Assess the Impact of Internet Advertising on the performance of Industrial Marketing Units

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Abstract
Today the Internet as a powerful medium has been provided in advertising industry. Due to the features and advantages of the Internet compared with traditional media has been seen enormous growth of internet advertising in recent years. Marketing as a dynamic science is consistent and keeping pace with formed developments in informatics revolution. The basic of this revolution is the emergence of new media (Internet). Create a new concept of marketing as “internet marketing” under relationship marketing philosophy has achieve from this view that is based on provide customers’ needs as individual, creating value for customers and the development of communications network between the companies and individuals. This article assesses the impact of Internet advertising on marketing performance of industrial units and also explains the problems and challenges of Internet advertising in Iran.

Keywords: Advertising, Internet, Marketing, Industrial Marketing

1- Introduction
Today, advertising is considered one of the most extensive areas of marketing system. The importance of advertising is so popular that in people mind, marketing term is synonymous with advertising. Each year, billions of dollars are spent on advertising in various media. Modern human lives under heavy shelling commercial advertising (Roosta & et al, 2009). As an application of the Internet, e-commerce depends on information infrastructures and telecommunications for its development (Gilaninia & et al, 2011).Advertising as one of the most important marketing tools can plays a very important role in the institution's policies and marketing strategies such as communication with customers, introduce new products, modifying and changes in customers' minds customers and audiences to participate and.... (Marhaba, 2008).internet is means a network of multiple computers that they are extensive in world and associated with them. Since ninety decade with transferred to the private sector found commercial applications. After it, this network is influence on how business activities (Mirhoseini, 2010) .With the addition of Web technology to Internet, Internet advertising is began in its modern form. In 1994, the first banner advertising was used in the database "hot wire". From this year later that Internet advertising was attended marketers as an effective and efficient technique for advertising (Dolabi & et al, 2008).internet attractive is direct relationship and one by one to Individual consumers. One of the biggest challenges in the internet marketing is effort to attract and absorption audience. This is caused a new advertising industry on the web (Dolabi & et al, 2008).industry marketing is one of the following main branches marketing and according to industry specialization and extensive, This branch of marketing science has created significant growth for its users(Gilaninia,2009).

2- Theoretical Framework
Globalization has resulted in increased competition as businesses extend their coverage to include a range of domestic and international markets(Shabgoo,Gilaninia,Mousavian,2011 ) Advertising have been specified communication and non-personal introduces of good or services through different carriers against payment for profit or nonprofit institutions or individuals so in message (Abasi & et al, 2007) World Wide Web is basically the customers' expectations have changed about the speed, precision, price and service(Gilaninia & et al,2011) Advertising is systematic process provide appropriate information about goods and services to customers and encourage and persuade consumers to buy goods and services and provide non-personal information, which usually are paid for it and often with aims for encourage for the purchase of goods, services or ideas by identified
people and are conducted by various media that is including newspapers, radio, television and … (Golchin far & et al,2005).

Four main features advertising are including:
1) Advertising is used for promotion and presentation of ideas, goods and services
2) Advertising occurs in exchange for cash payment
3) Advertising have special trustee.
4) Advertising is Non-personal (Roosta & et al, 2009).

Internet advertising refers to use from internet as a channel and communication tool for send advertise on web environment. In another definition, Internet advertising has been defined: Display names and trademarks, advertising slogans and images in site (database) popular internet, so that can help to achieve advertising goals.

In process for preparing and implementation of Internet advertising, advertising companies, online publishers, advertisers (manufacturing and service organizations and companies) involved. (Soleiman Bashli, 2009).

In study is concluded with title evaluate the role of moderating non-trust to avoid internet advertising, results showed lack trust in internet advertising on relationship between the perceived prevention of target and avoidance behavior of Internet advertising has a moderating effect . 22 percent of changes include behavioral to avoid from Internet advertising (Roosta & et al,2009).in another study with title: effectiveness internet on behavior consumer goods and services of computer. The main findings of this study is the optimal amount effectiveness of internet advertising computer services and goods on consumer behavior of students also became apparent that respectively content factor and flash design is most important influencing factor on behavior of consumer goods and services computer from their perspective (Dehdashti & et al,2009).

2-1) Internet advertising purposes

Information: informing customers of new products, warning customers of product prices, reducing the fear of the customer, the proposed new use of the product.

Encourage customers: create user preferences towards company's products and services in customers, encourage customers to buy products and services company (Marhaba, 2008).

Information dissemination: web is site for detailed information about a company's goods or services.

Create Advertising: advertising in the internet can be used to raise awareness of an organization general and specific goods and services of its organization.

Create prestige or mental image: site possible is designed to show and create the vision that the organization or company they wish it.


2-2) Various form of Advertising

Advertisers to display their advertising on the internet use of various forms of advertising include:
1) Business name: business name is action that is caused immediate recognition a company name, product or service by customers and potential customers. Different name, website, product or service is a requirement for successful brand

2) Banners: Banners are the most widely used forms of Internet advertising. Banner advertising plays an important role in increasing the capabilities and image names and trademarks. Banners due to low cost in the design and post are considered most popular forms of internet advertising.

3) Advertising based on game: From the distant past, entertainment has been one of the methods used for advertising. Hence Internet games can provide a good opportunity for advertising. Providers based games are sellers of internet games.

4) Advertising by used Search engines: With increasing information on the Internet, find useful information on the Internet is not so simple. As a result of the search engines to resolve this new need of consumers emerged. Search for sites like yahoo, msn, lycos, google is considered main source of advertising revenue (Dolabi, 2008).

5) Sub sites: sub a site is a small window when people search on the internet suddenly appeared on the screen and are contains writings and images advertising. This type of Internet advertising is known as jumper windows.

6) E-mail: e-mail is one of the popular types of Internet advertising (Roosta & et al, 2009).
<table>
<thead>
<tr>
<th></th>
<th>Internet Advertising</th>
<th>Television</th>
<th>Radio</th>
<th>Newspaper</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communication style</strong></td>
<td>Two-way communication and interaction</td>
<td>One-way communication</td>
<td>One-way communication</td>
<td>One-way communication</td>
</tr>
<tr>
<td><strong>Access</strong></td>
<td>24 hour access</td>
<td>specified time Schedule and time showing very short</td>
<td>specified time Schedule and time showing very short</td>
<td>specified time Schedule and time showing very short</td>
</tr>
<tr>
<td><strong>Available market</strong></td>
<td>Global audience</td>
<td>Regional audiences</td>
<td>Regional audiences</td>
<td>Local audiences</td>
</tr>
<tr>
<td><strong>Management process</strong></td>
<td>Systematic management process for advertisers, publishers and advertisers</td>
<td>Management of semi-automatic or manual</td>
<td>Management of semi-automatic or manual</td>
<td>Management of semi-automatic or manual</td>
</tr>
<tr>
<td><strong>Direct link to product list</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>The ability to direct exchange of product</strong></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td><strong>Advertise Targeting</strong></td>
<td>Static and dynamic targeting based on customer satisfaction, personal information, dynamic accessing and information exchange</td>
<td>No systematic Targeting</td>
<td>No systematic Targeting</td>
<td>No systematic Targeting</td>
</tr>
<tr>
<td><strong>Performance evaluation</strong></td>
<td>Automatic evaluation and measurement</td>
<td>no evaluation and measurement of Automatic and direct performance</td>
<td>no evaluation and measurement of Automatic and direct performance</td>
<td>no evaluation and measurement of Automatic and direct performance</td>
</tr>
<tr>
<td><strong>Tracking Advertise</strong></td>
<td>Automatic tracking</td>
<td>Very limited tracking</td>
<td>Very limited tracking</td>
<td>No tracking</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Low</td>
<td>Very high</td>
<td>High</td>
<td>Average</td>
</tr>
</tbody>
</table>

2-3) Advantages of Internet advertising business
Internet advertising has many advantages towards traditional advertising. Such as are named as follows: (Soleimani, Bashli, 2009).
- Lack of geographical and physical limitations
- The extent of marketing activities
- Ability to increase profit margins
- Hostelry access to the internet and advertising
- Ability to sell online
- Access to new markets
- Ability to track viewers of advertising
- Access to goods and compare them
- Targeting of goals user
- Monitoring and assessment carefully and without intermediary

2-4) Disadvantages of Internet advertising
- Lying advertises
- Use of images and slogans unethical
- Divert users’ attention that is focused on a specific purpose, toward spread advertise
- Lack of a centralized source in Iran who have full control over advertise in the internet
- Occupy a significant part of the servers and time employees and managers (Bagheri and et al, 2007).

2-5) Internet advertising in Iran:
Internet life is less than ten years in Iran. Internet penetration in families has been develop with a stunning 300% growth in the year and according to official statistics, the number of internet users in Iran has exceeded six million people in 2005. The saturation of markets, increased competition, changes in tastes and needs of customers, Iranian companies has faced with numerous challenges in the commercial and industrial activities. in this situation company that can use from tools and facilities its availability as design and develop new products and restructuring distribution channels and presenting high quality products and reasonable price and advertising can overcome these challenges and ensure its continued survival. But it seems this type of advertising in our country still has not found its true place and there are many bottlenecks and challenges facing this type of advertising in Iran (Bagheri & et al, 2007).

2-6) Study of Trend of income earned from Internet advertising:
As since 2002, we are seeing very rapid growth of Internet advertising in the world So that from 2005 to 2006 we have earnings growth of 30 %. (Jennifer D Greer, 2004).

![Chart 1: Evaluation of process income earned from internet advertising](chart1)
2-7) Extensive use of the Internet:

1) Communication was largely evolved from the individual Communication to group, all of them communication is achievable in Internet. Chat, meet remote and postal services, are examples of this process.

2) Internet became a databases and important source of information, including information on companies, individuals, associations, states, countries, and most importantly, became a source of search activity.

3) The Internet found power that all types of software and data processing services, such as statistical analysis, simulation, project control, planning, repairs and maintenance and play do and at the same time involves a facilitator of services such as fax and printer (Bagheri Kani & et al, 2005).

On the topic “Internet marketing” experts began a study that examples of It are following: Blattberg& Deighton: in their study emphasized to mutual interaction and dialogue instead of monologue in this media.

Venkatesh: he presence of new technology found the agent of change in patterns and how consumption and ultimately lead presentation of a new social order(bagheri& et al,2004).

2-8) Industrial marketing process:

Formal organizational decision-making process to identify and evaluate, select and purchase goods and services from various sources supplier (Rahimi,2007,p3).in another : Industrial marketing, include marketing of goods and services in connection with the business organization (or industry organizations) that involve producing companies, organizations under the government, private sector organizations, distributors or intermediaries (pourabdolahian & et al,2009).
Industrial purchase or organizational aspects in internet can be short-term, long term and may be unilateral or multilateral (Subodha Kumar & et al, 2006).

**Industrial Marketing features :**
- Fewer buyers, but with very high volume of purchases
- Professionalism orders
- Order directly from the manufacturer
- The importance of maintaining relations between Instead of selling
- After-sales service such as installation and commissioning, repair and maintenance, spare parts warehouse… (Rahimi, 2007,p3).
2-9) the role of advertising in industrial marketing:
Although target of all advertising designed is creating possibility of sell a product or service but the completely can be defined the three main roles for it that include:
1) Advertising informative: Collection of information about product specifications and prices will be available to customers that examples can be found in newspaper advertising about goods available in supermarkets.
2) Advertising a leader. Advertising is looking for introduce advertiser as a market leader include advertising is available in the office of city guides.
3) Create brand advertising: Advertising is looking for create a mark and or identified perception interpretation about an identified product or service (Gilaninia, 2009).

2-10) Cycle advertising in industrial marketing:
Implementation of advertising follows from the process like other business sectors that is achieved desired outcome. In following process of advertising is drawn that it is referred to as advertising cycle (Gilani Nia, 2009).

3- Data Analysis

Internet advertising can be examined from a macro perspective:

1) Internet advertising as a revenue model: In this perspective, internet advertising is considered a type of revenue model. This perspective is true about companies that with receive money from will proceed to internet advertising.
2) Internet advertising as a cost model: In this perspective internet advertising is seen as cost. This perspective is about companies that with pay money attempted to advertise their goods and services through advertising companies.

The important difference between these two views is that in main outcome of advertising companies is achieved through advertising while the main income of the companies that for advertising their products and services pay fees to advertising companies will be achieved through the sale of goods and services(Roosta & et al,2009).

figure 2: Loop advertising industry

In connection with Internet advertising, there are still vague questions, like:

Objective and strategy formulation

Results evaluation of advertising
Identify and select audience
Final production of advertising
Select Media
Prepare and compile the advertising message
Purchase of media space

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- There isn’t No universal agreement on a safe method for measuring the effectiveness of internet advertising (Chen & Wells, 2005).
- Effectiveness of Internet advertising is suspected (Green & Elsin, 2002).
Many companies use their websites as an advertising tool that is as Internet advertising. Consumers have greater control over Internet advertising to other advertising tools, because they can choose how much and when internet advertising is provided to them (Korgankar & Wolin, 2002). Web sites to help consumers to remember brand advertising on the internet and also it create a positive attitude toward the advertised brand (Abasi, 2007). Marketers believe that the impact of advertising on consumer attitudes, a key element is to sell products and services (Chen & Wells, 2005). Considering that internet advertising than advertising in radio, magazines, and newspapers have been more memorable and more interesting can be inferred that internet other media audiences is somewhat abducted (Korgankar & Wolin, 2002). In internet marketing, interactive, client converts from passive mode to active buyer (Bagheri Kani & et al, 2005). Advertising agencies development can ease the company from some time-consuming and repetitive processes (Rezvan, 2007).

**Industry marketing strategies in internet marketing:**
Industrial marketing strategies in electronic markets can be divided into four main categories:
- Exchange industrial marketing strategies
- Marketing based on database
- Relational marketing strategy
- Industrial marketing based on knowledge (Gilaninia, 2009)
In examine effect of internet marketing in Iran; the following items had high scores:
- An effective channel for establish communicating about information related to goods and services.
- Knowledge of purchasing decisions
- Improved ability to maintain and keep customers
Items that had low scores include:
- Remove part of low-benefit
- More accurate pricing (Gilaninia, 2009).

Table 2 Status of Iran computer and Internet users have been studied and also have been studied with other countries. Also in Table 3, we have reviewed the status of several continents together in order to have a more comprehensive review of the status of your continent.

<table>
<thead>
<tr>
<th>Country</th>
<th>Computer number of per 100 people</th>
<th>Internet number of per 100 people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Iran</td>
<td>10,53</td>
<td>10,07</td>
</tr>
<tr>
<td>India</td>
<td>1,54</td>
<td>5,44</td>
</tr>
<tr>
<td>United Arabic Emirates</td>
<td>19,84</td>
<td>31,08</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1,36</td>
<td>7,18</td>
</tr>
<tr>
<td>Malaysia</td>
<td>19,16</td>
<td>42,37</td>
</tr>
<tr>
<td>Japan</td>
<td>54,15</td>
<td>50,2</td>
</tr>
<tr>
<td>Qatar</td>
<td>17,88</td>
<td>28,16</td>
</tr>
<tr>
<td>China</td>
<td>4,08</td>
<td>8,44</td>
</tr>
<tr>
<td>United States of America</td>
<td>76,22</td>
<td>63</td>
</tr>
<tr>
<td>Australia</td>
<td>68,9</td>
<td>70,4</td>
</tr>
<tr>
<td>South Africa</td>
<td>8,36</td>
<td>10,75</td>
</tr>
</tbody>
</table>
Table 3: Comparison of the number of internet and computers users in different continents of the world

<table>
<thead>
<tr>
<th>Continent</th>
<th>Internet (The number of per 100 people)</th>
<th>Computer (The number of per 100 people)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>3,72</td>
<td>2,24</td>
</tr>
<tr>
<td>Asia</td>
<td>9,78</td>
<td>6,51</td>
</tr>
<tr>
<td>European</td>
<td>33,71</td>
<td>30,21</td>
</tr>
<tr>
<td>America</td>
<td>31,55</td>
<td>34,73</td>
</tr>
<tr>
<td>Oceania</td>
<td>52,03</td>
<td>50,73</td>
</tr>
</tbody>
</table>

With comparison between our countries, we know that our country in terms of computer and internet users per 100 people is located below the world average and must adopt policies to increase the number of users and the government should provide support in this area (Jae Won Lee & et al,2006)

One of issue that has limited internet advertising in Iran is including:
- Inadequate information and knowledge managers of manufacturing and service organizations from applications Advertise on the Internet.
- Lack of professional Internet Marketing Consultant.
- Lack of commercial businesses
- Low quality content sites in Iran and . . . . .

Now, according to the reasons mentioned above for removing these barriers express following Solution:
1) Advertising Association should form Committee for the development of Internet advertising.
2) Formulation of precise rules about the technical structure of the advertisements, the quality and content of advertisements.
3) Facilitate in payments contract and ...... (Jae Won Lee& et al, 2006)

4- Conclusion
In general terms development of advertising in irons’ marketing by using from internet is a tool for transactions of good and services sale. This marketing includes advertising on websites, e-mail that is sent to product introduction, attractive graphics and animated advertisements on search engine advertising, advertising on the blog. Use of this internet solution is dramatically expanding. Compared with traditional advertising, internet advertising has a significant advantage. Despite this, internet advertising still has not found a suitable place in Iran. There are some bottlenecks and problems in the countries have hindered the growth of Internet advertising. Internet marketing follows industrial marketing purposes, with the difference that the adoption of new technology, new tools and approaches is looking for innovation. Lack of necessary legislation and infrastructure, low awareness of managers of manufacturing and service companies, lack of business visibility in design of sites and lack of advertising appropriate mechanisms is including Internet advertising problems in Iran. Internet publishers should strive for increased traffic to their site. Advertisers also should establish the right mechanisms to attract and measure advertising effectiveness. For design of advertisement for a product is a necessary and important identifying feature of product and identifying buyers and factors towards their encouragement. Knowledge customer and understanding of goods is principle most important. If businesses want to remain active in the field and maintain their position in today’s competitive market, should use Internet advertising. In short, with clear legislation, design of appropriate mechanisms and infrastructure needed can be hoped to develop Internet advertising
References


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