

E-Marketing and the Future of Commerce: Pros and Cons

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Abstract:

Making a choice between selling online through an e-Commerce store, and selling in a traditional bricks-and-mortar location can be incredibly difficult. Not only that, but it's also one of the most important decisions your business will ever have to make. Whether you sell online or offline will change how you interact with customers, market your products and hire new employees. Because of the development of the world and the development of its lifestyles, there has been something known as online marketing, and companies used to rely on the promotion of the commodity and marketing on the ground face to face, but today they promote the product and market across the Internet around the world and not only on a particular environment, There are several sites that are interested in promoting and marketing goods and products through the Internet, digital devices and mobile phones without the need for papers. The methods of marketing success depend on the experience of the marketing officer and the specific financial budget, and marketing methods followed.

Keywords: E-Marketing, Future of Commerce, Pros and Cons

Introduction:

Setting up an online store comes with significantly lower startup costs than a traditional physical store, with no need to pay for a large physical space and all of the ongoing costs that can entail. As a result, you can get started quickly, with less capital investment and start selling straight away. When talking about shopping online, shopping sites are many and many, including the global and local specific countries and regions, in addition to electronic stores specialized in certain types of goods and others, which specialize in certain brands, for example, shops for children and shops for electronics and much more.

What is the electronic market?

Is a place on the Internet for the dissemination and promotion of goods and services and their sale, the digital environment needs means of payment and digital methods to promote and disseminate these goods.

E-marketing is defined as a type of marketing that is a particular product or service through the use of the web, where the products of companies are displayed through this network, and the process of selling and buying through them, as the Internet has become an integral part of our daily lives. They are the most important sources for obtaining information in various fields and also offer space to sell goods and display services.

E-marketing is also known as digital marketing (or network marketing) and includes all the methods and practices related to the world of online marketing, internet communication, and e-commerce optimization.

There are several sites that promote e-marketing through the Internet and provide several marketing services. For example, the e-marketing site is dedicated to the promotion and advertising of the goods, and is engaged in marketing without papers such as the newspaper, but depends on the Internet and telephone and other digital devices that keep pace with technological development, The world today uses technology and development in the whole life of the individual daily, the process of purchase, distribution, shopping and demand and production are found in a modern mechanism is no longer the same as in the traditional process, which is expensive and take a long time.

Challenges and opportunities of e-marketing:

The development of e-marketing has created real opportunities for marketing men, producing organizations and distribution facilities. These opportunities are:

1. Shortening time and manual effort.
2. Increase interest in technology.
3. Few obstacles.
4. Interaction with the client.
5. Retain customers.
6. Equality.
7. Micro marketing
8. Integrated functions.
9. Value added.
10. Modifying the concept of the title.
11. Finish the role of traditional shopping.
12. Delegate Customers.

13. Test customers in detail, such as targeting the age group from 18 to 25, for example.

Pros of e-marketing:

- The possibility of selling and buying and the person is in place without moving in contrast to shopping operations that require going to the market or shopping from a certain country, and thus make it easier to get the item through the click of a button.
- Providing the factors of freedom and comfort, as the electronic marketing gives a great deal of freedom and comfort, whether the person is a buyer or a seller, and this type of marketing does not need an office or a specific destination to shop for different goods and thus the large amounts of money often.
- Save time for both customer and seller, as there is no time to open or close the website where it is always present and at any time.
- The possibility of collecting information about the product or service through the same person without the need to use a particular party or persons.
- Easy payment through bank cards available almost everywhere.
- Increasing the number of customers through continuous marketing on the web of the product or service provided, and publish the website marketing in sites, forums and social networking sites easily.

Cons of e-marketing:

There are many people who have some ideas and convictions that are not yet reliable in the credibility of online marketing, so this segment of people do not offer to buy products or deal with this type of marketing, so this is one of the challenges facing marketing. In addition to the lack of experience of some people with the new techniques of private in the sale and purchase of goods, and lack of knowledge about everything related to these matters, and the marketing of electronic defects are:

- The possibility of hacking accounts through some people who are classified as hackers, so e-marketing lacks the factors of confidentiality and security.
- Marketing of goods, goods or services that are not or are not present mainly through the use of fake names and entities in what is known as deception, and after the payment of funds can not be recovered; and because there is no government control of the laws governing financial relations on the Internet.

Elements and tools of e-marketing:

The e-marketing process requires many tools to make marketing successful. These tools include electronic search engines for product display, and social sites for product promotion. , YouTube sites that explain the product in detail and how to purchase and communicate, and the marketing program that displays the full product specifications, e-mail communication between the marketing employee and the customer, and the work of electronic advertising to display the product in a manner Gesture to the customer.

Online Shopping Tips:

There are a set of tips to be identified before thinking about shopping online, namely

1. Trade offers that rely on e-mail messages should be guarded. They can contain a host of malicious links intended to steal buyer information.
2. It is recommended to follow the famous e-commerce sites, which deal with many customers, which contributes to increase the confidence in dealing with them.
3. Failure to provide financial information directly after making sure that the purchase process has been completed in full.
4. Follow up the balance of the bank card after the completion of the purchase, and make sure that the amount paid from them is identical to what appeared on the website, and what will be obtained through the bill.
5. It is important to ensure that the website of the store starts with https, indicating that the site is reliable and acceptable to deal with, because the degree of safety is appropriate.
6. It is advisable to avoid payment by bank checks sent by regular mail; they may not provide sufficient degree of protection to the buyer.
7. Maintain the computer by using a suitable firewall with anti-virus software and malicious programs, which may lead to hacking the computer.

Examples of global e-commerce markets include:

The Amazon Market, founded by Jeff Bezos in Seattle, Washington, DC on July 5, 1994, is the world's largest online retailer in terms of gross sales and market value. The site began as an online library, then began selling DVDs, Blu-ray discs, CDs, video download and streaming, MP3 download and broadcast, and consumer electronics, the world's largest provider of cloud infrastructure services.

The group was established in 1999 and headquartered in Hangzhou, People's Republic of China, and its founder, Jack Ma, wanted to create an online portal called Ali Baba.com for business to link manufacturers and traders. Chinese consumers are buying from all over the world, earning most of their revenue from their online business, and then Jack Ma created Taobao's eBay-oriented consumer-to-consumer site, one of the 20 most visited sites worldwide with nearly a billion Product, and group sites Ali Baba Holdings more than 60% of China's parcel of goods.

Alipay provides online payment service for almost half of all electronic payment transactions within China. Alibaba services represent the vast majority of these payments. The Group seeks to launch the Abel Dover service in the United States after an agreement can not be reached with Organizers in Hong Kong.

Alibaba entered the global gateway in 2014 after the company's IPO was offered to investors on the New York Stock Exchange, raising about \$ 25 billion, making it the largest IPO ever.

The group is the world's largest e-commerce empire with annual sales of more than \$ 170 billion and employing more than 22,000 employees in more than 70 cities around the world. The company is primarily facilitating e-commerce between individuals, companies and merchants globally and China.

Alibaba Group is responsible for more than 60% of packages delivered in China. The company accounts for about 80% of e-commerce in China. The electronic payment service "AliPay" accounts for almost half of all electronic transfers within China.

The company is a site where users can sell goods to each other, such as eBay, and the number of products on the site is estimated at one billion products from 7 million users. Alibaba has also entered into lending. Three years ago, US) to the traders who use the site, giving it a huge amount of data that it can use to adopt its strategy, and provided loans of \$ 600 million in 2012.

Best modern marketing methods:

1. Web pages through the Internet: A comprehensive description of the item or service available for sale and also available phrases that increase the enthusiasm and encourage buyers to implement and apply the appropriate methods for the purchase, such as choose the funded advertising "Buy Now".
2. Offer free samples of the product: is the application of marketing by offering free samples of the product to be marketed as a display of certain types of food provided by certain companies samples free of charge for customers to try, and to encourage them to buy and there are also many other examples of this often Doctors' clinics set free consultation and treatment hours.
3. E-mail: Of the distinct ways Marketing offers Marketing of elements of sales and people is e - mail and is one of the most important and most ways, especially if there is a list of names of customers who have provided their e-mail addresses of the company there are many companies that marketing is the phrase For the commercial operations that contain the sale and distribution of products and services and is the means to regulate the sale of goods and its functions to determine the prices and methods of advertising There are also other definitions of marketing, which is the activity of its role to make people familiar with certain products of a company and make sure Provided by P Markets, availability and affordability of these products. It depends on the company's emails monthly and includes the names of products available during the month and that method is characterized by the ability to get the response speed of the customers and affected by them.
4. Social networking sites: The use of social media sites for advertising about the product is a modern kind of the latest types of ads classified as one of the most widespread ads because it provides a number of distinctive advertising models. The ability to deal with the media and social networks and be able to master one of them and choose the most appropriate ones For the client, these tools provide the company with many tools that play an effective role to help the marketing.

Conclusion

Online shopping is one of the most modern ways of influencing the world trade sector. It has contributed to the development of many commercial tools and tools through the transition from traditional commerce to modern electronic commerce, which relied entirely on the use of the Internet. Time and effort to consumers, and helped them to identify the nature of products put on the market. Online shopping is based on a set of requirements that must be met so that the consumer can handle this type of shopping correctly, and also commit to special shopping tips, so that he can make the purchase correctly and with great care and caution.

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