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E-COMMERCE AND E-MARKETING: A STUDY

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ABSTRACT

In the context of this work, the term "e-commerce & e-marketing" is defined, and an outline of its constituent parts is presented. The definition of the word, its contents, its relationships, its functions, its characteristics, its significance, and its evolving model are all included in these components. In addition to that, researcher provides an overview of the growth model. A content analysis of both online shopping and online marketing was the first thing researcher did when he got began. In the second round of discussion, researcher spoke about the parallels and interrelationships that exist between online marketing and online purchasing. Both of these topics are becoming increasingly popular. The COVID-19 outbreak has had a significant and negative effect on micro, small, and medium-sized companies (MSMEs) all across the world. The choice of e-commerce (EC) platforms and digital marketing (DM E-marketing) strategies that micro, small, and medium-sized enterprises (MSMEs) use in order to maintain their businesses is a significant factor in the financial and long-term sustainability performance of such businesses. The primary objective of this research was to investigate the ways in which EC and DM platforms and strategies influenced the financial and sustainable performance of MSMEs in the midst of the catastrophic COVID-19 outbreak. In order to investigate the possible model, an approach known as partial least squares structural equation modelling (PLS-SEM) was put into action. The findings demonstrated that micro, small, and medium-sized enterprises (MSMEs) who participated in online trading did better financially in spite of the outbreak. The bottom lines of MSMEs showed considerable improvement after implementing digital marketing strategies, as was indicated in the study. However, the researchers did not find any association that was statistically significant between the use of DM strategies and the continued success of MSMEs. Additionally, it was observed that the MSMEs' financial success served as a mediator for the connection between the MSMEs' adoption of e-commerce and their performance with regard to sustainability. The findings contribute to the growing body of academic research on the subject of the adoption of new technologies because they

investigate how e-commerce and digital marketing influence the financial consequences of businesses in the middle of a global pandemic. This research reveals several crucial findings for the managers and policymakers of small companies, including the significance of advertising and internet purchasing.
KEY WORDS: E-commerce, E-marketing, Performance, Sustainability, Technologies.

INTRODUCTION

Market research is the process of acquiring information about the requirements and aspirations of customers, and it is used by businesses who are interested in assessing whether or not their products will be successful in the market to determine whether or not they should conduct market research. When it comes to ensuring the continued sustainability and relevance of the company's offerings in the market, this specific aspect of marketing is of critical significance to the company. A company is unable to appropriately price its products and sell them unless it first determines the spending capacity of the clients they are trying to attract as their target market. It is feasible to acquire a basic picture of the purchasing power of consumers by looking at characteristics like the GDP per capita and the average income. This is achievable because these parameters can provide information about the purchasing power of customers. Our client will have a better understanding of the opportunities and limitations presented by the target market after they have a firm grasp on the demographics of those clients. If you have a comprehensive grasp of the individuals you are attempting to connect with through your marketing efforts, you will increase the likelihood that those efforts will be successful. It is vital to acquaint our client with the companies that they contend with in the market in order for them to be able to conceive of and put into action better company plans.

The performance of a competitive analysis is one method for accomplishing this goal. It includes acquiring information about the marketing strategies utilised by other companies in addition to the products provided by those companies. It is a terrific approach to acquire insight into the sorts of content and campaigns that customers are truly interested in interacting with if one investigates the manner in which rivals connect with customers online and the response of their following across social media networks. When we are conducting the study on social media, we pay special attention to the ways in which our rivals differ from one another in terms of the level of user involvement and the marketing efforts that they make. In addition, we take into consideration whether the majority of these competitors are entirely online businesses or conventional offline businesses that provide customer loyalty programmes. If the majority of these competitors are online businesses, then we consider it a positive factor. Our company begins by performing an assessment of the condition of social media in the geographical region that our customer plans to expand into as the first stage in our process. By conducting a consumer survey, we have the opportunity to obtain additional information on the demographics, interests, and buying behaviours of the target market for the products and services that our client offers (in this case, sports items). Our customer will benefit from this survey since it will provide us the opportunity to confirm the conclusions of our study by comparing them to information provided by actual users. This will result in the exposure of information that was previously unknown regarding the buying behaviours of customers, their preferences for online shopping, their concerns over delivery, and other aspects that impact purchase decisions.

TECHNOLOGY AND MARKETING

Across the length of the customer lifecycle, marketing automation software that is equipped with a customer relationship management module may be used to enable the streamlining and enhancement of a variety of campaign types. This may be accomplished via the use of several forms of marketing automation software. For instance, after a client's information has been entered into the system, the software will identify that client and begin sending advertisements to that client via email, postal mail, or social media in an effort to turn them into paying customers and to ensure that they remain loyal to the firm for the rest of their lives. This is done in the expectation that the consumer would thereafter become a paying client and will maintain their undying allegiance to the company. It is an automated system that keeps track of consumers, detects when those customers have purchased goods that are comparable to what they have previously purchased, and then gets in touch with those customers to make special offers. This system also determines when customers have purchased products that are similar to what they have previously purchased.

This sort of application is being utilized by a wide variety of businesses throughout the globe. These efforts are aimed to make it easier for customer support staff to engage with new clients and get to know them, which will in turn make the process of providing customer assistance more efficient. This type of software sends certain pre-recorded audio messages via a number of channels, such as email, phone, and social networking applications. These messages can be customized for each channel. This helps in supplying information for problem-solving, which in turn shortens the amount of time that is required for contact, which in turn makes the process of delivering customer service much easier. Numerous apps and computer systems that are driven by location service technology take into consideration the present location of the consumer. This is done in order to provide the best possible service. Apps of this kind may also be able to categorize potential customers according to their locations and then provide those customers with services that are depending on their locations. In order to be in a position to provide services of this nature, it was required to build what are known as "Geo-location" or "GPS location systems." By centralizing and automating routine business activities, improvements have been made to the business process that is driven by customer relationship management (CRM).

Employees are able to analyze and keep track of activities relating to customer service thanks to the usage of this technology, which frees up their time for other efforts, some of which may be more creative in character. By conducting an analysis of data related to specific clients, the customer relationship management system (CRM) is able to develop an all-encompassing marketing strategy that includes alluring promotional offers. Because of this, the level of satisfaction experienced by customers has improved. Artificial intelligence, sometimes referred to simply as AI, is now the most cutting-edge kind of technology available. A system such as this one is dependent on the automotive identities of its users, which are determined by the customers' buying patterns as well as other data that is relevant. These identities are linked to the automotive identities of the users of the system. As a component of the method used to put such a system into action, the software known as "Salesforce Einstein" has been incorporated into the process. The purchasing habits of clients are followed and analyzed by software, which then makes forecasts about the customers' future buying behaviour and offers them a personalized bundle of products and services with the objective of turning them into loyal and repeat customers. In other words, the software has the potential to turn clients into loyal and repeat consumers. "Salesforce, Oracle, Microsoft, and SAP" are some of the most well-known names in the business of producing customer relationship management (CRM) software, which is presently offered on the market. Although there are a significant number of other businesses that are active in this industry, they are not well known on a global basis. Instead, they operate on a regional, national, or state level and cater to the players in the market who fall into more specialized categories.

The rise of internet buying is pushing a fundamental change away from the conventional approaches that have traditionally been used in conducting business. These shifts are having an effect on the manner in which companies generate wealth and the manner in which earnings are dispersed among shareholders and investors. E-commerce would not exist without the proliferation of a wide variety of cutting-edge computing and communication technology. These technologies help organizations improve their customer service, streamline their operations, and provide digital goods and services to their clients. This revolution in the paradigm of marketing is now the magnet that is luring many companies into the world of online trading. Despite the fact that conducting business online comes with a lot of benefits, it is vital to bear in mind that the internet sector is highly competitive. This is because the internet market is comprised of many competitors. By expediting the process of spreading information about new items, permitting the use of sales channels that had not been employed before, and allowing for early expenditures that are less financially prohibitive, e-commerce makes it simpler to break into a market. E-commerce also makes it possible to use sales channels that had not been utilized previously. Companies who concentrate their attention on the market and diligently monitor both the feedback of their consumers and the activities of their rivals typically exceed their contemporaries in terms of financial performance. According to Change et al. (2003), sub-optimization occurs when a setting that places a premium on sensitivity to and responsiveness to a large number of information signals leads the decision to prioritize one dimension over another. [C]hange et al. According to Chaffey (2004), the most efficient method for understanding e-commerce is to think of it as a particular case of e-business. The moment at which these two schools of thought are brought into direct conflict is during the exchange of goods and services. According to the results of their research, Change et al. (2003) came to the conclusion that companies who placed a greater emphasis on the e-commerce industry would do better over the course of their operations. This was one of the key takeaways from their study. The identification of recurring patterns in organizational behaviour has the potential to make the process of designing strategies more time and labour-effective. Make use of Table 1 to compare and contrast the process of shopping at traditional retail places with that of shopping online.

Activity	Traditional commerce	E-Commerce
Product Information	Magazines, Flayers	Website, Online Catalouge
Business Communications		
Product Availability	Regular Post, Phone	Email, Phone, Whatsapp
Order Generation	Phone, Fax, Post	Software, Email
Product Acknowledgements	Printed Format	Software, Email, Whatsapp
Invoice Generation	Printed Format	Software, Email, Whatsapp

According to the concept of marketing, businesses have a better chance of achieving their objectives if they are able to generate, deliver, and convey higher customer value to the target audiences they have selected more effectively than their rivals (Kotler et al., 2009). One definition of marketing states that it should be "market-centric, customer-centric, strategy-driven, and customer-satisfaction-driven." "Marketing concept" may be defined as "organizational philosophy dedicated to understanding and fulfilling consumer needs through the creation of value," in the words of Levens (2010). Marketing functions are those activities carried out inside an organization that contribute in some way to the value of a product or service. We examine the similarities and differences between the two ideas, marketing and selling. According to Kotler et al. (2010), both consumers and businesses need to make a deliberate effort to sell and market their products in order to be successful. The production facility serves as the starting point for the sales process, after which the process moves on to the marketing and sale of products that have already been manufactured.

CONCLUSION

E-business and e-commerce are two terms that are sometimes used interchangeably; nevertheless, these two terms are distinct from one another due to the fact that the former includes the conducting of transactions within an organization while the latter does not. The key to prosperous online business is attracting and retaining customers and partners that are dedicated to your brand. It permeates every aspect of operating a business, including the buying and selling of physical products. Digital technologies are utilized in every facet of a company's operations, including but not limited to electronic communication, online buying, and research. Purchasing, selling, and setting prices, in addition to advertising and sales promotion, are all components of a practice that is collectively referred to as "e-marketing," which stands for electronic marketing. E-commerce, which is largely concerned with the purchasing and selling of things via the internet, overlaps with this concept as well. The goal of creating sales should not be the major concentration of marketing. When it comes to marketing, making sales is only the beginning. If you want to be successful at e-marketing, you need to have an in-depth understanding of your target audience so that your product or service may be tailored to meet their exact needs. E-business is the capability of a firm to make a variety of electronic connections with a wide range of organizations. These connections can be internal (meaning that all divisions within a company are linked) or external (meaning that suppliers, third-party logistics providers, financial institutions, and so on are all connected). Electronic interactions with a company's customers, wholesalers, distributors, logistics providers, and service providers, as well as end consumers, are made possible as a result of this capability. E-commerce has made it far simpler than ever before to establish simultaneous connections in real time across a huge number of companies for a variety of reasons. This has opened up a world of new possibilities. E-commerce, in a manner that is most easily comparable to the concept of sales, is best construed as a subset of e-business. The trading of commodities and services is the point at which these two philosophies collide. If a firm's goods and services are in accordance with what its clients desire, then the company will be more successful if it directs more of its attention toward the e-commerce market. The integration of information and communication technologies into e-marketing causes conventional marketing to be transformed in two distinct ways. To begin, it improves the efficiency of the marketing functions that are more traditionally focused. Second, the technology behind e-marketing fundamentally alters the nature of many different advertising strategies. The use of information and communication technology (ICT) makes it easier for marketers to fulfil their responsibilities in the management of a company.

E-marketing is the result of traditional marketing strategies being merged with information and communication technology in order to achieve the goals of creating, communicating, and providing value to customers, as well as managing customer relationships in a way that is beneficial to the company and its stakeholders. The term "e-business strategy" refers to the process of integrating offline and online marketing strategies in order to develop consistent marketing campaigns. It is vital that every business owner and professional employee have a comprehensive grasp of information and communications technology (ICT), not just in their own area of expertise, but also across the board and between enterprises as well. just then can the potential of information technology be properly harnessed. It is important to have a clear understanding of the definitions of e-business, e-marketing, and e-commerce both internally and externally, between agencies and their clients. In order for us to be able to defend our own point of view, it is necessary for us to be aware of the difference between pedantic and inclusive definitions. Concepts and definitions, despite the fact that they might be beneficial, have a tendency to place limitations on our thinking. It is possible that clarifying our findings by comparing them to the findings of other stakeholders, such as legislators, educators, and potential entrepreneurs, may be useful.

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