Marketing Innovation in E-commerce

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Abstract: *The internet and e-commerce have emerged as two of the e-commerce and information technology fields' most innovative and rapidly expanding technology, respectively. Internet marketing acts as a computer. mediated marketplace where buyers and sellers can connect, as well as a management and execution platform for business operations like marketing, sales, and distribution. Any action carried out online using internet technology is referred to as internet marketing. It includes not just website advertising but also other online activities like social media marketing, affiliate marketing, email marketing, etc. It might be characterised as marketing strategies used only online. Because so many people use the internet on daily basis for various purposes, internet marketing is a growing. industry*

Keywords: Internet marketing, E-commerce, 7Ps of E-marketing

1. Introduction

The marketing promotion tools have developed into a crucial instrument for competing in the corporate world in recent years. The last ten years have seen intense competition in the global economic environment, and since the concepts of liberalisation and globalisation have been introduced, the level of competitiveness has increased unexpectedly. New methods of transnational corporate transactions have emerged as a result of liberalisation and globalisation. One way to access overseas markets is through foreign direct investment, franchising, joint ventures, mergers and acquisitions, and strategic alliances.

On the one hand, international businesses are attempting to capture a larger market share in foreign markets by utilising economies of scale and low cost productiontechniques. Some of the tactics that have been used have benefited both the business and society, but it is impossible to disregard their negative impacts. While business has seen a nice increase in earnings, it has also seen an increase in ts spending on R&D, marketing, and advertising. This conflict has provided society with a wide range of advantages, including more affordable, highquality goods and services.

As a result, in order to survive in the face of constantly growing competition, businesses are looking for new ways to expand their customer base and sales volume as well as using cutting edge marketing strategies to be secure and prosperous over the long term.

Internet marketing is one of the contemporary methods of marketing. Other names for it include "web marketing, " "online marketing, " and "electronic marketing. "

Which are as Follows:

a) It can target individuals as well as customer segment.
b) It enables customers and prospects to reply to an organization's communication.
c) It is more accountable and measurable than mass media.

It demands more attention than mass media because of the personalized brand messages it carries.

Online Marketing is an attempt to release information on internet to establish a relationship among sellers and buyers to strengthen the position of a particular brand in the market and to generate direct response from consumers.

2. Literature Review

The continuous development in the market trends motivating marketers to try hard to cater new consumer groups. As the innovative products, new goods and services are emerging, developing and adapting themselves into the scattered online environment, business firms are introducing and indulging world-wide strategies into their marketing plan for achievement of long-term goals and trying to generate newer, personalized and unique ways of marketing to contact target audience online in order to compete and survive at this global platform.

Research Objectives
The study's goals were to better understand internet marketing conceptually and to determine its significance for modern businesses and marketers.

This essay focuses on the analysis of various internet marketing strategies employed by advertisers, their benefits and drawbacks, as well as the current state of online commerce and its potential future developments.

Research Methodology
This essay is based on the use of internet marketing tools in business practises, specifically how to make the most of these resources to drive more customers to a company's website that offers products and services online. The data for the theoretical research article was gathered from several secondary sources.

The internet and marketing mix
Prior to the advent of internet marketing, the internet was only used as a tool to reach out to consumers. However, today, there are many options for business enterprises to reach out to their target prospects. The internet has developed into a powerful and independent marketing tool, and websites have emerged as a well-known platform for businesses to introduce their products and services online. Marketing is any action or process for developing,

presenting, delivering, and exchanging offerings that provide value for customers, partners, clients, and society, according to the American Marketing Association (AMA). Marketing is an ongoing dialogue with customers that informs, educates, and develops a rapport over time. If a company does not focus on its products and services, it will not succeed

The 7Ps of internet marketing mix

Marketing mix is putting the right product, in the right place, at the right price and at the right time. It is the mix of the product, the price structure, the distribution system and the promotional activities. Its elements are fundamental components of a marketing strategy. Growing technology has an influence on all of these elements and the use of internet in marketing does not limited to the promotion of the products of products or services but also expand to the product display, placement and distribution.

Product

The product is any benefit or item or service that is made or produced to satisfy the wants and needs of the target group. It can be tangible or intangible. Marketers must understand the product life cycle and should develop a plan, dealing with the product at each stage of its life cycle. With the integration of internet in marketing, the scenario has changed. The internet provides various alternatives for varying the main product, improving the extended products, searching the possibilities of new product development or new product diffusion. Products are easily approached by customers through company's website. This process has become so convenient, quick and simple and the services like home delivery, goods return policy, guarantee, warranty, cash on delivery etc. has increased the sales volume too. The process of new product development and its testing has become more effective and rapid as the internet offers a new technique to gather customers' feedback.

Price

Price is the most flexible component of internet marketing in comparison to other three components of marketing mix. Price of the offered product can be changed very quickly to suit the target market demand. Organizations can employ Internet Protocol Analytic technology to generate differential prices for different target customers of different geographical locations. This kind of marketing reduces total cost and the price per product through decrease in operating costs of physical stores and working staff. Companies are now able to reduce cost by minimizing the paper work as the consumers fill the necessary information by themselves during online purchase process and the company can save the details for future reference too. Internet marketing introduced new payment methods too. The online payment using debit cards, credit cards etc. are the popular, flexible, efficient and convenient way for both customer and company. Invoices can be paid anywhere and at any time.

Place

This element of marketing mix is concerned with the physical distribution of products. It is related with the middleman and with the place where the products should be displayed and available for purchase to the prospect buyers. The integration of internet with marketing offered a new

channel of distribution for the marketers. Now the products are displayed online and distributed through online selling. Companies are now able to expand the scope of their business from local market to the national market and even to the international market. As the internet offers greater market place, it has greatest implications for the "Place" element of marketing mix. Companies may use internet to enter new markets with minimum cost of global advertising because they do not need to build separate sales infrastructure for each country in which they wish to enter. On the other hand the potential buyer can also make their purchase decision at any time anywhere in the world.

Promotion

This element of marketing mix consists of various components; Advertising, Sales Promotion, Personal Selling, Public Relations and Publicity. It is the process of marketing communication which is used to inform target audience about the company and its goods or services. The internet helps in finding new ways of using each of the components of communication mix like advertising, sales promotion, direct marketing and public relations. Companies provide images, animations, demonstrations on their websites in order to promote goods or services.

People

Companies rely on the people who run the companies starting from front line sales staff till the Managing Director. It is very essential to have right people as they are also part of the business offerings. The importance of these people has risen in online business. Online businesses require the team of right people to ensure success. Company needs them for website designing, content development, analytics, social media marketing campaign, handling the e-mails, phone calls, chat lines. Therefore, the people play a significant role in executing the service in proper way.

Process

This element is more relevant to service industries that how consumers consume services, what are the processes do they have to go through to avail the services who are the suppliers, what are the control loops to maintain the process etc. In internet marketing this component plays a very significant role in complete marketing mix in deciding the sequence of web-pages and place and order of e-mails etc., where they can find the availability of company's services through contact, registration, reminders, form filling, subscription etc.

Physical Evidence

It is the evidence that indicates that a service was performed and also gives reassurance that the service happened actually. It refers to the ambience or physical presentation of the surroundings featuring Smart/Shabby, Trendy/ Retro, Light/Dark, Neat/Dirty, how is Music/Smell etc. In case of online marketing, online platforms that are used by people to search and review goods or services and to give their feedbacks; can be the physical evidence. It may also include the ability of customers to navigate with convenience and ease and also the quality of the website.

Internet marketing tools

Internet marketing includes numerous tools and techniques. With the advancement and innovation in IT sector many techniques are evolving at an increasing pace. Marketers employ different combination of these techniques according to their nature of business and financial position. The details of these techniques are as follows:

Banner Advertising:
Banner advertising is a graphic image or any animation displayed on a website for the purpose of advertising. Banners are the most common tool of internet advertising and it represents the largest share of internet advertising. It is an advertising film or sign which is a part of web page's textile. When these ads are clicked on, they link the clicker to the chosen website. Banner ads may be static, flash or animated. Static banners are in JPEG or GIF format but other banner forms can also use rich media like video, HTMLs, flash, JavaScript which allows the users to interact with banner. There are also standard sizes for animated, static and rich media banner adverts which are measurable in pixels.

Pop-up Advertising:
A pop-up ad is a form of online advertising on www and opens automatically in a new window once the web page is loaded. These are the advertisement windows that suddenly pop-up while anyone is browsing the site. These open in a new and smaller window. It's a kind of GUI display that appears in the foreground of the visual interface. Pop-up windows are of many shapes and sizes, typically in a scaled-down browser window with Minimize, Maximize and Close commands.

Search Engine Optimization (SEO):
SEO is a cluster of different techniques and strategies used to increase the number of visitors to a website by acquiring a superior-ranking placement on the search result page of any search engine. SEO is a famous term which is used to attract the traffic towards a website. It increases the chances of getting prospects interested to click on the given hyperlink of the website. SEO is a kind of friendship between a search engine and website. These techniques not only make the navigation fast but also make search process easier. SEO involves measures of designing, coding and writing a website in that way which improve the quality, volume and visibility of company's website and enhance company's website presence.

Social Media Marketing (SMM):
Social Media Marketing may be defined as a method of boosting brand awareness or website traffic by using social media networking sites. It is a process of expanding website traffic and grabbing attention of web traffic with the use of social media websites. Social media has become a platform that is easily accessible to anyone who has internet connectivity and is cheaper for those companies who wish to launch marketing drives. SMM is like a new business practice or a new field involved with the marketing of products, services, ideas and information through online social media. This is web-based marketing tool which gives competitive advantages to the companies as well as users by providing the opportunity to join them to virtually interrelate with public around the world. it includes use of social media platforms and its features and technologies to achieve marketing goals in conjunction with other marketing communication mediums.

E-mail Marketing:
Email marketing is the promotion of goods or services through an email. It is the targeting of consumers through electronic mail. Email marketing is a cost-effective online marketing tool that combines flexibility, convenience and technology. It is most frequent activity in which online users got engaged. It does not involve postal charges and direct response can be observed from the recipient that follows the hyperlinks available in emails. It is an ideal channel for personal, direct, powerful and affordable promotion tool.

Affiliate Marketing:
Affiliate marketing is a key element of online marketing tools. It may be defined as the marketing where one marketer uses other websites to drive the traffic to his own website. The source of this traffic is known as the Affiliate. This affiliate gets payment from that marketer for driving traffic to his website. Affiliate marketing includes some affiliate programs that links one website to another and receives a commission for sales produced by that link. It is more like web-based marketing practice in which a firm rewards his affiliate for each customer, visitors or sale that is brought about using automated systems or specialized software by affiliates and his marketing efforts.

Blog Marketing:
It is an online marketing by way of web logs that is called Blog. Blogs are sites on web which cover events, news, hobbies, interests or business of the individual who is writing the blog virtually. Blog marketing is a kind of process that advertises or publicizes a website, brand, business or service through blogs. It involves marketing through advertisements placed on blogs, blogger's recommendations and services, cross-syndication of data and information on multiple blogs, promotion through entries on third-party blogs. Blog marketing helps improving a website ranking on search results and proven to be a highly effective online marketing tool.

Floating Ads:
An advertise that appears within the main browsing window on the top of the current web page's normal content and thereby appearing to "float" over the top of the page is known as Floating Ad. It is a type of web ad that appears uninitiated and is superimposed over a requested page and disappears after a definite time span usually 5-30 seconds. Generally, these ads appear full-screen or in a small rectangular window over the page. These may or may not come with a means of escape that is close button.

Pros and cons of internet marketing

Pros of internet marketing
Internet marketing has become an integral part of the business practices today. It not also benefits the business in many ways but also helps the ultimate consumers. Some of the advantages are as follows:

Wide range of audience

Internet marketing enables firms to connect with potential customers at global level. It helps in advertising and selling goods or services nationwide or internationally and developing import-export business without creating groups of distributors at global level.

Cost efficient

Internet marketing is cheaper to endorse and sell goods in comparison to retail stores because one can avoid regular overhead expenditure and rental and maintenance costs. The cost of inventory is also low as no need to display products physically.

Flexibility

Internet marketing enables any business to be open as well as accessible to both existing and potential consumers 24x7 without worrying of fixed opening and closing hours of physical outlets. From customer's point of view, it is very convenient and beneficial because they can search new goods and services and place the purchase order at any time.

Customized products and services

Internet marketing helps the firm in generating customer's profile by monitoring their visits to websites, their product preferences and purchase history. Through this information gathering the firm became able in identifying the need of target customers' base, which helps in producing desired products that would meet their needs.

Customer's Retention

It is difficult to maintain the regular and long-term relationship with the customers in traditional marketing practices, whereas in internet marketing, internet technology provides for the system for creating, developing, strengthening and maintaining long-term relationships with potential and existing customers which further enhances the retention degree of customers for the firm. When a prospect buyer approaches company's website and places the purchase order, that company can initiate a good relationship with that customer through sending a follow-up mail to confirm the order and to thank him for purchasing goods. This relationship can be nurtured through sending emails on regular basis with personalized offers.

Enhanced Conversion rate

Traditional marketing media requires prospect customers to get up, make a call, post a letter or visit a shop to complete a purchase, whereas Internet marketing is seamless. If a company has a website, then its customers are a few clicks away from finishing a purchase. This phenomenon increases the conversion rate for the company.

Easy access to information

Clients can easily access the information regarding the products they want to purchase by navigating to company's website, where the information is available 24x7 and they can check and get it anytime of the day. Internet marketing provides great amount of convenience to the online buyers.

Variety

Prospect buyers get the information of products from different sellers with several brands, international trends, greater choice of size and colors at one place only, which increases the chances of purchasing online.

Comparison of prices

Online shops do comparison and research of goods and prices. This research results help the prospect buyer in selecting the best product with best price. These stores also provide the opportunities of sharing information and reviews with others having earlier experience of the product or a retailer.

Cons of internet marketing

Besides many benefits internet marketing carries some disadvantages too. Marketers are trying to avoid these cons with improvement in existing practices. Some of these cons are as follows:

Lack of user privacy

Many marketers keep an eye on online user's activities and further send advertising messages that are related with their interests despite prospect buyer's wishes. This activity of marketer interferes with the privacy of the customers.

Unwanted Pop-up Ads

While surfing on the internet users are exposed to many types of online advertisements like pop-up ads, banner ads, and interstitial ads etc. that disrupts user's original activity and are forced to see these unwanted ads. This may create negative attitude towards the online ads and this frustration may transfer to the firm.

Absence of physical touch of merchandise

Internet marketing doesn't allows buyers "to touch" the products before any purchase, which feature is available in physical stores. This lack of trust creates hesitation in buyer's mind while purchasing online.

Requirement of professional skills and research

Every company is required to put updated information on its websites, which demands lots of research work on market and customers and demands professional skills for timely updation and maintenance of the company's website.

Increased maintained cost

As the marketing environment is constantly evolving, there arise a need of continuous updating of websites which in turn increases the maintenance cost for the firm.

3. Conclusion

The present study suggests that the Internet has not only brought different dimensions of the components of marketing mix but also has introduced the new way to attract, target and contact the prospect buyers in a much more creative, cost effective way. This study is concerned with the conceptual knowledge of the internet marketing, its various tools, merits, demerits and its future trends, which would be very significant to researchers, advertisers, practitioners, entrepreneurs and academics. Some of the advantages of internet marketing include greater flexibility, wider range of audience, direct marketing, customized product and services, enhanced conversion rate and many more. Some of the demerits of internet marketing are

security, privacy issue, dependability on technology, increased priced competition, increased transparency of pricing, higher global competition. Business houses require safeguarding themselves in three areas; data confidentiality, data integrity and data authenticity which can be done through installation of advanced firewalls or routers. Software company, banking institutions, credit card institutions are working together for better and improved online security which will soon get over with the security and privacy issue. In coming years, India will have approximately 40-70 million internet users and internet economy will prosper at a very high pace. With this growth, E-commerce will definitely play a significant role in the 21st century as it may open gate for new opportunities which would be accessible to all sized; large, medium and small corporations. This is a new dimension of innovation; where every person would be interacting on the internet.

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