CHAPTER TWO

E-MARKETING

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CHAPTER TWO E-Marketing

2.1: AN INTRODUCTION:

The word marketing has two distinct meanings in modern management practice. It describes marketing as the range of specialist marketing functions carried out within many organizations. Such functions include Market Research; Brand/Product Management; Public Relations, and Customer Service. Such a philosophy encompasses all aspects of a business. Business strategy is guided by an organization's market and competitor focus and everyone in an organisation should be required to have a customer focus in their job (Chaffey ,2001)¹.

The Modern Marketing concept unites these two meanings and stresses that marketing consists of the range of organisational functions and processes that seek to determine the needs of target markets and deliver products and services to its target customers and other key stakeholders viz., employees and financial institutions (Houston, 1986)². Increasingly, the importance of marketing is being recognized both as a vital function and as a guiding management philosophy within organizations. Marketing has to be seen as the essential focus of all activities within an organisation (Valentin, 1996)³. The marketing concept should lie at the heart of the organisation, and the actions of Directors, Managers and Employees should be guided by its marketing philosophy. Modern marketing requires organizations to be committed to a customer orientation. All the parts of organization should co-ordinate its business activities to ensure that customers needs are met efficiently, effectively and profitably. Marketing includes activities traditionally seen as the sole domain of Accountants, Production, Human Resources Management (HRM) and Information Technology (IT). Many of these functions had little regard for customer considerations. Increasingly, such functions are being re-oriented, as evidenced by the importance of initiatives viz., Total Quality Management (TQM); Business Process Re-engineering; Just in Time (JIT), and Supply Chain Management. Individuals' functional roles are undergoing change, from being solely functional to having a greater emphasis on process. Individuals are therefore being encouraged to become part-time marketers. Processes have a significant impact on an organization's ability to service its customers' needs (Jaworski and Kohli, 1993)⁴.

The revolutions in communications have changed the way people conduct businesses today. Because of the rapid proliferation of the Internet, the World Wide Web (WWW) and Electronic Communication have created a fast growing new electronic channel for marketing. Internet and other electronic Medias are playing very important role in conducting marketing activities due to its unique characteristics as a market and as a medium.

In marketing terms, Internet is a new medium to which new different marketing issues may apply when compared to existing commercial activities. A potential customer can easily access and compare the websites of different organizations in order to finding information or for entering in to transaction such as buying of a given product or service (Harridge-March, 2004)⁵.

The media portrayal of Internet suggests that it is merely an alternative channel for traditional advertising or only of relevance for online shopping of Books or CDs. Internet can be readily applied to all aspects of Marketing Communications and need to support the entire Marketing Process. e-Marketing imperative is also indicated by research in Financial Services; Media and Entertainment; Consumer Goods, and Retail Organizations. It shows that online or e-marketing has become a significant part of the Marketing Mix in most of the organizations. Internet Enabled Electronic Commerce has grown very rapidly. e-Commerce technologies have fostered unprecedented range of innovations in business structure; allocation of wealth, and indeed of the fundamental definitions of Commerce. Marketing Channels direct the businesses in electronic commerce.

These are the systems of independent organizations and technology that make products and services available to the customer or clients in a useful and accessible form. The marketing channels can be classified into three types viz., Business to Consumer (B2C); Business to Business (B2B), and Closed Group Network Channels (Youcheng Wang,2008)⁶.

Internet can be applied by companies as an integral part of the modern marketing concept, since can be used to support the full range of organizational functions and processes that would deliver products and services to its target customers and other key stakeholders. It is a powerful medium of marketing communications that can act as corporate glue to integrates the different functional parts of the organisation. It facilitates information management, which is now being increasingly recognized as a critical marketing support tool for strategy formulation and implementation.

The future role of Internet should form part of the vision of a company since its future impact would be significant to most of the businesses (Jaworski and Kohli, 1993)⁷.

2.2: E-MARKETING: A CONCEPTUAL REVIEW

In Marketing, Internet is a new medium to which new different marketing issues may be applied when compared to existing commercial activities. A potential customer can easily access and compare the websites of a large variety of organizations in order to find information or to undertake a transaction such as purchasing a given product or service. In order to attract and retain customers via Internet, an organization needs to make their website as straightforward and appealing to use as possible otherwise potential customers may simply go to another organisation's website (Harridge-March, 2004)⁸.

e-Marketing has been described as using of Internet and various other Interactive Technologies to create and mediate dialogue between the firm and its identified target customers. The Consumer Goods Company or Professional Service Organization shall develop an Internet based system to actively communicate and interact with its target customers or clients (Roderick J. Brodie, 2007)⁹. e-business is the use of electronic means and platforms to conduct a company's businesses. The large numbers of companies now have setup websites to inform and promote its offerings.

e-Commerce facilitates online offering of companies' products. It has given rise to terms like e-Purchasing and e-Marketing. E-purchasing is related with companies' online buying of required inputs, services and information from suppliers.

The Table Number 2.1 given as below provides an example of Emerging Business Model.

The Emerging Business Model which gives detail about change in Business Market transaction.

Sr.No.	Participants	Industrial Age	Digital Age
01	Companies	Inwardly Focused	Extended Enterprises
02	Customers	Limited Access to manufacturer	Direct Access to Manufacturer
03	Suppliers	Arm's-Length Relationships	Electronic Relationships
04	Intermediaries	Stand-alone Entities/ Separate	Extended Enterprises
		Process	Links/Shared Process
. 05	Employees	Hierarchical and Functionally	Empowered Team and Across-
		Managed	Functionally Managed

Table Number: 2.1: The Emerging Business Model

Source: S. K. Sharma,2001¹⁰

For the spread of e-business in future factors like Advanced Digital Economies; Technological Innovation; New Legislation, and Private Sector Leaderships in all different regions can play an important role.

e-business is companies' companies' efforts to inform, communicate, promote and sell all its products and services over Internet. The e- term is expected to be dropped eventually when majority of the business practices would become online (Philip Kotler, 2003)¹¹.

e-markets can be described as Electronic Trading Communities made up of buyers and sellers with common needs. One can find virtual e-markets for variety of products viz., Agricultural Products; Electricity; Steel; Computers; Industrial Products etc. Some e-marketers offer products exclusively at fixed prices whereas few others follow policy of charging flexible pricing, and it is also being supported with use of auctions or alternative exchange mechanism. Some of the

e-marketers also facilitate issuing of Requests For Proposals (RFPs) for suppliers to submit bids(Patrica B. Seybold, 2001)¹².

It offers a wide range of supporting services viz., Procurement Approval Work-flow; Risk Management; Settlement Services; Conflict Resolution Services, and Logistics Services.

In the past, one could only imagine online marketplaces where buyers and sellers each could access to realize transaction but today one can also witness existence of e-markets with Customers' Building Products; Medical Records; Systems Configurations; and Inventory at their core. Customers' projects, processes, and supply needs are now the magnets that draw suppliers to compete and co-operate in dynamic e-market space (Ibid).

2.2.1: Electronic Market:

Internet has become a place where any firm can set up a Website in an electronic mall and can offer its products to millions of potential customers. The rapid rate of Internet adoption has changed the marketing landscape and has bought in variety of opportunities for marketers (Pollack 1999)¹³.

Electronic Market is a virtual trading area, where deals are struck on computer screen over a network. The shop front is a set of web pages, the selves equate to the catalogues where products are stored and displayed warehouse is the server. Electronic shopping is the most familiar form of e-business.E-commerce is doing business electronically across the extended enterprise. It covers in any form of business or administrative transaction or information exchange that is executed using any information and communications technology. e-business is a wider concept that embraces all aspects of the use of Information Technology (IT) in business. It includes not only buying and selling, but also servicing customers and collaborating with business partners.

Both e-commerce and e-business occur in both organizational environments, and consumer environments (Lewis, H.G. and Lewis, R.D,1997)¹⁴.

It is also important to integrate New Electronic Channels in the E-commerce Market. Many enterprises believe that innovative and successful application of electronic marketing and commerce will expand markets, motivate customers to pay higher prices and/or reduce costs of supply and overheads through greater competition. Some of the Electronic models are described as below.

2:2:1:(i)Broaker Model:

e-business may not have tangible presence. Its aim is to market a predetermined set of goods and services. A good business is distinguished by key features viz., Attractive packaging; Efficient delivery and Accurate payment handling

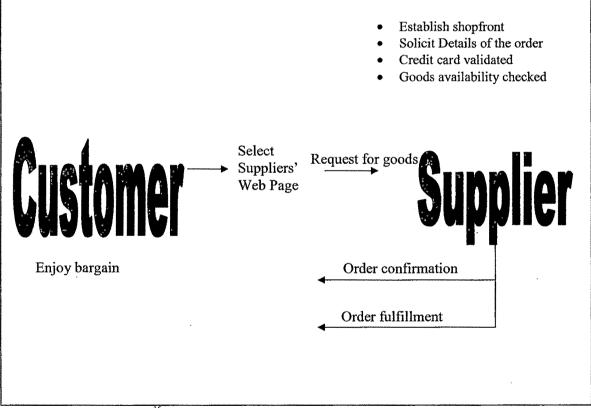
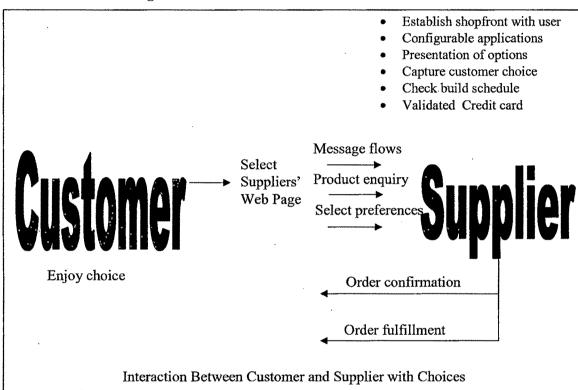


Figure Number 2.1: Broaker Model

Source:C.S.V Murthy,2007¹⁵.

2:2:1:(ii)Customization Model:

Object is more likely to be the selling of a customizable range of products to a mass market. Businesses should have online applications that should enable prospective buyers to adjust the basic product according to their specific needs and preferences.

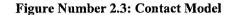


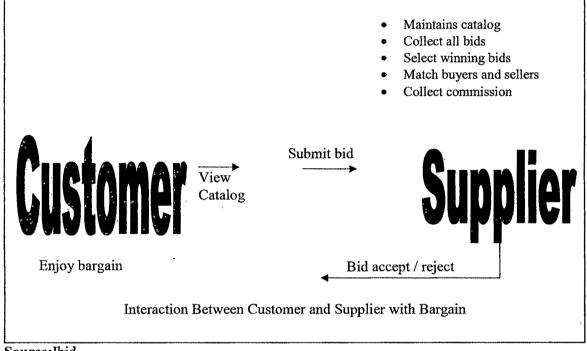


Source: Ibid

2:2:1:(iii):Contact Model:

It is between matching prospective suppliers of goods and services with buyers; a high volume business with speed and efficiency of all the electronic transactions as being the key point of differentiations.





Source:Ibid

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2.3: THE SCENARIO OF E MARKETING IN INDIA:

The Internet is changing almost every aspect of daily lives including Communication; Buying and Shopping of Products and Services. Evolving from a new communication medium into an innovative retailing medium, Internet is changing the world of retailing. Despite the impressive growth rate and optimistic outlook, there is compelling evidence to suggest that many consumers are still reluctant to purchase using Internet. The Internet as the primary on-line marketing channel is now overtaking the commercial on-line services. In fact, all of the on-line service firms now offer Internet access as a primary service.

According to Internet and Mobile Association India [IAMAI], Internet adoption has been rapidly growing in India, and at a record pace, citing the falling cost of Broadband. A rising demand for a e-Commerce, and adoption of increasing in domain registrations are few of the main reasons behind rapid penetration of Internet. (www.etcnewmedia.com)¹.

Some of the Key facts on Online Shopping are given as follows:

Electronic Data Exchange (EDI) and Electronic Fund Transfer (EFT) were introduced in the late 1970s. ATMs and Telephone Banking were introduced in 1980s. Online shopping was invented by Michael Aldrich in the UK in the year 1979. The world's first B2B transaction was recorded by Thomson Holidays in the year 1981. The first B2C transaction was by Tesco in 1984 and the online shopper was Mrs. Jane Snowball. (www.wikipedia.org)².

Although, an e-marketplace plays the similar role a like Traditional Marketplace, but it has a few important features that distinguishes it from Traditional Marketplace as follows.

First, e-marketplace can eliminate spatial restrictions. It enables geographically dispersed buyers and sellers to trade with each other as if they were at the same location. Second, it facilitates trading by reducing operating costs such as the buyer's search costs and the seller's menu costs. It can serve as an information agent that may provide buyers and sellers with information on products and other participants in the market. These features have been reshaping economy by affecting the behaviour of buyers and sellers (Lefebvre LA, Mason R, Lefebvre E, 1997)¹⁶.

Internet-based Business-to-Business(B2B) electronic markets represent an Inter-organizational Information System that facilitates electronic interactions among multiple buyers and sellers. electronic markets can also be viewed as Information Technology (IT) Facilitated Markets.

In electronic markets, buyers and sellers come together in a market space and exchange information related to price; product specifications; and terms of the trade, and a dynamic pricemaking mechanism that facilitates transactions amongst the firms. Electronic markets are becoming viable alternative to traditional markets and hierarchies. The commercial potential of electronic commerce across the globe is immense. Business-to-Business(B2B) electronic markets are the fastest growing electronic commerce phenomenon (Rajdeep Grewal, 2008)¹⁷.

To provide customers, with a consistently high quality experience over time and across a multitude of various touch points, two common behavioural segmentation variables are used by most companies viz. benefits sought such as e-mail as well as shopping and product usage based on how customers behave on Internet. Cyber segments can be divided according to access speed, time spent online, usage and occasion.

Usage occasionalization is a very useful tool for segmentation of group of customers based on how they are using Internet. Internet segmentation has been defined as the process of establishing, maintaining, enhancing and commercializing customer values by targeting at various segmentations through the strategic use of information, processes and technology across the whole of customer life cycle (Pawar, B.S. and Sharda, R. ,1997)¹⁸.

Many organizations have begun the process of electronic marketing with the development of websites in the form of brochureware or electronic brochures for introducing their organisations' products and services, but now it adds value to the full range of marketing functions. Another key aspect of Internet marketing planning is using Internet for what it is best suited that is reaching particular type of customers using innovative selling techniques.

Indian companies have steadily increased its level of marketing activity in the global arena. The Indian business arena has experienced rapid changes in the year 2008, with economic progress linked to the explosion in Information Technology (IT), accompanied by the globalisation-induced blurring of national boundaries by Marketing on Internet. In this environment, India has established itself as an outsourcing hub for major international companies such as IBM, General Electric, Hewlett Packard and many others (assets.wwfindia.org)³.

The following examples illustrate how some of the companies worldwide have built up customization to deliver e-experience to its target customers.

India was ranked third in terms of value of goods sold for eBay Inc in the Asia Pacific region in the year 2008. eBay offers opportunity for online selling of products across the globe including 670 cities in India. It imparts training to sellers on Internet. It claims to enjoy the highest preference of electronic marketplace users to trade on their portal in which was also to the tune of Rs 1,100 Crores with registration of 02 Million users. It provide services to more than 670 cities in India. The website of eBay has a listing of around 2 lakh products across 2,000 categories and has a customer base of about 2 Millions(www.indiaretailing.com)⁴.

Future bazaar is India's one of the largest online retailer. It is a subsidiary of future Group, a \$1.2 Billion holding company in India that operates Pantaloon Retail, and offers various products on Internet (www.emarketer.com)⁴.

In the 20th Century, India saw the emergence of e-tourism, its innovation and growth. It is because of electronic revolution and its utility where the tourists are more interested to get information on destinations, facilities, availabilities, prices, geography & climate etc. It has led to the development of e-commerce strategies in tourism industry and more services in form of online hotel booking, flight booking, car booking, Bus booking has came into forefront as online services provided by the big online travel industries like Makemytrip.com; Yatra.com; Travelchacha.com; Cleartrip.com; Ezeego1.com; Arzoo.com;Travelguru.com;Travel.indiatimes.com; ixigo.com; travelocity.co.in etc. On these websites, the travellers have wide option of exploring details of hotels, flights, cars, buses and other allied services. Online Travel is expected to offer big opportunities to different companies in India on Internet. It is projected to cross \$6 Billion in the year 2010.

Alibaba.com was the largest B2B portal in the world in the year 2008 It earned a revenue of US \$ 439.2 million.MakeMy Trip.com launched a scheme online known as Holiday Plus to offer the entire holiday experience to its target consumers. Cleartrip.com too has launched Rail Search in the year 2008(www.watblog.com)⁶.

mySimon.com is an intelligent shopping agent for customers looking for the best buy in several categories including Books, Toys, Computers and Electronics. Priceline.com allows people to state a price,s/he would pay for an airplane trip, hotel, mortgage, and also for purchase of car. Lifeshopper.com helps customers to specify the type and amount of life insurance policies as per their interest. Procter & Gamble's Reflect.com allows its target customers to design his/her own beauty products. Dell Computer invites customers to specify exactly what they want in a computer and delivers a custom-built one in a few days. Calyx and Corolla has enabled customers to order fresh flowers and bouquets from a four-color catalog. Wine.com has made it easier for its prospective customers to locate and purchase hard-to-find wine, food, and gifts from artisan producers. Homeowners.com exits prospective home customers to search for home mortgage rates and interest rate trends, use of financial tools to analyze housing loans, and sign up for RateWatch, an e-mail service that keeps an Internet user or customer well informed on trends in housing loan rates. PlasticsNet.com is a vertical hub for the plastic products industry that brings together more than 90,000 monthly visitors with over 200 suppliers. A SoluMed.com service is a clearinghouse for companies, doctors' offices, and hospitals in the market to buy and sell used or refurbished medical equipment.

FreeMarkets.com is an online trading network connected with more than 1,50,000 industrial suppliers with over 100 corporate buyers worldwide in more than 165 products and services categories.

WebMD is a health network of B2B services that links patients, doctors, and healthcare industry companies.Earthlink.com offers Internet and e-mail connection time for a \$ 20 monthly fee. J. C. Penney offers online coupons that can be printed and redeemed at its stores. Gap.com draws more than 01 Million visitors each month, and its Website that mirrors the clean, functional image of Gap stores, and works seamlessly with the stores. Clinique.com provides excellent information about cosmetics, beauty tips, new-products, and pricing (www.businessstandard.com)⁷.

MSN is a division of the Microsoft Corporation which is the UK's largest portal that attracts over 15.6 Million visitors each month in the UK, and more than 420 Million Internet users worldwide (MSN Internal Data). MSN which is owned by Microsoft, is available in 41 markets and 21 languages. It offers a wide range of subscription products including Hotmail Plus and MSN Premium with state of the art parental controls, spam filtering software, and photo editing tools. MSN Hotmail, the UK's most popular free web-based e-mail service with over 7.7 Million Internet users in the UK and over 190 Million active accounts worldwide(www.hindubusinessline.com)8.

2.4: A BRIEF REVIEW OF LITERATURE OF e- MARKETING:

An attempt has been made by the researcher in this part of the research study to offer a brief review of literature on e- Marketing as follows.

The term Internet or e-marketing tends to refer to an external perspective of how Internet can be used in concurrence with traditional media to acquire and deliver services to target customers. It has a broader scope since it refers to Internet. Interactive Digital TV and Mobile Marketing together with other technological approaches viz., Database Marketing and Electronic Customer Relationship Management (e-CRM) attempts to achieve marketing objectives. It has both an internal and external marketing perspective considering how internal and external marketing processes and communications can be improved through information and communications technology (Chaffey, 2001)¹⁹.

Internet marketing is used directly to support sell side of e-Commerce. Buy side of e-commerce refers to Business-to-Business(B2B) transactions to procure resources needed by an organisation from its suppliers. It is typically the responsibility of those in the operational and procurement functions of an organization. (www.cim.co.uk)⁹.

Internet is an interactive medium which links entertainment and the all important Es viz.,

e-Commerce, e-Banking and e-Trade. It is emerging and growing business opportunities for marketing strategy. Interactivity and improved targeting has enabled greater effectiveness in many aspects of e-Marketing viz., Web Advertising; Building Brand Image; Building Customer Loyallty; Providing Information; Providing Customer Service; Public Relations and Marketing Research. Online Marketing or e-marketing offers a closer relationship with the target customers, and it has increased personalized marketing (Roger Darby, James Jones and Ghada Al Madani,2003)²⁰.

According to Chartered Institute of Marketing, e-marketing is the management process responsible for identifying, anticipating and satisfying customers' requirements profitably. It emphasized the focus of marketing on the customers, while at the same time it implies a need to link to other business operations to achieve profitability (Ibid).

According to a survey conducted by Barwise and Farley (2005) e-Marketing has come of an age. The survey data were collected from USA firms in the year 2002 with a sample size of 212 and in the year 2005 with a sample size of 139. It's results confirmed Barwise and Farley's findings that there penetration of e-Marketing had increased considerably(Barwise and Farley, 2005)²¹.

Day and Bens(2005) examined the overall influence of e-Marketing in enhancing the firm's ability to manage customer relationships. While relationship benefits such as encouraging customer feedback was seen as important. Equally important were efficiency gains such that customers can process prices or reduced customer service costs. Firms adopting e-Marketing are likely to have competitive advantage. The success of e-Marketing largely comes from the support and enhancement of existing marketing practices, so the coming of age of e-Marketing is, to a large extent, a consequence of its integration with other marketing practices. (Day and Bens ,2005)²².

Youcheng Wang (2008) summarized literature on Web-Based Destinations Marketing System(WBDMS). It has been widely used as a distribution channel and marketing tool by Destination Marketing Organizations (DMOs) at different levels in the promotion and management of tourism destinations. Successful web marketing requires a systematic approach in understanding key factors supporting the management and implementation of the WBDMS both from business and technical perspectives. The purpose of this study was to assess the critical factors of the WBDMS used by DMOs in USA on the five areas viz., Website Function Design; Website Promotion; Website Performance Measurement; Web-Marketing Impact Assessment, and Organization Technology Environment (Youcheng Wang,2008)²³.

Robert Benjamin and Rolf Wigand (1995) examined that the hype led to over valuing of Internet, and high tech companies came from a fundamental misunderstanding of the basis of value in the economy. A subtle shift has been underway around the world. One of the most profound yet subtle information underway is the impact of Near-Real-Time Metrics on companies' businesses. Economic power has shifted from suppliers to customers mainly because of Internet, and various other ubiquitous technologies. It has enabled growth of customers with access to information resultant into informed buying decisions. More and more companies have therefore shifted to Internet-based Infrastructures and have link up electronically with its target customers and business partners. They have gained the ability to also monitor and measure their company's trajectories (Robert Benjamin and Rolf Wigand ,1995)²⁴.

Nada K.-Kakabadse (2006) had reviewed current trends in use of Internet, realizing that it was a snapshot subject to rapid obsolescence. The study critically investigated on Internet with a focus upon the broadening opportunities for e-Commerce. It highlighted emerging problems related to Internet viz; Internet abuse; Intrusions into Privacy, and the need for Global Management of the Internet at a time of increasing exposure, and vulnerability of many stakeholders finding themselves dependent on Internet. Due to its potential for interactive communication, Internet has been regarded as a promising tool for relationship marketing. Rapid developments in the application and use of the Internet have created new opportunities as well as reformulation of older problems (Nada K.-Kakabadse, Alexander Kouzmin and others,2006)²⁵.

Andrew (2007) proposed a framework for connecting the involvement construct's antecedents of Internet or e-marketing aimed at measurement of involvement degree, related constructs, and consequences on consumer behaviour. The research first determined the factors that influenced the degree of Internet or e-marketing and thereafter established the different involvement degree clusters by measured involvement. In this study, the relationship among factors influencing e-Marketing; Internet marketing involvement degree; and consequences of consumer behaviour were analyzed. Based on the research findings, this study analyzed the possible Internet or e-marketing strategies for a variety involvement degree clusters. However, the effects of interactive communication on marketing effectiveness may depend on several factors related to each individual consumer, such as virtual experience. In this study, two of the most common applications for interactive communication personalized websites and customer communities which were compared for its' ability to develop consumer-brand relationships as measured by the Brand Relationship Quality (BRQ) Framework of Fournier (1998). No main effects of the applications were observed. However, significant effects of Internet applications were found by the researcher (Andrew, 2007)²⁶.

Jennifer Rowley (2001) examined the approach of Marketing Communication at strategic and tactical levels. At the strategic level in e-business applications the way in which marketing communication is integrated with business operations makes it difficult to continue to view marketing communications as a distinct and bounded area of activity. The level of integration of marketing communications and their role in e-Commerce depends on the stage of development of e-commerce. At the tactical level, Channel, Message and Audience characteristics have implications for attracting attention, cultivating awareness, and assessing the impact of communications and promotional activities.

Consumers' approaches to product searching on websites are a key factor in successful e-business and that any approach can enhance product visibility and ease of location emerged as key in defining and maintaining competitive advantage. (Jennifer Rowley ,2001)²⁷.

Y.H. Wong, Ricky Y.K. Chan and T.K.P. Leung (2005) examined three major elements of Internet or e-Marketing Development, viz., Antecedents, Information Diffusion and Consequences. The positioning of different cyber segmentation was reported. The adoption of any mass customization requires an important commitment of corporate resources in two critical disciplines. First, Database Marketing requires mass marketers to become direct marketers to constantly re-target and tailor their relevant messages. Second, creating the middleware necessary to tailor personalized messages to customers' ever-changing needs and situations will be the key for building new databases and upgrading legacy systems at the right time (Y.H. Wong, Ricky Y.K. Chan and T.K.P. Leung, 2005)²⁸.

M.J. Taylor and D. England (2006) considered the website navigational design issues associated with Internet or e- marketing. A fundamental Internet or e-marketing challenge is that customers can quickly move from one website to another website. Authors conducted a two-year participant observation study in a UK Tourism Marketing Organization and provided Website Design Approach. Existing website design approaches viz., Hierarchy Charts and Storyboards can assist in structuring website content but do not necessarily cater well for making websites straightforward use by customers. Human Computer Interface website design approaches typically relate more to style, appearance and functionality rather than to structuring website content, by making frequently required content the most accessible and by grouping related content for ease of identification. From a website or e-marketing perspective, the more accessible web site content relating to products and services offered, the more likely that such products and services would be purchased by the customers.

Ranking website content to present frequently required content earlier on the website and grouping website content so that similar content appears on the same web page or on closely linked web pages can make a website more straightforward to navigate. In a marketing context, the more accessible a website, the more likelihood that there shall be repeat business from the consumers(M.J. Taylor and D. England ,2006)²⁹.

Efthymios Constantinides (2004) examined one of the fundamental issues of e-Marketing concerning is how to attract and win over the customers in the highly competitive Internet marketplace. Author analyzed the factors affecting the online consumers' behaviour and examined how e-marketers can influence the outcome of the virtual interaction and buying process by focusing their marketing efforts on elements shaping the customers' virtual experience called as the web or an online e- experience. Identifying the web experience components and understanding its role as in online customer's decision-making process as the first step in developing and delivering an attractive online presence had the maximum impact on Internet users. It was found that factors influencing the consumers' online behaviour outlined some of the noticeable similarities and differences between the traditional and virtual customers (Efthymios Constantinides,2004)³⁰.

Orlow, D.K., Radecki, L.J. and Wenninger, J. (2001) argued that Website design and development are the most crucial tools for Internet or e-customers Marketing. They outlined different strategies and models for e-Commerce website design, such as a brand awareness and image building model for Internet or e- marketing. It was found that structure of website design was important tool in attracting its target customers (Orlow, D.K., Radecki, L.J. and Wenninger, J.,2001)³¹.

Kolesar and Galbraith (2000) stressed the importance of search and evaluation of information amongst commercial website users, and suggested that website design should make searching as easy as possible. It concluded that if on the Web everything is a click away, search costs should be zero. This is another common sense belief that bears closer examination. Search requires effort and even loyal customers who buy from the same online store need to spend time and effort, particularly for complex goods or services, assuming that they are trying to get the most for their money(Kolesar and Galbraith ,2000).³²

Siddiqui (2003) found out that ease of navigation and searching were important aspects of

e-Commerce website design, and that websites should cater for different categories of consumers from the inexperienced to the experienced. It was concluded that website design form a comparative perspective such as comparing different fashion retail websites. It also described how to actually design a website (Siddiqui ,2003)³³.

Huarng and Christopher (2003) identified that information search is an important aspect of commercial website design. They argued that commercial websites should contain a website Index; a Product Index, and a Product Search Function. It was found that search of product information within a commercial website was animportant issue for the target customers (Huarng and Christopher $,2003)^{34}$.

Wan (2000) explored that many Corporate Websites were essentially just digitized versions of company brochures, that are required for websites to satisfy its target customers' needs. (Wan,2000)³⁵.

Berthon and Davies (1999) carried out a research study to conclude that the flow between the pages of a corporate website needed to be carefully designed in order to provide ease of use for its users (Berthon and Davies, 1999)³⁶.

Wan and Chung (1998) explained how Network Analysis could be used to optimize the location of web pages within a website, and how to actually design overall website structures (Wan and Chung ,1998)³⁷.

Rozanski (2001) examined four major variables for and describing and defining Internet Marketing Behaviour. These four major variables were session length such as the time spent online, time per page during each session, category concentration, and the percentage of time spent at websites belonging to the most frequently category, such as sport websites and website familiarity as well as the percentage of the total session time spent at familiar websites. Usage occasionalization helped e- marketers to identify the extent of its reception to any specific message based on the relevance of web content and on the possibility of engaging target customers in that content. By combing both usage occasion data and demographics, e- marketers can communicate with its target segments at a time when their customers are most likely to pay attention to the message. e- marketers are unaware of the facts that do not know whether Internet users are influenced by the message unless they know that the customers' responses at the occasion of information sharing in the form of their reliance on information diffusion. (Rozanski ,2001)³⁸.

Internet has become a place where any firm can open a Website in an electronic mall and have its products available to Millions of potential customers in a short period of time. This has long been a problem for advertisers and marketers. It has opened up vast new avenues that are yet to be explored (Jaworski, B. and Kohli, A,1995)³⁹.

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Internet represents a significant change in the competitive landscape. Scholarly research has devoted considerable attention to this new marketing medium. Existing researches have focused on such issues as Internet as a communication medium (Hoffman & Novak, 1996)⁴⁰, electronic business markets enabled by Internet (Grewal, Comer, & Mehta, 2001)⁴¹, and the proposed effects of firms' use of Internet on trust development. Internet marketing or Internet-based marketing can be defined as the use of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the Internet as a medium and other digital medias such as Wireless Mobile Media, Cable and Satellite (Sawhney & Zabin, 2002; Sultan et al., 2002; Urban, Sultan, & Qualls, 2000)⁴².

Internet or e-marketing includes the use of a company's website in conjunction with an online promotional techniques such as Search Engines; Banner Advertising; Direct e-Mail and links or services from other websites aimed at acquiring new customers, and also for providing services to existing customers to better develop customer relationships. It is a system that uses computer and communication technologies, especially Internet and the World Wide Web(WWW), to fulfill the function of a Destination Marketing Organisations (DMOs) as its primary objective (Frew and O'Connor, 1999; Buhalis and Laws, 2001)⁴³.

The WBDMS has been widely used as a distribution channel and marketing tool by DMOs at different levels of nation; region; city or other recognisable geographical entities in the promotion and management of tourism destinations (Anckar and Walden, 2001; Buhalis, 2003; and Fesenmaier, 2006)⁴⁴.

Wober and Yuan (2003) Douglas and Mills(2004) examined different aspects of e- marketing in prevalent competitive marketplace and technology-driven society. Only Web presence no longer brings visibility and accessibility to the destination, thus compromising the success of DMO's Web marketing efforts. Successful e- marketing requires an articulated and systematic approach in understanding key factors supporting the management and implementation of the DMS from both business and its technical perspectives. One can witness tremendous efforts already undertaken to build comprehensive information systems to market a destination, many of which have either failed or have fallen short to reach the intended goals. Although, research efforts have been made to examine the different aspects of online systems used by DMOs, the majority of the researchers have adopted a technological approach by emphasizing the technical attributes of such systems, making the results of such studies difficult to implement with limited managerial implications (Wober, 2003; Yuan et al., 2003; Douglas and Mills, 2004)⁴⁵.

Helge Throbjornsen and others (2002) examined an Internet or e- marketing strategy that requires integration and co-ordination of three complementary aspects of e-marketing efforts viz., Website Features; Website Promotion Strategies, and Customer Relationship Management Programmes. Favourable organization and technology environments and innovative management approaches are also found to be prerequisites to successful e-marketing (Helge Throbjornsen and others,2002)⁴⁶.

Liu, C., Arnett, K.P., Capella, L.M. and Taylor, R.D. (2000) assessed the critical success factors of Web-Based Destination Marketing from both managerial and technical perspectives. From a technical viewpoint, the development of a website for a DMO entails three major tasks viz., Web Design; Website Promotion, and Website Performance Measurement (Liu, C., Arnett, K.P., Capella, L.M. and Taylor, R.D,2000)⁴⁷.

There Researchers have examined different aspects of e-marketing in varying areas. The successes and failures of online retailing showed a giant experiment in new features of environmental design, with lessons for retailers online and offline, but there were some unique features of computer-based choice environments, as compared to offline markets. First, the website should be developed in a way that it contains key attributes to serve the needs and interests of major target markets (Angehrn, 1997; Sigala, 2003)⁴⁸. Second, once the website has been created, appropriate promotional plans targeted at the website's audience should be launched so that it can attract a large amount of visitors (Hanson, 2000)⁴⁹. Third, Website Performance Measurement has to be conducted so that the DMO has a sense of whether and to what extent the website is working (Sweeney, 2000)⁵⁰.

Fourth, relating to economic impact, the DMO needs to assess the marketing impact of the website, such as cost reduction through savings on printed materials and on the use of a call centre (Sigala et al., 2004; Liang, T.P. & Huang, J.S., 1998)⁵¹.

Rayport & Sviokla(1995) evaluated differences in e- marketing and Physical Retail Marketing. They evaluated the efficacy of any of these design decisions which depends upon how customers would react to these changes, created differences between physical and computerized marketplaces on two dimensions viz., Greater Choice and Consumer Design which indicated that customers transcend the limits of physical search by gathering Digital Information about products from across stores and across borders. Authors argued that the customized design indicated that online stores may allow many sellers to offer as much or as little product information as they wished, including product samples viz., Music Sound Clips; Comparison Agents; and Independent Reviews. A physical retailer did not rearrange the store for each customer as per his or her preferences. In a computer-based decision environment, such re-arrangement is possible and feasible (Rayport & Sviokla,1995)⁵²

Steven Bellman(2006) examined the most important difference between computer based and physical choice environments in unbundling of product information from physical products. Although, it could happened with Catalog or TV Home Shopping In the past, such unbundling reached new extremes with electronic marketplaces that had a number of implications and had generated many new terms, such as market space instead of marketplace (Steven Bellman,2006)⁵³.

Eastlick, M. and Lotz, S. (1999) assessed application of e-marketing and stated that Organizations lagged behind in the generation of ideas and ways of doing business utilizing the capabilities offered by Information Technology. Many enterprises believed that innovative and successful application of electronic marketing and e-commerce would expand markets, motivate customers to pay higher prices, and shall reduce the cost of supply and overheads through greater competition. It is essential to integrate new electronic channels within an overall e-marketing strategy that takes into consideration each economy's political, economic, social, and technological context. The forthcoming introduction of digital interactive TV, and of the cashless (electronic) purse using smart cards, are likely to have considerable impact on it.

The changes are expected to drive on-line banking, online-shopping and new ways of accessing Internet and may further alter broadcasting from a mass to one- to- one communication medium. while retailers shall have an opportunity to take the initiative in designing the future, their initiative & would be dependent on whether the retailers' supply-chain economy within electronic channels as well as and their ability to re-orient their asset base (Eastlick, M. and Lotz, S, 1999)⁵⁴.

Researches have been conducted also in the area of Information Technology. The global financial services industry has undergone significant change in today's information age. First, IT technology has reshaped how customers interact with the Financial Institutions. The traditional delivery of face to face interactions with clients at branch offices have been challenged by other channels of Self- Service Technologies (SSTs) encouraged by advanced IT Development (Bitner 2000; Meuter et al., 2000)⁵⁵.

Electronic Delivery through Direct Channels, such as Automated Telephone Services and Computer Banking is helpful in minimizing costs (Orlow, 1996)⁵⁶. This electronic channel encourages innovative customers to try new services, which provides convenience to customers and also allow them to conduct financial transactions Anywhere At Any Time, it's ability to build up close relationships with loyal customers is related to the effective application of IT in cyber segmentation (Hitt and Frei, 1999)⁵⁷.

The worldwide Network of Computers, called as Internet provide good opportunities for companies to do businesses in Cyberspace. It is increasingly important in showcasing itself on Internet to get more customers, increase the public's awareness about the company and its products, and to increase sale through security implications that hinder the business. Banks, Credit Card Companies and Software Producers have worked together to develop a World Wide Web Standard for safe transactions. While adoption of online and use of Internet is being considered the most extensive challenge facing marketers today, Effective usage is likely to lend itself to fundamental change in the nature of consumer behaviour. Researchers have therefore suggested that It shall overtake the marketing industry's ability to exploit it (Thomas Salaste , 1997)⁵⁸.

Digital technology, in form of Internet, has been described as an enabler of a global marketplace, characterised by equal access to information about products, prices, and distribution (Strauss, 2006)⁵⁹.To reduce transaction and intermediation costs, customers and suppliers have been adopting Internet for business that shall be able to overcome time, distance and location constraints in global markets. But, the implications of the use of Information and Communication Technologies (ICT) to conduct commerce involved, in Business to Business (B2B)markets alone, an array of internal, market and competitive factors, reflects its inherent complexity (Keen, C., Wetzels, M., de Ruyter, K. and Feinberg, R.,2002)⁶⁰.

Hiser, J., Nayga, R.M. and Capps, O.J (1999) concluded that the primary objective in using Internet in competitive intelligence was to reduce cost and improve the quality of primary and secondary information. The World Wide Web (WWW) is a relatively new Internet service based on hypermedia. The literature related to Internet based e-Marketing Intelligence Systems is limited. There is also significant interest among the practitioners in using Internet to collect information that would assist in the generation of additional revenues including data related to the development of new products and services. A substantial proportion of respondents reported that such uses of the Internet could help their companies to recognize the value of the competitive intelligence potential of Internet (Hiser, J., Nayga, R.M. and Capps, O.J,1999)⁶¹.

Pawar and Shandra (1997) stated that importance of Internet in providing companies with external information for strategic decisions. They outlined the search modes that firms should use on Internet to acquire information, and examined the suitability of Internet utilities for meeting these requirements (Pawar and Shandra ,1997)⁶².

Buchner and Mulvenna (1998) offered a novel way of using Data Mining Techniques with Internet data to obtain actionable marketing intelligence in e-Commerce scenarios (Buchner and Mulvenna, 1998)⁶³.

Wood (2001) empirically investigated on importance of external information and marketing intelligence within Small and Medium-sized Enterprises (SMEs) in the Hospitality and Tourism Sectors. The results demonstrated that Internet, despite of its obvious benefits, has not yet been recognized as an important source of marketing intelligence(Wood, 2001)⁶⁴.

Trim (2002), advocated that interactive nature of Internet should be of interest to e- marketers in the context of the growing importance of strategic marketing and relationship marketing. To ensure that organisations develop a sustainable competitive advantage, senior marketing personnel should pay attention to the areas of Corporate Intelligence and Transformational Marketing (Trim ,2002)⁶⁵.

Thomas L. Ainscough and Michael G. Luckett (1996) studied on Hypermedia and concluded that it is multimedia friendly. It has the capability to include not only Text and Pictures but also Sound and Video. It added another dimension to Hypertext documents which makes it more attractive and useful to the readers. On World Wide Web, a product can not only be seen and explained, but it can be heard and demonstrated. Hypermedia has no physical form that allows it to be transferred across the world in a matter of seconds. In many cases an Internet user is not even aware that s/he has gone from a computer in Illinois, to one in Paris to another in Japan in span of a just few minutes or even seconds. It implies that Hypermedia is interactive. It allows Internet users to link to other sources of information immediately. The links are shown in Text or Images that are established by the creators of each document that can lead to related or supporting links available at their or all at other websites around the world. On the World Wide Web, the world is very literally at one's fingertips. Hypermedia is dynamic. Last minute changes and additions can also be made very quickly, and in a simplified way. Information can be continuously updated and expanded at a relatively little cost. There is very little lead time required for it and virtually everything can also be done in-house with need of relatively little investment to be incurred on procurement of equipments. Hypermedia has simplified navigation through very large documents.

By allowing instant access to topics and key words, an Internet user can travel effortlessly through a document, or through multiple documents stored on computers around the world, at its own pace. (Thomas L. Ainscough and Michael G. Luckett, 1996)⁶⁶.

Peter (1997) reviewed online shopping that is often viewed as an evolving area of e- marketing. It has been often studied as one of the topics of electronic marketing. Internet has become the world's largest public electronic marketplace. The lack of a theoretical framework, adequate definitions and measurements of constructs for online shopping has prevented e-marketing that needs to encourage to do business in form of Business to Business (B2B) or Business to Consumer (B2C) in the 21st Century (Peter, 1997)⁶⁷.

Most researchers have viewed online shopping as an additional channel for marketing of products and services. Online Shopping is being seen as a new innovation or new technology of doing shopping from an individual customer's position (Eastiïck 1996, Ward 1999, Brynjolfsson, 1999)⁶⁸.

It is often called as virtual shopping by Podlogar's through his research (Podlogar, 1998). To illustrate, it includes a customer's searching, comparing and purchasing, some products or services that are needed through Internet. It is a logical way to apply the research results on innovation technologies acceptance in the Innovation Diffusion field to study the adoption behaviour of individual consumer's intention to adopt or accept online shopping which is crucial and world shall decide about the future of e-marketing(Podlogar, 1998)⁶⁹.

Valentin (1996) attempted to explain the word marketing having two distinct meaning in modern management practice. It described the range of specialist marketing functions carried out within many organizations. Such as Market Research; Brand and Product Management; Public Relations; and Customer Service. Such a philosophy included all aspects of a business. Business strategy is guided by an organization's market and competitor focus and everyone in an organisation should be required to develop a customer focus in his or her job(Valentin ,1996)⁷⁰.

Houston(1986) concluded that Marketing consist of the range of organizational functions and processes that seek to determine the needs and wants of target markets and can deliver products and services to its target customers and various other key stakeholders viz., employees and financial institutions. Increasingly the importance of marketing is being recognized in both forms as a vital function and as a guiding management philosophy within organizations. Marketing is to be seen as the essential focus of all business activities within an organisation (Houston, 1986)⁷¹.

Jaworski and Kohli (1993) assessed the logic of marketing concept and stated that the actions of Directors; Managers; and Employees should be guided by the marketing philosophy. Modern Marketing requires organizations to be committed to a market and Consumer orientation. All parts of the organisation should co-ordinate its business activities in order to ensure that customers' needs are satisfied efficiently, effectively, and profitably. Modern Marketing encompasses activities traditionally seen as the sole domain of Accountants; Production, Human Resources Management (HRM), and Information Technology (IT) specialists. Many of these functions appear to have little regard for customer considerations. Increasingly such functions are being reoriented as evidenced by the importance of initiatives such as Total Quality Management (TQM); Business Process Re-Engineering; Just in Time (JIT), and Supply Chain Management. Individuals' functional roles are undergoing change from being solely functional to having a greater emphasis on processes(Jaworski and Kohli,1993)⁷².

Each Individual is therefore being encouraged to become part-time marketers. Processes can have a significant impact on an organization's ability to serve its target customers' needs and wants efficiently and effectively (Jaworski and Kohli, 1993)⁷³.

Internet can be applied by companies as an integral part of the modern marketing concept to support the full range of organizational functions and processes that could deliver products and services to its target customers and various other key stakeholders. It is a powerful communication medium that can act as Corporate Glue to integrate the different functional parts of the organisation. It facilitates Information Management recognized as a critical marketing support tool to strategy formulation and implementation. The future role of Internet should form part of the vision of a company since its impact would be significant to most businesses. Without adequate information; organizations are at a disadvantage with respect to competitors and the external environment. Availability of timely and accessible information about industry; markets; new technology; competitors, and customers would become most critical factor in an Organisation's ability to plan and compete in an increasingly competitive marketplace (Pollack, 1999)⁷⁴.

e-Marketing has been characterized as being dependent on technology to enable interactivity, and thus differs from other marketing practices in the framework. It involves establishing an electronic dialogue that should provide an individual customer access to information, the use of interactive technologies to allow him/her to provide information on the business (Barwise & Farley, 2005)⁷⁵.

Brady and others (2002) examined interactive technologies associated with e-Marketing that includes, and is supported by, other interactive technologies related to Customer Relationship Management; Sales Activity; Research Analysis; and Planning (Brady, Saren, & Tzokas, 2002)⁷⁶. The benefit to the firm from e-marketing penetration goes beyond those related to communication. Since 1990s, one of the most striking aspects has been the speed at which e- Markets have expanded and matured. Because of a evolution and fast adoption of Internet has

resulted in an extraordinary pace of change in the marketing landscape, and has also released a variety of opportunities for marketers (Paul Herbig and Brian Hale,1997)⁷⁷.

Internet as being primary online marketing channel has surpassed the commercial online services. All online service firms now offer Internet access as a primary service. Internet Users can send e-mails; exchange views; shop product; and access news; food recipes; art, and business information 24×7 (Armstrong and Kotler ,2000)⁷⁸.

Loudon and Della Bitta (1993) studied the success of e-marketing described it as user involvement. The level of consumer involvement in a product category or service is a major determinant of online shopping or buying behaviour. Different involvement clusters produced different responses. Thus, the degree of user involvement in e-marketing determines Online Buying Behaviour of online shoppers. The response dimension is a function of the type of involvement generated. It characterizes how online shopper would behave under different involvement conditions. There are response factors such as Search; Information Processing, Decision and Persuasion. A variety of variables are thought to come first and influence online shoppers' involvement called as Antecedents that interact with each other to determine the degree of involvement of an experience at any particular time. These variables can be grouped into person, stimulus, object, situation stimulation categories respectively (Loudon and Della Bitta 1993)⁷⁹.

Kalakota and Whinston (1997) analyzed a range of different perspectives for e-Commerce having varying modes First as a, communication perspective, the delivery of information, products or services and payment by electronic means. Second, a business process perspective having focus of the application of technology towards the automation of business transactions and workflows. Third, a service perspective could enable cost cutting at the same time as increasing the speed and quality of service delivery, and Fourth, online perspective shall focus upon the buying and selling of products and information online (Kalakota and Whinston ,1997)⁸⁰.

Smith and Chaffey (2001) examined whether Internet technology can be used to support marketing research to find out customers' needs and wants. Anticipating this Internet should provide an additional channel by which online shoppers can access information and make purchases. The terms e-Commerce and e-Business are often used in a similar context of

e- marketing. Although, the differences are significant and does matter, since managers within an organisation requires a consistent understanding of the opportunities to enable their organisation to have a cohesive strategy to best utilize new technology. e-Commerce is often thought to simply refer to buying and selling through use of Internet; people immediately think of consumers' retail purchases from companies such as viz., Amazon etc.

E-commerce involves much more than electronically mediated financial transactions between organizations and customers. Many observers have referred e-Commerce as both financial and informational electronically mediated transactions between an organization and of the third parties (Smith and Chaffey, 2002)⁸¹.

Zwass (1998) offered a broad definition of e-Commerce noting that the significance of information transfer, non-financial transactions such as customer enquiries, and support can also be considered to as part of e-Commerce. The sharing of business information, maintaining business relationships, and conducting business transactions by means of telecommunications networks. The UK Government also used a broad definition of E-Commerce as the exchange of information across electronic networks, at any stage in the supply chain, whether within an organisation, amongst Businesses(B2B), as well as between Businesses and Consumers(B2C), or between the public and private sector, whether paid or unpaid. It implies that e-commerce is not solely restricted to the actual buying and selling of products, but also pre-sale and post-sale activities across the supply chain (Zwass, 1998)⁸².

David W. Stewart and Qin Zhao Source(2000) examined the role of e- marketing in the context of business models that are economically viable. Economic necessity associated with the need to obtain and maintain profit streams suggested that electronic markets would likely be more similar to than different from traditional markets. The authors challenged assumptions regarding the role of Internet in creating frictionless markets that shall benefit customers, and the role of personal information and privacy on Internet that are necessary conditions for potentially profitable business models. The authors have discussed subsidization of Internet businesses in the context of public policy to examine other issues related to the relationship of current models of Internet business to public policy and consumer welfare (David W. Stewart and Qin Zhao Source,2000)⁸³.

eBay has become the king of online consumer to-consumer(C2C) auctions simply because it was a first-mover, having an attractive interface, and is well executed. It has succeeded and has a loyal community, but a closer analysis had showed that eBay also owes its success to various other reasons. A different auctioneer having deeper insights may be able to implement an auction market, perhaps with a Business-to Business (B2B) focus. eBay is not simply the first-mover and first auction community, but an auction designer that includes pro-buyer and pro-seller features, thus ensuring itself liquidity(Koufaris, M., and Hampton-Sosa, W,2004)⁸⁴.

It can be concluded that small firms adopt e-marketing techniques for the same reasons as large firms, or that they may simply imitate successful large firms whether it is prudent or not. A deeper analysis examined the motivations for small firms which revealed that they were still climbing the learning curve, on adoption of e-commerce, including e-marketing, which is different from that of large firms whose needs follow its risk-aversiveness.

2.5: THE FUTURE OF E-MARKETING:

Internet can be applied by companies as an integral part of the modern marketing concept and it can be used to support the full range of organizational functions and processes that shall deliver products and services to customers and other key stakeholders. It is a powerful medium of communications that can act as corporate glue which integrates the different functional parts of the organization. It facilitates Information Management, which is now increasingly being recognized as a critical marketing support tool in strategy formulation and implementation. (www.emarketing.com).

e- marketing has changed things radically. A survey of 228 senior Global Marketing Executives conducted in February 2008 by the Economist Intelligence Unit(EIU), in co-operation with Google, showed that online techniques have transformed the role of marketing from a monologue to more of a dialogue with the consumers. In this new environment, relevance is more important than repetition, and marketing messages are pulled by the consumer rather than pushed by the e-marketer. The ability to create a direct feedback loop between a marketing message and a subsequent action taken by a customer is e- marketing's most important innovation. Whether by personalised web pages, search engines, video content, discussion groups, blogs or a host of other interactive tools and models, e-marketing enables customers to volunteer or reveal their preferences and intentions surrounding a given product or brand through interaction with content, applications and, increasingly, their own social networks. Such direct feedback enables e-marketers to perceive better where an individual might be in their particular buying cycle. e-marketers thereby even intervene more effectively with more relevant messages.

The top three new trends—are viz., social networking, podcasting and multi-player video games. And, yet marketing executives easily rattle off online company names such as MySpace, YouTube and Bebo which are the future of marketing (www.hics.eiu.com).

Though, Internet marketing strategies has moved toward a more refined and personalized marketing approach, a better method of gathering user specific information is needed. A Mckinsey Global survey of marketers showed that companies are using digital tools-from websites to wikis-most extensively for customer service, least in pricing. Two thirds are using digital tools for product development, almost as many as advertising online. Consumers consider online advertisements useful for Brand Building for direct response. Spending is expected to increase on all types of online advertising vehicles by the year 2012.

In the year 2010, most of the companies are likely to get nearly 10 per cent more of it's sales from online channels twice as many companies as have hit that mark today. Most of the companies are expecting to be spending a majority of their online advertising budgets (assets.wwwindiancompanies.org)⁸.

An overview of social networking activity in the Asia-Pacific region had revealed that many of the countries with the highest reach in social networking have also exhibited the highest level of website engagement. In case of India, it has showed 60.3 per cent of penetration of its online population visits. Social networking visitors in India indicated that the most visits per visitor to the category with an average of 11times during the month and average visit per visitor 110 per minute (www.comscore.com)⁹.

According to a study by US-based Internet research firm comScore, 19.3 Million Internet users visited social networking websites in India in December 2008, a growth of 51 per cent as compared to 12.7 Million netizens visiting social networking websites compared to year 2007. Orkut was ranked as the most visited social networking website in December 2008 with more than 12.8 Million visitors, an increase of 81 per cent compared to year 2007. Facebook captured second position with 4 Million visitors, up 150 per cent compared to year 2007 followed by local social networking website BharatStudent with 3.3 Million visitors, up 88 per cent and hi5 with 2 Million visitors up 182 per cent compared to year (www.mlc.executiveboard.com)¹⁰.

The online channel enables marketers to create brand experiences that also contain a path to action for the customers. Interactive tools that allow customers to search and research products and services are becoming branding assets. Internet allows online brands to evolve towards becoming an organization's central marketing expression.

The challenge to integrate marketing goals will grow as marketers expand the mixture of online and offline media campaigns. Tighter integration of creative, media planning/buying and types of media shall require higher standards of measurement and accountability (graphics.eiu.com)¹¹.

Concluding Remarks:

e-Marketing has been characterized as being reliant on technology to enable interactivity and thus differs from other marketing practices. It involves establishing an electronic dialogue that provides individual customers access to information, and in turn, the use of interactive technologies also allows these customers to provide information to the business(Peter L., 1998)⁸⁵. While e-marketing may be seen as Internet-based advertising and communication and purchasing activities. It includes, and is supported by, other interactive technologies related to Customer Relationship Management, Sales activity; Research, Analysis and planning It reveals that the benefits to the firm from e Markeitng penetration go beyond those related to communication. It examined the overall influence of e marketing on enhancing the firm's ability to manage customer relationships. The relationships formed in e Markeitng are reliant on technology to enable interactivity and thus have the potential to substitute for face-to-face interpersonal contact. The new digital marketing produce, share and experience content as well as opinions about brands, products and services according to new rules. They are entirely open to interaction with a brand. Using integrated offline and online marketing techniques that enable customers to form an emotional attachment with a brand. It indicates that the future role of the Internet should form part of the vision of a company since its future impact will be significant to most businesses(Ibid).

With the advent of the Internet, many Marketing Communication researchers realized that this new medium would bring new opportunities for the Marketing Communication Process (Heinen, 1996)⁸⁶. Some researchers even indicate the death of the traditional marketing function with the arrival of Internet Marketing (Holbrook and Hulbert, 2002)⁸⁷.

New strategies for Internet Marketing have been indicated to include New ways of Targeting, focusing on Benefits; Product Strategy Emphasizing Authenticity and Promotion based on wellmanaged Websites (Aldridge, 1997)⁸⁸. In order that Marketing Communications efforts reach their full potential they need to be integrated into a co-ordinated framework (Burnett and Moriarty, 1998)⁸⁹. In Consequence, Internet communication activities need to be integrated in the overall Marketing Communications Mix. They need also to be coordinated with the operations of the company (Lovelock, 2000)⁹⁰. In e-Marketing, the very distinctions between Marketing Communications and business operations also become more diffuse especially at a Strategic Level (Rowley, 2001)⁹¹. Many Marketing Researchers have highlighted the value of relations in Marketing, stressing that Traditional Transactional Marketing need to be replaced or complemented with new frameworks that focus on the value of relations and interaction (Gummesson, 1999)⁹². Due to the relational nature of services, relations are particularly important for service companies (Gronroos, 2000)⁹³. In the building and management of relations, the interactivity of the Internet makes it a particularly useful tool. Among the relations that Gummesson (1999)⁹⁴ points to, the electronic relation is that which can be created when companies and customers interact via the Internet. Several stages of e-marketing can be defined ranging from the contact stage focusing only on promotion and information to the relate stage when a two way relationship is established and Internet is integrated into business operations (Rowley, 2001)⁹⁵.

In order to relate to customers via the web, companies need to shift their focus from Internet and low price to delivering electronic service quality (Zeithaml, 2002)⁹⁶. For this purpose it is crucial that the services are customised and personalised (Teo and Tan, 2002)⁹⁷. Often, supplementary services, which are more relational, have a stronger bearing on customer satisfaction than the core services (van Riel et al., 2001)⁹⁸. Using the New Technology, companies need to continuously create new supplementary value for the customers in order to build active relations (Vandermerwe, 1999)⁹⁹. For relation-building the Internet presents completely new modes of interaction. One example is e-communities or virtual communities in which people with a common interest carry out their social discourse and activities using the Internet (Barnatt, 1998; Sands, 2003)¹⁰⁰. By participating in such communities companies can go beyond "one-to-one" and develop "many-to many" communications (Maclaran and Catterall, 2002)¹⁰¹.

Another example is the moderated group chat in which groups of customers interact in real time co-ordinated by a company representative with a commercial motive (van Dolen and de Ruyter, 2002)¹⁰². By using e-bulletins, newsletters delivered via e-mail, the companies can keep the audience informed about new features on their website (Sands, 2003)¹⁰³. Although the potential for relationship building based on the Internet exists, Few studies indicate that relatively few companies take advantage of these possibilities and that most companies use the Internet solely for informational purposes (Arnott and Bridgewater, 2002)¹⁰⁴. Many companies tend to transfer direct marketing techniques to their online communications effort neglecting the vital difference that the Internet is an interactive medium where the consumers may adopt a far more dynamic role (Peters, 1998)¹⁰⁵.

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