A CONCEPTUAL ANALYSIS OF THE KEY SUCCESS OF BUSINESS IN TERMS OF INTERNET MARKETING

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Abstract

Nowadays, we are experiencing a technologically advance world which have occupied the mind of every scientists. Perhaps one of the prevalent ones is globalization and its effect on all levels of human`s life. This paper illustrates most effective categories to be success in today complicated market. Furthermore, analyzing the vital features of internet`s innovation and its usage for all business units. Goal achievement, justification model, Marketing Strategy and Internet Marketing in organization strategy are the main issue that in this paper we explain about them .The aim of this paper is achieving more lighter prospective that is encounter to B2B, B2C .In this paper tried to consider some elements in a successful business in terms of globalization, international market density, recent communication method, information technology differences and penetration in new markets.

Keywords: Internet marketing, Successful business, Goal achievement, Organization structure

1-INTRODUCTION:

Internet is known as international electrical network since 1968 by the Advanced Research Projects Agency of the Department of Defense, also called Advanced Research Projects Agency Network (ARPANET). In 1980 this association divided into two different parts which called Milnet and NSFnet. Eventually all of us can see the growth and usage of the internet all over the world, beside its role in enhancing the education, sale, health knowledge and etc. At least 20 million people (actually estimated as 30 million) in 135 countries send and receive information through the internet ,(Magazine 1995).

On the other hand in this rapid world which we can easily see the speed of change in every technology trends and taste of customer that would sustain market alive has been changed as an illustration year by year tendency of the customers for every product would change so in this era marketing which is the process used to determine what product or service may be the interest of customers should be change and renew coincident by time. In December 1993, only $ 100 million worth of goods sold over the internet. By 1995 the internet market had grown to over $ 300 in good sold (Boisseau 1995). Internet marketing nowadays has become one of the issue that most of the marketers and business headquarter are concerned about, subjects such as internet role in a successful business and also the role and its effect on successful business moreover the uniqueness of each business by using the internet to enhance the market profitability are all controversial matters in the today`s business. This issue focuses on both small or midsize company and large ones such as IBM, APPLE, AT&T and so many others. Most of the big companies use internet as a tool in their market. Obviously internet play important role in the business and market. Companies tend to use internet as a channel for market segmentation that the other media cannot do this, using internet have some advantage than traditional media that can be mentioned as: Hypermedia is not physical and transportation around the world is faster and easier than traditional type. It is interactive and allow users to link with another form of information immediately, in addition it is dynamic, it means that easily can update and change, and also it leads user to achieve very large of document and at last but not least it is an multimedia friendly and it has the other option that ease your job like video clip, sound and excusing an internet totally is inexpensive, depending on the access provider and the type of access. One of the most important parameter for business is being fulltime and internet helps them to achieve this goal. So it provides a fast and cheap access to a large number of their customers. There is a typology witch describe four ways that World Wide Web can use as a marketing tool and competitive advantage. The categories describe the ways that World Wide Web can use as markets goods and services to consumers. The four categories are: interactive brochure, virtual storefront, information clearing house and customer service tool, (Ainscough 1996).

Brief research figures for each of four parameter in the typology of use of WWW which is shown on Figure 1,presents that fundamental rivalries advantage are able to expand their time management and recourses to make their website user friendly. Statistics also show that 96 percent of companies use the frame of interactive brochure and 12 percent specify the shopping online and ordering facilities.8 percent of firms transfer their data and documents online as a clearinghouse, and 16 percent of them use it as a customer service tool, (Magazine 1995).

Using internet and net space has been settling as a place to earn revenue by buying, selling, transferring data and also service and experience; furthermore, how to show your business means that the way that you show your business in this environment also has impact on your business and obviously on your revenue ,(Hofacker and Murphy 1998).

2-Literature review

As the conceptual paper describe the typology witch declare four ways that world wide web can use as a marketing tool and element of success of different companies and businesses, which is shown in Figure 1.The categories describe the ways that world wide web can use as markets goods and services to consumers. Interactive brochure, virtual storefront, information clearing house and customer service tool are the subset of this category. Interactive brochure means that when customer access to internet and the website there is   providing information about company ,the product and services they offer and contact information. Interactive brochure can also use for another purpose like simple information like text that can be named "flat add" to high quality of advertisement like video clip an d audio and interactive capabilities. Flat add s is the first step of multimedia format and it allows the

company to get an initial feel for the market place .There are many companies that have website for their business that the famous one are Sony Corporation and Ford motor company, (Ainscough 1996)

The virtual storefront is another category that mentioned before. It means that customer can purchase items online. Customer also can see the product history and background of company. As a clear cut example Godiva chocolate company use the storefront as an online presence .It allow its consumer to read the background of the company and the chocolate history and also all the details about buying and ordering the products. Online users buy product from internet $200 million in 1994, (Chatsky 1995).

Although there is many traditional and physical shop but virtual storefront has a deep effect on online shopping. By World Wide Web finding out the size of company is hard to understand. Information clearing house is another factor than can use as a marketing tool. Totally it is the place for sharing information and document online. As an example conferences, meeting and research finding. This technology gives the chance for online users and businesses to meet each other and share their experiences on the internet with the low cost .Online journals are the good example for information clearing house. And it is obvious that this kind of feature s have positive effect on businesses. Customer service tool as other parameter in the typology of marketing tool.16% of companies use World Wide Web for their business and relationship with their consumers for 24 hours. When users have problem can refer to web site for help and there is FAQ questions for guiding them. Customers also can design their own page and walk through it ,(Ainscough 1996).

   All of these factors help businesses to improve themselves and use them as marketing tools. The table below shows the relation between the parameters that were mentioned in this paper ,(Eager 1994) .

3-Research Question

To understand a gap in the knowledge and trying to find new knowledge, we have two main research questions that coming from our problem formulation.

RQ1: What are the main elements that help marketers to gain competitive advantage?

RQ2: How business unites be successful by Appling internet marketing?

To elaborate more and more in this area, thousands of social scientists try to justify those elements but in this paper was tries to recognize company structure to get this success.

3-1-Justfication answer

The achievement of Internet based on businesses in the business to customer segments or different business in following years is an indication of the phenomena to reveal at the dawn of the recent millennium.

Internet as an intermediate devices play vital role to communicate business and users. Following justification obviously explains:

Internet is between any business unites to business or between end user, business or government. As a result effective business to business relationships are importance for organizations to increase their capability to be more competitive in the marketplace during dense market. Manager and Social scientists confirm that a firm's ability to alive in a market is based on its business relationships in creating effective contact with end user. Nowadays, in our business external environment increasingly transactions are happen between suppliers and customers over the internet to connect supplier and buyer efficiency in the supply chain management area ,(Green 1996).

Originally online trade between B2B organizations or exactly B2C created new challenges for business relationship meanwhile, true statement is recognition as an influence characteristic for customer relationships and using feedback of their needs in compete rive market nature.

Studies show that numerous buyers of products and services diversified over large geographical zone involve in a network with sellers who have targeted products and services keep in touch just with internet device. It is vividly to exploit the benefits of information economy into a value proposition and understanding what they want to cover both side of a trade. This information sends and receives easily in a second by the new results of internet connection ,(Eid and Trueman 2002).

Value propositions offered have potential could include a combination of several issues as:

- Increasing level of global competition
- Changing customer needs and wants

- Emerging changed in information technology
- Developing communication method
- Market power and affects of international companies
- Direct marketing capability.

By the way, the values that identified above are not mutually exclusive via internet innovation. For instance, most firms and organizations invented a value on the basis of online communities in aim of additional value through providing advanced security for users and applied information. Although, these benefits argued are not solely enough to improve customer relationship and successful marketing in supply chain management process. Some complicated factors are compound with succeed marketing online such as dynamic website to improve first visitors view, (Low, Lee et al. 1995).

4-Goal achievement

Also the objectives of every firm are similar but, supporting marketing activities towards their aims are customer acquisition and retention and cost saving. To achieve these goals organization more focus on cost, so internet marketing is the best alternative to reduce cost and expenses and issue internet marketing for managers. Furthermore, getting competitive advantages in terms of adoption with internet and relevant technologies are another tangible aims. Organization strategies should be aligning with this approach, and then they are able to change their organizational structure to replace some parts by using internet. The major function will attract to internet marketing that devote major expenditures ,(Eid and Trueman 2004) .

4-1: Cost saving

Cost saving dramatically reducing in all transactional costs. An internet market place is an inter-organizational information system that lets buyers or sellers, or any independent third party to exchange their information about prices and product or service offerings to each other. Furthermore, the costs of production and price contrasts become insignificant in terms of other expenditures which both sides tolerate. A major effect is that they generally reduce search costs for both the buyers and the seller who looking for wants and needs. This decreasing in expenditures can shape a value proposition in terms of increased margin profit or lowering of product prices in different functions. The recent experiences in the B2C segment have sufficiently illustrated this event. Although, the advantages of this value proposition are inversely proportionate to use internet shopping or internet marketing. A huge proportion of competitors changes their methods and converts to electronic markets, to find competitive advantage and differentiate between them and their opponents ,(Sandelands 1997).

4-2: Marketing Strategy and Internet marketing in organization strategy

The phrase "Online Internet Marketing" is more than "just" having a dynamic website, running internet advertising campaigns who preparing some internet facility for its users. Discussing and reviewing strategic objectives for business, organization or institution and current marketing activities offline and online are impressive meaning of new internet usage and function in current dense market. The adoption of companies to use of internet innovations in whole system of supply chain management is key success to gain nice business. The internet is popular among local and foreign companies increasingly as a media to introduce their products and services in a successful business and increase e corporation performance on the electronic market. Organization compatibility is the understanding technology as a success way to find the values, needs or experience s of the organization, *(Rogers 1983).*

Today's market place is more competitive for all industries. Firms and institutes willing to find an adoption with new technologies and innovation to gain competitive advantage, (Porter and Livesay 1989). In a rivalry competition with high level of completion companies strategy has a tension to adopt with future innovation and with overall compatibility ,(Kimberly and Evanisko 1981; Reich and Benbasat 2000).

Regarding to the context of success strategy in an organization, focus on do things different or do different things, firms looking for some new findings to enhance their capability to expose their products in market. So, organization lets to marketing departments to adapt with internet in internet marketing to improve performance in whole supply chain and make satisfied customers. More adoption with internet, more decision making in terms of internet facilitation in organization structure ,(Eid, Trueman et al. 2002).

6-Conclusion:

To sum up, today`s market needs to be adopted by any market. Statistic very clearly admits that propensity of customers has been change to do their purchases over the internet in compare of previous decade, tendency and trend of most of the markets has provide for most of the customers to search, see, select and also buy over the internet so obviously those who are far from this issue will omit from today`s market space. On the other hand for companies and stores also this issue will reduce their cost, cut the distance between customers and supplier by using feedbacks and forums also in this case users can also find so many information about the product which they are willing to buy and overall this environment is so user-friendly that as you see in most of the developed country internet buying and internet marketing has become routine for people and due to that it needs the necessities of itself in marketing management perspectives.

Internet innovation and the uniqueness that each company would appear itself over the internet is very important issue too, knowing the tendency of customers, have ability to understand the customer`s need and also have something which make you unique in this competitors environment are the factors that enhance your power to compete and sustain in this era.

Small to medium sized enterprises (SMEs) are the core of economic health, in developing and developed countries. Access broadly to connect SMEs are able to take part easily in this latest telecommunications revolution and conducting business globalization. SMEs with the high communications made this possibility by electronic mails, online order processing and collections and fast access to billions data and information on the Internet, to find regional marketplace. In real world, at least, thousands SMEs are now able to contest directly who have huge financial resources devoted to marketing worldwide to be competitive. Although, SMEs have to take practical approaches to adapting with this technology and investing on relevant consequences That is compulsory rapid return on investment to stay solvent and going to a new network (Piotrowicz and Cuthbertson 2009).

The unexampled growth in Internet based business in this decade has point that needs for understanding the mechanisms in current international business modes adopted by successful organizations in just determining internet innovations as a core in all business relationships. We have started these processes by finding a framework to understand how business models are designed for organizations based on the Internet marketing elements. These features could relate to the market structure because competitive market doesn't allow following a certain expected manner in marketing process.

Figure:

Figure 1: Four marketing applications of the World Wide Web
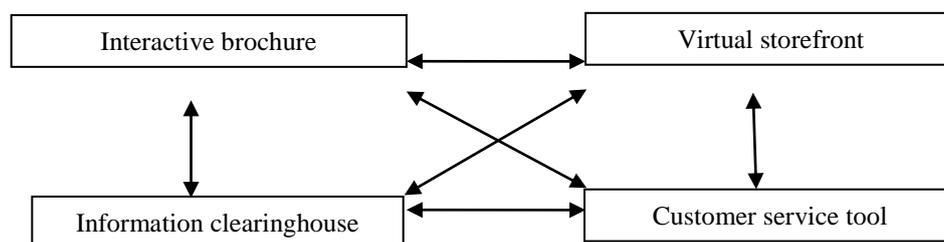
Source: (Ainscough 1996)

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