

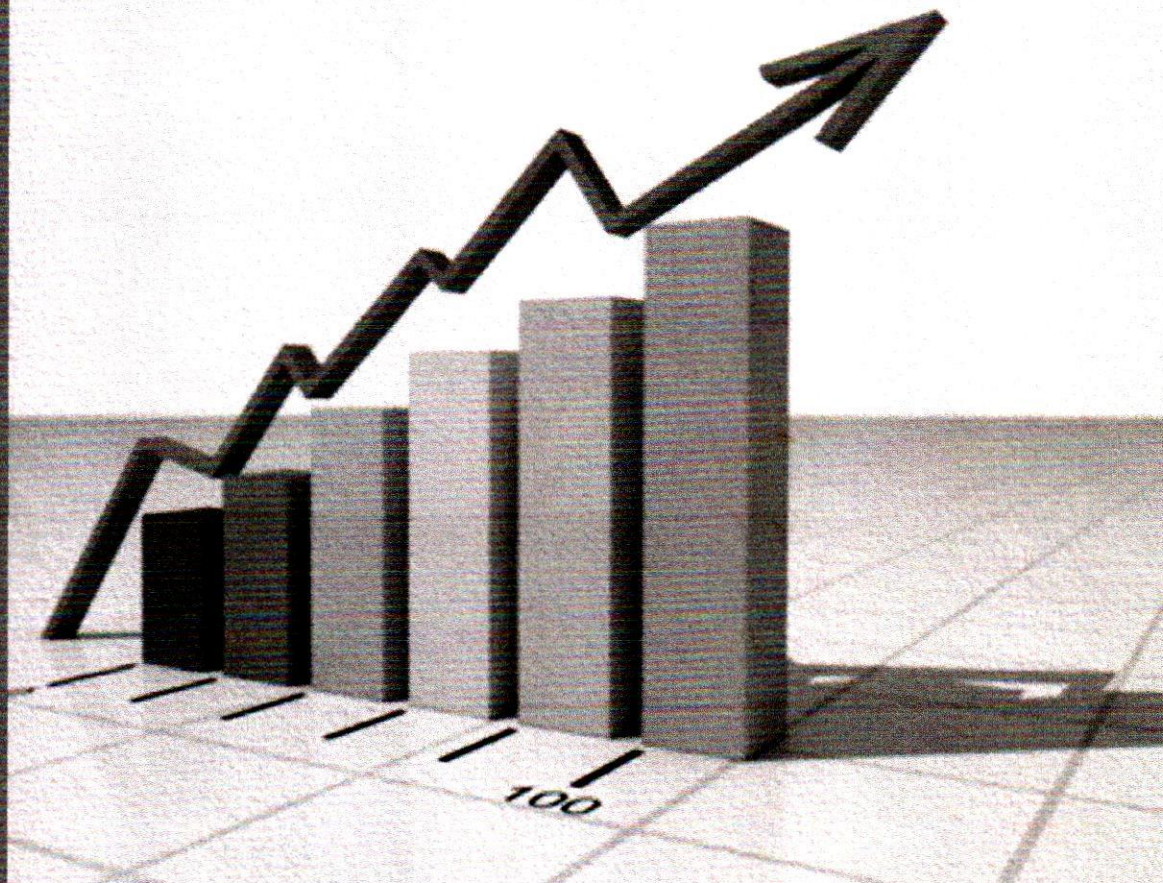
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E - Marketing: New Way of Marketing

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Abstract

In today's business world, marketing of goods and services through electronic media has provided unique opportunity to address challenges due to pandemic. The most recent channels for direct marketing are electronic channels. E-business or E-commerce deals with a wide variety of electronic platforms such as sending order to suppliers through electronic data interchange, use of ATM, Smartcard, debit card to facilitate payment and obtaining digital cash, the use of fax and E-mail to conduct transaction and the use of internet and online services. With the wider usage of internet facilities, cyberspace population has become more main stream and diverse. In online marketing the consumer plays an important role and controls the interaction between the marketer and the consumer. The consumers can scan the products and buy them virtually. Therefore, E marketing promotes virtual marketing and is a direct marketing method.

Key Words: Electronic Marketing, Internet, E-commerce, Commerce, E-Banking.

Introduction

E-Marketing stands for Electronic Marketing, also known as web marketing, online marketing, webvertising, or e-marketing, is referred to as the marketing i.e. generally promotion of products or services over the Internet. In other words Internet marketing is considered to be broader in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management systems are also often grouped together under internet marketing. E-Marketing stands for 'electronic marketing'. Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales. E-marketing can be simply defined as "Achieving marketing objectives through use of electronic communications technology." In short e-marketing is nothing but it is a subset of e-Business that utilizes electronic

medium to perform marketing activities and achieve desired marketing objectives for an organization. Internet Marketing, Interactive Marketing and Mobile Marketing for example, are all a form of e-Marketing.

Objectives of the Study:

1. To study the tools of electronic marketing.
2. To study and understand the merits & demerits of E-marketing.
3. To study and examine the new trends in E-marketing.

Research Methodology:

The present research study uses the most recent available published secondary data. The secondary data was also used from various reference books related to Electronic Marketing, E-commerce, Customer Relationship Management, Marketing, Banking, Finance,

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