

Conceptual Framework on E-Marketing in Present Scenario

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Abstract - As outlined in this study, a framework for E-marketing research focuses on both the marketing process's tactics and the effectiveness as well as the impact of various technology tools and social media platforms. Using the framework, we have arranged the research techniques about the elements and reviewed the study literature in the widely defined E-marketing area. E-media marketing methods and various social media possibilities for marketing will be examined in the research paper. For the most part, this study examines how technology tools and social media platforms contribute to the success of E-marketing strategies, as well as the relative importance of E-marketing and the distinctions between it and offline marketing. Accordingly, this research paper has been edited to help small businesses incorporate E-advertising into their business models and realize that social media marketing is a more effective strategy than traditional advertising methods.

Keywords - Professional Marketing, SEO, PPC, Social Media Marketing, Affiliate marketing, Google Adwords

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INTRODUCTION

When a product is advertised online, electronic marketing (eM) is used to spread information about the product. It is still possible to execute all forms of electronic advertising utilizing internet-oriented technologies via electronic marketing, which is still a developing system. By utilizing communication technology, e-marketing has been identified as a source of communication between customers and enterprises. Interaction marketing, database marketing, transaction marketing and network advertising were all observed in a previous research study. An entirely new type of promotion, known as electronic marketing, was coined by Coviello et al. after quite some time. After that, the researchers focused their attention on the study of electronic marketing in various frameworks and dimensions. The study of electronic and digital marketing has grown tremendously in the last few years. Internet-based promotional channels, such as mobile marketing, network marketing, intranet marketing, and internet marketing, have been studied by a number of scholars. The unique addition of this article is the lack of studies on electronic marketing, especially with regard to bibliometric analysis. As a result, practitioners and academics alike must be informed of the current trends and trajectories of any academic discipline, such as electronic marketing. Bibliometrics is a branch of study that focuses on the quantitative investigation of published literature. Numerous academic fields, such as business,

economics, accounting, and consumer behavior and advertising now make extensive use of bibliometric studies.

In the past, researchers have examined a wide range of topics, including the publication patterns of a particular journal, the most cited publications in that journal, and the main authors of that magazine. Since the first electronic marketing research publication was recorded in the Scopus database, this study is the first to attempt to do a bibliometric analysis. Most importantly, this study provides a comprehensive overview of the prominent countries, academic institutions, publications and writers in the field of electronic marketing research. Journal editors must be aware of potential areas of growth for their field. This research may also be useful to future scholars since it may give them an overall view of subjects that are actively explored, allowing them to locate graduate programs that meet their needs. With this strategy, policymakers may be concerned about recognizing the most advanced countries in e-commerce studies. A deeper understanding of the optimal locations for R&D facilities can also be gained from the research conducted by the authors. A similar strategy to was used in the preparation of this study, with the addition of an examination of the relatively new field of e-marketing research, which is comparatively

understudied in academic circles in terms of bibliometric review.

The new study's scope is much broader, and it strives to identify the most active countries, universities, journals, and authors in electronic marketing, taking into account the following bibliometric variables. An overview of publications and references published between 2000 and 2019 is presented in the first part of this study. This is followed by an analysis of countries with a given amount of papers and mentions, as well as the most productive universities. Fourth, journals published in them are known. Fifth, the most productive authors in the field of electronic marketing research are identified based on their output in terms of publications and references. In order to understand how these journals, countries, and authors were linked, a bibliometric connection and co-citation analysis was used. After all was said and done, a co-occurrence analysis of the keywords was performed in order to determine the most common terms used in electronic marketing. As a result of our statistical analysis, we've come up with a timeline for future research into electronic marketing.

LITERATURE REVIEW

Prof. Shrikant Waghulkar (2017) Agribusiness employs one-third of our country's population, making it clear that we are, in fact, a farming nation. Agriculture contributes more than 30.02 percent 1 of India's GDP, making it an important part of the economy. Everything on the planet has been transformed into an electronic platform in the previous two decades. Almost every industry has gone paperless since the dawn of the electronic age. Organizations began selling their products on e-commerce platforms in the same way they did in marketing. Promotional activities such as email, websites, messaging, and other forms of social media have already begun. Given its appreciation for the benefits of E-ization, the Indian government has likewise started a "E-India" program to promote the use of technology in government operations. In its "Union Budget 2016-2017 central government said that, the Unified Agricultural marketing e-platform will be launched for wholesale markets in India and 100% FDI will be allowed through the FIPB route in marketing of food products produced and manufactured in India. This study serves as a springboard for further discussion on the potential for E-ization in the agricultural industry, given the significant impact these changes will have on the marketing and trading of agricultural products.

Vibha, (2018) Pressure from stakeholders to deliver is mounting on HEIs, and this demands for more research into the quality of service at stake. In HEIs, quality is primarily measured in terms of educational content and administrative efficiency. On the basis of these findings, the current research endeavors to develop a model of the higher education industry and

simulate it using numerous data points from literature in different contexts. It is impossible to have a quality higher education system without a well-defined academic curriculum underpinned by a clear vision and mission. Another crucial aspect of any university's quality is the presence of a faculty that is both highly motivated and eager to take action. In this study, the researchers are looking for ways to help firms maintain a competitive advantage by improving their service quality. Institutes need to improve their visibility factor and also take efforts correspondingly to improve their core services, which comprise attitude, content, and delivery. This was observed to boost their market status and visibility. In addition, simulation results show that HEIs must focus on controlling their information sources and prioritizing knowledge development and distribution in order to acquire a competitive advantage.

E- MARKETING IS FUTURE

Increasing website traffic:

Increasing website traffic is a primary goal of any E-marketing tactics. There's a reason why people go to a website. People aren't just wandering around their website for the sake of reading about their products or finding out how to get in touch with someone on their team; they're actively engaged. There are more chances for a potential buyer to learn about a company's products and services if more people visit its website, whether through content marketing, search engine optimization, or email marketing.

Driving storefront traffic:

One of the key objectives of a business with a physical storefront is to attract people to the area. Marketing methods like local SEO can help reach this aim and bring in more visitors to the store. As a result, 80 percent of local search results are converted into sales.

Boosting brand awareness:

Through search engine results, email inboxes, social media platforms, and other channels, a company's brand can be exposed to a wider audience through E-marketing. This results in an increase in the brand's visibility. They'll learn about the company's branding, products, and what makes them unique in the marketplace. They'll be more likely to recall the company's name and make a purchase if they ever require the items or services it provides.

Raising revenue and conversions:

Revenue generation is the primary goal of every marketing plan. Increasing your company's

revenue is as simple as increasing visitors to your website and online store from your target demographic and working with a reputable E-marketing firm.

COMPREHENSIVE E- MARKETING TOOLS

Analyzing the present marketing strategy, objectives, and target audience personas of your firm. Analyzing other businesses to see how they market to their customers. Your target audience's online habits and desires should be studied.

GOOGLE ANALYTICS

In the world of online marketing, Google Analytics is a must-have tool. Individual campaigns' performance can be tracked in real time, and the data can be compared with past periods. Many critical indicators can be tracked in Google Analytics, so you can keep tabs on just about anything. Your onsite content, user experience, and device functionality may all be tracked to see how well your internet marketing initiatives are working for you. You can see what is working and what isn't by looking at these numbers. An organization's business model may be altered after it has identified the site's flaws. Improve your website with help from analytics from Google. Every page of a website must have a snippet of JavaScript code added by the website owner in order for Google Analytics to work. These "page tags" are called the Google Analytics Tracking Code.

AdWords:

As a result of the use of Google AdWords, organizations can pay to have their websites appear at the top of search engine results pages (SERPs). Based on keywords, you choose to advertise your brand. Ads are shown to people who search for specific keywords. For the terms you select, your ad will only be shown. Each time one of your advertisements is clicked on, Google costs you a fee. They also track impressions, which is the number of times your ad has been shown to a user who has searched for the keyword you're advertising for. Click-through rate or CTR is calculated by dividing the number of clicks by the number of impressions. This is the percentage of people who clicked on your ad and ended up on your promoted page. AdWords can be likened to an online auction house. You decide on a budget and a bid. The bid determines how much you're willing to pay for each click on an ad. To decide the order of paid search advertising on the SERP, Google employs the Ad Rank statistic.

AdSense:

As a result, Google AdSense has become an increasingly popular method for websites of all sizes to monetize their content through advertising. By the click or by the ad impression, AdWords advertisers

are charged by Google (PPC). AdSense publishers receive a portion of the money from Google. Google

AdSense

in contrast to the graphical content that was dominant in the advertising scene when it was released in 2003. This decision was made in part because Google wished to reduce the intrusiveness of adverts and to improve page loading times while also eliciting more favorable marketing responses from site visitors. AdSense is an easy and free way to make money online by displaying tailored adverts next to your content. Displaying relevant and interesting advertisements to your site visitors is easy using AdSense, which also allows for full customization of the ad's appearance and feel to complement your website's design. Owners of websites and bloggers who use Google ad sense can make money from clicks that drive traffic to their sites. While reading an article on autos, a person more likely to buy fashion accessories than a person reading an item about automobiles. Advertisement impressions supplied to over 1 billion people every month reach more than 90% of the world's internet users.

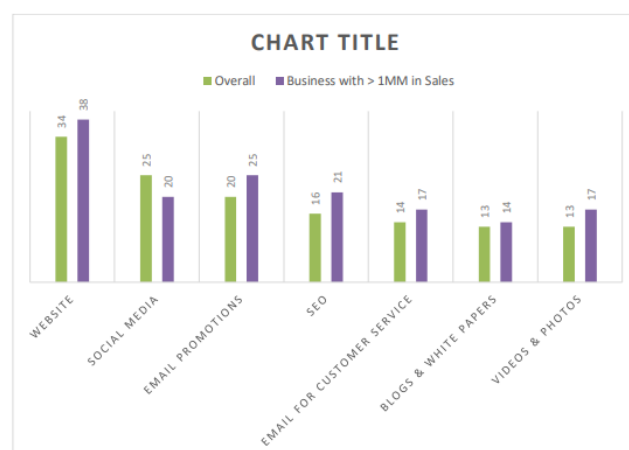


Figure 1: Comparing the effectiveness of different E- marketing strategies

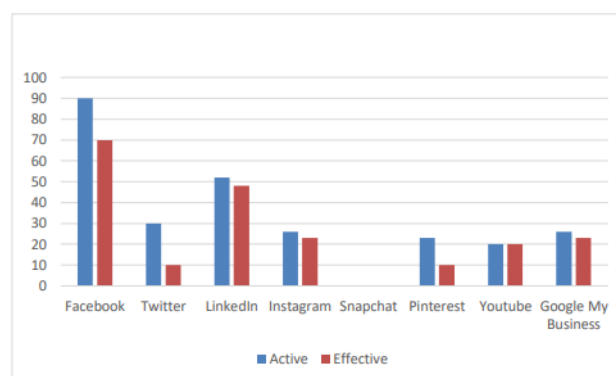


Figure 2: Different Social Media Platforms

IMPACT OF INTERNET ON MARKETING

To put it mildly, the marketing toolbox is changing in an uncomfortable way. Increased interest in direct and data-driven methods for marketing, the advent of computerised sales force management and the fast growth of online resources all point to a possible need for a new definition of direct and database marketing. For venture investors and technology businesses as well as students at business schools who are conscious that their investment in the development of their personal abilities may have to pay off in a changing environment, new ways of market making are a special interest. Marketing ideas and techniques are adapting to become more personalised and sensitive to the unique needs of each customer by using new technology.

Strategically exploiting these prospects for creating more desired goods and services, building brand equity, and boosting revenues and profitability is the current issue confronting businesses (Tarafdar 1998). Marketers and salespeople may take use of the Internet's vast reach because of the large audience it delivers. Low-cost access to international markets is possible. Marketing expenses in foreign countries may be drastically lowered or even removed entirely. Customer service may be available round-the-clock over the Internet. Internet-based interactive e-mail systems may be used to provide services. This is a time and money saver for everyone. Data from the marketplace may also be gathered on an ongoing basis, and in many instances, in real time. Interactive questionnaires on the internet may be used to test out new goods and services. Using this information, marketers may better position their items in the market by identifying and segmenting customers.

COMPARISON OF DIGITAL MARKETING WITH CONVENTIONAL MARKETING

Expenses: Companies invest a significant amount of money to develop their image in order to generate everything via their transactions or administration. At the mid-term, web marketers must spend much more money than offline marketers in order to cover expenditures such as inventory, salaries, rent, and other overhead. If you're looking for a less expensive alternative to more traditional forms of advertising like television, radio and print publications, consider using search engine optimization (SEO), social media advertising or a web robot.

Exposure: Progress made offline is constrained in some way. The greatest severe exposure is never guaranteed in this manner. You can do anything you want on the internet because there are no boundaries. He finally gets the shot he's been waiting for. They don't need to put up retail stores nearby to make an all-inclusive product. Having a significant stock or database of raw materials isn't necessary.

Suitability: On the internet, there is no time limit. Customers come to their website to buy their products and services on a regular basis. They may only wait for offers or consumers in the offline mode if their point of sale is currently open.

Personalization: To a certain number of consumers, modifying offers is nevertheless a challenge for the time being while online undertakings and customers' buy histories are being studied. They may rely on personalization to help them grow their company on a consistent basis. In the same way, they may be able to emphasize a certain group of people for a particular development. Furthermore, it's difficult to implement these sorts of methods in a large number of independent sources. Small firms may make good use of digital marketing concepts.

Social Media Influence: Online shops may be built using a variety of social media platforms. Furthermore, social media may be used to build a large following for an online shop. In the same way, if they are providing the greatest services/products, people would spread the word about them without advertising. People start discussing their internet businesses either explicitly or by way of inference. It will not only expand their activities, but it will also allow for more transactions.

USE OF INTERNET MARKETING IN SERVICE PROVISION

Nine consumer-valued characteristics were taken into account. Many factors contribute to the user's overall satisfaction with an online booking service. These include the ability to purchase all travel services in one transaction and sorting options, as well as the convenience with which they may locate affordable rates. They find that inexpensive fares were the key inducement for customers in light of all of these factors. In the end, writers chose not to include direct marketing by airline firms as a comparison since an airline company might be motivated by the need for additional services in order to compete with travel agents. Their conclusion on whether or not cheap fares alone are the motivating factor for customers to choose one airline agency over another would have been enhanced had they made this comparison. Companies who offer services over the internet will benefit from this article. Depending on the quality of the company's service, one or more of these characteristics may be more important than the others. Security will be a top focus for online financial services in the future.

CONCLUSION

The study began with the goal of analyzing the various types of marketing. According to the

findings of the conversation, the most critical part of E-marketing is building relationships with customers. How to build a strong relationship with your customers has been outlined in the engagement ladder. According to the findings of the study, organizations must create an excellent platform in order to make efficient use of E-marketing. Integration with the E-platform has become increasingly vital in the current situation. As a perfect example of the current E-isation tendencies, newspapers have made the switch from print to digital. E-marketing research and practice is improving as technology advances.

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