



## SCOPE OF E-MARKETING

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### ABSTRACT

Taking into consideration India's specific conditions, this research examines the potential growth of Internet marketing in the nation. Several strategies are examined that can help marketers make the most of the Internet to expand their companies' customer bases.

There is concurrent investigation of the different ISPs, with particular attention paid to pricing plans, network architecture, and similar topics. The study examines the current use pattern in India, its historical development, and the reasons that have led to its rising popularity. Both the advantages and disadvantages of internet advertising are discussed, as well as best practises for maximizing your ROI. The Indian dot-com sector is also.

### INTRODUCTION

Businesses in the hotel and tourist industries are rapidly adapting their marketing tactics to take advantage of the growing popularity of online advertising. The term "electronic marketing" usually conjures images of web ads. The company's database has information gathered via direct marketing campaigns sent out via various means, such as the Internet via e-mails and CD-ROMs with linkages to the Internet. The growth of e-commerce is predicated on two trends: digitization and connection. The

term "digitization" refers to the process of converting any kind of information into a digital format that can be sent at light speed. The term "connectivity" is used to describe the practise of establishing and maintaining networks that link persons and companies to facilitate commerce. They are known as intranets when used internally, extranets when used to link a business to its suppliers and customers, and the Internet when used externally.

Selling Hotels, cruise lines, and airlines are among the sectors of the travel industry that are heavily investing in digital marketing. Online travel agencies and discounters provide a plethora of vacation accessories. When using the Internet, the customer actually does most of the work. As home gadgets have grown more accessible to the masses, so too have increased self-service possibilities. Customers of a first-rate airline, for instance, would be able to choose their seats and meal preferences on the carrier's website. The Internet is a cost-effective and efficient method to accept bookings since a customer may spend twenty minutes to research and choose their preferred flight and hotel without requiring the assistance of an airline staff. The Internet may lead to better customer service. Customer satisfaction since it expedites commercial dealings without the necessity for personal contact.

The capacity of a website to put users in touch with a human customer support agent is vital. American Airlines has found that landline customers like having the option to communicate online in addition to calling. Without leaving

the website, they may pose a question to a representative. You may talk to a real person on LowAirfare.com. A single agent can help a large number of consumers at once. While the first customer mulls over their options, the agent helps out another. Because of the personalised attention they get through text chat, 92% of Low Airfare's clients remain loyal to the company. As an average, this is exceptionally high in comparison to other online travel agencies.

## OBJECTIVES

- Finding out whether internet advertising, marketing, and customer service can be effective is the purpose of this study.
- What you need to know about the price of advertising online
- Historical and projected worldwide business volume, use patterns, and consumer propensity to engage in electronic commerce.
  - The key objectives of the research are to determine the market share of different music system players and to collect feedback from the general audience.
  - The administration is at fault here. This management conundrum must be restated as a research topic. Data collection, analysis, and reporting follow once the research problem has been defined. When one issue is discovered and researched, it often prompts the discovery of similar issues and the development of strategies to address them.
  - A questionnaire battery was developed since it was necessary for the study's aims. A questionnaire was designed to help with the

research problem of finding out the market share and client preferences in this industry.

## The goals of our research are as follows:

- It is stated in the proposal that they want to "identify the market, product, and make an in-depth comparison of the same on certain parameters."
- In order to learn more about the market and the competitors.
- Investigate client needs and levels of contentment.
- To provide light on how users see the internet.
- Gather pertinent information, conduct in-depth analysis, and provide results.

## LITERATURE REVIEW

E-Marketing, also known as Electronic Marketing, is the process of promoting a business's goods, services, information, and ideas through the Internet and other forms of digital media. We can observe that E-Marketing is defined differently based on the author's viewpoint, skill, and experience by reviewing the relevant literature.

What is e-commerce? According to Strauss and Frost (2001: 454), it is "the use of electronic data and applications for planning and executing the conception, distribution, and pricing of ideas, goods, and services to create exchanges that satisfy individual and organisational goals." Literature study results, however, highlighted the haziness of the literature's treatment of the idea and definition of E-Marketing as a significant impediment. The majority of academics have misused the word "E-Marketing," seeing "E-Marketing," "Internet-marketing," "E-commerce," and "E-business" as interchangeable or

equivalent terms. Whereas IM is restricted to digital channels like the web and email, E-Marketing encompasses a much broader set of communication methods. However, E-Marketing includes not only web and email advertising but also mobile app promotion. E-Marketing covers a narrower range of activities than do E-commerce and E-business.

Small and medium-sized enterprises (SME) who adopt E-Marketing strategies may find that these changes fundamentally affect their business models. Small businesses may benefit from the reduced risks and increased possibilities presented by the widespread use of electronic marketing channels including the Internet, intranets, extranets, and mobile phones.

## RESEARCH METHODOLOGY

Complete Accomplishment of the Study's Goals

Preparing a Research Plan

Collecting Data

The Sampling Procedure

## RESEARCH DESIGN

We carried out the research using a combination of primary and secondary data. Thus we design our research on a combination basis of

- Exploratory Research design
- Descriptive Research design

## LIMITATIONS

- The results through the questionnaire not always correct.
- Convenient sampling some time leads to the distortion in results.
- The sample size of 100 consumers not sufficient for exact results

### Regional limitations

In conducting the market survey on scope of e-marketing I found regional limitations as our research was limited to Delhi and NCR region. Although I conducted telephonic interviews in different states, but our statistics holds a greater percentage of Delhi and NCR region.

### Sample size

The sample size taken for this market research was 100. But this sample size is too small to be a true representative for population size. The data collected from this sample size cannot be generalized for the population.

### Target population

The target population for this market group was 18 and above. But while conducting the research I found that the respondents were maximum in the age category of 18-25, which limited the boundaries of our research.

### Class limitation

The targeted population was in majority from the middle and high income group, which affected our inferences on the preference on the internet. Thus adding biasness to the inferences

## FINDINGS

The age of online buying is young, but it is growing rapidly. When given the option, 88% of shoppers choose brick-and-mortar businesses over online marketplaces. Half of all shoppers say that purchasing items online is a close second.

Around nine hours per week, the average person is online. This is expected to increase to approximately 16 hours per week, or about 77%, as a result of decreasing Internet connection costs.

Third, when asked what they most like to buy online, respondents most often mentioned books and CDs (40%), followed by gadgets and apparel (25%).

Fourth, although only approximately 10% of people actually buy things online at the moment, another 75% are at least considering doing so in the future.

5. E-mail and chat make up around 90% of Internet use, while research and commerce make up 95% and 10% respectively.

Sixth, the majority of people (about 56%) think that internet advertisements do not provide more information about products and services than more conventional forms of media.

Seventy-eight percent of people who get emails from a company website never answer, while the remaining twenty percent respond just twenty percent of the time.

Eighth, while "convenience," "vast selection," and "time savings" have emerged as the primary motivators for people to make purchases via the Internet, "security" and "lack of actually feeling the product" have emerged as the primary denominators for people to avoid making purchases via the Internet.

Nine, on average, just 7% of people click on adverts.

Every company nowadays recognises the need of having a strong online presence in order to connect with their target audience and educate them on the goods and services they provide.

There are around 70% sites that are younger than a year, 20% that are between 1 and 2 years old, and 10% that are more than 2 years old.

Twelve, only around ten percent of companies make actual use of their websites for making sales; the other ninety utilise them mostly for advertising. Only 2% of businesses that offer their services online also accept payments online.

## CONCLUSION

The Internet has expanded at an astounding rate during the last several years. Estimates of the total number of Internet users vary greatly, however some research says there are more than 75 million. The rapid pace of technological advancement makes it difficult to predict its future directions.

At the moment, a computer is required to access the internet. Network personal computers were hailed as the next great thing in terms of getting online. Not surprisingly, this has failed. Instead, TV manufacturers are leading the way with the introduction of "smart TVs," which can access the internet and allow viewers to do things like check their email while watching TV. The growth of mobile internet access coincides with the spread of cellular phones.

Several companies are looking into the possibility of putting e-mail terminals in public telephone kiosks so that customers can check their inboxes and send and receive messages from any Internet-connected location. Several different communication companies have been working on

a system of satellites in orbit that would allow PDAs like Nokia's to connect to the Internet and receive e-mail no matter where they are on the planet.

There has also been a huge shift in public preference towards the Internet as a result of these technological advancements. Its use in many settings is gaining popularity. It's taking shape in a manner that's useful for business applications. In the beginning, there was complete anarchy and no order. Larger software developers are now giving the Internet the security and commercial capabilities it needs to become widely accepted as a serious corporate tool.

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