

Chapter 8

E-Marketing: Towards a Conceptualisation of a New Marketing Philosophy

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ABSTRACT

This chapter aims to add to the accumulative knowledge in the field of e-marketing through conceptualising e-marketing as a new marketing philosophy. The review of the literature has revealed that one of the main obstacles to developing e-marketing potential is the absence of a clear conceptualisation of e-marketing purpose and definition. The majority of researchers within the field misuse the term e-marketing and are using the terms e-business, e-marketing, e-commerce and Internet-marketing interchangeably as if they are similar or have the same meaning, which is incorrect. For example, e-marketing is broader in scope than Internet marketing since it refers not only to digital media such as the Web, e-mail, and wireless media, but also includes electronic customer relationship management systems and the management of digital customer data, etc. In contrast, e-commerce and e-business have a wider and broader scope than e-marketing. The differences between these terms as well as the main components of e-marketing are illustrated and discussed in detail within the chapter towards achieving a conceptualisation of e-marketing as a new marketing philosophy and to build a ground base of understanding for these different concepts.

The chapter will help researchers and scholars in the field of e-marketing to have a clearer view towards its concept that in turn will contribute to the related accumulated knowledge in the field.

INTRODUCTION

The recent revolution in computer science, the Internet, information technology (IT), media and

communications has changed the nature of business and marketing practices. A growing numbers of companies and enterprises use the Internet and other electronic tools to communicate with suppliers, business customers and end users of their products and services. New forms of marketing

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have presented an opportunity for all kinds of enterprises to grow in a dramatic and dynamic way.

This research argues that the adoption of Electronic Marketing (e-marketing) by enterprise, regardless of size, can change the shape and nature of its business all over the world. The fast propagation of the Internet, the World Wide Web (WWW), information technologies (IT), communication technologies and computer sciences has created dynamic new electronic channels for marketing, and most companies today find it essential to have an online presence (Liang and Huang, 1998). But alongside these opportunities there are problems associated with the dynamics of this new interactive media. These problems are exacerbated by the fact that much previous research has misused the term e-marketing and are using the terms E-business, e-marketing, E-Commerce and Internet-marketing interchangeably as if they are similar or have the same meaning, which is incorrect (El-Gohary, 2009). Consequently, this research aims to add to the accumulative body of knowledge in the fields of e-marketing by attempting to conceptualise e-marketing as a new marketing philosophy.

This chapter provides a comprehensive illustration of the differences between the concepts of e-marketing, Internet Marketing, E-Commerce and E-Business to build a ground base of understanding for these different concepts. This understanding will provide benefits for entrepreneurs, policy makers, students, practitioners, researchers, and educators though providing a clearer view and deep complete understanding for all the aspects related to e-marketing. The chapter also provide a detailed discussion for the main commonly used e-marketing components

BACKGROUND

Electronic Marketing (E-Marketing)

Electronic Marketing (e-marketing) can be viewed as a modern business practice associated with buying and selling goods, services, information and ideas via the Internet and other electronic means. A review of relevant literature and published research reveals that the definitions of e-marketing vary according to each researcher's point of view, background and specialization. While Chaffey (2007) defines it as:

Achieving marketing objectives through use of electronic communications technology (Chaffey, 2007, P: 339)

McDonald and Wilson (1999) define it as:

Any use of technology to achieve marketing objectives (McDonald and Wilson, 1999, P: 29)

On the other hand, Reedy and Schullo (2004) define it as:

The process aimed at facilitating and conducting of business communication and transactions over networks (Reedy and Schullo, 2004, p: 16)

Smith and Chaffey (2005) define it as:

Achieving marketing objectives through applying digital technologies (Smith and Chaffey, 2005, p: 11)

Strauss and Frost (2001) define it as:

The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives (Strauss and Frost, 2001, p: 454)

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