

## TO THE PROBLEM OF CONCEPTUAL-CATEGORICAL APPARATUS DEVELOPMENT OF INTERNET MARKETING

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**Keywords:** marketing, internet-marketing, e-commerce, Internet, marketing research, competition reconnaissance, conceptual apparatus of Internet-marketing.

The article has a fundamental theoretical character. Its actuality is conditioned by the necessity of conceptual-categorical apparatus development of Internet marketing. The analysis, carried out by the author showed that there is no unique conception of the main definition of internet-marketing among the researchers. The author gives his own definition of competition reconnaissance in the Internet and its application environment.

The article has a fundamental theoretical character. Its actuality is conditioned by the necessity of conceptual-categorical apparatus to develop Internet marketing. The Internet is changing the layout and style of business and decreases costs dramatically. The businessmen have to deal with a new kind of activity - internet marketing, i.e. develop the strategy, plan, organize and control the implementation of commercial communication to educe the areas of alignment and coordination of company's and client's interests, adequate development of relations with clients on the basis of internet technologies, sweep the Internet market.

At present we face the problem of forming the conceptual-categorical apparatus for Internet marketing. Initially (the end of the 20<sup>th</sup>, the beginning of the 21<sup>st</sup> centuries) the majority of authors refer to the concept of Internet marketing as Internet advertising, or sometimes as banner advertising. Some authors avoid giving definition to the above mentioned concept and its application in their works.

After the analysis of different approaches to the interpretation of the term "internet marketing" one should mention the lack of solidarity among the specialists. They often concentrate their attention on Internet-advertising only. Besides, many researchers of Internet marketing and e-commerce avoid the problem of forming the conceptual-categorical apparatus and its application. Such situation is a typical example, when at the top of scientific-technical progress, theory falls behind practice.

The scientists do not pay enough attention to the research within Internet marketing. Some areas are still not studied.

As the research shows, both theory and practice of marketing research in the Internet

are at the early stage of their formation. But the theory and practice of competition reconnaissance are even less studied: in fact, only one monograph by V. Dudihin and O. Dudihina ("Competition reconnaissance on the Internet") is devoted to this aspect. The authors give their own definition to competition reconnaissance: "Competition reconnaissance - is a specialized discipline that deals with information gathering in business, using legal and ethic methods." Such definition does not give the full description to the situation.

Let us give the definition to competition reconnaissance on the Internet: that is constant activity in real time on gathering, processing and analysis of information regarding the dynamics and reasons for changing the competitors' market position, their advantages and weak points, which is a necessary element of marketing research on the Internet.

Dealing with application environment of marketing research on the Internet it is necessary to identify what is the subject and the object of the activity. The object of marketing research on the Internet is expert-research activity of the company as well as its information-analytical activity with the use of network information systems and technologies: on competition reconnaissance, analysis of competitor's position in the market, the analysis of demand and supply in the market, taking into account all factors of external environment.

Among some separate directions of marketing research on the Internet there is one, which is not developed enough - tools for competition reconnaissance. According to the research that has been carried out we made a conclusion that the competition reconnaissance

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\* Andrei V. Ivanov, associate Professor of PGUTI. E-mail: ivanov11av@mail.ru.

on the Internet must be implemented in the following directions:

- ◆ Examination and analysis of changes in the competitors' market position using the search systems on the Internet in all the segments of target market;
- ◆ The analysis of competitors' web-sites attendance;
- ◆ Gathering information regarding competitors' products and services, their quality and prices (by means of competitors' site attendance on behalf of the client);
- ◆ The analysis of price and assortment policy of competitors;
- ◆ The analysis of advertising policy of competitors on the Internet;
- ◆ Gathering and analysis of other sort of information about competitors on the basis of information-analytical expert systems and systems of content analysis of free information on the Internet;

◆ SWOT-analysis of information, obtained by means of competition reconnaissance.

In Internet-marketing the specific activities of the consumers are expressed in uniquely defined and relevant technical doings: clicks, transfers, orders, payments, requests, registrations, attendances, demonstrations of advertising messages, etc. Hence, in conditions of deep and rapid changes of external environment, Internet-marketing gives more and more opportunities for the researchers to investigate the market.

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