

E- MARKETING: THE OUTLOOK OF THE YOUTH

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Abstract : In the Liberalization, Privatization and Globalization world e-marketing plays an important role in the growth of the organization. Everyone would like to cover the wide market by using technology. Similarly, we also like to save time and energy for that we are using highly advanced technology. The youth is fascinated with e-shopping. Most of them prefer technological concept. It generates different issues such as more dependence on technology. The researcher wants to find out the view regarding use of e-marketing. Hence the researcher has selected this topic to study the view of youth on e-marketing and impact of it on traditional marketing system. The research is descriptive study based on primary source of data including survey and observation. Tool of data analysis is mean, percentage or specific tool as per requirement.

KEY WORDS: E-Marketing, Search Engine, Email marketing, IMC

INTRODUCTION

Marketing is the process of promoting and selling products or services, including market research and advertising. There are different ways of marketing from both the aspects that is sellers as well as buyers on important upcoming marketing approach that is e- marketing. In today world technology plays an important role for the business organization as well as for the consumers. E-marketing is emerging as one of the fastest growing e- business in the world. It is a new way of marketing a product or service globally that could be used to the market around the world. It is most effective of all online marketing strategies. It is extremely cost effective, can be highly targeted and customize. With access to many sources of information and an interest in interactive media, consumers may collect more product information on their own.



E-Marketing is the use of information technology in the process of creating, communicating, and delivering value to the customers, and for managing customer relationship in the way that benefits the organization and its stakeholders. It is the subset of e-business where the terms e-marketing, internet marketing, and online marketing are frequently interchanged and mostly can be considered.

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E- Marketing is a practical, low-cost marketing tool that combines convenience along with technology. It provides small business owners with the ability to reach more customers, which in turn can result in increased sales. Most of the business organization use e- marketing campaigns to promote all sorts of services and products. It has been proved that India is among the top three fastest growing internet markets in the world after China and US. Indian Consumers are embracing online in large number and the companies are using e-marketing. On the basis of the significance of e-marketing the researcher has formulated the following Objectives of the study:

1. To understand the concept of e-marketing.
2. To study the types of e-marketing.
3. To study the impact of e-marketing on Youth.

ON THE ABOVE OBJECTIVES THE RESEARCHER HAS FORMULATED THE FOLLOWING PROBLEMS:

1. The increasing trend of e-marketing among the youth affects the traditional marketing system.
2. The efficiency of e- Marketing is restricted by the ability of the consumer to access and use Internet services.

HYPOTHESIS OF THE STUDY:

1. There is significance relationship between increasing trends of e-Marketing and its affect of traditional marketing system.
2. There is significance relationship between the efficiency of E-marketing and ability of the consumer and internet services.

RESEARCH METHODOLOGY:

The study is based on descriptive research aimed at finding the solution for the stated problems with the help of formulated hypothesis based on techniques availability.

TOOLS AND TECHNIQUES OF DATA COLLECTION:

The researcher has selected Primary as well as secondary source of data collection. Primary source consist of questionnaire method and simple interactive session with youth. Secondary source of data consists of books, journals, news paper, online journals etc.

TOOLS AND TECHNIQUES OF DATAANALYSIS:

The researcher has proposed to apply the specific statistic tools as per nature of study. Such as percentage, mean, and Chi Square test etc.

SAMPLE SIZE OF THE STUDY:

To test the hypothesis the researcher has used questionnaire method. This is asked to the young generation, which consists of college students.

LIMITATION OF STUDY:

The study is consists of limitations such as geographical, time and response of respondents.

E-MARKETING MODEL:

E-Link or web hosting is designed not only to help businesses get a professional website online, but also to help them market their website and their business. Hence this helps to use free online marketing tools. E- Marketing includes:

- 1. Content marketing:** Content marketing is a sizzling term today, but it is difficult to understand. “Content marketing is any marketing format that involves the creation and sharing of media and publishing content in order to acquire customers.” It is similar to business blog with regular text posts. It also take different forms and formats, including videos, photos, PowerPoint presentations, infographics, white papers, case studies,

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webinars, podcasts and more. It communicates with customers/readers/viewers rather than only selling to them directly. Content marketing if done well, can generate awareness of business.

2.Social media marketing: “Social media marketing refers to the process of gaining website traffic or attention through social media sites.” It includes Facebook, Twitter, LinkedIn and Google+ in order to engage their online audience. You tube is also the part of social media. It helps in promoting content marketing. Social media activity can also help us with our search engine marketing’s SEO efforts. Though the major search engines haven’t specified just how much it matters, they’ve all said that social media “signals” factor into the search algorithms that translate into search engine rankings. In other words, if there’s a lot of social network activity around your brand, you’ll be more likely to rank high for relevant terms.

3.Search engine marketing: There are two main forms of Search Engine Marketing (SEM): PPC, which stands for Pay Per Click and SEO, which stands for Search Engine Optimization. Businesses have used Google AdWords program to bid on this search engine placement and will pay money to Google for each ad that gets clicked on, which is why it’s called Pay Per Click (PPC) advertising.

4.Email marketing: Because it’s been around for such a long time, email marketing doesn’t have the buzz associated with the marketing techniques above. But it’s been around such a long time because it works. Email marketing can include customer newsletters, product offers, coupons, or more informational updates. Regardless of what type or types of email marketing user wants to do. They are valuable for customer retention, but reputable newsletters can also be a valuable marketing tool for marketing other websites.



5.Affiliate marketing: its marketing strategy where user must take help from one or more affiliates and give them rewards for their efforts to bring new customers to their site. It promotes products and services, and receives a payment for sales generated by their referrals.

6.Inbound marketing: It helps to create informative content and share it freely over internet to convert prospective customers into regular buyers. For example, if you run a web design company, share latest web design and development related news in your blog to establish your expertise and encourage readers to check the services your expertise and encourage readers to check the services you offer.

7.Video Marketing: In video marketing, marketing creates engaging videos that will encourage buyers to visit your site to get more information. For e.g, if any company has developed a game, it can create a demo video and upload it on. You tube to create a buzz in the market.

IMPACT OF E-MARKETING:

COMMUNICATION:

It is a new form of communication that is changing the media landscape. It helps to grow and prosper, creates relationships, strengthens the effectiveness of organizations, and allows people to learn about one another.

ACCESSIBILITY:

With access to many sources of information and an interest in interactive media, consumers may collect more product information on their own. Consumers can visit different types of product at reasonable rate. The user can access any time at any place. The availability of different approach provides lots of benefits to the potential customers.

INTEGRATED MARKETING COMMUNICATION:

IMC provide an approach designed to deliver one consistent message to the buyer through an organization. Delivering consistent information about a brand or an organization helps establish it in the minds of consumers and potential customers across target markets. With IMC, organizations can coordinate their messages to build the brand and develop strong customer relationships while also helping customers satisfy their needs.



SHIFTING FROM TRADITIONAL TO MODERN:

Young people today are part of the millennial generation, and it is consumers from this generation who are driving the change towards new communication technologies. A young consumer might opt to get product through e- marketing. Now a day's young people do not waste their time on traditional media. They prefer internet, texting, mobile phones, and social media, user-generated content such as blogs, and YouTube.

VAST MARKET:

It provides open space for marketing. This system is boundary free and any one can access from anywhere at any time.

HIGH COMPETITION:

The internet is becoming one of the primary sources of information for people around the world. Users prefer doing a quick online search for anything they want, instead of turning the pages of directories and newspapers. If you are doing an online business, you must be aware of the significance and profit of having an online presence. However, with so much competition prevailing in the online market, it can become a bit difficult for businesses to survive in the industry too.

ENVIRONMENTAL EFFECTS:

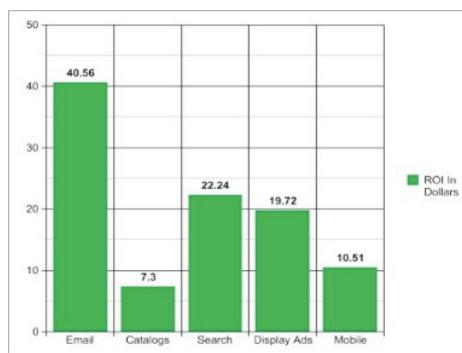
It is remarkable question that excess use of internet affects the environment to what extent. It is found that the emissions of CO₂ reduced. Most of the user access it from home hence it save the energy. There's no doubt that using digital marketing instead of traditional print media has a positive impact on the environment but we really should become more aware of the energy our digital efforts use and how green our suppliers are.

GENERATE EMPLOYMENT:

It provides source of employment such as e-marketing manager, copywriters, and software developers etc. Marketing manager helps to create marketing campaigns, he/she plays both creative and technical role. Copywriters are responsible for writing advertising messages in all formats. This can include everything from short slogans, to product descriptions, to essay length pitches for a product. Software Developers make their programs easier to use and more effective. They will design everything from the customer interface to the database tools that store email addresses. Software developers maximize the benefits of technology for the purposes of marketing

E-MARKETING ROI:

Return on Investment is a measurement of how much money is returned for every dollar that a company spends. The following chart shows ROI of email marketing with other popular forms of marketing.



INFLUENCES CULTURE OF MARKETING:

The business should understand the impact of culture on consumer buying behavior. The business should consider the cultural element such as values, beliefs, thought processes, symbols, traditions, religion and language. It is generally assumed that people are not born with a culture, but are born into a society in which they develop certain cultural traits and beliefs. Culture has an impact on people right from when they are born all the way into adulthood, which gives it a highly persuasive quality.



CONSUMER PSYCHOLOGY:

User's psychology is one of the important aspects which needs to be considered by the marketing manager, copywriters and software developers. It is complex process to understand the minds of consumers. The mindset of consumer largely affect the marketing strategies of an organization hence at the time of framing advertisement attention has to be given to astute user.



TESTING OF HYPOTHESIS:

H(0): There is significant relationship between increasing trends of e-Marketing and its affect no traditional marketing system

The researcher tested the hypothesis by Chi Square test where the significant level is 0.05:

$$X^2 = \frac{(O-E)^2}{E}$$

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total
Male	10	15	15	10	05	55
Female	20	10	05	10	00	45
Total	30	25	20	20	05	100

Degree of freedom = (r-1)*(c-1)

Where:

r = row

c = column

Degree of freedom = 2

$$X^2 = \frac{(O-E)^2}{E}$$

Where O = Observed frequency

E = Expected frequency

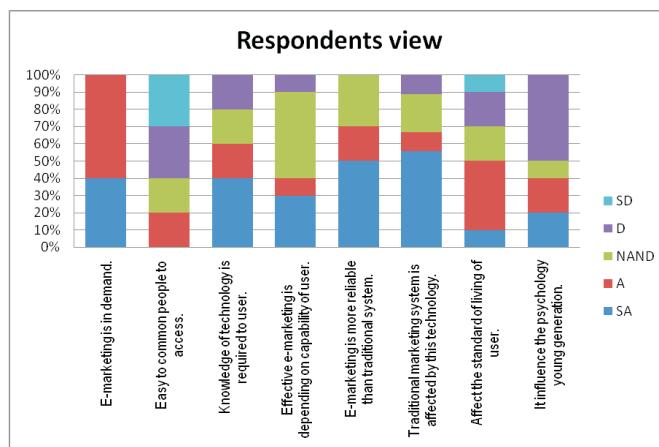
So after calculations we get

$$X^2 = 2.4$$

Where Probability Value (P-value) = 0.55

As the probability value is greater than the significant value i.e 0.05 so we accept the null hypothesis and reject the H1 hypothesis and hence it is proof that there is no significant relationship between increasing trends of e-Marketing and its affect no traditional marketing system.

FINDING:



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The above chart shows the view of young respondents related problems and hypothesis.

- 1.The study shows 60% of respondents are agreed that e-marketing is in demand.
- 2.30% of respondents are strongly disagreeing with that it is easy to access by the common people.
- 3.40% respondents are strongly agreed that user must have knowledge of technology.
- 4.50% of respondents are focused that effective marketing is based on capability of user. If do not have knowledge then it might be possible that the will be several issues pertaining to marketing process.
- 5.40% of respondents are confused that e-marketing is more reliable than traditional marketing process and 55% is agreed that traditional marketing is affected by technology.
- 6.The respondents are concern with excess use of e-marketing affect the standard of living. 50% of respondents are not agreed with that new marketing system affect the psychology of younger.

SUGGESTIONS:

The study shows that e-marketing is demanding. It wipes the importance of traditional marketing. It requires proper knowledge of technology. The user must be well versed with the modern technology. The researcher would like to give some suggestions that are:

- 1.The user must have proper knowledge regarding upcoming technology.
- 2.The user should realise the reliability of e-marketing system.
- 3.Youth are the founder of future world, they should be able to distinguish between right or wrong advertise techniques used by business.
- 4.Youth should be aware and should also know the importance of traditional marketing system. Because traditional marketing system develops several skill which is difficult to develop in modern marketing system.

CONCLUSION:

To save time and energy everyone would like to use modern techniques. Like money, technology can be considered as an essential for survival of human being. In every aspect human beings can't refuse form using it. Different method makes human life comfort. Social media plays an important role in today's modernization and globalization world. It has removed the several issues pertaining to marketing. It has been proved that IT sector has given a new phase to marketing. Youth are fascinated with such marketing concepts. They prefer easy ways of marketing. Though this method is time saving and easy but at the same time it diverts the minds of the young ones. It is found in most of the teen agers that they don't like traditional marketing system. They believe that e- technology is more reliable and easy to access. At the same time it also identified that competent person can access e- marketing quickly.

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QUESTIONNAIRES:

Only for Research Purpose

Name : _____

Gender: Male/ Female

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Std: F.Y _____ SY _____ TY _____

Please tick () against the appropriate box.

(Note: SA: Strongly Agree, A: Agree NAND: Neither Agree Nor Disagree, D: Disagree, SD: Strongly Disagree)

Sr. No	Statements	SA	A	NAND	D	SD
1.	E-marketing is in demand.					
2.	Easy to common people to access.					
3.	Knowledge of technology is required to user.					
4.	Effective e-marketing is depending on capability of user.					
5.	E-marketing is more reliable than traditional system.					
6.	Traditional marketing system is affected by this technology.					
7.	Affect the standard of living of user.					
8.	It influence the psychology young generation.					