Internet Marketing Strategies: Integrating Technology for Competitive Advantage

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Abstract

The advent of the Internet has revolutionized the way businesses operate, offering a new and powerful medium for conducting business activities. However, despite this transformative shift, the fundamental principles of doing business remain unchanged. The core strategies of marketing—understanding customer needs, delivering value, and building strong relationships—still form the foundation of successful enterprises. This study aims to examine how these timeless marketing strategies can be adapted and enhanced through the integration of Internet technology.

By incorporating the Internet into their marketing strategies, businesses can leverage it as a powerful tool to gain a competitive edge in an increasingly connected global marketplace. This article explores the concept of the "Internet marketing mix," which builds on the traditional four P's of marketing—product, price, promotion, and place—by adding a crucial fifth P: personalization. Personalization reflects the unique potential of the Internet to tailor experiences to individual customers, a capability that traditional marketing channels often lack.

While the fundamental concept of marketing has not been altered by the emergence of the Internet, this new channel opens up virtually limitless opportunities for businesses. The Internet provides unprecedented access to global markets, fosters direct and real-time communication with customers, and facilitates detailed data collection for informed decision-making. Internet marketing transcends basic tactics like banner advertising and email campaigns. It encompasses a broad range of activities aimed at creating a distinct niche for businesses, such as market segmentation, brand differentiation, and customer retention strategies.

The study underscores that businesses need to think beyond merely using the Internet as a promotional tool. They must integrate digital strategies deeply into their marketing frameworks to maximize their potential. This includes leveraging advanced analytics, utilizing social media platforms effectively, creating engaging content, and ensuring seamless customer experiences across multiple digital touchpoints.

By doing so, companies can not only adapt to the digital era but also harness its opportunities to thrive. The Internet, as a marketing channel, has redefined the playing field, offering businesses of all sizes the chance to compete and innovate on a global scale. This article aims to provide insights into how businesses can strategically utilize the Internet to enhance their marketing efforts and achieve long-term success.

Keywords

Internet Marketing, Internet Value Chain, 5 P's of Internet marketing, Models of Internet Marketing.

Introduction

In the digital era, the internet has transformed the way businesses engage with consumers, reshaping traditional marketing paradigms and enabling new avenues for growth and innovation. Internet marketing, often referred to as online or digital marketing, has become a cornerstone of modern business strategy, offering unparalleled opportunities to reach global audiences, analyze consumer behavior in real-time, and drive personalized engagement.

As technology continues to evolve, so too does the landscape of internet marketing. From search engine optimization (SEO) and social media marketing to content marketing, email campaigns, and advanced data analytics, businesses now have access to a dynamic toolkit for achieving competitive advantage. However, leveraging these tools effectively requires a deep understanding of both the technology and the strategic principles that underpin successful marketing campaigns.

This book, *Internet Marketing Strategies: Integrating Technology for Competitive Advantage*, explores the intersection of digital technology and strategic marketing, providing a comprehensive framework for businesses to thrive in the online marketplace. By examining key concepts, emerging trends, and actionable techniques, the text equips readers with the knowledge to craft and execute internet marketing strategies that are both innovative and results-driven.

In particular, this book focuses on the integration of technology into marketing efforts to create sustainable competitive advantages. Topics such as data-driven decision-making, the role of artificial intelligence (AI) in consumer engagement, the importance of mobile-first strategies, and the ethical considerations of online marketing are discussed in depth. These insights are framed within the context of a rapidly changing digital ecosystem, ensuring relevance for both practitioners and scholars.

Whether you are a seasoned marketer, an entrepreneur, or a student aspiring to understand the nuances of digital marketing, this book serves as a valuable resource. By delving into the principles, tools, and strategies of internet marketing, readers will gain the expertise needed to navigate and succeed in a world where the digital and physical realms of business are increasingly intertwined.

Internet Marketing

The global economy is undergoing a significant transformation, which we are now seeing at this very moment. Businesses are moving more and further away from a world in which national economies were generally isolated from one another due to hurdles to cross-border commerce and investment; to geography, time zones, and language; and to differences in government legislation, culture, and business system that vary from country to country. Economies at the national level are coming together to form a global economic system that is interconnected. "The rapidly developing global economy presents a wide range of challenges for businesses of all sizes, from the very big to the very tiny. Because of this, businesses are presented with chances to increase their earnings, decrease their expenses, and increase their revenues overall. Due to the fact that the expanding global economy has offered possibilities such as this for new company owners and existing companies all over the globe, it has also given birth to difficulties and dangers that businesses of the past did not have to cope with.

Technology is the driving force behind the globe's convergence towards a commonality, and it is this force that is driving the world. Proletarianization of communication, transportation, and travel has resulted from it. As a consequence, a new commercial reality has emerged, which is the creation of worldwide markets for standardized consumer goods on a scale of magnitude that was previously unimaginable. This new commercial reality is a result of the emergence of global markets for standardized consumer products. The items that the global firm offers are on a scale of magnitude that was previously unimaginable. There are a number of nations in which the multinational firm works, and it must adapt its goods and business

operations to each of those countries at a high relative cost. As if the whole globe were a one entity, the global company functions with unwavering consistency, selling the same item in the same manner wherever it goes. This is done at minimal relative cost. The internet, which is a kind of communication technology, has always been a significant factor in the advancement of the economy. It is quite likely that the Internet will have a particularly significant influence in the not too distant future due to the fact that it has a worldwide reach, is expanding at a fast rate, and has the capacity to send enormous amounts of information at nearly no cost. The Internet and the World Wide Web have the potential to become the main source of information for the global economy of the future.

The Internet is a relatively new technology that is of great significance. The people in the corporate sector have shown a great deal of interest in it. Many businesses, both dot-coms and incumbents, have been influenced to make poor choices as a result of this. These choices have resulted in the decline of the attractiveness of their respective sectors and have damaged their own competitive advantages. Internet technology has been exploited by certain businesses to move the focus of competition away from quality, features, and service and toward pricing. As a result, it has become more difficult for anybody operating in their respective sectors to generate a profit. It is imperative that the business world abandon the jargon that is associated with "internet-industries," "e-business strategy," and a "new economy."

Internet and Value Chain

The value chain is the fundamental instrument that makes it possible to comprehend the impact that information technology has on businesses. The actions that are involved in the production of a good or service and their subsequent distribution to end users are referred to as the value chain. These activities, such as managing a sales force, manufacturing a component, or delivering goods, and these activities have connection with the activities of suppliers, channels, and customers. Every organization conducts a variety of distinct but linked value-creating products. These activities include product delivery, component fabrication, and sales force operations. Therefore, the value chain is a framework that aids in the identification of all of these operations and the analysis of how they influence the expenses of a company as well as the value that is provided to customers. The capacity to connect one activity with others and to make real-time data produced in one activity broadly accessible is one of the most significant benefits of the Internet. This is true not just inside the

firm but also with external suppliers, distributors, and consumers. In comparison to private networks and electronic data interchange, the Internet technology offers a standardized infrastructure, a common and open set of communication protocols, and a browser interface for information access and delivery". Additionally, it facilitates communication in both directions and makes it easier to connect to the internet. All of these features are available at a significantly lower cost.

Prominent applications of the Internet in the value chain (whitely d., 2000)

Porter (1985) presented his concept of the generic value chain in his book competitive advantage: generating and maintaining exceptional performance. This model was introduced in the context of the book. This was mostly concerned with the operations that took place inside the corporation. The following are the three key actions that make up most of a product process:

1. Operation: There are numerous instances in which the manufacturing process is comprised of a number of sub-activities that may be depicted on a comprehensive value chain analysis.

1. In-house facilities, contract assemblers, and component suppliers all benefit from integrated information sharing, scheduling, and decision-making processes.
2. Real-time information that is both capable of being promised and accessible to be promised is made available to the sales force via multiple channels.

2. Inbound logistics: The term refers to the process of managing the items that are purchased by the firm, keeping them, and making them accessible to the operation whenever it is necessary.

1. The organization and its suppliers are able to implement real-time integrated scheduling, shipping, warehouse management, demand management and planning, as well as advanced planning and scheduling.
2. The dissemination of real-time inventory data at all levels of the organization, including both incoming and ongoing inventory.

3. Outbound logistics: obtaining the goods of the firm, keeping them if they are required, and delivering them to the consumer in a timely way are all elements of the service.

1. Transactions of orders that take place in real time, regardless of whether they were started by an end customer, a salesperson, or a channel partner.

2. Customer-specific agreements and contract conditions that are performed automatically.

Integrating with the client in a timely way via collaborative efforts.

3. integrated channel management that includes the sharing of information, the management of warranty claims, and the administration of contracts.

Porter includes two more actions in addition to these fundamental main tasks.

1. Service; any need for installation or assistance before to delivery, followed by after-sales support after the transaction has been completed.

Customer service personnel may get online help via the management of their e-mail responses and the integration of charging.

Self-service options for customers accessible via websites, as well as intelligent processing of service requests, which may include modifications to invoicing and profile changes.

In order to provide support for these key duties, the organisation will establish an infrastructure that is capable of carrying out a variety of support operations. These are the actions that Porter categorises as:

2. Marketing and sales: discovering what the needs of prospective clients are and informing them of the goods and services that are available to meet those needs via communication.

1. Internet-based sales channels, which may include websites and online marketplaces.
2. Configurations of products available online
3. Advertisements that are pushed
4. Customised access to the internet
5. Real-time input from customers via the use of online questionnaires
6. The Profiling of customers

3. Procurement : The function that is responsible for supplying the resources that are necessary for the organization's activities to perform properly. It is the responsibility of procurement to negotiate for quality goods at prices that are reasonable and to ensure that they are delivered reliably.

1. Demand planning that is facilitated via the Internet, as well as real-time availability-to-promise and capability-to-promise, and fulfilment.
2. The "requisition to pay" may be automated.
3. Procurement via markets, exchanges, and auctions for both direct and indirect purchases.

4. Firm infrastructure : The administration of the business as a whole, including the planning and accounting functions.

1. Investor relations conducted online.
2. Financial and enterprise resource planning (ERP) solutions that are web-based and distributed.

5. Technology development : It is necessary for the organisations to modernise their manufacturing procedures, provide their employees with training, and effectively manage innovation in order to guarantee that their products and their total range of goods and services continue to be competitive.

Product design that is developed via collaboration across several places and people from different value systems.

Access in real time by RISHI&D to information on online sales and service capabilities.

6. Procurement : It is the responsibility of the organisation to locate suppliers of the materials that are necessary as input for the operations of the organisation. It is the responsibility of procurement to negotiate for quality goods at prices that are reasonable and to ensure that they are delivered reliably.

1. The "requisition to pay" may be automated.
2. The use of markets, exchanges, and auctions for direct and indirect commercial transactions.

7. Human resource management : The process of hiring new employees, providing them with training, and managing their personal lives inside the organisation it serves.

1. Administration of personal and benefits matters via self-service.
2. Instruction delivered over the internet.
3. Information about the firm that is shared and disseminated via the internet environment.

Mode of Marketing

The goal of mass and direct marketing has traditionally been to disseminate a message to a wide number of customers. On the other hand, "the objective of interactive marketing is to provide customers with the ability to browse, investigate, compare, and personally customise their purchases. In contrast to the conventional method, in which a corporation "pushes" its product, the objective of interactive marketing is to place the consumer at the forefront by

providing information that is pulled down from the top. Listed below are some fundamental distinctions.

	Mass Marketing	**Direct Marketing**	**Interactive Marketing**
Distribution Channel	Broadcast and print media (consume is passive)	Postal service using mailing lists (consumer is passive)	The Internet (consumer is the active and is the catalyst for what is shown on screen)
Market Strategy (and sample product)	High volume (food, beer, autos, personal and homecare products)	Targeted goods (credit cards, travel, autos, subscriptions)	Targeted audience (services and all types of product information)
Enabling Technology	Storyboards and desktop publishing	Databases and statistical tools	Information servers, client browsers, bulleting boards and software agents.
Authors of Marketing Material	Ad agencies	Ad agencies and companies	Companies and consumers
Expected Outcome from Successful implementation	Volume sales	Bounded sales, data for analysis	Date for analysis, customer relationships, new product ideas, volume sales.

Source : Kalakota and Whinston (2002) " Frontiers of e-commerce"

Strengths of Internet as a Medium of Marketing

There are several chances available to marketers via the medium of the Internet. The Internet has seen enormous growth over the course of the last ten years. All across the globe, there are now 275 million people who utilise the internet. According to a regulation that liberalises the telecommunication and Internet service provider (ISP) industry, the number of Internet users in India has surpassed one million.

According to estimates, about half of the population in developed nations like the United States and Canada, which have 136 million users, has access to the Internet. Additionally, fifty million people in the United States use the internet on a weekly basis, with fifteen million regular users. In addition, research indicates that the typical person who uses the internet spends 8.6 hours each month being online. On a global scale, similar tendencies have been recorded. All of these things show that there has been a fairly healthy development in the utilisation numbers of the Internet, as well as the patterns of usage.

Income of Internet Use

Income Level (Rs)	Percentage (%)
Under 8000	16
8000-12000	7
12000-16000	14
16000-20000	16
Over 20000	14
Not answered	33

Source : Survey of Internet commerce research center (icrc.iiml.ac.in)

According the finding, the internet increasingly useful in certain segments of the population. Indian men aged 21-35, with incomes above Rs. 16,000 per month; the web can provide access to about 2 million users, It is about 40 percent of the targedted demographic segment.

Age of Internet Users

AGE	PERCENTAGE (%)
5-11	15
12-29	66
Above 30	16
Not answered	3

Source : Survey of Internet commerce research center (icrc.iiml.ac.in)

Interactive Marketing Process on the Internet

Basic issues permeate the entire six step interactive marketing process, which given by Kalkota & Winston (2002) outlined below :

Step 1	**Segmentation and identification of potential customers and product differentiation.** The practice of taking the market and dividing it up into several client groups is known as segmentation. A corporation might concentrate more on doing business in one sector of the market than in another by segmenting the market. For example, the following is an example of a typical segmentation strategy that may be carried out on the internet: **Demographic Approaches:** It does this by classifying the market according to demographic factors such as age, gender, income, employment, race, level of family size, and religious affiliation. Finding out the association between the demographic traits and the amount of money made or the volume of sales is the goal of this investigation. **Behavioral Approaches:** The market was segmented according to the behavioural aspects of individuals, such as their attitudes and purchasing behaviours. For instance, this segmentation may be based on distinguishing between those who use the internet for transactions and those who use it just for prospecting and seeking for information. Approach Based on Volume You may differentiate between heavy, medium, light, and non-users of a product category. **Business specialization Approaches:** That is, it classifies the market according to the kind of industry or the size of the institution. A typical use of this form of market segmentation is in the context of commercial or institutional markets. One example of business specialisation segmentation is the provision of specialised programs for owners of small businesses. Due to the interactive nature of the internet, marketing on the internet is dependent on the pleasure of customers, as well as the thorough identification and segmentation of the population on the internet. The development of highly customised marketing tactics may be addressed via the use of approachable smaller parts of the population. Differentiating products is a method that is often used in commercial procedures. Specifically, it is effective in appealing to market groups that are desired. The process of focussing on the identification of both physical and intangible client demands and then developing a suitable superior cluster of goods, value-added services, and image in order to answer those needs is what we mean when we talk

	about product differentiation. Value-added differentiation may be achieved via a variety of methods, one of which is segmentation. The differentiation process is more comprehensive than the segmentation process; it includes a variety of other methods as well, including product bundling, packaging, pricing, service quality, delivery systems, and so on.
Step 2	**Creation promotional, advertising plan.** The first thing that has to be done in order to establish an advertising strategy is to specify advertising objectives. Why is the company advertising online, and what are the goals that the company wants to accomplish via advertising? Some of the purposes of advertising include spreading knowledge about the company, attracting rivals, and producing sales. The selection of the target audience for the advertisement's message is the second phase, which follows the determination of the advertising aim. mainly due to the fact that great advertisements are often crafted with a particular consumer in mind. Having determined who your intended audience is, the next step is to determine what your advertisement will say. mostly due to the fact that advertising should be able to clearly communicate with the target audience and explain the advantages of the product or service being advertised. AIDA is something that has to be kept in mind at this very moment: attract attention, maintain interest, stimulate desire, and drive action. When it comes to advertising, traditional methods are often linear in nature and typically place the client in a somewhat passive position. On the other hand, the internet offers interactive advertising, which is also known as nonlinear advertising. This kind of advertising gives the client influence over what they are seeing. What it competes with, its competitors, its consumers, and new sources of technology that have the potential to change the competitive climate are all components of this.
Step 3	**Put the materials on customer's computer screens** When it comes to the transmission of information about the firm and the goods it offers, there are two options available: pull-based marketing and push-based marketing. The use of e-mail and other news groups will be a strategy that is less costly to reach a big number of persons who are members of a variety of target audiences. Although at first glance this seems to be very similar to a conventional

	push approach, there is a significant distinction that resides in the fact that it is possible to include beneficial feedback loops.
	A strong pull-based marketing strategy, also known as "marketing by invitation," is a more successful technique of marketing on the internet than incursion marketing. This strategy is used in conjunction with this approach. With pull-based marketing, one of the most crucial aspects is the skilled management of client information and the activities that customers engage in on the internet. The use of predictive models allows for the identification of the clients who are the most receptive accordingly. The use of these models will make it possible for us to convey the appropriate message at the appropriate time to the appropriate individuals in the appropriate format by means of news group posts, e-mail, and news letters.
	It is recommended that feedback loops be implemented into the marketing strategy in order to assist in continually driving the marketing program towards improved efficiency and productivity. Through the use of these loops, respondent names, response rates to different mailings, and customer activity in terms of access logs of the interactive material that is housed on the website will be captured and preserved.
Step 4	**Correspond and interaction with customers**
	Passive interaction via anonymous FTP sites: A wide range of information on the firm, the product, and other material that is associated with it may be posted in a public area that is available to anybody who is interested in doing so by simply dialling in and using the user name: anonymous and the password: guest. On the internet, this is a well-known approach that is used for the transmission of many types of content, including research papers, software, programs, images, movies, and other types of content. Providing a channel in which the consumer is totally free to act in any manner that he or she chooses without being subjected to any kind of sales pressure is the objective.
	Direct interaction (one-on-one) via electronics mail (e-mail) or chat facility : A conversation between two people may now take place online thanks to this. For the purpose of providing answers to queries, responding to requests for further information, and following up with a client, direct engagement is the aim.
	Group dialog : Through the use of bulletin boards, support groups, and many other forums, it is between the firm and its consumers. The purpose of group interaction is

	to facilitate conversation among consumers, to provide a method of providing answers to concerns about unforeseen issues that may arise during the utilisation of a product, and to simply give a forum for the debate of goods. This allows the firm to generate a growing audience in a manner that is comparable to the way that newsstand magazines operate. The company may create its own forum, moderate the entries, and provide high-quality information not only about their goods but also about the specific commercial sector in which they operate. **Video conferencing :** across the internet through the use of the Multicast Backbone (Mbone) feature, which allows for several dispersed parties to actively engage and monitor actions linked to the product under consideration. When it comes to medical items, for instance, businesses have the ability to broadcast examples of genuine medical operations that are being carried out in the field. The digital broadcast of five audio, video, and text files is made possible by Mbone, and participants are able to engage with one another via the use of a shared blackboard (which, in computer terminology, is referred to as a whiteboard).
Step 5	**Learning for customers, incorporating feedback from customer in advertising, marketing strategy** Obtaining an indicator of the effectiveness of the components of the marketing strategy may be accomplished via the measurement of the amount of consumer awareness, product trial, repeat purchase, market share, sales volume, and the market. The information that pertains to the monitoring of accesses to the contents of the company via the internet may be compared with any concrete result gained through other channels, such as enquiries, connections with distributors, and total sales. This study will be utilised to evaluate how the promotional and marketing materials of the firm may be modified to better meet the requirements of the target groups that they are currently addressing, as well as to find the most effective way to communicate with the target groups who have not yet responded.
Step 6	**Providing On-line customer service and support** Customers are more likely to communicate with one another in the electronic commerce industry than in any other form of market, which is why online customer service is a vital component of this industry. As a result of the fact that information about the product may travel rapidly and extensively, the corporation must be

	vigilant at all times when it comes to providing customer support. It is necessary to create a high level of client loyalty among online shoppers via the provision of excellent service in order to encourage them to make more purchases. There are a few consumers who seem to have displayed a lack of brand loyalty, similar to those who are online. When information is required, the customer is more interested in the source than in a certain brand or even a little change in price. Therefore, there is an undeniable need to grow in the electronics market place the necessity to create ways for establishing customer loyalty.

P'S of Internet Marketing

Internet marketing is not merely transforming traditional activities of commerce from non-electronic world to an electronics plat form. But e-commerce demands radical changes in the overall marketing mix such as product, promotion, prime, distributor etc. Now let us elaborate P's internet marketing, mainly these are:

- Price,
- Product,
- Personalization,
- Promotion
- And place.

a. Pricing strategy on the Internet

Price is the most important factor of on-line business. An on-line supplier can't raise prices indiscriminately. Poorly justified price changes can be cause of long –term damage to a company's price proposition. Internet gives companies greater precision in setting and announcing prices, more flexibility in changing prices, and better information, which can lead to improved customer segmentation. Companies can use the Internet to make pricing more precise, to be more adaptable in responding to fluctuations in supply and demand, and to segment customers more effectively. There are three important factor of pricing on Internet (Walter Baker, Mike Marn, Craig Zawada, 2001) :

1. Precision
2. Adaptability
3. Segmentation

1. Precision:

All products have a "pricing indifference band", a range of possible prices within which price changes have little or no impact on customers purchase decisions. These can range different for different product. For example, 17 percentages for FMCG product, 10 percentages for engineered industrial components, 2 percentage for some financial products. Being at the top rather than the middle or the bottom of this band can have a huge impact on profits. Determining the borders of these indifference bands in the off-line business is difficult, expensive and time-consuming. But on the internet, however prices can be tested continually in real time and customer's responses can be instantly received.

2. Adaptability

The process of communicating changes in pricing to distributors, printing and sending out new price lists, and reprogramming their systems may take anything from a few months to a year when the company is conducted offline where prices are modified. When compared to traditional pricing methods, online pricing is far more flexible, enabling businesses to make modifications in a much shorter amount of time. Companies have the opportunity to effectively analyse and react to the overall balance between supply and demand in their sector because to the price flexibility that is available to them for this purpose.

3. Segmentation

There will be a variety of perspectives among customers evaluating the worth of the advantages of the product; some consumers will be ready to pay a higher price for it than others. It is tough to charge various pricing to different segments of customers when it comes to the physical company, however. An online firm, on the other hand, is able to instantly segment its clients by leveraging personalised customer information. Following the identification of a certain sector of online customers, the corporation is able to quickly offer a pricing or promotion that is target-specific to that segment.

	Source of value from the Internet	Conditions for Selection	B2C Examples	B2B Examples
Precision	Greater precision in setting optimal price Better understanding of zone of price	Testing needs to be run on at least 200 transactions to	Toys Books CDs	Maintenance repair and operation (MRO)

	indifference	be significant.		products.
Adaptability	Speed of price change Ease of response to external shocks to the system (changes in costs or competitive moves for example)	Inventory of capacity is perishable Demand fluctuates over time	Consumer electronics Luxury cars	Chemicals Raw materials
Segmentation	Ability to choose Creative, accurate segmentation dimensions. Ease in identifying which segment a buyer belongs Ability to create barriers between segments	Different customers value your products benefits differently. Customer profitability varies widely.	Credit Cards Mortgages Automobiles	Industrial components Business services

Product

A thing or service that a company provides to its customers is referred to as a product. One example of a new kind of virtual product that has been made possible by the Internet is the provision of real-time stock quotation services and online news. The characteristics of both tangible items and services have been incorporated into one piece of virtual merchandise. When it comes to the Internet, it is not always simple to differentiate between products and services. One example of a product that may be classified as both a physical item and a service product is an electronic greeting card". If the card is printed on the receipt when it is received, then it is considered a physical item; but, if the receiver just examines it and then deletes it, then it is considered a service product.

Because of the capabilities of hyperlinks, information may be bundled together and distributed easily via the Internet. A marketing approach known as "bundling" involves offering two or more items and/or services that are complimentary to one another as a bundle

at a price that is lower than the individual prices. For example, a computer video may be connected to other goods that are compatible with it or that complement it, such as software that functions most effectively on it, hardware that enhances the performance of the video, and things like that. Examples of bundling include deals offered by restaurants that provide two items for the price of one.

The product's life cycle is becoming shorter as a result of Internet marketing, in comparison to conventional marketing. According to Veena Pailwar (2001), the pillars around which the economy of the internet is built are ideas, inventions, and innovations. The Internet offers a platform for the transformation of ideas into innovations, as well as for the economic exploitation of ideas, which is referred to as innovation. An increasing number of new items are being introduced as a result of these innovation concepts. It is because of this fact that the typical product life cycle is becoming shorter.

Personalization

Customising pages to the preferences or attributes of specific users is the procedure that is being referred to here. It is a method of satisfying the requirements of the consumers in a more effective and efficient manner, so facilitating interactions that are both quicker and simpler, and consequently, raising the level of customer satisfaction and the chance of coming back for more visits. It may be divided into two primary categories, which are as follows:

User driven personalization : When it comes to this kind of personalisation, users have the ability to customise their home page to reflect their own interests. In order to use the website, users are not needed to create an account in order to do so.

Marketer driven personalization : The marketer makes use of its knowledge of the consumer to propose products that the consumer would be interested in purchasing. This sort of personalisation is based on the user's personal information, and it allows the marketer to discover the preferences of the consumer in terms of what they really like. The Internet is undergoing a significant transition from mass marketing to personalised marketing for this reason. Personalisation is an automated process that is at the foundation of many internet marketing strategies. Databases, cookies, and telecommunications technology make it relatively simple and cost-efficient to promote personalised services to a large number of people.

Promotion

When it comes to marketing, advertising is one of the most effective techniques. The purpose of advertising is to raise people's awareness of the product or service that is being marketed, which will ultimately lead to an increase in how much product or service is sold. Having an advertising strategy that is appropriate is essential to the success of marketing efforts. Because the success of a strong marketing campaign is dependent on two elements—the audience and their purchasing pattern—every efficient marketing advertising strategy ought to be suitable for the purpose, the message, and the target audience. An audience is a particular segment of the target market, and it is reasonable to anticipate that it will be exposed to the advertising or series of commercials. The characteristics of those who make up the "audience" The term "reach" in advertising refers to the number of people who are considered to be the "audience." When it comes to advertisements, the experience of the viewer is referred to as a "impression." It is necessary that these impressions be effective. One of the most important factors that determines the success of an advertising is the number of times it is seen.

Models of internet advertising

Different types of advertising models have emerged over the course of the last few years on the Internet. According to Kalakota and Winston (2002), these models may be divided into two categories: active or push-based advertising and passive or pull-based advertising. First, let's go over these models in further depth.

Active of Push based advertising

1. The Broadcast Model

In a very short amount of time, it is possible to communicate with a large number of individuals via the medium of broadcasting messages. Direct mail, spot television, and cable television are the kinds of models that are usually used in broadcasting. Only one station in a single market may broadcast a spot television program. The penetration of a certain market and the viewership of a particular channel or show are two factors that determine the number of people who see a particular advertising. The capacity of this marketing model to deliver the information by means of sight, sound, and motion is an additional benefit. The primary advantage of this advertisement model is the large number of viewers it attracts. There are a few drawbacks associated with this advertisement, including the relatively expensive cost of

production, the restricted exposure time, and the brief airtime, which makes it difficult to convey a message that is either comprehensive or detailed.

2. The Junk Mail Model

Advertisements sent via direct mail are aimed at reaching audiences that are highly specialised. Direct mail offers a great deal of versatility in terms of the presentation of the message, in addition to the fact that it reduces the amount of wasted advertising exposure. Direct mail has a number of drawbacks, including a relatively high cost per contact, the need to get mailing lists that are up to date and correct, the challenge of capturing the attention of the audience, and the potential expense to consumers who pay for e-mail.

Junk mail, on the other hand, is the most obtrusive kind of Internet advertising since it can be readily deployed on the internet via the use of electronic mail. Because some individuals pay use costs depending on the amount of time they spend online or storage fees for mailboxes, it is likely that they would prefer not to receive unwanted junk mail.

Passive or Pull-Based Advertising

Advertising that is focused on receiving push notifications lacks adaptation, flexibility, and response. In order for marketing to be successful, there must be a feedback loop that leads back into the organisation. Pull-based advertising creates a feedback loop that provides a connection between the brand and the recipient. When it comes to advertising, a pull-based approach is very necessary for a business that is really market-driven; that is, a firm that can quickly adjust to the ever-evolving requirements of the client.

1. World Wide Web (WWW) Model

On the World Wide Web (WWW) paradigm, information is positioned in such a way that it will be brought to the notice of customers as a result of other actions and does not need them to actively seek for it. It is common practice to use this advertising in order to reinforce or remind the customer of the advertising messages that have been transmitted via other formats. If you do not have the participation of other people who link into your material and thereby make you a part of the World Wide Web, then this will be difficult to execute.

Having the capacity to totally cover a market and maintaining high levels of viewing frequency are two of the benefits that this advertising campaign offers. Customers do not incur any costs as a result of this arrangement, which is a significant benefit.

There are several drawbacks associated with the amount of time spent watching this advertisement. Because the customers who are the focus of advertising are often moving about or browsing the web, and advertising must convey with as few words as possible. Messages ought to be straightforward, uncomplicated, and easy to comprehend.

2. Endorsements :

A question that is answered or an experience that is shared is often the setting in which endorsements are conveyed. Due to the fact that they provide exposure in a medium that allows for interaction, endorsements are among the most successful forms of advertising that can be found on the internet. Everyone is able to publish their own thoughts, and these discussions provide the most objective and comprehensive evaluations of the items and services that are being discussed.

e-Place

The linear point-to-point pattern is the defining characteristic of the traditional distribution system. Because of the vast geographical distance that separates the producers and the consumers, it is not possible for consumers and producers to have direct touch with one another in the physical world. As a result, the presence of intermediates, which include distributors/while sellers and retailers, is absolutely necessary, and it unquestionably lowers the transaction costs for both the producers and the consumers.

On the other hand, while conducting a transaction via e-commerce, a customer has the ability to contact the manufacturer and place an order with them in an instant and immediately. Not only is it possible for customers to purchase orders via the internet in a matter of seconds, but they can also get a variety of services, including those related to health, finances, and the law, among others, online.

In place of traditional intermediaries, cyber-mediaries such as online merchants and portals are becoming more prevalent. Consumers are able to acquire information about a wide number of suppliers and compare prices more easily thanks to the fact that online retailers and portals are available. The space that these facilitators, sometimes known as cyber mediaries, give also includes search tools and advertising space. There are new possibilities for intermediaries that are being created by a high degree of customisation. The distinction between a conventional distribution system and a cyber distribution system is shown in the following graphic, which shows the difference.

```
┌─────────────────────────────┐
│    Producer/manufactures    │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│    Distributors/importers   │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│         Wholesalers         │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│  Retailers/shopping complexes │
└─────────────────────────────┘
               │
               ▼
┌─────────────────────────────┐
│          Consumers          │
└─────────────────────────────┘
```

(traditional Distribution System)

(Cyber Distribution System)
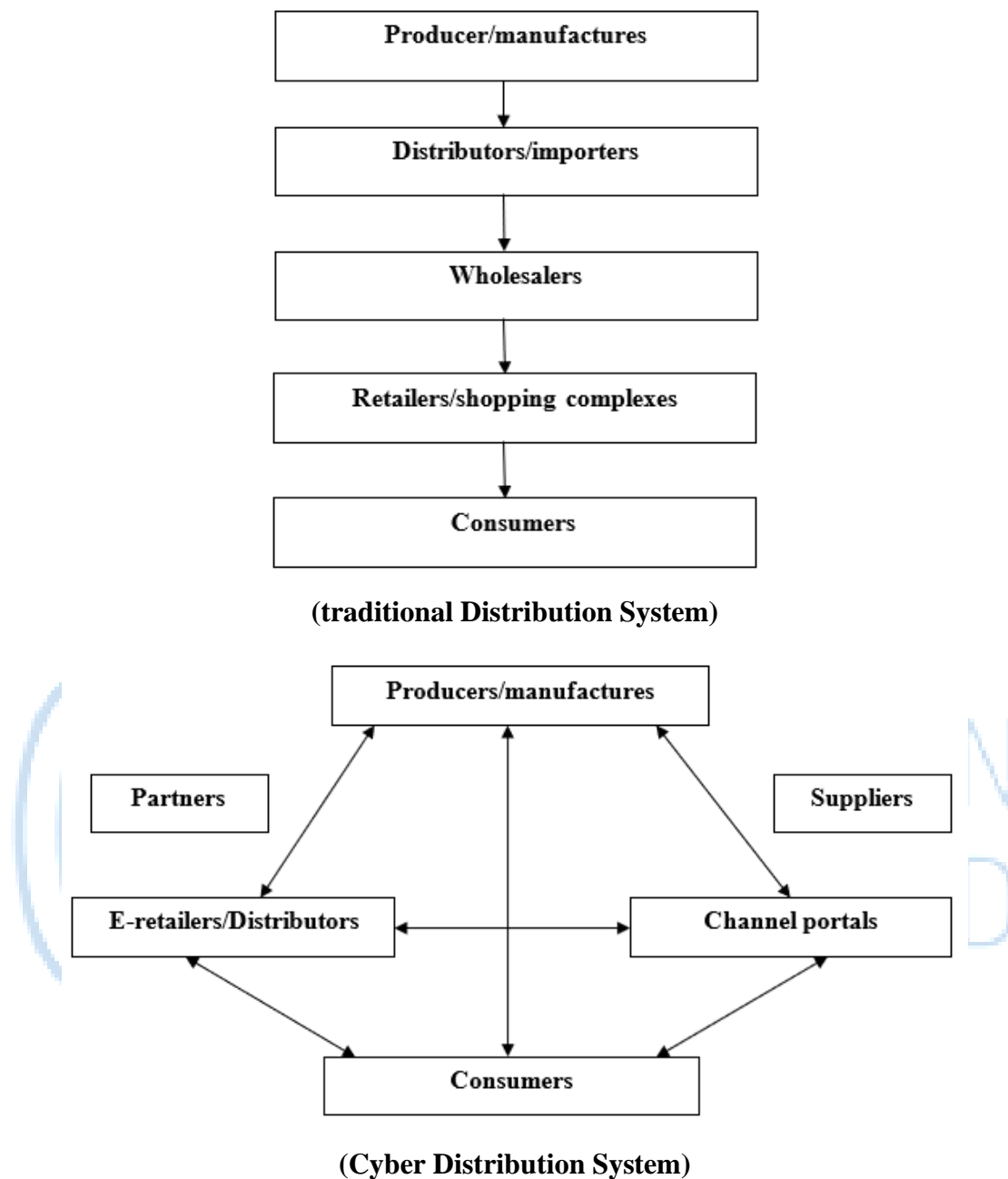
Graphic 1 : Traditional Distribution System And Cyber Distribution System

Source : Pailwar Veena, "E-Commerce : Emerging Economic Implications", Productivity October, 2001.

Issues in Internet Marketing

There are still certain problems that have not been solved, despite the fact that the majority of nations are progressively adopting the environment of internet marketing. One of the most significant issues is the disparity in wealth that exists between industrialised nations, emerging countries, and under-developed countries. The United States of America, Canada,

and Australia are examples of developed nations that have made large expenditures in the field of internet marketing, which has resulted in increased income for these countries. Furthermore, research and development activities have been carried out on many occasions, which in turn enables them to equip marketing operations carried out via electronic channels with the most recent and cutting-edge information and communication technology (ICT).

In the meanwhile, emerging nations, such as those in the South East Asia region, have started the process of using information technology in a variety of domains, including economic activities. An improvement has been made to the educational system by combining the study of information and communications technology (ICT), offering incentives for business owners to get online, and enhancing facilities.

However, the situation in nations that are considered to be underdeveloped is not very favourable. A lack of funds, competence, technology, and awareness to the significance of Internet marketing are the factors that contribute to this omission. If the whole globe is going to grow and share the wealth that is created by doing business via electronic channels such as the Internet, then this widening gap between the nations has to be removed as quickly as possible. As a result, international organisations such as the World Bank and the United Nations Development Program (UNDP) face formidable challenges in their efforts to ameliorate these circumstances.

The second essential component of Internet marketing is trust and confidence, both of which are heavily influenced by security. As a result of the fundamental openness of the web, the most significant obstacle that stands in the way of widespread business on the internet is the absence of security (Wen, 2001). A number of different methods, including unauthorised usage of the business network, packet sniffing, data alteration, un-registration transactions, eavesdropping, repudiation, and spoofing, are all examples of the lack of security that may be encountered. Some of the companies that have been targeted by threats and assaults that have targeted internet-based businesses include Yahoo, E-trade, and Amazon.com (Sussan and Kassira, 2003). These assaults and threats have made the three most important components of security, which are the availability of data, the integrity of the data, and the confidentiality of the data, worse. The absence of these three components results in a loss of trust among a larger range of consumers who do business online.

There have been some required efforts done to cushion the lack of security in e-commerce, such as the adoption of Internet protocol version 6 (ipv6), which is an endeavour worth $100 million that was undertaken by the government of the United States of America.

Confidentiality, data integrity, non-repudiation, and selective use of services are some of the topics that will be addressed by the new protocol. There are a number of global corporations that have already obtained the new version of IPv6, such as NTT (Japan), Sun, Nortel, and 3 Com. On the other hand, Cisco and Microsoft are now working on a prototype of it. There are a number of drawbacks associated with the new protocol, including the need for a larger bandwidth and the fact that certain cellular service providers do not support IPv6.

Conclusion

The incorporation of the Internet into modern-day commercial practices has led to the development of interactive marketing. It is a term that describes interactions between buyers and sellers in which the buyer and seller have control over the quantity and kind of information that is received from a marketer over the internet. The customer is provided with instant access to significant product information whenever they need it via the use of interactive marketing. Additionally, it liberates the process of communication between marketers and their consumers from the constraints of the conventional linear, unidirectional messages that are directed towards passive audiences via the use of print advertising broadcasting (Boone and Kurtz, 1999).

Additionally, the use of the internet in marketing processes results in the creation of many-to-many exchanges. These exchanges allow customers to communicate with one another via the use of e-mail, chat rooms, electronic bulletin boards, and virtual reality kiosks. Through these interactions with electronics, users (consumers, marketers, and suppliers) are able to develop novel partnerships with the technology. In addition to giving users access to information that is tailored to their specific interests and degrees of comprehension, it also allows for an almost infinite number of information share transactions. To summarise, consumers become active players in the interactive marketplace, and they have the ability to manage the quantity of information they get as well as the sort of information they receive with the click of a mouse.

The Internet has brought about a significant shift in the way commercial transactions are conducted. In addition to linking various business processes and individuals, such as clients and suppliers, the Internet acts as a backbone for the firm. The basics of competitiveness have not altered, despite the fact that a new method of doing business has become accessible. In order for this strong new technology to become an equally powerful force for competitive advantage, it is necessary to incorporate the Internet into the entire strategy.

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