

Internet Use and the emergence of Marketing Relationships “One to One”

¹Regaieg Essafi Raida , ²Bousslama Neji

¹Assistant Professor of marketing, Higher Institute of Management of Tunis, Tunisia , regaieg.raida2@yahoo.fr

²Professor of marketing , Faculty of Economic Sciences and Management of Tunis, Tunisia

Abstract

In order to promote the best offer to the customer, we need to integrate best methods for building and maintaining a relationship with customers. This objective is more developed with the arrival of new Information and Communication Technologies. Internet revolutionizes Marketing Approaches and offers new challenges to the Customer relationships Management. Internet participates on the emergence of new fields of relational interaction “one to one”.

Key-words: Internet use, relational approach, marketing relationships “one to one”, interaction

1.Introduction

Internet is a global phenomenon [1], which has a revolutionary impact on the practice of marketing [2, 3]. Internet reproaches the organization to its consumers [4]. It must be considered as an interactive [5] and as a relationship marketing technologies [6]. Internet use will become more involved in improving the management of the relationship while considering the customer more active [7]. Thus, at the level of this article we will try to understand how the integration of the Internet will favorite the emergence of a new approach of marketing based on Customer Relationship Management. The objective of this paper is to present the emergence of relational marketing approach and to understand the challenges of the Internet for relationship marketing through the evolution of the information system and the development of a new form of interactive relationship “one to one”.

2 .Internet use and evolution to the relational approach

2.1 The emergence of the relational approach

The relational approach has been developed in services [8]. The principal of this approach is to move from a marketing oriented product to a marketing oriented customer. Relationship marketing was initially opposed to transactional marketing. The transactional exchange involves a little frequency of interaction between the two sides of exchange. Each transaction is independent of all other transactions. The identity of the parties in a transaction is ignored in the relationship. The interdependence between the parties exchange is minimal with the presence of conflicts of interest and low union between partners. The customer aims to maximize gains with a lack of honesty during a transaction.

In The relational approach, the relationship between the parties exchange is defined as the result of their previous interactions. The company seeks to establish the continuity and stability with its customers. Each transaction must be viewed in historical terms. Motivated by international competition, relationship marketing evolved the awareness of companies and the collaboration between partners. It could deliver a competitive advantage to other companies. In the area of services, relationship marketing is defined as the marketing that can attract, maintain and strengthen the relationship with the customer, with the presence of mutual benefit and respect for promises [9]. It should refer to all business activities and can develop and maintain successful relational

exchanges with the customer [10]. The concept of relationship marketing is also extended to all forms of successful relational exchanges with suppliers, buyers and partnerships. Whatever the debate about the merits of including other relationships, customers is be still at the center of all conceptualizations of marketing relationships [7].

2.2 The relational approach and the Internet challenges

The marketing relationship has attracted more attention from the disciplines. It captures two opportunities: expansion of relations and reduction of customer defections. Indeed, in a relational exchange each party provides benefits comparable to those received [11]. There's a positive equity in relation of each party [12].

This interest in the relational approach can be explained by the need of new approach in marketing in order to increased competition and changing markets. This desire to promote better customer service is increasingly developed with the arrival of new entrants in the field of service via Internet. New channels (Internet, Call Center, MMS) are opened new fields of interaction with the customer. These technologies have facilitated the integration of a marketing collaboration and the mutual understanding in order to maintain the relationship of the company with the customer [13, 12]. The challenge is to create a new relationship between brand and customer. This relationship should take the form of an interactive process between the brand and its customers [14]. Thus, under the influence of the Internet, traditional marketing is evolving towards a more relational marketing. The transition from transactional to relational brand facilitated by the use of Internet encourages a critical dialogue. Brands have a new relational technology across the web to develop their speech without the physical constraints of traditional mass media [14]. Internet is able to allow the company to deal with relationships with a variety of groups with each behavior and different needs. It is now possible for every company to be in contact with its customers. This interaction can reconcile research personalization and mass distribution.

3. The Challenges of internet use and the evolution to Marketing relationships

Internet has now become an essential requirement for establishing effective relations between the company and its customers [3]. While allowing exceeded temporal or geographical limitations, and adapting to multi-media transmission [15]. The use of Internet has participated in the emergence of relationship marketing with maintaining and building lasting relationships with customers by providing the evolution of the marketing information system and the emergence of a new form of social interaction and personalization.

3.1. The evolution of the marketing information system

The desire to promote the best service to the customer is more developed with the arrival of new entrants in the field of service via Internet.. Companies are changing and they become virtual. This deployment of relationship is increasingly with technology networks. Banks did not wait for the arrival of the information to develop telematics relations. These were built either by Minitel or by computer link, especially for corporate clients [16]. A commercial Internet offers several benefits to consumers and affects the nature of the business relationship. It promotes the transition from a conventional and relatively static approach to a proactive and dynamic approach, while promoting more opportunities for interaction between the company and its customers at lower cost. The company provides the means to exercise this new approach (e -mail, discussion forums). The sharing of information will be the result of the willingness of partners that derive from the awareness of the opportunities offered by the information revolution. It must meet the expectations and demands of consumers who are more informed and which have more choices and are becoming increasingly demanding. The customer must constantly expand the range and the company must give more choice and satisfaction. The company is trying to analyze much information about customers. Such a source of updated information allows better targeting of offers and makes it possible to anticipate the behavior and needs of the customer [17]. As a

result, the companies are based on a detailed knowledge of the client profile and can draw information collected to forge more loyalty. This customer focus can promote the relationship management with the emergence of offensive actions and the development of the customer base [18]. It is not therefore surprising to observe that the new forms of relationship management are all designed to build relationships while enjoying the use of new information technologies and communication. Companies will be forced to put the customer in their information systems in order to create a value.

3.2 The emergence of a new form of social interaction and personalization

Use of the Internet enhances the links between partners. In this context, the Internet communication allows to listen and to understand the various stakeholders of the company and redefine the nature of the relationship. Brands have a new relationship and interactive tool with customer. A new form of social interaction is established between the company and the customer. This interaction is based on the principle of: Observation, Understanding, Adaptation, Response and Attention [19].

Company establishes new relationships with customers by personalizing his speech as well as its benefits. It recognizes each customer and encourages them to provide as much information while promoting an interactive dialogue that nourishes databases through a learning process. The dialogue becomes more efficient and easier when the company recorded exchanges with his client and noting the needs of customer. The company becomes able to understand the new features and the specific needs of the customer. This knowledge is tribal. The purpose of this relationship is to construct a sustainable exchange and to valuing loyalty relationship. The distribution of trade incorporates a learning experience and gives additional information on the behavior of the partner. The purpose of this is to give advanced knowledge of exact customer. The adaptation to the nature of the new exchange between the company and the customer provides more responsiveness and flexibility form. It is necessary to start the dialogue on an equal footing. The relationship must be based

on a real exchange involving the customer and must include his wishes in a database data [20]. In fact, the customer expects the company to listen and understand their concerns in order to propose the best solution. This dialogue is reinforced by the approach of management customer relationship which is based on the principle of understanding the needs and to offer differentiation and personalization [7].

Marketing "one to one" is indeed a differentiating expertise in promoting a permanent and personalized relationship with customers. It offers a virtually unlimited space for information and interactivity, while promoting the opportunity in order to adjust to market conditions and to reduce costs. In contrast to mass marketing that aims to increase economies of scale through standardization, the "one to one" marketing helps to improve business quality by offering personalized services. This expertise and intelligence in managing relationships provides interactive marketing "one to one" and could lead to customer satisfaction by providing qualitative benefits and by promoting customer satisfaction and loyalty. Indeed, before being an innovative marketing strategy, the "one to one" has always been presented as a philosophy to satisfy the Customer and to make attention at all times to individual desires and needs of customer. The objective is to build a personalization of the offer [7].

4. Conclusion

Internet is able to establish the relationship. It allows a company to communicate with both clients individually while allowing the adaptation of the offer to a specific profile of customer. The Internet information exchange leads to more flexibility. The Internet is use to build and maintain a real relationship. Internet allows a company to communicate with each customer individually.

The permanent and identified information exchange via the Internet leads to a better personalization of the offer. This relationship is greatly strengthened if it is personalized. This is made possible by the emergence of new technologies and new methods of marketing [21]. The most advanced companies are those that are able to use the Internet in order to make more interactive relationship with their

customers and implement processes with high added value .The relationship becomes increasingly

References

[1] GJ Alvotnis and DA karayanni, “The impact of Internet use on business to business marketing: Examples from american and european companies”, *Industrial marketing Management*, Vol 29, N 5. 2000.

[2] C Frederic, “ Social CRM, la relation client se déplace sur internet ... et le SI la suit“, *Green SI*, novembre 2011.

[3] T Gruen, “ marketing relationnel : réflexion et leçons sur une décennies ”, *Revue Française du Marketing*, issue 202, mai 2005 .

[4] I Bjorn et M Ulrike, “ Les facteurs de réussites du marketing relationne”, *Décisions Marketing*, N° 31, juillet, septembre 2003.

[5]E Forrest and R Mizekri , “ Interactive marketing : the future and the present” , *Lincolnwood, NTC, business books*,1995.

[6] S Geiger and S Martin, “The internet as a relationship marketing tool-some evidence from Irish Companies”, *Irish Marketing Review*, Vol 12, N °2, 1999.

[7] R lefébure ,G venture, “Gestion de la relation client”, *edition, eyrolles* 2005 .

[8]. JN Sheth et A. parvatiyar, “handbook of relationship marketing”, *Sage Publication*, 2000.

[9] C. .Goroos,“From marketing mix to relationship marketing: towards a paradigm shift in marketing”,*Management Decision*, Vol 32, N°2.1994.

[10] RM Morgan and H Shelby, “The commitment-trust theory of relationship marketing” , *Journal of Marketing*, Vol 58, July.1994.

[11]. L Berry,“Relationship marketing of services-growing interest, emerging perspectives” , *Journal*

a challenge at the time of electronic commerce [22].

of the *Academy of Marketing Science*,Vol 23, N°4.1995.

[12]. P Robert, “Relationship marketing and the consumer,*Journal of the Academy of Marketing Science*, Vol 23, N°4.1995.

[13]. JY Granger, “La relation clientèle d’aujourd’hui : Une relation d’apprentissage mutuelle” , *Banque Stratégie*, N °169, Mars, 2000.

[14] A Bougerra, “Internet, une opportunité d’expression de la philosophie de la marque”, *CRG –IAE- Université de Toulouse 1*,.2001.

[15] S Poon and P Swatman,“ Internet-enabled strategic advantage: a new perspective on small business inter-organisational relation-ships”, *Working Paper Swinburne, University of Technology, Melbourne*.1996.

[16] R Degon , “La marque relationnelle : une nouvelle culture de marque pour le troisième millénaire”, *Revue Française du Marketing*, N°176 .2000 .

[17] M Zollinger et E Lamarque,“ *Marketing et stratégie de la banque*, Edition Dunod, Paris.1999.

[18] C Benavent,“ Les nouvelles technologies d’information et de communication et le marketing stratégique : les enjeux de la compétition” , *Revue Française de Gestion*, Juin-Juillet-Aout ,2000 .

[19] JM Lehu , “le marketing interactif, les éditions d’organisation”,1996. .

[20] H Kaufman, “Marketing one to one et marketing bancaire, *Revue Banque*, N58, Janvier, 1998.

[21] C Hamon, L Pascal, A Toullec, “ *Gestion de clientèles*”, *Dunod Paris*,2004.

[22] E Toufaily, J Perrien,“Typologie des déterminants de la relation banque-client dans un contexte du commerce électronique” , *Conférence Internationale de Management Stratégique*, Montréal, 6-9 Juin, 2007.