The Scope of E-Marketing in Pakistan

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Abstract
The purpose of the study is to find the scope of e-marketing in Pakistan by looking the scope of reaching customers through it along with the response of consumers that is do they involve in such type of interactive marketing and share their views resulting in buying the product online for example olx, pakwheel etc. The qualitative research approach was used one to one, in depth semi-structured interviews were conducted from the internet users. The findings shows that people are not using e-marketing at a larger scale because of reliability issues and lack of technological resources. The marketers have to build the trust among their customers. The outcomes help them to find ways through which they can attract more customers and made their e-marketing policies.
Keywords: E-marketing, customer perception, consumer behaviour

1.Introduction

Through last decade an effervescent transformation has been occurred in the consumer perceptions about the way advertising and marketing have been used to existing and innovative products (Ching& Ellis, 2004). All these advancements are made possible just because of latest technology that has quickly improved the increase of using digital media for communication, particularly the internet. In the present scenario, large amount of companies are dreadfully looking towards internet marketing to achieve, capture and sustain consumers for developing a strong association and advance the level of brand reliability with their existing and prospective customers.

Internet is the primary component of digital media. It helps in creating the connection between the computers which helps in the information processes. Due to the growth in internet the way of buying a product is changed from conventional to e-buying and the modes of getting information is changed. Customers can get all the information and even place the order by sitting in their home. It has increased the level of competition because customers have easy access to the information which allows them to compare the products and chose the best among them.

The problem under consideration is to find the new ways for the marketing managers to interact with their customers and change their perceptions about e-marketing by looking their current buying patterns and perspectives. There is a need to study this scope because the ways of communication is changing with the advancement in technology. The purpose of the study is to find the scope of e-marketing in Pakistan by looking the scope of reaching customers through it along with the response of consumers that is do they involve in such type of interactive marketing and share their views resulting in buying the product online. The objectives of the study are

- To find out the customer preferences for using e-marketing and their buying patterns.
- To find out the changes in the interaction of sellers and buyers and customer behavior.
- To find the impact of customers perception of online marketing and their reliability on the seller.

The qualitative analysis has helped in defining the relationship between the variables. The study is helpful for the marketing managers and researchers who want to do practical work in this field and want to investigate this area further. It helps them to find ways through which they can attract more customers and made their e-marketing policies. Qualitative analysis is done so that the relationship between the customers buying patterns and e-marketing can be find out along with the changes in the communication process between buyers and sellers. In this research the reliability of the customers and the sellers in the e-marketing process are also be observed.

This is an empirical and cross-sectional study. The unit of analysis for this study are general public and the interviews are taken to gather the required information that is primary data. People are not using e-marketing at a larger scale because of lack of trust.

2.Literature Review

The literature intends to explain the reasons for using e-marketing and its impacts. Ching and Ellis (2004) argue that the use of internet has rapidly increased that is information can be demanded and supplied, orders placed and packed, products send and services performed. A study carried out in 2000 exposed that the use of the internet was broad but its advantage was doubtful, with slight sales being engendered openly as a result of online marketing activities; even though many were predicting that it would have a constructive contact in the prospect

(Gallagher & Gilmore, 2004).

The form of marketing a company adopts depends on its culture as it affects the company both ways that is type of marketing for example e-marketing and the relationship to the customers (Tsiotsou&Vlachopoulou, 2011). E-marketing uses technology as a logical addition to the traditional marketing techniques (Gilmore, Gallagher & Henry, 2007). According to Coviello et al (2001) e-marketing has been regarded as the main attribute of marketing practices that involves the usage of internet and other interactive technologies to create a communication between the firm and the customers. E-marketing is increasing dramatically and has a considerable impact on customers and business market behaviors. As a result, most firms have started developing e-marketing strategies for the web (Sheth& Sharma, 2005).

Goode and Harris (2007) have explored that customer's insight of online status, trustworthiness, site design and safety that may have an effect on their overall fulfillment with a particular website. The scope that customers adapt to the e-marketing services is directly related to the website design and on the fact that how comprehensiveness of the website (Doherty& Chadwick, 2009).

E-marketing is becoming important part of every international organization's marketing store as internet is accessible all over the globe and is becoming significant tool for communication. Culture is playing an important role in global e-marketing as people adapt new things according to their perceptions and beliefs (Krishnamurthy & Singh, 2005). Electronic Marketing is viewed as a new business practice concerned with the promotion of goods, services, information and ideas through Internet and other electronic means (El-Gohary, 2010). E-marketing is part of e-commerce as it is defined as the buying and selling online, giving virtual place, storefronts, digital value creation and various distribution channelsintermediaries (Strauss & Frost, 2001).

E-marketing is becoming the need of this advanced society so companies are keenly looking towards it. It can help those building strong relationships with their customers thus making them more brand loyal and maintaining and increasing the market share (Khan et al, 2012).

Price perception on comparative bases and after delivery satisfaction has a strong power to persuade the customer's contentment to the product and their decisions to return or keep the product. Managers should not only focus on the pre-sales services but also keep an eye on the after sales services as they have positive effects on the customer's behavior. The customer's satisfaction perspective is continuously changing in the e-retailing industry that is first they are concerned with the convenience shopping and then price perception that leads to after sales services (Jiang &Rosenbloom, 2005).

Superficial service value is found to have a major impact on purchaser contentment. Trust is an important element in the e-marketing as consumer will buy only if he trusts the seller. Trust and customer satisfaction have major impact on the loyalty of the consumer. The companies can enhance customer loyalty by providing them protection, ease of use and attractive websites (Kassim& Abdullah, 2010).

Overall service quality and customers satisfaction is effected by reliability, website design, responsiveness and trust. These play an important role in customers buying behavior. On the other hand customization is not notably related to the service quality and customer satisfaction. To enhance the customer's intentions to purchase the online commodities the seller must considers these points as they directly influence the purchase intentions. The website should be built and design in a way that the customers can get the relevant information along with the assurance that their privacy will be maintained (Lee & Lin, 2005).

3.Methodology

According to the nature of our research objectives it was determined that qualitative research technique would help in understanding the customer's perceptions of the new way of interacting with the seller thus telling us the scope of e-marketing in Pakistan. There have been many researches on findings the customer's perceptions and their behavior towards the e-marketing. Qualitative approach is used when the objective of the study is to give explanation rather than forecasting a fact (Leavy, 1994 as cited in Gilmore, Gallagher & Henry, 2007) and to comprehend things rather than calculate them (Gordon and Langmaid, 1988 as cited in Gilmore, Gallagher & Henry, 2007). One-to-one semi-structured interviews were conducted with the people who are using internet. In depth interviews give better understanding of the views of people. It also acceptable for the content and progression of the data to contrast and for questions to be modified to suit the individual conditions of the respondent (Carson et al., 2001).In-depth interviews are acceptable for comprehensive argument and focus on understanding the dynamic forces behind, performance issues and penalty of adopting e-marketing. They also permitted suppleness to go into detail about diverse aspects of the research findings. Each interview lasted approximately between 15-20 minutes. The interviews were taped and then transliterated to assist in-depth analysis. The analysis is done using the NVIVO software used for qualitative research analysis. Analysis of the data focused on identifying the:

- To find out the customer preferences for using e-marketing and their buying patterns.
- To find out the changes in the interaction of sellers and buyers andthe customers behavior.
- To find the impact of customers perception of online marketing and their reliability on the seller.

People who had been using internet are chosen by non-probability sampling. The convenient sampling technique is used and a sample of 10 people is considered for the analysis.

4.Results

The results are illustrated in relation to the key subjects of this study and recognized from the literature; the impact of the consumer behavior in developing the scope of e-marketing based on their preferences and reliability. The linkages between some variables are illustrated in figure 1 and 2.

Form the above figure we can conclude that internet is the most vital part of e-marketing that is if a person do not have internet than he cannot use e-marketing. This shows that the growth of e-marketing is dependent on the reach and availability of internet. Internet is growing rapidly and it is available almost in all the parts of the world. The use of internet has swiftly improved that is information can be demanded and supplied, orders placed and packed, products send and services performed (Ching and Ellis, 2004).According to our research 100% of our respondents are using internet as shown in figure 3.

Internet is being used by the people for different purposes ranging from personal to professional use. Almost every internet user is on social networking sites; through them they have bought many things. Availability of product informationleads to e-buying familiarity and the act of buying.

The above figure explains the relations of e-marketing with other variables. E-marketing is dependent on the ways it is made popular. The more people are aware of e-marketing more they will use it. The motivational factors are also important that is the marketers have to provide some incentives and the customers should see them so that they use e-marketing. Interviews show that people mostly buy electronic products or the products that are not available in the market. The websites that provide more secure system for their user's people tend to buy from them more. When the customers have trust that their information is secure
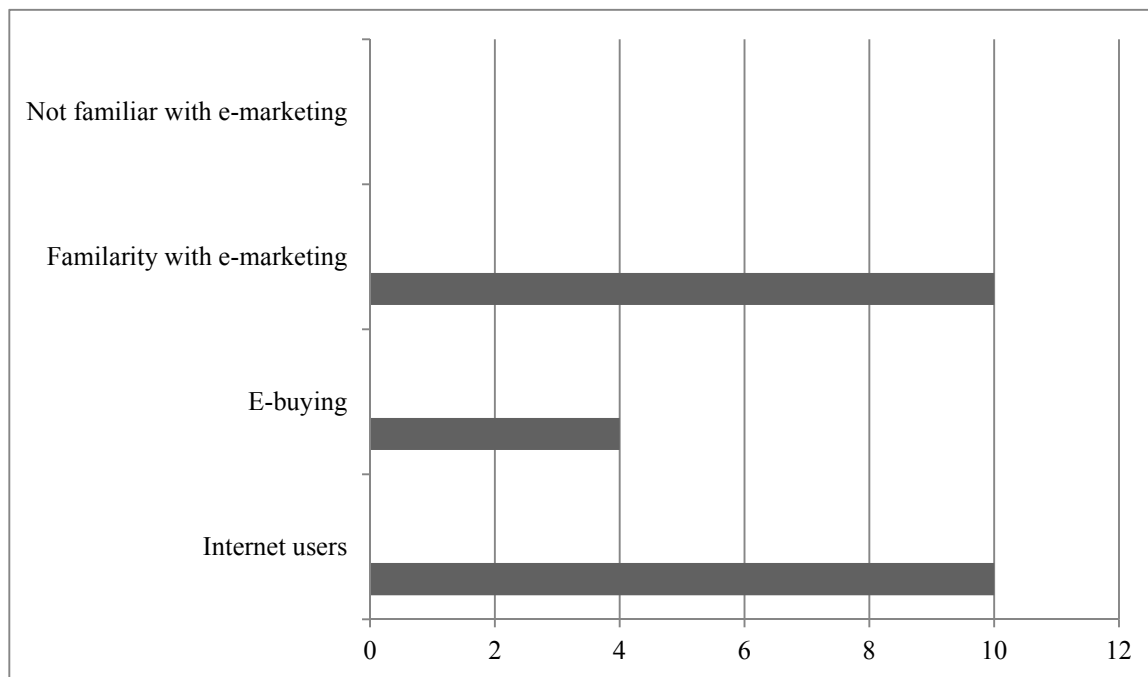

Figure 3

The summary of the respondents view of the variables are demonstrated in figure 3. This gives us the basic information about the respondent's views. Most of the people are using internet now a days and they are familiar with the e-marketing that is they know that products are advertise and sold on internet but a few have actually use this.

5.Limitations

The limitations of the study are that there are very limited resources so have to make the sample size very small. The major problem which was encountered is the lack of expertise in NVivo version 10.

6.Discussion and Analysis

People are using internet for different purposes leading from professional use to surfing just for the sake of time pass. Most of the people are using internet for communicating with their friends and relative through social

networking sites and they have bought different kind of products through these sites as well. All of our respondents are familiar with the e-buying that is they know that transactions can take place through internet but very few have actually bought products.

Most of them are reluctant to e-marketing because they think that it is not reliable. While interviewing many fact had been highlighted that is there are some people who are not using e-marketing because they think the product that will be delivered might not contain the same specifications and features where as others are reluctant to provide their credit card information to the websites as they do not trust them. The scope that customers adapt to the e-marketing services is directly related to the website design and on the fact that how comprehensiveness of the website (Doherty& Chadwick, 2009).

Another reason which was highlighted by the interviewees is that there is a certain class in Pakistan who owns debit or credit cards so the ones without them cannot buy thus restricting some potential buyers.In order to cope up with the increasing fraudulent reporting some major vendors have introduced the Cash on Delivery facility and & days return warranty. In this facility the payment for the commodity is made after delivery and verification of the commodity by the Buyer. This now a days has enhanced the scope of e-marketing in Pakistan as most of the local vendor has been implementing this strategy. Thus in this way the buyer can physically monitor the commodity and can ensure the features mentioned and displayed on the website.

All the products are available on internet along with the description of their specifications and even videos showing how its work thus giving a complete insight of the products.There is an advantage to the buyer that they can purchase 24/7 whenever they need the product it is just one click away. It is an easy way of access to the products. In today's world when life has become challenging, people want things at their doorstep so that less time is consumed and they can save sometime for their family and take rest from their busy schedules.

Products that people prefer to buy from internet are electronics, jewelry, clothes, shoes, watches, books etc . They can order whatever they want and they can get all the latest designs and brands.

E-marketing is becoming important part of every international organization's marketing store as internet is present all over the globe and is becoming significant source ofcommunication. Culture is playing an important role in global e-marketing as people adapt new things according to their perceptions and beliefs (Krishnamurthy & Singh, 2005). World has become the global village and internet has helped to remove the global boundaries. They can reach to their customers anywhere in the world. According to the respondents views it can be said that people mostly like to buy those products which are not accessible in their city or country.

E-marketing is increasing at a dramatic speed and is considerable impact on customers and business market behaviors. As a result, most firms have started developing e-marketing strategies for the web (Sheth& Sharma, 2005). E-marketing help them to buy the products and fulfill their need. It is less time consuming which helps them to do other work of their life. Overall service quality and customers satisfaction is effected by reliability, website design, responsiveness and trust. These play a contributing role in customers buying behavior. On the other hand customization is not notably related to the service quality and customer satisfaction. To enhance the customers intentions to buy on online stores must consider these points as they directly influence the purchase intentions.

Fraud has been one of the major reasons restricting the acceptance of the emerging E-commerce in Pakistan and globally as people have encountered various fraudulent website selling product on cheap prices and even after making the payment the commodities were not delivered to them and on verification for the E-commerce control department those website were flagged as non-existent/Fraudulent and in most of the cases the loss encountered by the buyer are not even reimbursed.The website should be built and design in a way that the customers can get the relevant information along with the assurance that their privacy will be maintained (Lee & Lin, 2005).

The results shows that there are many things which needs improvement as in Pakistan there is lack of awareness and trust because they have a perception that they might not be displaying the original stuff and the delivered commodities might differ from the display. Another major drawback is the non-availability of the technological resources. According to Coviello et al (2001) e-marketing has been regarded as the main attribute of marketing practices that involves the usage of internet and other interactive technologies to bridge communication between the firm and the customers. Pakistan has been facing electricity crisis which is effecting every form of business but amongst them as the business that are operating online are the most affected one's because people are reluctant to enter their card information as they think that if there is an electricity failure they will lose their money and also not get the desired product.

The e-marketing in Pakistan can be made popular by creating awareness through seminars and advertisements, consumer right implementation, more and more information is provided so that trust is build, people are reluctant due to technological problems as technology is not yet mature in Pakistan.Other major aspect is the negligence of consumer right in Pakistan as the buyer is always on the weaker side as no safeguard is provided to the consumer from the Government or the Law enforcing authorities as like in other parts of the world a great emphasis is laid on this aspect thus they encounter lower fraud and mostly receive the Same

commodity displayed on the website.

7.Conclusion

It is clear through this research that there is scope if e-marketing in Pakistan but a lot of effort is required in this field. E-marketing uses technology as a logical addition to the traditional marketing techniques for this the infrastructure should be improved so that the sellers and buyers can interact with each other without any hurdle. E-marketing is increasing at a dramatically all over the world and has a considerable impact on customers and business market behaviors. As a result, most firms have started developing e-marketing strategies for the web so that they can go global and interact with those virtually through whom physical interaction is not possible. Customer's insight of online status, safety, site design and trustworthiness that may have an effect on their overall fulfillment with a particular website as customers will only be ready to enter his personal information when they can rely on the source.

E-marketing is viewed as a new business practice concerned with the promotion and selling of goods, services, information and ideas through Internet and other electronic means. Electronic marketing is becoming the need of this advanced society so companies are keenly looking towards it. They are spending a huge amount of their budget on promotions through internet. It can help them building strong relationships with their customers thus making them more brand loyal and maintaining and increasing the market share as when they provide the product with the same specifications mentioned the customer become more loyal to them.

Price perception on comparative bases and after delivery satisfaction has a strong power to persuade the customers contentment to the product and their decisions to return or keep the product. If the customer is getting the products with the features mentioned in the website then there is very less cognitive dissonance. Customers can see the ratings and comments of the previous users thus having a clear picture about the product.

The suppliers should also provide better after sale services. Managers should not only focus on the pre-sales services but also keep an eye on the after sales services as they have positive effects on the customers behavior. The customers satisfaction perspective is continuously changing in the e-retailing industry that is first they are concerned with the convenience shopping and then price perception that leads to after sales services.

Trust is an important element in the e-marketing as consumer will buy only if he trusts the seller. Trust and customer satisfaction have major impact on the loyalty of the consumer. The companies can enhance customer loyalty by providing them protection, ease of use and attractive websites. The organizations in Pakistan need to work on it. They should provide the customers a secure website which is associated with highly secured systems so that no information can be in the wrong hands.

8.Recommendations

Organizations should start working on the awareness programs about the e-marking. They should educate the people about the benefits of using the e-marketing.The marketers should seriously consider this as the world is becoming global and the boundaries of doing business is vanishing so it is the high time that they should start working on it. For building the trust of the customers they should secure their website by strong security features, associations and backups so that neither the data provided by the customer is lost nor the information is leaked and go in wrong hands. The marketers should also have introduced on option of on delivery collection of charges so that the people who do not own a debit or credit card they can also purchase through their websites. The product description should be clear and original, no exaggeration of facts should be done. Moreover they should give some special benefits to those who buy from internet in the form of discounts, different deals or giveaways.

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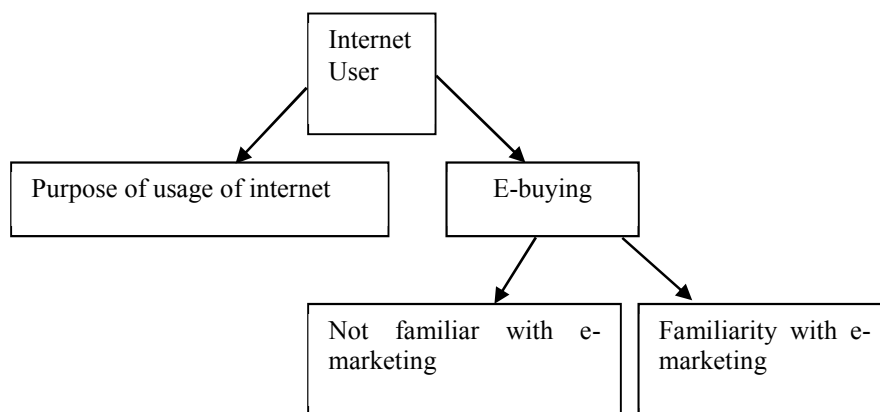
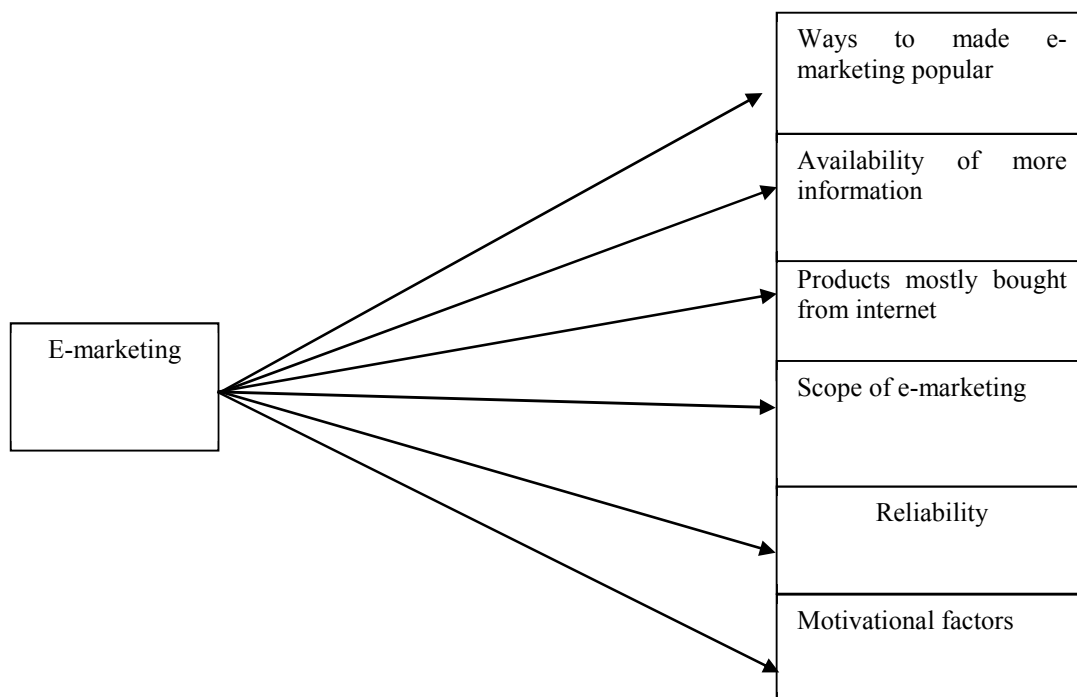Figure 1. Basic linkage between variables

Figure 2. E marketing association with other variables

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