

## **E-BUSINESS - E-COMMERCE - E-MARKETING**

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**Abstract** The rapid evolution of the Internet as a means of communicating the information has attracted the attention of the advertising and marketing industries which allows a very rapid dispersal of information from the producers to the potential buyers in different parts of the world. Such new terms and concepts have emerged: e-business (electronic business), e-commerce (electronic commerce) and e-marketing (electronic marketing).

### **1. INTRODUCTION**

The emergence of the Internet network has led to major irreversible transformations throughout the world by changing the way of human action both in their personal and business lives. Thus, almost any human activity can be transposed into an electronic format which is accessible anytime, to anyone and anywhere. The rapid evolution of the Internet as a means of transmitting information pointed to the industry of advertising, of the marketing which allowed a very rapid dispersal of information from producers to potential buyers in different parts of the world.

The Internet has introduced various changes in the business field that are no longer restricted to a particular country boundaries, creating new business opportunities for the global expansion by opening new channels of communication and collaboration among the consumers, the traders and the business partners.

As a following, these achievements have arisen new terms and concepts such as e-business (electronic business), e-commerce (electronic commerce) and e-marketing (electronic marketing).

### **2. INTERNET AS A BUSINESS AND MARKETING ENVIRONMENT**

The Internet can be defined as a business environment characterized by flexibility, speed and interaction making it an effective tool for implementing marketing strategies

The E-business environment has generated connectivity features, information, speed, development of global communications technology. The Internet, being a flexible means of communication allows different activities such as:

- Commercial activities, sales and purchases of products
- Getting information on target markets and business
- Communication via email, forums with customers and suppliers.

If the Internet network is used, the information is rapidly distributed and the data are used uniformly by all network users wherever they are.

Using online marketing software has many advantages and differences from the traditional marketing in terms of both the companies that use them and those to whom they are addressed. These benefits can be grouped into several categories namely: time, cost and feedback.

Time - Online applications have a much longer time exposure than traditional applications. Such a website once completed, it can always be viewed on the Internet, even if its content is changed periodically. In general, the web sites (web pages) of the business firms are their presentation and it has to be attractive, relevant, with graphics, sounds and interesting images to allow regular additions or new topics. These pages should have an informative, promotional role and should give useful information about the activities and

achievements of the company, its products and services so as to expose the company in a favorable way.

Cost - refers to expenses incurred in carrying out the online application and generally does not require additional operating costs, costs which generally are lower than in the case of the traditional marketing.

Feedback - bringing new elements to the traditional marketing in that it is much faster and all the online applications make possible permanent links between the source and the recipient of the message.

### **3. ELECTRONIC BUSINESS**

The concept of e-business represents all the communications and transactions to be carried out through electronic platforms between shareholders of organizations such as customers, financial institutions, government bodies and the general public.

E-business is any business using any type of worldwide information networks to conduct internal and external links to achieve a profit. In developed countries such deal has been achieved since the late '70s, so that the economic development business, even online is one of the factors that have spurred the growth and prosperity of the society.

Different types of business computerization entail both advantages and disadvantages. Some of the advantages of electronic business are:

- widening of markets of goods and services which involves competitive prices for a growth of the quality of the needed products and services;

- increasing business dynamism

- improving quality of work;

- reducing costs to achieve business;

- reducing trade transactions costs incurred by the removal of mediators;

The problems that arose with the use of electronic business are:

- the high costs (in some cases) of the access to computer network services;

- the lack of confidence in the information security transactions;

- the need of a developed infrastructure;

- the need for knowledge of a common communication language for business partners.

A successful implementation of an electronic business at a firm depends on the economic situation of a country as if economically developed countries implementation can be achieved simply through economic cooperation of several organizations while in economically under-developed states that implementation requires support from the state.

### **4. ELECTRONIC COMMERCE**

Electronic commerce represents the trading possibility that uses different computers and telecommunications to achieve business and to increase the speed of information exchange and that of the coverage of economic activities.

According to OECD (Organization for Economic Cooperation and Development) e-commerce represents the running of a business through the Internet, the sale of goods and services taking place offline and online.

The basic idea of electronic commerce is the exchange of ideas, goods, and knowledge in addition to the operation of buying / selling of the products.

Electronic commerce depends on a number of infrastructures of the global economy, including the infrastructure of the communication networks. Thus, the new technological developments related to the Internet such as: the Gbps data transmission rate, the advanced multimedia interfaces, the increased accessibility to information, the use of

various means of data security which are increasingly attractive for this type of Internet commerce.

E-commerce helps to specific business activities, by exchanging information using various media such as the computer networks that are integrated into an automated system.

The impact of electronic commerce on businesses and companies is particular both in scope and intensity, thus providing opportunities to restructure the business firms, to redefine the markets or to create new markets. By default, this trade can lead to lower costs, to an increase of the venues of the current competitive economic environment.

Nowadays, the activity of the electronic commerce is one of the most dynamic areas of the net-economy development. If initially the e-commerce offered only remote and on-line purchasing services, along with the development of the Internet network service, the World Wide Web respectively, new fields have developed such as: the electronic supply (e-procurement), electronic stores (e-shop, e-mall), virtual markets (market space), online auctions (e-auction), banking (internet banking) or the online stock game.

Modern technologies used by the electronic commerce to achieve business refer to the types of communication based on the Internet, Intranet or different types of computer networks, the Internet remains the most widely used because it offers a global reach with a hierarchical structure that presents high speed transmission of information.

The common declaration of the European Union and of the United States regarding the electronic commerce highlights the role of the global electronic commerce in the global economy development in the XXI century and also in the dynamics of the small and medium enterprises.

## **5. ELECTRONIC MARKETING**

Electronic marketing can be defined as the traditional marketing that uses modern methods. In the view of Ph. Kotler and G. Armstrong the electronic marketing refers to the "efforts of the company to present, promote and sell products and services on the Internet".

Electronic marketing also involves more than e-commerce processes and functions necessary for the orderly conduct of the electronic business by using the Internet, the electronic mail, the interactive television and the telemarketing.

By using the Internet, the e-marketing completes the classical marketing with individual characteristics that transforms it into an innovative, efficient business which generates benefits for firms and consumers such as:

- Saving time by reducing the steps in traditional marketing;
- offering equal access opportunities for all the customers who wish to seek information on the Internet about a company or a product;
- restricting the marketing budget by using electronic catalogues;
- removing barriers of time and distance between customers in different parts of the world
- being available at all times and disseminating information in real time.

Electronic marketing has two key issues:

- it is based on classic marketing principles and concepts that are focused on the needs and wants of the customers by requiring them to provide value;
- Electronic methods - so that in addition to the Internet and the World Wide Web service, it includes all the electronic methods, as, at first, the method used was the EDI (Electronic Data Interchange) - electronic data exchange within a company - barcode scanning, database data, faxes. After the adoption of the Internet other modern methods were used such as: the email, the mobile phone, the Digital TV, etc.

Although the Internet is not the only form of e-marketing it is the most widely used due to its nowadays rapid development.

## **6. CONCLUSIONS**

The digital revolution led to an era in which the purchase and sale of goods and services became more automated and easier. Companies and clients are connected by virtual networks. Information is transmitted via the Internet around the globe very quickly (almost instantly), the costs tending to zero. Moreover, the buyers and sellers will find each other more easily.

Given this reality, companies that will continue to sell through traditional methods will reduce this form of marketing, being forced to move slowly - slowly towards the virtual forms of business. Thus, marketers will have to rethink the processes by which to identify, communicate and send the value to customers.

In this regard, there will be a slide towards e-commerce and e-business, these being supported by forms and concepts of e-marketing. Between the electronic commerce and e-business there is a bond from a part to the whole, applying to each of them the principles of the electronic marketing.

The link that unites these three concepts relates to the mentality of the firms (which must be strongly oriented towards the consumer) and the specific of the consumer behavior which, in these cases, should be regarded as an individual and not as a mass of people. Thus, for companies operating online it is essential to understand the consumer's thinking behind the decision to purchase. Therefore it is assessed that the revolution is driven by the customer.

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