



THEORITICAL APPROACH TO E-MARKETING: AN EVIDENCE OF BANGLADESH PERSPECTIVE

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AUTHORS' CONTRIBUTIONS

This work was carried out in collaboration between both authors. Author HS designed the study, wrote the protocol and conducted the survey. Author ARN performed the statistical analysis, and wrote the first draft of the manuscript. Author ARN helped the statistical analysis and literature searches of the study. Authors HS and ARN reviewed the draft manuscript. Both authors read and approved the final manuscript.

Received: 25 February 2021

Accepted: 29 April 2021

Published: 01 May 2021

Review Article

ABSTRACT

The Internet is one of the principal things driving innovative turns of events. It gives simple openness to the items. These sort of advancements drove organizations to utilize the Internet seriously in promoting. Along these lines, web based promoting has begun to create and get one of the immediate showcasing methods. Internet advertising furnishes the two organizations and clients with a lot of effortlessness. Organizations present clients with items, administrations and data in not conventional route because of web based showcasing. In addition, clients have had the benefit of following the turns of events and changes, likewise the admittance to the items and administrations without any problem. Other than the force of data access of the Internet, business organization and conveyance have gave off an impression of being productive. In such manner, internet showcasing have been viewed as one of the devices of current advertising regarding arriving at clients.

Keywords: The internet; online shopping; e-marketing; Bangladesh; marketing tools.

1. INTRODUCTION

The point of this examination is to uncover short data about web based advertising which changes with creating web advances and its outlets. We will attempt to give a thought regarding position of web based advertising in examination with conventional promoting. Besides, we will attempt to present well known internet advertising strategies. Online marketing globalizing world economy has acquire vital significance regarding financial development. Reason for this investigation is to give web based advertising its essential viewpoints.

Advertising has arrived at the current day by going through certain stages. These stages are known as, as

indicated by traditional separation, deal, promoting, social showcasing and worldwide advertising. At the point when the essential reasons of these stages are analyzed, they are resolved as 1) advancement and expansion of innovation and web 2) increment of globalization and worldwide rivalry 3) increment of training and information level. With the assistance of mechanical turn of events, particularly multiplication of web, globalization has showed up and world has become quite recently a market. Again with the assistance of innovative and worldwide variables, correspondence has created and individuals begin to reach to entire world without any problem. The present circumstance causes increase in instructive and communication level individuals.

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2. APPEARANCE OF E-MARKETING

Web can be related to its overall significance as organization move data among PCs with the interest of millions of individuals and associations from one side of the planet to the other [1]. Web based advertising history, much as joined with Internet advancement, has showed up after quite a while from event of ARPANET, the primary enormous scope PC network which is begun to work in 1969 [2].

Globalization cycle which has happened with improvements of Industrial insurgency oblige firms to be associated with a brutal rivalry climate. Particularly after eighteenth century global market competition environment and monetary, financial advancements in world economy power firms to abroad extension, making developments and continually building up their advances [3]. What's more, with creating data advancements, numerous new techniques are utilized in the promoting field which is one of the center movement parts of numerous organizations. The most well-known technique is web based advertising since it is the most appropriate method of adjust to globalization. So this technique is utilized by numerous organizations all throughout the planet [4,5]. Because of creating electronic media and its characteristics, firms has begun to change a few pieces of their conventional promoting exercises to this field. Developing web climate causes changes in both conventional feeling of the board and day by day shopping styles of individuals. Advertising exercises, significant subject of this investigation, have begun to show up on the web altogether and they cause to be shaped another feeling of the board which is named as internet promoting. With creating electronic correspondence, briefly rent-able, panderer at the entire long periods of day and night virtual workplaces has begun to come into administration rather than profoundly cost corporate workplaces with laborers and office hardware in U.S.A and England. By along these lines, web is utilized as correspondence and promoting apparatus and correspondence among removed workplaces is carried out securely, quick and cheaply [6]. These days, with wide skewering on the web advances utilization, web showcasing has begun to turn out to be very dynamic promoting gadget [7-9]. Internet advertising, particularly with creating correspondence advances, ought not be viewed as another outlet or a store in an alternate climate [10]. Exchange and showcasing exercises over web lead to such countless financial freedoms, for example, another inventory network, item appropriation administration, decline in item cost, direct deal and these chances arise as a subject that organizations should consider everything [11]. Consequently, we can infer that making site and

transferring it is something very similar with opening screens and pausing [12]. There is no such business action is impossible over web no more. From banking exchanges, purchasing film, theater, sport competitions tickets to requesting food, there is a major continuing world on the web [13,14]. In this way, if the organizations need to perform fruitful promoting exercises, they should make exact and realist rating.

3. CONCEPT OF WEB MARKETING

It is begun to be utilized such countless terms, for example, "electronic trade, web based shopping, web showcasing, electronic shopping, virtual shopping, web based shopping and net economy" with utilizing Internet viably as immediate advertising gadget. Basic course of every one of these terms is a business action which is utilized in stunning, virtual climate or common correspondence made available and the result of this communication. These expressions communicated as web showcasing or promoting over web use web and any remaining innovations related with web to arrive at advertising point and objective [15].

Mathissen, (1995) depicts web based promoting in the most broad sense as utilizing Internet to acquire; Odabaşı and Oyman, (2003) portray web based showcasing as utilizing Internet and web related computerized advances to achieve advertising destinations and to help present day showcasing sense [16]. Web based promoting is portrayed as moving data electronically by utilizing PC or comparative gadget in advanced stage and a territory in which ad and shopping are finished [17].

Web based advertising is distinguished as " an essential cycle which is identifying with creating items, rating, exposure and scattering in target market situated Internet climate" [18]. As such, internet advertising is recognized as technique that will offer delight to both maker and customer; with online exercises, it is thought, item and administration change empowering influence and it will coordinate and keep up purchaser relations [19]. Consequently, looking for additional choices by purchasers and expanding questions and replies about items add a measurement to customers. In this way customers can utilize web in each progression of purchasing measure [20]. Due to every one of these reasons, online firms have opportunity to advance native message to its possible buyers [21]. Particularly with the assistance of correspondence innovations, showcasing over web ought to be thought as not just another outlet or another store in various climate yet in addition another inventory network, item appropriation

administration, decline in item cost, direct deal, financial angles thus numerous chances for firms [20].

4. TRANSFORM FROM TRADITIONAL MARKETING TO E-MARKETING

Web based promoting utilizes various strategies and methods from customary showcasing. Two main considerations which distinguish direct showcasing, which is named as a promoting structure attempting to arrive at buyer the speediest and ideal way and limiting expense of thus, are connection among dealer and shoppers and anticipated conduct by merchant [10]. By thus, electronic networks which happen in web climate are pointed. The peak of the immediate showcasing is appeared as internet advertising, in particular promoting done in electronic climate with all chances of correspondence advancements. Subjectively, while web based advertising, compared to one of direct promoting procedures; selling, utilizes various devices and strategies from customary showcasing, it is more broad. Internet advertising show up as a high innovation situated, quick and always developing strategy simultaneously it utilizes conventional methods [12]. As indicated by this methodology, "later on, achievement in worldwide business market will be organizations which produce profoundly esteemed, quick provider of purchasers, different "virtual items" [13].

At the point when we analyze contrasts of on the web and conventional showcasing from the parts of fundamental promoting exercises, we see four essential separations. As indicated by this assessment, contrasts between internet promoting and customary showcasing are [2]; ad, client care, deal and advertising. At the point when we look at advertising blend components, in examination with conventional showcasing, internet promoting shows contrast for the most part in advancement gear. Most regular exposure ways; making sites, enlisting pages about the area, place add to web crawlers and various destinations, advancement with email, making an organization with online networks [1]. In this regard, web based promoting of an industry which is in contact with areas is thought as a significant upper hand in globalizing markets. Subsequently, current gear's change on the move from conventional advertising to web based promoting range as [3,4]:

Substantial office-site, Phone/Letter-E-mail, Traditional Advertisement-Online Advertisement, Questionnaire/Market Survey-Web Analysis and Traditional PR examines Web PR contemplates.

Email, web investigation, online notice, site has extraordinary spot in web based promoting executions and they are amazingly utilized in correspondence

among purchasers and organizations. Subsequently, organizations have profitable like time, cost and rivalry on account of association acknowledged by web based promoting.

5. DEVELOPMENT OF E-MARKETING IN BANGLADESH

It is seen that web based advertising go into the advancement interaction with beginning business exercises once again web in Bangladesh. In this cycle, business exercises made over web have expanded association among areas. Appropriately, Alba (1997) and Ody (1999) express that web is extraordinary compared to other reasonable climate for showcasing business items [6]. Additionally, with being most likely platform, web figures substantially more than being circulation channel and podium. As such, numerous item's and administrations' conventional area rehearses have begun to be created on the web right now [7]. Simultaneously, with spreading of web access in our country, it has impressive increment on utilizing web by individuals and establishments. As indicated by research results, practically every organization has web network. Hence, all way of organizations begin to have a website page. A few organizations send poll or structure to their clients who contact with the organization in such a manner. With the assistance of data acquired from polls and structures, organizations send advising messages to email locations of individuals [8]. Along these lines, the two organizations and clients have a demeanor to guide and support each other for business exercises made over web.

First use of internet showcasing in Turkey is known as Electronic Funds Transfer (EFT) which has begun among Merkez Bank and different banks in 1992. IGEME is picked as business center point of Ankara by UNCTAD (United Nations Conference on Trade and Development) in 1995 and this is known as second step. As a feature of this investigation, TÜBİTAK began TUANA (Informatics Substructure Plan of BD) around the same time [12]. This task uncovers web and informatics base of Turkey and structures beginning stage of public's mentality towards the theme. ETKK (Electronic Trade Coordination Council) that has representatives of Competition Authority and public, private area, college members is set up inside the incomparable chamber for science and innovation. A report is set up by ETTK and in this report there is "Preparation of Legal Infrastructure" title.

To begin with, web based promoting was for the most part B2C (Business to purchaser e-exchange from firm to customer) in Bangladesh. Electronic business

separates into two marketplaces adroitly. These are sorted as B2B (Business to business) and B2C (Business to shopper) markets. The most realized online trade exercises is B2C (Business to client) framework. B2C market comprises of web based promoting site pages and virtual stores [3]. In Turkey, web based advertising has utilized B2C by and large. The most famous items in this space is ticket deal with %71, electronic items with %11, bloom with %8, CD with %6, food with %5 and garments with %3 [9].

6. E-MARKETING DEVELOPMENT GLOBALLY

On the world, web based promoting has begun to create with creating and improving web advancements. In corresponding with creating web based advertising, increase in computer and web utilization has influenced the client number of electronic climate in the dynamic and always developing business sectors [5]. Addition in client number empowers ascent of internet promoting and exchanging size. Likewise, this expansion empowers to do this business in all fields.

Improvement interaction of internet promoting has begun to be utilized very in 1996 by organizations. Obviously, it very well may be said that there have been a few exercises before this year. In any case, these exercises are either intranet or extra-net which is shut movement utilized by organizations to impart among one another or explicit clients [18]. US of America (USA) leads internet advertising and its works on the planet. USA is the most electronic business (trade made by TV, phone, web and so on) country on the planet [19]. Amount of electronic business made in USA is significantly more than the other European nations. The best chance of USA firms is getting ready and presenting their items 260 million individuals who is communicating in a similar language and offer same culture [20].

Internet showcasing gives another market which is attempted to be clarified with on the web, virtual and electronic trade and has happened as result of organizations, electronic climate's changing endeavors accessible data stream to item and administration stream [21]. Simultaneously, in this day and age, with creating network advances and data frameworks regarding bases and security frameworks, online business and promoting are viewed as indistinguishable piece of life. In this way, improvements in PC and correspondence innovations has begun to bring showcasing size unanticipated levels.

7. E-MARKETING TOOLS ARE USED

Generally firms are using these tools during their E-Marketing or online marketing activities:

7.1 Search Engines

While there are millions pages on the web, assuming the looking through address isn't known, web indexes (www.yahoo.com, www.google.com and www.yycos.com) are utilized. In this current framework, while destinations range, there are pertinent ads in a section. For instance, when we compose "Beyzbol" in web search tool, other than so numerous data about it, we can likewise see so numerous important notice. Simultaneously, a few variables come to cutting edge to scanning purchasers for entering firms' site [10].

Web crawler is known as an instrument utilized for looking through content in web. It comprises of three parts: web robot, search file and UI. List items are given as a rundown comprise last clicked sites [7]. What's more, records and connections given by different firms to applicable firm influence the request [2].

7.2 Web Sites

Sites which are appeared as business face of firms are procedures that empowering continuous correspondence to individuals. As a web based advertising instrument, sites' best benefit is common shopper cooperation assessing and correspondence individualization as indicated by existing interest. Accomplish arranged site can change from data about administrations and items to data prospecting method of interests and shopping perspectives of purchasers [10].

Business sites arranged to give alliterative help to clients about items and administrations can cause sitting around due to their number addition even they are on web. So web crawlers have become significant devices for fulfilling the necessities of purchasers, specialists, items, services, information and specialized help [12].

7.3 Banner ADS

There are vivid movements on well known sites, for the most part up side of the page, they are named as pennant and hyperlinks, happens on flag, help to coordinate significant site. Flag ads are viewed as the initial step of guiding objective crowds to applicable site of firm [18]. Thus, with creating web and data advances, standard on web has differentiated. Pennants are sites of firms which are set up to present help and items in plan formats of famous firms and

for the most part incorporate a trademark and alluring liveliness [19]. Alluring and decidedly ready pennant notice with fruitful site gives to be known about company's site by target clients. Standard promotions are simpler and less expensive than paper, magazine, television and the other advertisements. However, because of low view and click number, generally it is not preferred by professional marketers [2].

7.4 E-Mail

Electronic mail showcasing, one of the promoting methods, is utilized as sending notices and exposure to recently recorded objective clients [21]. Electronic mail is an invaluable procedure on the grounds that as opposed to hanging tight objective clients on for showcasing, it can contact them straightforwardly [20]. Likewise, clients' necessities and wishes, consumer loyalty and client mentalities can be perceived with electronic sends. With the assistance of this, clients are arranged by their requirements, wishes and perspectives and firms apply various techniques, showcasing exercises [1].

8. CONCLUSION

Improvements in data and correspondence innovations cause strong and extremist changes in both market and client structure. In new data based innovation, web has become the main advertising instrument which gives to firms and clients achieving their points quick and monetarily. On schedule, web advancements all throughout the planet acquire significant benefits like cash and time to the two administrations and clients. Thus, clients has opportunity to arrive at planned item and administrations with less time and cost and they can analyze options without any problem. In this way, with amazingly utilization and benefits of web, administrations have begun to utilize it as an advertising instrument. For internet promoting, firms begin to utilize electronic sends, sites, pennants and web crawlers and they begin to create methodologies. Be that as it may, in web based advertising the main factor to be effective in exercises is distinguishing clients' requirements and wishes all things considered in customary promoting. For this reason, internet promoting speeds up examinations like showcasing methods, ad, mission or educating. A firm that needs to be effective in internet showcasing needs to figure focus on clients' perspectives and potential reasons of these mentalities. Along these lines, giving advancement, getting first firm strike a chord and being referenced decidedly in clients' psyche are vital variables for the accomplishment of firm. While there are contenders' of a web based promoting authority firm in physical environment, being in second or

lower level spots in rivalry will make a few troubles to arriving at shoppers. Thus, for giving simple admittance to site and shopping, firms need to promote separated from virtual climate and give client footing.

The main place of fruitful web based promoting exercises is making client breaking down accurately. This point has incredible significance in internet promoting exercises. Existing business sector client investigation can't show a similar impact overall when they are utilized in new business sectors. Along these lines, item and administration show with various advertising exercises to the client bunches with various societies is the main thing. Client perspectives formed by numerous elements, appear as outcome of changed client mentalities from two distinct nations in which these components change. Consequently, while web based advertising has a few benefits like offering opportunity to customer for time, item, cost and firm examination; it has hindrances. For instance, buyer can't see the item before purchase; there are security application issues in electronic exercises and hazardous subjects about legitimacy of electronic agreements.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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