

# Concept of e marketing



**Introduction:**

In today's business world Marketing is everywhere in different forms. In ancient time when people may have started business or trading, no matter what business or trade they have done, possibly in any form marketing would be there. Marketing could be there when they may have told some stories to make their business or trade to other people. With the passage of time human generation changed and along with that marketing may also have changed too. The ways of marketing may have improved and modified with the period of time and possibly it will changed with change in future generations, and now people are become more smart and intelligent to tell those stories while making their business and trade today. The concept of E Marketing can be considered as an instrument that works on old age marketing norms and fundamental with the use of modern technologies of communication.

What does E marketing means? As mention above that the concept of E Marketing can be considered as an application that works by implementing old age marketing norms and fundamental with the use of modern technologies of communication specifically internet. There are different name of e-marketing, it can also be refer as online marketing, internet marketing and sometimes electronic marketing but this all terms are used as synonym of each other. In this study e-marketing is refers to internet marketing only. In E-marketing a brand is promoted or advertised via internet. As per the above elements online marketing is a mixture of all the activities that marketer adopts to promote product and services through

world wide web by keeping aim of attracting attention of new firms, retaining existing firm and exploring their brand's identity. (www. quirk. biz. com)

Aim of this research: India is a developing country with significant rate of poverty and illiteracy. The use of technology is very limited. The main aim of this research is to critically evaluate e-marketing of Indian banking industry.

In today's world internet is everywhere. Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sale. Internet marketing also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites and e-mail marketing. In 2008 The New York Times working with comScore published an initial estimate to quantify the user data collected by large Internet-based companies.

Counting four types of interactions with company websites in addition to the hits from advertisements served from advertising networks, the authors found the potential for collecting data upward of 2, 500 times on average per user per month (Louise, S, 2008). Through internet marketing companies can approach their customers anywhere in the world. It is like boundary less marketing. Now with an internet marketing companies does not need to put more efforts to enter other countries to promote their products. Internet marketing has had a large impact on several previously retail-oriented industries including music, film, pharmaceuticals, banking, flea markets, as well as the advertising industry itself. Internet marketing is now overtaking radio marketing in terms of market share (Holahan, C 2006). In the music industry, many consumers have been purchasing and downloading music (e.

g., MP3 files) over the Internet for several years in addition to purchasing compact discs. By 2008 Apple Inc.'s iTunes Store has become the largest music vendor in the United States (www. bbc. co. uk). Developed countries are using more technologies than under develop and developing do.

Therefore an inspiration has been taken to critically evaluate e-marketing of banking industry in India as a developing country. To accomplish main aim of these research four objectives has been located which are as below:

- Comparison of e-marketing and traditional marketing of Indian banking industry
- To evaluate an advantage and disadvantage of e-marketing of Indian banking industry.
- To find out factors affecting effectiveness of e-marking of Indian banking industry.
- To predict future of e-marketing of Indian banking industry.

The first objective is to compare e-marketing and traditional approach of marketing in terms of Indian economical and demographical conditions. Second objective is to evaluate benefits and limitation of e-marketing of Indian banking industry. In this objective benefits and advantages will be focused on both the side i. e. banks and their customers. In third objective factors affecting effectiveness of e-marketing of Indian banking industry is been determined. In other words, this objective is up to some extend relates to second objective. In these objective reasons of advantage and disadvantages of e-marketing of Indian banking industry has been evaluated. Finally, last objective is to predict future of e-marketing of Indian banking

industry. This objective is a sort of conclusion. The nature of this objective is conclusive with future prediction.