



# THE INTERNET AND INTERNATIONAL MARKETING

**Dr. Janak Singh Kushwah**

(Commerce Department)

Govt. Degree Collage Joura Dist. Morena (M.P.)

## **ABSTRACT**

Is the internet just another marketing Channel like direct mail or home shopping. ? Or will it revolutionize global marketing. ? Will large multinational lose the advantages of size, while small start ups leverage the technology and become big players internationally. ? The authors discuss the different opportunities and challenges that the internet offers to large and small companies worldwide they examine the impact on global markets and new product development, 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 making vehicles are auctions and exchanges.

Electronic auctions are usually continuous, and the bidders are physically separated at a site such as on sale, which auctions off new, but discontinued or outdated.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. Japan's experience with electronic car auctions support the auction's potential for expansion to consumer goods on a wide scale. (The average selling price increased in national versus local auctions due to the increased number of bidders. )

Exchanges pre-screen 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 :-

	<b>Number of Hosts (January 1995)</b>	<b>Hosts Per 1,000 people</b>	<b>1995 Growth in Hosts (Annual Percentage)</b>
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 :-**

Orgder to make the most of your advertising budget, your first need to lay out your stratgy set realistic goals and sterart small. once you've tested your strategies to find what works and what doenst expand to include more types of online marketing strategieis.

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 your 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. Its an all-inclusive term for promotion shared via emails, social media posts paid advertismenets displayed on search engines, etc.

## **Understanding Global Consumer :-**

The Internet promises to be an efficient new medium for conduscting worldwide market reaseach. Marmketers can test both new prodct concvcepts and advertising copy ovr the intenet for instant feedback.

## **Quadrant 1 :-**

Quadrant 1 (in Figure 3) includes companies using the web primarily as a communicatino to engage in one-way and two-way communications wityh a range of outside audiences, such as end usersrs, 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 inernational 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's target customers is less expensive than traditional media.

## Standard Pricing :-

Advances in Web browsers and servers will facilitate rapid, frequent price changes and levels 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.

## References :-

1. B. Bournellies Internet Phenomenal Growth is Mirrored in startling statistics Internet world volume 6 November 1995.
2. B Giussani Why Europe Lags on the Web. Inc. 15 Novembert 1995. P 23.
3. S. Gupta and J. Pitkow Consumer survey of WWW. Users Preliminary Results from 4<sup>th</sup> Survey December 1995. Obtained from.
4. Result reported from a Rochester Institute of Technolgy survey of 378 internet shoppers conducted between February and May of 1995. Obtained from.
5. S. Butterbaugh More Than a pretty Face : Febex Gears up for a Brand Intensive 1996 Interactive Monitor, Media Central Obtained From.
6. T.Siderman Making Net Export Profits International Business August 1995. Pp. 47-50
7. Giussani (1995)
8. A Cortese Here Comes the Intranet Business Week 26 February 1996 P. 76
9. C Anderson The Accidental Superhighway The Economist 1 July 1995. PP S1-S26.
10. Quoted from personal interview with Macpherson via e-mail January 1996.
11. See A Warbelow J Kokuryo and B Konsynski AUCNET
12. For Examples of the range of Intranet applications in use, see cortese (1996) pp. 76-84.
13. J.E. Frook Intranets Grab Mind share Communications week 20 November 1995 P 1.
14. J Carl Digital Intranet comes Together Web. Week Volume 2 January 1996. p 25
15. K Murphy web proves Useful as Training Platform, web week Volume 2 January 1996.
16. N Gross Here comes the intanet Business week 26 February 1996. P 82.
17. E Booker AT & T Using Internal web to Test Digital Payment Web week volume 1 December 1995.
18. See
19. M.. Rennie Global competitiveness Born Global MC Kinsey Quaterly 22 Sept, 1993. PP. 45.52
20. Butterbaugh (1995).