



ISSN: 2249-7307

Vol. 11, Issue 10, October 2021

SJIF – Impact Factor = 8.075 (2021)

DOI: 10.5958/2249-7307.2021.00029.3

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## THE NEED FOR INTERNET MARKETING IN A COMPETITIVE ENVIRONMENT

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### ABSTRACT

*This article provides a theoretical analysis of the use of Internet marketing in improving the quality of management of the activities of firms. The types and main functions of modern technologies in the activities of firms are displayed. The basics of Internet marketing and its use in the development of the company are summarized, and the features in the management of the company's activities are also highlighted.*

**KEYWORDS:** *E-Commerce, Internet Marketing, SCM Technologies, Virtual Economy, E-Market, Competitiveness.*

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### INTRODUCTION

At the present stage of the development of society, the Internet is compared with such inventions as language, writing, printing and the media - everything that has determined, determines and will determine life throughout human history. Therefore, the question of how to use it in company management is one of the most relevant for business today.

The development of technological advances in the information sphere, among which one of the key places was occupied by the Internet, the emergence and rapid growth of e-commerce, became the basis for the emergence of a new direction in the modern concept of interaction marketing - Internet marketing and it should be noted that since the Internet as a communication medium, constantly progresses and becomes more complicated, and at the same time, the possibilities of promoting a company in the virtual space are expanding, a need arose for a new direction in the structure of general marketing, which would deal with the description of the features of achieving marketing goals on the Internet. Now the most frequently used term in search engines is "internet marketing".

And it is Internet marketing at the present stage that is an important component of the management of most companies, in particular, travel companies. With the shift of sources of information in

terms of volume and importance from print media, television and radio to the Internet, with the development of social networks, news portals, as well as the transition of many media and print media to the network, this type of marketing becomes the most important for presenting information about activities of economic entities, the volume of advertising on the Internet is increasing, the income of search engines, advertising sites, firms engaged in web design and website promotion, already exceeding the income from television advertising.

## **LITERATURE REVIEW**

The problems of using technological advances in the information sphere and management were investigated by the following scientists: Baranovskaya T.P., Kozyrev A.A., Lepeiko T.I., Melnik L.G., Pushkar A.I., Utkin V.B., Hammer M., Champy J., Shchedrin A.N. The question of the specifics of the functioning of the marketing complex in the Internet environment, the features of Internet marketing, the trends of its development is the subject of research by such authors as F. Kotler, V. Kholmogorov, I. Uspensky, I. Litovchenko, I. Boychuk, F. Yu. Vyrin and other. The problems of strategic marketing in firms today are given extremely insufficient attention by researchers. Despite a wide range of research into the possibilities of introducing the latest information technology advances in economic activity, not enough attention is paid to the problems of systematizing specific technological advances in the information sphere and the possibilities of their application in management and, in particular, in the marketing activities of travel companies. All of the above reflects the relevance of this study. In this regard, the following goal and objectives of the study were formulated [1,2,3].

The dynamic development of the Internet economy globally affects the business of firms, is of strategic importance for their survival and competitiveness in the future. Internetization [1] has provided tremendous opportunities for speeding up production cycles, including the processes of preparation of production (selection of raw materials, search for suppliers, etc.) and sales of products, their promotion both on local and international markets, which made it possible to talk about the emergence of a new economy - the Internet economy.

## **ANALYSIS AND RESULTS**

The main advantages of using technological advances in the information sphere of the company include:

- Increasing the degree of controllability;
- Reducing the influence of the human factor;
- Reduction of paperwork;
- Increasing the efficiency and reliability of information;
- Cost reduction;
- Optimization of accounting and control;
- ensuring transparency of information for investors;
- The possibility of increasing market share [2].

One of the important points worth paying attention to is that technologies in the information sphere in the company exist in the form of various information systems and information systems and are used in various segments of the management system. For example, some of the most popular systems are MRP and SCM technologies. These technologies in the information sphere are used in the field of relationships with partners and clients. They are focused primarily on: increasing sales, reducing costs, increasing customer and counterparty loyalty, improving the quality of service. In general, these software products increase the competitiveness of the firm. In general, we can conclude that at present there is a lot of software for automating both the professional activity of a manager and the process of his self-development.

The virtual economy covers the economy of the entire globe, where there is electricity and the Internet. The transfer of the traditional economy to the Internet makes it more flexible, since the virtual economy, operating with digital information in computer networks, makes it easier for people to cooperate.

In the Internet economy, the following areas are distinguished:

- Internet business;
- Internet commerce;
- Internet Marketing [4].

Thus, successful existence in the new reality is determined to a large extent by the use of both traditional marketing and the development of specific techniques and means of working on the Internet. In general, we are talking about the formation of a new direction in marketing - internet marketing. Nowadays, professional marketers face the problem of realizing and systematizing innovative forms of virtual communication, their effective use in managing the marketing activities of firms.

Internet marketing activities differ significantly from conventional marketing activities and communications through the use of virtual information space. The Internet and other digital media (intelligent television, Smartphone and tablets) open up new forms of interaction and new models of information exchange, and accordingly have another economic effect from implementation in firms. The main tool here is the website that hosts the information. It may have communication tools that are integrated with the site. Using the network brings new features and benefits over the adoption of traditional marketing methodology, such as:

- The transition of a key role from producers to consumers. This is one of the most fundamental qualities that the Internet has brought to the world of modern commerce. The Internet has made it a reality for firms to catch the attention of a new client in just tens of seconds spent in front of a computer screen. At the same time, he made it possible for the same user to go to any of the competitors in a few seconds. In such a situation, the attention of buyers becomes the greatest value, and the established relationship with customers becomes the main capital of firms.
- Globalization of activities and reduction of transaction costs. The Internet is dramatically changing the spatial and temporal dimensions of commerce. It is a global means of communication that does not have any territorial restrictions, while the cost of access to information does not depend on the distance from it, as opposed to traditional means, where this dependence is directly proportional. Internet marketing activities are characterized by the fact that the distance between the seller and the buyer plays a role only in terms of transport costs already at the stage of delivery of goods.
- The time scale in the network environment is also significantly different from the usual one. The high efficiency of the communication properties of the network makes it possible to reduce the time spent on finding partners, making decisions, making deals, developing new products, and others. Information and services on the Internet are available around the clock, in addition, its communication characteristics are highly flexible, which makes it easy to make changes the information provided, thereby maintaining its relevance without delay and dissemination costs [5].

The first level of using the Internet for business is the transmission of information about the company's products and the invitation to cooperation. This method empowers advertising technology advances and enables two-way communication.

The second level is e-commerce. It allows customers, from the comfort of their home, to order products and services directly on the website, and then receive them in the traditional way. E-commerce enables even the smallest vendors to achieve a global presence and do business on a global scale. Accordingly, customers also get a global choice from all potential suppliers offering the desired goods or services, regardless of geographic location. These levels have formed the

modern level - this is the use of the network and other electronic devices to improve the efficiency of all aspects of economic relations, including sales, marketing activities, financial analysis, payments, employee search, customer support and partnerships. This level characterizes the economy, which has received the name "electronic economy", entrepreneurship in it - "electronic business" ("electronic commerce"), the market - "e-market".

Savings on marketing costs when implementing individual Internet marketing activities are manifested in:

- saving on advertising costs (due to the content of the online store, the release of video clips, maintaining a blog forum, etc.);
- Savings on telephone calls;
- Saving time for studying products (everything can be seen on the company's website);
- Savings on the speed of pre- and after-sales service;
- The cost of opening and operating an online store is much lower [6].

## **CONCLUSION AND RECOMMENDATIONS**

Now the domestic market is rapidly introducing Internet marketing in the activities of the company, and also realizes the potential of social networks in marketing communication activities on the Internet, which confirms the fact that Internet marketing is an important phenomenon in the modern management of the company. Improved and updated Internet marketing technologies will help maintain and develop the relationship of the company with customers. This will contribute to the high communication status of the marketing system, increasing the efficiency of marketing activities and expanding marketing relationships [7].

As you can see, the use of Internet technological advances in the modern conditions of the development of marketing activities of firms allows you to reduce marketing costs, expand the client base, increase the effectiveness of advertising activities, and, most importantly, carry out effective targeting. This, in turn, allows you to direct the marketing efforts of the company in the right direction, helps to save time and resources in identifying the target audience. The market for applying Internet technological advances in marketing is constantly evolving, with innovative tools, strategies and opportunities emerging. In addition to the most popular tools that have already become standard, there are many other solutions that are most effective in specific situations and require a minimum of money. Thus, Internet marketing activities are both a marketing tool for a modern company and a set of technological advances in the information field that are used there. The implementation of this business process using Internet marketing allows you to efficiently and in the shortest possible time collect the necessary information by accessing electronic data sources (search engines, information portals, and official websites). The collected information is easy to analyze, because the necessary data can be obtained in real mode (online) and, accordingly, in digital format. Traditional methods of obtaining primary data by means of questionnaires, focus groups, and panel studies require a significant investment of time, because data collection can last from one week to several months, and the translation of the collected information into digital format and its analysis also requires a significant amount of time. The advantages of using Internet marketing to manage analytical business processes are the quick collection of the necessary information, the ease of its analysis and low costs.

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