

A Study on E-Marketing at eBay

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Abstract

This research aims to conduct a comprehensive study on E-Marketing practices employed by eBay, one of the leading e-commerce platforms globally. As the landscape of online marketing continues to evolve, understanding the strategies and approaches adopted by prominent players such as eBay becomes crucial. Employing a mixed-methods research design, including content analysis, surveys, and interviews, this study seeks to explore the various facets of eBay's E-Marketing initiatives.

Key objectives include analyzing the effectiveness of eBay's digital marketing strategies, assessing customer engagement tactics, and understanding the impact of E-Marketing on user acquisition and retention. The study also aims to identify innovative practices, challenges faced, and the integration of emerging technologies in eBay's E-Marketing efforts. The findings of this research are anticipated to provide valuable insights for eBay, e-commerce practitioners, and researchers interested in understanding the nuances of E-Marketing in the competitive online marketplace.

Keywords: *E-Marketing, eBay, Digital Marketing Strategies, Customer Engagement, User Acquisition, Retention, Online Marketplace, E-Commerce.*

1. Introduction

Internet marketing, also referred to as E-Marketing, web marketing, online marketing, or E-Marketing, is the marketing of products or services over the Internet. The Internet has brought many unique benefits to marketing, one of which being lower costs for the distribution of information and media to a global audience. The interactive nature of Internet marketing, both in terms of providing instant response and eliciting responses, is a unique quality of the medium [1]. Internet marketing is sometimes considered to have a broader scope because it not only refers to digital media such as the Internet, e-mail, and wireless media; however, Internet marketing also includes management of digital customer data and electronic customer relationship management (ECRM) systems. Internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sale. Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was that they first traded, marketing was there. Marketing was the stories they used to convince other humans to trade. Humans have come a long way since then, (Well, we like to think we have) and marketing has too. The methods of marketing have changed and improved, and we've become a lot more efficient at telling our stories and getting our marketing messages out there. E-Marketing is the product of the meeting between modern communication technologies and the age-old marketing principles that humans have always applied. That said, the specifics are reasonably complex and are best handled piece by piece. So we've decided to break it all down and tackle the parts one at a time. This week 1, we'll be looking at the "what" and "why" of E-Marketing, outlining the benefits and pointing out how it differs from traditional marketing methods. By the end of the series we're pretty sure you'll have everything you need to tell better marketing stories. Very simply put, E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous [2]. E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. By such a definition,

E-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. When implemented correctly, the return on investment (ROI) from E-Marketing can far exceed that of traditional marketing strategies. Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's at the forefront of a redefinition of way businesses interact with their customers. The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products); The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media); The behavior of consumers while shopping or making other marketing decisions; Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome; How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer. One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points: Behavior occurs either for the individual, or in the context of a group (e.g., friend's influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use). Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest. Consumer behavior involves services and ideas as well as tangible products. The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy. There are four main applications of consumer behavior: The most obvious is for marketing strategy—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, we learn that,

(1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success

(2) it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices

A second application is public policy. In the 1980s, Accutane, a near miracle cure for acne, was introduced. Unfortunately, Accutane resulted in severe birth defects if taken by pregnant women. Although physicians were instructed to warn their female patients of this, a number still became pregnant while taking the drug [3]. To get consumers' attention, the Federal Drug Administration (FDA) took the step of requiring that very graphic pictures of deformed babies be shown on the medicine container Social marketing involves getting ideas across to consumers rather than selling something. Marty Fishbein, a marketing professor, went on sabbatical to work for the Centers for Disease Control trying to reduce the incidence of transmission of diseases through illegal drug use. The best solution, obviously, would be if we could get illegal drug users to stop. This, however, was deemed to be infeasible. It was also determined that the practice of sharing needles was too ingrained in the drug culture to be stopped. As a result, using knowledge of consumer attitudes, Dr. Fishbein created a campaign that encouraged the cleaning of needles in bleach before sharing them, a goal that

was believed to be more realistic. As a final benefit, studying consumer behavior should make us better consumers. Common sense suggests, for example, that if you buy a 64 liquid ounce bottle of laundry detergent, you should pay less per ounce than if you bought two 32 ounce bottles. In practice, however, you often pay a size premium by buying the larger quantity. In other words, in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain. There are several units in the market that can be analyzed. Our main thrust in this course is the consumer. However, we will also need to analyze our own firm's strengths and weaknesses and those of competing firms. Suppose, for example, that we make a product aimed at older consumers, a growing segment [4]. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward our market. To assess a competing firm's potential threat, we need to examine its assets (e.g., technology, patents, market knowledge, awareness of its brands) against pressures it faces from the market. Finally, eyed to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically. E-Marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-Marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. By such a definition, E-Marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was that they first traded, marketing was there. Marketing was the stories they used to convince other humans to trade. Humans have come a long way since then, (Well, we like to think we have) and marketing has too. The methods of marketing have changed and improved, and we've become a lot more efficient at telling our stories and getting our marketing messages out there. E-Marketing is the product of the meeting between modern communication technologies and the age-old marketing principles that humans have always applied. That said, the specifics are reasonably complex and are best handled piece by piece [5]. So we've decided to break it all down and tackle the parts one at a time. This week we'll be looking at the "what" and "why" of E-Marketing, outlining the benefits and pointing out how it differs from traditional marketing methods. Will technology dispel the myth that marketing is all art and no science? Absolutely. In fact, e-marketing and marketing automation applications prove that marketing is indeed as scientific as it is creative. E-Marketing is an automation tool set used to help companies

- Email Marketing Software
- Design, send & track emails online 500Free Email Easy-to-Use!
- www.VerticalResponse.com
- On-demand CRM
- 30-day free trial, up to, 5users. No-installation. No-set-up fees.
- www.morphexchange.com
- CRM Integration

Integrate any CRM with any App. Fin, ERP, DB, Web Service, etc. www.interweave.biz identify their most valuable prospects and customers, to convert and grow them, and to keep them loyal for life. Tools include banner advertising, e-mail marketing, online customer behavior analysis, lead generation, and campaign management. E-Marketing is a result of a progression over time of marketers wanting to better reach and serve their clients. There are a number of real benefits in using E-Marketing: faster cycle time, higher response rates, improved lead management, and simplified campaign testing. But with benefits come challenges. The biggest is integration: Does an E-Marketing application integrate with a company's current marketing processes and activities, customer

relationship management (CRM) software, databases, and back-end systems? Another is simply understanding how to best use E-Marketing. In many cases the technology is ahead of the market in this area. Even so, the productivity increases and cost savings are real; promotional materials that cost from 50 cents to \$1 per piece to mail only cost about 10 cents when sent via e-mail; the costs of such customer service activities as collateral fulfillment can be reduced by 10 to 20 percent. If companies use E-Marketing to better identify buyers, target out to those buyers, and create interaction with them, E-Marketing is guaranteed to blossom over the next three to four years [6]. This would facilitate the growth and value of digital marketplaces and ensure E-Marketing's place as the engine of growth of both CRM and e-CRM. The E-Marketing Mix is essentially the same as the marketing mix. It is simply the adaptation of price, place, product and promotion to the E-Marketing context. Of course one could also include physical evidence, people and process when marketing planning for an online service. Below are a series of lessons that consider how markets can apply the E-Marketing mix to their organization's own product, service, brand or solution.

2. E-Marketing

2.1 Price

The E-Marketing mix is simply an adaptation of the traditional marketing mix, and 'P' for price. However, the Internet has influenced how online businesses price in a number of ways.

2.2 E-Marketing Place

The E-Marketing space consists of new Internet companies that have emerged as the Internet has developed, as well as those pre-existing companies that now employ E-Marketing approaches as part of their overall marketing plan. For some companies the Internet is an additional channel that enhances or replaces their traditional channel(s) or place.

2.3 E-Marketing Product

We've already considered product as part of the marketing mix. Two previous tools for product decision-making have been introduced - Product Life Cycle (PLC) and the Three Levels of a Product. E-Marketing Promotion

3. The Benefits of E-Marketing

E-Marketing gives businesses of any size access to the mass market at an affordable price and, unlike TV or print advertising, it allows truly personalized marketing [7]. Specific benefits of E-Marketing include:

Global Reach - a website can reach anyone in the world who has Internet access. This allows you to find new markets and compete globally for only a small investment.

Lower Cost - a properly planned and effectively targeted E-Marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Trackable, Measurable results - marketing by email or banner advertising makes it easier to establish how effective your campaign has been. You can obtain detailed information about customers' responses to your advertising.

24-Hour marketing - with a website your customers can find out about your products even if your office is closed.

Personalization - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.

One-to-one Marketing - E-Marketing lets you reach people who want to know about your products and services instantly. For example, many people take mobile phones and PDAs wherever they go. Combine this with the personalized aspect of e-marketing, and you can create very powerful, targeted campaigns.

More Interesting Campaigns - E-Marketing lets you create interactive campaigns using music, graphics and videos. You could send your customers a game or a quiz – whatever you think will interest them.

Better Conversion Rate - if you have a website, then your customers are only ever a few clicks away

from completing a purchase. Unlike other media which require people to get up and make a phone call, post a letter or go to a shop, E-Marketing is seamless.

Together, all of these aspects of E-Marketing have the potential to add up to more sales [7].

4. Student and Employer Evaluation of Hiring Criteria for Entry-Level Marketing Positions

Marketing education has many facets, including recruiting students as marketing majors, educating students in marketing concepts and applications, and placing marketing graduates in the business world [8]. This study reports the results of a survey which investigated student and employer evaluations of potential hiring criteria for entry-level marketing positions. Suggestions of how marketing educators can use the results to help their marketing graduates also are discussed. In this conceptual paper, we propose that the next stage of evolution of mass customization is customization—a buyer-centric company strategy that combines mass customization with customized marketing. Spurred by the growth of Internet and related technologies, many leading companies (e.g., Dell) are beginning to deploy customization on a large scale. In this paper we define customization, and describe how it is different from the related strategies of mass customization, personalization, and one-to-one marketing [9]. We also describe the opportunities and challenges companies face in deploying a customization strategy, and the potential benefits that they might realize. That the current SERVQUAL and IS-SERVQUAL instruments need to be refined and validated to fit the digital marketing environment, as they are targeted primarily towards either traditional retailing or information systems contexts. This article validates and refines a comprehensive model and instrument for measuring customer- perceived service quality of websites that market digital products and services. After a discussion of the conceptualization and operationalization of the service quality construct, the procedure used in modifying items, collecting data, and validating a multiple-item scale is described. Subsequently, evidence of reliability and validity on the basis of analyzing data from a quota sample of 260 adult respondents is presented. Implications for practice and research are then explored. Finally, this paper concludes by discussing limitations that could be addressed in future studies. The final EC- SERVQUAL instrument with good reliability and validity will be essential to the development and testing of e-business theories, and provide researchers with a common framework for explaining, justifying, and comparing differences across results.

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