A Conceptual Study on Recent Trends , Challenges and Opportunities in E-Marketing:- in Special Reference with 7 Up Case Study

Mrs.Molly Chaturvedi

MBA,(PhD)

Assistant Professor

St.Joseph's Degree & PG College

ABSTRACT:

Today's companies focused on designing the webpage for marketing their product rather than showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is quick, less costly and give accurate information on time. This research shows that almost 80-90% people are attracted with the online advertisement which is done mostly on social websites, as social webs users are not specific to gender and age group so everyone see their type of advertisement on their Facebook pages .The increase of technologies in the business world marketer's job changes from billboard and print advertisement to more on e marketing mediums. The design, the target audience specified with the high increase of online marketing, online buying and selling, and online companies web design.. Today's customers are buying products mostly after watching online advertisement rather than by reading a newspapers, magazines or watching T.V. For the greater success of any business companies are quickly adopting e marketing style of advertisement because they see more spark in e marketing rather than advertised on other commercial tools ,because of e marketing, e buying and selling increase and because of e- buying and selling ATM cards and e-buying, e-shopping and e-marketing reach to the best stage of their success. For staying into the nowadays business world, companies should adopt e-marketing, e-buying and e selling, online banking facilities to purchase online goods, ATM cards, mobile marketing and other these kinds of marketing tool. E marketing is the golden success factor for nowadays marketing firms. A good source of capturing the overall world marketing through online marketing is by imposing advertisement on YouTube, Facebook, E-mail, E-webs for both business advertisement and consumer buying products and services advertisements.

INTRODUCTION

E-marketing is new and rising tool in marketing world. It is done through audio, video, 3D, etc. it is effectively adopted by most MNCs and International Business worldwide. Its scope is rising throughout the world. (Hooda & Aggarwal, 2012). Internet has changed the whole concept and view of marketing. Its growth is highly effective the overall world economy. Exchange rate of foreign currency rises .There are different synonym use for online marketing that is e-shopping, e-store, e-web stores, internet shops etc. (Ashwini.N & Manjula., October 2015 -March 2016).The e-marketing and especially social media marketing has drastically changed the consumer behavior and marketing method. Social media is a path to communicate regarding particular goods or services of any particular brand on its social media page. Social media customers mostly belong to the young or teenage side rather than business and professional people. The social media is one of the e-marketing tool which attract or capture a wide range of consumers

E-marketing which is also known as online marketing can be define as marketing of goods and services done through electronic tool. It's developing the tools online transactions of business in buying and selling. It's the modern way of marketing in which technology used drastically. It has now become a huge tool between marketers and customers.

(Meng, 2009). It's a path for consumers to communicate regarding product or services online. Those are mostly peers who talk about the brand, style, product type, services etc. As they mostly belong to same age

International Journal of Engineering Technology Science and Research
IJETSR
www.ijetsr.com
ISSN 2394 – 3386
Volume 5, Issue 1
January 2018

group, approximately same financial background, so the easily or effectively help or guide each other for buying that particular product or availing any services. (Vinerean, Cetina, Dumitrescu, & Tichindelean,2013).

E-marketing can be defined as any marketing activity like buying, selling, advertisement, promotion, distribution, customers value and all other kind of marketing activities done with the help of using online technology to transfer goods from seller to buyer online. As e-marketing increasing drastically we have different kinds of e-marketing webs available online like Google, Facebook, Yahoo, Linked in, Blogger, Twitter, YouTube,MSN, Myspace, AOL, e-bay etc. E-marketing its marketing information with the help of online webs. As compare to the traditional market nowadays, consumer attracting more towards e-marketing. E-marketing needs a technology tool that merge the consumer and seller at one place or at one platform. **Throughout the world almost 20 to 30% people relaying on e-web, as it's new so most people do not trust them still now. But if we talk about develop countries almost 80 to 90% people or may be 70 to 80% do onlineshopping**. It's not just helpful for buyers but consumers as well. Through e-marketing consumer research detail about product or services after watch advertisement which has been done online at the same time, that's why it is consider less time consuming market, and more variety of people available, their comparison between different companies become easy because you can see different marketing webs at a same time regarding same products. Options are widely open. Through scientific research it is also be found that nowadays people are relaying on e-marketing mostly. Living in this century, everyone is running to achieve their target and goal, nobody have time to survey the market physically, so with the help of e-marketing your time and cost both maintain equally. The reason behind online shopping increment is that our youth is highly depending on technologies, they do not survey physically in the market, they don't read newspaper any more, the trend of watching TV advertisement is declining, because they prefer internet mostly to search for news, movies, dramas, etc rather than the TV, Radio,Novels, and other stuffs, so that's the reason companies preferring online marketing of their product or services advertisement. As online marketing has no time limit, 24/7 availability, safety of your money as well, increases the use of ATM cards and other online shopping cards attract customers effectively and efficiently. You can easily search the product information online, no sales tax for company as everything done online. Different e-shopping and e-marketing coupons are available on different websites as well. The research showed that there is a positive relation between consumer buying decision and internet security. (Dehkordi, Rezvani, & Rahman, 2012)

DIFFERENT FORMS OF E MARKETING

MOBILE MARKETING

Mobile phone nowadays have become a product that every generation and mostly in any age people have on the other word this product became one of a handful of customers production and have majority of global acceptance in short period of time. Mobile phone became a central utility that customers need in their lives and youth and teen agers are not exception. In this among the widespread of adaption on this device create significant opportunities for marketer to use and increase their awareness and build connection between them and customers. This ability makes mobile as huge marketing tool for firms to serve and reach to customers anytime and anywhere (Persaud and Azhar 2012). Mobile marketing have become a two way or multi way communication device for the firms to build connection with their customers. Beside in such surge of usage of mobile devices in these days and the speedy growth of mobile application in market, the set of using this device to increase market profit and increase core competency for the firms has been become initiative way for both marketers and also firms which want to use this device in their marketing attributes(Shankar and Balasubramanian 2009).

MOBILE MARKETING ATTITUDE

Although adoption determinant the attitudes toward mobile advertisement and promotions which declared by them but several examples and articles demonstrate the strength aspect of mobile in entertainment and delivering information value (Bauer, Barnes et al. 2005). Haghirian and Inoue (2007) investigated in Japanese consumers` attitude towards advertisement in mobile device and found out credibility of information have the greatest impact in Japanese attitude (Haghirian and Inoue 2007).

ROLE OF TRUST IN MOBILE MARKETING

Despite the incomparable abilities of mobile service and facilities that it has provided for business world, trust issue is a major complication in mobile loyalty and service development. Researched shows that many customers are not feel comfortable with the massages and idea with declared by mobile or wireless device (Varnali and Toker 2010). Karjaluato, Lehto in 2008 mentioned positive impact of trust in relationship of

attitudes toward mobile advertisement and intention of massages which receive to customers (Karjaluoto, Lehto et al. 2008). Zhang and Mao (2008) mentioned two finding about consequence of trust in mobile massages that send to customers:

)Recognizing ease of use and psychological disposition have significant influence in trust for advertisement which declared by mobile device.

)Trust increases behavioral intention in accepting SMS ads directly and indirectly in order of increase usefulness of massages which contains advertisement (Zhang and Mao 2008).

E-MAIL MARKETING

Internet users send and receive a majority of emails daily or log to chat with their friends or with selected group of people with common interest over internet. People also use internet to web surfing or gathering information but the issue that all managers should know is that e-mail is the most usable media in the internet environment. Potential of e-mail in marketing aspect is not under veil and all the firms and companies always tries to prepare a list with their customer. e-mail as a source for preparing data and information both in customers mind and business owners was relatively attractive. Robert Hicks who is president of DM groups in a firm in Aurora have an idea about e-mail marketing and believes: "The ability to track information and define mailings is phenomenal. The ability to define potential consumers is fantastic. You deliver an e-mail message, in a couple of hours instead of a couple of weeks, at a CPM of $75 per page and get a 5 percent response in 72 hours. The cheapest carrier route is about $145, and the results aren't comparable". Some researchers explain about user group as a self selected group of people with common interest such as car, travel and so on. Researchers believes that user group in e-mail marketing is useful term to categorize base on community which they are interested in that provides for business to send email to right customer and satisfy that specific customer needs and wants (Jackson and DeCormier 1999).

Rising sale communications and conversations between firms and customers, in that mostly customers would not do their purchase in the first web visiting.

)Create expense decreasing in repetition sales, means that firms by using e-mail can reduce their expenses in sale time and no need to pay again for customers `notification.

)Introduce and create notification about new products and services for customers.

)Help the firms in achieving feedback from the customers easily.

)Push customers to do offline purchase

E-MAIL MARKETING SUCCESS FACTORS

) E-mail subject is very important to increase customer respond, more attractive subject brings more respond
) E-mails with more attractive incentive gets higher response
) Length of the email has inverse relation with customer response rate
) E-mails which contains image(s) in their entire get more response rate

WEB MARKETING

History of using web in commercial and use of digital technology to enhance and develop marketing attributes refers to 1994. There are so many evidences available that various organization attempt to recruit this

phenomena to increase their core competency among other companies (Adam, Bednall et al. 2011). Another research mentioned, Since 1997 that internet commercialize inthe world, marketers tend to use internet as medium which was cheaper and has greater capability in compare of other tools and platforms which they were using priory to distribute information and media in terms of global market. Argue about use of internet not only because of its ability but also because ofsome facilities that in managerial attributes in digital customers' data and electronic CRM provide this tool as a beneficial matter for marketers and marketing research (Fagerstrøm and Ghinea 2010). Ivie and McKay in 2011 discuss about role of information

BANNER ADS

A banner is a graphic kind of advertisement that shows on the web pages. Due to the literatures banner ads are the most popular and commonly used for advertisement though their use in united state from 56% in 1998 to 19% in 2004.mostly banners are hyperlinked to an advertisement website. Scholars classified them into different type by considering their size of concerning, position and dynamic aspect e.g. animated rotated or static banners (Hamborg, Bruns et al. 2011). Banners effectiveness have been studied and described by different models previously (Rossiter and Bellman 1999; Vakratsas and Ambler 1999) and generally advertisement models for banners effectiveness shows below principals for advertisement subject:

) Advertiser provide and built structure and content of advertisement

) Consumers processes some or all the advertisement content

) Long lasting communication effect is the role of advertisement which contains mind-set of advertisement or communication effect of issues like brand awareness, buying facilitation and belief attitudes intention

POP UP ADS

G. Susanne Bahr and Richard A. Ford stated that Pop up consumption is a standard operating procedure in HCI (Human Computer interaction) and used for non expert online users promoted to make a decision. These two authors also mentioned that most industries has engendered huge range of commercial products in Pop up format which can help customers to either block or allow these verity of pop up communication .Base on their research pop up size is not matter and pop up size can be removed from their artifacts (Bahr and Ford 2011).

SOCIAL NETWORKS

Social Network and Social Media Marketing ,Social media and doing marketing activities according to Berthon et al (2012) is an opportunities that comprises text, Images pictures,video and networks for both customers to customer and firm to customer. Base on that research text was the first social media that initially mentioned in blog. In addition, to illustrate some of these social networks and Micro-blogs, Twitter can be named as one of social networking site that make this option for user to read and write short massages that are limited to specific character to write or Flicker as a site which allow users to share their photo and their massaged in image format (Berthon, Pitt et al. 2012). Kaplan and Haenlein (2010), defines social media as "a group of internet-based application that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content"(Kaplan and Haenlein 2010).

Another researcher mentions social media as a real power of make all connected (Hanna, Rohm et al. 2011).interaction between individuals and entities such as firms, organizations and companies gets easy and disseminated. Social media are very popular and very easy to access that push the ability of businesses to interact, reach and create relationship with large number of customers (Brogan 2010).These channel use internet service to change one to many dialogues to many to many dialogues that help the individual from being only a content user to content producer. In other word this can be consider as a tool which involves individuals to entire of the firms entity and become a part of it and by this relationship which is created by this fortune, firms and organization can enhance their quality, bring awareness about their promotion and also understand customers needs and want (Berthon, Pitt et al. 2012).

SOME FINDINGS

Top Email Marketing Trends in 2017
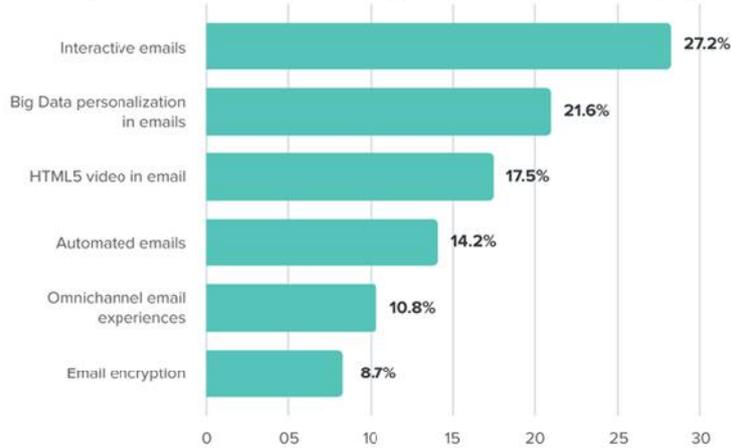
What Happens Online in 60 Seconds?

PROBLEM STATEMENT:

We identify the positive and negative impact of e-marketing advertisement on consumer purchase intention.

SIGNIFICANCE OF THE STUDY

Millions of people nowadays access internet throughout the world. As we know that e-marketing nowadays is the best way for the companies to advertise their product. The target audience increases almost 60% to 70% as compare to the traditional advertisement because our target audience are mostly youth sector who spend more time internet rather than TV or reading Newspapers etc. As we know the internet mostly used for the working purpose business people or other educational people so the advertisement done on those webs are mostly sophisticated and not loud. The audience of e-advertisement are unlimited, it can be male/female, youth, elders, young, adults etc. so it's easy for the marketers to capture almost everyone through internet marketing or web-marketing. Different professionals, different culture, different audience, all can be captured with online advertisement on Google. In this way company cost decline and revenue maximizes.

(Jatin, 2013)

OBJECTIVE OF THE STUDY:

⌡To identify the aim and purpose of e-marketing & consumer behaviour.

⌡To understand the SMART (Specific, Measurable, Achievable, Realistic, and Timed)E-marketing objectives.

⌡To find out how Sales Revenue increases with the use of e-marketing methods of selling.

⌡To analyse how revenue, profit, sales, product types, web visitors, experience increases with the help of e-marketing.

⌡To achieve company's mission and vision statement with the us

e of online promotional activities.

⌡To analyse e-marketing objectives with the better usage of e-marketing tools.

⌡To utilize different ingredients like (BLOG, Web design, Search engine, Social Media, E-mail marketing, Analytics, & Mobile market) for doing

e-marketing in a better or successful way.

⌡To look keenly on different objectives like increase in revenue, build up a Brand, manage online status and reputation for better e-marketing result.

SCOPE OF THE STUDY:

The scope of the study is to find out the possible solution regarding online marketing solution. The positive impact of e-marketing on consumer buying behavior and help them in their decision making process. The study will help the business and organization to adopt e-marketing method for promoting and advertising their product or services worldwide with the help of internet marketing websites of the companies. They can easily collect facts and figure from the research paper.

LITERATURE REVIEW

Reviewing literature about E-commerce shows advantages of internet as a platform to sell the product which can be classified into three major functions:

⌡As a channel for communicating

⌡As a channel for doing the transactions

⌡As a channel for distributing

Moreover; ability of serving transaction and physical distribution can be notice as a unique ability that firms can find in this phenomenon (Kiang, Raghu et al. 2000).

Marketing over the internet create a basic changes not only in business but also in customers` behavior. Marketing provide a unique platform for the firms to understand the need of the customers and make the customers free from the time and place. It also reduces cost by omitting unnecessary transaction cost. (Sheth and Sharma 2005). Integrating competitive strategies and internet is progressively becoming crucial factor for firms only in physical market place but also in electronic environment. Recruiting internet in this competitive environment creates some changes that illustrated in below:

)　　Changes on development of relative emphasis on traditional channel:
)　　Providing a lot of information for the customers about any product
)　　Create communication between firms and customers
)　　Create customer promoting awareness
)　　Create facilities in doing transactions

E-COMMERCE CHALLENGES FOR INDIA

As compared to the west, E-commerce is relatively a new concept, but is catching up fast and Indian companies are learning new ways to approach and please their clients. E-commerce is a boom for the Indian Industry as it has opened up new markets and opportunities which earlier had not existed. Along with the opportunities e-commerce has also thrown some challenges which have to be addressed to before we could say, that e-commerce is now completely established in India

. Connectivity:

Videsh Sanchar Nigam limited enjoys a virtual monopoly in submarine cables and all other Internet Service Providers have to go through them to provide fiber optic link. In order to improve on the service provided by the ISP, there needs to be better international connectivity. E-commerce thrives on better connectivity and therefore we need more players who are offering international connectivity through submarine cables.

Penetration:

Though the number of internet users are high in India but comparatively lagging behind the western countries. PC penetration is low and is mostly concentrated in the urban areas. Awareness of e-commerce is not there and there are certain apprehensions towards it, these problems needed to be addressed to immediately

Legal Framework: Though the Information Bill is in force, there is very low awareness towards its implication Cyber crime is on the rise and unless and until the IT Bill is taken up seriously, people are going to stay away from e-commerce.

Taxation:

Another major challenge is the way the deal will be taxed. Clarity as to the taxation method needs to be made.

Electronic Payment:

Though there are many banks and online payment modules, the issue of safety and security needs to look into. The methods of electronic payment need to be refined and stabilized as they are the backbone of e-commerce People need to divulge private information on the internet which may attract the attention of criminals so care needs to be taken to ensure that safety and security are utmost when the payment are being made.

Logistics:

The deal has been made online, but the goods need to be finally delivered and considering the vast expanse of the market great thought and arrangements need to be made. In a country, where there are problems of transportation on has to make elaborate arrangements before going in for ecommerce as one of the prime requirements of e-commerce is prompt delivery. So, for a country like India Logistics and Shipment pose a major problem for ecommerce activities.

Acceptability:

The mindset of Indian people poses one of the greatest challenges. In India, shopping is considered a festival where the family gets together and goes for shopping. So to get them to shop online for their needs is a major challenge. The use of credit cards one of the prerequisites for online payments is very low in India this poses another problem. Though Information Technology Bill has been implemented, it needs to be strictly adhered to and awareness towards it needs to built up. The mindset of Indians is that, if they use their credit card for online purchase cybercriminals will hack into their information and misuse it. These are some of the psychological challenges that e-commerce faces in India. 92 Online Marketing is growing in India; it has only touched a few sections. The reason for the numbers not being as large as the businesses wish it to be is the lack of certain key elements in the existing business models. These customer propositions are: Convenience and Value.

CASE STUDY ON 7 UP : USE OF SOCIAL MEDIA AND E –MARKETING
INTRODUCTION

7 UP Lemon Pattalam Online Championship was an interesting and unique cricket game which was made on the lines of the on-ground version of the championship. The innovative and exciting online cricket tournament, which has 7 players a side, 7 balls per over and 7 overs an innings saw an enthusiastic participation from Facebook fans. With a total number 10015 teams, total number of fans who joined the Facebook page via the game: 61,760 – a growth of 52% in just 45 days. 7UP Lemon Pattalam was on Facebook in the form of an interactive application based game. Fans can create or join a team and play the game wherein they have to score maximum runs in 7 overs. The winner will get the opportunity to meet the Chennai Super Kings.

OBJECTIVES

The prima objective was to increase the consumer engagement and interaction on the 7 UP Facebook page while acquiring new fans. The on-ground Lemon Pattalam Championship activity gave the perfect chance to leverage on the same through the social media channels.

STRATEGY AND PLANNING

The strategy was to combine the viral effect of a multiplayer game format with the online version of the Lemon Pattalam championship, an on-ground open format cricket championship. The online version of the project was to extend the exact 101 replica of the format from the offline version giving it to the 7UP's Facebook page. This was to give it an instant connect with an activity the target audience was well aware of.

STAKEHOLDERS

The entire audience active on the social networking scene was targeted. Lemon Pattalam is a cricket tournament which was happening on-ground. The company wanted to create an online version of the same and promote it on Facebook page of 7UP to increase engagement and also increase the number of fans.

CHOICE OF CHANNELS

Facebook was the channel of choice in this case as it is the location which houses the maximum number of 7UP fans who are active online.

IMPACT AND OUTCOME

The activity got an overwhelming response from the online audience who managed to form over 10015 teams within the span of time. Also, the game drew attention of 61,760 new prospects that joined the fan page through the game. This pronounced a growth of 52% of the fan base in just 45days.

LIMITATION OF THE STUDY:

The variables like Bench marketing, SWOT analysis, Organizational online Marketing, Online business marketing and some other e-marketing variable which are not included in this study. So if anyone wants to choose this topic for their research so they can choose these variables.

CONCLUSION

E-mail marketing according to literature is the most useful tool in internet and also the most cost effective phenomenon in electronic marketing for firm and businesses. Permission issue as a important factor in scholories declared that responses to those massages that already got admission from the receiver have better result in compare of those which will be considered as spam massages (Jackson and DeCormier 1999). E-mail marketing because of cheap instrument, being cost effective and majority of respondent is consider as a unique way of distributing promotional massages and creates value for firms' customers.,marketing through web because of some capacities of natureof this phenomenon has become a essential need of firms. History of using this option goes back to 1994 base on the literatures (Adam, Bednall et al. 2011). Marketing through web in term of commercial and advertisement to bring traffic for the companies and firms was always a vital issue that web pages can fulfill the need of business owners

REFERENCES

- Ali, Ejaz, Aleem, Saeed, & Tahir. (2015). Understanding E-Marketing as a Firm's Promotional tool and Its Impact on Consumer Perception. International Journal of Academic Research in Business and Social Sciences, 365-379.
- Ashwini.N, & Manjula., R. (October 2015 -March 2016). AN EMPIRICAL STUDY ON CONSUMERS PERCEPTION TOWARDS ONLINE SHOPPING.
- Bakshi, G., & Dr. Surender Kumar Gupta, 2. (January 2015). Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments . Asian Journal of Management Sciences & Education , 125-135.
- Baltes, & Loredana. (2015,, June). wikipedia.Retrieved from wekipedia, Google: https://en.wikipedia.org/wiki/Digital_marketing
- Chen, Y., Fay, S., & Wang, Q. (2011). The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. SSRN-Social Science and ResearchNetwork, 1-32.
- Dehkordi, & Javadian, G. (2012). A Conceptual Study on E-marketing and Its Operation on Firm's Promotion and Understanding Customer's Response. International Journal of Business and Management, 114-124.
- .Dehkordi, G. J., Rezvani, S., & Rahman, M. S. (2012). A Conceptual
- Study on E-marketing and Its Operation on Firm's Promotion and Understanding Customer's Response. International Journal of Business and Management, 114124.
- .Elisabeta Ioan s, I. S. (2014). Social Media and its Impact on Consumers Behavior . International Journal of Economic Practices and Theories, 295-303.
- Gangeshwer. (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context. International Journal of u-and e-Service, Science and Technology,187