

## Digital marketing in technological products

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### Key Words

Digital marketing, Technological products, Digital environment

### Abstract

*Being developed in line with Internet, information society has started to live in the digital era. Consumption habits of consumers also began to change together with the digital transformation. Online shopping creates a new market opportunity for companies. Technological developments led to a significant change in society. Today, people are really interested in technological products and tend to consume a high number of these products. When considering that we live in a world of consumption and each of us is a consumer, it is observed that the efforts seeking answers to consumption-related questions such as why, how and where are increasing in a continuously developing world of marketing.*

*In this context, how a technological products company uses its marketing mix in a digital platform by offering an online shopping opportunity through its web site and structures its customers services management has been examined.*

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### 1. Introduction

Currently digital marketing has turned into an important field for the companies as a result of phenomena such as information age and globalization. While some businesses make use of digital environment for advertisement and promotion purposes only, a number of companies turn digital environment into an opportunity to perform their marketing activities (Yurdakul, Kiracı, 2008:165). Digital marketing geared towards technological products and services has recently been considered as one of the most crucial developments. The advancements witnessed in digital marketing create a huge field of competition in marketing arena. Parallel to the developments in technology, consumption habits of consumers have experienced a similar change. Thus the need to create a marketing mix in digital environment has arisen.

### 2. Digital Marketing

Mind-blowing progress of new interactive communication tools such as on-line services and World Wide Web (Internet servers web) has caught consumer marketers unprepared. A majority of these marketers are in a constant attempt to "intuitively predict" the potential effects of interactive-communication tools on consumer marketing and they reflect hard on what to do and how to do as regards this matter. The secret ingredient of the achievers is mixing certain stuffs. The recent analysis conducted by Fortune 500 on around one hundred websites of consumer marketing companies revealed that today most of the interactive-media (communication tools) marketing applications are far from being inspirational and, even worse; they fall short in meeting interactive media potential. Nonetheless proven evidences show that for the modern marketers, new media poses a huge potential as well as a severe threat. To remedy this apparent conflict, an integrated perspective that will empower interactive media in marketing has been developed and termed as *digital marketing* (Parsons, Zeisser, Waitman, 1998:31).

It is, doubtless to note that, the Internet and Web provide limitless opportunities for companies. In line with this context, creating a website equates to prestige, esteem and new customers for any company (Ozkaya, Ene, 2013:69-81: quot. in Sencan, 2013: 105). Till present day a great number of companies that created their website have aimed, via their web sites, to obtain a distinct position in cyberspace; forge communication with target masses; promote their company; reach their target mass in a fast and safe manner; sell online; lower customer-service and advertisement costs; improve communication with employees; enter international markets; empower corporate identity and image (Okay and Canpolat, 2006:448 quot. in: Ozkaya, Ene, 2013:69-81).

Marketing demonstrates itself as a business function of which significance has been elevated by the changes and developments in financial conditions. Marketing is the combination of activities related to detecting consumer needs and demands and target markets in which success is more achievable. It is also related to the sum of all actions directed to develop and practice marketable products, services and programs (Mucuk, 2006:XI-2).

Internet, the active force that carried marketing to a totally new dimension, now serves to a wide range of fields although its initial use of aim was restricted with a limited space. When first seen, it was a utopian belief that the Internet would spread so widely. Today however, companies are starting to deploy the benefits of Internet to survive in the global market. The key objective of marketing is reaching existing or potential customers; familiarize with these masses; provide certain data on organization, brand, product and relevant services and in the light of all these data, enabling the sale of products and services. E-marketing, (electronic marketing) that refers to sales via Internet is, with all its dimensions, a faster, better and cheaper mean. Internet is the pillar of electronic marketing since it is the Internet that allows people to reach and share information easily (Vural, 2006:76-77).

### **2.1.Creating Marketing Mix on Digital Environment**

Digital marketing is a strategic process related to the development, pricing, promoting and distributing of the products to address the target markets via Internet. Digital revolution radically transformed the concepts of time, space, and mass. Now that it is no longer a must to occupy a physical space for any company. It can exist as a virtual company free of space and time. Messages can be sent and received to the target mass concurrently; corporations can contact to one another and customers via continuous virtual webs; hence information can travel on the Internet from one end of the world to the other with zero cost (Mucuk, 2006:246).

Corresponding to the rapid development of the Internet, marketing the products and services to the consumers via net created a great opportunity. Particularly among companies which operate in countries with advanced computer and internet substructure it exhibits itself as utilizing the current potential in an increasing level (Pride and Feller, 2000 :64: quot. in Mucuk, 2006:253). Besides, interactive characteristics of the Internet provide an opportunity for the consumer to be more effective during the process of developing products and services. Active participation on the web and rapid mutual communication allow the consumer to involve in the design, development and marketing processes of the product. Hence it becomes feasible for companies to develop marketable products in line with consumer choices; in addition it becomes possible to meet the specific demands of consumers on a wide range of areas such as color, pattern, size etc. (Kircova, 1999:64: quoted in Mucuk, 2006:253).

In Digital marketing price is the most sensitive and critical factor while making a decision. That is explained with the fact that Internet provides the consumers a chance to reach the greatest amount of information in the least amount of time, which could not be possible in the past due to cost and price restrictions. Consumer is given a chance to visit the websites of a

number of rival companies, compare the products and gather detailed information on the costs and prices which in turn enables the company to utilize price as a key component of competition in marketing mix. Likewise in such transparent and public environment, the company itself can choose to investigate the qualities and prices of any rival company in the quickest way (Avcikurt, Koroglu, 2000:111-136: quot. in Mucuk, 2006:254). As the tools, programs and techniques utilized on Internet environment follow a standard customers can, to a large extend, focus on the price and by visiting a great number of websites s/he grabs a chance to draw a comparison among the qualities and prices of any product or service. If the products are close to each other in terms of standard due to competition, price then can act as a great factor in decision-making process (Pride and Ferrell, 2000:612-613: quot. in Mucuk, 2006:255).

Within the scope of promoting via Web, advertisement and public relations activities take one step further. In today's information society Web pages have evolved into being an alternative of traditional advertisement media. In advertisement billboards the publicity and promotion of products in this environment has now been considered an essential component of marketing. Internet advertisement is possible through two methods: creating a company webpage or utilizing from other companies' web pages. If latter choice is selected, an agreement is signed with the firms accepting and publishing free or non-free ads on their internet pages (Kircova, 1999:66: quot. in Mucuk, 2006:256).

In the event that a company chooses to create its own website, two types of websites emerge depending on the targeted general marketing objectives: promotion-focused website and sales-focused web site (Pride and Feller, 2000:611: quot. in Kircova, 1999:66, Gun, 1999:47-61: quot. in Mucuk, 2006:256). In a promotion-focused website, the sole motive of the company is to announce its existence in the virtual world, enhance its recognition or provide news, briefings, trainings-seminars on its products and services (Mucuk, 2006:256).

The preliminary function of distribution is to preserve the products available for the consumers in appropriate quantities, in appropriate time, in appropriate or desired place. Electronic processing of the orders and speed of internet communication diminish in all distribution channels inefficiencies, costs and repetitive transactions; additionally it speeds up the delivery and improves customer service. By virtue of its interactive quality, the Internet makes it possible for the companies to associate and collaborate closely with the establishments in their respective supply chain (Erem and Bayraktar, 1999:55-56: quot. in Mucuk, 2006:256).

In the Internet, distribution decisions divert from one another in two separate activity types: Decisions concerning the companies which can distribute its products on the Internet and decisions concerning the companies which can receive orders on the Internet and distribute via physical channels (Pride and Ferrell, 2000:608: quot. in Mucuk, 2006:256). Companies in the second group take orders on the Internet and distribute via physical channels. While answering the demands of their customers who complete order forms on their website, they also load a huge part of their sale transactions on the Internet. This transaction provides another benefit as collecting customer data for the subsequent sale processes. One of the most eye-catching members of distribution channels are retailers (Mucuk, 2006:257) and Internet allows its retailers to visit the webpages of brands and shop online.

The science of marketing reassesses all its processes and regulations and in digital age, it adopts an effective, efficient and sustainable communication that focuses on customers (Karahasan, 2014:116). It is most likely that a company that is not customer-oriented or in other words human-oriented shall not maintain its existence under present circumstances. Today the issue is not simply providing quality products or services; it is also related to paying heeds to customer's needs and desires.

## 2.2-Marketing Technological Products on Digital Environment

Technology is a tool enabling the accomplishment of an action or task in a faster, easier and less effortless manner. Technological products occupy a wide range of area from mobile phones to dishwashers, GSM operators or internet services (Hasiloglu, Ozata, Turk, Kocak, Orenil, Tanriverdi, edited by Eroglu, Elif, 2013:3-4).

Technology markets are described as technology-oriented markets. Technology markets are known as complex markets; besides these markets are exposed to shorter life span and they are under the effect of constantly changing technological conditions that necessitate fast decisions. The importance of speed in technology markets is guided by increasing competition and customers' constantly evolving demands. All of them are fueled by higher risks for not only the consumers but manufacturers as well. As a result of the conditions of this dynamic market, advanced technology companies are generally bound to product-focus, which is led by technological innovations rather than customer needs. This inclination leads to abandoning customer-focus, which is in reality vital in global competitive markets of present age (Rosen, Schroeder, Purinton, 1998:1-17).

Marketing concept applies to all sectors; but still it is of particular importance in technology sector; or in other terms the markets that introduce quality products before all the other sectors. A vast portion of these markets are dedicated to act as the "voice of customer". It is only natural that customer-focus should be integrated to new product development and marketing in technology oriented markets. However it is also the bitter reality that marketing concept which is emphasized in a great number of studies is still not one step further than being a theoretical *concept*. There may be a further reason explaining why advance technology companies fail to successfully adapt customer-focus. Three case studies on Customer focus: Philips's CD-I, Apple's Newton and lastly Sony's BetaMax. These samples represent the critical role that innovation process expansion plays in the price offers of acclaimed technology products. In each sample case, the effectiveness of marketing strategy may be tracked down how the company combines skillfully its customer focus with an understanding of expansion process. Nonetheless it is the preliminary requirement to identify the structure of advance technology markets to locate all these specific samples into an appropriate context (Rosen, Schroeder, Purinton, 1998:1-17).

Digital marketing oriented to digital products and services has taken the stage as one of the greatest developments in information systems. The nascent developments experienced in digital marketing set an unprecedented competitive scene for marketing. Since digital products and services such as graphic and on-line banking can be offered on the Internet, they are decisively considered as information-focused products and services. All customers having purchased and acquired digital products only from the Internet pay emphasis on tens of different features of information satisfaction. Hence Customer Information Satisfaction (CIS) is a major factor in digital marketing. Effectiveness of digital marketing cannot be measured via simple financial measures such as the revenues of investments. To be a diagnostic instrument in theory and practice, it is required that effective measurement instrument of digital marketing should integrate dissimilar aspects of customer satisfaction. Digital services that can be transacted via Internet are, to list generally, information-processing services, online banking and secure internet banking transactions. At the stage of providing digital products and services, digital marketing utilizing web-based information systems make customer systems final-users. Hence contents and user interfaces of information systems (web sites) pose significance in measuring customer satisfaction within the context of digital marketing (Wang, Tang -I, Tang-tai Eddie, 2001:89-90).

The newer and further effective methods that companies adapt in perceiving and meeting customer needs and preferences allow them to set more meaningful connections than the past with their customers. The ultimate aim of these connections is making profit by lowering the costs and increasing the revenues. In contrast to past companies today gain further information on their consumers and strive to offer products and services that can satisfy as many people as possible (Fournier, Dobscha, Mick, 1998:42-51).

The rapid rise witnessed in new interactive communication tools such as On-line services and World Wide Web (like Internet servers web) pushed consumer marketers to try new things (Parsons, Zeisser, Waitman, 1998).

### **3.A Research to analyze Marketing of Technological Products on Digital Environment**

#### **3.1. Research Scope and Objective**

The research aims to investigate how Teknosa, a company marketing technological products, utilizes the components of marketing mix on digital environment and how it structures customer-services management. A successful website that markets technological products on a given digital shopping site has been selected. Upon conducting a case study it has been attempted to demonstrate the weak and strong aspects of the website.

#### **3.2. Limitations of Research**

One of the successful websites in Turkey, Teknosa, has been selected. Teknosa is a company that sells technological products. The website was scanned on September 2014.

#### **3.3. Research Method**

In this research that employed explorative research method the components of marketing mix on digital environment have been analyzed through a literature review and research section has been done through a case study. The substructure of research has been based on literature findings and on the web site analysis and research of these findings have been conducted. Researches have been made on findings, 4P, 4C, customer services management.

#### **3.4. Research Findings**

In this research it has been analyzed if the data obtained via literature review have or have not been put into practice on Teknosa web site. Findings have been explored under 5 main headings:

**Product Analysis:** Product categories listed in detail on the site.

The main qualities of the products to be marketed on digital environment have been specified. All products consist of sound and video, computer, telecom, photograph and video camera, white appliances, games and hobby, Mp3, personal care, battery and discounted items. Sound and video products are; televisions, home theater system, projector, DVD and Blu-Ray Player, Satellite Systems, Hi-Fi systems, music systems, earphones, cable, voice recorder, installation and service package, standard television, docking station, auto systems. Computer products are; notebook, tablet Pc, ultra book, data storage, tablet Pc accessories. Telekom products are; smart phones, mobile phones, mobile chargers, memory cards, navigation tools. Photograph and video camera are; compact camera, digital Slr camera, digital video camera, memory card, bag and tripod. White appliances are; white appliance sets, fridge, washing machine, dishwasher, air conditioners. Games and hobby products; game consoles, games and software, game accessories, musical instruments, film and music. Mp3; Mp3 player, accessories, Fm transmitters. Personal care products; health products, male care equipments, small electrical household appliances, hair care and epilator. Battery products are; torches, battery and chargers. Discounted products are; display products, outlet products.



In the product-relevant system, there is an option called product search. Here the qualities and price information of products are given and a comparison can be made between different brands.

**Price Analysis:** At the end of price research, payment options have been provided on the site. It is also feasible to compare the prices of different brands.

**Promotional Mix Analysis:** On this site, promotional campaigns and advertisements have been displayed. There are some campaigns such as *Orange Sales*, *Gift Checks*. On the website the ads of partner banks of the company are also displayed. The ads of the same brand groups are also available on the site.

**Distribution Analysis:** Distribution-related services listed on the site are delivery, delivery terms and conditions, warranty and return terms and conditions.

**Customer Services Management Analysis:** Under the 'Services' heading, Teknosa provides a telephone number operating 7/24 to offer active communication and assistance to the customers. Teknosa also has a number of social media channels such as, facebook, twitter to communicate with its customers. There are also additional services provided to its customers. These services listed on the website are free-of-charge delivery and extra guarantee service packages.

Within the scope of customer-services management, the most frequently listed complaints on the site are faulty & defective products, online delivery and call center information related issues. Sikayetvar.com web site provides a list of complaints specific to each company. Teknosa pays attention to all the complaints and does its best to find solutions.

#### 4. Conclusion and suggestions

Technological advancements have forced the companies to seek novel marketing strategies. This driving force likewise has introduced marketing concept. The need to implement marketing mix components to employ on digital environment has surfaced.

The website of Teknosa, a company selling technological products, has been scanned thoroughly and it has been detected that the site operates in conjunction with the criteria of marketing mix. On a general scale, the site has followed the specific criteria although there were minor defaults as well. In the end, it has been monitored that these defects were corrected and customers were given feedback.

The development of marketing strategies that fit into digital environment of which significance and use has accelerated even further today, has gained greater significance. This is possible by compartmenting digital market locations, selecting target market, placement and creating a marketing mix (Yurdakul, Kiracı, 2008:184).

Technological product market is endowed with unique characteristics. In order for corporations to move strategically in this environment they are expected to establish sovereignty over the topic of technological products market. The way to establish sovereignty over the topic of technological products market initially relates to have a thorough knowledge on technological products and their qualities (Hasiloglu, Ozata, Turk, Kocak, Orenil, Tanriverdi, edits. Eroglu, Elif, 2013:3-4).

It is thus suggested that a comprehensive model that measures customer-information satisfaction on the websites that market technological products and services be created. Technology goes way beyond than merely satisfying humans' needs but rather it creates brand new needs with the innovations emerging each new day. That is exactly why the companies are forced to unite this technology with the right marketing strategies .

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