



**A CONCEPTUAL STUDY ON E-MARKETING AND IT'S OPERATION
ON FIRM'S PROMOTION AND UNDERSTANDING CUSTOMER'S
RESPONSE**

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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 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 factors. The paper is concentrated on the how the organizations using the E-marketing technique in promoting their product, advantages, problems are highlighted. It is also taken into consideration about the consumer's response to the advertisement, the use of digital marketing in reducing the advertisement expenses of the organization. It also aimed to find out the response and understanding of viewers about the advertisement in digital media, is the media reaching the expected audience or viewers and their perception about the product, and advantage of E-marketing, on line selling of new and innovative products.

Keywords: E-marketing, internet marketing, mobile marketing, E-mail marketing, web marketing, digital marketing



INTRODUCTION

A 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).

In global view, Electronic Marketing (E-marketing) mostly defines as new attitude and modern realistic involvement with marketing of goods, services, information and even ideas via internet and other electronic means (El-Gohary 2010). By reviewing literatures about this subject one of the main impediments is unclear definition from the researcher and authors about E-marketing, -commerce, E-business and internet marketing, Most of the researcher misused the meaning of these four and may use E-marketing E-commerce, E-business, and internet marketing as equal meaning with different wording which is not correct. E-marketing has broader scope while internet marketing just refers to internet thing like world wide web (www) and electronic mail, while E-marketing include all above plus tools like mobile phones, intranet and extranet and etc. On the other hand E-business and E-commerce have even broader scope in compare of E-marketing. E-marketing strategies involve existing utilities and combine them with communications and also data network to create a relationship with the firm and it customers by the communication happen in internet environment. E-marketing provides so many opportunities for the firms. One article briefly mentioned similarity modern era with agriculture era and



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declared: In agriculture era people tend to buy their needs from the stores which were close to them as recently even in developing countries people tend to do so .In this structure marketing transactions were related to customer and their initial adapted needs, this system shifted from this structure especially after world war II to

modern marketing which is much more organized and product especially initiated ones first manufactured and then marketed by the marketers. To make story short E-marketing is very similar to marketing in agriculture era but with much more decreases in cost (Sheth and Sharma 2005). E-marketing involves using information technology which applied to traditional marketing practice. E-marketing tries to hasten the marketing efficiency and its effectiveness in way of traditional marketing was undeveloped in them. Consequently, electronic marketing and all its strategies added customer value further than what traditional marketing could gain. E-marketing in point of view of e-business begun to enhance and reinvent the mean of traditional business beside internet played vital role in this process. Marketing through electronic devices lied at the main part of integrating information technology and marketing attributes. Add value to products, increase quality of services create facilitate relationship between firms and customers and have better concept about the market place and etc are all options that have been offered by this almost new phenomenon of doing business (Tehrani, Majid nik 2008).

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



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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). Reviewing literature about E-commerce shows advantages of internet as a platform to sell the product which can be classified into three major functions:

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

Moreover; ability of serving transaction and physical distribution can be notice as a unique ability that firms can find in this phenomenon (Kiang, Raghu et al. 2000).

Marketing over the internet create a basic changes not only in business but also in customers` behavior. Marketing provide a unique platform for the firms to understand the need of the customers and make the customers free from the time and place. It also reduces cost by omitting unnecessary transaction cost. (Sheth and Sharma 2005).



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Integrating competitive strategies and internet is progressively becoming crucial factor for firms only in physical market place but also in electronic environment. Recruiting internet in this competitive environment creates some changes that illustrated in below:

Changes on development of relative emphasis on traditional channel:

- Providing a lot of information for the customers about any product
- Create communication between firms and customers
- Create customer promoting awareness
- Create facilities in doing transactions
- Helping in distributing product and service
- Digitalizing product

Direct marketing, Strategic association and Leading marketing are three main parameters which have greater changes in marketing development.

Development in leverage of:

- Innovation
- Customization
- Expansion

Development of potential that internet contains to follow new business model and strategies which firm may apply on their business to compete in competitive environment (Varadarajan and Yadav 2002). Below four tools which are mostly use for electronic marketing describe in detail and discuss about their components

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 teen agers are not exception. In this among the



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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).

Barnes and Scornavacca (2004), noted this issue that majority of research and most of the marketing techniques that in term of mobile marketing would be use to reach to customer are SMS base marketing or use push base practice, on the other hand technology of smart phones can open a wide range of marketing aspect for marketers to use it in beneficial way. E-wallet and RFID integrated to smart phones and marketers can use huge marketing innovation by considering this integration which was not available in classic type of mobile phones. There are so many applications like Amazon price check list or many similar applications that can enhance quality of delivering information to customer and also rise up customers` awareness (Barnes and Scornavacca 2004). Base on Persaud, A., and Azhar, I. (2012), talking and text massaging were initial capabilities that have been offered by classic phone but nowadays using smart phones like iphone or Blackberry with wide and high resolution screen contains various abilities like web browsing, so many applications, games and so on and marketers can use all this advantages in term of marketing aspect by offer data and encouraging them to use their smart phones in various way and more often (Persaud and Azhar 2012).

VALUE OF CUSTOMERS IN MOBILE CONTEXT

Value of customer in every business is a vital factor beside businesses always seeks ultimately to understand needs and want of their consumers better. Mobile medium base on its ability provides value in consumers`perceptions. Issues like “always be with the customers” or “always on device” are subject that investigate relationship in perceiving value and precursor in mobile



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context (Varnali and Toker 2010). Other literature mentioned mobile service formerly use for convenience and usefulness is not the main concern (Kim, Chan et al. 2007). More over its found that influence of fun aspect of mobile is much more stronger than utility attribute of this device. This subject is much more visible among mobile users who have lower internet experience and lower trust of mobile technology (Bauer, Barnes et al. 2005).

MOBILE MARKETING ATTITUDE

Although adoption determinant the attitudes toward mobile advertisement and promotions which declared by them but several examples and articles demonstrate the strength aspect of mobile in entertainment and delivering information value (Bauer, Barnes et al. 2005). Haghirian and Inoue (2007) investigated in Japanese consumers' attitude towards advertisement in mobile device and found out credibility of information have the greatest impact in Japanese attitude (Haghirian and Inoue 2007). Another literature demonstrate strong relationship between consumer intentions and their attitudes in term of using mobile in business (Okazaki 2004). Chowdhury and Pavin. 2006 found that price-conscious and involving customers in this subject have positive attitudes toward mobile advertisement, coupon that contains discount and even banking activities and mobile banking tools, also respondent among consumers without fixed line internet access differ from those who have in term of attitudes toward mobile ads, shopping and leisure activities (Chowdhury, Parvin et al. 2006).

ADOPTION AND ACCEPTANCE

Articles which can be classified under this category generally focus on mobile marketing acceptance determinant. These articles mostly argued about acceptance of mobile marketing message in dependant of some factors like customers' predisposition, inclinations, individual perception and attitudes (Varnali and Toker 2010). Moreover some articles discuss about demographic factor in accepting Mobile marketing message (Bigné, Ruiz et al. 2007); (Hanley, Becker et al. 2006); (Suoranta and Mattila 2004). Beside factors like social influence (Kim and Zhang 2010); and cultural dimension (Gressgard and Stensaker 2006); (Sultan and Rohm 2008) plays important role in this aim. Research level about this subject is plentiful and issues related



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to demographic and gender differences, among most of them are controversial subject (Varnali and Toker 2010). According to Harvey Tanakinjal et al (2010), television was the first screen that people used to get information which has been provided for consumers by marketers, after that internet became another screen to fulfill this need. E-commerce brought another screen which calls the third screen for getting information in tem of increasing information and awareness of the customers which is Mobile marketing. Mobile medium as new marketing channel that mostly in literatures known as m-marketing creates a mean for companies to expand their market share with using this device. Target message also is another capability of mobile marketing to target more effectively in compare of present mass media. Marketers notice mobile marketing as a way of doing marketing as potential way which help them to communicate with customers in appropriate manner (Harvey Tanakinjal, Deans et al. 2010)

ROLE OF TRUST IN MOBILE MARKETING

Despite the incomparable abilities of mobile service and facilities that it has provided for business world, trust issue is a major complication in mobile loyalty and service development. Researched shows that many customers are not feel comfortable with the messages and idea with declared by mobile or wireless device (Varnali and Toker 2010). Karjaluo, Lehto in 2008 mentioned positive impact of trust in relationship of attitudes toward mobile advertisement and intention of messages which receive to customers (Karjaluo, Lehto et al. 2008).

Zhang and Mao (2008) mentioned two finding about consequence of trust in mobile messages that send to customers:

- Recognizing ease of use and psychological disposition have significant influence in trust for advertisement which declared by mobile device.
- Trust increases behavioral intention in accepting SMS ads directly and indirectly in order of increase usefulness of messages which contains advertisement (Zhang and Mao 2008).

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



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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 ailings 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 De Cormier 1999).

E-mail marketing as the most cost effective tool in internet marketing has been mention in so many studies; in addition high rate of response from this tool has made this tools and tactic as interested criteria of so many studies and researches. In year 2000, 61% of united state company use email as a tool in term of marketing tactic and estimated this amount gets higher day by day (Jackson and De Cormier 1999; Rettie 2002);(E-Marketer 2000).Email marketing base on the definition is one kind of direct marketing tactic in term of using electronic devices to enhance the quality of service also increase customers attention and awareness which with no doubt brings more return for the firms and businesses in gaining profit. Email marketing can be considering as an electronic mails which deliver commercial massages to Email users and customers. This tactic is one the oldest and also one of the most effective tactics in E-marketing. Minimizing expenses with maximizing sale is unique fortune which can exist through this tool. Base on the finding of Salehi and Mirzaei, recruiting a good email marketing massage can be helpful in (Salehi, Mirzaei et al.):

- Rising sale communications and conversations between firms and customers, in that mostly customers would not do their purchase in the first web visiting.



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- 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.
- Introduce and create notification about new products and services for customers.
- Help the firms in achieving feedback from the customers easily.
- ` Push customers to do offline purchase

Mostafa Raad and Norizan Mohd Yeassen et al, 2010 in their paper describe e-mail marketing as one the best techniques for advertisement for online businesses. Majority of internet users especially e-mail user that day by day getting increase rapidly push the businesses to use this ability in their business and particularly in their marketing aspect and advertisement attributes. Those researcher explore E-mail marketing as a exclusive way for doing the marketing which is cheap to enroll and easy to access and as paramount dimension introduced that as the most effective way to gain return for firms by internet marketers (Raad, Yeassen et al. 2010).

Many authors have discuss about E-mail marketing and its advantages, some authors describe that as a permitted relationship between marketers and customers to provide wealth communication (Jackson and DeCormier 1999) or other researcher define as a “internet’s killer application” in that specific email can be modified, targeted and even track by the marketers (Wreden 1999) .Peppers and Rodgers in year 2000 illustrated as invaluable tool in internet marketing that has high rate in response and also low cost in distribution and this two wonderful ability have made this tactic rapidly the most useful term in marketing through internet (Peppers and Rogers 2000) and some other believes that e-mail marketing can be useful in achievement or maintenance benefit for firms(Rettie 2002).In this among achieving permission to delivering messages and e-mails to the customers have arisen a new term in marketing which called “permission marketing”. This phenomenon of direct marketing provide this occasion for both customers in term of to be marketed volunteer beside for firms and companies, this fortune make the process of direct marketing easy to have better understanding about the individual interest and personal characteristic of their customers (Milne and Gordon 1993) .Sterne& Prior in year 2000, introduce the main key of permission marketing as unique way for understanding customers base on their interest and this 2000).



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E- MARKETING SATISFACTION

According to Kaan vernali and Toker, in compare of adaption and acceptance of e- service context, satisfaction and loyalty not often been studied (Varnali and Toker 2010).Recent research shows relationship between value perception among customers and multimedia service which has been added to mobile service. Commitment to use same provider directly creates influence on commitment among customers; on the other hand emotional and value which perceived by MMS content indirectly enhance satisfaction and commitment. In addition quality of information which declared by e-device (factors like quality of connection, context, interaction and content) have significant impact in customers` satisfaction (Chae et al 2002).

Surprisingly, design and aesthetic in electronic interface are focused lesser than other factors and few articles discuss about impact of beauty and design of the message in electronic marketing (Varnali and Toker 2010). Conversely this factor in web sites has significant impact in E-commerce. Loyalty among internet user strongly depends on design and web content and this factor has important role in visiting particular website again and again by online customers. Studies over internet demonstrate that customers who are satisfied with the design would exhibit E-loyalty behavior in internet environment (Cyr, Head et al. 2006).Even though considering this issue that study about aesthetic, beauty and design in mobile content also level of research related to this issue is still inadequate and future studies will be valuable (Varnali and Toker 2010).

E-MAIL MARKETING SUCCESS FACTORS

Email marketing in term of cost effective tool and cheap instrument of doing marketing via internet is the main factor mentioned before in this study, on the other hand high number of responses in compare of other tools in internet marketing also argued by researchers. Short turnaround means send E-mail from firms and receive response from customers has been also mentioned by researcher(s). Advent of web pages, HTML, combination of video and audio together in web service and using them in marketing all are the scope of creativity and source



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of new idea in marketing aspect via internet that provided for the firms have created factors that push this medium as successful one (Rettie 2002). Email in year 2000 mentioned as new medium and customers reply to marketing activities is likely to be unfavorably affected by rising traffic volume (Rosenspan 2001). Ruth Rettie in 2002 invested in UK to support some hypothesis and by analysis of his/her data collection which was among 30 campaign, supported following hypothesis base on findings that gives successful factors which are important in E-mail marketing:

- E-mail subject is very important to increase customer respond, more attractive subject brings more respond
- E-mails with more attractive incentive gets higher response
- Length of the email has inverse relation with customer response rate
- E-mails which contains image(s) in their entire get more response rate

Conclusion

This research presented a conceptual underpinning of three 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 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.

Mobile devices and marketing through mobile recently by introducing smart phone have changed and these enhancements in technologies especially in mobile devices brings so many advantages that most of the firms have used moreover issues like acceptance and adoption, role of trust in this phenomenon and customer satisfaction are mostly discussed in relevant literatures, also considering this issue that study about aesthetic, beauty and design in mobile content also level of research related to this issue is still inadequate and future studies will be valuable



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E-mail marketing is the most useful tool in internet and also the most cost effective phenomenon in electronic marketing for firm and businesses. Permission issue as a important factor in scholars declared that responses to those messages that already got admission from the receiver have better result in compare of those which will be considered as spam messages E-mail marketing because of cheap instrument, being cost effective and majority of respondent is consider as a unique way of distributing promotional messages and creates value for firms' customers. E-marketing is becoming one of the important marketing tools to buy or sell the products, it also saving the time and money for the customer. E-marketing giving wide scope for the customer to see and select the products and services offered by the company's and it also enabling the customer to take decision in right time, right product at right price. E-marketing is an evolution and revolution in modern market.

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