Impact of E-resources on Industries in Marketing their Products

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ABSTRACT
Marketing is an art which when supported by electronic commerce get a boom and ease to globalize their products. Over the past decade, e-commerce application for SMEs in marketing their products has grown up and is playing the role of the mediator between buyer and the industries or seller. This study addresses the factors commonly examined in the research concerning the adoption and use of e-resources by industries in the promotion of their products. What are the methodologies used in marketing their products. There are different ways through which E-marketing is possible to do they are: Search Engine optimization, content marketing, Email campaigns, Social media marketing, Mobile marketing, Affiliate marketing etc. E-marketing include activities like product promotion, advertisement of product, sales, E-payments. Hence the present study is undertaken to analyze and study the impact of electronic resources of Aurangabad industries to market their products. The period of research is from 2013 to 2017. The questionnaire is formed using likert scale analysis pattern. This study reveals the impact of various e-resources technologies for industries in marketing their product.

Keywords: E-marketing, globalization, E-promotion, customer relationship, E-commerce

INTRODUCTION
Marketing done with the help of electronic medium that applies the techniques and strategies used in order to reach the target customer is called E-marketing. Internet has now become a very fast medium of information flow as millions of users are daily accessing different sites therefore marketing done through electronic media that is internet has now become the most vital part of an industry. E-marketing is an important factor for introducing SMEs in global and untouched markets. Industries using e-resources can increase sales by providing various offers on the variety of product range in the view of promoting products, seeking quality dealers and end users. E-commerce is not only buying and selling of the merchandise on the internet throughout the globe but e-commerce had also turned into the trading of physical and intangibles goods such as information, online legal advice, online services, online marketing, online payment and support for the delivery of products. All the online activities such as sales promotion, technical support and the facilitation of exchange of goods and services between business and individuals and business to business are also the features of e-commerce. E-commerce has made small scale industries to work out strategies of exploring business through the net and thus creating a global presence. E-marketing facilitates advertising and promoting of the products using the various e-marketing techniques such as organic search engine traffic, social media traffic and pay-per-click etc. Services in industries which are influenced by marketing are Product promotion, advertisement, after sales service, customer relationship, globalisation of products in less time and money etc. Traditional marketing mix is product, price, promotion and place. The E-Marketing mix is E-product, E-price, E-promotion E-place. Challenges faced by the industries using E-resources for marketing are: E-Infrastructural Issues, Building a position, Marketing & Branding for customer acquisition, Declining Margins, Quick Customer Service, Reliable Logistics & Supply Chain, Purchasing by Touch and Feel, E-commerce security issue.

OBJECTIVES OF STUDY
I. To analyze the impact of e-marketing and its application in industries.
II. To evaluate the benefits offered by various types of e-marketing.
III. To provide the findings, suitable suggestions and findings.

RESEARCH METHODOLOGY
Data is collected from both the primary and secondary sources. Primary source of data collection is done through personal visit, interview and a structured questionnaire which is one of the main tools for collecting primary data. Data collection has been taken place in the different selected Industries of Aurangabad city. Various categories of persons handling e-resources had undergone with the interviews who had shared many of the issue, their information, opinions, views and attitudes regarding usage of e-marketing in industries. Secondary data was collected from e-journals, Bulletins, Newspaper, e-Articles, Magazines, case studies related to e-resources.
FINDINGS AND SUGGESTIONS

Respondents under study were 200 in numbers. They were the owners of the small scale industries, marketing managers, service in charges, customer relationship managers of medium and large scale industries. A survey questionnaire was framed and the respondents’ opinion has contributed a lot in finding out the research conclusions. The following given conclusions are figured out from the research findings and the discussion made by these respondents. The following table shows the responses gathered from the industries in marketing their products.

Table I. Shows Application of E-resources for Industries in Marketing their Product.

<table>
<thead>
<tr>
<th>E-resources Applications to Market their Product</th>
<th>Strongly Agree (1)</th>
<th>Agree (2)</th>
<th>No Idea (3)</th>
<th>Do not Agree (4)</th>
<th>Strongly Disagree(5)</th>
<th>Mode</th>
<th>Average Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 E-marketing increases marketing productivity of the employee</td>
<td>0.4%</td>
<td>89.4%</td>
<td>1.4%</td>
<td>8.9%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>2 E-Marketing of products leads to new Sales</td>
<td>0.0%</td>
<td>95.3%</td>
<td>0.8%</td>
<td>3.1%</td>
<td>0.8%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>3 E-Marketing of products leads to new Customers</td>
<td>0.0%</td>
<td>95.3%</td>
<td>0.8%</td>
<td>3.1%</td>
<td>0.8%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>4 E-Marketing of products leads to increased Profits</td>
<td>1.4%</td>
<td>92.7%</td>
<td>2.2%</td>
<td>3.1%</td>
<td>0.6%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>5 E-Marketing leads to reduction of sales costs</td>
<td>2.6%</td>
<td>92.3%</td>
<td>1.4%</td>
<td>3.0%</td>
<td>0.8%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>6 E-Marketing of products leads to faster discovery of customer needs.</td>
<td>3.9%</td>
<td>93.5%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>7 E-Marketing leads to new markets</td>
<td>5.1%</td>
<td>92.3%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>8 E-Marketing leads to fast communication with customers.</td>
<td>7.5%</td>
<td>89.8%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>9 E-resource is an effective medium for product promotions</td>
<td>10.8%</td>
<td>85.2%</td>
<td>3.0%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>10 E-Marketing leads to develop new products.</td>
<td>5.5%</td>
<td>91.9%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>11 E-Marketing leads to provide better and fast service quality.</td>
<td>6.3%</td>
<td>89.8%</td>
<td>3.0%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>12 E-Marketing leads to build Good Customer Relationships.</td>
<td>5.7%</td>
<td>91.7%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
<tr>
<td>13 E-resource is a faster way of advertisement of product.</td>
<td>66.7%</td>
<td>27.4%</td>
<td>2.8%</td>
<td>3.1%</td>
<td>0.0%</td>
<td>1</td>
<td>1=Strongly Agree</td>
</tr>
<tr>
<td>14 The customers usually do not trust E-Marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues.</td>
<td>0.0%</td>
<td>4.3%</td>
<td>1.6%</td>
<td>93.3%</td>
<td>0.8%</td>
<td>4</td>
<td>4=Do not Agree</td>
</tr>
<tr>
<td>15 The customers usually do not trust E-0.0%Marketing tools (e.g the Internet, E-Mail, and Mobile) because of privacy issues.</td>
<td>0.0%</td>
<td>4.3%</td>
<td>1.6%</td>
<td>93.3%</td>
<td>0.8%</td>
<td>4</td>
<td>4=Do not Agree</td>
</tr>
<tr>
<td>16 Online sales decreases product cost as it reduces expenditure on middle man.</td>
<td>5.1%</td>
<td>92.1%</td>
<td>1.6%</td>
<td>1.0%</td>
<td>0.0%</td>
<td>2</td>
<td>2=Agree</td>
</tr>
</tbody>
</table>
E-marketing enables to reach the boundaries of the world within no time.

Impact of electronic resources had made marketing very much versatile, time saving, effective and speedy which reaches the globe in very less time. From the above finding it is observed that the responses obtained from the data collected for e-resources application to market their product, we get the average responses of all the respondents same i.e. mode value is coming to 2 = Agree except the readings obtained for point 14 and 15 from the table. Which infers that e-resources application provides potential for the industries to market their product hence the hypothesis is accepted.

I. The above given table shows that 90% of the respondents agrees in increasing the productivity of the employees as e-marketing makes the products to cross the geographical boundaries which makes the product visible throughout the globe. This can increase the product demand depending on the requirements of the consumers or the dealers. This results in increasing the productivity of the employees.

II. 95% of the respondents agrees with the fact that e-marketing results in leading to new sales and customers as the products can be made more effective by displaying the video of demonstration. 94% respondents believe with e-marketing improves profit margins as the demand increases the production increases. 95% of the respondents believes in the reduction of the sales cost as e-marketing is costing less compared to other sales promotion activity.

III. 97% of respondents agrees in discovering customer needs and modifications needed in the products as the feedback form attached online records the opinions of the visitor which is stored in the database, their views are studied later on by the experts and a serious thought is given on the major feedbacks by the team appointed and necessary actions are taken which may be in product improvement or new discovery of the product.

IV. 97% of the respondents agrees in the detection of new markets, 97% of the respondents agrees with faster communication with the customers in case of service needs or sales which improves the customers relationship and also develops report with the industry bringing in new references or sales.

V. 96% of the respondents agrees of e-marketing being an effective medium for product promotion, 97% of respondents agrees in the building of customer relationship, 94% of respondents agrees in e-marketing beings a faster way of advertisement of the product, 97% respondents agrees in decrease of product cost as it reduces the expenditure on middle man, 94% respondents believes in e-marketing enables in reaching the boundaries of the globe within no time. 94% respondents disagrees with customers not having trust in e-marketing tools due to security issues, 94% respondents disagrees with customers not having trust in e-marketing tools due to privacy issues.
SCOPE OF THE STUDY

The industries of Aurangabad after adopting e-marketing as one of the instrument has experienced varied scope in the marketing sectors such as advertisement, promotion of products, after sales service, customer care, relationship management, Internet banking, logistics while covering all types of units viz: Large, Medium and Small scale industries. There is endless scope to e-marketing in industries as the Make in India project initiated by the government and is working on many different aspects which are going to create a plentiful of opportunities for the industries to market their products globally.

LIMITATIONS

Although the research study has presented meaningful answers to the research questions however it is not possible to cover all measures in implementing E-resources application to produce potential in marketing their product in selected Industries of Aurangabad city due to certain limitations needed to be addressed such as constraints of time, money and labor. Hence data of some selected Industries of Aurangabad city have been chosen for study.

CONCLUSIONS

Marketing is one of the vital processes in the industry as the economy generation is possible through the product sales and service. The analysis was done with a goal to find and discern whether e-resources and its application in selected industries of Aurangabad city produces potential to market their product and brings about benefits for the development and globalization of industries. The analysis was done by using various statistical tools and software’s like Microsoft excel, Minitab with the help of which graphical representation and statistical outputs were found out. The data in my research was completely categorical with the questions in likert scale. In this fully e-technological era it a need for all the industries to be internet and e-resources savvy so as to cope up with the rapidly changing and upgrading environment. From the above analysis it is concluded that e-resources produce potential for marketing their products.

REFERENCES

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