

Makale Türü: Araştırma Makalesi

REVOLUTION IN E-COMMERCE AND MARKETING; A CONTRAST BETWEEN TRADITIONAL AND CURRENT MARKETING PRACTICES

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Abstract

Purpose: E-commerce has led to very significant changes in the marketing field. The purpose of this article is to investigate the impact of e-commerce in the marketing domain. The advent of e-commerce has led to various applications for marketers. E-commerce has been influential in the traditional marketing mix by expanding the definition of product, price, location and promotion.

Methodology: This article examined the evolution of e-commerce. He considered these evolutions as a method divided into four periods. The study will discuss the definition, applications, advantages and limitations of e-commerce. E-commerce will discuss an area of marketing that has changed drastically as it affects the organization, society and customers who have important stakeholders in the marketing field.

Findings: The key findings present an opportunity for global e-commerce development and growth. Retailers are trying to collaborate with offline and online channels. Social media is turning into its own e-commerce platform. E-commerce and marketers have been observed to try to be more customer-oriented and social. Mobile commerce marketers are forced to adopt multichannel retailing, so marketers work to improve their e-commerce capabilities.

Conclusion: The aim of this research is to demonstrate the effects of e-commerce on marketing in order to identify the advantages and problems of e-commerce in marketing processes. The study helps to understand that e-commerce positively changes marketing and makes it easier for marketers to communicate with customers through social networking sites.

Keywords: E-commerce, E-Marketing Web 2.0, Marketing Social Networks.

E-TİCARET VE PAZARLAMADA DEĞİŞİM; GELENEKSEL VE GÜNCEL PAZARLAMA UYGULAMALARI ARASINDA BİR KONTRAST

Öz

Amaç: E-ticaret pazarlama alanında çok önemli değişikliklere yol açmıştır. Bu makalenin amacı, e-ticaretin pazarlama alanındaki etkisini araştırmaktır. E-ticaretin ortaya çıkışı pazarlamacılar için çeşitli uygulamalara yol açmıştır. E-ticaret, ürün, fiyat, konum ve promosyon tanımını genişleterek geleneksel pazarlama karmaşasında etkili olmuştur.

Yöntem: Bu makale e-ticaretin evrimini irdelemiştir. Dört döneme ayrılan bu evrimleri bir yöntem olarak dikkate aldı. Çalışma tanımı, uygulamaları, avantajları ve e-ticaret sınırlamaları tartışacağız. E-ticaret, pazarlama alanında önemli paydaşlara sahip olan organizasyonu, toplumu ve müşterileri etkilediği için büyük ölçüde değişen bir pazarlama alanını tartışacaktır.

Bulgular: Temel bulgular, küresel e-ticaret geliştirme ve büyüme fırsatı sunulmaktadır. Perakendeciler çevrimdışı ve çevrimiçi kanallarla işbirliği yapmaya çalışıyor. Sosyal medya kendi e-ticaret platformuna dönüşüyor. E-ticaret ve pazarlamacılar daha müşteri odaklı ve sosyal olmaya çalıştıkları gözlenmiştir. Mobil ticaret pazarlamacıları çok kanallı perakendeciliği benimsemeye zorlanmaktadır, dolayısıyla pazarlamacılar e-ticaret yeteneklerini geliştirmek için çalışmaktadır.

Sonuç: Bu araştırmanın amacı, e-ticaretin pazarlama süreçlerindeki avantaj ve sorunlarını tanımlamak için e-ticaretin pazarlamaya etkilerini göstermektir. Çalışma, e-ticaretin pazarlamayı olumlu yönde değiştirdiğini ve pazarlamacıların sosyal ağ siteleri aracılığıyla müşterilerle iletişim kurmasını kolaylaştırdığını anlamaya yardımcı olur.

Anahtar kelimeler: E-ticaret, E-pazarlama Web 2.0, Pazarlamada Sosyal Ağlar.

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1. Introduction

Ecommerce marketing has changed the way customers make the purchase as it increased product choices at competitive prices. Ecommerce allows customers to purchase goods without physical barriers; this has drastically increased competition for traders and manufacturers that has provided an opportunity to access new emerging markets. Due to the availability and popularity of the internet, businesses have shifted from traditional marketing to eCommerce marketing as it is viewed as a profitable and valid channel of sales. In contrast, traditional marketing and ecommerce are different, and it is significant to understand the difference to increase business profitability and sustainability.

Communication and Informational technology (IT) revolution have changed the way marketers promote and market their products and services. Today, nearly all businesses are associated with electronic instruments, such as the internet. Ecommerce implementation has changed the way of marketing across the world. Due to the rapid proliferation of electronic communication, www (World Wide Web), and the internet has created new marketing channels. If customers surf the internet, they will find several commercials or advertisements that are intended to tempt customers to use the service or purchase products. E-commerce marketing is a new method of selling and advertising products across the globe and is suitable, useful and cheaper for suppliers and producers by means of the internet.

The purpose of this assignment is to offer insight into how eCommerce has changed the domain of marketing. The assignment includes the concept of eCommerce, applications, advantages, difficulties, and limitations of e-commerce in marketing.

2. Key Areas of Research and Sources

2.1. E-commerce

There is no consensus among researchers on the definition of eCommerce. Several defined eCommerce as a commercial activity carried out by means of the internet. The other emphasizes three key points in defining eCommerce. The first eCommerce has a business model thus, it has a business background. Secondly, eCommerce has an internet background as it based on the internet to realize business activities. Third, also engage internet character so that information flows across business lines. Thus, e-commerce can be defined as electronic business activities by using the internet (modern communication technology). This does not mean e-commerce only based on applications of server or browser, as well as promote business models based on information systems and technology. In simple words, e-commerce refers to the entire business activities process by means of electronic tools, in order to realize the exchange of commodities in low cost and high efficiency (Kotler, 2003, pp.4-136).

On the other hand, e-commerce marketing can extensively define as attracting web surfers to the websites; once there, they can be tempted to become a customer. However, e-commerce is quite similar to marketing a product while it has a few unique characteristics. For example, marketing a tangible product requires considerable inducement to push the customer to strive and come physically to the outlet. Additionally, refers that the customer has to make the investment to visit the store, which incurs money, energy and time.

Some e-commerce definitions found in the media and publications are (Turban, Lee, King and Chung, 1999, pp.8-120; Timmers, 2000, pp.20-152).

- ✓ Ecommerce can be defined as business dealings that occur through the internet (telecommunications networks).
- ✓ Ecommerce defines the selling and buying of information, services, and products through the internet or computer networks.
- ✓ Ecommerce is undertaking business activities electronically.
- ✓ Ecommerce refers to financial transaction conduct by electronic means.

2.2. Application of E-Commerce

Ecommerce has drastically changed marketing means and channels. Nowadays, marketers do not only look at the needs and preferences of the local market but have adopted a strategy of think globally and act locally. Ecommerce has increased customer choices, and offers convenience to them; however, has increased challenges for marketers. Briefly, the advent of e-commerce made marketing customer-centric.

Customers are getting smarter and choosy in buying products or using services. Marketers no longer telling the consumer what to purchase, but consumers now pay attention to word of mouth marketing and to other consumers (Wang, Wang & Yao, 2005, pp.660-669). Thus, marketers changed their approach towards marketing by employing new technology in their marketing mix.

2.2.1. Product

Product can be defined as a good that is offered to customers for use, acquisition, and attention that can satisfy a need or want. E-commerce necessitates marketers to remember that information about the product has its own viability. In the era of eCommerce, marketers need to collect information around the world as now businesses are no longer competing with local competitors but global competitors, and satisfying customers across the world (Möller, 2006, pp.439-450).

2.2.2. Place

Ecommerce has change place meaning, and now it does not refer to store location as customers can make buying decisions anywhere an internet connection exists. This eliminates the traditional marketing value chain, and thus, significantly reduces the cost. For example, Dell Company set up an e-commerce site bypassing the retailer; whereas, this strategy is technically complex but successful for big firms as it brings customer loyalty.

2.2.3. Price

Ecommerce leads to an increase in price standardization and price competition. Suppliers use technology to differentiate pricing among customers. Ecommerce allows marketers and customers an ability to compare prices using online shopping services and the Internet that lead to an increase in price competition.

2.2.4. Promotion

Ecommerce drastically reduces the cost of marketing as nowadays, marketers promote and advertise their products and services on social media, and e-marketing, which is cost-effective than traditional marketing (Kent & Brown, 2006, pp.199-211).

2.3. Advantages of E-Commerce

Ecommerce has several advantages to the domain of marketing. Ecommerce has benefited customers and marketers both. To customers, e-commerce brought convenience (customer can shop 24 hours and 7 days in a week), increased accessibility of information (product and prices for comparison), fewer hassles (no need to deal with difficult salespeople), and lower prices and a wider selection of products. To marketers, the advantages include audience sizing (information retained from websites can be refined to devise effective marketing mix), relationship building, lower costs (digital catalogs, eliminate retailers from the value chain, etc.), and quick market adjustment. All these initiatives allow marketers to gain cost advantage, reduce risk and efficient innovation and enhance customer loyalty (Goi, 2009, pp.1-15).

2.4. Difficulties in Using E-Commerce

Despite, functional and structural impediments in using e-commerce as a means of marketing, several other aspects need to consider. Ecommerce is based on the internet, which can be accessed from anywhere by everyone that does not evade marketing essence or mix. Even though e-commerce can be an essential means to promote and accommodate marketing activities, unless the company is known to its potential consumers, it is improbable to carry out marketing via the website. E-commerce necessitates marketers to plan strategically, as well as it also involves potential proprietary data loss, which has a negative impact on the growth of marketing and involvement as here, confidentiality is the utmost priority of the firm. Others argued that electronic communication cannot replace face-to-face or one-on-one marketing (Constantinides, 2002, pp.57-76).

2.5. Potential Limitations in Using E-Commerce

Studies have highlighted two potential limitations in using e-commerce: inappropriate for perishable products, and inherent and technological limitations. A significant limitation of e-commerce refers to inappropriate food and perishable items. To purchase goods, customers prefer conventional shopping ways as perishable goods cannot be refunded in case of dissatisfaction. Another potential limitation refers to technology or internet limitation, and some people still find it difficult to use technology (Allen & Fjermestad, 2001, pp.14-23).

2.6. Summary of Key Theoretical Position

Several researchers outlined key theoretical positions in relation to e-commerce in the domain of marketing. Some of them are summarised below.

According to Goi (2009, pp.1-15), e-commerce has enabled information about service or product to be separated from actual service or product. This new space in the market includes three aspects. First, sell what you deliver or sell, this may include information about tangible product or service. Second, context is how the information is presented during the transaction that is a key to gain customer loyalty and thereby, increase chances of a future purchase. Third, infrastructure illustrates how the seller and buyer are brought together. Conventionally, single-player can manage all these elements to develop a brand, and all three elements can be managed independently for the creation of brand value. This result in major consequences of brand equity erosion, approximately zero marginal cost

of the increasing customer base that invalidates old pricing concepts, tangible goods replaced with services based on information, and firms should seek to exploit the electronic channel breath.

Moller (2006, pp.439-450) asserted that eCommerce develops along two paths: start-up companies use a transaction to information path while established companies use the information to transaction path. The researcher stated that websites should be built to decrease costs for consumers (for example, transactions or customer's service), and to generate revenue from customers (such as transaction, market research, promotions and product information). Moreover, e-commerce enables sellers and buyers to come together, which is not possible in traditional marketing. Major consequences include marketing on the internet, technology overpasses the size of companies, firms dominating markets, and the changing role of mediators.

Kent and Brown (2006, pp.199-211) highlighted several business opportunities provided by e-commerce. Ecommerce links firms directly to suppliers, customer and others; allows marketers to evade non-value added activities in the value chain, use tool of the internet as a mean to develop new products and services, and enables marketers to dominate the electronic channels of the whole segment or industry, along with set rules of business and control access to consumers. Major outcomes include value chain members and intermediaries' replacement, enhanced loyalty among customers, new customers and competitors, and category killers emergence.

Wang, Wang and Yao (2005, pp.660-669) examined the revolution of e-commerce and found three aspects in the domain of marketing: richness, affiliation and reach. Reach is defined as several different products and categories a customer interface (for example, website, catalogue and store) may cover. Ecommerce has significantly increased the reach of marketers to consumer and consumer markets. Affiliation is whose interest is most essential to the marketers. Richness refers to how information is communicated to customers, this encompasses two aspects: product information and customer information. The major consequences of this theoretical position of e-commerce are brand serves as a rich information source (especially, based on beliefs) will probably lose value, marketers are able to capture value elements exists within the supply chain (such as manufacturers, distributions and physical retailers) become commoditised, and value chain breaks in most markets.

3. Methodology

Undeniably, e-commerce has changed marketing means, strategies and mix. Ecommerce integrates technology in the marketing mix and forced marketers to shift their focus towards relationship and recommendation marketing. Nowadays, marketers keep an eye over their products and competitors' product reviews, which helped marketers ineffectively design and intend marketing strategies and plan, which are customised and as per the need and want of customers (Lawrence, Corbitt, Fisher, Lawrence & Tidwell, 2000, pp.51-79).

Ecommerce provided marketers to exchange information with ease with their customers. This allows marketers to build trust with their customers, especially in the case of online buying. A study found that approximately 92 per cent of customers trust somewhat or completely recommendations from others they know. However, 70 per cent said they do not trust mobile advertising while 53 per cent do not trust television advertisements. Moreover, e-commerce has shifted marketers focus and asked them to promote their product websites, get associated and listed with major search engines, add value, set up links to associated websites, and enrol in programs of free link exchange.

In addition, social media marketing is also a product of e-commerce. Social media allows marketers a platform for interaction with current and existing customers. On social media, marketers carry out the contest to attract customers and remain connected with potential customers as it enhances engagement and builds relations. On the other hand, e-commerce makes use of strategies like banners, referrals, relations, and public. Advertisement via instant messaging and online shopping are common trends associated with e-commerce, which makes marketing easy, valuable, customer-centric and cost-effective.

The key advantage of e-commerce application is not driven by the industry but it offers business turnover, increased process automation, competitive advantage, enhanced image and marketing efficiency. Despite, several advantages of e-commerce also increased challenges for marketers. Key drawback most marketers came across is the sole focus on the number of the customer without considering search impressions. For example, “click-through right” is the most ignored metrics when it comes to search engine optimisation. Major search engines, such as Google have introduced various technologies and protocols to enhance the click through rate of listings. Other major challenges experienced by marketers include issues in connecting systems and back managing the change, lack of e-commerce knowledge and difficulties in using technology (Chaffey, Mayer, Johnston & Ellis-Chadwick, 2000, pp.40-168).

4. Findings

There are several advantages of marketing, such as increasing efficiency, cost saving, global marketplace and customisation. Ecommerce also arose several limitations that include difficulties in policing the internet, social divisions, access cost, security issues and reliability, and information overload. Moreover, successful e-commerce engages minimising and limiting negative effect while maximising the benefits (Schultz, 2001, p.7).

E-commerce has revolutionised the marketing domain, which is phenomenal. During the 90s, e-commerce has changed from a single website of browsing that includes static information to the cross-website collaboration of the dynamic process of business. It has realised integrability, interoperability, interactivity, and connectivity. However, the issues of data interfacing, security, tracking, interactivity and connectivity have to be resolved. Ecommerce made marketing customer-centric.

The ease of strategic integrations might refer that there might probably be a consolidation era. It is often proposed that buying and selling sites consolidate into a comparatively small assortment of mega exchanges, which are small but renowned providers of the solution will develop along with mega exchanges. E-commerce eliminates non-valueadded services from value chain that facilitates direct communication with customers; whereas, trust remains a prevailing issue in e-commerce and a significant limitation in e-commerce applicability.

E-commerce has come a long way until the virtual shopping cart introduction. Rapid changing and developing technologies, such as mobiles present a significant opportunity to both B2B (business to business) and B2C (business to customer) (Bhatt & Emdad, 2001, pp.78-85). In the context of the ongoing e-commerce proliferation, along with increasing demand of customer for potentially game-changing intelligence and experiences of mobile shopping from huge data, several firms are to refine how they shape their functions of marketing and sales. Consequently, marketers are also reassessing their skills of leadership that are required to maximise the channel and associated developments as part of the overall marketing plan and strategy.

Findings signify that there are three phases in the e-commerce revolution include reinvention, consolidation and innovation. By the end of 90s, innovation took place and was characterised by idealistic and exciting visions of markets where relevant information was uniformly accessible to both marketers and customers. Later on, e-commerce has entered the phase of consolidation and development, after 2000, where traditional marketers started to use websites to increase product sales and revenue (O'Connor & Galvin, 1997, pp.6-122). However, less stress was given on brand creation. During 2006, e-commerce has pushed marketers to reinvent; for example, Web 2.0 applications and social networking reinvigorated marketing and promote the new marketing model development.

Table 1: Characteristics of web 1.0 and web 2.0

Feature	WEB 1.0	WEB 2.0
Metaphor for the Internet	Information superhighway	Platform for Interaction
Metaphor for the WWW	Web of information resources stored on a global network of sever where what masters is retrieval and display	Human web where what masters is human Contacts and relations between individuals
Major sites	Information portals	Online social networks
Tools	Oriented to display and retrieve information stored on the internet	Designed to enable collaboration and content creation on the internet
Strategy pursued	Efficiency	Effectiveness
Economies Sought	Economies of suale	Network effects
Softwhere used	Softwhere as a product	Softwhere as a service
Computing Model	Client-Server	Cloud computing
Communication renge	Wede and local area network	Mobile commutation also considered
Issues	Technological	Social

Taken from <http://www.educationfutures.com/2018/moving-beyond-education-jully,6 2019>

To be concise, findings have continued to emerge over the last few years and include:

- Global e-commerce offer opportunity for development and growth
- Retailer seeks to collaborate via offline and online channels
- Social media evolves into its own platform of e-commerce
- Ecommerce and marketers persist to get more customer-centric and social
- Mobile commerce forced marketers to espouse multichannel retail.
- Marketers strive to develop the capabilities of e-commerce (Kambil&Nunes, 2000, p.1).

5. Conclusion

Ecommerce is widely used across the globe and is on the rise. The growth of online user has pushed marketers to enhance network infrastructure and increasing need for online content use. The evolution of e-commerce has revalorised the domain of marketing and posited a vital impact with more marketers realising e-commerce importance and potential. This shifted marketers focus on customer-centric marketing by using technologies, such as mobile (3G) and online shopping, which helps them in building trust and gain a competitive advantage over other rival firms. In order to survive and remain competitive, marketers must adopt new means and channels of marketing, which are significantly different from traditional marketing. Ecommerce has introduced new channels of marketing that offered an opportunity for direct communication and interaction, lower cost and increased opportunity. The key learning above discussion entail is that traditional marketing is no longer effective after the advent of e-commerce. The effectiveness of newspaper advertisements, magazine centrefolds, radio spots, television commercials and billboard advertisements are waning. Customers have been so overwhelmed with such marketing approaches for so long, which traditional marketing effectiveness has worn off.

Furthermore, customers do not want to get product information from marketers; nowadays, customers prefer to collect information from blogs and social media. Another reason refers to why traditional marketing is outdated because of the cost to effectiveness ratio. The above discussion made it apparent that traditional marketing needs firms to hire marketers' team to assess target customer, carry out a market study, recruit copywriters and hire artists, but space for advertisement, develop strategies and pay to promote marketing plans across the local or target market. Ecommerce changed this and shifted marketing towards blogging, media and social marketing, cost much less than traditional marketing means. Globalisation and information technology do not fit today's a consumer and market needs, which is the real issue with traditional marketing (Wang, Wang & Yao, 2005, pp.660-669). The fact that marketers cannot remain in touch with customers using traditional marketing to fill this gap, marketers have changed their way to market global customers and to compete with competitors across the global. In some words, online shopping is the by-product of e-commerce. In addition, traditional marketing requires manipulation, research, and strategy. Marketers select celebrates and famous people to promote their product, the fonts and colour on billboards, and the logo and tag lines that capture customer attention. Marketers need months to develop new strategies that have no or less impact on the customer population. Ecommerce solves this issue of marketers by offering effective and direct communication with customers, individualised approaches to the target population, and personal relationship with customers.

In conclusion, e-commerce shifted traditional marketing towards social and relationship marketing, which offer convenience, lower cost and competitive advantage over competitors. Additionally, the key advantage of e-commerce applications is not driven by the industry but it offers business turnover, increased process automation, competitive advantage, enhanced image, and marketing efficiency. Despite, several advantages e-commerce also increased challenges for marketers. Key drawback most marketers came across is the sole focus on the number of the customer without considering search impressions. In brief, marketers cannot overlook e-commerce in the present era of globalization where customers' needs are rapidly changing.

Websites List

Site 1: Alibaba http://www.alibaba.com/	Site 2: Amazon http://www.amazon.com/
Site 3: Amazon Marketplace http://www.amazonservices.com/content/sell-on-amazon.htm?id=hm1&ld=AZFSSOAAS%20	Site 4: AmazonWebstore http://www.amazonservices.com/content/webstore-by-amazon.htm?id=hm1&ld=AZFSSOAAS
Site 5: Blogger http://www.blogger.com/	Site 6: eBay http://www.ebay.com/
Site 7: e-Bay Stores to Go http://pages.ebay.com/storestogo	Site 8: Ecwid. http://www.ecwid.com/
Site 9: Facebook http://www.facebook.com/	Site 10: Facebook advertising https://www.facebook.com/advertising/
Site 11: Facebook social commerce applications http://digitalinnovationtoday.com/top-50-facebook-stores-top-20-facebook-store-solutions/	Site 12: Flickr http://www.flickr.com/
Site 13: Google Apps https://www.google.com/enterprise/apps/business/	Site 14: Google Alerts. https://www.google.com/alerts
Site 15: Google Doc http://docs.google.com/	Site 16: InMaps http://inmaps.linkedinlabs.com/
Site 17: LinkedIn http://www.linkedin.com/	Site 18: Magento http://www.magentocommerce.com/
Site 19: MySpace http://www.myspace.com/	Site 20: osCommerce http://www.oscommerce.com/
Site 21: Payvment. http://www.payvment.com/	Site 22: Picasa http://picasa.google.com/
Site 23: Quantcast. https://www.quantcast.com/user/favorites	Site 24: Second Life http://www.secondlife.com/
Site 25: Skype. http://www.skype.com/	Site 26: SocialMention. http://www.socialmention.com/
Site 27: Touchgraph. http://www.touchgraph.com/facebook/	Site 28 Tweetfeel http://www.tweetfeel.com/
Site 29: Twitter http://www.twitter.com/	Site 30: Twitter advanced search https://twitter.com/search-advanced
Site 31: Twitter advertising http://business.twitter.com/twitter101	Site 32: Twitter verified accounts http://support.twitter.com/groups/31-twitter-basics/topics/111-features/articles/119135-about-verified-accounts
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Appendix

Authors	Arguments	Proposition
Chaffey et al. (2000)	Argues that the Internet can provide opportunities to vary the elements of the traditional marketing mix, while he identifies six key elements for effective web site design: Capture, Content, Community, Commerce, Customer Orientation, and Credibility.	The Internet marketing planning is based on eight critical factors: -Potential Audience -Integration -Marketing Support -Brand migration -Strategic Partnerships -Organisational Structure -Budget
Lawrence et al. (2000)	A hybrid approach suggesting that creating an online marketing activity should be based on the traditional Ps of the marketing mix (indeed with two add-ons; people and packaging) as well as the new five P's of Marketing.	The New Five Ps of Marketing are: -Paradox -Perspective -Paradigm -Persuasion -Passion
Kambil and Nunes (2000)	Looking to the marketing of music products E-Commerce Marketing requires new approached from marketers, they have to move away from the traditional approach based on the 4P Marketing Mix.	Important elements of the online marketing: -Community building -Original event programming -Convenience -Connectivity
Bhatt and Emdad (2001)	The virtual value chain is changing the nature of the 4P's and transforms them by adding new dimensions. Businesses still make their strategic marketing decisions based on the 4P Marketing Mix.	New Character of the 4P's -Product: new options for customised information -Place: no time and location restrictions, direct delivery -Price: price discrimination and customisation, price transparency -Promotion: action-oriented promotional activities are possible, promotional flexibility.
Schultz (2001)	Marketplaces today are customer oriented. The 4P's have less relevance today; they made sense the time they were invented. Succeeding in the 21st century interactive marketplace means that marketing has to move from an internal orientation illustrated by the 4 Ps to a view of the network or system.	-End-consumer controls the market -Network systems should define the orientation of a new Marketing -A new Marketing mix must be based on the Marketing Triad Marketer, Employee and customer.
Allen and Fjermestad (2001)	Accept that the traditional 4P marketing Mix can be the basis of the E-Commerce strategy and identify the changes that are needed to make the model suitable for e-marketing.	4P's major changes in an Ecommerce situation -Product: information, innovation -Place: Reach -Price: Increased competition -Promotion: More information, direct links
Constantinides (2002)	Some major flaws of the 4Ps mix as basis of online marketing activities: Lack of interactivity, lack of strategic elements in a constantly developing environment, the 4Ps are not the critical elements of online marketing.	The 4S model offers a comprehensive, integral approach on managing the online presence: -Scope: Strategic issues -Site: Operational issues -Synergy: Organisational issues -System: Technological issues