

An Overview of E-Branding Strategy in E-Marketing

S.Ramya^{1*}, K.Riyas²

^{1*} Department of Commerce, Srimad Andavan Arts and Science College (Autonomous) Trichy – 5

² Department of Commerce, Srimad Andavan Arts and Science College (Autonomous) Trichy – 5

Available online at: www.ijcseonline.org

Abstract— This article discuss about the E-Branding strategy used in the E-Marketing field. It explores the e-brand building and communication strategies. It literature survey examined about the suggest a widespread appreciation of the importance of e-branding, and a prevalence of collaborative and customer-centric e-brand building strategies, including co-branding and affiliating with established online and offline brands, distribution partnerships, content alliances and personalised e-mail contacts. The examined E-Branding companies also seem to have employed a variety of traditional, offline methods and leading-edge online tools in communicating their key e-brand values and promoting their online platforms and offerings. These communication vehicles included newspapers, radio, magazines, television, public relations, trade events and promotions, personalised e-mail notifications, affiliate programmes with other websites and banner advertisements. It further emerged that a few of the study companies had taken major steps towards internationalising their e-brands, and had responded appropriately to the concomitant localization /adaptation challenges.

Keywords— *E-Branding, E-Marketing, Internet Advertisement, etc.,*

INTRODUCTION

In present scenario, Marketing field is depends on internet because the wide customers are getting through internet. So we want to pronouns the marketing as E-Marketing. Electronic Marketing is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the process of marketing a product or service using the Internet. E-marketing not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers. The word 'Brand' is most important word in marketing field. As the name of the Brand is create the standard position to the companies. Nowadays, the E-Marketing filed using E-Branding methods.

Generation of prestige and associating a brand with certain values by employing digital marketing strategies, regardless of whether these pursue other objectives such as attracting an audience to a site, or promoting a product or service.

The insertion of advertising on a website generates not just clicks and sales - the mere presence of the advertiser also serves to promote and distribute their corporate identity, and contributes to their online reputation - therefore all advertising activity must form part of a comprehensive strategy.

MEANING AND DEFINITION

American Marketing Association define, a brand is a "name, term, symbol, or design to identify the goods or services and to differentiate them from those of the competitors".

E-Branding is the creation and development of communications strategies specifically for brands to have meaning and context on the web. Traditional, terrestrial brand positing strategy doesn't always work on the web. The company successfully build a brand is to communicate your key value proposition to the key customer segment, and do so in an integrated and consistent way. For example, the most of the internet users are using 'Google' search engine for their surfing.

Every company must create an association between company and the person. The brand name only influences their customers.

REVIEW OF LITERATURE

Shahram Jenabi, Seyed Yahya Seyed Danesh and Minoo Yousefi(2013), made a study titled, "Examining the effect of Brand dimension (trademark) on home appliances consumers' behavior Case study: LG brand in Rasht city", tells that one of the most important and valuable assets of a company is its trademark. The more valuable is a trademark for consumers more profit the company achieves. The present paper aims to identify the effect of brand dimension on home appliances consumers' behavior. To achieve this goal the relationship between reputation, identity, image, meaning, age and brand advertisement with consumer behavior was tested based on the conceptual research model. Required data were collected using questionnaire, randomly, from the population of LG brand consumers from agents of this company in Rasht city. Since the population is wide and infinite, simple random sampling and sample size formula were used to

estimate the sample size (it was calculated to be 202 individuals). Pearson correlation test, using SPSS software, and multiple regression analysis were used to analyze collected data. Results showed that aspects of brand's dimensions have a positive effect on consumers' behavior and there is significant relationship between these two components. Thus, it is suggested to LG brand to use its competitive advantage, particularly its reputation, identity and brand management, and other aspects of brand (mentioned in this research) to lead its consumers' behavior to a positive direction.

Senthil Kumar, M.J and Sadeesh Kumar, K and Nagarajan, N.R (2013) in their study entitled, "A Study on Consumer's Attitudes towards Washing Machine", which explains that in the modern technological world many innovations and new apparatus are invented by the man for reducing the work burden of the layman. Especially a lot of home appliances are introduced to save the valuable time of the working women. Because in the hurry busy world both husband and wife are working. So the modern women are not having sufficient time to do domestic work like washing their dresses. In this situation washing machine becomes an integral part of their home. The washing machine is not only to reduce their physical work but also it gives quality washing. In a competitive world many well reputed companies manufacture various brands of washing machine with varying features to cater to the diverse needs of consumer. The consumers are not in a position to identify the good brand of a washing machine because of its technical features. Consumer's opinion about the washing machine is paramount importance, so a study of this kind helps the customer to know the features available with the various brands.

Commercial internet has been around for over a decade. Many organizations used **E-branding** to promote their brands on internet. According to Kotler et al (2010, pg 255) **e-branding** is "the creation and development of communications strategies specifically for brands to have meaning and context on the web" and the **brand** stands for "a name, term, sign, symbol, design or a combination of these, that identifies the product or service of one seller or group of sellers and differentiates them from those competitors".

The Internet is a tactic part of business strategy just like newspapers or direct mail advertisements or business cards. Therefore branding is an important part of Internet commerce, as branding allows companies to build up their reputations as well as expand beyond the original product and service, and add to the revenue generated by the original brand (Carpenter, 2000).

According to Kotler et al (2010) strong, successful brand can shift the competitive framework in the company favour, given it intangible, difficult to replicate, values with

which to supplement its more basic products, price and distribution benefits.

However nowadays people don't pay attention to the existence of a site as a company, but consumer pays much attention to a good deal for product or service, what could save a lot of money for consumer pocket. According to Levine (2003) in 1995 July 16th -Amazon.com- was the first company who went live on the Internet, even that time period many people had never ever purchased any goods or services from online shopping.

1) *E-BRAND BUILDING*

According to Murphy (1993) "branding is concerned with assembling and maintaining a mixture of values, both tangible and intangible, which are relevant to consumers and which significantly and appropriately distinguishes one suppliers brand from that of another".

According to Treiblmaier (2006) the origins of brand management can be found in the beginning of the 20th century. Its primary goals include the creation and the development of distinguishable symbols, which could serve as a reference and influence a consumer's buying decision. To make a brand competitive, it is important to have preferences for brand, trust and customer loyalty. E-brands are brands what exist in online and it represents an offer or an organization, depending on whether the company conduct business online, offline or both, there can be seen three different types of differentiation, for example pure players, offline brands and mixed players (Treiblmaier, 2006).

Source: Brand building on the web (Aaker and Joachimsthaler, 2000, p 237)

Aaker et al (2000) explains that there exist six tools for building brand on the web, and they are the most powerful brand-building tool, since it can be tailored to the actual needs of the customers.

- **Advertising efforts** and sponsored content on a third-party site help to get known in the online world.
- **An intranet** can be used to communicate the brand and its identity internally, while a customer extranet makes users feel like being part of a big community.
- **Web based public relations strategies** intend to influence communication measures, which cannot be directly controlled by the company itself, such as private websites, public discussion rooms and chats.
- It is of vital importance for enterprises to know about their "**online image**", since information is spread easily on the Internet, and can have both positive and negative effects.
- **E-mail** enables the organization to send and receive information, thereby simplifying contact with their stakeholders

Furthermore Clark (1997) explains that to create a powerful e-brand it is important to compare the impact of various factors, for example- web-design, promotions,

positioning, security, name, information and service delivery in different market environment.

Website, at the end of the day, is the ultimate one-to-one communication channel, second only to human interface (Sheehan, 2010). A well designed website can be a superb brand extension and sales executive for any company: always on duty, always accurate, always up-to-date (as long as it is maintained) and utterly consistent (Sheehan, 2010). Of course, the web is no replacement for the human intelligence but it is a powerful weapon to extend a brand into the wide world, 24-hours a day (Jacobsohn, 2002).

2) COMPONENTS OF SUCCESSFUL ONLINE BRANDING

Successful online branding must have excellent management of product positioning, good copy content, good SEO values and an effective online brand presence, all of which require a lot of work (Cleanthous, 2010). The online market may be the biggest in the world, but it is also the toughest market in the world, because businesses need get consumer attention to the extent of actually buying a product.

Therefore Cleanthous (2010) explains that “Four Ps” of traditional marketing plays huge role in success, and “**Four Ps**” stands for:

- *Products*– must have a clear target audience online. Core users are the essential demographic for online marketing.
- *Positions*– internet audience will ignore irrelevant information, and that includes any product related to irrelevant information, marketing information must be positioned correctly in terms of the target demographic.
- *Price*– online pricing must be considered to be market sensitive, because in a market where everyone can instantly go and check and make comparisons with other products, pricing must be competitive and realistic.
- *Promotion*– online promotions can be brilliant, incredibly successful or stunningly ineffectual and totally wasteful in terms of time and effort.

However small business Trend (2011) argues that there exist 4Cs, what helps create a great brand online, and **4Cs stands for – content, consistency, clarity, cultivate.**

Therefore Small Business Trend (2011) explains that the most important factor of branding online is CONTENT, not a logo or the colours what company use on their WEB site. Content is a brand message what company are using to unite with their customers (Barone, 2011).

The next “C” stands for – CONSISTENCY. Companies try to create a brand with a cohesive message that users will be able to trust over time. Companies’ logo, web accounts, site colour, and text on message or home page everything *must deliver the same message* and brand must do – what it promise to its consumers (Small business Trend, 2011).

The next “C” stands for CLARITY. Organisations must create characters, because it allows the organisation

best connect with their target audience, but from the beginning it is important to understand who audience is, what they are looking for, and where organization can fit into the mix (Barone, 2011). Organisation must represent clear about what they want their brand connecting fibers to be (Small business Trend, 2011)

The last “C” stand for CULTIVATE. In general brand will not grow overnight; therefore organizations need to cultivate it over time (Barone, 2011). This involves- commenting on blogs, participating in appropriate online communities, responding to people when they mention you, being proactive about building relationships, and being open to letting customers inside organization (Small Business Trend, 2011).

However Philpott (2008) argues that internet brand development is a relatively straight forward and logical process. It starts with creating and increasing an online awareness of products or service what organization represent.

For that reason Philpott (2008) explains that there exist three simple steps to effectively establish chosen online brands by organization on WEB. And these three steps are- **exposure, Repetition and build trust.**

The first step is EXPOSURE. It is very important for organization to build an online brand to get out in front of people. Therefore organizations can use video or different content to increase their exposure on the internet. For example –social sites, blogs, forums or other platforms can be used for organization to target audience.

The second step is REPETITION. For organization to create and developed an online awareness of brand will take a repeated, consistent and sustained effort in order to be effective. As Philpott (2008) explains “branding is making ‘lasting’ impression and this cannot be done overnight”. More over the impression what organization is trying to build in consumers’ eye have a lasting effect and repetition is the key.

The last step according to Philpott (2008) is BUILDING TRUST. Whatever type of contents organization use to build up their online brand, organization want it to be useful to the people they target.

When consumer associated brand with organization, then it is easier for business to target these customers, because when association and reputation increase, so will marketing effectiveness increase, not forgetting trust from consumers (Philpott, 2008).

IN GLOBAL LEVEL

From a Global branding perspective the international aspects of such e-branding activities have received even less systematic research attention. Traditionally, branding is associated with creating value through the provision of a compelling offer and customer experience that keep satisfied customers coming back. This its dominant perception as a source of company –wide benefits, including enhanced competitiveness, differentiated corporate/products/ services’ profile, increased equity and greater customer loyalty. Companies that excel in creating favorable emotional associations with their customers, through effective branding, typically gain a strong market share and an enhanced and sustainable competitive advantage, which generally provide a firm basis for future growth. It is arguably the case, however, that the advent of the internet technology, with its implications for increased efficiencies, intensified competition and low barriers to entry, enhanced customer power, transparent but excessive information flow and over-stretched customers’ cognitive capacities, has raised new questions regarding the importance of branding and what might represent effective brand building and communication strategies in the online environment. Two divergent views have emerged in regard to the former question. According to one school of thought, the internet essentially undermines e-branding and leads to a decline in brand appeal, by making search and comparison much easier, encouraging greater price transparency and enabling consumers to use online search tools to shop efficiently for products they prefer.

Proponents of e-branding, however, argue that the need for e-branding is greater than ever. In their view, internet companies need to embrace online branding even more strongly as a means of redressing the balance of power in the highly competitive internet marketplace, which is highly skewed in favour of the increasingly fickle and less loyal online customers. Both views are probably right. In the absence, therefore, of a greater level of guidance from previous research, the present study aims to examine internet company perceptions of e-branding.

The globally accessible nature of websites has meant that e-brands or online brands are viewed in some quarters as indistinguishable from international or global brands. This offers potentially important growth opportunities for those internet companies, like Amazon.com, E-bay, Yahoo etc, which might possess the capabilities to translate their world- wide web presence into successful global e-brands.

Among the successful global e-branding techniques ascribed to these leading dot.coms are setting up lively online communities for generating Worldwide ‘buzz’ and using an internationalised domain name or a series of standardised domain names (eg fr.yahoo.com, uk.yahoo.com) to build worldwide brand

recognition. The literature also suggests that adaptation/localisation peratives are as valid in marketplace as they are in the physical international environment, since language, symbols, colours and preferences often do not dimensions, including building a community, making connectivity easy, delivering compelling content, customising the experience, embedding convenience, enhancing customer care and communication. Pearson further proposed the CARES (Contact, Affinity Rewards, Extra value and Services) framework as a route to achieving enhanced customer relationships in the internet environment.

Overall, a competitive site can be ensured best by maximising each Customer’s experience across all points of contact (or touch points) in a way that delivers the brand’s promise.

E-BRANDING IN INDIA

E-Branding defined as creating and as creating and developing meaningful online strategies for brands to create a context on the web. These strategies cover a wide range of areas of a business and combine together to achieve business goal. It also helps in effectively reaching to target audience, listening to their problems and solving them. Some of these include, how & where the business will actually interact with its target audience, determining the website design etc.



E-branding strategy is a long-term digital plan which covers all online assets of a business and their aspects, to achieve its specific goals. Included in this are website, social media presence and performance monitoring using analytical & monitoring tools.

There are five stages of e-Branding:

Understand

This is undoubtedly one of the most important factors, if not the most important one. A business which fails to recognize the needs (or requirements) of its customers is bound to fail eventually.

- Your business goals
- Your customers behavior

- Your customers' likes and dislikes.
- These three things play a crucial role in helping a business grow and achieve success.

Planning

Once a clear understanding of various business aspects is achieved, it becomes clear what actions need to be taken to achieve the desired results. The websites create a plan which decides how to utilize these web assets and what activities must be done. The list of web assets includes:

- Website
- Blog
- Online Community
- Forums
- Social Media presence

Consider a photography business that is planning to create awareness and get new customers through internet. There are multiple ways of achieving this goal. It can either simply create a website or just have its own social media account or both. If there is already a website or accounts on social media, a plan can be drafted which can effectively utilize them.

Execution

This is the stage where the plan is actually implemented. Enlisted below are some of the activities that are part of this stage:

- Creating a website
- Creating a blog
- Creating Social Media accounts
- Establishing and expanding online connections
- Utilizing channels (not mentioned above) for reaching target audience.

Whatever actions have been drafted in the "Planning" stage, they are executed as per defined methods or process.

Measure

The "Measure" stage is where businesses can see the actual impact of all three previous stages (understanding, planning and execution) is measured. Using various measurement tools, it can clearly identify what is working and what isn't.

Businesses can measure key performance indicators (KPIs) such as:

- How much traffic is coming to various online assets
- What type of people is visiting them?
- What is bringing traffic to your web assets?
- What is helping in generating sales?
- What is not helping in generating sales?

Retain or Re-frame

Based on the outcome of the "Measure" stage, businesses can decide to either retain the plan (due to its success) or re-frame the plan (due to failure in achieving the business goal).

BRAND COMMUNICATION STRATEGIES

Considerable overlap appears to exist between e-brand building and communication strategies. The

literature identifies the latter as encompassing a broad range of offline and online tools, including mass media advertisements, banner advertisements, e-mail marketing, registration with main portals, affiliation programmes, co-branding, sponsorship arrangements and exclusive tenancy on a site.

Building online trust and providing a satisfying end-to-end online customer experience are critical for companies aiming to foster e-customer loyalty.

This is certainly no mean feat for internet companies given the vast amount of information available on the web and the limited cognitive capabilities and attention filters of online target groups.

For these companies, the challenge lies not so much in the factual development of new products and services, but in communicating the company's mere existence, its unique selling proposition.



THE IMPORTANCE OF E-BRANDING

The e-branding strategies focus on creating a direct relationship between company and its target audience. If successfully implemented, this would eventually lead to turning the potential customers into actual buying customers.

Digital branding has much more to it than just generating revenue. It also helps business understand:

- Customer behavior
- Customer likes and dislikes
- Impact of business online assets

Besides, e-branding enables the business to go into unexplored customer segment which the company might not have even considered in the first place. It helps in:

- Opening up new revenue sources.
- Exposes your product or services to newer and wider audience.

One of the major goals of e-branding is to create loyal customers who are also referred as brand ambassadors. It also helps businesses in:

- Getting in front of the only those people who are interested in their services or products.

- Develops brand loyalty
- Avoid unnecessary waste of money and time by focusing on these very same set of people and gain profits too.
- It creates a high brand recall value which is very important any business.

BENEFITS OF E-BRANDING

- Creates meaningful engagement with customers
- Creates meaningful engagement with customers
- Improves sales (offline & online)
- Online assets become valuable
- Expands and improves customer relationship
- Brand recall value is high

MONITORING THE E-BRANDING

Running a successful business online is more than just spending big amount of money. It is also very important that you know how your customers found you. It will help your business to innovate and adapt to changing trends.

Whether business want to sell products/services, create awareness & engagement, generate leads or help customers find information, business definitely need analytics. The qualitative aspect of analytics tells you the "Why" of customer behavior which is information gold mine.



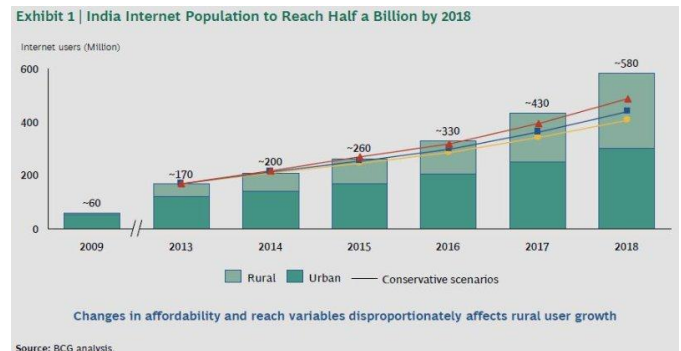
It informs about what should or shouldn't do to drive maximum benefit from business web assets. Analytics report makes it easy for decision makers in an organization to make better business decisions.

Analytics offers quantitative and qualitative data which helps business owners know the following three things about their business:

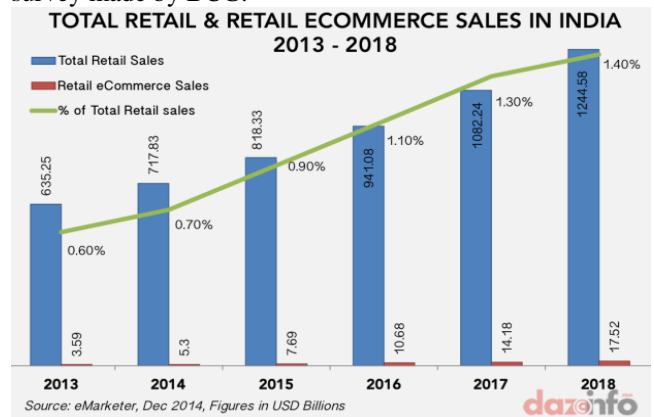
- Size of their audience (or customers)
- Location of this audience
- Performance of online marketing
- What activities the audience does when they visit the website of that particular business.

If done correctly over a long time, the business will become better at understanding the behavior of the customers.

INTERNET POPULATION IN INDIA



In 2009, the Internet users in India have 60 million people in Urban area and 2015 its increased 260 million people in urban as well as rural. At present i.e., 580 million people are used internet in urban and rural. This survey made by BCG.



CONCLUSION

The Indian economy has emerged as the fastest growing major economy in the world. The Government's Twelfth Five Year Plan includes a vision to lift annual GDP growth to 8 per cent and to create additional 50 million job opportunities in the non-farm sector

The Indian economy has emerged as the fastest growing major economy in the world. The Government's Twelfth Five Year Plan includes a vision to lift annual GDP growth to 8 per cent and to create additional 50 million job opportunities in the non-farm sector. The Plan repeatedly highlights the importance of Micro, Small and Medium-sized enterprises (MSMEs), skill development and internet connectivity to achieve these objectives. Small and Medium Businesses (SMBs) form the backbone of the Indian economy making large contributions to important economic indicators as well as household incomes.

Under the Digital India initiative the government aims to train one crore students to raise digital skill levels in India. Government actions have been complemented by the private sector to raise digital awareness and skills levels among Indian SMBs[9]. Internet penetration in India is expected to rise to 50-60 per cent by 2020. This trend, coupled with significant digital dividends for SMBs, could

help increase their contribution to India's GDP by approximately 10 percentage points to 46-48 per cent. This signifies the huge impact digital could have on SMBs as well as on the India growth story. So, the E-Branding strategies used in E-Marketing field for improvement of the Indian economy also.

REFERENCES

- [1]. Allen, D. (2001) 'Building a super e-brand' ,The E-Marketer , 31st January.
- [2]. Carpenter Phil (2000), Ebrands: Building An Internet Business At Breakneck Speed, Harvard Business School
- [3]. Carpenter, P. (2000)'E-brands-Building on Internet Business at Breakneck Speed'Harvard Business School Press, Boston, MA.
- [4]. Chernatony L., McDonald (1992), Creating Powerful Brands: The Strategic Route To Success In Consumer, Industry And Service Markets. Butterworth- Heinemann, Oxford, UK.
- [5]. Cheskin Research (1999), Ecommerce Trust Study, available from – http://www.cheskin.com/cms/files/i/articles//17__report-eComm%20Trust1999.pdf (Accessed- 19.07.2011)
- [6]. Digital Payments 2020, BCG - Google study, July 2016 & Trading Economics Forecast (<http://www.tradingeconomics.com/india/population/forecast>), December 2016
- [7]. Intel India launches initiatives for digital literacy, Business Standard, December 2014 and Google launches Android Certificate and Skilling programme in India, Indian Express, July 2016
- [8]. Jacobsohn, Neil (2002, January 23). On-line branding, Sunday Times. India's economic growth is still the envy of the world, Charles Riley, CNN, August 2016
- [9]. KPMG in India research and analysis
- [10]. MSME Annual Report, Ministry of Micro, Small and Medium Enterprises, Government of India, 2015-16
- [11]. Parasuraman, A. and Zinkhan, G. M.(2002) 'Marketing to and serving customers through the internet: An overview and research agenda', Journal of Academy of Marketing Science ,Vol.30,No.4,pp. 286–295.
- [12]. Twelfth Five Year Plan (2012/2017), Planning Commission, Government of India, 2012