Contemporary Issues in Internet Marketing

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Abstract—*Marketing has been a most prominent and important part of business for a long time now. The time people started trading, there was marketing associated. But with the time, and now in modern era of advanced technologies, the approach and mode for the same has improvised, as now it would not be feasible to use the same conventional method. People and organization have moved into use of internet and digital technologies for marketing of product and services, as it is faster and can cater to a rather wider mass. The basics behind marketing are always the same. The only thing that has changed is the increase in wide variety of options, apart from the traditional methods. The present marketing strategy has lost its principles like stable focus on new product, pricing strategies etc. This paper would touch upon the ethical issues faced by the marketing at a current Digital Age.*

1. INTRODUCTION

A number of current issues dominate debates at the leading edge of marketing theory. Of these perhaps the most significant is the development of new ideas and technologies. This also includes implication of technology on media, on direct and database approaches to marketing and communications. This paper covers the topic of challenges and issues faced by internet marketing.

Internet was considered as an inclusive communicative tool of scientific and research centers for several years. With increasing the number of internet users during 21st century, entrepreneurs started to appreciate commercial prospects of this new medium.

Statistics make it clear that this young marketplace, online marketing, has had an astonishing rate of growth. The growth rate of this new paradigm of marketing that it is hard to believe how ,young it is. In fact, in 1994, spending for internet marketing totaled nearly nothing, but has increased to over 500biilion dollars in the present century.

This brief historic background is concluded by pointing to the fact that step by step online marketing has become a much more sophisticated practice. So early methods of internet marketing such as online advertizing and email marketing is succeeded by the more efficient and younger developed methods like social media marketing and search engine optimization.

2. METHODS OF ONLINE MARKETING

Online marketing which is also called internet marketing e-marketing includes several methods and techniques which are introduced briefly as follows:

3. ONLINE MARKETING

The most known technique of online marketing is online advertising. In this method virtual space is used to put marketing messages on websites to attract internet users. Just similar to methods offline marketing and other types of online marketing. The major objective of online advertising is to increase sales and build brand awareness.

Online advertising involves using of internet for displaying promotional messages on the computer screen and refers to deliberate message placed on third party websites, search engines and directories available through internet access.

Online advertising is sometimes called as display advertising, uses different methods to display a marketing message online. Needless to say that with the progress of technology, new ways of practicing the art of online advertisement is developed. In addition images, pictures, logos etc.., other different methods are now used in this field including interstitial banners, pop-ups, pop- under, map adverts, floating adverts, banner adverts etc..,

3.1 EMAIL MARKETING

E-Mail marketing, using emails for sending promotional messages to the internet users, has been considered one of the more effective methods of online marketing. Several researchers have shed light upon privileges of conducting online marketing this way.

Despite these benefits email marketing suffers from deficiencies. One of these problems are that the online customers can easily ignore the received advertisements and even some email clients would decide to put them in the spam folder.

3.2 SEARCH ENGINE OPTIMIZATION

Now a day it is hardly possible to imagine a business which has not its own website. But having a well-designed does not necessarily result in an ideal amount of visits. In order for the goals to be achieved another types of online marketing method names SEM has to be adopted.

3.3 SOCIAL MEDIA MARKETING

SOCIAL MEDIA has changed every aspect of our life dramatically. In fact it has become "the method of statement by 21st century, enabling us to express our belief, ideas and manner in an absolutely new way".

Beyond changing our way of conducting social life, the social media has provided the world of marketing with unprecedented opportunities and also have a huge impact on corporation, where they have realized that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom.

3.4 VIRAL MARKETING

Another way of conducting online marketing which over laps remarkably with social media marketing, due to centrality of "word to mouth" to it, is called Viral Marketing.

In fact it is a form of word of mouth marketing which aims to result in a message spreading exponential, it takes its name from a virus, because of the similarities that marketers aim to emulate; it is easily passed on. The number of people who are infected grows exponential.

Viral marketing is a new concept which has been developed with the advent of internet. Viral marketing spreads through social networks and it is a virtual version of word to mouth.

It is a very cheap mode of marketing and if we use it there is no need to spend massive amount on marketing as compared to the traditional method of marketing.

4. ADVANTAGES OF ONLINE MARKETING

4.1 EMPOWERING EFFECT

One of the advantages of online marketing is related with its enabling effect especially on small business since "internet can extent market reach and operational efficiency of small and medium enterprises.

4.2 24X7 AVAILABILITY

Internet can provide customers with timely information due to its availability 24hours a day, 7 days a week. This results in helping the customer to acquire information and shop anytime.

4.3 COST EFFICIENT

Compared with the traditional advertising media channels, which are very resource consuming, online marketing via internet is clearly cost-efficient and can accomplish its objectives at a fraction of cost.

4.4 TRACK ABILITY

Another aspect of the online marketing is its possibility of tracking. In fact the track ability of the internet marketing is one of its greatest assets. Internet enables measurement of everything taking place in it. The ability to track online customers' increases dramatically due to the fact that internet constitutes the most accountable media ever.

4.5 PERSONALIZATION

Personalization which comes with customization is another important aspect peculiar to marketing online through online. So online marketing is personalized marketing which is also called marketing to the "Segment of One" or "one-to-one marketing". Personalization refers to tailoring products and services to customers preferences based on their online registered purchase history is one of the major advantage.

5. CONTEMPORARY ISSUES IN INTERNET MARKETING

- Problem of Integrity
- Lack of face-to-face contact
- Security and privacy
- Lack of trust

The above mentioned are the major issues faced at present by the internet marketing.

5.1 PROBLEM OF INTEGRITY

Integrated marketing has been a central theme of profession. On the other hand one of the major problems with marketing campaigns is that they employ several offline and online promotion channels such as press, brochure, catalogue, TV, cell phone, email, social media etc.., while lack a comprehensive, harmonizing marketing framework.

With respect to virtual, online component of an integrated marketing what is also worth nothing is that like offline marketing, all aspects of offline marketing are inextricably linked and in many cases interdependent. Therefore none of the element marketing should stand in isolation.

The websites will never be visited if there are no links to it; viral marketing requires email or social websites to communicate the message and search engines are useless without websites to link to it. So it is that in any internet marketing strategy all components must move tail together.

5.2 LACK OF FACE-TO-FACE CONTACT

Lack of personal contact is another deficiency of online marketing research and literature. Internet transactions involve no embodied, personal interaction and that is why some

customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store.

They prefer to talk to store personnel in face to face manner. Virtual marketplace cannot provide for this function of offline shopping and lacks personal relationship between buyers and sellers.

Among other things, they refer to Asian cultures in which personal relationships are of a prominent value and that this, together with the transaction context, is often plays a crucial role in ensuring the success of financial deals.

5.3 SECURITY AND PRIVACY

Information privacy is among major topics to be taken into consideration in today's evolving electronic world. It is clear enough that nowadays customers' data can be easily shared with other companies without asking for their permission.

Another related problem is spam and pop-ups ads which are considered by majority of the customers and instance of intrusion of privacy. These security and privacy issues are among challenge in the way of online marketing. Especially they also should be granted the right to have control over how their personal information is used beyond the purpose for which it was collected.

5.4 LACK OF TRUST

Closely related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth. And it is the reason why online trust is growing in importance as a topic of study and its influence on internet marketing strategies is increasing.

Trust in the virtual environment is defined as, "online trust includes consumer perceptions of how the site would deliver on expectations, how believable the sites information is, and how much confidence the site commands.

Today despite the rapid growth of online transactions several people still mistrust electronic methods of paying bill and still have doubt whether purchased items will be delivered or not. On the other hand prevalence of online fraud has made customers hold negative or doubtful attitudes towards online transactions.

So much more clearly remains to be done to build up the trust and convince the customers that interactions take place in the virtual world are as real and honest as those happens in the real life, offline world. No doubt, it is an ongoing, long process and needs more time to realize.

It should be stressed that unless this trust has not been built, internet marketing cannot be taken advantage from its fullest potential. So it is imperative realities of this new world are that "today trust and customer power have partnered to revolutionize marketing. Marketers and IT managers are challenged with the task of changing the online climate in order to gain and retain online customers.

6. CONCLUSION

Internet has revolutionized every aspect of life including economy and marketing. Introducing major techniques and methods of online marketing, this research has shed light upon opportunities and challenges of internet. The major advantages internet has are its Empowering Effect, elimination of geographical barriers, 24x7 availability, cost efficient, track ability and personalization.

However implementation of internet in the field of marketing involves special disadvantages such as Problem of integrity, lack of trust, lack of face to face contact, security & privacy etc..,

Unless these dual characteristics of internet have not taken in to consideration, it cannot be deployed to its full advantage. An online marketing frame work informed by insights from such a consideration would guarantee its financial objectives.

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