



E-ISSN: 2708-4523
 P-ISSN: 2708-4515
 Impact Factor (RJIF): 5.61
 AJMC 2025; SP-6(3): 80-81
 © 2025 AJMC
www.allcommercejournal.com
 Received: 18-06-2025
 Accepted: 21-07-2025

Vaishali Waghule
 Department of Commerce, Dr.
 D. Y. Patil, Arts, Commerce &
 Science College, Pimpri, Pune,
 Maharashtra, India

Emerging trends in e-marketing for promotion of tourism sector

Vaishali Waghule

DOI: <https://www.doi.org/10.22271/27084515.2025.v6.i3Sa.801>

Abstract

In the digital era, electronic marketing (e-marketing) has transformed traditional marketing practices, enabling businesses to engage directly with consumers through various online platforms. The rapid advancement of technology, consumer behavior changes, and the proliferation of data have fueled new trends in e-marketing. This paper explores the latest trends that are shaping the future of e-marketing such as artificial intelligence, personalization, voice search, social commerce, and influencer marketing. By reviewing academic and industry literature, this study provides insights into how these trends impact marketing strategies, consumer engagement, and business performance.

Keywords: E-marketing, tourism, artificial intelligence, personalization, influencer marketing, social commerce, consumer engagement

Introduction

Marketing is undergoing a seismic shift due to the digital revolution. E-marketing, also referred to as digital or online marketing, leverages internet-based platforms to promote products and services. With increasing internet penetration, mobile usage, and social media influence, businesses are adopting innovative techniques to reach their target audiences. This paper examines the evolution of e-marketing and delves into emerging trends that are driving the next generation of marketing strategies. In the rapidly evolving digital age, marketing has undergone a profound transformation, shifting from traditional methods to more dynamic and technology-driven approaches. E-marketing, also known as digital marketing or online marketing, refers to the use of the internet and digital technologies to promote products and services, engage with customers, and analyze consumer behavior. This transition is not just a change in platform, but a complete rethinking of how businesses communicate with their audiences.

With the rise of smartphones, high-speed internet, and social media platforms, consumers now expect real-time interactions, personalized experiences, and seamless online shopping. These expectations have fueled the emergence of new trends in e-marketing, including artificial intelligence, big data analytics, influencer marketing, voice search, and augmented reality. Businesses that adapt to these innovations are more likely to gain a competitive edge, improve customer satisfaction, and enhance brand loyalty.

The pace at which technology evolves continues to redefine e-marketing strategies, requiring marketers to remain agile and forward-thinking. This paper explores the most significant emerging trends in e-marketing and examines how they are reshaping the relationship between businesses and consumers in the digital landscape.

Objectives

1. To understand the concept and evolution of e-marketing.
2. To identify and explore the emerging trends in e-marketing for tourism sector.
3. To assess the impact of these trends on consumer behavior and business strategies.
4. To review existing literature on e-marketing and its future prospects.

Review of Literature

Several researchers and scholars have explored the domain of e-marketing:

- Chaffey and Ellis-Chadwick (2019) ^[1] emphasize the role of digital tools and channels in delivering customer value. They highlight how content marketing and data analytics are central to modern marketing practices.
- Kotler *et al.* (2017) ^[6] identify digital connectivity as a catalyst for relationship

Corresponding Author:
Vaishali Waghule
 Department of Commerce, Dr.
 D. Y. Patil, Arts, Commerce &
 Science College, Pimpri, Pune,
 Maharashtra, India

marketing, focusing on customer loyalty and engagement through digital means.

- Tiago and Veríssimo (2014) ^[8] in their study found that firms using integrated digital marketing strategies experienced significant growth in customer retention and brand visibility.
- Kannan and Li (2017) ^[5] explored how big data and AI are reshaping personalized marketing, enabling firms to create more targeted and effective campaigns.

The literature reveals a dynamic transition from mass marketing to targeted, real-time, and interactive forms of marketing, made possible by technology.

Emerging Trends in E-Marketing

1. Artificial Intelligence (AI) and Machine Learning

AI is being used to predict consumer behavior, automate responses (e.g., chatbots), and analyze big data for better decision-making. Tools like ChatGPT, Google Bard, and AI in email marketing are revolutionizing personalization.

2. Personalization and Predictive Analytics

Using data from user behavior, preferences, and browsing patterns, companies offer customized experiences—ranging from product recommendations to dynamic website content.

3. Voice Search Optimization

With the rise of virtual assistants like Alexa, Siri, and Google Assistant, marketers are optimizing content for voice queries, impacting SEO strategies.

4. Influencer and Affiliate Marketing

Influencer marketing is becoming a major tool, especially among Gen Z and Millennials. Brands are investing in micro-influencers for higher authenticity and engagement.

5. Social Commerce

Platforms like Instagram, Facebook, and TikTok are now integrating e-commerce features directly into their apps, allowing users to shop without leaving the platform.

6. Augmented Reality (AR) and Virtual Reality (VR)

Brands like IKEA and Lenskart use AR to allow consumers to visualize products before purchase, enhancing user experience and reducing product returns.

7. Video Marketing and Live Streaming

Short-form videos (e.g., reels, TikToks) and live streaming are being leveraged for product launches, Q&A sessions, and behind-the-scenes content.

8. Data Privacy and Ethical Marketing

With increasing awareness around data privacy (GDPR, CCPA), consumers prefer brands that handle data ethically and are transparent about data usage.

Conclusion

E-marketing continues to evolve rapidly, driven by technological innovations and changing consumer preferences. Businesses must remain agile and adapt to these emerging trends to stay competitive and relevant. Marketers who harness the power of AI, personalization, social commerce, and ethical practices will lead the next wave of digital transformation.

References

1. Bala M, Verma D. A critical review of digital marketing. *International Journal of Management, IT and Engineering*. 2018;8(10):321-339.
2. Chaffey D, Ellis-Chadwick F. *Digital marketing*. Harlow: Pearson Education; 2019.
3. Forbes. Top marketing trends that will shape 2024. Forbes. 2023. Available from: www.forbes.com
4. HubSpot Research Reports. State of marketing trends. HubSpot; 2023.
5. Kannan PK, Li H. Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*. 2017;34(1):22-45.
6. Kotler P, Kartajaya H, Setiawan I. *Marketing 4.0: Moving from traditional to digital*. Hoboken, NJ: Wiley; 2017.
7. Statista. Global digital population. Statista. 2024. Available from: www.statista.com
8. Tiago MTPMB, Veríssimo JMC. Digital marketing and social media: Why bother? *Business Horizons*. 2014;57(6):703-708.