E-Commerceand E-Marketing

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ABSTRACT

E-commerce is a boom in the modern business. E-commerce means electronic commerce. E-commerce involves buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, predominantly the Internet. E-commerce is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. A massive internet penetration has added to growth of E-commerce and more particularly start-ups have been increasingly using this option as a differentiating business model. Moreover E-Commerce has significant influences on the environment. Although the model is highly used in current business scenario but the option has not been explored at its fullest. The current research has been undertaken to describe the scenario of E-Commerce, analyze the trends of E-Commerce. The study further examines the key variables imperative for the success of E-commerce business models.

E-marketing relies mainly on the emergence of e-commerce, which helps to reduce the apparent gap between the manufacturer and the consumer. E-Marketing manages to achieve the satisfaction of a large number of customers because it provides many options for buying online. E-marketing can be defined as the advertisement of services and products and their sale through the Internet, through the use of websites and e-mail. Although electronic marketing is a relatively new field, it has witnessed significant growth and development during the past few years. Moreover, it is an area that is constantly evolving, and which is always new. E-marketing is not just a branch of marketing in general, but it represents the nature of a technological age in which we live now

Objective:
The objectives of present study are:
1. To understand the present status and trends of E-Commerce.
2. To reveal the key variables influencing the increased usage of E-Commerce.
3. To understand the present status and trends of E-Marketing.
4. To reveal the key variables influencing the increased usage of E-Marketing.
Key Words: E-Commerce, E-Marketing, Internet, Self-service, Technology, Internet banking.

What is E-Commerce?

E-commerce means electronic commerce. It means dealing in goods and services through the electronic media and internet. E-commerce involves carrying on a business with the help of the internet and by using the information technology like Electronic Data Interchange (EDI). E-Commerce relates to a website of the vendor on the Internet, who trades products or services directly to the customer from the portal. The portal uses a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or EFT (Electronic fund transfer) payments.

A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals.

The main types of electronic commerce are: business-to-business (B2B); business to-consumer (B2C); business-to-government (B2G); consumer-to-consumer (C2C); and mobile commerce (m-commerce).

Internet:

A massive internet penetration has added to growth of E-commerce. Internet and smart phones are becoming an integral part of every life.

Internet is no more a source of information but has become an important tool for shopping, learning, communicating and even getting service from plumbers, carpenters, doctors etc. Supply chain is also becoming leaner and smarter as digital platforms are helping to better connect with the customers which significantly reduces the waste and supporting to green businesses.

Payment Gateways:
A payment gateway is an e-commerce application service provider service that authorizes credit card payments for e-businesses, online retailers, bricks and clicks, or traditional brick and mortar. The life blood of online business is the payment routes which comprises credit card, debit card, online banking payments, electronic funds transfer. The world is transforming from cash to digital money and thus there is a need of payment gateways for sustainable future ecommerce.

Analytics:
Analytics is the scientific process of transforming data into insight for making better decisions. Analytics helps businesses to gather, organize, analyze, and report on everything their customers do. The massive increase in the volume of data has forced the businesses to focus on analytics to understand the behavior of the customer. E-tailor need to have real time access to information to 4 measure return on online investments and optimize the channel mix. There are basic analytics capabilities available with the ecommerce players like basket size analysis, average order value, conversion ratio but we need deeper analytics solution for actionable insights of the consumer.

Social Media:
Businesses are increasingly making use of social media in order to market their goods and services. Social media refers to websites and computer programs that allow people to communicate and share information on the internet using a computer or mobile phone.
Social media has played a great role in brand building and informing various offers to the customers. It also helps in getting the feedback about the product or service. It provides a platform for brand building, advertisements, developing a community of trusted users, spreading word of mouth etc.

Autonomous Vehicles:
An autonomous vehicle is a motor vehicle that uses artificial intelligence, sensors and global positioning system, coordinates to drive itself without the active intervention of a human operator.The age of the autonomous car is coming, and it's coming fast. Purchasers of autonomous vehicles will have more time to view emails, search the web, buy new products, and see advertisements all around them. With autonomous cars, vast digital marketing experience will present itself. These purchases and search patterns can be tracked to help companies tailor their marketing campaign to capture this new segment. The scope of big data just got much bigger, but will become so tailored and predictive in the years to come that we may never have to manually adjust anything again.

3D Printing:
A 3D printer is a device that's capable of making a three-dimensional object from a digital design. It uses something called "additive manufacturing" -- a layered process that bears some similarity to the way an ink-jet printer sequentially layers its colors on a flat piece of paper.
It is expected that 3D printing, might one day blow away manufacturing of the kind we've been used to since the Industrial Revolution shook up agrarian life in the early 19th century. 3D printing is creating a market in designs that are meant to be printed by the buyer -- or a third-party manufacturer unrelated to the designer. The end product isn't sold -- it's the design that's sold, along with a license for it to be printed. Buried in corners of the Internet are marketplaces where budding designers are selling their plans for printing at home or in the workplace. Customers can 5 use their own printers or they can buy the design and have it printed on the marketplace's printer and then delivered.

E-Commercein Bhart:
E-commerce is a boom in the modern business. It is a paradigm shift influencing both marketers and the customers. Rather e-commerce is more than just another way to boost the existing business practices. It is leading a complete change in traditional way of doing business. This significant change in business model is witnessing a tremendous growth around the globe and India is not an exception. Moreover, E-Commerce has every potential to curb the pollution and thus producing significant influences on the environment.
Buying goods and services via E-Commerce allows consumers the freedom to choose when and where to shop and the opportunity to research the product, the seller, and any other available options. Shopping has been revolutionized through the

availability of online information. Just about anything that can be bought in a merchandise store can be bought via E-commerce, even perishables like groceries. And consumers have embraced these possibilities around the globe.

The effects of e-commerce are already appearing in all areas of business, from customer service to new product design. It facilitates new types of information based business processes for reaching and interacting with customers like online advertising and marketing, online order taking and online customer service. In now days E-commerce uses the WWW at least some point in transaction lifecycle. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners, areas that typically add significant overheads to the cost of products and services. For developing countries like India, e-commerce offers considerable opportunity. In India it is still in nascent stage, but even the most-pessimistic projections indicate a boom. There has been a rise in the number of companies' taking up e-commerce in the recent past. Major Indian portal sites have also shifted towards e-commerce instead of depending on advertising revenue. Many sites are now selling a diverse range of products and services from flowers, greeting cards, and movie tickets to groceries, electronic gadgets, and computers, etc. (MitraAbhijit, 2013). E-commerce has reached to an extent that the cow dung patties are also selling like hot cakes online in India.

What is E-Marketing:
Web marketing, digital marketing, internet marketing or online marketing; all of these words are synonymously used for E-Marketing. What it means is the marketing of products or services by using the internet. E-mails and wireless marketing also fall into the category of e-marketing. We can say that it uses different technologies and media to connect customers and businesses. Especially in this era of technology, e-marketing has become a very important part of the marketing strategy of different companies. By such a definition, e-Marketing 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. Electronic Marketing is the process of marketing a product, service or brand using the Internet. E-Marketing is the future of shopping today, as it has contributed to changing the ways of buying and selling services and products. E-marketing is every activity that is done on the Internet to reach a potential or target customer, in order to market a product, service, or

content and achieve the highest level of sales, and then gain the highest level of profits.

So there is no wonder that you find that electronic marketing contributed greatly to the development and formation of the concept of marketing in general.

E-Marketing Advantages:
Some of the important advantages of e-marketing are given below;
- The response rate of internet marketing is instantaneous; for instance, you upload something and it goes viral. Then it'd reach millions of people overnight.
- Compared to the other media of advertising, it's much cheaper. If you're using the unpaid methods, then there's almost zero cost.
- When your cost is zero and the instant rate is high; then what one has to lose. No risk at all.
- Near real-time interaction between the marketer and the end user one of the important aspects of digital marketing is that it's very interactive. People can leave their comments, and you'll get feedback from your target market
- Ability to quantify and collect user data in this way, you have a great ability to collect a wide range of data about your customers. This customer data can be used later
- One-to-one marketing experience and online marketing opens the door to personalized marketing with the right planning and marketing strategy, customers can be made to feel that this ad is directly talking to him/her.
- Ability to implement marketing strategies in a short time-frame the beauty of the online world and e-marketing is that it's accessible from everywhere across the globe. Ability to target your customers faster and cheaper
- Ability to scale with the market going viral with one post can deliver greater exposure to your product or service.

E-Marketing Disadvantages:
E-Marketing is not without disadvantages, some of them are as follows;
- E-Marketing is completely dependent on technology and the internet; a slight disconnection can jeopardize your whole business.
- When you launch your product online, then you face a global competition because it's accessible from everywhere.
- Privacy and security issues are very high because your data is accessible to everyone;

therefore, one has to be very cautious about what goes online.

• When privacy and security issues are high, then you have to spend a lot to be transparent. Price competition also increases with higher transparency.

• With the fast-changing technological environment, you have to be consistently evolved with the pace of technology and the maintenance cost is very high.

Types of E-Marketing:
Email Marketing:
Email marketing is considered very efficient and effective because you already have a database of your targeting customer. Now, sending emails about your product or service to your exact targeted market is not only cheap but also very effective.

E-marketing targeted to end customers:
It is marketing that is concerned with the use of electronic means and aims to reach customers.

Social Media Marketing:
Social media is a great source of directly communicating with your customers to increase your product awareness. It could be done by any or all of the social media channels such as LinkedIn, Facebook, Instagram, Twitter, Google, and YouTube.

E-marketing applied between institutions:
It is marketing that focuses on achieving a correlation between institutions and it contributes to achieving the benefits related to them.

Article Marketing:
Engaging quality content by providing valuable information to your targeted market, what people are looking for over the internet to solve a certain problem? It is a consistent and ongoing process of delivering quality content to your readers. It is not always about selling; you're educating your audience and helping them by adding some value in their lives.

Dual Distribution e-Marketing Strategies:
This is the marketing that seeks to achieve the goals of customer-oriented marketing and e-marketing applied between institutions.

Video Marketing:
It is said that a picture is worth a thousand words, and a video is worth thousands of pictures. You can catch the attention and emotions of your target market by showing them a video clip about your product or service. Video marketing is very effective if it conveys the right message to the right audience.

Government e-Marketplace (GeM):
It is marketing that relies on the use of electronic means in order to provide services for both business and government institutions between them, which leads to achieving benefit for all, and helps to save time, and reduces the effort dependent on routine procedures.

Affiliate Marketing
Affiliate marketing is the process of promoting some products of certain brands and earning your commission out of every sale. It works for everyone; win, win situation.

CONCLUSIONS:
A developing country may well attempt to be modernized if it introduces e-commerce effectively and efficiently. It will improve its output and lead to its competitive advantage. Information Technology (IT) has uplifted ecommerce worldwide. Now it's at ease to enter to a new market and marketers' can easily evaluate their product and company's performance A growing number of firms in various industries, such as banking, education, commerce, and tourism, etc. have improved their services by both incorporating technologies into their service delivery process. Integration of technology in services is becoming very common; however, very little academic research has been conducted to examine its influence. The issues related to E-commerce are also on the rise which is posing serious threat to its tall future and hence demands right strategies on part of marketers.Social media may be a boon for brands and marketers looking to reach target buyers without wasting big bucks on traditional media, but luxury brands have recently found it challenging as unauthorized sellers are luring buyers, most of who fall in to the temptation of getting discounts of up to 60-80% have cropped up using platforms like Facebook, Instagram, Twitter and WatsApp. Firms must closely monitor such accounts and spend money on legal checks controls.

E-Commerce is a boon for any country- if given right impetus and good environmental framework to prosper can significantly lead to country's progress and development.

E-Marketing Conclusions:
The concept of marketing, in general, is adaptable and changeable to keep pace with

technological developments. Therefore, traditional marketing did not depend on divided customer demands according to the market sectors. Due to the emergence of many variables such as advertising, products, distribution, and prices, e-marketing aims to increase market share and business for institutions. The development of e-marketing requires the presence of four variables: individuals, distribution, technology, and information and all of these variables are means of developing new offer or attracting new customers. E-marketing based on the use of the technology aims to increase the profits of enterprises and make an effort to achieve the personal needs of customers in an interactive and permanent manner. Digital developments have made the view towards e-marketing equivalent to that of traditional marketing. The return on investment from E-Marketing can far exceed that of traditional marketing strategies. Also, the transparency of the internet allows the marketer to have access to analytics and data in a near real-time fashion which will allow the marketer to make changes to align with the market's reaction thus making E-Marketing a preferred solution for Marketing Professionals

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