

Inevitable Internet Marketing and its Impact on Global Marketing – An Organizational Change and Its Perspectives

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I. Introduction

Internet marketing, also referred to as online marketing or Emarketing, is the marketing of products or services over the Internet. The Internet has brought many unique benefits to marketing including low costs in distributing information and media to a global audience. The interactive nature of Internet marketing, both in terms of instant response and in eliciting response, are unique qualities of the medium.

Internet marketing ties together creative and technical aspects of the internet, including design, development, advertising and sales. Internet marketing methods include search engine marketing, display advertising, e-mail marketing, affiliate marketing, interactive advertising, online reputation management and also Social Media Marketing Methods such as blog marketing, and viral marketing.

Internet marketing is the process of growing and promoting an organization using online media. Internet marketing does not simply mean 'building a website' or 'promoting a website'. Somewhere behind that website is a real organization with real goals.

An Internet marketing strategy includes all aspects of online advertising online activity that promotes a company online, including websites, blog sites, article and press releases, online market research, email marketing, and advertising, as appropriate for the promotion of ones' business.

II. Elements of the Global Marketing

The "Four P's" of marketing: product, price, placement, and promotion are all affected as a company moves through the five evolutionary phases to become a global company. Ultimately, at the global marketing level, a company trying to speak with one voice is faced with many challenges when creating a worldwide marketing plan. Unless a company holds the same position against its competition in all markets it is impossible to launch identical marketing plans worldwide.

Product

A global company is one that can create a single product and only have to tweak elements for different markets.

Price

Price will always vary from market to market. Price is affected by many variables: cost of product development, cost of ingredients, cost of delivery, and much more. Additionally, the product's position in relation to the competition influences the ultimate profit margin.

Placement

How the product is distributed is also a country-by-country decision influenced by how the competition is being offered to the target market.

Promotion

After product research, development and creation, promotion is generally the largest line item in a global company's marketing budget. At this stage of a company's development, integrated marketing is the goal. The global corporation seeks to reduce costs, minimize redundancies in personnel and work, maximize speed of implementation, and to speak with one voice.

III. Security Concerns

- For both companies and consumers that participate in online business, security concerns are very important. Many consumers are hesitant to buy items over the Internet because they do not trust that their personal information will remain private.

- Some companies that buy customer information offer the option for individuals to have their information removed from the database. However, many customers are unaware that their information is being shared and are unable to stop the transfer of their information between companies.
- Security concerns are of great importance and online companies have been working hard to create solutions. Encryption is one of the main methods for dealing with privacy and security concerns on the Internet.
- Encryption is defined as the conversion of data into a form called a cipher. This cipher cannot be easily intercepted unless an individual is authorized by the program or company that completed the encryption.

IV. Business Models

Internet marketing is associated with several business models. The model is typically defined by the goal. These include e-commerce, where goods are sold directly to consumers or businesses; publishing, or the sale of advertising; and lead-based sites, where an organization generates value by getting sales leads from their site. There are many other models based on the specific needs of each person or business that launches an internet marketing campaign.

V. Eludes Developing Countries

- The business world and society have changed very much due to the information technology and impact of internet is high. Internet is becoming essential for every business activity. Moreover, at the beginning;
- No one thought that the internet will be a source for conducting business. It is estimated that 288 million people are using online for conducting business.
- The internet is quickly becoming the major choice for electronic commerce transactions. The internet will definitely change the global economy as all organizations and companies are looking towards the e-commerce.
- The increase in e-commerce via the Internet is definitely moving society a little closer to the "global village" concept that has been touted as a future way of life. More importantly, it is changing the face of business.
- The internet also plays very important role in the field of small businesses and entrepreneurs competing global economy. Because of the internet the small and virtual organizations are gaining more profits because there is no need for maintaining large staffs, huge capitals, multi-lingual, transitional infrastructures.
- Many challenges and obstacles must be overcome before developing countries can benefit from the Internet and Internet commerce. The necessary technological infrastructure is either inadequate or non-existent.

VI. Issues for Developing Countries

- B2B e-commerce offers greater returns to firms in developing countries than other trading channels. It offers two advantages for developing country firms.
- First, e-commerce related transaction costs are less sensitive to distance than traditional marketing channels, so access to global markets is made easier.
- Second, by simplifying and making market channels more efficient, B2B e-commerce should enable developing country firms to retain a larger share of the final consumer price of products. It particularly helps smaller firms to enter global markets.
- Reduction in the costs of accessing global markets is very important for the small firms because they can't afford more money for the global market. Electronic trading has created opportunities for developing country producer firms to enter new markets and to strengthen their position international trade. It opens new commercial opportunities for small firms to participate in the international markets.
- It improves the source production with less input and improves the economy as it eliminates intermediaries or 'middlemen' and its own supply and export distribution reduces the business transaction costs.

VII. Advantages of Global Marketing

- i. Internet marketing is relatively inexpensive. Companies can reach a wide audience for a small fraction of traditional advertising budgets.
- ii. The nature of the medium allows consumers to research and purchase products and services at their own convenience: An internet marketing campaign puts an organization's message in front of consumers precisely when they want it.
- iii. Internet marketing, is growing faster than other types of media. Since exposure, response and overall efficiency of Internet media is easier to track than traditional "off-line" media, through the use of web analytics for instance, Internet marketing can offer a greater sense of accountability for advertisers.
- iv. Increasingly, however, marketers and their clients are becoming aware of the need to measure the collaborative effects of marketing, i.e. how the Internet affects in-store sales, etc., instead of soiling each medium.

VIII. Evolution to Global Marketing

Global marketing is not a revolutionary shift; it is an evolutionary process. While the following does not apply to all companies, it does apply to most companies that begin as domestic-only companies. The five stages outlined below are explored in depth in the textbook *Global Marketing Management*.

Domestic Marketing:

A company marketing only within its national boundaries only has to consider domestic competition. Even if that competition includes companies from foreign markets, it still only has to focus on the competition that exists in its home market. Products and services are developed for customers in the home market without thought of how the product or service could be used in other markets.

Export Marketing:

Generally, companies began exporting, reluctantly, to the occasional foreign customer who sought them out. At the beginning of this stage, filling these orders was considered a burden, not an opportunity. If there was enough interest, some companies became passive or secondary exporters by hiring an export management company to deal with all the customs paperwork and language barriers.

International Marketing

If the exporting departments are becoming successful but the costs of doing business from headquarters plus time differences, language barriers, and cultural ignorance are hindering the company's competitiveness in the foreign market, then offices could be built in the foreign countries. Sometimes companies buy firms in the foreign countries to take advantage of relationships, storefronts, factories, and personnel already in place.

Multinational Marketing

At the multi-national stage, the company is marketing its products and services in many countries around the world and wants to benefit from economies of scale. Consolidation of research, development, production, and marketing on a regional level is the next step.

Global Marketing

When a company becomes a global marketer, it views the world as one market and creates products that will only require weeks to fit into any regional marketplace. Marketing decisions are made by consulting with marketers in all the countries that will be affected. The goal is to sell the same thing the same way everywhere.

IX. Conclusion

The Internet has been the favorable theme for numerous studies and reports, during the last decade. Yet, there is a lack of systematic empirical evidence regarding the marketing activities that are affected by the use of the Internet, and their consequent performance outcomes. In this article, we document the role of the Internet in business-to-business marketing and identify market-oriented activities that are affected by the use intensity of the Internet. Using a sample of 130 industrial businesses, we found a substantial positive effect of the use of the Internet on sales management activities, market-oriented product management activities, and sales performance and efficiency. The results of this study also stress the central role of the sales force in the successful implementation of the Internet marketing strategies within organizations. International high-tech competition is accelerating. However, international high-tech market opportunities are also increasing. International sales management is one of the keys in developing a competitive edge. This article discusses the necessary features of successful international high-tech sales management. It presents a model and examines its key attributes based on a preliminary survey database. It then makes critical recommendations to improve international high-tech sales management.

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