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Role of E-Marketing in Consumer's life: A critical analysis

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Abstract

Papers resemble with different connotation, concepts, meanings and notions, in these aspects this paper is meticulously focusing and touching role of e-marketing in the consumer's life for access and attain their fundamental needs and household items. The major motto of this research paper is discussing benefits, usefulness and role of the e-marketing in promoting consumer's both physiological and psychological needs without gap and lacuna. Instead of doing and pursuing manual marketing, different clients, industries and corporate are sincerely following and introducing e-marketing system with an aim to amplify the consumer's needs and also satisfy their sudden needs. By menace of accessing and approaching e-marketing, consumer's welfares and interests are satisfied and fulfilled immediately, owing to influence and interference of the e-governance system across the country and global its needs has been amplified. Present days needs are based on the marketing, is done by the various client and companies with an interest to sell their products at people's door steps among the various competitive products. Once upon time people had been living along with hard working nature, agricultural profession and agricultural works by eating indigenously produced agro products thereby they were considered as an ancient and medieval people. After this period, people began to eat, taste, live and enjoy sophisticated and luxurious edible and living items. Owing to these needs and necessities certain dramatic inventions and discoveries are inducted into consumer's field's. Along with cooperation of material, goods and articles generating industries and companies different clients are introduced divergent marketing system with a connotation to attract people needs. Day by day people's demands and needs are multiplied toward searching new edible, official and administrative needs, to fulfil all these people's needs people belong to commerce, management, science, technology, food science, cosmetic and agricultural scholars are invented lot of consumer's needs through their research aptitudes. Owing to science and technology influences and invention people in the modern period are enjoying huge and lot in the fields of business, management, industries and administration. Most important thing is these items are not seen and eaten by the ancient people collectively enjoyed and eaten by the modern people owing to ardent and abrupt inventions of the science and technology.

Keywords: E-Products, E-marketing, Corporate Companies, customer's role, Needs, Services and ordering online system

INTRODUCTION

ESSENCE OF E-MARKETING

While increasing essence, needs and desires among the people's hearts, both psychologically and physiologically inventions, discoveries and creations of the consumer's oriented materials are strengthened. Nobody could and would be without essence of his or her life so, which

starts from the various grounds and patterns as to satisfy their needs. On these patterns, materials and goods are produced by the expert companies along with recognised patterns and symbol to sell in the markets. Comparing to present day's people life patterns, ancient people and generations were searching, roaming, wondering and followed nomadic life for satisfy their all in all needs without flaw. Reverse to those

systems of people life, in contemporary people's life from youngsters to elders are believing and expecting materials and goods that they want to access and use for their life purpose, like to make available at their door steps.

Though they had energy, power and stamina but don't like to access directly their needs in marketing places. To attain all their rudimentary and fundamental needs and necessities present days people are looking different smart ways to catch and attain all their needs from house itself. To make avail and attain their needs, science and technologies are being much more useful and fruitful without delay. For attain all those needs, smart phones and computers are directing and motivating the consumers to order immediately, perfectly and timely. All civil, social, business, and administrative needs are accessed through e-marketing system, was known as rapidly transferring, ordering and accessing e-marketing system for facilitate consumer's needs. In this globalised, science and technology advanced word, people in all the countries are so eager to receive and order all types of their house hold and non household items through e-marketing, they are liking e-marketing since they are able to order quickly, rapidly, speedily and on timely for fulfil or carry out their inevitable duties. Owing to high prices of petrol, diesel and inability to move to directly shop places people are wantonly showing interest on accessing and attaining e-marketing services with an interest to save their time. Most of materials belong to people's indispensable items are available at the online marketing system, from which people are ordering their liked materials and articles at easy way according to the customer's interest. Among the populated situation people's needs are increasing and multiplied lot, to meet their needs concern marketing

agencies are directing, ordering and instigating their marketing representatives to search and find out consumer's needs, according their needs. On the basis of customer's needs e-marketing professionals are delivering services on timely and legally.

ROLE SMART PHONES IN INCREASING E-MARKETING SYSTEM

Since transition of social and civic system into the modern social system people's life also strengthened with their needs due to e-marketing services. Due to e-governance and marketing influences there are held numerous improvements, advancement, success, victory and progress in the people's needs and career. All these advantages and improvements are happening in the people's life along with the help of smart phone facilities. Without its role people are not able to see, look and find out where are their needs, life and career. In contemporary period people are struggling and searing their needs and life through Smartphone while ancient people had been searching all their needs and life through brain, auto searching and weapons therefore present days people were able to live happily with the help of Smartphone.

In terms of creating, ordering, strengthening and make success in people life, smart phone is playing vital and significant role without fetching invidious information. Marketing is known to be people through smart phone, by which all types materials with size, breadth width and structures are being identified by the people for access and use perfectly. Smart phones are fetching and broadcasting information on timely about all the issues and needs of the people thereby they are able to finish and complete their commitments neatly and perfectly. From youngsters to elderly people in the recent days, have been using smart phones to attain

all their physiological and psychological needs thereby their life is found neatly and perfectly without any flaw.

Even idle people also getting motivation, inspirations and enthuse to order something by seeing and looking other people's ordering certain items through e-marketing system, is nothing but it is practiced and implemented through e-devices such as networks, satellites, server, hardware and software thereby various products are being made available for the understanding of the people. Phones are connecting people and marketing system for get and attain mutual benefits on timely and neatly. Marketing people are able to deliver, offer and sell their products to be unknown and unseen people through the medium of the smart phone's help. Exactly locations and residing areas of the consumers and customers are easily tracked and identified by the marketing executives and professionals without roaming and waiting. All products are brought to the website of online or www website thereby advertisements are done to the people's knowledge by which people are able to quickly attain and access their needs through e-marketing system. This system was understood and seen by all the people as an outcome of science and technology influences and inventions of the expertise people, who dedicated their endeavour for the sack of people's sophisticated life in the contemporary period.

ADVANTAGEOUS OF THE E MARKETING IN THE PEOPLE'S WELFARE

1. Smartphone are enabling marketing professionals to deliver their products quickly
2. Its speedy role motivating the consumers to approach commodities and goods
3. Since phones are helping to the customers, are able to see and be attracted by the goods and articles for purchase soon
4. Marketing professionals are receiving orders accurately from the customers without delay and confusions
5. Orders and revenues are increased huge and lot by the influence and role of the Smartphone system
6. Marketing companies are able to afford employment opportunities for fresh and trained people in the various streams and discipline of the subjects
7. Its role plays important part in reducing unemployment opportunities and poverty reduction
8. Through e-marketing various degree holders are getting career opportunities from the poor family background
9. Even and equilibrium society are created by e-marketing professionals
10. People are able to get their materials from their house itself
11. Both male and females are engaged at this work thereby gender equity is established by the marketing companies
12. As equal to government sectors this profession is giving much more training and carers for the educated peoples
13. Makes people to explore always their needs with a connotation to satisfy their through e-marketing
14. Prices and approaches of the marketing professionals and companies are seemed to be congenial according to the

- customer's needs
15. It has been providing bias free and genuine services to the customers
 16. Just like Hp, Indene and other cooking gas companies are collecting bribe and extra money from the householders, the marketing professionals are not collecting and behaving very gently with the customers for earn orders again and again.
 17. People have been revealed that e-marketing is simplifying and essaying their needs through smart phones and e-marketing services
 18. Quality and quantity as per ordered by the customers materials are provided by the marketing professionals thereby people are having strong confidence on e-marketing services
 19. Since companies and marketing professionals are delivering goods in the customer places directly and timely people feel so happy to order and again and again
 20. Confidence, trust and worthiness of the customers are increased over marketing professionals due to their righteous attitudes
 21. Since marketing professionals are defending on the companies and customers thoroughly they are behaving decently with the customers
 22. It reduces cost and time of the customers and also preventing the customers go to directly shops for purchase materials
 23. Through e- marketing all types of articles, goods and materials are provided with pattern and vouchers, from medical items to grocery items are provided without break through e-marketing
 24. Women, children, youngsters and adults are liking e-marketing products since all those materials are projected and advertised on televisions and www websites.
 25. For attract the customers new types of ornaments, cloths, household materials, other needful equipments are provided for the sack of the customers benefits and happiness.
 26. Different companies are adopting and adhering with new products according the modern people life patterns, all these are provided through e-marketing
 27. People's choices are outnumbered in these periods to wear, taste, eat and possess different articles and ornaments, all those things are identified and brought through an e-marketing system
 28. Divergent companies are inventing unique attractive materials for house hold usage and other usage all these items are made available www for attract the customers
 29. Now day's companies and educated people are surviving along on the orders of the customers through e-marketing
 30. E-marketing also saving customers time, money and providing materials at affordable and reasonable prices therefore wholeheartedly people believe e-marketing professions
 31. Since people are able to grasp and catch desirable orders and items on online, it seems to be easy to the marketing professional people to provide all their needs

32. It is one of the most wanted and trusted marketing system run by the collective responsibility of educated people, client and corporate for sustain their name and quality at people's heart
33. Though marketing professionals are hired temporarily their characters and attitudes are perceived by the customers so satisfactory and happy since they are serving to them purely without any malpractices and injustices

CONCLUSION

E-marketing has been playing important role in providing people needs, necessities and other items through online portal. All orders and commitments are properly chartered and assessed by the marketing professionals for serve to the customers at different locations without delay. Its services are being truly liked and asked but the numerous people from poor section to rich people because needs are prevailing and existing at all people's hearts without vanishing, according to the customers liking ways e-marketing has been serving its products for their benefits and consumers benefits.

E-marketing has been closely associated with civic people's needs, life and other day to day commitments, for which several industries, clients and indigenous companies are established e-marketing service for provide their generated materials for the customers benefits at different locations. In this globalised and e-governance context people from nook and corner of the world's civil society have been searching their needs on online, through e-marketing their needs are provided at reasonable cost and timely. Nowadays people like attires, jewels, cosmetic, grocery, provisions, electrical items, food items, fitness equipments,

medical accessories, medications, tablets, books, phones and other much more things are accessed through e-marketing system. In future this system must be aggrandized with an interest to amplify and increase customer's needs with great satisfaction, government and private clients are needed to focus on this system with a connotation to provide more career chances to be jobless youngsters. This job has been liked may youngsters in puducherry, Chennai and other big cities because they are doing actively this work and also being paid by the companies without delay. On other hand youngsters from various disciplines are voluntarily asking this job to do effectively for earning customers gratitude and good will. Some of companies are hiring youngsters for unknown and non existing work but this works are being attracted by the today's youngsters voluntarily and automatically to carry out this job efficiently for project company name as well as their family members. People interestingly doing this job on account of job is fixed, work is there to be done but some of marketing companies are not having work to be done by the people thereby they will get bore and discouragement. So, e-marketing has been so famous, useful and gives rapid services to be customers thereby it has been accessed by the various customers to buy their products.

It has been intertwined with people needs as inseparably as attached

Its best and rapid services are being liked by the customers

Marketing people's attitudes and characters are seemed to be trustworthy among the customers hearts thereby its service are increased lot according to the customers interest

Marketing professionals are being guardian of the customer's needs and interest without

forgetting and neglecting their needs which are ordered on online.

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