

# WEB MARKETING

## ASSIGNMENT NO. 1

Q1. What is web marketing?

A1. The action or business of promoting and selling products or services, including market research and advertising is called marketing. The marketing done on the Internet is known as web marketing. It's basically a computer-based version of traditional marketing objectives that involve a product, price, packaging, promotion and place.

Q2. Explain the genesis of web marketing.

A2. a) Before the wars: - For the longest time, human practiced commerce. They exchanged goods and services, then money started getting used and everything was going quite well. Up to the beginning of the twentieth Century, each little town had its general store, butcher, black-smith, dressmaker, etc. Advertising wasn't necessary and would be limited to an indication panel and sometimes a window displaying newly arrived goods.

b) World war II: -During world war II, many man were sent away to the front, mainly in Europe. But life had to continue in North-America and there were less workers available. Ammunitions and weapons were also needed and requested more workers and food and goods needed to be produced to be shipped oversea to our soldiers. In order to make all this possible, the governments organized a vast communication campaign (propaganda) to convince women to leave their kitchen to work in various factory and jobs.

c) After the war: - When the war finally ended, and the soldiers were back, not as many goods were necessary anymore. But, making great profits, factories' owners didn't want to reduce their production and they had to find ways to sell their goods. This is how competition began. Big enterprises started to offer their products in cities and towns where local shopkeepers had been providing the necessary goods to the population up to then. To get people to buy products from these new businesses, consumers needed to be convinced and different strategies started getting used.

d) The suburban exodus: - On top of what we just explained, after men were back from the war, there has been a demographic explosion called the babyboom. There were more an more people needing more and more goods, cities started to be overcrowded and expensive and families wanted to be able to have sufficient space to raise their numerous children. So, people started leaving big cities for suburbs where there was more space and more affordable lodging.

Q3. What is marketing mix? Explain each step.

A3. The marketing mix also known as 2P's, is a set of tools put together in order for potential customers to react positively to a product, so they buy it (Price, Place, Product and

Promotion). We also commonly now talk about the 7Ps (including Physical evidence, People and Process).

a) Price: - The most basic approach to establish the selling price of a product is to add the intended profits to the cost price. But many factors must also be considered : average price of similar products, psychological price (efforts accepted to be made to get a product), symbolic universe of the product, etc.

b) Place: - The place is defined by the activities making a product available to potential customers, the operations making it possible to bring products or services from the manufacturers or service providers to the consumers. It includes the channels, the distribution and the intermediaries.

c) Product: - The product constitutes the combination of the product, its image and the related services a business offers. The product isn't limited to the actual product, but also to an intangible aspect called the augmented product or the global product consisting in added values.

d) Promotion: - The promotion involves all activities making it possible for a business to inform consumers about a product and to convince them to buy it.

e) Physical evidence: - Physical isn't related to the actual product but to the related service, the environment in which the product is sold to the customer. Since there are no physical evidence for the service related to a product, customers rely on clues like the building, the decoration, brochures, signs, website, logo, etc.

f) People: - The people aspect of the marketing-mix is defined by all people playing a role in the service delivery of a product which can have an influence. This includes the customer, of course, but also the business' employees and the other customers present at the selling location. It is a very important aspect of the marketing mix as it directly participates to the customer's experience.

g) Process: - The process is defined by the different procedures and activities related to how the selling service is delivered to the consumers. It is about how they manage with each other, all the steps, the necessary mechanisms between the service provider selling a product and the consumers.

Q4. Explain product classification.

A4. a) Consumer goods: - Consumer goods are products intended to be sold into commercial locations to normal publics as opposed to corporate customers. These products suppose marketing efforts such as advertising to stimulate the sales and they are usually bought in limited numbers by customers for domestic use.

b) Industrial products: - Industrial products are designed and made for industries. Although marketing efforts are made to stimulate the sales, advertising in mass medias is never used. The aesthetic of the product isn't important for this type of customer nor the symbolic universe around the brand. This type of buyers is looking for efficiency, a good price-quality ratio and different services such as regular delivery.

c) Durable goods: - Durable goods are products that have a long existence, products that can be used on a long period such as furniture, cars, computers, etc.

d) Non-durable goods: - Non-durable goods have a short existence and cannot be used on a long period. These products are consumed immediately and entirely or on a period of less than 3 years such as paper products, food, light bulbs, etc.

e) Services: - Services are bought although they aren't physical, tangible. A growing part of the economy (at least two thirds) is now based on this tertiary sector. Services are various and include repairs and cleaning, insurance, banking, counselling, medical acts, education, etc.

Q5. Explain any 5 points in product characteristics?

A5. a) Purchase frequency: - Purchase frequency has an influence on both product design and marketing. For instance, a product that is used a single time but frequently should not be too expensive, it should be easy to find and to use, generate as little waste as possible and be recyclable.

b) Duration of use: - Duration of use refers to how long the consumer uses the product when using it. The durations of use of a nail clipper and of a car aren't the same; one is used for a shorter period than the other (usually) on every use.

c) Benefits: - Benefits is the main reason for purchasing a product. Whether it is because the product is safer, faster or easy to use, the purchase of a good always solve a problem or fill a need that can be of various types.

d) Price: - This is no surprise the price is an important factor in a purchase decision. But the best price isn't always the best marketing strategy. Imagine you are looking for an aesthetic surgeon. It is quite sure the surgeon's reputation will be more important than the price for a facial surgery.

e) Features: - The features are usually related to particular products such as mobile phones. For instance, iPhone 7+, 8+ and X have a dual lens camera capable of making 3D portraits. This is a feature. Depending on the product and market segments, features can be main aspect of a product's marketing.