

# A STUDY ON E-MARKETING AND EMPLOYMENT OPPORTUNITIES IN TIRUPUR CITY

## Abstract

E-marketing is the process of using the Internet to sell a product or service offering to a target audience via cell phones, gadgets, social media, and other means. E-marketing encompasses not just online marketing but also email and cellular marketing. It makes use of a variety of technologies to help businesses interact with their customers. E-marketing, like many other media channels, is an element of integrated marketing communications (IMC), which aids a brand's growth across many channels. Companies that use a variety of digital media platforms have turned to e-marketing as a key component of their marketing strategy. E-marketing, often known as "online" or "internet" advertising, is a type of advertising that uses the internet to spread a message to customers. Email or social media advertising, web banners, and mobile advertising are all forms of e-marketing. In this paper mainly focus on growth of e-marketing and highlighting the employment opportunities of current scenario.

**Keywords:** Corporate, E-Marketing, Employment, Information and Communication Technology etc.,

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## **I. INTRODUCTION**

In olden days for buying any product or necessities the people has to go the concerned place of selling and then have to enquire about the quality, features, utility and the price of the products. Normally the seller used to explain about the products and all information related to the goods. If the buyer satisfied with the products then he/ she used to buy the goods which are in need. This was followed in all places. This was happened as there was no option to the buyers and sellers. Further there was no that much of awareness among the customers and buyers regarding the products available in the market. In the ancient period India was very poor in science and technology. However we took more effort to develop science and technology with the support of developed nations in the world. We borrowed the technology mainly from Russia and America, few support from German and other countries. But at present the situation is entirely changed. Since the continuous effort taken by the then governments we have achieved tremendous development in science and technology. Further the literacy rate of our country is being increasing consistently. Hence, we experienced maximum growth in all sectors in all aspects.

## **II. MILESTONE IN THE MODE OF SELLING**

The physical visit to the shopping with family members for buying the required materials and goods takes much time spending in the vendor place. As it was felt difficult by the majority members in the family, they felt another mode of buying will enable the customers to minimise the time spending in the shopping. Most of the buyers felt like that. In this situation during the late period of 90s and the beginning period of 2ks, the Tele-shopping was practiced by some of the buyers as there was considerable growth in the Information and Communication Technology (ICT), which reduced the time spending by the buyers in the vendors place. Since from that period many buyers started, ordering the goods like groceries over phone with the neighbouring shops. But after some years throughout the world the ICT got much development, the communication was very easy from one to one, one to group and group to one individual through Short Message Service (SMS), group SMS from one end another end at any place, at any time through the world.

## **III. BARRIER IN THE TELESHOPPING**

In the earlier period of 2000s the buyers and customers could able to convey the SMS only or they could speak with the vendors over phone only. There was no facility to view the products which are going to be purchased by the customers. If any customer place order over phone for buying the goods, there was a suspect with all the buyers/ customers over the products' specification and the quality of the products ordered. In many occasion this mistake was happened that the goods ordered by the buyers was not delivered by the vendor as specified by the buyers. Sometimes the goods which are ordered by the customers despatched to the other buyer or the some of the products are changed and supplied to the customers. Though the teleshopping saved the time considerably, Most of the buyers did not prefer the teleshopping. They liked to go to the shop directly and select their products which suit their taste and desire. This practice was continued for three to four years.

#### **IV. ENTRY OF ONLINE BUSINESS**

At this juncture invention of android mobiles and technological development paved way to start the online business because of the introduction SMS and Video conferencing communication. The android mobile became user friendly to use and also popular among the entire human irrespective of the age. Now the online business is familiar in even the rural areas. OLA, Fast track, Red Taxi were the good players in the online marketing. But there was sudden entry of SWIGGY and ZOMOTO had a tremendous development in marketing.

#### **V. GROWTH IN ONLINE MARKETING**

Since the last ten years the online marketing is familiar in all parts of country. The Flipkart, Amazon, Shopclues, Car trade, are the main players in the online business at global level. They supply the goods most probably as per the specifications given by the buyers. In rare occasion there is change in specification or damage in the products supplied by the online marketers. In general they are performing well. In all sectors online business play an important role to increase the sales of all products. Mainly the electrical and electronic goods are sold tremendously through online business. Further the buyers are satisfied with the delivery, quality and cost etc. At this juncture we must think about the employment generation in the online marketing. More number of drivers is getting jobs in online marketing, for delivery of the goods ordered through the online portal a group of teams work together from the supplier to ultimate customer. There is a constant and proper supply chain management through online messages for delivering the goods ordered. We can find good coordination from all groups to supply the goods from the date of order, if there is any complaint that also is rectified by the vendors through their service teams within the stipulated time

#### **VI. STATE OF EMPLOYMENT OPPORTUNITIES AT THE BEFORE ONLINE MARKETING**

In the earlier period it was very difficult for the younger and educated people. Lack of industrial growth is the main reason for the unemployment. Further at that time population growth also was a serious problem for the government. To solve this problems the government supported and encouraged more number of private groups and individuals to start any business in which they are interested. The educated youth were motivated to start their own small businesses to get self-employment. In olden days after completion of UG or PG degree they have to for long period to get an interview through the government employment office. Till they have to search for some unskilled work whatever it is available in the market or any company. Most of the young people they involved in the daily wages work in the local area. They could not go outside for getting the employment. Even if they go to the urban area they could not get white collared job. Most of them got Blue collared job. This was the real situation prevailed in the 90s.

## **VII. GROWTH IN THE EMPLOYMENT TO THE YOUTH**

After the entry of private sector to start the big business there was a start up to younger to the entry in the corporate world. Most of the educated people had a chance to shift their family to the urban area to get job to their family members. We have experienced that through the newspapers regarding an number of employment opportunities to the educated people in all sectors both in skilled and unskilled nature of work. The family members and elders did not prefer to shift their family to urban area only because of employment. However some of the family in the rural areas migrated to urban area for getting employment to solve their financial issues. As the cost of living in urban area was high, all in the family except the children went to the job for earning. Due to the lack of adequate knowledge in the industrial sector they could get only unskilled job in their neighbouring area.

## **VIII. STATEMENT OF THE PROBLEM**

Though there are plenty of employment opportunities in the e-marketing, the educated young students do not know about the opportunities of job in online business and e-marketing. However the employee should move here and there to meet the customers like delivery man in the Flipkart, Amazon, Swiggy and Zomato etc. Even though these jobs are like marketing, good package of salary is offered to the employees. The employee gets incentive based on the performance. But actually the young people do not prefer to work in these fields. Really in e-marketing the employees can grow well within the very short span of time. But the educated youth are wandering for getting jobs after completing their degree. They are spending huge amount for completing the degree. For searching job also they are waiting for long time. This issue sometimes change the attitudes of the young generation. If they do not get job for more than one year, their mind and body get frustration which in turn changes the entire life of the young. This is the real situation prevailing in all family. The parents are not able to know the reality and they have more hope on their wards and believe the words their wards. But after sometime they become the burden to the family. This situation is to be changed and awareness should be created among the youth regarding the employment opportunities in the e-marketing.

## **IX. OBJECTIVES OF THE STUDY**

The following are the main objectives of the study

1. To know the attitudes of the educated youth towards the e-marketing
2. To evaluate about the employment opportunities in e-marketing
3. To create awareness to the youth regarding the employment in the e-marketing

## **X. SIGNIFICANCE OF THE STUDY**

There are an numbers of employment opportunities in the e-marketing. Further there are more numbers of private concern and people involved in online business and e-marketing. Due to competition in getting good employees and talented personalities in the human power there are ready to offer good salary and incentives to the talented workers. But in many families the educated young students are getting in to the right job. Lack of awareness they trying the right job to them but it is very difficult to them to get in to right position. Hence, it is the need of the hour to have a research on the above title i.e. E-marketing and Employment

opportunities. Through this research the researcher will address the issues in the e-marketing and create awareness to the young regarding the employment opportunities in the e-marketing and online business to place the young students in the better employment in turn they will get good package which will help them to lead a good and prosperous life.

## **XI. RESEARCH METHODOLOGY**

Descriptive research was undertaken in the study. Both secondary and primary data were collected for making the research a fruitful one and get good result in the research work. The secondary data was collected from net sources and books related the title of the study. The primary data was collected by framing a questionnaire and served to the respondents. The respondents were selected at random by using convenient sampling. For taking survey 75 respondents were selected from the population in the study area Tirupur city. The questionnaire was circulated to 75 respondents, but there was a response from only 67 respondents and the remaining respondents did not turn out with the questionnaire. Hence the researcher felt that 67 respondents are enough to the study and fixed the respondents as 67 and collected data from the sample respondents. The respondent consists of both the young male and female from the educated category.

## **XII. REVIEW OF LITERATURE**

According to Santos (2020), among the advantages of digital marketing is that it is low-cost but successful at attracting clients 24 hours a day. Online marketing is the practice of advertising and selling items and services through the use of digital and virtual environments. In addition, online marketing has both advantages and disadvantages for online business sellers; its benefits include the elimination of the need for online stores because social media may act as their marketing platform, the ease with which they can reach clients via internet access, and the ability to have twoway discussions at their own pace. However, its limitations include the fact that some buyers still prefer to view and inspect products or services in person and are also unwilling to pay for transactions. Additionally, the business profile (years in operation, monthly net income, and online marketing training) has no bearing on the rewards and challenges encountered by online business sellers.

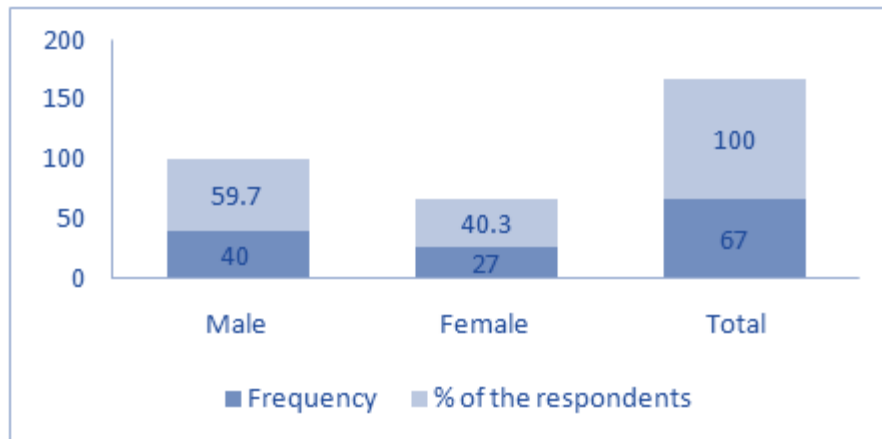
Similarly, training in online marketing and the various types of online businesses (product-based, service-based, and product-and-service-based) has little bearing on the rewards and challenges encountered. Digital marketing and economic stability are interrelated, as an online business has a significant impact on economic growth. There is a high chance that online selling affects the growth and stability of our economy. Consumer behavior has a major effect on e-commerce. Due to the convenience of the practice, e-commerce is anticipated to continue to gain popularity. Local industries should embrace it rather than oppose this new reality. They can use digital marketing to develop a website and advertising campaigns that will put them in front of their target audiences. It is not tough to compete against giant corporations. It only needs a well-thought-out online strategy and a capable digital marketing business (Aque et al., 2021).

**Table 1: Showing the Gender of the Respondents**

Sl.No	Gender	Frequency	% of the respondents
1	Male	40	59.70
2	Female	27	40.30
	<b>Total</b>	<b>67</b>	<b>100.00</b>

**Source: Primary Data**

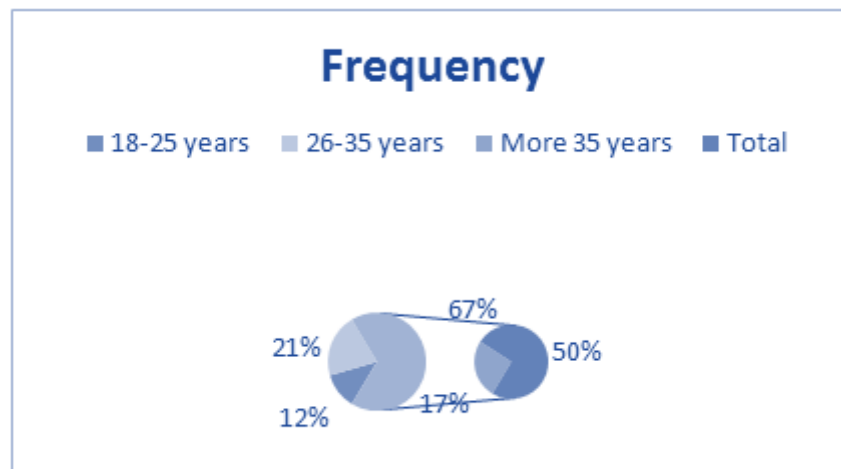
The above table reveals that among the total respondents 59.70% of the respondents are male while the remaining 40.30% of the respondents are female.

**Chart 1: Showing the Gender****Table 2 : Showing the Age of the Respondents**

Sl.No	Age	Frequency	% of the respondents
1	18-25 years	16	23.88
2	26-35 years	28	41.79
3	More 35 years	23	34.33
	<b>Total</b>	<b>67</b>	<b>100.00</b>

**Source: Primary Data**

The above table shows that among the total respondents 41.79 of the respondents belong to the age group of 26-35 years, 34.33% of the respondents are in the age of above 35 years whereas the remaining 23.88% of the respondents are in the age group of 18-25 years.

**Chart 2: Showing the Age of the Respondents****Table 3: Showing the Educational Qualification of The Respondents**

Sl.No	Educational qualifications	Frequency	% of the respondents
1	Upto 12 <sup>th</sup> std	15	22.39
2	UG Degree	29	43.28
3	PG Degree	14	20.90
4	Other Diploma	09	13.43
	<b>Total</b>	<b>67</b>	<b>100.00</b>

**Source: Primary Data**

From the above table it is inferred that among the total respondents 43.28% of the respondents have studied UG degree, 22.39% of the respondents have studied up to 12<sup>th</sup> standard, and 20.90% of the respondents have completed post graduate degree while the remaining 13.43% of the respondents have studied other diploma courses.

**Table 4: Showing the Opinion of the Respondents Regarding Awareness about the Job Available in E-Marketing**

Sl.No	Opinion	Frequency	% of the respondents
1	Yes	35	52.24
2	No	32	47.76
	<b>Total</b>	<b>67</b>	<b>100.00</b>

**Source: Primary Data**

From the above table it is understood that among the total respondents 52.24% opined that they already they knew about the jobs available in e-marketing while the remaining 47.76 % of the respondents stated that they do not know about the job availability in online business and e-marketing.

**Table 4: Showing the Satisfaction of the Respondents Regarding Status While Working In E-Marketing**

Sl.No	Satisfaction level	Frequency	% of the respondents
1	Highly satisfied	13	19.40
2	Satisfied	27	40.30
3	Neutral	08	11.94
4	Dissatisfied	10	14.93
5	Highly dissatisfied	09	13.43
	<b>Total</b>	<b>67</b>	<b>100.00</b>

**Source: Primary Data**

From the above table it is noted that among the total respondents 40.30% are satisfied with the status while working in e-marketing, 19.40% of the respondents are highly satisfied with the status while working in e-marketing, 14.93% of the respondents are dissatisfied with the status while working in e-marketing companies, 13.43% of the respondents are highly dissatisfied with the status while working in e-marketing and online business companies and the remaining 11.94% of the respondents are neutral in expressing their idea regarding the status while working in e-marketing and online business companies.

**XIII. FINDINGS**

1. Among the total respondents majority of (59.70%) of the respondents are male.
2. Among the total respondents most (41.79%) of the respondents belong to the age group of 26-35 years.
3. Among the total respondents considerable portion (43.28%) of the respondents have studied UG degree
4. Among the total respondents major proportion (52.24%) opined that they already they knew about the jobs available in e-marketing
5. Among the total respondents majority (40.30%) are satisfied with the status while working in e-marketing
6. Majority of the respondents (65%) of the respondents are from rural area
7. Most of the respondents (76%) of the respondents are living in the nuclear family.
8. Majority of the respondents (80%) are working in textile and other related industries.
9. Majority of the respondents (47%) are staying in rental house.
10. Most of the respondents (69%) informed that the family members not preferring the job in the e-marketing and online business companies.
11. Most of the respondents (59%) informed that there is no job security in e-marketing job and also in online business companies.
12. Majority of the respondents (53%) informed that there is no contribution by the employers towards PF and pension scheme.



#### **XIV. SUGGESTIONS**

Based on the findings from the research, the researcher likes to offer some recommendations to the needy group.

Few respondents are not satisfied with the status while working in the e-marketing business mainly working in SWIGGY for delivering the food items, Hence the corporate may offer the job to the educated young only in office which may be liked by the parents.

Some of the respondents opined that there is no job security in e-marketing job, hence the authority concerned may guarantee the job security to the employees at least for a reasonable period.

Some of the respondents informed that there is no pension and PF scheme in majority of the private concern involved in online business. Hence the authorities may think off about contributing for PF and Pension to the workers However, the employer may fix minimum working period for contributing towards PF and pension to a particular workers.

#### **XV. CONCLUSION**

In modern scenario generating income to the family is inevitable in nature. Both the male and female members want to get income to the family to meet the basic needs of themselves and also the family members. Nowadays more number of corporate involved in e-marketing and online business. Hence considering the requirements and the necessities of the family, the educated younger may try to get job in the e-marketing area whereby they can get job as well as good package and incentives for the effort. This will help all young people to contribute considerable income to their family to lead a prosperous life.

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