Marketing trend (internet and online marketing)

Business, Marketing

Marketing Trend (Internet and Online Marketing) Marketing Trend (Internet and Online Marketing) Consumer behaviour tends to changewith time. As a marketing agent, one needs to understand these changes, and evolve with them. This is in order for them to stay at the top of their game with their consumers, and the global market. Internet and online marketing is a modern phenomenon that is catching up fast. It is growing fast enough to become a highly competitive marketing source and force. To best understand and comprehend how the internet is used for marketing, one has to have diverse knowledge on what it requires, and how best to use the knowledge to attract and retain clients (Strauss & Frost, 1999). By satisfying customers' needs and wants, online marketers are well on their way to ensuring that internet, or online marketing becomes the new age in the purchase and sale of products and services. This paper will examine the extent to which internet marketing is affecting purchasing decisions in the world, today.

Online marketing and its impact on factors of consumer decision-making People tend to be drawn to things that look appealing. Online marketing ensures this is possible. The advertisements people place online on some products or services ensure that some of the goods on offer are bought. Time is one factor that consumers look at when trying to purchase products. As online marketing goes global, there is the assurance that once goods are intended to be purchased, the time consumed is less than when done traditionally. When such a factor is considered, online marketing seems like an exceptional idea since it attracts more, while saving more time (Lee, 2001).

It is, therefore, safe to say that online marketing has a positive impact on a consumer's purchasing decisions. People get to enjoy all the diversity that is brought through the internet. With all the technological advances brought on by the new age, it is highly unlikely that people cannot access the internet (Lee, 2001).

Impact of online marketing on a business purchasing process

Once a business is interested in purchasing products, it is crucial for the organization to create a process to identify their urgent needs. Through online marketing, they have the capacity to identify these needs without encountering too many problems. Through the internet, identifying a product to purchase is easy. This is because what is advertised is directly linked to the category present in the market. Online marketers know this and are capitalising on it (Lee, 2001). Business owners or product sellers put their products under their names and what they sell. This makes it easier to identify and purchase the goods or product.

Prices are also mentioned on the online advertisements. The chances of getting customers due to this factor are highly likely. This is because people would want to purchase pocket friendly products. This makes it easier for both the seller and the buyer of these products. Through such an open avenue of communication, there can be the communication of the correct or warranted amount of capital to purchase products (Lee, 2001). This is another advantage that comes with online marketing.

In conclusion, online marketing can change the purchasing trends among consumers. These changes can either be positive or negative. It is crucial for online marketers to realise the changing trends. They need to change with

them to safeguard their businesses, in the long run (Gay & Charlesworth, 2007). Locating the correct and productive online sources can ensure productivity, and bring a corporation the results it desires.

References

Gay, R., & Charlesworth, A. (2007). Online marketing: A customer-led approach. New York: Bantam Books.

Lee, O. (2001). Internet marketing research: Theory and practice. New York: Oxford University Press.

Strauss, J., & Frost, R. (1999). Marketing on the internet: Principles of online marketing. London: Sage Publishers.