

E-Marketing and Its Implementation on Developing Social Perceptions of Customers through Effective Marketing Mix of Organic Textile Products

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Abstract

E-marketing strategies and applications are developing drastically and this has substantial effects on business markets and customer's behavior. Consequently, many firms have presented e-marketing strategies through their electronic web sites so they may associate for all intents and purposes with domestic and global markets. Electronic marketing is perceived as another new development of business practice in organic textile products that are identified with advancement and offering through World Wide Web sites and using other electronic networks. This research paper concentrates on e-marketing applications for organic textile products, and how these computerized applications can strengthen the organizations to make awareness. This paper guides to build the customer's confidence on organic products and also guides the customers to avoid any misconception for green products. E-marketing can possibly educate the consumers regarding significance of environment friendly green products and facilitate the consumers for connecting to internet and other virtual networks to purchase the green products. Nowadays e-marketing is going to become prerequisite of the society; so organizations are robustly observing these changes to flourish their business. E-marketing is very helpful for the organizations to develop long term relationships with customers, and retaining these loyal customers for their organic textile products on long term basis.

Keywords

Organic Textile Products, E-Marketing, Marketing Mix, Product, Promotion, Price, Place, Customer Perceptions

1. Introduction

The World Wide Web is a network of networks, which is providing various information services visually, rapidly, and cheaply. Internet is a precise information environment which permits extraordinary great access globally with least cost, so that many firms can be more economical in different markets [1]. Website intelligence is the possibility that works with the effect of commitment, mindfulness and entreaty that might be fundamental elements of innovated technology and arbitrated groups [2]. By using e-marketing techniques, we anticipate that website intelligence has significant impact on consumer's well-being. In this way, internet communication is viewed as a very critical innovative and technological ability for the business accomplishments to grow long term associations with its consumers. The website communication is an advantageous observation for investigating technology innovation focused on correspondence. Current advancements in innovative information technology have set the pace for an electronic revolution leading to increase of electronic services [3] [4]. In business to customer, e-service supports firms to diminish costs, accelerate delivery channels and assist more consumers. As a result, many organizations have officially shifted from conventional to internet environment [5].

E-Marketing can be considered as a new thinking and modern business exercises involved with the products, and services marketing through using websites. Through concentrating on associated literature review, it is observed that e-marketing description fluctuates according to every writer's point of view [6]. Smith and Chaffey [7] defined e-marketing as: "Achieving marketing objectives through applying digital technologies". Strauss and Frost [8] defined E-Marketing as the use of digital applications and data for planning, implementing, and distribution to upgrade the prices of products and services to develop trades for gratification of persons and firms. For the most part, organizations are investigating new open doors capably to keep up solid associations with customers to develop brands through effectively utilization of online systems [9]. By using virtual networks, numerous organizations have moved their marketing activities and operational activities on internet [10]. Here are numerous selections for the organizations to convey the correct messages to the correct gathering of people effectively while keeping the lowest cost.

There is a marvellous improvement in electronic business, by expanding the business on electronic internet websites destinations and other computerized innovations. For textile products, it is compulsory to get online information, online order request affirmation, and efficient delivery channels; these procedures ought to be finished quickly to encourage the consumers [11]. Any organization can apply E-marketing apparatuses paying little heed to its business volume measure. Conventional marketing normally required generous spending plan to focus on gathering of people through print media or television. Internet website is the best source to associate the focused gathering of people globally. Website is exceptionally critical and monetarily beneficial correspondence channel that can be utilized by any organization [12].

Internet communication helps the organization to convey messages successfully for

its brand image messages to all customers. It helps to speak with consumers straightforwardly, making elite and single communication with them. As a prevailing feature in technology innovation arranged messages, internet communication has been perceived very critical element to grow effective brands [13] [14]. Over the previous decade, organic textile products have turned out to be rapidly developing business market segment. In Europe, foreign organizations discover high customer consciousness for friendly environment products. European customers have dependably been environment responsive and well-being cognizant. Organic textile products markets are developing continuously since 1990s. Subsequently, many sellers in Europe are offering organic textile products other than conventional products portfolio.

Organic textile products could be called as green products or environment friendly products. This research paper attempted to illuminate how organic textile products, and prices, distributions and promotions elements could be utilized with the help of internet marketing and what the effect on buyer observations is. There are significant five sections which can recoil the sale of organic textiles products: 1) negative discernments, 2) absence of mindfulness, 3) high price, 4) doubt cases and 5) limited availability [15]. This research paper also finds how conventional marketing mix can be adequately related to find out e-marketing mix developments by using the internet and its applications on creating consumer's certain perceptions socially.

This paper discussed concisely about e-marketing for organic textile products, the fundamental perception of organic textile products, marketing mix and its 4Ps (*i.e.* Product, Price, Promotion and Placement) applications. After comprehensive conversation on marketing mix and e-marketing for organic textile products, this research paper explained about the consumer's social discernments through marketing mix and clarified that how marketing mix impact the consumers discernments socially. At last, this research paper finished up thoroughly for e-marketing of organic textile products and its application on building up the consumer's social discernments through marketing mix.

2. E-Marketing

E-business refers efficiently utilization of advanced information and innovated technologies that are intelligent and helpful to deal with organization's businesses. E-business is mostly applied in alternative to e-marketing and e-commerce. E-marketing strategies are useful to communicate messages effectively in a sensible order to accomplish corporate goals through providing best quality products and value to customers. Electronic commerce means to do the precise transactions with exchanges improvement and simple processes created by the marketing activities for a specific business. Similarly, internet marketing and e-marketing are frequently applied in substitute and connected with to indicate same way [16] [17] [18] [19].

E-marketing involved in different advanced technologies which assists in text messaging, enterprise resource planning (ERP), customer relationship management (CRM), bar code scanners (BCS), supply chain management (SCM), and digital televisions.

Conventional marketing research working complete in various circumstances [20], such as when there is consumer's inclinations and changes in competitive surroundings, or when customers can energetically explain and review their wants and needs [21]. E-marketing is described like to accomplish marketing objectives through using internet and associated technologies, like world wide web sites, e-mails, online communication, deferred & various combination of communication and other related tools of marketing [22].

In modern era, internet applications are competent and astonishing [23]. With passing of time, there is change of power which has been shifted from organizations to consumers [24] [25]. In view of that these days, companies are investing substantial money for implementation and expansion of network and internet technologies [26]. Internet has allowed everyone to share the information freely and also give the opinion openly; these all information and open opinion encourage the people to enhance their confidence on the organizations [27] [28]. These changes have generated several new challenges for the marketing professionals [29].

E-marketing could achieve numerous goals for organic textile products sales. For instance, conventional marketing promotions are supportive to promote products and services in sales perspectives but for organic textile products, e-marketing put efforts more than selling. E-marketing is helpful to educate customers because customers are uninformed about the attributes of organic products. Therefore, e-marketing help organizations to update and convince their consumers regarding purchase of organic products, and also helpful to convince on organic textile product's characteristics and long lasting benefits for the consumers. Similarly, generally customers are not well known about organic textile products and even they are unable to know that from which market they intend to procure organic textile products. Therefore, the organizations should launch a proper campaign for well awareness of the customers so that they can procure organic textile products through internet shopping or they could obtain appropriate information of specific points which are helpful for them to buy the organic textile products to accomplish their wants and needs. By using the e-marketing, the organizations can develop good strategies to design the customized messages and communication amongst many businesses and their consumers. E-marketing is supportive for the organizations to provide the value to customers through using the existing, evolving communication and other networks in virtual environment [30]. Conventional marketing research techniques are severely reliant on consumer mindfulness, and self-reflection, which they concentrated on customers past experiences for using the products and services [31].

Nowadays, e-marketing is normally considered as a best strategy where marketing professionals are involved with numerous customers to acquire better responses. Now customers are enabling to make familiar selections of an extensive range of information through improved instantaneous access, communication, and tools of decision making. The electronic network is very unique market for selling and buying products conveniently. It implies that it can competently assume responsibility to perform multi-channels

role through simplifying the internet websites as a computer arbitrated market, where sellers and buyers can interact with each one to accomplish corporate roles such as marketing, sales, and products distribution [32]. These are also very supportive to improve the proficiency level of conventional marketing tasks, and e-marketing technologies modified many strategies through addition of customer value or increasing organization's profits [8]. The customers who ready and review information through websites, generally they are in very good position to save extra time for good decision-making on organization's part, and also to make better purchasing decisions for their own well-being [33].

3. Organic Textiles Products

Normally, organic textile products are composed of nearly about 95 percent of organic (natural) fibres or cotton. The key component of organic textile product is organic raw cotton which is free from pesticides and manufactured in natural environment. The organic textile products processes should meet all the requirements and specialized standards by an authorized certifying organization [34]. Organic textile products are also called as a friendly environment products or green textiles products. With the intention to provide a valid legal status to organic products, global organic associations are concentrated to authorize the structure of agriculture segment for growing all crops in natural environment, and motivate the businessmen for agriculture based organic businesses certifications [35]. Numerous international farmers and manufacturers have concentrated to yield textile products that are composed of organic raw cotton, natural production process, and biological intensive care relative to artificial fertilizers and pesticides. Generally, farmers are using natural fertilizers for growing organic raw cotton as an alternative of other chemicals. The textile products must accomplish certain certifications and specified standards for labelling of organic products.

Global Organic Textile Standards (GOTS) acknowledged for increasing customer's confidence through delivering green products or friendly environment products. Global Organic Textile Standards (GOTS) delivers trustworthy affirmation to organic textile products customers, and also defines worldwide requirements which have properly documented; it is started from crop yield to product producing processes, with socially and environmentally responsible processes. In organic textile products businesses, every person is accountable at each process like from start production of materials until to provide to end retailers which are normally operating globally like Nike, Wal-Mart, Puma, and Addidas etc. These retailers are always keen to serve every consumer in a best and unique way through delivering best quality organic products. Global organic textiles standards are required that the complete textiles products processes value chain must be well controlled and monitored with full obligation, and assure organic textile best quality products distribution to the end consumers which might increase the costs as well. Many manufacturers have established their own whole system through vertical integration chain, which starts from organic raw materials production to manufacture completely with organic textile products. This will be supportive to im-

prove the organic products business profitably for organizations and it would also be supportive for consumers to purchase best quality organic products with competitive prices.

4. Marketing Mix

Marketing management refers to accomplish the mix of marketing (MM) effectively, afterward investigating prospects, selecting of targeted markets and well products positioning in customer's minds [36]. Marketing mix can also be characterized as 4Ps; Product, Price, Promotion and Placement. **Figure 1** demonstrates that all 4 Ps of organic textile products are facilitating the customers through using the electronic networks and associated virtual technologies. Business environment threatened with many divergences since 1953, when Neil Borden presented the concept of "marketing mix" for the first time and in his discussion in American Marketing Association [37]. Jerome McCarthy [38] defined 4 Ps of "marketing mix" as a mixture of all other components in which managers might impact to gratify customer's needs. Market analysis, competition in market, delivery networks, financial assessments, and adaptations are very important chunks of marketing management. The marketing mix is a developing process with objectives to arrange a complete action plan of organization's products and services with mutual support of its important components [39]. Marketing strategies can be utilized to certain businesses through its mixture to achieve the marketing objectives proficiently. Traditionally, marketing mix is a co-ordination of all the processes to attain the customers, therefore effective products, prices, promotions and placements strategies are designed for sales of products in a proficient way. Walters & Lancaster

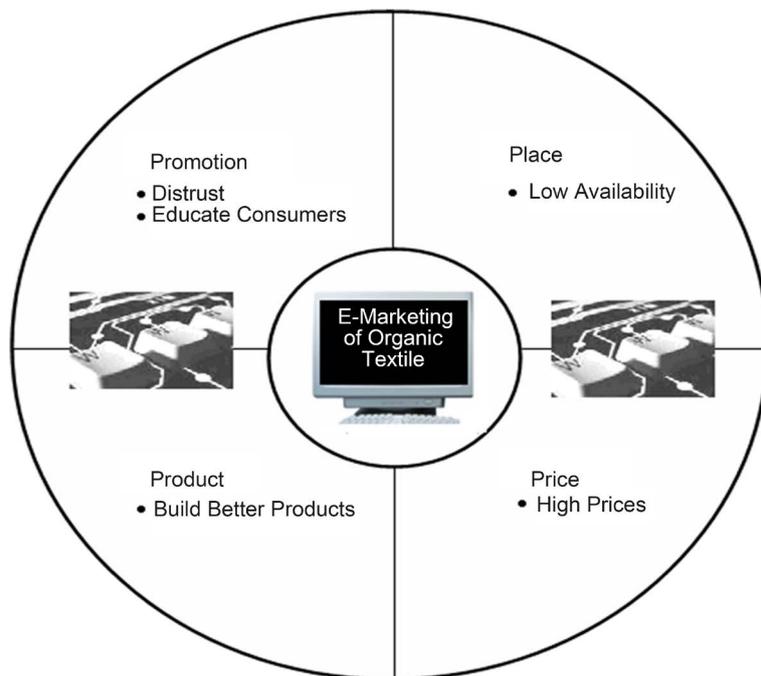


Figure 1. Organic textile product's e-marketing.

[40] proposed that web sites are supportive to connect various companies; among the consumers across the globe, suppliers and distributors across the world to do the transactions of business, and exchange information appropriately. Thanks to the new developed technologies which are constructed in virtual environment for interactive business meetings without hesitations and full confidence in different international countries.

Electronic channels facilitate the organizations to approach target customers proficiently. These are also supportive to develop new products along with distinctive characteristics and introduce to current customers and to new customers as well [40]. In detail, internet and digital technologies are drastically varying in methods and assist to sale the organic products in domestic markets and in international markets as well. Organizations are required implement affective marketing strategies, and develop online effective marketing mix to attract the current customers and new customers as well.

4.1. Product

The product is defined like: all the benefits which are obtained by the users from the exchange [41]; at the moment this explanation put in electronic internet environment. The connected and interacted internet prospective helps to devise new product concepts: “the virtual product” [42]. By using the mixture of intangible and tangible fundamentals, products virtually can be adapted with assortment and changing of consumer’s inclinations and products customization for consumer’s support [43] [44].

The organizations should introduce an appropriate awareness campaign for customers about organic textile products, with the intention of that customers can choose friendly environment textile products for their use. There might be certain concerns rise about performance and durability of organic textile products contrary with conventional textile products. Generally, customers want organic textile products that are obviously improved than conventional textile products in relations to their performance and durability. For different types of clothing and stitched garments/dressing; fabric durability, good designs, fabric attraction, and colors collections are playing very important role for customers. Hence, to manage the marketing challenges of organic textile products, organizations should produce the best quality organic products relative to traditional products. To achieve the desired objectives, it is appropriate for the corporations to communicate with customers through websites, virtual networks and other internet based technologies.

Traditional textile production process is too much complicated with the using of different dye stuff and chemicals. Due to this reason traditional textile product’s fibers might lose their strength and other parameters due to heavy use of other chemicals whereas organic fibers can keep the organic products with good strength and other parameters as per customer requirements just because of producing in natural environment. Organic products are unique with distinguished attributes and are more reliable than traditional products. Internet websites and other virtual technologies can help to

endorse organic textile products characteristics to the targeted present customers as well as new potential customers. The company's organic products offers with bundle of features and excellent performance support them to improve the customer's perceptions positively towards their organic products and customers can purchase organic products by using internet websites and other virtual forums to meet their requirements appropriately.

4.2. Price

The price is considered in term of money and accounting price that protects the production costs and all other related expenses to maximize the organization's profits. Normally, organizations cannot depend on cheap prices for their products; technological innovation and addition of new product developments are helpful for the organizations to get competitive advantages in domestic and international markets [45]. The drastic changes in customer wants, tastes, and habits might not be anticipated over common market research practices [46]. Just because of that reason this is very indispensable for different industries and business to involve them with consumers at deep level [47], to understand not only about their requirements, but to know why they required these products [48].

Usually, the prices of organic textile products are supposed higher as compared to traditional textile products. There are primarily three reasons behind it to higher the prices of organic textile products: 1) organic textile products have low crop, 2) organic textile products consist of uncontaminated organic threads and 3) prices of organic cotton products are high at farm phase. Primarily, organizing farms for organic raw cotton might be increased costs as compared to traditional crop of cotton. In order to keep the friendly environment and utilization of organic textile products, this is not only helpful to achieve the desires of consumers but also helpful to serve the whole society as a whole by introducing the green products with competitive prices.

A survey of Italian consumers proposed that Italian consumers are often concerned about the contaminated and pesticides used products and they are always ready to pay high prices for those products which are free from pesticide and other chemicals. Approximately 70 percent consumers were willing to pay 10 percent high price as compare to normal price. A new survey of Boccaletti & Nardella [49] showed that customers, who had completely trustworthy on the organic products merchants, were willing to pay 20 percent high prices than traditional products prices. Yiridoe, Bonti-Ankomah & Martin [50] concluded that the customer's tolerance level for organic products competitive prices were among 10 to 20 percent. In well-developed organic product markets, such as in numerous European nations, where customers can agree about 20 to 30 percent high prices for organic products as survey directed [51]. Organic products prices are very much significant for sale point of view and also critical if marketing company intended to explore the current and new markets with addition of new consumer groups.

Organizations must be responsible about organic products prices to communicate

effectively by utilizing all virtual sources through online networks and they should explain the reasons and convince the customers on high prices of organic products. If we add all other costs like environmental costs, social costs and psychological costs etc. organic textile products are cheap in comparison with the actual cost of traditional textile products. The utilization of chemicals for growing conventional cotton might reason to contaminate the underground water inside the soil. Some chemicals may be dangerous for human being health while using traditional products.

Generally, cotton growing is main cash harvest in emerging economies and other countries, so other chemicals and the use of pesticides are escalating the production costs. The farm work force must be protected from severe poisonous of chemicals that might reason injurious for health. Each year numerous abnormal and pre-mature birth cases are reported wherever women are unprotected to these circumstances. Such types of incidents and information motivate consumers to purchase organic textile products even on higher prices, but companies should inform and communicate all information through World Wide Web effectively to ultimate end consumers. If the consumers are well aware about the garments/cloths that are totally in organic nature and free from pesticides and chemicals, these consumers can even pay high prices for organic textile products or environment friendly products for their satisfaction on long lasting basis. Communication of best and reasonable prices are always attract the consumers either they are offline or online. Best and premium quality organic products with best characteristics support companies to fascinate more customers through online networks and also helpful to develop customer's perception positively in the mind of customers. Organic textile products are also supportive to convince the consumers for purchasing organic products in virtual environment.

4.3. Place

Place is defined as: "everything which is done and essential to swift the exchange processes" [41]. It refers that companies should need to clarify the organic product buying process in virtual environment and also clarify the key elements of online marketing mix with key characteristics of organic products distribution to end consumer. Organic product online buying process should be easy and simple to facilitate the consumers and also helpful to build customer loyalty and long lasting relationships with consumers. Virtual placement assists the consumers to do the transactions through intangible features in electronic environment. Internet and virtual networks are not only helpful for companies to develop good business through online products.

When organizations put efforts in positive and productive way to convince the customers for buying organic textile products, then next main problem comes in the mind of consumer that from where and how to purchase online organic products [15]. E-marketing strategies and all other applications are supportive to overcome the problems and to facilitate consumers. E-marketing strategies and applications can be used effectively to promote organic textile products through internet online advertisements of a specific business. Nowadays, there are numerous organizations are involved in on-

line business with different range of products. They can offer organic textile products through online shopping, like daraz.pk, jambo.pk, kaymu.pk and many other companies are operating in Pakistan to sell different products through online networks. By using the online networks, consumers can get the required products at their offices, homes or some elsewhere as per their requirements. Ultimately, this would be helpful to save their time, efforts and costs. In placement of traditional marketing mix, companies normally use the distribution channel to place the products through distributors, whole-sellers, and retailers. Retailers sell the company's organic products as per their own payment terms and conditions.

Companies utilize the virtual space to online advertise the organic textile products to attract the consumers for selling online products to accomplish short and long run objectives. Product delivery or product distribution is always main concern for the consumers particularly in online shopping, so the organizations should manage their distribution system in such a way that helpful to the facilitate the consumers as per their requirements to get the products at their door step. Ultimately, this would be helpful for the organization to develop good perception positively in the consumer's mind and they would always choose online shopping to purchase products by effectively use of internet.

4.4. Promotion

Promotion can be defined as: all forms of information which is efficiently communicate to anticipated audiences [41]. This description demonstrates interactive features of electronic internet communication with intended audience. Virtual networks are completely different from other conventional channels of mass media communication [52]. Internet and all other virtual networks are good medium which are helpful to approach huge and scattered audience; it differentiates from interactive features and all other channels of media regarding multimedia. Hoffman & Novak [53] suggested that, many perceptions lose strength in internet environment, and to overcome this issue many new practices are takings its place to win the consumer's trust.

Promotion is merely termed as a communication with anticipated audience in all the way. This comprises of all the messages exchanges for the products and services to anticipated audiences which they are required to know for their product buying decisions. Internet websites are performing their role like a cyber-oasis place that is proficient to deliver all information of products in virtual environment with fast pace and competitive costs. It is also big prospect for the small size business organizations to work and compete in international markets [1]. The organic textile products promotions can be carried out by using the internet websites and other virtual technologies. The prime purpose of the firm is to inform, educate, and convince their consumers regarding unique characteristics of organic textile products, and other main objective is to sell organic products through online shopping in internet environment.

Internet is inexpensive and appropriate means to communicate with customers effectively for organic products all environment concerns. Generally, different substances

and pesticides are utilized in production processes of conventional textile products that posed serious environmental risks. Around one third pounds of different materials are utilized to produce the cotton and eventually to manufacture a T-shirt for end consumer [54]. Therefore, it has not only the possibilities of better business potentials but also it generates well awareness for consumers regarding all threats which they might not know for these products. Accordingly, by using the internet forums it is very simple and easy for the companies to communicate best and premium quality attributes of organic textile products to end consumers. For labelling of organic products, the textile organizations should accomplish certain certifications and standards.

Global Organic Textile Standards (GOTS) is acknowledged to increase customer's self-confidence through delivering friendly environment products or green products. By using the internet resources, organic textile products manufacturing companies can incorporate their businesses and can also promote their products and services in virtual environment. The companies which are involved in organic products business can persuade the customers through international organic certifications, which are reliable and simply ensure that each product got certified as per international organic standards. GOTS standards guides the manufacturers start from products processing at farms to final products finished processes. Organic processes are harmless for health of labor force well-being. Customers might have some anxieties and risks regarding the quality standards of organic products; to overcome this problem the organic certification from a capable authority is helpful to win the customer trust, and also assure customers to confirm the products greenness [55]. Without smacking any information, organizations can communicate effectively regarding their organic products which are produced in friendly environment.

Internet websites and other online forums are helpful and suitable means to share the information amongst consumers and vendors in the domestic markets as well as in international markets. This is very inexpensive means to share communication, and companies are proficiently applying these online tools to grow their business [56]. Along with promotional campaigns, companies should online communicate the attractive features of their organic products to influence the consumers, which is supportive not only to enhance the customer's confidence on organic products but also helpful to promote their business in the electronic environment. Best promotions with cheap prices are always appeal consumers to purchase the organic products. When a company offers best and premium quality products with distinctive attributes along with reasonable prices, these are influence the customers positively. Product promotions are helpful for consumers to purchase best quality organic products with economical prices in the virtual environment.

5. Customer's Social Perceptions by Using Marketing Mix

Socially responsible businesses are doing work with following such techniques or methods in which they are responsible to produce the products in friendly environment. Social responsibility includes taking quick actions to support the environment

friendly for all stakeholders [57]. Nowadays organizations are developing the procedures in which social responsibility is the key objective in accomplishing their business goals positively which is helpful to influence the customers and society as well to maintain the long term relationships with all stakeholders.

In last few years, there has been rising interest to study the economics of long lasting relationships with consumers. Heskett [58] offered the market economies theory, which refers that results must be accomplished through well understanding with consumers instead of giving attention to improve the economies of scale. Long lasting relationships refer that where two parties act together with each other over time period while reducing costs through relationships of consumers and suppliers.

In the present day, customers are more sophisticated and demanded, they search, analyse the products features, prices, payment options, shipping information, and return processes before going to purchase products through online shopping [59] [60]. With improved World Wide Web access and quick user friendly applications, and outside computers, consumers can now get access regarding complete information of products on their laptops, iPods, and smart mobile phone devices and they can also freely make online purchases from different websites. Nowadays retailers can rapidly recognise the potential consumer's wants and needs and to offer them attractive online purchasing plans to get more business in competitive environment [61]. Presently, internet websites of online retailers have been transformed into information warehouses which are containing product information, pictures, videos, effective endorsements, and customer evaluations [62]. To develop the long lasting relationships with customers, several retailers have put efforts to sell their products through using the online social networks [63].

According to literature review, costs relationships are founded on, for instance on the level of quality cost [64] and transaction cost [65] has been proposed by Grönroos [66]. Good joint relationships amongst consumers and sellers are supportive to diminish excessive quality cost and transaction cost [67]. Customer's perception regarding dishonesty consequence to online retailers should be removed through providing best quality products satisfaction and effective online communication [68].

E-marketing is promptly ever-shifting methodology in which people perform online transactions and do business in different international markets. For B2C (business to consumers) segments, there is meaningfully increased the sales of different products through World Wide Web sites over previous few years. Currently, consumers are favourably procured products through online shopping from their domestic markets and international markets through effectively utilization of virtual networks. E-marketing is working common internationally in different communities precisely in earlier generation such as these days social networks have become dominant in all age of customer groups. E-marketing strategies are very helpful for companies to communicate impressive messages to mass audience globally. Numerous organizations those are involved in online businesses, they must focus on brand building awareness campaign amongst customers, so that trustworthy relationship could be established amongst companies &

customers. If product distribution finished on time to win the customer's confidence, then online procured products are very helpful for consumers on long term basis. All promotions of prices must be efficiently communicated and confirm to consumers. Companies should put emphasis on providing informative advertisements which are best fits to the needs of customers. These advertisements will be supportive to position their products and brands in minds of customers.

The textile products business accomplishment must expose social compliances and promising harmless environment for individuals who manufacture and use organic textile products. The compliances have positive impact on production, sales and marketing the organic products in friendly environment and compliances have also good influence on all the stakeholders. The business strategies and effective decisions should be accountable in all respect, promising equilibrium among moral values and profit level of the firm [57].

Organic textile products ease customers to purchase garments and clothes with free of hazardous pesticides and chemicals. Organic products are also protected the environment from permanent impact of these materials. These products are also helpful to grow the actual earnings of farmers who are normally engaged in organic cotton growing processes. Normally, farm labour force used the natural processes for growing cotton in natural atmosphere; this practice is also supportive to guard work force from serious health threats. Through organic textile products promotions, these are helpful to contribute in health improvements, safety and friendly environment for all stakeholders and the society as well. It is helpful for customers to evaluate organic product's costs in comparison to traditional textile products by providing significant importance to environment cost and health of human being. If customers pay attention to all the benefits receives from organic products, they can evaluate that organic products are inexpensive and used in friendly environment and ultimately this has positive influence on customer's perceptions as well as on the society as a whole.

Organic textile products are not only providing the safe and healthy environment, but these are also obliged the compliances of social responsibility for corporations which are producing organic products. GOTS also confirm that child labour and forced work labour is not applied in the production processes. Throughout production processes of organic products, working conditions and safety measures are monitored carefully to promise the employee's protection in the organization. To develop the clean and friendly environment, firm's work force is engaged in the whole value chain processes of organic textile products production, this work force is trained under healthy and safe environment. To conclude all the discussion here is that organic products have great impact on customer's well-being and on the society as a whole, moreover these products are also helpful to improve and protect the environment. Organic cotton product's production processes in natural environment are helpful for farm work force to save their lives. Hence, e-marketing is supportive in increasing work standards and delivering best quality organic products to customers by the using of internet websites and it has lot of contribution to improve the consumer's living standards and farmers

lives worldwide.

E-marketing has significant impact of performance to deliver information well in time to end customers through World Wide Web sites and also appeal to customers with best combination of marketing mix (product quality, pricing, promotions, and organic products distribution). Organic products have created positive influence on customer's perceptions because these products are manufactured in natural surroundings and organic products are free from chemicals and pesticides which make the environment green and have positively influence on customer's well-being.

6. Conclusions

In recent times, e-marketing technologies have become logical adding to conventional marketing methods. E-marketing is helpful to develop organization's structure positively and to develop stronger relationships among consumers and suppliers. E-marketing is developing significantly around the world and has strong effect on consumer's behavior and business markets. Consequently, many organizations have announced different e-marketing applications and strategies through internet websites and other virtual networks so that they might act together freely with domestic customers and global customers. E-marketing is perceived like a new business practice for organic textile products that is anxious for sales promotions of organic textile products by using websites and online networks. Nowadays, e-marketing is going to become prerequisite of the society; so organizations are powerfully observing these changes to flourish their business. It can be helpful for organizations to develop strong and long term relationships with their consumers, and making their consumers loyal towards their organic textile products.

The perception of organic product price has strong effect to inspire the consumer's pleasure on long term basis. If the consumer is receiving organic products with unique attributes which are acknowledged on websites, then there will be fewer cognitive dissonances. Organizations must also deliver after sales services for organic products; this will be supportive for organization to make positive perception on customer's behavior, and also helpful to win the customer's trust. Trust plays a significant role for winning consumer's pleasure and has main influence on consumer's trustworthiness. Organizations can win customer's confidence and improve loyalty through delivering them green products by using impressive and user friendly interfaces websites.

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