that a product image gives a good feel of the actual thing was rejected by a majority of respondents, and only 22% of those polled chose to remain impartial. 78 percent of respondents said that internet selling and product visually are important to them. While the majority of respondents agreed that selling products online made it easier to present them, only 12% disagreed. Only Neutrality was found in 10% of them. Finally, 76 percent of those polled believed that clear online instructions are essential. Only 7% of respondents believed that very clear online instructions were a good idea. However, 17% of those polled disagreed were unaffected.

Limitations and risks in E- marketing material are also determined by a country's level of development. They were primarily associated with “connection costs, connection speeds, limited credit card availability and use, lack of secure online payment methods, availability of local content, availability of own-language web sites, logistical barriers related to physical product delivery and fulfilment, and so on.” [11]. Gregorio et al [12] summed up all of these restraints in six important predictors of e-business activities on both developed and developing markets: I English language capabilities, (ii) internet infrastructure, (iii) computer infrastructure, (iv) affordable telephone service, (v) literacy rates, and (vi) logistical infrastructure.

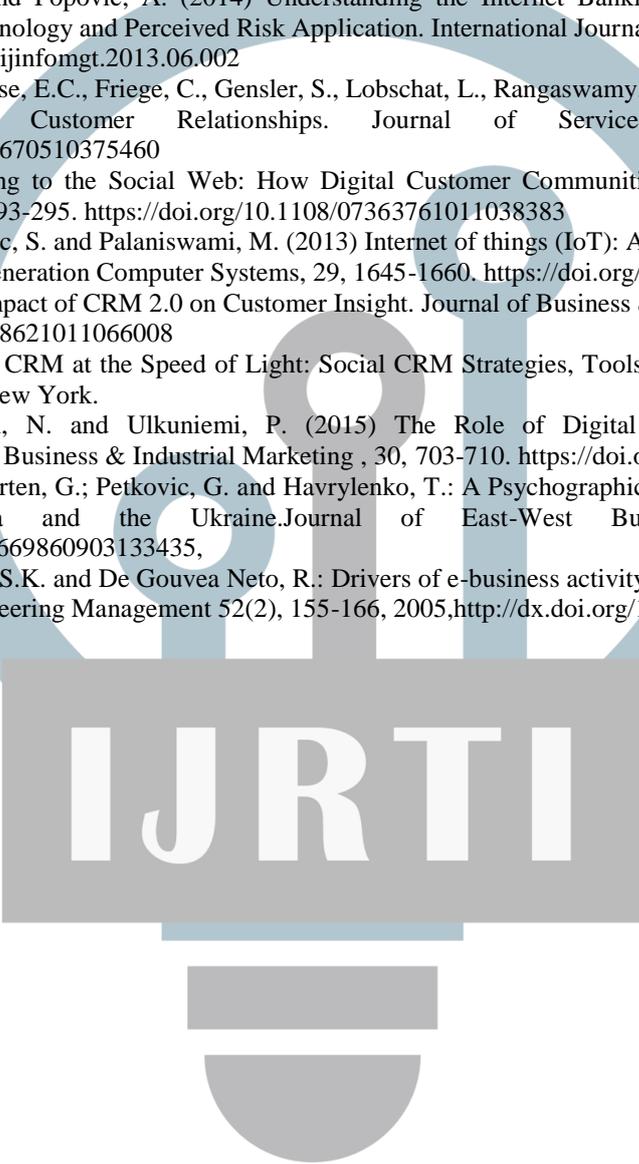
Server and data limits, targeting certain groups of customers, making backups, and other factors can all derail a strategy, therefore a corporation should always have a backup plan in place.

## Conclusion

According to this author, "e-marketing is the marketing field's future." With common aims and the correct strategy, everyone who uses e-marketing will only be able to market to a small fraction of the population, because the bulk of people have moved on to technology and are utilizing gadgets and smart phones. However, the point of view stated here is that e-marketing, although not exclusively, has a bright future in the marketing profession.

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