Roles of Electronic promotional strategy on sales Promotion in Indian perspective

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Abstract - Internet marketing, also known as digital marketing, web marketing, online marketing, search marketing or e-marketing, is referred to as the marketing (generally promotion) of products or services over the Internet. I-Marketing is used as an abbreviated form for Internet Marketing. Internet marketing is considered to be broad in scope because it not only refers to marketing on the Internet, but also includes marketing done via e-mail and wireless media. Digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing. Internet marketing ties together the creative and technical aspects of the Internet, including design, development, advertising, and sales. Internet marketing also refers to the placement of media along many different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, email marketing, mobile advertising, and Web 2.0 strategies. In 2008, The New York Times, working with com Score, published an initial estimate to quantify the user data collected by large Internet-based companies. Counting four types of interactions with company websites in addition to the hits from advertisements served from advertising networks, the authors found that the potential for collecting data was up to 2,500 times per user per month.

Keywords-Web marketing, E-marketing, I-Marketing, Digital marketing, ECRM, SEM, SEO

I.   INTRODUCTION

Today, the multimedia market is growing fast and attracts global players from consumer electronics, information technology and telecommunication industries, like Apple, Microsoft, IBM, Philips, AT&T, Nintendo, and many others. These companies are putting considerable effort into conquering an anticipated market offering appealing, beautifully interfaced systems for business applications and home entertainment. Now, multimedia is booming, despite of all the warnings of the pessimists.

Multimedia is also welcomed by educational researchers, who assume that congruent use of multiple information types increases learning effectiveness. Multimedia assisted instruction is used in the marketing and sales sphere to inform sales people about new product developments and to train business customers in the use of certain products or services.

Currently, an important development setting new frontiers in the world of multimedia is the evolution of multimedia systems from stand-alone systems to networked systems, which brings us in the worlds of (tele) communication and broadcasting. An extrapolation of this development is the electronic data highway. This highway, it is envisioned, will give companies and citizens free access to multimedia services. Both governments and the business world have high expectations of the electronic data highway since it may offer the infrastructure for a virtual market , which may stimulate the introduction of innumerable commercial activities, and may become the economic centre of gravity for the next century.

It is not yet crystal clear what MRSs will be used to offer (on-line) access to and management of valuable multimedia information bases.

1.1. RESEARCH APPROACH

Here the research approach is discuss, and is illustrate by the precedence chart given in figure 1. The main thread of the research process is shown as a bold line and starts with the research question followed by the development of a framework, the characterisation of current and innovative Multimedia for MARKETING & SALES using the framework, the formulation of hypotheses and the testing of these hypotheses.

Generally, quite a few data sources are used to develop the framework, to describe and advance Multimedia for MARKETING & SALES, to formulate hypotheses and to test hypotheses. As can be seen in figure 1, literature surveys, case research, and expert surveys are used. As a part of expert surveys, experts are confronted with demonstrators, scenario's and questionnaires to measure their responses.

In case selection it is important to note that most of the cases selected are taken from work carried out at the Jabong.com. It is the principal for this research. There are two reasons for JABONG interest in the research subject discussed. First, MARKETING & SALES are major business processes within it's subsidiaries, for example, business sales and consumer sales within BSNL. Second, JABONG is a service provider, interested in offering MRS services to its private and business customers. An example of a predecessor to such MRS services is HP recovery systems. Most of the HP recovery systems applications available today have an MARKETING & SALES purpose, for example a wine shop selling wines via HP recovery systems or the marketing of motorist services by a motorist association.
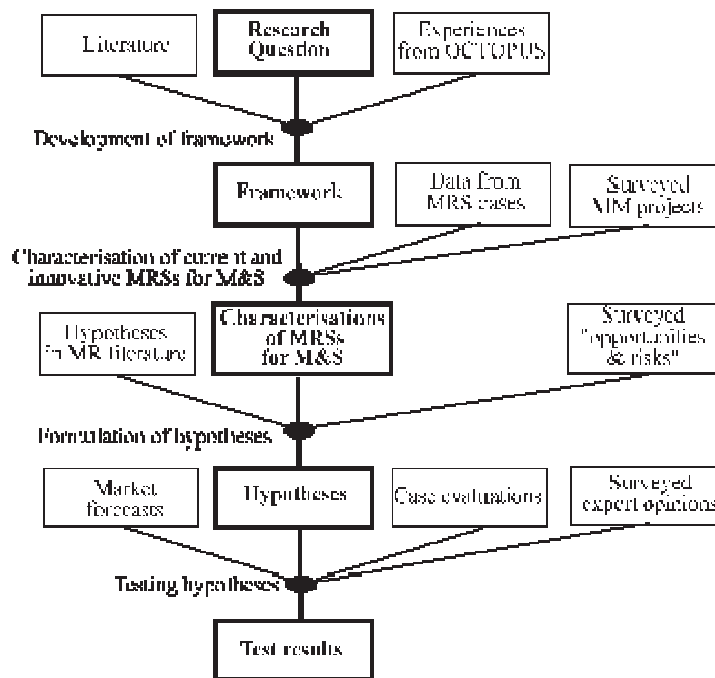

Figure 1. Overview research approach

The fact that most of the cases are selected from one company, raises the problem of the generalizing of the findings, and this is somewhat reinforced by the fact that almost all of the cases are situated within The India and Other Asian country. Thus, a cultural bias may also be introduced into the findings. I also assumed that the generalized problem is made soft by making use of international literature surveys, surveys explicitly including non-JABONG firms, and the inclusion of some non-JABONG cases. I also assume that the MARKETING & SALES activities of BSNL, a large, international and heterogeneous company, are representative of the MARKETING & SALES activities of other firms in at least the western world. Or we can say that I assume that BSNL's experiences with Multimedia for MARKETING & SALES will not differ fundamentally from the experiences of other large companies in other (western) countries. An argument in support of this assumption is that BSNL is part of a Public company which uses the same resources as other international companies do; that is increasingly competing against other international companies in the same market places; and is becoming more and more involved in international partnerships. BSNL uses the same MRS technologies as other businesses in the world do, and similar ideas about organising business are accepted. An argument that weakens the generalisability assumption is that every company is unique in many respects, for example in its innovativeness, its financial resources, the size of its MARKETING & SALES activities, and the size of its bureaucracy which is an inhibiting factor.

What we can conclude from this is that we must be careful about generalising research results about ability aspects.

The four main research activities are discussed below, using four subquestions, derived from the main research question given in the previous section.

Research framework

Fixed framework is necessary to be able to define Multimedia for MARKETING & SALES systematically. Such a framework consists of relevant characteristics of the research domain. Thus, to develop such a framework it is necessary to define what the essential characteristics of the research domain are. Hence, the first desired is:

1. Defining essential characteristics of Multimedia for MARKETING & SALES.

Or we can say that how one can Multimedia for MARKETING & SALES be best characterised or what are the basic elements which characterise the business, technical and informational aspects of RECOVERY SYSTEM for MARKETING & SALES? Several data sources were used to develop the framework.

• The literature was review to get stable and envoy characteristics to describe MARKETING & SALES, multimedia system and retrieval engine characteristics. The literature was surveyed with regard to current developments in MARKETING & SALES, multimedia systems, retrieval systems and standardisation of Multimedia DBMSs.

• CoMultimediaercial Multimedia DBMSs were reviewed to get iMultimediainent into the state-of-the-art technological developments with regard to the access and management of multimedia databases. This shed light on the viability of the MRS component of multimedia systems.

• In-depth case research was performing to identify practical vision of marketing and sales, and retrieval engines. This was a welcome addition to literature research. Case research is useful because it helps to determine the practical importance of certain theoretical aspects. BSNL served as a case for the MARKETING & SALES characteristics. Participant observation in the HP case proved to be useful in particular with regard to retrieval engine characteristics. The HP experience gave an idea of which retrieval facilities are the most coMultimediaon, which facilities are used regularly by expert users, and which are only used in very special situations. Participant observation of several multimedia projects within HP Research proved useful to obtain insight into multimedia system characteristics.

Innovation into Multimedia for MARKETING & SALES

Before formulating ideas about the ability of Multimedia for MARKETING & SALES, it is first necessary to typify these systems; there is little value in reviewing nonviable system effects. Thus, the second subquestion is:

2. What potentially viable Multimedia for MARKETING & SALES can we differentiate on the basis of practical examples or as extrapolations of developments in MARKETING & SALES, multimedia systems and retrieval engines?

This framework was used to arrange the values of the systems, addressing both the technical and the business characteristics. The valuation of system need is necessary to reach an acceptable level of totality to make it more easy to compare systems with each other, and to help in identifying ways to improve or extend the systems. The value of the Multimedia for MARKETING & SALES presented is that they can be (re)used as basic models for Multimedia for MARKETING & SALES.

In question 2, two ways to characterise the systems are mention, namely on the basis of realistic examples and as extrapolations of developments in the research domain.

• The practical examples or cases were almost all, selected from within JABONG, YEPME and YEBHI. The use of practical examples guarantees that the systems based on them are at least possible. The practical examples give an idea about related business objectives and opportunity, and success/risk factors. A limitation of practical examples is that they are often not the most innovative.

• Experiments on development are reviewing on the basis of a study of multimedia projects and are reflect in the structure for Multimedia for MARKETING & SALES. The viability of Multimedia for MARKETING & SALES based on extrapolation is demonstrated by untried prototype, several of which were developed within the context of my Ph.D. research project within HP research.

Hypotheses formulation

Now, we move into the key issues: the formulation of hypotheses about the ability, and the variables influencing the ability, of Multimedia for MARKETING & SALES on the basis of prior experiences with some of these systems. Question 3 can be formulated as follows:

3. What hypotheses can be formulated about the ability of Multimedia for MARKETING & SALES?

The hypotheses should make obvious the ideas, conviction, and experience that MRS developers split with regard to the (variably influence the) ability of Multimedia for MARKETING & SALES. Such a set of related hypotheses forms a theory.

Formulation of hypotheses on the basis of prior experience with rising Multimedia for MARKETING & SALES has three advantages. As said earlier than, it makes clear what are the essential experiences with, and basic convictions about, Multimedia for MARKETING & SALES. This may help us to understand somewhat better why and when MRS systems are (believed to be) effective for MARKETING & SALES. For this reason it is important to explain the value added of MRS. The second advantage of hypotheses formulation is that these hypotheses about the ability, and variables influencing the ability, of Multimedia of MARKETING & SALES become testable. A third advantage is that the set of hypotheses, insofar confirmed, can be used cautiously, as guiding-principles when developing Multimedia for MARKETING & SALES.

So, the hypotheses should make clear characteristic industry opportunity and typical success/risk factors for Multimedia for MARKETING & SALES.

Hypotheses were formulated on the basis of:

• Result from case research, namely early experiences with developing Multimedia for MARKETING & SALES purposes;

• Hypotheses and descriptions of experiments described in the literature;

• data from a survey of business opportunities and objectives, and success/risk factors for multimedia projects and multimedia systems.

Testing hypotheses

Hypotheses about the skill and variables influencing the skill, of RECOVERY SYSTEM for MARKETING & SALES must be realised and tested to draw conclusions about their validity. Subquestion 4 was, therefore, formulated as follows:

4. What support can be found for hypotheses about the skill of Multimedia for MARKETING & SALES?

As true untried circumstances are not possible when studying in business phenomenons it was essential to adopt quasi-experimental methods and to look for convergent evidence, i.e., to look if facts from different data sources pointed in the same direction. It is very significant to note that the ability of Multimedia is most often assessed retrospectively, but that the history of Multimedia is so short that retrospective analysis is only possible for the first generation of Multimedia. In several cases, the systems have to show their true worth yet. Despite these limitations there are ways to approach the ability problem, although the reliability and validity of the outcomes will not be 100%.

• Experts panels were used to authenticate hypotheses about development within the experts fields of expertise, e.g., to test hypotheses about the respondent's perceptions of ability and related variables, like the value added of multimedia, and specific success/risk factors. An statement underlying the use of an expert panel approach is that experts come to better judgements about developments within their fields of expertise than laymen. This statement can, however, be disputed. A good example to the divergent is that most Eastern Europe experts, like everyone else, did not foresee the sudden collapse of the coMultimediaunist regimes. Another major point is: are the developments fundamentally unpredictable or not? I assume that developments within the research domain are predictable to some degree, and that in most cases experts predict better than laymen or that experts can better found their judgements than laymen.

• Market research is reviewed to look for convergent evidence with regard to ability, and to obtain a concurrent validity estimate for some expert panel estimates.

1.2. Objective of the Study

To analyze the essential characteristics of MRSs for M&S.

To examine the potential viable MRSs for M&S that can we distinguish on the basis of practical examples or as extrapolations of developments in M&S, multimedia systems and retrieval engines.

1.3. Formulation of hypotheses

The five main hypotheses are-

H1. MM has value added for M&S in situations where effective information and knowledge transfer is needed.

H2. Retrieval functionality has value added for M&S situations where search performance and database management performance are important.

H3. All MRSs for M&S are viable except for the VM which will become viable in the intermediate or long term future.

H4. The MM specific project management and system success/risk factors are critical for the ability of MRSs for M&S.

H5. MRSs for M&S are (perceived to be) effective in terms of meeting M&S business objectives, related to the variables: market position, quality of service, promotion, M&S efficiency, M&S productivity, M&S information and knowledge transfer and management insight.

II. FINDINGS & SUMMARY

This Ph.D. thesis addresses the issue of the ability of Multimedia Recovery Systems (Multimedia) for Marketing & Sales (MARKETING & SALES), i.e. multimedia systems with a clear retrieval component, that support one, or more, MARKETING & SALES processes. Multimedia means that multiple information types, such as speech, music, text, graphic, still, animation and video, are used in an integrated manner.

An overview of potentially viable Multimedia for MARKETING & SALES is given on the basis of extensive case research. Subsequently, business aspects, functional aspects and implementation aspects of Multimedia are discussed such as the Multimedia COMMUNICATION MULTIMEDIA Archive for storage and retrieval of corporate advertisement material, Tele Sales Assistant for support of telephonic sales personnel, Multimedia Business Catalogue offering the possibility of tele-ordering to business customers, Multimedia Promotion System at a trade fair stand, Multimedia Aided Instruction for training marketing and sales staff, and the Virtual Market. The Virtual Market is the most appealing system, as it offers flexible support for all types of information services and meets the demands of heterogeneous groups of private and business customers.

Insight into the ability of Multimedia for MARKETING & SALES is given by describing experimental findings with regard to the value added of multimedia, and by presenting the results of a qualitative survey of business objectives and success/risk factors for projects investigated. Experimental findings indicate that multimedia adds entertainment value as respondents experience it as fun, as enjoyable and attractive. Perceptions about the effectiveness of multimedia and multimedia retrieval are, however, more positive than can be concluded from experimental findings. The results of quantitative surveys, expert assessments and Cost Benefit Analyses suggest that most Multimedia are viable today; they are perceived as effective; and for the case of a Multimedia COMMUNICATION MULTIMEDIA Archive and tele-ordering Multimedia Business Catalogue, it has been shown that a very high Return On Investment is possible. Only the Virtual Market can not today be seen as economically effective and viable; experts believe it will take about 5-10 years before this will be the case. This implies that multimedia service providers and MARKETING & SALES firms that want to survive the shift from service competition to information competition in the next century; have to prepare themselves for the Virtual Market now, to be ready for an awakening market in about 5 years and a profitable market in about 10 years from now.

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