



## MARKETING AND CYBERMARKETING

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### Abstract

*In this paper I want to describe Marketing and Cibermarketing and similarities between them. The work has divided it into two parts, as follows: in the first part I realize the conceptual delimitations on the two terms, and in the second part I made a parallel between the two.*

*Marketing is everything that can trigger a business growth and may include: market research, advertising, advertising, sales, distribution, and Cibermarketing is the marketing that uses the internet. This includes: market research, advertising, brand management and online support. At the same time, we have described e-commerce as a field of activity as a complex system in terms of economic relations.*

### Key words:

research, economics,  
internet, marketing,  
advertising

### JEL Codes:

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N20

### 1. CONCEPTUAL DELIMITATIONS

The investigations carried out so far I can say that Marketing is everything that can increase business and may include: market research, advertising, publicity, sales, distribution, and other. Initially it appeared economic plan practice and marketing of designated subject of theoretical developments<sup>1</sup>.

Philip Kotler considered marketing is the process management and social that helps people groups of people can get what they want to create, offer and products that are valuable<sup>2</sup>.

The internet marketing or web marketing means marketing that uses the Internet as the main communication channel. In a world where innovation and technology we pack life almost all aspects of it, the virtual and the Internet have become a target in this era, that era of globalization. In this age can say that there are no barriers in the virtual environment and that there are no constraints

that may limit our activities (human), business and communication.

Internet marketing includes: market research, advertising, brand management and online help.

We know that internet marketing is the intersection of three areas: marketing, technology and economics and refers to the process of creating and maintaining customer relationship with online activities by facilitating the exchange of ideas and the target is the consumer.

The tools used in Cybegmarketing are: email, online advertising, blogs, newsletter and social networks (Youtube, Twitter, Facebook).

Cybermarketing currently has environments: Internet networks, Intranet networks, Extranet networks, Local area networks (LAN), Metropolitan networks (MAN), Large area networks (LANs), CDs, DVDs, Multimedia terminals, on-line as well as off-line systems.

<sup>1</sup> Orzan Gheorghe Mihai Orzan, internet marketing, Uranus Publishing House, Bucuresști, 2004

<sup>2</sup> Ph. Kotler, Marketing Management (edition Aiah) Publishing theory Bucharest 2000, pp 22

A conceptual delimitation is related to the notion of a marketing strategy that points to the defining lines of an enterprise in order to achieve goals. The terms with which the marketing strategy expresses are conceived and synthetic.

The Internet Marketing Strategy shows us the objectives to be achieved with this new type of marketing and its modalities regarding the Internet features that will be achieved.

Here are the main mechanisms that appear in the Internet economy.

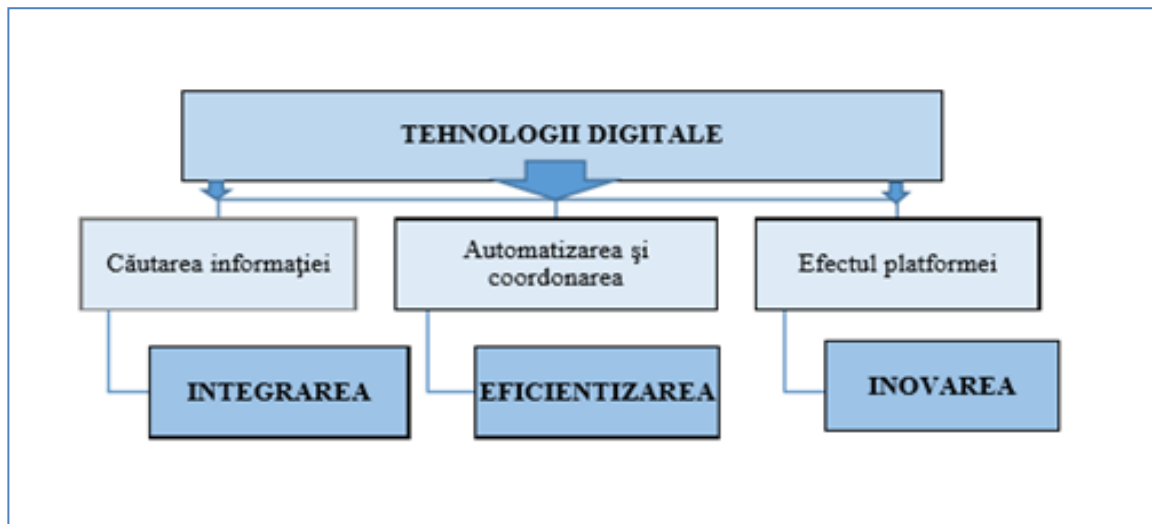


Figure 1 - Representation of the main mechanisms in the Internet economy<sup>3</sup>

Electronic commerce sector, and that sector of the economy is viewed as a complex system of international economic relations and its development affects a number of factors that can be grouped as follows:

1. Economic factors: the level of investments in the development of information technologies, government support of economic sectors, investment attractiveness, the battle on competition, and other.
2. Infrastructure factors: the pace and rate Internet audience, mutual trust between market participants on the development of electronic payments, and other.
3. Technical factors: standardization protocols for information exchange, business process automation,

telecommunication network reliability, and other.

4. Managerial factors: development of e-commerce, training of management cadres, and other .;
5. Legal Factors: the level of legal regulation on electronic commerce; the degree of elaboration of the legal aspects regarding the protection of personal data and intellectual property.

## 2) CYBERMARKETING VS TRADITIONAL MARKETING

To begin with, I want to describe the techniques and problems stemming from traditional marketing, and these are:

<sup>3</sup> Bădărău Elena, Teza de Doctorat "Eficientizarea comerțului exterior la începutul secolului XXI", Chișinău, 2017

- Traditional marketing is sometimes quite costly. That is, it costs enormously the production and printing of catalogs, it costs the maintenance of the staff to meet the demands of the consumers, and other .;
- Traditional marketing can be a time intensive process. In general, when making publicity texts, mistakes may need to be corrected and revisions should be sent to the advertising agency or the printing press, and it can often be expected for months to advertise in a publication.
- Techniques that appear in traditional marketing have often proven ineffective. An example is when people send out messages by mail, and their response is rather short.

In many cases, cybermarketing adds or lowers the marketing mix and can not replace the traditional marketing, ie:

- adds interactivity and reduces costs;
- Adds a variety of possibilities for the consumer by removing marketing by paper;
- adds more informative value to products and services by removing the barriers to the expansion of the international market.

Cybermarketing versus traditional marketing has a lot to offer, ie it extends traditional marketing in new directions that benefit consumers and sellers.

I have exemplified them as follows:

1. Cybermarketing helps narrow your marketing budget and save money. Brochures, electronic catalogs, and other. must be shipped and not printed or packaged. When customers receive product-related information, they should not be required to send them to the secretariat and electronic versions may be updated

online and should not be sent for print changes. The cost of information or the provision of information is low in some cases, but it is never null. This advantage of Cybermarketing can translate into a commercial development goal. If a parallel is made between the Internet solution and the cost of a post or a page or the cost of phone calls, it can be seen that the Internet solution is attractive and cost-effective.

2. Time-saving Cybermarketing can reduce marketing steps. Buyers can ask for information from representatives by phone, so they do not have to wait for the materials to be printed, so catalogs and brochures can be updated instantly, and so you can make a difference between losing or winning a contract.
3. Cybermarketing offers customers a way to buy and at the same time gives them control over the purchase process. Nowadays, customers want more information on a product and also want after-sales support using the leverage to communicate online by encouraging the customer to get involved in making a decision about the product. The more the customer engages in the process of adapting to the process, the more secure the sale.
4. Cybermarketing is rich in information and is aimed at analytical and uninformed buyers, allowing current customers to locate quickly the information they need.
5. Cybermarketing offers an international bridge through online networks that have created an instant network. It removes the barriers related to distraction and time that stand in the way of transactions with customers in different countries.

6. Cybermarketing is available continuously, that is, one of the attributes of the server is that it is available 365 days a year 24 hours a day.

## CONCLUSIONS

According to this article on marketing and cybermarketing, I can say that Marketing has been the subject of theoretical developments and is all that can determine the growth of a business. At the same time, we noticed that Internet marketing is called Cybermarketing and is at the crossroads of three major areas: economy, marketing and technology, and the tools used are mainly: email, online advertising, blogs and networks socialization.

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