Abstract
Marketing today is about understanding how consumers research and make purchase decisions in this hyper-connected, digital world. It’s about meeting them at every stage of that decision by integrating relevant content with context on your consumers. It’s about a unified process of attracting audience, converting prospects, closing leads, and delighting customers in ways they actually desire. Today, as far as we concern, the business world is changing. Electronic commerce (E-commerce) as a novel business pattern is depended on the Internet and the original technology from the telecommunications and network computing. Internet marketing has come up like a big boon not only in India but if we talk about the global village it has influenced not only the life’s of the individuals or groups but certainly it has changed the way people used to think about the products, it has completely changed the purchasing style and pattern of the consumers all over the globe. And now looking at the other side that is E marketing it is also acting as an effective & efficient tool to marketwise the products and this somehow becomes more important because the taste and preferences of the consumers globally. This paper is an effort to understand the standardization of E Commerce and E Marketing and its impact on the Indian Economy.

Keywords: E-Commerce, E- Marketing, Converting Prospects, Impact, Indian Economy

1 Introduction
Electronic commerce has become a buzzword for businesses over the past few years, with increased awareness about the use of computer and communications technologies to simplify business procedures and increase efficiency. Combining a range of processes, such as electronic data interchange (EDI), Electronic mail (E mail), world wide web (www), and internet applications, e commerce provide wais to exchange information between individuals, companies and countries, but most of all between computers. This moment has been broken up into two main sectors: business to business (B2B), Business to Consumers (B2C). E Commerce comprises core business processes by buying, selling goods, services and information over the internet. The E commerce internet available on the internet is huge and still growing, unfortunately, the political structure of the world has not kept up with the internet technology, and thus business internationally presents a number of challenges. In India we have a User base of about 137 million as on June 2012 though The Penetration of E commerce is comparatively low if compared top
markets like United States and United Kingdom but is growing at a much faster rate with a large number of new entrants the industry consensus is that growth is at an inflection point.

The method of payment for India as well as the other developing countries, cash on delivery is a preferred payment method because of the safe side. And India has a vibrant cash economy as a result of which 80% of Indian e-commerce tends to be Cash on Delivery. Similarly, direct imports constitute a large component of online sales. Demand for international consumer products is growing much faster than in-country supply from authorised distributors and e-commerce offerings. India's e-commerce market was worth about $2.5 billion in 2009, it went up to $6.3 billion in 2011 and to $14 billion in 2012 About 75% of this is travel related (airline tickets, railway tickets, hotel bookings, online mobile recharge etc.). Online Retailing comprises about 12.5% ($300 Million as of 2009). India has close to 10 million online shoppers and is growing at an estimated 30% CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

2 Key drivers in Indian e-commerce

- Increasing broadband Internet (growing at 20% MoM) and 4G penetration.
- Rising standards of living and a burgeoning, upwardly mobile middle class with high disposable incomes
- Availability of much wider product range compared to what is available at brick and mortar retailers
- Busy lifestyles, urban traffic congestion and lack of time for offline shopping
- Lower prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs
- Increased usage of online classified sites, with more consumer buying and selling second-hand goods
- Evolution of the online marketplace model with sites like eBay, Flipkart, Snapdeal, Infibeam, snapdeal and Tradus. The evolution of ecommerce has come a full circle with marketplace models taking center stage again.

3 The study of ITC’s Idea “Of the Farmer, By the Farmer, For the Farmer”

ITC Limited or ITC is an Indian conglomerate headquartered in Kolkata, West Bengal Its diversified business includes five segments: Fast Moving Consumer Goods (FMCG), Hotels, Paperboards, Paper & Packaging and Agri Business. In 2012-13, ITC's annual turnover was US$ 8.31 billion and at the end of the same year, its market capitalisation was US$ 45 billion. It employs over 25,000 people at more than 60 locations across India and is part of Forbes 2000 list. Company has been in scandals regarding funding of Political Parties to gain monopoly in Indian Cigarette market. A literate member of the farming community is chosen as the sanchalak, or co-coordinator, on behalf of the village. The sanchalak accesses the site on behalf of the farmers and explains the features of the site and provides them with the relevant information that they want. Each sanchalak is given a user name and password to access the system. Besides serving as an authentication, the user name location mapping ensures that information is location-specific, making the process more relevant and specific. ITC’s Agri Business Division, one of India’s

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largest exporters of agricultural commodities, has conceived e-Choupal as a more efficient supply chain aimed at delivering value to its customers around the world on a sustainable basis.

The e-Choupal model has been specifically designed to tackle the challenges posed by the unique features of Indian agriculture, characterised by fragmented farms, weak infrastructure and the involvement of numerous intermediaries, among others. The E Choupal concept is a big hit with the farmers for the following reasons.

- ITC puts up its offer price on the site. Farmers can obtain information about other offers and make an independent decision about where they want to sell their produce.
- In the traditional system, the farmer is obliged to go to the mandi whenever the sales/auctions take place. The e-Choupal system gave the farmer an option to sell whatever he produced directly to ITC at any time.
- The transparency in the system was there for the farmers to see. There was no word of mouth communication of prices. The prices were on the site in writing.
- The system is multilingual, so the farmers can actually read what is presented on the screen. Hence the system is used rather comfortably by farmers.
- The entire system is used by the villagers with the sanchalak himself being another villager, so the degree of ownership is very high.

The E Choupal gives farmers a lot of relevant information. This includes the following

- Weather Information
- Best farming practices
- Market information
- Crop Information
- Questions and Answers, FAQ’s
- Soil testing
- Feedback
- Farmer information
- Information about state and central government schemes
- News

Figure 1. E Choupal – A Wealth of Information

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4 E Marketing

Electronic marketing simply means the direct marketing of a commercial / Business message to the individuals or a group of people using emails. In broader sense If said than every email sent to a potential or current customer will be considered as email marketing. It usually involves sending emails for the purpose of conveying ads, requesting business, or for soliciting sales or donations, and is meant to build loyalty, trust, or brand awareness. Broadly, the term is usually used to refer to:

- Sending email messages with the purpose of enhancing the relationship of a merchant with its current or previous customers, to encourage customer loyalty and repeat business.
- Sending email messages with the purpose of acquiring new customers or convincing current customers to purchase something immediately.
- Adding advertisements to email messages sent by other companies to their customers.

5 Traditional Marketing vs E-Marketing

- Traditional marketing is often expensive. It can cost a lot of money to produce and print brochures, product sheets, and catalogues. It is also expensive to keep support personnel on hand to answer inquiries from customers and it costs a lot of money in postage and shipping fees to send information to prospective customers.
- Traditional marketing can be a very time consuming process. Mistakes have to be corrected; you have to go back to the ad agency or printer to revise, add or delete, and you often have to wait for months for an ad you have placed to appear in a publication.
- Traditional marketing often has a hit and miss quality. Marketers often send out bulk of mails to customers and yet receive a tiny response. More over they feels like they do not cater to the taste of the consumers or rather that they do not come across the right customer.

Table 1: World Wide Internet Users

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<thead>
<tr>
<th></th>
<th>2005</th>
<th>2010</th>
<th>2013</th>
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<tbody>
<tr>
<td>World’s population</td>
<td>6.5 billion</td>
<td>6.9 billion</td>
<td>7.1 billion</td>
</tr>
<tr>
<td>Using internet</td>
<td>16%</td>
<td>30%</td>
<td>39%</td>
</tr>
<tr>
<td>Not Using Internet</td>
<td>84%</td>
<td>70%</td>
<td>61%</td>
</tr>
<tr>
<td>In developing Countries</td>
<td>8%</td>
<td>21%</td>
<td>31%</td>
</tr>
<tr>
<td>In developed countries</td>
<td>51%</td>
<td>67%</td>
<td>77%</td>
</tr>
</tbody>
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If seen from the eye of making comparative analysis we can say that the growth rate of internet users in the developing countries is almost four times i.e 8% in 2005 and 31% in the year 2013 and on the contrary if we see the growth in the developed nations than comparatively its not as much better i.e 51% to 77%. And the recent global data shows that out of the top thirty internet user countries 18 are developing with India at the 3rd place, brazil 5th and Nigeria at 8th place.
6 Why use email as a marketing (E-Marketing) technique?

Why would a marketer choose any marketing technique? To reach their customers and persuade them to buy or use their service. Email marketing, when done correctly, can have a very high success rate. Here is a list of some of the key reasons why marketers should choose email marketing.

- **Quick and simple.** It is relatively quick to send an email campaign. Once you have designed the basic template and content, it is easy to upload them to an online database and distribute the email campaign with literally the click of a button.

- **Reach.** Email is an ideal platform for direct marketing, especially when your Email marketing target market is spread across multiple geographical locations. You are able to reach thousands of people with one message.

- **Keep customers informed.** Newsletters are a perfect example of how email marketing can keep customers informed. Updates, new releases, news and press releases are all great ways to inform and persuade customers. Most importantly, customers are kept up to date with the latest news and deals, such as special offers, online deals and discounts.

- **Cost.** Compared to traditional marketing options like print, television and radio, email marketing is a much cheaper channel of distribution. You do pay a small amount per email address (a few cents) and a monthly subscription to the online application you use to distribute the emails, but it is much less than printing and postage costs.

- **Build relationships.** By emailing customers and prospects regularly (this does not mean every day), a relationship forms over time. People like to feel connected, which is key to relationship marketing. Each technique becomes a tool for building long-term relationships with customers.

- **Increase traffic.** Email marketing helps increase traffic to your company’s website when you link relevant content in the email to pages on your website. These links should also be tracked so that you can report on the click-through rate of an email campaign. Adding a newsletter signup call to action to the home page of a website also encourages visitors to sign up for future email marketing campaigns.

Figure 4: The increasing number of internet users in India
Benefits of E-commerce over Traditional Commerce

a) Information Exchange
- Electronic Catalogs (menu selections)
- Online Product/Service details
- Pricing and Customization
- Quality Comparisons and features information
- Shipping Modes and Payment terms

b) Contract and Order
- Customized Product Specs, Quantity, Price, discounts
- Final Payment, Delivery and Service Options

c) Shipping and Payment
- Exchange of Values
- Digital Product or Service delivery over the net
- Tangible products delivery tie up with third party
- Payment Options- Credit Card, Digital Money, Cash-on-delivery

d) Customer Service
- Direct reach to customer feedback
- Updates to Customers on newer features and versions
- Quick tracking and redressing of problems

e) Marketing
- Internet based Advertising Mechanisms- Banner, Micro-sites

f) Email Campaigns
- Data Generated using customer feedback, support, clicks on features, feature selections, and transactions can be used

The e-commerce market in India is poised for rapid growth

e - Commerce revenues in India will increase by more than five times by 2016, jumping from US$ 1.6 billion in 2012 to US$8.8 billion in 2016. While US$8.8 billion is still less than other countries in Asia Pacific, such as China and Japan, India’s CAGR is much higher than any other country that Forrester forecasts in the region.

The following factors are influencing this growth:

■ Venture capitalists are bullish on e-Commerce growth. In 2011, venture capitalists invested US$177 million in e-commerce in India — more than recent estimates of e-commerce investment in Russia in...
2011. A partner at one of India’s top early- and mid-stage venture funds noted that India’s online population — which is largely upper and middle class — has moved well beyond the initial stage of online shopping. Another venture capital firm in India that is investing heavily in e-commerce stated that it is confident that consumers in both urban and nonurban areas are ready to shop online. Investment firms are also diversifying to include retail sectors that have faced challenges offline.

- **Online grocery shopping is starting to appeal to the upper- and middle-class consumer.** Grocery, traditionally a category that shifts online in the later stages of e-commerce development, has started to move online and is doing well with the middle- and upper-class online shopper in metropolitan India. Revenues are small today but poised to grow: MyGrahak.com, for example, expects to have a turnover of US$179.1 million by 2015. The site currently has only 22,000 registered users, but sign-up rates are increasing by 25% per month. In 2012, the firm is focusing its efforts on raising more capital to double warehouse capacity and improve logistics.

- **E-commerce is expanding into nonmetropolitan India.** E-commerce retailers in India are expanding their offerings to the online population outside metropolitan India and are investing heavily in the infrastructure to support these cities. Online apparel retailer Myntra.com is already seeing demand for its products outside metropolitan India: 50% of its sales are outside India’s 10 biggest cities. To widen their reach, for example, multiple retailers are building warehouses outside central locations; testing shipping options that work in rural areas; offering payment options like cash on delivery (COD) that provide options for the unbanked; and subsequently marketing these to semi-urban and rural consumers. Additionally, retailers often view urban and rural users as having two distinct goals: Many of the former shop online because they have more money but can’t access the products they want (such as unique or imported items), while many of the latter shop online for things they need (such as shoes) but can’t access or can’t access cheaply where they live.

- **Large retailers are looking to build an online presence.** Some brick-and-mortar retail operations are also recognizing the opportunity online in India. For example, Croma, one of India’s largest consumer electronics stores, moved online to sell its full range of products. And global multibrand, multichannel retailers like Walmart that are currently restricted by India’s foreign direct investment (FDI) laws are anxiously following developments to take advantage of opportunities as they arise.

- **Social media and mobile are helping accelerate e-commerce adoption.** The social and mobile trends that are prominent worldwide are also underway in India. With 51 million Facebook users (5 million of whom joined in the past three months alone), India is ranked as Facebook’s third-largest audience in the world after the US and Brazil. Social networks have not been major drivers of e-commerce transactions in other markets, yet these sites play an important role in driving consumers online and getting them to engage with brands. And in mobile, India has close to 1 billion wireless subscribers: As of May 2012, the Telecom Regulatory Authority of India reported more than 929 million wireless subscribers in the country. While 3G penetration today is estimated to be in the low single digits and users complain of low...
network speeds, mobile will be a key tool in helping users connect in a market where overall internet penetration remains low.

9 Key strategies to success in India’s e-commerce market

E-commerce “norms” are still being established in India, where the e-commerce market is just developing and experienced e-Business professionals are still hard to find. There are few key recommendations given below

■ e-Businesses must be willing to work with many different partners. In India, no single player today can handle all aspects of the e-commerce business on behalf of major retailers or brands. Instead, e-Businesses will need to manage every step of the e-Business operation — from site design to fulfillment solutions to employee training. Leading e-commerce sites in India today tend to build their capabilities rather than buy, although that scenario is likely to change as more global players with existing vendor partners enter the market. E-Businesses entering the Indian market must be aware of the need to work with a variety of partners and be willing to work through the challenges of integrating multiple solutions.

■ Savvy businesses will make mobile a part of the e-Commerce mix from the start. While the mobile opportunity in India is nascent, it is undeniably going to be a critical part of how consumers interact online. E-Businesses should take advantage of this growing trend by including a mobile website as part of their offering — ensuring that it is accessible on both feature phones and smartphones, given the relatively low penetration of smartphones in India today.

■ Multibrand retailers should be ready to launch as soon as FDI constraints are lifted. FDI regulations currently keep multibrand retailers from establishing a business in India: Amazon.com, for example, altered the business model it used when entering other markets and launched in India with an online shopping service, Junglee.com. While it is impossible to know exactly when and if the FDI restrictions will be relaxed, foreign eBusinesses with an interest in India should map out their potential offerings in India now so that they can move quickly when this type of investment is allowed. It will be hard for slow movers to get a piece of the action, given that so many global companies already have their sights set on the market.

■ Be prepared to move beyond English to differentiate longer term. In our research, we did not come across a single major site in a language other than English. While it is a safe bet that online buyers in India will predominantly be English speakers in the short term, global businesses often overestimate the number of consumers in India who speak and understand English fluently. Global media sites have already taken notice of India’s diverse online population: Yahoo, for example, provides news in Bengali, Hindi, Malayalam, Marathi, and Tamil; MSN also offers a multilingual site. E-Business leaders should consider multilingual websites as a potential long-term option for differentiating their offerings and appealing to consumers who may understand English but prefer a local language.
10 Conclusion

The recent trends have concluded the results that almost half of the retail apparels consumers in India are now shopping online to get better deals and variety, the reason behind can be the huge discounts, time saving efforts and no such boundation of the market being open or not. Online shopping is hitting a tipping point and going to see exponential growth in 2014. A recent study says that online shopping in India saw 128% growth in the period between 2011-12, compared to only 40% growth the previous year. Apparels and accessories (30%) emerged as the second biggest product category after consumer electronics (34%) and is expected to become bigger than consumer electronics this year. Other popular searched categories include books (15%), beauty & personal care (10%), home & furnishings (6%), baby products (2%) and national approaches. For e-commerce promotion it is not just the hardware and physical infrastructure that is enough. What is required is the right ‘info-structure’ meaning. E-commerce in India encompasses three areas: (i) Software exports (ii) Web-enabled services (iii) e-business. The issue is not whether the Internet should be regulated, but how. Certifying and authentication authorities that have to come up as a sequel to the IT Act need to be fully operational early. These steps need to be matched by sorting out the issues of security and payments. Banking laws and regulations thus need to be adjusted to the new formats and requirements so that electronic fund transfers and credit card culture evolves and sets in India. E-commerce or Internet based supply of services (such as health, engineering, legal, accountancy, etc.) internationally is in India’s interest and it would benefit from the cross-sectorial links with (and through) e-commerce in them. India should continue to support the IPR regime while demanding representation on standard setting bodies such as ICANN. India should also ask for an easier and more affordable access to the arbitration mechanism at WIPO in the matter of disputes over domain names. India needs to prepare strategies to access the production and supply chains at various stages in the evolving paradigm of e-trade. India should follow the strategy formulation framework in arriving and monitoring any such plan. India must become e-compatible for e-commerce and e-trade in order to preserve its existing market share in international trade. To do this, the Ministry of Commerce should launch a work programme for studying the implications and relevance of e-commerce in different product groups and areas, including services, and for working out strategies to e-enable the Indian trade and industry.

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