



BUSINESS MANAGEMENT AND THE CHARACTERISTICS OF INTERNATIONAL E-MARKETING AND ITS IMPACT ON THE CONSUMER

Ghufran A. Mohammed2
University of Baghdad
ah.ghufran1991@gmail.com

ABSTRACT

Marketing: It is the processes related to planning the implementation of concepts related to pricing, promotion and distribution of ideas, goods and services in order to achieve exchanges towards satisfying individuals and meeting the objectives of the organization. Marketing Concept: It is a social process through which individuals or groups get what they need or want through exchanges between them for products and determining their values.

1- Needs, Desires, and Demand Needs: They represent the basics that a person seeks in order to obtain them, such as food, clothing, protection, safety, and respect. Desires: They represent wishes that the individual desires to be fulfilled, depending on the environment in which he lives. Demand: It represents the quantity required by individuals of a particular good or service. during a specified period of time. 2- Products, services and expertise Products: the consumer seeks to achieve the best benefits in exchange for the money he paid in order to obtain them. Experience: It is the experience that the marketer possesses to achieve distinction and creativity from other producers or marketers. 3- Value, Cost and Satisfaction Value: Examples of it include a person who wants to move from his place of residence to his place of work by means of transportation such as bicycle, taxi, bus, but he will set a number of criteria that distinguish one unit from another. Satisfaction wants it: it represents the results achieved from the use of that product exclusively, and it does not have to be what is less expensive than others. 4 - Exchange and Relationships Individuals can satisfy their needs or desires through exchange Q / What are the conditions that must be achieved in the realization of the marketing exchange process? C / 1- The presence of at least two parties in the exchange process 2- Each party owns something and this may be of value to the other party 3- Each party has the ability to communicate and deliver

KEY WORDS

Introduction

This concept is characterized by its components in the following: - The size of the market is affected by the number of individuals dealing in it - The necessity for individuals to possess resources that enable them to obtain or benefit from the products available in the market - That individuals have the desire to use these resources in the exchange process

Philosophical orientations for the development of the concept of marketing: We mean by that the intellectual orientation pursued by the management of the organization, which represents in its reality the administrative philosophical approved during a previous or later era, which was planned in its dealings with target markets and determining the relative weight that gives its interests towards its goals and the goals of society(1). It is possible to say that the philosophical orientations of the concept of marketing and its applications passed through the following stages(2): 1- The concept of production: The main objective of all organizations operating in the field of industry was the productive activity first, and therefore the manufacturers were at the same time the market suppliers and influencers in the nature and form of the demand achieved for the product. This is done by adopting a policy of large-scale production and low costs for distribution(3). 2- The selling concept: If consumers are left as they are, it is natural that their purchase of products will be below the level sufficient to achieve profits, and that the organization must exercise sufficient sales and promotional efforts to achieve that profitable purchase(4). 3- The concept Marketing: This concept appeared in the mid-fifties of the last century, production is the center in work or manufacturing and then selling to show a concept based on saying that it is not correct to search for the right consumer if you did not produce it, but it is correct to provide the appropriate product to the consumer(5). Drawing page 34 The difference between the selling and marketing orientation Q/ What are the most important reasons that led to the emergence of the marketing concept 1- The decline in the level of sales achieved by organizations 2- The slow growth in the current markets 3- The change in the tastes and desires of consumers 4- The intensification of competition between Marketers to search for available and originally identified opportunities in the market 5- The increase in marketing costs spent on media activities, sales promotion and consumer service 4- The consumer concept: Many marketing organizations have developed the marketing concept into the consumer concept, as this is represented by the logical extension of the marketing concept 5- The Social Concept of Marketing: Criticisms directed at the marketing concept and the consumer concept A- The cost of marketing performance has become very high B- The consumer obtains misleading, incomplete and sometimes incorrect information, which is reflected in the accuracy and integrity of the marketing decisions he takes C- The marketing system allowed With the passage of more commodities that, when used, produce health risks and safety risks D- The emergence and dominance of new social concepts that have been reflected in the marketing philosophy The social concept of marketing: It is the expression of the organization's mission to determine the needs, desires and interests of the target markets to achieve the desired satisfaction in an efficient and effective way that outperforms competitors and in a way that preserves consumers society as best as possible. This definition would include the following dimensions: - Marketers build an ethical relationship with the community through the marketing applications they practice. Its application to the marketing social orientation Drawing page 37 The pillars of the social concept of marketing Marketing ethics: They are the principles and standards that must be followed in the marketing process in order for the performance to be acceptable

The community surrounding the organization. Reasons for the emergence of marketing ethics 1- The prevalence of some counter or undesirable acts in marketing activity specifically and in a way that is not consistent with the objectives and policy of the organization, as is the case in the prevalence of bribery. 3- The behavior of some departments of marketing organizations or groups in them cannot be controlled and restricted through legal legislation only. 4- The need for society to set ethical rules for the work of marketing organizations and to be done voluntarily. The importance of marketing at the macroeconomic level: 1- Job creation: As a result of the high technological progress that many countries of the world have reached and what resulted in the laying off of many manpower in the production sector, these forces have shifted to work in marketing activity as a result of the expansion and diversity of businesses. And its great dependence on the human element 2- The effect on the total output in the economy: This importance is highlighted by the fact that marketing is the natural and appropriate tool in translating the production plans and programs set for the overall economy into a tangible reality. 3- The contribution of marketing to the development of the overall economy: the profits generated from marketing and selling products can contribute to the development of new products or the introduction of new technology, so it became possible to see in the local markets that they have become global. 4- Marketing costs: many marketing activities that are carried out towards Achieving consumer satisfaction and satisfying his needs and desires results in many costs, and these costs often reach 50% of the value of the sold goods. 5 - Changing the lifestyle of individuals: Marketing contributes to social and behavioral change in the members of society, with what it can offer of new and developed commodities that contribute greatly to changing the lifestyle of individuals.

Methodology:

Pricing on the basis of discounts and allowances: This method of pricing means on the basis of granting a specific discount to the buyer in order to motivate him to achieve purchase deals and restore his marketing activity through the value or the difference in price that he will receive as a result of completing the purchase transaction. Among the most prominent types of pricing on the basis of discount are: A- Quantity discount: This type of price discount is based on the quantity of the purchased goods, meaning that the seller determines, in an incremental manner, the percentage of the discount on the purchase quantity. The higher the quantity, the greater the amount of discount offered by the seller to the buyer. B- Cash discount: It is the discount that the seller gives to the buyer for the purpose of encouraging and motivating him to pay his financial obligations resulting from his forward purchase as soon as possible. C- Commercial discount: It is a specific amount in the form of a percentage of the total price shown in the sale list That is, the seller offers a percentage as a discount in the prices of the commodities in which he deals. D- The seasonal discount: This is the discount that is granted by the seller to the buyer in the event of purchase and at specific seasonal times. Seasonal for products that are consumed in a following season or in a specific period of time by encouraging their purchase at times outside the season. These are a number of methods that take into account the psychology and personality of the individual and the way he deals with the prices specified for the goods, which may reflect a certain pattern of his personal characteristics and characteristics. Purchasing through the declared price of the goods, where the marketing unit sets a specific price for the goods, for example 4990 dinars, which in fact does not differ from the price of 5000 dinars. To commodities that are dealt with: These are the prices that are set at a relatively high rate by some well-known companies or display shops, with the aim of creating an impression among buyers that the commodity is characterized by a high degree

of quality, especially for those commodities that are characterized by pride when purchased as an important basis in the purchase. The purchase decision taken not by looking for a decrease in the price and often. This price is linked to the names of well-known commercial stores. C- Reference prices: These are the prices that individuals used to deal with the products they represent for a long period of time as a result of the stability of their price.

Conclusion :

Therefore, the change in the price for various reasons makes the buyer in a psychologically unstable position towards taking on Buying it because I got used to buying it for a previous period at that price Prices of price leaders: These are the prices that are determined by the leaders in the market or the most affected and economic position in the market and are usually the companies with the largest share or share in the market as they set their prices for goods and are followed by small sellers or Producers who are below them in capabilities Chapter Eleven Marketing channels (distribution) Service marketing outlets: As is the case for consumer and productive goods with distribution outlets for them, services also have distribution outlets that can be relied upon in order to deliver services to the buyer, but these outlets do not take the same form or the number for what it is in relation to consumer or productive goods. Perhaps the dominant feature of the outlets for distributing services is that they are direct, that is, they are provided by service vendors, and it is difficult to give them to an intermediary person, but this does not preclude saying that some services can be granted to others to perform or Deliver it to whoever requests it.

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