

E-MARKETING**Dr.Parashram Gangadhar Kandekar***Principal, Sharda College, Sinnar Tal- Sinnar Dist- Nashik***Dr. Gauri Durgadas Rathi***Asst. Prof., Mahatma Gandhi Vidyamandir's Samajshree Prashantdada Hiray college of Management and Technology, Panchavati, Nasik***Dr. Nilofar Anwar Shaikh***Asst. Prof., Sharda College Sinnar Dist Nashik***Abstract**

The purpose of this conceptual paper is to discuss four main different tools which are: mobile marketing, E-mail marketing, web marketing and marketing through social networking sites, which use to distribute e-marketing promotion and understanding their different influence on consumers' perception. This study also highlighted the E-marketing, marketing through internet, mobile marketing, web marketing and role of social networks and their component in term of perceptual differences and features which are important to them according to the literatures. The review of the research contains some aspect of mobile marketing, terms like adaption, role of trust, and customers' satisfaction. Moreover some attributes of marketing through E-mail like Permission issue in Email in aim of using for marketing activity and key success factor base on previous literatures.

Keywords: *E-marketing, internet marketing, mobile marketing, E-mail marketing, web marketing.*

1. Introduction

As we move into the twenty-first century, the way that firms and companies do business has changed, furthermore, it is readily apparent that such changes are attributable to the advent of the Internet (Ainin and Noor Ismawati 2003). The economy of the world nowadays is transitioning from an economy that is just related to goods to an economy in which value creation, employment and economic wealth is very important. An overview of the Internet shows that this phenomenon is not only a networking media but also a place for consumers to conduct their transactions on the global market. The speed of innovation increases day-by-day, and this era has the highest rate in the speed of the enhancement of technology in comparison with any previous era. Undoubtedly, usage of the Internet and computer has an important influence on this issue. Nowadays, we can easily see that for many people use of the Internet and computer devices, smart phones as well as emails and even logging on to social media sites like Face book, LinkedIn or twitter has become an essential daily need (Raad, Yeassen et al. 2010

2. Internet Marketing.

From April 1995 to ending April 2000, was known as dot.com boom. During this 5 year period hundreds of businesses tend to use internet as a primary means of doing their transaction with their consumers and declare themselves in public offering. Consequently many of the firms terminated their operation and many others try to exist with adequate business change. This subject focused by so many researchers as considerable attention issue in business world and obviously

creates scholarly activity as well as other research. Meanwhile e-tailers develop and introduce new internet base marketing aspect and as a result new world for marketing. Internet marketing as a part of e-marketing developed about websites for business to robust and rescale their traffic, advertisement industry ,auction oriented site like eBay have been grown through word of mouth, beside customer relation management (CRM) also gets better situation and its emphasizes gets more on personalization much more easy than before, unless the unite concept of E-marketing has not appeared (Kalyanam and McIntyre 2002).The potential of using internet has been documented so many times in so many journals and also in so many researches. On the other hand both successful and unsuccessful marketing through internet has been published too; moreover there is no specific method and rout for manager that prove for them obeying that particular way will bring for them successful business by internet unless they put large investment and take the risks in this way in case of facing to their current channels of distributing their market. One of the major issues in this subject is product characteristic which plays important role in marketing through internet and the way to promote this product to the consumer. Internet marketing in recent decade has very huge movement forward, many companies all over the world mainly use internet for advertisement or corporate promoting activity beside not many companies fully utilize their system with recruiting the power of internet in business as new channel of doing transactions.(Kiang, Raghu et al. 2000).

1. As a channel for communicating
2. As a channel for doing the transactions
3. As a channel for distributing

3. Mobile Marketing

Mobile phone nowadays have become a product that every generation and mostly in any age people have on the other word this product became one of a handful of customers production and have majority of global acceptance in short period of time. Mobile phone became a central utility that customers need in their lives and youth and teenagers are not exception. In this among the widespread of adaption on this device create significant opportunities for marketer to use and increase their awareness and build connection between them and customers. This ability makes mobile as huge marketing tool for firms to serve and reach to customers anytime and anywhere (Persaud and Azhar 2012). Mobile marketing have become a two way or multi way communication device for the firms to build connection with their customers. Beside in such surge of usage of mobile devices in these days and the speedy growth of mobile application in market, the set of using this device to increase market profit and increase core competency for the firms has been become initiative way for both marketers and also firms which want to use this device in their marketing attributes (Shankar and Balasubramanian 2009).

4. E-Mail Marketing

Internet users send and receive a majority of emails daily or log to chat with their friends or with selected group of people with common interest over internet. People also use internet to web surfing or gathering information but the issue that all managers should know is that e-mail is the most usable media in the internet environment. Potential of e-mail in marketing aspect is not under veil and all the firms and companies always tries to prepare a list with their customer. e-mail as a source for preparing data and information both in customers mind and business owners was relatively attractive. Robert Hicks who is president of DM groups in a firm in Aurora have an idea about e-mail marketing and believes: "The ability to track information and define mailings is phenomenal. The ability to define potential consumers is fantastic. You deliver an e-mail message, in a couple of hours instead of a couple of weeks, at a CPM of \$75 per page and get a 5 percent response in 72 hours. The cheapest carrier route is about \$145, and the results aren't comparable". Some researchers explain about user group as a self selected group of people with common interest such as car, travel and so on. Researchers believes that user group in e-mail marketing is useful term to categorize base on

community which they are interested in that provides for business to send email to right customer and satisfy that specific customer needs and wants (Jackson and DeCormier 1999).

1. Rising sale communications and conversations between firms and customers, in that mostly customers would not do their purchase in the first web visiting.
2. Create expense decreasing in repetition sales, means that firms by using e-mail can reduce their expenses in sale time and no need to pay again for customers `notification.
3. Introduce and create notification about new products and services for customers.
4. Help the firms in achieving feedback from the customers easily.

5. Web Marketing

History of using web in commercial and use of digital technology to enhance and develop marketing attributes refers to 1994. There are so many evidences available that various organization attempt to recruit this phenomena to increase their core competency among other companies (Adam, Bednall et al. 2011). Another research mentioned, Since 1997 that internet commercialize in the world, marketers tend to use internet as medium which was cheaper and has greater capability in compare of other tools and platforms which they were using priory to distribute information and media in terms of global market.

1. Advertiser provide and built structure and content of advertisement
2. Consumers processes some or all the advertisement content
3. Long lasting communication effect is the role of advertisement which contains mind-set of advertisement or communication effect of issues like brand awareness, buying facilitation and belief attitudes intention .

6. Social Network and Social Media Marketing

Social media and doing marketing activities according to Berthon et al (2012), is an opportunities that comprises text, Images pictures, video and networks for both customers to customer and firm to customer. Base on that research text was the first social media that initially mentioned in blog. In addition, to illustrate some of these social networks and Micro-blogs, Twitter can be named as one of social networking site that make this option for user to read and write short massages that are limited to specific character to write or Flickr as a site which allow users to share their photo and their massaged in image format (Berthon, Pitt et al. 2012). Kaplan and Haenlein (2010), defines social media as "a group of internet-based application that

build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan and Haenlein 2010). Another researcher mentions social media as a real power of make all connected (Hanna, Rohm et al. 2011). interaction between individuals and entities such as firms, organizations and companies gets easy and disseminated. Social media are very popular and very easy to access that push the ability of businesses to interact, reach and create relationship with large number of customers (Brogan 2010). These channel use internet service to change one to many dialogues to many to many dialogues that help the individual from being only a content user to content producer. In other word this can be consider as a tool which involves individuals to entire of the firms entity and become a part of it and by this relationship which is created by this fortune, firms and organization can enhance their quality, bring awareness about their promotion and also understand customers needs and want (Berthon, Pitt et al. 2012).

7. Conclusion

This research presented a conceptual underpinning of four different tools that firms may use in their marketing aspect to enhance their service and quality for their customers. Synthesis of relevant literature in aim of summarizing the key success factor of each parameter which presented in this paper is the target of this research. This review reveals advantages and issues related to each of the tools which were mobile marketing, e-mail marketing, web marketing and marketing through social network sites (SNS). By reviewing variety of relevant literatures, this research can conclude that there are many tools that firms can use to distribute their promotional messages and create awareness for their customers. Weblogs, wikis, podcasts, videos, pictures or etc are some examples of social networks, combination of text, image video and etc all and all can help the firms to enhance their productivity and by using this capable option they can create value for their customers. Social network sites also facilitate the relationship between firms and customers and by using this phenomenon companies can understand needs of their customers

and also figure out the weakness and strength of their product in electronic world of mouth or customers comment and ideas (Berthon, Pitt et al. 2012). According to literature many firms using so many tools to create relationship with customers moreover understanding which type and tool is more effective can be very important factors to help firms in enhancing their sale profitability and using which type in their marketing strategy. Future study of this research could be analyzing the preferences of people of specific region or country to have better understanding of perception of people of that specific area to utilize the electronic business according to their preference and taste.

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