



REVIEW ARTICLE

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A Study on Electronic Marketing Process and Its Application in the Economical Arena

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ABSTRACT

The development and economic growth of countries in the wake of globalization, is most important issue, with the entering. To the third millennium intensive competition is being done between economic organizations to gain a larger share of the global market trade. However, the role of new technologies in order to facilitate exchanges is undeniable. The Internet is one of the most important tools for electronic marketing that has the thriving ability of business environment. The importance of planning for marketing has been growing rapidly in recent years and e-marketing is process more than traditional marketing through the Internet information technology. This article refers to the process of e-marketing and is optimum outcomes in e-commerce transactions.

Keywords: *Marketing, E-Commerce, Capital, Economic, Information Technology.*

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INTRODUCTION

The word Market Closely associated with busy Street and bustling with shoppers and retailers. But a more subtle market is defined as any place with a group of actual and potential buyers of a product. Market size and depends to the number of people who comment, their need extent and ability of buyers to do business. Marketing activities can be considered as produce a product, market research, communication creation, distribution, pricing and service producing. But marketing main philosophy is based on four factors that are known as four-p (product, price, promotion, and place). Product specifications, determined prices for it are proper and suitable place of time and place for product launches and encouraging factors such as advertising and information constitute the marketing mixed [1]. But regarding the marketing of these factors are somewhat limited. Distribution network and the encouraging factors are summarized to the informing and base making. To determine prices have different base and technology specifications is not entirely at the buyer's hand. Market technology makes market virtual environment by creating the appropriate space informing and databases competition, and with facilitating the relationship between supply and demand make the marketing easier.

If we simplify want to explain, in order to determine the costs associated with doing business or transaction, or for having a healthy competition or having a potential sale, identify potential clients in an environment where the supply of goods or services to it we must to do study and research, (we should collect a information, analysis and reporting for decision determination) that is called market research or marketing studies.

Companies (producers or retailers and marketers) should thoroughly considered the market research or marketing studies in their marketing plan, Which is so far after more than seventy years have passed since world of academic marketing it can be seen rarely. The companies are created, for doing manufacturing or distribution or for direct sales or marketing activities without having to take a glimpse to market study.

The needs and desires of the people changes over time, as technology is constantly changing, expanding and developing, therefore one of the important tasks of active groups or individuals in the field of market research or marketing studies is that these changes monitors the needs and desires of the people and rivals ' performance and record a sets of data for analysis and further studies into required information for managers decision making. If these companies be asked who is placed in your market? What is his need or requirement? Either they ever do not know or give you general or irrelevant responses. For

example, say: Well obviously people! Is this true? Not. Not true! We will not get anything with sweeping generalizations. You should target them. You want to spend for advertising costs to convey your message to them.

Therefore, you should know that who is your real audience and what are your competitors in this market and how they work [2].

Among these people we have both ladies and gentlemen. Gender and age of individuals are important, their number are important their customs, beliefs, interests and penchants is important to them to have a business, their purchasing power is important.

The Goods or services that are marketed has their clients or consumers, And you definitely are not just a supplier, competitor or goods or services that they also offer is important and if you omit them, And enter the goods to market and Peace forget - with this fast development and deployment of technology - perhaps within a day, a week or a month you realize that even though a product have not been sold. Because there has not been need for it, because that needs has already been answered with other product or brand, because it has not been supplied in the right place and time, and for many other reasons. You have to know and use the sources and methods and strategies to perform a market study or a successful set of marketing studies. In This world wide whirlpools, Internet access and Internet services that are provided to us (Eg email or web) - and an excellent environment to study the market, its use, exhibit or even sell that information.

Today, the rapid development of technology has put great pressure on organizations that and they have to implement the right strategy to maintain their competitive position [3].

The Internet, as a key technology facilitating electronic commerce, evolves and changes the business fundamentals principles. One of the main business activities which greatly impressed is marketing. Electronic Marketing is the interaction bridge between the client and organization in the in a media advanced environment in order to make profit for the concern person or organization.

Marketing research is an integral part of a company plan or a marketing plan. We need to know exactly what is the real need and demand of people or target market and people to what extent (or surface) can afford or how much they are willing to pay as fee in order to respond to their needs or wishes.

Very simply put, E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E -Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous.

E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers.

By such a definition, e-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

MARKETING BASIC CONCEPTS

Contrary to popular belief, marketing is not just advertising and Promotion! The Marketing Category is divided into four main sections that is famous to 4Ps ... the basic concepts of marketing is e-marketing prerequisite for marketing, communication arts of producers and suppliers (potential manufacturers and suppliers) of a product or service with existing potential customers. Marketing is inevitable outcome, essential and unavoidable of capitalism. Of course this does not mean that marketing is limited only to the countries of the capitalist system [4].

Marketing techniques can be applied in all political systems, and many aspects of life. Practices marketing by some branches of the social sciences are introduced. Marketing techniques can be applied in all political systems, and many aspects of life. The Marketing methods are introduced by some branches of the social sciences. Particularly the fields of psychology, sociology, economics and marketing research will configure activities and order them. Marketing is relevant to many of the creative arts through the advertising. The Successful marketers focus on customer in other words, they are customer orienting or customer-focused.

In discussions of the four elements of marketing said marketing mix. A marketer uses these four elements to develop a marketing plan. To be successful in marketing planning, marketing mix or the 4Ps should be reflect of the customers' desires and requirements in the target market. Trying to convince buyers to purchase a product which is not desirable, and attentive, is very expensive and successful rarely. Marketers are in need of marketing research to evaluate consumer needs and identify the products that consumers are willing to pay to obtain them, They hope that this make possible the process of achieving a successful and sustainable competition. Marketing management is considered as applied tool of this process.

MARKETING MAIN CHAPTERS

The main chapters of marketing are: The Principles of Marketing, Marketing Strategies, Marketing management, product management, pricing, promotion, distribution, Direct Marketing, Consumer Behavior, Marketing Research, Marketing Services, Email Marketing, Marketing gradual evolution [5].

Principles of Marketing; Consumer Basic Concepts:

In Economic Sciences a set of individuals in a community, families and all economic agents that use the produced goods and services in an economy in which is said "consumer". Although this term includes of one by one of individual in a political - is geographical range, as well as it is economic terms is a political too. The standard macroeconomic theory, it is assumed that the goods and services consumer spends the allocated funds that he considers for his expenditure to purchase of goods and services. It is clear that the consumer will spent, these funds in a rational approach to achieve optimal purchase plan according to the considered priorities and preferences.

In temporal patterns of consumer behavior may be part of the budget to be spent on long-term investments in order to gain more profit in future periods of time. When goods selling and services firms are huge, maybe the term "consumer" is considered as derogatory word in a sentence. This means that the buyer of the product is not the intelligent and clever person. This phrase is just in opposite point to the word "customer that is considered a smart person who is having buying and choice power.

Customer lifetime value

Attending to customer value over the course of a relationship with an economy's company or enterprise, is one of the long-term marketing principles that is so called Customer lifetime value. Note this point that does client also has used the goods and services of the similar or rival companies during this period or not is of requirements of marketing principle. Customer lifetime value (CLV) can also be defined as the dollar value of a customer relationship, based on the present value of the projected future cash flows from the customer relationship.

The important results are to have long-term plans and prospects, identify clients' new trends for the good or service is better and newer that if the organization response to these trends, customer loyalty will be more to the Company.

Customer Experience Management (CEM)

Customer experience management is a process that that monitors all customer experiences of a product or a company and manages it strategically Customer experience management is about more than serving your online customers. It's about more than knowing where customers shop and what brand of dog food they buy. It's about knowing your customers so completely that you can create and deliver personalized experiences that will entice them to not only remain loyal to you, but also to evangelize to others about you – and that's the most valuable form of advertising there is.

Gaining this depth of knowledge about customers isn't something that just happens. It comes from extracting insight from all customer touch points and channels across your entire organization. It's about harnessing mountains of customer data from online channels and beyond, and extracting valuable insight from that data with speed and precision.

For this purpose, different approaches such as brand, product variety, market segmentation and Public Relations Marketing, is including customer public relations management (CRM) and customer satisfaction are used . The ultimate goal of CEM, is overcoming obstacles and the gap between talk and action that is done through rewriting the formulas of finally we can say that CEM stresses four aspects of marketing management:

- 1) Focus on all relevant aspects of the client,
- 2) Analyzing and creativity composition
- 3) The simultaneous to Programming
- 4) Internal and external programs practice.

Email Marketing Rules

Marketing through email is a new concept; it has principles, rules and regulations that their observance is imperative and mandatory. It is compliance with those principles that can be successful [6].

In the age of "professional work and do work quickly " It is important to note, that actors also need to know well principles, rules of the game. Unfortunately, many companies and institutions began to play without regard to the rules of the game. Basically, in most cases, instead of introducing, promoting, advertising or replacing the trademark "customer", causing "dishonor" and "anti advertisers of products or services to their clients. They simply do not know how to enter the pit, "Electronic Marketing» E-Marketing will be without Mark Spammer. The electronic mail (email) senders unsolicited with such actions, not just do not dissolve the problem of "customers" problems, but they provide more problems for him. Loss of credibility and reputation online is a growing trend of Internet sites in Iran, Just because

of the same old problem that Inexpert, unresponsive and unaware people of the rules and the regulations have been referred to the venture and eventful game. Per year in the United States of America and in most European countries and even near us recently in Dubai, to present, introduce, explain and teach any of the principles, rules and laws that must be observed in "e-marketing" and especially "Through Email Marketing" by marketer, the training seminars and workshops are held for hours, sometimes days, and newcomers and ill bump and even "electronic marketing professional with experience" participate in to meetings and seminars to up to date their information towards what is on the Internet sometime is changing and evolution i.e. All aspects related to "work" on the Internet and "e-commerce" or "e-government" and also the modern methods of marketing and Internet Advertising – be up to date.

The most important principle through Email Marketing is that commercial messages sender should get permission of respondents in advance. Or in other words, "the respondent or Internet users" has been request to receive "mail and advertising newsletters" of that Sender Company setting and completing forms and processes.

And this is what the less company advertising website or Internet has bothered to follow it. The companies with name of "Internet Advertisement" in an uncontrolled burst and without "explicit and clear permission" from the Respondents, send a plenty of letters and electronic news letters to companies and their Internet addresses that they have (or have purchased) Many spammers are engaged in this work around the world and Send their advertising newsletter to Since Sue.

But this motion is generally condemned and the trusty companies never send letter or newsletter without clear and decisive "asking" and "permission" (in some cases at least twice to confirm the respondent) to anyone (here Internet users who have e-mail address).

Marketing through email is a new category; it has principles, rules and regulation that their observance is imperative and mandatory. By following these principles that can be successful.

E-marketing Planning stage

Do you plan to have your site plan? If not, now is the time to start thinking about developing a program. Marketing program will help you to make the right decisions for your daily and long-term schedules. [7]

Marketing designing and is not difficult and hard work it does not require a degree in marketing and extensive experience. You can also do this. Although, it is necessary to leave enough time for your plan. To make Marketing outline is preperable in a five-step process they are as follows:

1st Stage Information and Analyze Collection

You need to the Information about company, competitors, customers, and other effective factors in industry. This includes all those things that you can achieve about affects development circumstance on the internet in your industry and profession. That means examine its connection with matters such as products, development will be a base of Pricing and distribution solutions. Through this information you can run business and WTO analysis and properly identify your target customers.

2nd Stage: Let the Inquiry Your Mean Challenge.

Write the main challenges related to the Internet that you intend to achieve them. Citing the fundamental challenges will help you be able to focus on a specific target while expanding your overall program.

You can provide these challenges in the form of questions. How can we?

When your web site of marketing overall program is complete will answer questions about your main challenges.

3rd Stage: Design The Objectives of Your Website.

Your goals can be able answer to this question that how you can overcome to the fundamental challenges of your marketing and in general condition answer to them. If the main challenge of your company's website is that how your website can be created business for users. For example, a targeted marketing plan for your website marketing plan can enhance and augment services on the due to create dynamic sites and interested customers.

4th Stage: Design your strategy.

Strategies will support your goals. The strategies are defining the overall ways and solutions dealing with objectives. For example, the necessary strategy to support the goals mentioned above can include:

1. Improving communication, information and training be online.
2. To make organizations dynamic and appealing in internet.
3. The use of existing facilities and web Site to communicate with existing customers.

5th Stage: Choose Tactics

Tactics implementers in a place where the action be accomplishment. Tactic is something that you can with use of it grant life to your strategies.

Tactics for strategy 1 mentioned in the fourth stage (to improve communication, information, and training on-line) can include:

- 1 Share your experiences in business by putting others' participation in discussion boards.

- 2 Provide an electronic newspaper by Email.
- 3 Register your site in search engine specialized lists.

After your initial plan was prepared you should let it run in workflow.

Enhanced performance and compliance needs to get response and favorable result in order to create the desired transformations and changes. Many companies promote their marketing program and reviewed annually. When they begin the budgeting program for the New Year and overview their company business plans.

E-marketing Role in Organizations Millennium

Nowadays, the increasing development of communication technology, invites organizations to hard and deliberately competition and arguably can say the organizations will win this competition quantity and qualitative provided their managers adapt organizations to environment conditions and improve domestic situations [8].

On the other hand, profitability of a company that ensures its survival is dependent on the correct market management program design to meet the needs of customers. Marketing is an effort towards reducing the company's internal and external risks, that with using of contingency procedures, assesses the situations and ensure that the organization's response against them.

The importance of planning for marketing has been growing rapidly in recent years. In marketing first of all must specify the identity of each customer and examine the features of each of them separately.

As much as the level of established communication between organizations and customers be closer and more intimate in the same way can make it closer to each other in the organization. To establish this intimate relationship requires accurate information from customers.

Electronic Marketing has provided new facilities to achieve this goal. This paper has been outlined the challenges in e-marketing and digital marketing and with emphasizing on its key role is presented to success in a competitive market, Strategies for organizing and managing the relationship with customers in this way.

Email marketing function can be introduced and presented in three categories as follows:

- 1) **Integration:** E-marketing includes all procedures of sales by company on behalf of the company encompasses in form of an integrated process.
- 2) **Coordinator**-marketing co-ordinates the extent of requirement and needs of enterprise's customers with production level and services capacity.
- 3) **Mediation:** Email Marketing plays a mediating role across various departments of companies, including financial sector and foreign investors.

E-marketing Challenges In the Digital Age:

The most experienced and successful company in the electronic commerce (EC) understand this point that success or failure solely is not on the company's web presence or low price but the important factor is in the transmission of high quality of serving the electronic. Recent researches suggests that the low price and promotion to some other time, As an important factor influencing the buying decision of the customers will be lost and will lose its importance. Therefore, internet retailers in order to build trust in customer, loyalty and keeping customers should focus on high quality service of the electronics before, during and after the exchange [9].

Mixed Impact of Internet on Marketing

Using the Internet means newest and most important technologies of our times, is one of the major concerns of organizations. Internet marketing phenomena also emerged to respond to these concerns, and since then several new marketing offered to convert traditional marketing in to modern marketing [10].

One the most important activities of traditional & Internet marketing is marketing mix design. Thus, when marketing base on Internet combined will be along with the success that designed suitable internet marketing mix be designed.

The marketing mix as a set of controllable variables (instruments) of marketing that the company blends them to respond to target market.

Marketing Mix includes the following:

1. Product:

The product has been heavily influenced by the Internet. The Internet has created a base for innovations in manufacturing product, because companies can directly access to customers and use the obtained information to develop new products. The cost reduction of Gathering and disseminating information about customers, as result of information and communication technology also has contributed and helped to this process.

2. Price

Price is the only element that would gain income. Despite these circumstances the Internet environment companies need to consider to other factors other than price to increase their competitive power. For example, with products diversification that has been possible through Internet, buyers are expected to show less sensitivity to price. The products provided further satisfy customer preferences, the buyer is more satisfy and seller can charge a higher price to the customer.

3. Distribution

The major impacts of the Internet on the location element, its size and largeness magnitude. Any where that can be connected to the Internet, in the area of market covered by the firm's market. Manufacturers with the direct contact opportunity with customers through the Internet can eliminate middlemen and retailers.

For example, Dell Company sells its products through their website and therefore has removed many middlemen and retailers. The other Impacts of Internet on the location element is distribution costs reduction for digital products. Despite these advantages, one of the major problems facing marketers is in the area of location, lack of physical contact capability with the products and vendors element that commodities a major problem in some of Goods. Therefore, because of reason in the current situation still physical stores like Wal-Mart have retained their publicity and efficiency.

Advantages & Disadvantages of marketing

There is no doubt that electronic marketing has contributed positively in the life of modern societies, mainly the consuming societies. It allowed purchasing of materials cheaply without any limit, and without any restrictions. It also gave the chance to make a free selection and comparison between the prices of goods at the electronic department stores throughout the Internet. All such facilities are given to the consumers in a very short time without causing them to leave their office or home. In addition, the Electronic Marketing has exterminated the monopoly of goods and materials, all such acts of course are for the consumer's benefit. However, in addition to such advantages there are many disadvantages of such type of marketing; the Electronic Marketing has deleted the privacy of the consumer, because all of his movements through the Internet have been divulged and under control, in addition to lack of exclusive security through the Internet. Accordingly, many losses equally occurred to the customer and the merchant due to such acts of hackers who reveal the information and credit cards details. In addition, the Electronic Marketing caused many merchants, agents and monopolists to be vanquished because it gave the chance for direct communications between the producer and the consumer without passing through them; as such, many of such merchants have been yielded away from the way of this new technology. The Electronic Marketing was able to cause an upset down in many concepts and standards of economic science that have existed for so many years. Doors are still open for every new in this assumption and endless world as there are no limits that can stop such human ambition. In summary we can point out to advantages and disadvantages of electronic marketing as follows: [11]

Advantages of e-Marketing

Following are some of the advantages of e-Marketing:

- Extremely low risk
- Reduction in costs through automation and use of electronic media
- Faster response to both marketers and the end user
- Increased ability to measure and collect data
- Opens the possibility to a market of one through personalization
- Increased interactivity
- Increased exposure of products and services
- Boundless universal accessibility

Disadvantages of e-Marketing

Following are some disadvantages of e-Marketing:

- Dependability on technology
- Security, privacy issues
 - Maintenance costs due to a constantly evolving environment
 - Higher transparency of pricing and increased price competition
 - Worldwide competition through globalization.

Electronic Marketing Obstacles

There are a few obstacles in email marketing that are as follows:

- 1 Hosting company limits the number of email recipients being perceived as a spammer content too long, involved, or otherwise hard to read.

- 2 Some web hosts will limit the number of emails you can send at one time because they suspect that you are spamming. This can be overcome by choosing a web hosting company that allows sufficient disk space for large bulk emails or by using an email marketing service.
- 3 Avoiding being perceived as a spammer is worth your time and effort. SPAM is defined as unsolicited bulk commercial email. The easiest way to avoid being labeled a spammer is to make sure that you have obtained permission from all the people to whom you send email.
- 4 If your content is too long or difficult to read, you will have lost all the benefits of email marketing. In order for a newsletter to be effective, people have to read it [12].

CONCLUSION

In general the following matter can be concluded from this study:

1. Email Marketing pursues the same traditional Marketing objectives: to attract customers and maintain him.
2. Information and Communication Technology causes new opportunities creation to redefine the relationship between the vendor and the customer.
3. To use electronic marketing methods cause to enhance the relationship between the customer and the seller through understanding of requirements and needs of the customer and seller and depending him to goods and services of seller.
4. Due to the possibility to a rebound communicate in the electronics marketing; the seller must have a correct understanding of his customers.
5. As much as the reorganization level of your customers (needs, desires, interests and tastes) is more equally your email marketing process will act better and effectively.
6. The successful Email Marketing brings development of companies in the electronics world and should be permanent and royal member of the company's marketing strategy.

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