

Issues on E-Marketing

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INTRODUCTION

E-Marketing is a function of marketing, It is inevitable for marketing to use technology to carry out its function. We need to manage the marketing function not with the aid of technology but through technological advances. Technological advances are double-edged swords: they create and destroy opportunities (Diola, Z. et al 2008).

Quirk resources defines E-Marketing or electronic marketing as the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms e-marketing, internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-marketing is the process of marketing a brand using 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. By such a definition, eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. The present paper hoped to study and understand the concept of E-marketing and identify the types of E-marketing.

REVIEW OF LITERATURE

Rohm, J. & Swaminathan, V. (2004), Journal of Business Research, USA, had an article which developed a typology based upon motivations for shopping online. An analysis of these motives, including online convenience, physical store orientation, information use in planning and shopping, and variety seeking in the online shopping context, suggests the existence of four shopping types. These four types are labelled convenience shoppers, variety seekers, balanced buyers, and store-oriented buyers. The convenience shopper is more motivated by convenience. The variety seeker is substantially more motivated by variety seeking across retail alternatives and product types and brands than any other shopper type. Balanced buyers are moderately motivated by convenience and variety seeking. The store-oriented shoppers are more motivated by physical store orientation.

Kolsaker, A., Kelley, Liz., Choy Ching P. (2004) in their article titled the reluctant Hong Kong consumer: purchasing travel online found out that although consumers recognize a number of benefits, there is deep-rooted resistance to buying this particular product online. The explanation may lie in a combination of the physical density of the Hong Kong market, love of the whole shopping experience and a desire to minimize risk. The authors concluded that to tempt consumers online airlines and agents must target the Hong Kong market with a clear value proposition which includes user-friendly sites, streamlined payment procedures, on- and offline customer support, price-related promotions and tailored offline services which reinforce online offerings.

Wang, J. & Chiu, C (2008) in their article titled, Recommending trusted online auction sellers using social network analysis presented a recommendation system that uses trading relationships to calculate level of recommendation for trusted online auction sellers. The paper further demonstrated that network structures formed by transactional histories can be used to expose such underlying opportunistic collusive seller behaviors.

Bai, B., Law, R., & Wen, I. (2008) mentioned in their article: Special issues on Hospitality Management in China that with the increasing popularity of online shopping and being the most populated country in the world, China is one of the major online market now and is likely to become the largest market in the future. In the academic literature, website quality has generally been recognized as a critical step to drive business online. As such, numerous studies have been devoted to website quality and evaluations. Research efforts, however, in need of understanding the use of websites in regards to online customers, behavior, especially Chinese customers. This study developed and empirically tested a conceptual model on the impact of website quality on customer satisfaction and purchase intentions. Results indicated that website quality has a direct and positive impact on customer satisfaction, and that customer satisfaction has a direct and positive impact on purchase intentions.

Methodology

Secondary data was utilized in order to achieve the objectives of the study. Various references were utilized in order to collect the concepts of E-marketing and other relevant data. Descriptive analysis was employed on the analytical procedure.

Types of E-Marketing

A) Relationship marketing – this is one way of tracking consumer actions on the web and used as a tool for market research; B) Purchasing over the web- business transactions are done on the web. C) Intra-company E-commerce – this type of marketing strategies are embraced by companies or firms on the following benefits like reducing cost, enhancing communications, distributing software, sharing intellectual property, and testing products (Kirve, J.J. 2014).

Tips for E-Marketing

O'Donnell, A. on netsecurity.about.com mentioned the ten (10) Tips for Shopping Safely Online as follows:

1. Check the seller's customer satisfaction ratings.
2. Check the better business bureau site to see if there are a large number of complaints about the seller.
3. Whenever possible, use a credit card for payment.
4. Never enter your credit card information on a page that is not encrypted.
5. Go directly to the seller's site rather than clicking a "coupon" link that was sent to you by an unknown source.
6. If you are ordering from a shared computer log out of the shopping site and clear the browser history.
7. Never give your social security number or birthday to any online retailer.
8. Find out the seller's physical address
9. Check out the seller's return, refund, exchange, and shipping policies.
10. Check the seller's privacy policy

Conclusion and recommendation

This paper focused on the manner by which buying and selling of goods and services across the Internet, especially the World Wide Web. An e-commerce site can be as simple as a catalog type with a phone number. It can range all the way to a real time credit card processing site where customers can purchase downloadable goods and receive them on the spot (Diola, Z, et al). Future studies on evaluating the positive and negative effects of E-marketing will be done in order to give more insights to customers welfare and protection.

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