## CONTENTS

### CHAPTER 1 AN OVERVIEW OF THE STUDY

1.1 Background of the Study 02  
1.2 Importance of the Study 05  
1.3 Scope of the Study 07  
1.4 Objectives of the Study 09  
  1.4.1 Academic Disciplines Concerned with E-Commerce 09  
    1.4.1.1 Technical Approaches 09  
    1.4.1.2 Behavioral Approaches 10  
1.5 Digital Marketing: Definition 11  
1.6 Internet Marketing Vs. Traditional Marketing 12  
  1.6.1 Interactivity 12  
  1.6.2 Intelligence 13  
  1.6.3 Individualization 14  
  1.6.4 Integration 15  
  1.6.5 Industry Restructuring 17  
  1.6.6 Independence of Location 17  
1.7 Web Marketing Strategies 18  
  1.7.1 Product-Based Marketing Strategies 19  
  1.7.2 Customer-Based Marketing Strategies 20  
1.8 Different Market Segments Communication 20  
  1.8.1 Trust and Media Choice 21  
1.9 Technology Enabled CRM 22  
1.10 e-Business Patterns: The Structural Foundation 24  
  1.11 Online Security Issues Overview 26  
    1.11.1 Managing Risk 26  
    1.11.2 Consumer Security Classifications 28  
    1.11.3 Security Policy and Integrated Security 28  
    1.11.4 Communication Channel Security 30  

### CHAPTER 2 eMARKETING Vs. TRADITIONAL MARKETING 32

2.1 Product 33  
2.2 Price 34  
2.3 Place 35  
2.4 Promotion 35  
2.5 Contrast Model 37  
  2.5.1 eMarketing: More Measurable 40  
  2.5.2 eMarketing: Strategic Decision Base 40  
  2.5.3 eMarketing: Reaching Target Addressees 40  
  2.5.4 eMarketing: Constant Source 41  
  2.5.5 eMarketing: Better Word-of-Mouth (WOM) 41  
  2.5.6 eMarketing: Amplify Conversions 41  
2.6 Major Trends in E-Commerce, 2012 43  
  2.6.1 Business 43  
  2.6.2 Technology 44
2.6.3 Society
2.7 Seven Unique Features of E-Commerce Technology
   2.7.1 Ubiquity
   2.7.2 Global Reach
   2.7.3 Universal Standards
   2.7.4 Richness
   2.7.5 Interactivity
   2.7.6 Information Density
   2.7.7 Personalization/Customization

CHAPTER 3 BOUNDARIES OF RESEARCH STUDY

3.1. Introduction
3.2 E-Commerce Models
   3.2.1 Business-to-Business (B2B) Model
   3.2.2 Business-to-Consumer (B2C) Model
   3.2.3 Consumer-to-Consumer (C2C) Model
   3.2.4 Consumer-to-Business (C2B) Model
3.3 E-Commerce in India
   3.3.1 E-Commerce Growth
      3.3.1.1 E-Commerce: Baseline for 86% of Marketing in India
      3.3.1.2 eMarketing Effectiveness in FY11
      3.3.1.3 Marketer’s Effectiveness by Periodic Communications in 2011
      3.3.1.4 eMarketing Channels in 2011
      3.3.1.5 Consumer Acquisition: Largest Driver of eMarketing in 2011
      3.3.1.6 Indian Marketers’ Investment in eMarketing
      3.3.1.7 eMarketing Online Sales
      3.3.1.8 Acquisition Rules to be Marketers’ Prime Goal for 2011
      3.3.1.9 Investments Plans in eMarketing Platform
      3.3.1.10 Digital Channel Preferences for 2011
3.4 Changing Media Consumption
3.5 Relative Internet Usages
3.6 Potential Digital Impact on Target Markets
3.7 Consumer Ratings of Online Experience
3.8 Ten Key Reasons for Returning to Website
3.9 Importance of Website Design Factors
3.10 Importance of Different Information Sources

CHAPTER 4 LITERATURE REVIEW

4.1 Literature Review on Internet Marketing
   4.1.1 Online Marketing Domains
   4.1.2 Internet Marketing Benefits for Marketers
   4.1.3 6 C’s of Internet Marketing
   4.1.4 Internet Marketing Strategy Framework
   4.1.5 Internet Marketing Contribution to the Organizations
4.2 Literature Review on eMarketing Vs. Internet Marketing
   4.2.1 Benefits of eMarketing
      4.2.1.1 Cost Efficient and Effectiveness
      4.2.1.2 Worldwide Reach and Access
5.1 Introduction

5.2 Statement of Research Problem

5.3 Research Questions of the Study

5.4 Objectives of the Research Study

5.5 Universe of the Study

5.6 Sample Design

5.6.1 Sampling Units

5.6.2 Sampling Method

5.6.3 Sample Size

5.7 Sources of Data

5.7.1 Questionnaire Development

5.8 Research Hypothesis

5.9 Data Analysis and Statistical Tools

5.10 Supportive Technology

5.11 Limitations of the Study

6.1 Frequency Distribution of Internet Usability Preference

6.2 Frequency Distribution of Internet Connection Availability

6.3 Frequency Distribution of Internet Access Point

6.4 Frequency Distribution of Internet Usage Rate

6.5 Frequency Distribution of Internet Usage

6.6 Frequency Distribution of Internet Connection Type

6.7 Frequency Distribution of Internet Connection Media

6.8 Frequency Distribution of Internet Service Provider

6.9 Frequency Distribution of Experience with Current ISP

6.10 Frequency Distribution of Experience with Previous ISP

6.11 Frequency Distribution of ISP Changeover Preference

6.12 Frequency Distribution of Priority to Select ISP

6.13 Frequency Distribution of Web Browser Preference

6.14 Frequency Distribution of Email Service Provider Preference

6.15 Frequency Distribution of Preference to Internet Services

6.16 Frequency Distribution of Online Purchase Intention

6.17 Frequency Distribution of Online Facility Preference for Street Retailers

6.18 Frequency Distribution of Preference for Online Purchase

6.19 Frequency Distribution of Online Buying Frequency

6.20 Frequency Distribution of Online Shopping Trust

6.21 Frequency Distribution of Payment Mode Preference

6.22 Frequency Distribution of Online Purchase Importance

6.23 Frequency Distribution of Purchase Mode Preference

6.24 Frequency Distribution of Preference of Banking Mode

6.25 Age and Online Purchase Cross Tabulation Analysis

6.26 Gender and Online Purchase Cross Tabulation Analysis

6.27 Residential and Online Purchase Cross Tabulation Analysis

6.28 Experience and Online Purchase Cross Tabulation Analysis

6.29 Qualification and Online Purchase Cross Tabulation Analysis

6.30 Income and Online Purchase Cross Tabulation Analysis