

Developing Model of E-commerce E-marketing

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Abstract—First, we analyzed the basic content of e-commerce and e-marketing. Second, we discussed the common characteristics and relationship between them. Third, we gave the definition of e-commerce e-marketing, analyzed the relationship between e-commerce e-marketing and e-commerce, e-marketing, and gave out the implementing process of e-commerce e-marketing. Forth, we gave out the developing model of e-commerce e-marketing and simply analyzed the model and its functions. From this paper, we obtained that E-commerce e-marketing is different from a single e-commerce or e-marketing. It is an integrated e-marketing method by integrating online business management and transactions activities. It not only has the functions of general e-marketing, but also should have the full functions of e-commerce. It is the advanced form of e-commerce, and has more abundant content than general e-commerce.

Index Terms—E-commerce, E-marketing, E-commerce E-marketing

I. INTRODUCTION

In the 1970s, electronic data interchange (EDI) and electronic funds transfer (EFT) was as to e-commerce system prototype between businesses had emerged. Along of computer was extensively applied, network was popular and maturity, credit card was applied, e-commerce was supported and promoted by government, the e-commerce has entered a period of rapid developing. At the same time, e-marketing was as to a developing product of network technology, it had become a major marketing tool in information economical era, and it had been widely used in every field. In this paper, analyzed the basic content of e-commerce and e-marketing, and analyzed the same points and internal relationships of them, focused on the integration developing issues of them.

II. CONTENTS OF E-COMMERCE AND E-MARKETING

A. Content of e-commerce

What's the e-commerce? Up to now, there is no united or standard definition. Now, according to the definitions of e-commerce given by researchers, the world authority organizations and institutions, enterprises and individuals etc., we give out the definition of e-commerce from our own comprehension bellow [1-10]:

We think that the definition of e-commerce should emphasize three points [1]. The first is that e-commerce has business background because it is a business model. The second is that e-commerce has internet characters because it is based on network background, especially

internet to realize business activities. The third is that the e-commerce has electronic (numerical) character because that the information in the e-commerce is transmitted by electronic form.

So, we think that the e-commerce means electronic business activities by using modern communication technology, especially internet. It is not only an electronic transactions based on browser/server(B/S) applications but also a promotion business model setting on modern information technology and information system, and so as to be electronic business activities. Simply, e-commerce means the whole business activities process using electronic tools, especially internet, to realize Commodity exchanging in high efficiency and low cost.

B. Content of e-marketing

What's the e-marketing? Up to now, there is no united or standard definition. But, from the very definitions given now, we find out that [2], e-marketing is not only including the professional works that the marketing department deal with in marketing operating, but also it needs the cooperation by the relation business department such as procurement departments, producing department, financial department, Human Resource department, Quality supervision management department, product developing and designing department etc., and according to the demand of marketing to redesign and recreate the enterprise business standard by using computer network, so as to adapt to the demand of digital management and business in the network knowledge economy era.

So, e-marketing is the strategy that the agency or organization uses the modern communication technology methods to exchange the potential market into reality market. It is an important part of the whole marketing strategy, and it is a kind of marketing tactics to realize the marketing goals based on Internet [10]. The network marketing is that we can use Internet making continuously services in the every step of products pre-selling, products selling and products after-selling. It runs in the whole process of business operations and includes the search for new customers, service for old customers. It is the process which is based on modern marketing theory and uses of Internet technology and its functions to meet needs of customers, in order to realize the goals of developing new marketing and increasing operating profit [10].

III. COMMON CHARACTERISTICS AND INTRINSICALLY RELATIONSHIP OF E-COMMERCE, E-MARKETING

Although, there are many clearly distinctions between e-commerce and e-marketing in concept content, purpose,

work theory, aim, implementation environment, message type, degree of integrating (such as SCM, CRM, ERP) etc. But, they are a pair of closely relating concepts and have many similar characteristics. Following, we will focus on analyzing the common characteristics and the inherent relationship of them [11-14].

A. Common characteristics of e-commerce and e-marketing

(1) They have same basic theories such as computer science, management science, information system, economics, marketing, financial accounting, as well as sociology, linguistics (involving the translation of international trade), robotics, operation research / management science, statistics, public policy etc.

(2) They have same basic technologies such as modern communication technology, computer network technology, especially the internet technology, Web technology, wireless network technology, database technology, electronic payment technology, security technology etc.

(3) They have similar content of business activities because of having same function of promotion, such as displaying of e-commerce product, web site promotion, product marketing information transporting etc.

(4) They have same invisible characteristics because of the data expressing and transmitting are all electronically.

(5) They have same across temporal and spatial characteristics. Scale of operation is not restricted by time and geographical.

(6) They all can achieve low-cost. Both of them all have a "no inventory" feature, and very low cost advertising and operating.

(7) They all can change the operation mode of enterprise, and will promote the enterprises to reform the model of business and management.

(8) They all can well reflect the thinking of SCM, CRM, ERP and other modern management science. All of them can enhance the integration of multi-services such as product, supply, marketing, close customer relationship, understand and predict customer's demand, promote the management innovating.

B. The intrinsically relationship between e-commerce and e-marketing

E-marketing is the integral part of e-commerce, and e-commerce includes e-marketing. E-marketing will be the entry point of small and medium enterprises to carry out the e-commerce when the overall environment of e-commerce is not yet very mature. Therefore, the e-marketing is as a method of the enterprise management to realize commodity exchange, obviously, it is the very important and basic internet business activities of enterprise e-commerce activities. We can say that e-marketing is an important means of implementing e-commerce, and the e-commerce is the advanced stage of e-marketing developing, so carrying out marketing e-commerce can not separate from the e-marketing, but the e-marketing does not equal to the e-commerce. Figure 1 gives out relationship of

e-commerce and e-marketing [11][14], and we can obtain from figure 1.

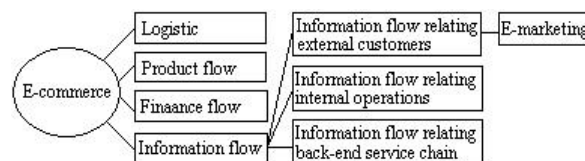


Figure 1. Relationship between e-commerce and e-marketing

IV. COMBINATION OF E-COMMERCE AND E-MARKETING: E-COMMERCE E-MARKETING

A. Concept of e-commerce e-marketing

Based on concepts of e-commerce and e-marketing, we believe that e-commerce e-marketing refers to new comprehensive marketing model which is based on e-commerce and uses every kind of e-marketing methods and means to achieve online business activities [1]. So, the content of e-commerce e-marketing should include three aspects: First, e-commerce insists e-marketing. Second, e-marketing is the core business activities of e-commerce. Third, the combination of e-commerce and e-marketing will give e-commerce new contents, expand e-commerce extension, accelerate the using of e-marketing methods, create integrated and comprehensive modern new marketing model which is e-commerce e-marketing.

B. Relationship between e-commerce e-marketing and e-commerce, e-marketing

E-commerce e-marketing is different from a single e-commerce or e-marketing, but it is an integrated e-marketing method by integrating online business managing and transactions activities. It not only has the functions of general e-marketing, but also should have the full functions of e-commerce. E-commerce e-marketing is the advanced form of e-commerce, it has more abundant content than e-commerce, but it belongs to e-commerce in extension. And, e-commerce e-marketing is different from e-commerce and other e-marketing [1]. The relationship between them shows in figure 2.

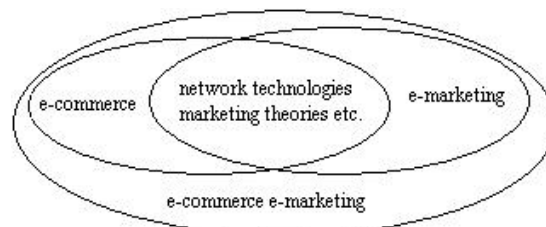


Figure 2. Relationship between e-commerce e-marketing and e-commerce, e-marketing

C. Implementing process of E-commerce e-marketing

E-commerce e-marketing is the e-marketing in the environment of e-commerce, its smooth developing requires supporting by e-commerce platforms, and requires supporting by external basic environment such as

banks, trading centers, and laws and regulations, policies relating to e-commerce, a certain number of internet companies and the number of internet users, the necessary internet resources etc, and requires supporting by the internal basic conditions such as the concepts and strategies of operating and managing, information technology etc.

In theory, no matter what kinds of e-marketing to take, as long as they links to the internet, the enterprise has the basic conditions to develop e-marketing, and it can make initial marketing activities such as publishing some supply and demand information on internet, and

exchanges with customers by e-mail, etc. However, an enterprise wants to carry out e-commerce e-marketing, in addition to build e-commerce platform firstly, but also needs to make a series of analysis and comparison, and needs to make e-marketing programs according to the enterprise demands and internal conditions.

Generally, there are four programs on building e-commerce platforms to be adopted by enterprises [15-18], and the workflow of e-commerce e-marketing can be divided into three main stages [19-20], it shows in figure 3.

three stages	Market analysis and research	Constructing e-commerce platform	Implementing e-commerce e-marketing
content (work steps)	content of analysis and research: 1. product characteristics 2. competing environment 3. financial condition 4. Human resources	four plans to constructing e-commerce platform: 1. e-commerce platform owned by the enterprise 2. third-party E-commerce platform 3. collaborative e-commerce platform 4. international E-commerce platform	steps to implement e-commerce e-marketing: 1. information collecting 2. information publishing 3. Web promoting 4. online negotiating and signing of contract 5. online transacting and paying 6. Commodities Transporting and after-sales service

Figure 3. General workflow of e-commerce e-marketing

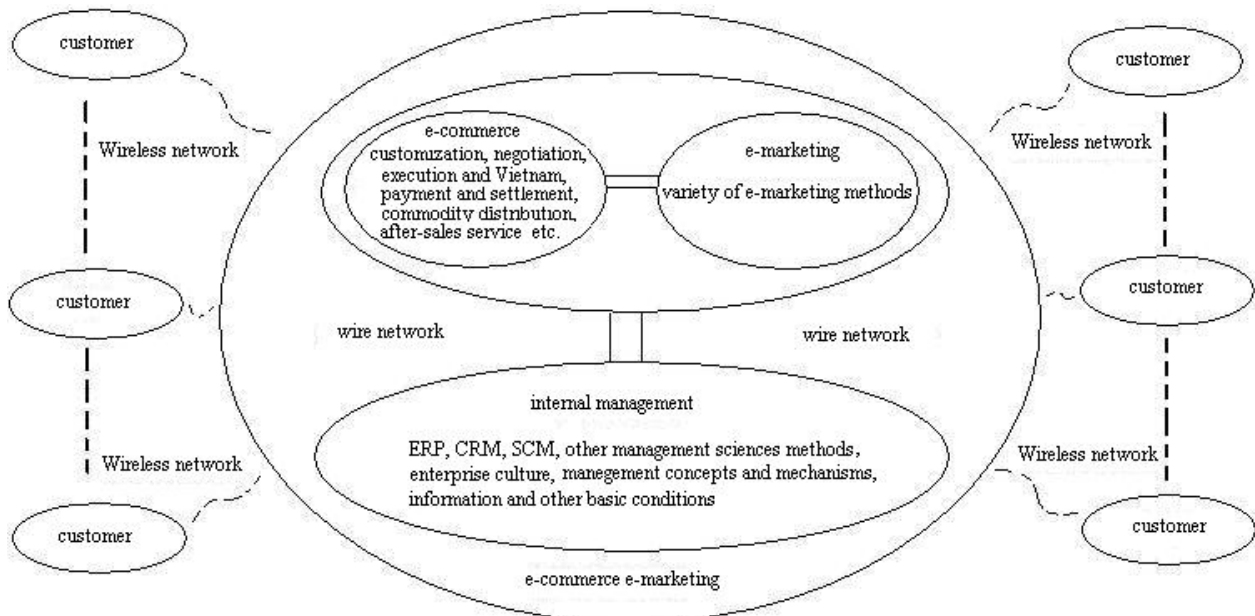


Figure 4. Developing model of e-commerce e-marketing

V. DEVELOPING MODEL OF E-COMMERCE E-MARKETING

While the management philosophy is continuously improving, the method of modern management science is innovating, the information network technology (especially wireless network technology) is developing and is being applied, e-commerce e-marketing will be developed toward the integrating direction, and it must gradually form an integration that the wire network and

wireless network co-exists, internal management and external commodity trading and marketing activities coordinates, e-commerce and e-marketing gradually integrates. This shows in figure 4 [1].

(1) Integration of every component. The model is an organic integration of the various parts, the e-commerce, e-marketing, internal management and external customers is linked by wireless or wired network, to coordinate with each other and interrelated.

(2) Network. It is mainly linked by wired network between internal departments (module), but it is mainly linked by wireless network between external customers, to realize trade activities, marketing activities, personalized services and negotiations.

(3) Functions of each part. E-commerce module should have functions that meet customization needs of customers, business negotiating, online signing, online payment and settlement, commodities distributing and logistics services, after-sale service etc. E-marketing module should have functions such as search engine marketing, online advertising and other "wired" e-marketing, as well as short message marketing and other "wireless" e-marketing methods. A variety of online marketing methods are more flexible and integrated application. Internal management module should comprehensive use ERP, SCM, CRM and other advanced modern management science methods to make the internal enterprise management, and at the same time, it integrated with the corporate culture, management philosophy, management system, information technology infrastructure and other aspects.

VI. CONCLUSIONS

E-commerce has closest internal relationship with e-marketing, to combining both of them, to make e-marketing based on e-commerce, is conducive to play the functions of each other and the overall advantages. This is not only useful to accelerate the development of e-commerce, to promote innovation of e-commerce application model, but also is useful to promote improving of e-marketing methods, and at last, ultimately to promote the new economy era coming quickly.

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