



THE INTERNET AND INTERNATIONAL MARKETING

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ABSTRACT

Is the internet just another marketing Channel like direct mail or home shopping. ? O will it revoltionize global marketing. ? Will large multinational lose the advantages of size, while small start ups leverage the technology and be-come big players internationally. ? The authors discuss the different opportunities and chall-lengest that the internaet offers to large and small companies worldwide they examine the impact on global markets and new product developemnt, the advantages of an intranet for large corporations and the need for foreign government support and cooperation.

Introduction :-

There are new opportunities for businesses to serve primarily as market makers, assisting buyers and sellers in locating one another, in negotiating terms of trade, and in executing secure transactions. The two principal market marking vehicles are auctions and exchanges.

Electronic auctions are usually contnous, and the bidders are physically separtted. at a site such as on sale, which auctions off new, but discontinued or outdated. Computer equipment buyers place their bids electronically and are notified continually of their status. Japans experience with electronic car auctions support the auctions Potential for expansion to consumer goods on a wide scale. (The average selling price increased in natinoal versus local auctions due to the increased number of bidders.)

Exhcnages prescreen buyers and sellers, introduce them to one another, and assist in the transaction process, but do not help them agree.

Table : 1

International Growth of the Internet

Source : C Anderson, The accidental superhighway the economist, 1 July 1995. P S 3
Survey by M Lottor Network wizards as summarized by the interner society. Obtained from :-

	Number of Hosts (January 1995)	Hosts Per 1,000 people	1995 Growth in Hosts (Annual Percentage)
Finland	71372	14.0	103
United states	2044716	12.4	100
Australia	161166	9.0	50
New Zealand	31215	9.0	441
Sweden	77594	8.8	83
Switzerland	51512	7.8	40
Norway	49725	7.7	57
Canada	186722	7.0	96
Holland	89227	6.0	98
Denmark	25935	5.5	181
United Kingdom	241191	4.0	112
Austria	29705	3.8	92
Isreal	13251	3.0	96
Germany	207717	2.5	77
Hong King	12437	2.2	52
Belgium	18699	2.0	125
France	93041	1.8	68
Czech Republic	11580	1.5	153
Japan	96632	1.0	86
South Africa	27040	<1.0	147
Spain	28446	<1.0	141
Taiwan	14618	<1.0	83
Italy	30697	<1.0	80
South Korea	18049	<1.0	101
Poland	11477	<1.0	121

Types of Online Marketing strategies :-

Order to make the most of your advertising budget, your first need to lay out your strategy set realistic goals and start small. Once you've tested your strategies to find what works and what doesn't expand to include more types of online marketing strategies.

Here are just a few of the most common advertising strategies.

Why is online marketing important :-

There is an entire marketing platform with consumers just waiting to discover your brand using data analysis and optimisation tools, you can reach the most relevant and qualified customers with computer programs and tools doing most of the work for you, finding your new customers is just a click away at a lower cost as a result you waste less money as a business and generate a highest rate of return on your marketing investment (ROMI)

What is Internet Marketing :-

Internet Marketing refers to any form of advertising or marketing on the web. It's an all-inclusive term for promotion shared via emails, social media posts paid advertisements displayed on search engines, etc.

Understanding Global Consumer :-

The Internet promises to be an efficient new medium for conducting worldwide market research. Marketers can test both new product concepts and advertising copy over the internet for instant feedback.

Quadrant 1 :-

Quadrant 1 (in Figure 3) includes companies using the web primarily as a communication to engage in one-way and two-way communications with a range of outside audiences, such as end users, intermediaries (e.g. dealerships, retail outlets) and suppliers (e.g. software developers) These companies provide customer services to the U.S. Market and just happen to attract international traffic as well. The benefit to international consumers is merely the opportunity to access information and support faster, more cheaply, and more directly than existing communication system like telephone, fax, mail, and direct mail can.

Language and culture Barries :-

The Web promises to reinforce the trend toward English as the lingua franca of commerce. There are significant obstacles in translating Chinese and Japanese to the computer, especially the large number of local dialects. In addition, the importance of vocal intonations in these spoken languages may further impede the transfer of business dialogue from voice to text.

New Competition :-

The Web will reduce the competitive advantage of scale economies in many industries and make it easier for small marketers to compete worldwide. First advertising as a barrier to entry will be reduced as the web makes it possible to reach a global audience more cheaply. Paying to place links on pages with audiences that mirror or include a company target customer is less expensive than traditional media.

Standard Pricing :-

Advances in Web browsers and servers will facilitate rapid, frequent price changes and level of price differentiation to a much finer degree than are currently achieved in alternative media like magazines and direct mail. Prices can be customized, not only by country market, but at the level of the individual user. When a user accesses a web site, the page she receives when she clicks on a link can be made dependent on her IP address, which is embedded in the commands sent from her browser to the server.

Conclusion :-

While the internet offers many benefits to both existing MNCs and start-up companies – and perhaps to their customers – the challenges of an inadequate technological infrastructure, concerned public policymakers, and especially for MNCs. Existing distribution and organization structure all seem formidable. Any company eager to take advantage of the internet on a global scale must select a business model for its internet venture and define how information and transaction delivered through this new medium will influence its existing model.

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