

engineering the role of e-marketing as the future of the marketing field

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Abstract -The rapid emergence and evolution of e-marketing are expected to have a significant impact on the marketing industry over the next few years. This has prompted many companies to start incorporating it as a part of their overall marketing strategy. The paper aims to provide a comprehensive analysis of the various facets of e-marketing and its impact on the marketing industry. It also explores the current trends and future directions of the field. The paper believes that the rise of smartphones and other gadgets has made the use of e-marketing more prevalent.

Index Terms - E-Marketing, Marketing Field, Future of Marketing

1. Introduction

In broad terms, marketing is a process that aims to identify and meet the needs of both social and human communities. It has been around for a long time. The concept of marketing has been around since the very beginning when humans started trading. The article explores the various aspects of marketing through the Internet. Some experts and practitioners have argued that the Internet is not a game-changing tool that can transform the way businesses operate. They also believe that it does not offer new opportunities to create value for consumers. When humans started trading, marketing was the story they used to convince others to do so. Over time, the techniques used in marketing have improved and changed, and people have become more efficient at telling their own stories (O'Shaughnessy, N. (2001). The evolution of e-marketing is the result of the merging of the old principles of marketing with new communication technologies. The rise of the internet and the increasing number of information technologies have greatly impacted the way businesses operate. While these changes have affected every aspect of the company, the marketing function has been the most impacted. Due to the increasing acceptance of the Internet and the emergence of e-marketing, it has become a vital part of the marketing strategy of global corporations. E-marketing involves utilizing various communication channels to establish and maintain a personalized and comprehensive relationship between the company and its customers (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002). The relationships between various organizations are very important in order to create a competitive advantage. They also help develop unique propositions for their customers (Rowley, J. (2004). According to Buttle (Rowley, J. (2004), relationships are very important in order to maintain and attract customers. This is why it is important that businesses develop effective marketing strategies and procedures that are geared toward building and maintaining these relationships. In order to understand the various opportunities and challenges that e-marketing has to offer, we should first examine what marketing is and the current trends in it.

2. Research Methodology

The goal of this study is to provide a comprehensive analysis of the various aspects of marketing. Through a qualitative and quantitative analysis, it was able to establish a deeper understanding of the concept. This was done through the use of international databases such as Google Scholar and EBSCO. The author then reviewed the journal entries that were collected during the week period. The journal emphasized that these were written after 2007, though other papers had been used before that year. The design and objective of the study were also discussed with the lecturer and some of the students in the postgraduate center. The literature review and analysis phase was planned to begin with a comprehensive review of the conventional and Internet marketing concepts. It then focused on the various aspects of Internet marketing. This will be used by researchers and practitioners in the field of e-marketing.

3. The Marketing Field

The paper aims to provide an overview of the various aspects of marketing, focusing on the evolution of the field from its formal origins to its present state. It also explores the factors that have changed the industry's landscape (Kotler, P. and Keller, K.L. (2012). Good marketing is becoming more important for companies as it is continuously changing. The concept of good marketing is not an accident, but a process that is carefully executed using the right tools and techniques (Kotler, P. and Keller, K.L. (2012). This can be achieved through the development of a culture and procedures that are designed to make the process work (Harker, J.M. (1999).

The marketing field puts the following in context:

Understanding Competitors: Perhaps because of the prominence of brands and the high-profile in-home media adopted in consumer promotion, most consumer marketers are aware of their rivals' brands and marketing tactics. All too often, such competitive understanding is only superficial, but consumer marketers at least exhibit strong awareness of their like-for-like competitive arena [Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)].

Market Segmentation: Perhaps one of the most important aspects of marketing [Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)], market segmentation, is frequently deployed by practitioners in all markets.

Branding: Branding exists primarily for identification and to smooth the task of differentiating products [Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)]. There is a strong psychological ingredient inherent in consumer branding with many consumers, notably of supermarket merchandise, exhibiting strong loyalty to their favoured brands.

The concept of the 4Ps has been in marketing texts for several decades. Although the tactical tools and techniques that were originally used by McCarthy have been replaced by the Modern Marketing approach, the 4Ps remain the central component of the strategy (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)). According to Kotler and Keller, the Modern Marketing approach is about people, and it emphasizes the importance of having a strong internal marketing culture (Kotler, P. and Keller, K.L. (2012)). The various disciplines and structures brought to marketing are all reflected in the processes that are used to develop the strategy. In addition, the programs that are executed are also reflected in the firm's overall consumer activities.

4. E-Marketing

The rapid emergence and evolution of e-marketing has greatly impacted business and customer behaviours. Because of this, many companies have started developing e-marketing strategies. These strategies involve the use of various data networks to provide a personalized and comprehensive communication experience to their customers (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)).

The rapid emergence and evolution of e-marketing has greatly impacted the business and customer behaviors. It has created a fundamental shift in how consumers and businesses behave (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)). Through the use of the Internet, e-marketing enables companies to adapt to the changing needs of their customers by providing them with a personalized and comprehensive communication experience (Sheth, N.J. and Sharma, A. (2005)).

Similar to traditional agricultural-age marketing, e-marketing allows producers and consumers to maintain recurring relationships (Sheth, N.J. and Sharma, A. (2005)). It offers various advantages, such as lower costs and increased reach (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)). One of the main advantages of this type of marketing is that it is very cost-effective compared to other platforms, such as distributors and sales personnel (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)). By cutting down on the number of sales agents, e-marketing enables firms to focus on building a database that can accommodate all of their potential and existing clients. It also allows them to reach out to potential customers who may not have been identified by the sales force. Due to the limitations of traditional distribution channels, e-marketing can be more accessible. It also provides three main advantages to customers. First, it allows marketing firms to provide their customers with unlimited information. Through e-marketing, marketing firms can also create interactive interactions with their customers by customizing the information that they provide to them (Watson, R.P., Leyland, F.P., Berthon, P. and Zinkham, G. (2002)). It allows them to provide their customers with the products and services that they need.

5. The Future of Marketing

Despite the importance of marketing, it is still difficult to predict the future due to the complexity of the situation. According to (Baker, M. (1998)), various factors such as the increasing importance of information technology and the emergence of new forms of competition will have a significant impact on the future of marketing. Technological advancements and globalization have greatly improved the opportunities for marketing (Baker, M. (1998)). The increasing number of people traveling across the globe has resulted in the need for innovations that can meet the needs of clients and be convenient for everyone. The future of marketing will continue to be characterized by the increasing importance of both strategic and tactical capabilities. According to Aker (Kotler, P. and Keller, K.L. (2012)), the role of marketing will become more strategic as more businesses adopt a more integrated approach. This means that the various skills and talents of the marketing group will have to be used to develop effective strategies.

As marketing leaders embark on a capability journey, they must partner with their colleagues across the organization to add value to the business. This can be done through the development of new skills and capabilities. Besides being able to develop effective strategies, the marketing group also needs to work with other departments such as finance, sales, and product to improve the processes (Kotler, P. and Keller, K.L. (2012)). Besides being able to develop effective strategies, the marketing group also needs to work with other departments such as finance, sales, and product to improve the processes (Kotler, P. and Keller, K.L. (2012)). This can be done through the implementation of e-marketing measures. Although accounting has been with us for a long time, it is still very important that the core features of this process remain the same.

We expect the traditional approach of marketing to transition from door-to-door campaigning to a more diversified form of e-marketing. In addition, technological advancements have greatly improved the opportunities that e-marketing has presented. Because of this, marketers need to find a way to capitalize on the growing popularity of this medium.

6. Discussion

This paper aims to provide a comprehensive definition of marketing, including a narrow and broad definition of the type of marketing that is expected to be carried out in the future. E-marketing will allow businesses to expand their reach and interact with their potential clients in new ways. According to statistics, there are more than a billion us dollars in use globally. The people who are currently using these devices are more attached to them than to anything else in this world. They are constantly checking their emails, surfing the Internet, and watching their favorite movies.

In order to get the attention of their potential customers, marketers need to understand that the only way they can get it is through e-marketing, as it is the most effective method. The paper also stated that although it has some challenges, e-marketing is still important as it is the most cost-effective method.

7. Conclusion

According to the author, e-marketing is the future of marketing. With the right strategy and the right method, any company can successfully incorporate this medium. However, since most people are already using technology and smartphones, it is not feasible for any company to fully utilize this medium. This paper aims to provide a comprehensive view of the type of marketing that is expected to be carried out in the future.

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