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# PURSUIT

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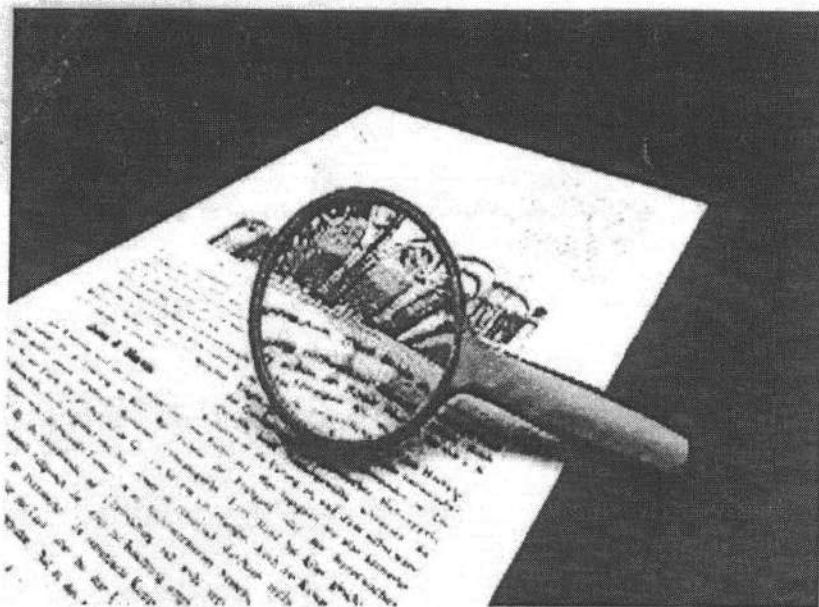
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On

**RECENT TRENDS IN MARKETING & ITS EFFECTS ON  
INDIAN ECONOMY**

8<sup>th</sup> & 9<sup>th</sup> January 2015



Prin. Dr. D. B. Shinde

Editor-in-Chief



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## Role of E- Marketing in Development

### Introduction

The Methods of Marketing have changed and improved e-marketing is the product of the meeting between modern communication technologies and the age-old marketing principals That human have always applied .

### What is e-marketing?

E- Marketing is also referred to as Internet Marketing (I - Marketing) on line Marketing or web-marketing E-marketing(Electronic) refers to the use of the internet ( -mail) and digital media (wireless, mobile, cable, satellite) capabilities to help sell your goods or services E-Marketing means using digital technologies to help sell your goods and services.these Technologies are a valuable complement to traditional marketing methods whatever the size of your business model.

### Nature

The nature of the internet means business now have a truly global reach while traditional media costs limit this kind of rich to huge multinationals, e-marketing open up new avenges for Smaller businesses, on a much smaller to access potential consumers from all over the world .

### Scope

E-marketing allows marketing to reach consumers in a wide range of ways enables them to offer a wide range of products,e-marketing includes among other things, information management, public relations, customer service and sales. With the range of new technologies. Becoming available all the time this scope can only grow .

Online e-courses search, mobile ,web marketing as wall as general E-marketing over 10.000 marketing professionals and student from over 45 countries have a taken our online course and online turnover is 22000 cr.rs by CLSA world wide internet user are 2.095.006.005.

### Country Wise %

Koria	76.00	Germany	55.00
USA	74.70	Russia	27.00
Japan	73.80	China	22.40
France	66.00	India	07.10

### India's best e- marketing companies

Rank	Company
1	Vodafone
2	Airtel bharti
3	Hindustan unilever
4	Cadbury
5	Coco-cola
6	Pepsi
7	ITC
8	Sony

### Objective

- 1) Sell products and service
- 2) Serve customer
- 3) Communicate
- 4) Low cost

### Advantages

- 1) word wide web
- 2) lower cost
- 3) customer service
- 4) 24 hour marketing
- 5) Increased interactivity
- 6) Detailed information
- 7) Measurable results
- 8) Personalization
- 9) One to one marketing
- 10) Segmentation
- 11) Retune on investment
- 12) Immediate Action

### Disadvantages

- 1) No replacement
- 2) Out dated information
- 3) Unethical practices
- 4) Transparency
- 5) cost of hardware

### **Challenges**

- 1) Governance laws and regulations
- 2) Cultural issues
- 3) Lack of technical infrastructure
- 4) Marketing philosophies & channels
- 5) Online shopping worries
  - i. Fear factor
  - ii. Unreliable delivery mechanism
  - iii. Credit card fraud and usage
- 6) cyber crime
- 7) Electricity

### **Conclusion**

Today, E-Marketing saves time, labour and money. Now a days, E-Marketing becomes the essence of the modern economy. So the use of E-Marketing takes the fast growth among the young generation. The average online shopping of our country is Rs.6000/- per head. In compare to other developing countries, this ratio is very less. So there should be an increase in this ratio.

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