

Implementation and Impact of Electronic Marketing in the Field of Production Technology

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Introduction

Internet marketing and e-services are considered to be the newest areas of research which present a strategic importance to businesses that have directed their efforts towards the e-market. Studies have shown that online consumer behavior differs (in some important aspects) from consumer behavior in the traditional marketplace. On the other hand, managers seem to have a good understanding of customer needs in order to meet them effectively and efficiently in the electronic environment. The quality of electronic services is a much discussed concept, especially in recent years. It is defined as: "The degree to which a website facilitates or helps the purchase process (making it as effective and efficient as possible) and the distribution of products or services". The quality of e-services is a strong indicator of consumer satisfaction on the website. It is exactly what makes the difference between a quality website and a low-quality website (from the consumer's point of view), which facilitates the process of bringing consumers closer to businesses and affects the creation and maintenance of long-term relationships. The idea of online marketing and the quality of electronic services is the challenge for travel agencies today and in the future. Tourism has experienced rapid growth especially over the past four decades and was predicted to be the primary economic activity in the world as early as 2000. In a short time, Internet marketing became a worldwide phenomenon, shifting the interest of new tourist developments towards it. One of the main reasons for the increased attention to internet marketing is that it represents the trend of the times. On the other hand, seeing the advances in technology, his activities will help the tourism industry. This can be seen in the large-scale increase in the use of the Internet by different age groups for activities related to tourism products or services (Beqiri et al., 2013).

Marketing activities are being transferred very quickly as a result of the use of information technology and network technology, and marketing is taking on a much broader meaning than in the recent past when it meant only the sale of products and services. The term electronic marketing represents a common name for all types of online marketing, i.e. it is a set of activities aimed at selling products and services to

specific customers using the Internet and online services. Electronic marketing represents a process of online promotion of goods and services via the Internet and establishing contacts with existing buyers or potential buyers. From 1995 onwards, the term electronic business is often emphasized in economic circles and entrepreneurs. Electronic business is a contemporary form of business organization which implies the intensive application of information technology, especially the Internet. Electronic business today is of great importance and represents the most contemporary form of business organization that is oriented towards market conquest and investment and expansion. Undoubtedly, these developments were strongly influenced by the increasingly rapid development of information technology, which enabled radical changes in the way of business organization (Bajrami, 2010). This type of business enabled the development of completely new business models and is a very important tool that leads to real cooperation between companies. E-business is different from e-business because e-business refers to transactions and processes within the enterprise. E-business through key applications for communication, coordination and conducting electronic transactions such as: electronic mail, voice mail, fax, digital information services, teleconferencing, video conferencing and electronic data exchange made the Internet the largest distribution channel of goods, services and managerial jobs. This changed the economy, the market, products, services and their flow, market segmentation, consumer behavior, work and the labor market. As a result of electronic business, many activities are carried out today:

- a) Sale of goods and services,
- b) Distance trade,
- c) Conducting financial transactions - payments and electronic collections (Ceku & Reshidi, 2006).

The Impact of Electronic Marketing on Products, Quality and Machine Sales

Market research

The subject of market research are many internal and external variables that affect the company's business. Some of them are in mutual relationship, therefore often the market research approach is very complex, while the isolated research of only some variables is a difficult task.

In most cases, marketing research (marketing needs research) is a broader concept than market research. However, the importance of market research within marketing research is much greater than some authors think. The essence of market research is presented in Figure.4.



Figure 1. Market research

In this figure, market research is presented as an activity, which should provide information on certain elements on the basis of which certain decisions can be made both from the field of general marketing policy and from the fields of particular elements of marketing. Therefore, taken in general, we come to the conclusion that all elements of the marketing mix will be examined in the market. Thus, in the future, within each marketing function, the following issues will be studied:

1. Discovering market opportunities and predicting potential sales. The main questions to which market research should provide answers from this field are:

- What is the market potential?
- What is the company's market share?
- What are the market development trends?
- What changes can be expected in consumer behavior?
- What are the chances of penetrating new markets?
- How is the sales forecast done?, etc (Ceku and Reshidi, 2006).

2. Inquiries about product policy needs. Here the most important questions that market research should answer are:

- *How does the quality of our products compare to those of the competition?*
- *Which product attributes will be given the most importance?*
- *What design will the product have?*
- *How will new products be developed and launched on the market?*
- *How will the diversification, modification and simplification of the production range be done?*

3. Research related to pricing policy. Here market research should help in solving these issues:

- *What price will we assign to the new product?*
- *What methods will we use to determine the prices?*
- *What price changes are anticipated within a product line?*
- *How is the elasticity of demand for the prices of our products?*

4. Research on distribution policy needs. The most frequently asked questions regarding product distribution are:

- *What types of intermediaries will be used?*
- *What conditions of sale will be set for intermediaries?*
- *How to decide about the consignment sale?*
- *What criteria will be used when choosing distribution channels?*
- *How will the product be re-exported?*
- *How will intermediaries be incentivized?*
- *What distribution strategies will the company use?*

5. Research related to promotional activities. The main questions that require answers regarding promotional activities are:

- *What forms of promotion will be used?*
- *What promotional goals and strategies will the company use?*
- *How will promotional orders be created and tested?*
- *Which mediums will be used and how will they be selected?*
- *What advertising appeals will be used?*
- *What will be the height of the promotion budget?*
- *How will the effects of the promotion be measured?* (Ceku and Reshidi, 2006).

The need for market research

In the situation where the enterprise has at its disposal the choice of two or more courses of action (it is a situation of an unsolved problem), the dilemma arises: whether to do market research or not. The final decision depends on several factors, which are:

Lack of time

It is often an obstacle to the realization of market research. Any systematic market research takes a certain amount of time. If the situation is such that decisions must be made quickly, then perhaps there is no time for research. Decisions are often made without additional new information or based on prior knowledge of the market. Such a solution is not ideal, but the urgency of the choice may influence what is decided without the implementation of market research.

Adequacy of data

Availability in the company's computer system is in most cases sufficient for deployment, without taking special market research. Especially this case is presented to companies that have developed an analysis of their business and thus have a knowledge of market events based on that data. If data is not adequate, consideration should be given to obtaining market research. This implies that market research will provide answers to questions that are not clarified.

The nature of the decision

They will greatly influence the implementation of market research. If it is about a less important tactical decision, it will certainly not be necessary to carry out market research, and vice versa - if it is about an important strategic decision, it will be necessary to carry out market research. The nature of the decision is closely related to the cost of the research and the question being asked - the benefit of the research relative to the cost.

Value of information

Compared to the expenses to a large extent influence the decision whether to do market research or not. Market research still incurs certain costs, but of course it also brings a certain benefit. When deciding whether a business activity should be implemented with the help of market research or without it, the question is always raised about what the market research will bring: will it affect the research results in the improvement of marketing, I will prevent the presentation of the loss to which it would be put without market research, etc (Uka, 2008).



Figure 2. *The value of information*

Market research process

Like any rational human activity that presents a certain sequence of actions, market research also presents a logical sequence of certain activities through which we obtain information necessary for making decisions from the marketing management side.

The main characteristics of the market research process in most cases are described through the weighting of the stages of the process development. Although the stages of the market research process in each concrete case may be different, there is still a certain weighting of them that characterizes the market research process.

The process of market research consists of the logical sequence of approaches, which must be undertaken to obtain accurate and meritorious information, which will help us during the business decision. Basically, the process of market research is based on the sequence of certain stages, while starting from the questions: what should be done, why, in what way, when, where and who.

The efficient market research process, according to Philip Kotler, includes five stages, which are:

- Definition of the research problem and goals,
- Compilation of the research plan,
- Data collection,
- Data processing and analysis,
- Presentation and interpretation of results (Ceku and Reshidi, 2006).



Figure 3. *Stages of the efficient research process according to Philip Kotler*

Product Policy

For the company, the product is presented in different forms, such as wall coverings, which can simultaneously be the main product both in production and in the presentation and development of activities that follow the production in the market. The demands of wall covering buyers are different and differ depending on which market segment of the company, the specific type of wall coverings is divided by the customer's requirements, depending on what and which need he prefers to fulfill by purchasing the wall coverings and which qualities encourage the buyer to decide on the company's production.

The company observes and researches on the basis of sales analysis, customer comments and sales intermediaries (who with their own suggestions influence the orientations about meeting the demands of buyers). In different periods of development, the different advantages given to carpet buyers compared to other forms of arranging the walls of apartments, bars, offices, etc. have been presented.

Production assortment

The company for the production of wallpapers has two types of products:

- *wall hangings, and packaging paper, which have approximately the same production process, but differ in meeting needs, quality, characteristics of use, etc.*

The company for the production of wallpaper, on the other hand, has an assortment of products, which are distinguished:

- *wallpapers - according to categories, quality, price, etc.,*
- *wrapping paper - for trade and industry (tobacco).*

The company's production assortment has the following general characteristics, where it is distinguished:

- *width,*
- *depth and*
- *degree of consistency.*

The breadth of the production assortment is reflected in the number of products it produces. They are, as we said – wallpaper and wrapping paper.

The depth of the production assortment is distinguished by the fact that in the production of wall coverings during a year more than 150 - 200 types of wall coverings are produced and offered to buyers according to quality categories.

Meanwhile, the smallest depth is presented in the packaging papers, even from 3 to 5 types of this product in different shapes and qualities.

Diversification of the production assortment

In the process of its development and growth, the enterprise may face the need to change the structure of the production assortment, driven by influencing factors.

The activity of the enterprise may have diversification of the production assortment in several directions:

- *Vertical diversification, and*
- *Horizontal diversification.*

Vertical diversification

Was carried out with the presentation of the need for the enterprise to expand the production assortment, acquiring the production of some production components, which it previously supplied from its cooperators. It is this production of most replacement parts for existing cars.

Horizontal diversification

In the enterprise it is done in the field of production assortment with the need for experience and technical-technological advantages both in production and in the field

of sales (marketing), e.g. The paper bag manufacturer also begins to produce decorative paper for trade. With this diversification, it was possible to create an advantage over the competition and conquer new market segments as a complement to the primary activity.

Planning and development of new products

According to the researchers, the development of the new product goes through several stages:

- *initiative, formation and collection of ideas;*
- *selection of ideas;*
- *economic analysis;*
- *technical development;*
- *market testing and*
- *product launch and commercialization.*

Distribution Policy

For the successful implementation of the marketing strategy, it is important to supply customers with certain products. Likewise, these products must be available in certain quantities, in certain places, and at the time when the customer requires them. In today's economy, most manufacturers do not sell their products directly to end consumers. Between producers and final consumers there are many intermediaries, who perform various business activities.

Distribution as a business activity includes all those actions that are necessary for the product to reach the consumer from the producer. Intermediaries include all distribution channels. According to Bucklinovi (Ph.Kotler – 554), by distribution channels we mean: the whole of institutions, which perform all the activities that are used during the process of product movement and ownership from production to consumption.

Distribution channels are instruments of the marketing mix, which the manufacturer uses as a means to make contact with buyers. In some cases, the producer in contemporary business conditions has lost direct contact with buyers in the market. Based on market research, the manufacturer organizes the production process and creates an organized system for selling its products in the market (Ceku and Reshidi, 2006).

Promotion Policy

Promotion is the process of communication between the company and the buyers in order to create a positive attitude for products and services. It is a permanent process of company communication with existing and potential buyers. Through promotion, the efficiency of the company's business in the market is affected.

Promotion is necessary for those products for which consumers must be informed of the advantages they possess compared to other competing products for which consumers have not been informed. Likewise, promotion serves to create a suitable psychological climate for consumers, which climate encourages them to make decisions about purchasing the product (Merovci, 2006).

Promotion will be efficient if other marketing activities (product, price, distribution) perform their tasks efficiently. If the product with its own attributes does not respond to market criteria (high price, inefficient distribution channels), then promotion cannot successfully play its role in the enterprise's business.

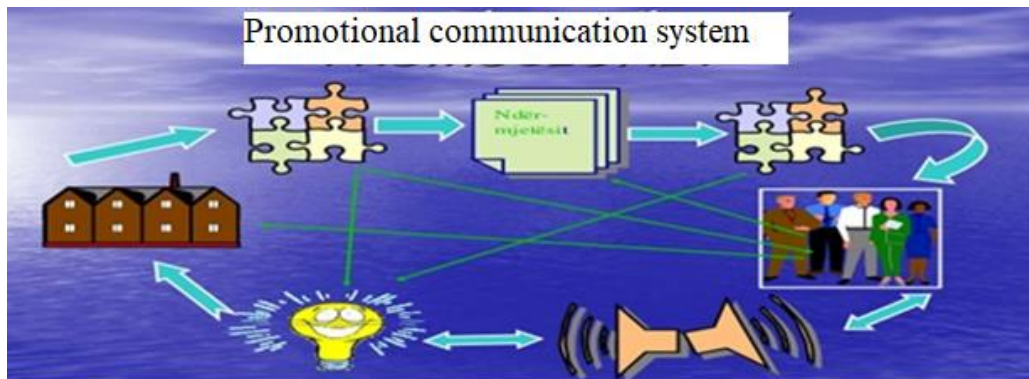


Figure 4. *Communication system of promotion*

Main forms of promotion

Promotion takes place in different forms, the most important of which are: advertising, publicity, sales promotion and personal selling as in fig.9.



Figure 5. *Main forms of promotion*

Mixed promotion is an optimal combination of all forms of promotion of a product or service. There is no doubt that better placement success can be expected if the parallel, synchronized and harmonized action (in time and space) of all forms of promotion is ensured, neglecting other forms, will not bring about the same results desired.

Each form of promotion has its own main characteristics.

The company must know those characteristics in order to be able to make their selection. Philip Kotler gives the characteristics for each form of promotion, such as:

Advertising

This represents the most important form of promotion. For this reason, it is often identified with the entire promotional activity.

Its main characteristics are:

Public presentation: Advertising represents the most open way of communication. Its public nature gives the particular product or service a kind of legitimacy. Since many people work on the same order, manufacturers know that the motive for purchasing a particular product will be publicly expressed.

Great penetrative ability: Advertising is such a form of promotion with great penetrating abilities, which enables the enterprise to penetrate more into the market.

Emphasis: Advertising offers opportunities to emphasize the individuality of the company and certain products, making good use of writing, sound and color tools.

Impersonal: Advertising cannot be as insistent as personal selling.

Personal selling

This is the most efficient tool at several stages of the buying process, especially during the development of buyer preferences, persuasion and action. Compared to advertising, personal selling has the following main characteristics:

Personal conflict: Personal selling creates a direct, lively and interactive contact between two or more people. Each party can intimately know the needs of the other party and immediately adapt to them.

Cultivation: Personal selling enables the creation of different relationships, starting from purely sales ones to friendly and personal ones. Successful sales representatives will always have the interests of buyers in mind if they want healthy business relationships.

Answer: Personal selling influences the buyer to feel an obligation to what he hears from the seller. The buyer has the opportunity to listen and actively participate in business conversations.

Sales progress

Sales promotion is one of the forms of promotion for which it is difficult to find a definition that would explain, would include all the heterogeneity, interdisciplinarity

and its importance. Difficulties are presented in its limitation in comparison with other promotion activities, especially with advertising and personal selling. Sales promotion with actions and means directed towards consumers must advertise ideas of general interest benefit. Why should a plaque at the point of sale, in addition to stimulating the purchase, not motivate and communicate with buyers about values of general interest, such as:

*Buy the new cover X ... Thanks.
...donate the old one to the red cross!*

Or

*Let's give back to nature what we took from it!
X mobile company gives away new pines when buying mobiles. Sow.*

Or the enterprise for the production of canned food:

*Buy it ...
I wish you a good appetite ...
Don't shoot me point blank in the wild!*

These examples are a small part of what can be done in terms of promoting good ideas of general economic and social interest.

Economic publicity

It is a suitable form of promotion, because consumers are informed about the state of the enterprise and its products within the framework of receiving other daily information. Therefore, on consumers, economic publicity does not leave the impression that the company glorifies itself and its products. The results of publicity, in the conditions of contemporary business, can be spectacular in some cases. The company uses publicity to draw attention to new products or to counter a bad reputation, even if it is described as a second-hand marketing tool. But, it can accomplish a very valuable public awareness activity with little expense. The company in the mediums that they used for advertisements did not pay for space or time. It pays the people who prepare and send the certain information into circulation. If the company prepares an interesting report, it can be accepted by all mediums, whereas if we submitted it as an advertisement, it would be very expensive (Jakupi, 2008).

Strengths

When we look at Electronic Business we have many advantages, which are mainly related to the ease of doing business. The benefits of implementing E-Business tools are in the modernization of business processes and not so much in the use of technology. Here are some:

Easy setup: E-business is easy to set up even from home, the only requirements are software, a device and internet connection.

Flexible business hours: There are no time constraints that a location based business can face as the internet is available to everyone all the time. Your products and services can be accessed by anyone with an internet connection.

Cheaper than traditional business: E-business is less expensive than a traditional business, but it is more expensive to set up. The cost of transactions is also cheaper.

Without geographical boundaries: The biggest benefit is the possibility of geographical distribution. Anyone can order anything from anywhere at any time.

Government subsidies: Digitization is highly encouraged by the government and they provide the necessary support.

New market entry: It has great potential to enable entry into a previously unknown market that a traditional business could not.

Lower inventory levels: E-business enables companies to reduce their inventory levels by digitizing their assets. (ie: Netflix no longer sells physical DVDs but instead offers online streaming content).

Lower marketing and sales costs: E-commerce allows industry players to advertise their product/service offering (ie: home rentals) at generally lower costs than physically promoting their business.



Figure 6. *Benefits of electronic business*

Disadvantages

Despite all the advantages, there are also some disadvantages that we need to address. The most common limitations of e-business are:

Lack of personal touch: Products cannot be examined or felt prior to final purchase. In the traditional model, we have a more personal customer experience, while in e-business this does not happen as much. Another missing factor of the personal touch can also be in online transactions.

Delivery time: Traditional business allows for instant gratification as you receive the product the moment you buy it, whereas in e-business this is not possible. There will always be a waiting period before you receive the product. For example, Amazon provides one-day delivery. This doesn't solve the issue completely, but it's an improvement.

Security issues: Fraud can be cited as a factor for people's distrust of e-business. Hackers can easily obtain customers' financial and personal details. Some customers still find it difficult to trust e-businesses due to lack of security, reliability and integrity issues. (Theodhori, 2013).

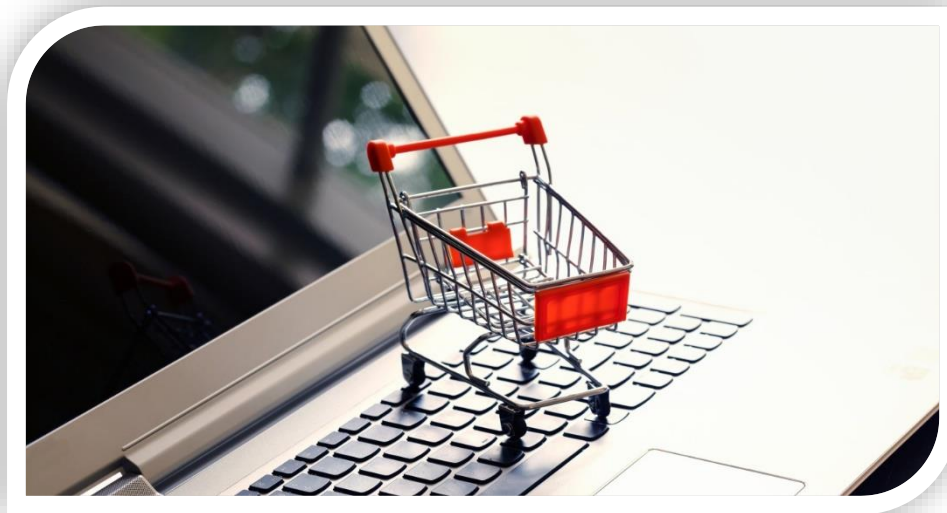


Figure 7. *Lack of personal touch to the product*

Conclusions

The main purpose of the section is to present the study's conclusions, the study's implications for theory and practice, and recommendations for future research. The first part of the chapter deals with the main results of the research regarding the use of Internet marketing and the evaluation of services on the websites of tourist agencies as well as other main issues in this field. The second part of the chapter deals with the theoretical and practical implications of the study as well as recommendations for future research.

- The study has a strong practical orientation, i.e. building a profile of electronic services present on the websites of tourist agencies to increase traffic and customer satisfaction.
- The success of website marketing depends on electronic services. Despite the strategic importance of the Internet and the website as a tool for attracting and retaining customers, the understanding of customer needs in this area still remains

subject to study. So, it is important to know what are the electronic services that a website should contain from the perspective of consumers in order to ensure the best results.

- The main function of marketing is to reach consumers, make them aware of the offers, direct them towards the purchase process and then convince them to make purchases and repurchases. Since online consumers do not have the opportunity to see or touch the tourist product or service, agencies try to differentiate their offer and ensure competitive advantages by offering superior value electronic services that facilitate the purchase process and increase the efficiency of activities. However, we should not leave without mentioning the reputation of the agency or the prices of the products / services.
- The field of electronic services can be considered as one of the new fields of research which is developing rapidly. A common consensus has not yet been reached on how different electronic services affect consumer perception or behavior according to different industries.
- Perceptions regarding electronic services of users purchasing tourist products through the website differ from the perceptions of non-purchasing users.
- The most important electronic services (according to consumer perception, listed in descending order) are: information on tourist products, information on tourist destinations; online booking and payments; security and privacy; interaction with the website; technical aspects and direct links to other sites to provide further information

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