Role of Internet in Business as Electronic Marketing

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Abstract: In the rapidly expanding and ever-shifting digital age in which we live, the role of Internet marketing in modern marketing is no longer a minor one. Internet marketing is a vital part of the success of any organization. From IT support to lead generation to sales, Internet marketing is beneficial to nearly every aspect of the business. Internet marketing, which also goes by the names of online marketing, digital marketing, web marketing, e-marketing, etc., is defined as the process of promoting brands, products, or services, over the Internet. It includes any promotional actions that are done via the Web or wireless media, including email marketing, blogging, SEO, and social media. The worldwide reach of the Internet has made it possible for businesses to easily reach hundreds of new customers and has redefined relationships between businesses to businesses (B2B) and businesses to consumers (B2C). Through the Internet, marketers from organizations of all sizes are now able to share brands, products, and services on a global scale and can do so all the time. Through websites, blogs, and social media platforms, consumers are able to find and access information about and from an organization twenty-four seven, from wherever they are. Due to the major role of Internet marketing in modern marketing, organizations cannot afford to ignore marketing online. Because the vast majority of people spend a significant amount of time online, whether they are at work or home on a desktop computer, at school on a laptop, or waiting at the airport on a smartphone or digital device, marketing through the Internet provides organizations a more effective way to promote themselves. It also provides a more efficient way because it does not involve the costs that often come with traditional marketing. Costs that often include printing brochures, shipping out promotional mailers, and paying for billboard advertising. By cutting down on expenditures, Internet marketing allows organizations to experience higher revenue.

Keywords: Internet, Business, Marcketing

Introduction:

The importance of internet marketing stems from the actual fact that it corresponds to how customers make purchasing decisions. In keeping with several sorts of research, an increasing proportion of consumers are using social media and mobile Internet research to try to preliminary product and pricing exploration before making final judgments. Internet marketing together with **social media management services** reflects the shift from mainstream advertising by allowing you to make relationships with clients and potential through frequent, low-cost individualised communication.

Internet marketing allows you to be available for business 24 hours daily, seven days every week, without having to stress about establishment timings or employee overtime pay. Customers will appreciate it if you sell your stuff online. They will back up your online store whenever it's appropriate for them and place orders whenever it's suitable for them. Internet and modern technology also transformed the way people behave, interact, communicate and purchase. Big data has become not only the business reality, but also the reality of each consumer, that has to adopt to the informational age and develop new patterns of behaviour. Entering the Internet market companies are actually taking the veil of a massive market and new age audience that cannot be ignored . Internet customers are easy for tracking, especially because smartphones has become dominant medium for accessing Internet across all age groups. They prefer digital channels for investigating, selecting and purchasing brands. Internet customers are not passive observers of the market happenings; they are active participants of a dialog with companies, co-creators of marketing strategies and active judges of all companies' activities and decisions. Their power is related to four sources (i) "technological – right to be heard; (ii) economic – right to choose; (iii) social – right to be informed, and (iv) legal – right to safety". Besides sharing information about products and

services they use, they are highly attracted with multiple options for sharing information about themselves. Yung described online public as "discerning, fragmented and cynical", indicating the amount of freedom, space and power they gained over the last few years. Online consumers are very demanding in terms of their satisfaction with marketing communication and experience with the products and services they use. Information without engagement and entertainment is not enough for reaching delight. Consumers are looking for special, different and hyper-personalized content all the time that is in accordance with their lifestyle and ideal self-image. They use all online options to discover the best solution for their interests. Phases that consumer passes through while engaging with brands in online environment are: awareness, engagement, purchase, post purchase, advocacy, and brand evangelist. They expect the relevant and inspiring content at every point of their journey

Electronic Marketing

The rapid adoption of the Internet as a commercial medium has caused firms/marketers to experiment with the innovative ways of marketing thus changing the pattern of marketing strategies. As far as traditional marketing is concerned "Marketing is human activity directed at satisfying the need and want through exchange process" **Kotler (2004)[4]. Dibb et al. (2001) [5]** have developed a broader definition of marketing, according to them, "Marketing consists of individual and organizational activities that facilitate and expedite satisfying exchange relationships in a dynamic environment through the creation, distribution, promotion and pricing of goods, services and ideas". It is said that Electronic Marketing (E-marketing) first began in the beginning of 1990 with just text-based sites which provided product information.

As we enter the twenty-first century, the Internet has become the hottest marketing medium ever known. Electronic Marketing is the lifeblood of modern business. It is described as the process to satisfy consumers along with building and maintaining customer relationship through internet activities and to satisfy the goals of both buyers as well as sellers. In the beginning, the Internet was cool but with the explosion of internet growth, Electronic marketing has started becoming popular. E-marketing creates additional customer value by transforming marketing strategies during effective segmentation, targeting, differentiation and positioning strategies **Vibhor (2010)[6].** With the growth in the internet, it is not solely concerned with selling products, but in addition to this, information about products, software programs, auctions, advertising space, and matchmaking.

The motive of marketing remains the same satisfying consumers by creating a strategy to deliver the right message to the right people, the only thing has changed is the way of communication, as **Smith and Chaffey (2001)[7]** have remarked that E-marketing is *Achieving marketing objectives through applying digital technologies.* Though businesses will continue to make use of traditional marketing methods, such as advertising, sales promotion, personal selling, direct mail and Public Relationship, E-marketing adds a whole new ingredient to the marketing mix. Many businesses are producing great results with E-marketing. The flexible and cost-effective nature of E-marketing makes it particularly suitable for all kinds of businesses. E-marketing produces lots of new ways for marketers to target customers, many of them are even more effective than traditional channels.

Electronic marketing or online marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. It can be described as the application of the Internet and related digital technologies in conjunction with traditional promotional techniques to achieve marketing objectives. According to **Strauss and Frost (2001)[8]** E-Marketing is the use of electronic information and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals. The terms E-marketing, Internet marketing and online marketing, can often be considered synonymous. E-marketing is the process of marketing or promoting products with the use of 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. E-marketing is achieving marketing objectives through the use of electronic communications technology *AMA (2004)[9].* E-marketing campaigns not only create product awareness, but also reflect a generation of advertising with benefits such as self-selectiveness, interactivity, full integration of various media and marketing capabilities targeted towards specific individuals, nations or cultures **Wehling (1996)[10].** E-marketing encompasses all the activities a business conducts via the internet with the aim of attracting new business, retaining current business and developing its product or brand identity with customer satisfaction.

Review of literature:

World is changing at a remarkable pace and so does the world of marketing. The limited options to communicate with the target audience have been widening. Even the technology has profoundly changed the way consumer process communication. Furthermore, the definition of "media" in the Internet age seems to stretch to include the virtual environment

offered by web pages rather than the physical media such as the press and magazines, as well as broadcast media such as radio and television **Harridge (2004)[1].** In the last few years the internet has played a major role in many fields of economy as it is commonly defined as a global media. As one of the most exciting technological innovations of the twentieth century, the Internet has profoundly altered the way we communicate and do business. Since the discovery of the internet as a new communication medium it has become a part of the strategy of firms. The internet has been largely used in management. It works as an advertising medium for firms to include in their campaigns, as a distribution channel and as asource of information. Internet application to the development of diverse firm strategies is a practice that has come to be called e-commerce **Samaniego (2006)[2]**. The dynamic technology provides marketers with efficient and powerful ways of designing, promoting as well as distributing products, conducting research, and gathering market information.

Today, businesses operate in a dynamic environment, in which various kinds of competitions determine the rule of the game. Managing a competitive edge in today's business world demands an effective electronic strategy, concentrating on the convenience of electronic buying. In India the digital marketplace has been expected to rise by 33% to Rs 62,967 crore by the end of *2013 from Rs 47,349 crore in 2012, according to a report released by IAMAI (Internet and Mobile Association of India).* In the era of electronic, most business organizations have realized that making more effective use of the Internet is a requirement for fighting competition in a dynamic business environment **Deitel et al. (2001)[3].** The internet is witnessing tremendous enthusiasm and interest in India from last few years. The internet has become the key ingredient of quick and rapid lifestyle in India. Internet growth has led to a host of new developments, such as decreased margins for companies as consumers turn more and more to the internet to purchase products and services.

Marketing is an important management activity responsible for identifying, anticipating and satisfying customer requirements profitability. This has emphasized the focus of marketing on the customer, while at the same time implying a need to link to other business operations to achieve this profitability. **CPC (2008)[11]** defined "E-marketing is identifying, understanding, collaboratively creating and satisfying a human' s needs, wants and desires digitally".

Internet technology can be used to support these objects as follows:

- *Identifying* –the Internet is used for marketing research to determine customers' needs and desires.
- *Anticipating* – the Internet provides an additional channel by which customers can access information and make purchases.
- *Satisfying* – a key success element in E-marketing is achieving customer satisfaction through the electronic channel, this raises issues such as is the site easy to use, time saving, does it perform adequately, what is the standard of associated customer service and how are physical products dispatched?

While the growth of the digital medium over the last decade has surpassed that of any other media, the year **2010** was especially important in this regard as Octane research reported 86% of top Indian marketers confirmed their use of this channel as the most vital client engagement platform. The basic role of E-marketing channels in **2010** was customer acquisition. For majority of Indian marketers this platform proved its effectiveness and a substantial number of marketers are utilizing this program for daily communications with their potential consumers. Overall the use of E-marketing platform **in 2010** was focused on sending newsletters and promotional communications. In terms of budget allocation of E-marketing platform, most of Indian marketers' have invested more than 10% of their marketing budgets in **2010**. In terms of generating sales through online medium, it is interesting to know that marketers are generating more than 10% of their sales online. Acc. to foremost digital marketers of BHARAT, the top 3 online outlay channels for 2011 are Email marketing, Social Media and Search marketing **Octane Research (2011)[12].**

Electronic marketing is a revolution in today's business world. Business organizations have been forced to adopt technological change over the last decade. E-marketing' utilizes electronic channels to carry through their marketing activities to attain marketing objectives of the organization **Petrovic (2011)[13].** In a broad sense, electronic marketing is the utility of computer and internet technology, or electronic based activities, to improve marketing activities and performance. It improves the online execution of delivering customer benefits and satisfaction. E-marketing draws heavily on Internet communications to coordinate many marketing activities, such as market research, New product development, market segmentation, positioning, product distribution, customer services, promotion, customer feedback, etc. These internet or electronic based activities should, in turn, be integrated with the overall marketing strategy to support the corporate objectives of the E-commerce **Reedly et al. (2000)[14].**

E-marketing has become a vital component of the overall marketing efforts, and begun to get measurable results **Haines (2001)[15].** In a competitive business environment, losing customers is very easy as the competitor is just a click away. Implementing E-marketing strategy, therefore, requires an adequate understanding of changes in the way customers think and act on the World Wide Web. In other words, in a dynamic business environment, E-marketing is capable of cutting through the clutter to provide a precious opportunity for businesses to improve accessibility to the world and thrive **Mainardi (1998)[16].**

INTERNET MARKETING – SCOPE AND TERMINOLOGY

Internet marketing is a term that is expanding its scope each day. Besides, communication with consumers through the Internet channel is getting various forms and names almost each day. Generally, this is the area that implies fast changes and new dimensions in all its segments. Thus, it is important to become familiar and follow the pace of all changes in Internet marketing, given that there is a whole new terminology connected with a variety of Internet-based marketing approaches and strategies that are fundamental for gaining sustainable competitive advantage. The most common comparison is made between Digital and Internet marketing. These two terms are similar but not synonyms. Even though Digital marketing is also known as Internet marketing, online marketing, web marketing or data-driven marketing [4], it is the umbrella term for a group of marketing processes that exploit all available digital channels and Internet technologies with the aim of promotion of branded products and services. Its development is a direct result of the increased electronic data, digital media usage and its impact in business sphere globally. So, its development has primarily followed Internet improvements, which is the reason why it has so many manifestations. Some authors claim that Digital marketing and Internet marketing are not the same things [5]. Accordingly, Digital marketing is wider term that includes both online and offline digital technologies and multiple channels under it, while Internet marketing bases its activities only on the Internet. Some of digital marketing channels are "sms marketing, digital print ads,

The Advantages and Disadvantages of Internet Marketing

Melody and Robert (2001) remarked that the Internet can provide timely information to customers because of its ability for instant communication, and its availability 24 hours a day, 7 days a week [Lane, 1996]. On-line marketing offers more choices and flexibility [Lamoureux, 1997] and, at the same time, eliminates huge inventories, storage costs, utilities,

space rental, etc., [Avery, 1997]. People tend to associate Internet marketing with direct marketing because companies participating in online marketing usually shortened the supply chain [Edwards, et al., 1998] and reduced commission and operating costs. The ability to serve as both a transaction medium and a physical distribution medium for certain goods is a unique feature of Internet marketing. Such advantages can be best realized by companies that provide digital products/services such as software, music, news, consulting services, online ticketing and reservations, telemedicine, insurance, banking, stock brokerage, tax, and other financial service industries. Using the Internet as the distribution channel can reduce not only the delivery cost substantially, but also ensures instant delivery of products/services. Moreover, Ruckman (2012) suggested that Internet research becomes an increasingly important tool during the purchasing process; more marketers are seeing the advantages too. It's a win-win situation. Marketing departments are investing more into online marketing today because it's: Attractive to a significant segment of the demographics for most● customer profiles. It can effectively reach the target customer. Faster and less expensive to conduct direct marketing campaigns● Measurable, which means that successes are identifiable and repeatable● Open 24-hours a day● Cost-effective, in the long run.●

Disadvantages: There is no actual face-to-face contact involved in the Internet communication. For the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate. While internet marketing cannot allow prospective buyers to touch, or smell or taste or 'try on' the products, However a survey of consumers of cosmetics products shows that email marketing can be used to interest a consumer to visit a store to try a product or to speak with sales representatives [Martin at el (2003)]. Some of the disadvantages of e-Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization.

Conclusions and Recommendations This paper deals the conceptual knowledge of search engine marketing or e-commerce, literature review, current and future aspects of e-commerce in Indian context. This paper discussed about the top motivator factors of shopping online. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. Some of the disadvantages of e-

Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization. While considering the aforesaid limitations; advertisers and end-users can effectively use this modern platform to make life easier and faster. In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. With the rapid expansion of internet, Ecommerce, is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies [Waghmare (2012)]. Karoor (2012) explained that Ecommerce encapsulates many of the dynamics of 21st century of India. The potential huge and wit and energy of the entrepreneurs in the sector is impressive. Online commerce in India is destined to grow both in revenue and geographic reach. The further research areas in ecommerce are; the quality of sponsored ad text, ad position, Search Engine Optimization (SEO), PageRank, yellow pages, and bid management etc.

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