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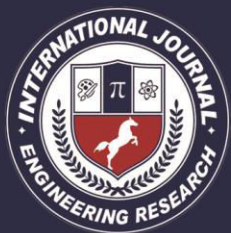
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Emerging Trends in E-Marketing In India

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ABSTRACT

E- Marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards marketplace.E-marketingmeans using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The supreme purpose of the digital marketing is concerned with consumers and allows the consumers to intermingle with the product by virtue of digital media. Indian market is significantly changing with the massive use of Internet and information technology.E- Marketing is being used in different ways for marketing activities. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. Day by day growing Digital Market in India is an evident that theDigitization is taking place with a high speed. E-commerce website are providing all the goods and services through online portals online today. Therefore, this paper has focused on understanding the growth of digital marketing in India and what are the current and future trends in digital marketing.

Key words- E-Marketing, Social media, Growth, Opportunities and Challenges

Introduction

E-commerce provides the capability of buying and selling products, information and services on the Internet and other online environments. E-Marketing is also known as web marketing, online marketing and internet marketing. E- Marketing is a management process. The aim of e-marketing is marketing is establish maintain and long-term relationship with customers. Online Marketing includes identify unmet needs, producing products and services to meet those need and pricing, distributing and promoting those products and service to produce a profit. Search engine is the best technique of online marketing.

E-marketing is "moving elements of marketing strategies and activities to a computerized, networked environment such as the Internet. Internet marketing is "the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties. E- Marketing is a mixture of all the activities of advertising, promotion publicity deciding the look and feel of the

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product, how it will be sold and sent to the customer etc.

The massive Indian market is changing fast. Internet access is mainstreaming among professionals and the use of mobile is intensifying. The pace of change continues to be rapid with digital channels constantly growing in volume and strength. More people spend more time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives. Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time. These notes give a sense of the scale of change we have seen so far and imply the scale of what is coming.

Methodology

Primary Data: The research is done through observation and collection of data through questionnaires.

Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.

Sample Size: The sample size is determined as 100 respondent's opinion from the customers who presently purchasing products with a help of digital marketing.

Traditional Marketing Vs Digital Marketing

Traditional Marketing	Digital marketing
• The promotion of product and services through TV, Telephone, Banner, Broadcast, Door to Door, Sponsorship etc.	• The promotion of product and services through digital media or electronic medium like SEO, sem, PPC etc.
• Traditional Marketing is not cost-effective, it's expensive as it involves printing, radio/tv advertisements which cost more to the company.	• Digital marketing is less costly than the traditional method of marketing as everything is online and the use of social websites does not cost even a penny. Based on the marketing requirement the business can opt for paid ads if they want to.
• It is not so good for Brand building.	• It is efficient and fast for brand building.
• Traditional Marketing is difficult to Measure.	• Digital Marketing is easy to Measure with the help of analytics tools.
• Can reach a large number of people at the time	• Can target a particular audience
• Traditional marketing is more of a personal approach as it is very easy for marketers to have a person-to-person relationship in informing the public or promoting their brand's name.	• The physical presence of the marketers is not at all required in digital marketing, yeas physical presence will be a bonus but is not required and digital marketing allows the marketer to reach a finite number of consumers easily.
• Traditional methods of marketing provide the hard copy of product or service description which can be read in and again.	• Digital platforms describe soft copy over the website, or through videos, youtube etc. which can be accessed anytime anywhere as per the consumer requirement and it provides paper-free documentation!

Different Methods of online marketing

Online Advertising

The most known technique of online marketing is online advertising. In this method virtual space is used to put marketing messages on websites to attract internet users. Just similar to methods offline marketing and other types of online

marketing, the major objective of online advertising is to increase sales and build brand

awareness. Online advertising involves using of internet for displaying promotional messages on the computer screens (Duguay, 2012) and refers to "deliberate messages placed on third-party websites ... search engines and directories available through Internet access" (Ha, 2008: 31).

Online advertising similar to TV ads uses the element of interruption. But it uses it in a much more creative. Contrary to TV advertisement, online advertisement do not force the recipient to pay attention to the promotional peace, but it tries to persuade or attract s/he to do so, because instead of coming in intervals it is placed along or among other non-marketing contents. The now empowered internet recipient still has the power to ignore the advertisement and it is totally up to her/him to click or not.

Online advertising, sometimes called display advertising, uses different methods to display a marketing message online. Needless to say that with the progress of technology, new ways of practicing the art of online advertisement is developed. In addition to images, pictures, logos etc, other different methods now used in this field including *interstitial banners, pop-ups* and *pop-unders*, *map adverts*, *floating advert,* banner advert (stokes, 2009: 30).

Email-marketing

E-mail marketing, using e-mail for sending promotional messages to internet users, has been considered one of the more effective methods of online marketing. Several researchers have shed light upon privileges of conducting online marketing this way (Wreden, 1999; Jackson &DeCormier, 1999; Raad et al., 2010; Nial, 2000). In this regard Peppers and Rodgers (2000) among its benefits point to "high response rates" and "low costs" of email marketing and believe that this advantages "are rapidly turning email marketing into an invaluable tool"(4). Despite these benefits email marketing suffers from deficiencies. One these problems are that online customers can easily ignore the received advertisements and even some email clients would decide to put them in the spam folder. So some measures should be taken to overcome the possibility of ignoring promotional emails on the part of customers. One of the solutions is to not solely rely on email marketing. Marketers should employ different channels and methods of marketing to increase the chance of success.

Another measure to transcend problems of email-marketing is permission email marketing. "Permission marketing" has been coined by Godin (1999). In this method recipients are asked for their permission to receive marketing messages from the commercial marketers. So unless the recipients have not expressed their consent, they will not send commercial emails.

Search Engine Optimization (SEP)

Nowadays it is hardly possible to imagine a business which has not its own website. But having a well-designed website does not necessary result in an ideal amount of visits. In order for this goal to be accomplished

another type of online marketing, called SEM و should be adopted.

In fact, one of major methods of conducting online marketing is search engine optimization, which is also called search engine marketing. Davis (2006) defines it in this way: "SEO - short for Search Engine Optimization - is the art, craft, and science of driving web traffic to web sites … web traffic is food, drink, and oxygen – in short, life itself – to any web-based business" (2). Parikh and Deshmukh (2013) also offer this definition: " Search engine optimization can be described as a cluster of strategies and techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP)" (1).

The importance of search engine optimization lies in the fact that customers most of the time use engines as a major gate to get around in the internet. So some marketing techniques have been developed to enhance the rank of intended business websites in the search engine results. The purpose of SEO strategies is to place a given website among highly listed entries returned by search engines which in its turn produces more traffic. So, "Web site owners, webmasters and online marketers want search engines to send traffic to their site. Therefore, they need to make sure that their sites are relevant and important in both the eyes of the search engines and the users." (Stokes, 2009:70)

Affiliate marketing

Affiliate marketing is a major component of package of online marketing methods and refers to the processof gaining a commission by promoting products or services of another company. Also in this method two or more website owners can build relationship to increase mutual financial benefits. With respect to its definition, "affiliate marketing is simply defined as : A web-based marketing practice , often using automated systems or specialized software in which a business rewards their affiliate for each visitor, customer, or sale which is brought about as a result of affiliate's marketing efforts. In most cases, the reward is monetary in the form of a monthly check. Most well-designed affiliate programs are easy to implement, require little or no setup, are free, and can instantly generate a new source of revenue for you"(Brown, 2009:17).

Affiliate marketing has been used in a number of businesses for promoting products and services offline. But online environment has extends the prospect of deploying this method dramatically. The reason is that referral or affiliates are very easy to track online. This system of marketing is widely used to promote websites and affiliates are compensated for their effort to attract every single "visitor, subscriber, or customer". These affiliates sometimes are considered to be "an extended sales force" at the service of a website. Because affiliates are rewarded based on their performance, affiliate marketing is also called "performance marketing" (stokes, 2009:46).

Social Media Marketing

Social media has changed every aspect of our life dramatically. In fact it has become "the method of statement in the 21't century, enabling us to express our belief, ideas and manner in an absolute new way ". Beyond changing our way of conducting social life, social media provides world of marketing with unprecedented opportunities and "also have a huge impact on corporation, where they have realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom" (Saravanakumar and SuganthaLakshmi, 20012: 44).

Social Media marketing, thus, has become increasingly a priority without taking which into consideration marketing cannot realize its objectives. Social media especially is promising for small businesses because increases their competitive edge. This new rewarding type of marketing, social media marketing, can be easily defined as" a term used to describe the process of boosting website traffic, or brand awareness, through the use of social media networking sites…most social media marketing programs usually revolve around creating unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks. Your business message spreads from one user to another and impacts with the user in a stronger way because it appears to originate from a trusted source, as opposed to the brand, business or company itself" (2014: 2).

As is apparent from the above citation the key element of social media marketing is involving user of social networks. If users / readers come across a right and relevant content the likelihood of sharing it with other people in their social networks increases. So if a marketing body succeeds in making social media users share its promotional content with people in their network it that means that it has gained support from a trusted source and possibly will be regarded highly by the recipient. Clearly a promotional content shared by a close friend has much more impact than content directed from the part a marketing party. The impact of contents shared by social network members is high due to the fact they are originally kind of a "word of mouth" circulating on the online environment.

With respect to pillars of social media it should be noted that the "social media comes in many forms … [such as] blogs, microblogs (Twitter), social networks (Facebook, Link), media-sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Redit), review sites (Yelp), forums, and virtual worlds (Second Life)" (Zarella, 2010: 3).

Viral Marketing

Another method of conducting online marketing which overlaps remarkably with social media marketing, due to centrality of "word of mouth" to it, is called Viral Marketing. Viral marketing, in fact, is "a form of word of mouth marketing which aims to result in a message spreading exponentially. It takes its name from a virus,

because of the similarities that marketers aim to emulate: It is easily passed on. The number of people who have been —infected‖ grows exponentially"(Stokes, 2009: 150)

Viral marketing is a new concept which has been developed with the advent of Internet. Viral marketing spreads through social networks and it is a virtual version of word of mouth. It is a very cheap mode of marketing and if you use it there is no need to spent massive amounts of money on traditional expensivemarketing campaigns. Viral marketing works through encouraging people to share, pass along, and forward a marketing message; it is based on a high rate of pas-along form a user to another user. It is clear that harnessing such a powerful instrument, word of mouth, and having others share your products and sell it, guarantees the success, even compared with launching a classical marketing campaign.

Among other means of promotion and building brand awareness such as images, jokes, e-carts etc, viral marketing campaigns employ creative digital videos as well. Digital videos are most useful according to Kirby (3006) due to following reasons:

- They are small enough to be passed from peer to peer via email after downloaded from multiple distribution websites, encouraging greater user-driven spread.
- They trackable after downloaded, as they are passed form user to user via email, so they are provide brands with greater campaign accountability.
- There is a less risk of user interference with the agent.
- Video is familiar, ad-like/film-like format to users, with the added advantage of interactivity (digital video files can include hotspots that enable users to link through the file to a web page) (94-95)

Online Buyers Profile

		Number of Respondents	Percentage of Respondents
Gender	Male	216	72%
	Female	84	28%
	Total	300	100
Age	Below 18 years	33	11%
	19-30 years	78	26%
	31-45 years	108	36%
	Above 45years	81	27%
	Total	300	100%
Profession	House Wife	45	15%
	Employees	147	49%

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	Business	63	21%
	Students	33	11%
	Others	12	4%
	Total	300	100%
Monthly Family Income	Below 15000	57	19%
	15001-25000	144	48%
	25001-50000	81	27%
	Above 50000	18	6%
	Total	**300**	**100%**

Particulars	Number of Respondents	Percentage of Respondents
Awareness about Online Shopping	294	98%
No awareness about Online Shopping	06	2%
Total	300	100%

Availability of Online information about the product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	177	59%
Good	75	25%
Average	48	16%
Total	300	100%

Reasons for choosing online shopping

Particulars	Number of respondents	Percentage of respondents
Wide variety of products	84	28%
Easy buying procedures	120	40%
Lower prices	45	15%
Various modes of payment	39	13%
Others	12	4%
Total	300	100%

Frequency of online purchasing

Particulars	Number of Respondents	Percentage of respondents
Once in a year	39	13%
2-5	126	42%

6-10	84	28%
11 purchases annually	51	17%
Total	300	100%

Digital marketing have a greater future in the present market.

- Consumers are satisfied and find it safe with purchasing goods and services through online marketing.
- Ratio of male customers is very high in online shopping that is 72%.
- Awareness about online shopping is 98% among the respondents.
- Income of respondents mainly falls in the range of Rs. 15,001 to Rs. 25,000 that is 48%.
- Most numbers of respondents that is 40% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc.
- 42% of the respondents purchase the products 2 to 5 times annually.
- A number of respondents are facing troubles at the time of online buying that is 25%.
- Most numbers of respondents are signifying to non-online buyers to be online buyers that are 85% of respondents.
- 41% of the respondents prefer cash on delivery mode for payment.

Suggestions

- Improve technical advancement in promotion of digital marketing.
- Collect and implement the feedback provided by the consumer in the right way.
- Provide a transparent and good service to the consumer before and after purchase.
- Creating awareness among the people about digital marketing.
- Complete description need to provide about the product to the online shoppers.

Conclusion

As we all are experience a radical change in India towards the digitalization. The consumer are looking and searching more on internet to find the best deal form the sellers around India. Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, are becoming more and more common in our advancing technology. Today we all are connected through whats app and facebook and the increasing use of social media is creating new opportunities for digital marketers to attract the customers through digital platform. Digital marketing is cost effective and having a great commercial impact on the business. Digital marketing has turn out to be crucial part of

approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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