

Web related companies' strategies for attracting new customers.

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Abstract

This paper provides a study on web related B2B (Business to Business), B2C (Business to Customer) evaluation of strategy and methods for maximizing (expanding) the number of customer among the people (i.e. internet population), using cycling process externally for internal process of strategy which explains business exploration and agility, and online consumers their compulsive buying behaviour with a new strategy to capture them in large number. The web based industries are web based companies and web related companies, we concentrated on web related company through new innovative method called B2P (Business to People/Public) a schematic approach strategy diagram of B2P, and with external Process of strategy. The B2B and B2C (Business to Customer) used by enterprises in peer to peer process is based on a qualitative approach, our sourcing of data has been carried out through secondary sources (papers, articles, open sources). The findings are the representation of new schematic diagrams that we developed with an idea and proposal and approach strategy for attaining people interest in the online industry specially concentrated as example on online book selling company. The originality of this paper called concept B2P is from different sources, examples, online articles and built on industry leaders advice through "linkedin.com" and web blogs.

Keywords: strategy, B2P, branding, internal process, online book company or industry, web based, external cyclic process.

Introduction

This article attempts to evaluate and investigate the steps of technology strategy in online industry trends to attract people to become a customer, especially in the area of online business (Vrontis and Thrassou, 2007) web related and web

based companies, technically so called e-commerce firms, and in their new strategies (Sia and Lee, 2006; Mandelli, 2000) . The web based and web related companies generates each year on average 1.2 million jobs, they are small

and medium enterprises in different sectors.

After the invention of internet, day by day, the number of users has increased as the report dated 30th June 2012 the population 2.405.518.376 (<http://www.internetworldstats.com/stats.htm>) and business expands in to multi domain sectors. The enterprises use today a web technology and sites for better feasibility of business, we would like to introduce B2P (People/Public) concept in a highly regulated industry is the web related technology industry by innovators and risk takers who understand that tomorrow's success relies on today's relentless challenge of the status for future business based on B2B and B2C. We are introducing a double sides perspective B2P concept, which evaluate and invent a new strategy on cyclic process which explains business exploration and agility and online consumers their compulsive buying behaviour with a new strategy of capturing costumers in large number.

The web based enabling technology helps the web related companies to generate most of the percentage in the business online, we will discuss the credibility and trust in online companies and new strategy to brand making like Amazon.com . The e-commerce industry is widespread in importance in e-branding, prevalence of collaborative and customer-centric e-brand building strategies including co-branding and affiliating with established online and offline brands, distribution partnerships, content alliances and personalized e-mail contacts. The internet companies (Eisenmann, 2006) also seem to have employed a variety of traditional techniques.

The proposal is provided with idea of new concept called B2P (People /Public) which would support the expansion in numbers through cycling process of data analysis and by new strategies, and attracts people to become customers in web based and related companies. We focused especially on the online bookstores and investigated the shift in strategy from B2C, B2B towards a new strategic approach, that we

are calling "B2P2. The research approach is based on qualitative methods, starting from a single method approach. The research is developed according to the study of international literature and from blogs of industry leaders.

This article has the following structure, from introduction, the section one provides a literature review of methods used to evaluate web based and web related companies, particularly, the study focuses on B2P (People/Public), it discuss in later section about what measure and data collected as empirical evidence how the literature are, then the research approach explains what are the steps we analyzed to write a finding with schematic diagrams with new concept of strategy B2P and the last section includes conclusion with the limitations of the study and suggestions for future researches.

Literature review

Many authors wrote about the internet based companies and strategies, after careful review of articles in the internet and few authors statement, unfortunately, first-generation e-commerce strategy (Vulkan, 2003) books were long on vision but short on detail. If the customers are moving online whole information technology (Warner, 1987) investment paradigm must shift, we tried to structure this widespread strategy problem for attracting people, to become a customer (with example of online book selling company development). Hence, the proposal is to provide a study and new way of categorizing the conceptual customer and other people to expand the business with strategy. The concept called as B2P (Business to People/Public).

The "Bill McChesney" IT Executive, from Large federal systems integration firm says while online consumers are less concerned like "sending your clone to work" or "outsourcing your exercise" people voted for cloud because of it possess shift to infrastructure transparency in which not to think about servers and storage give perfect solutions. And the traditional consumers about firm

location maybe more concerned about unobservable quality, and to signal this, online retailers rely more on advertising than traditional retailers, the imperfect price competition may arise because of vertical product differentiation, incomplete consumer awareness and near-perfect information exchange between retailers.

In online book industry the 100% profit per customer /consumer electronics/appliances Books Groceries Apparel Amazon trumped its rival once more by providing ratings of individual book reviews, so, yet everything they do in a virtual store cannot tell the online retailer, then how to trust online money transfer and company credibility, and if so, people buy books, but these questions always raised to the online company amazon.com. The past case studies and reports posed a notion of fraudulence in the transaction in the sense of money and data management.

The revenue data for the online book market reveal that consumers respond to advertising and website spending rather than low prices (Zott *et al.*, 2005). Lim *et al.* (2006) says the trust in the online trading is based on quality of service, and if so, the customer will buy the goods evaluated through an empirical study of trust-building strategies. And the Greenfield (2001) explained posing approaches toward the business online in the prostration, the gaining is important, people are in N number it is ocean how much you grab, how much you gain in end of day is branding.

The leading-edge online tools in communicating their key to e-brand values and promoting their online platforms, considering for example in the case of online book selling company, what few people know is that the first online book selling is not amazon.com, the other was started before, but failed in reaching potential customers or not into globally and stacked only to the regions, where trend and strategy missed led them to be behind the competitors.

Research approach

This qualitative research approach (Myers, 2013) is centred on the structural management of web related companies and web based companies for gaining customers with B2B and B2C strategy. The international literature on this topic is analysed.

Starting from the general understanding and data collection approach and strategy, data acquisition (Yin, 1994) was achieved through secondary research sources specified as follow:

- scientific books and articles;
- database such as Google scholar and e-marketing companies;
- schematic diagram's (internal and external process).

The application of new B2P concept and schematics diagram's for representation as well for strategy to attract People/Public to become a customer by internal and external process. The proposed research findings coming from a schematic diagram and references form the scholars article empirical application a new idea of B2P (continues cyclic process for customer gaining) strategy, marketing (Mandelli,1998) utilizing methods through schematics diagrams.

Findings and Discussion

The concept of B2P generates a coherence and brought up base form B2B, B2C, and the key point for webs based companies and web related companies business established competitors to remember that innovation involves two essentially different activities coming up with a new technological, strategic (Burgelman and Maidique, 1988) or productive idea and then creating a market out of it. For an innovation to be successful, both activities have to be effectively coupled, but there is no need for the same organization to do both, one company may come up with a new and disruptive way of playing the game and another may take the idea and run with it. The findings section would explain how the strategy utilities and options are explored to grab most (Public) of attention.

The web based companies are crucial role in advancements, the online enabling tools makes user to be free moving and hassle free surfing with more optional and fast process obviously the big dealt in the online market in web based organization is "Cloud Technology".

We consider the next big trend after cloud computing might be PAAS is a Platform as a service, enables to consumers more on controlling of what and where they publish their info, and businesses want to manage subscribers and advertising recipients as discrete persons, rather than as a set of email and phone contacts that might be overlapping, might be the next big revolution "P2P plus Cloud " once we move all critical systems to the cloud, we will be totally dependent on having network connectivity that would lead business for longer motion and time. This paper concentrate much on web related companies, we would like to present an example of online book industry who sell and market for publishers, the trend, theoretical strategies are meant to be common for most of domains.

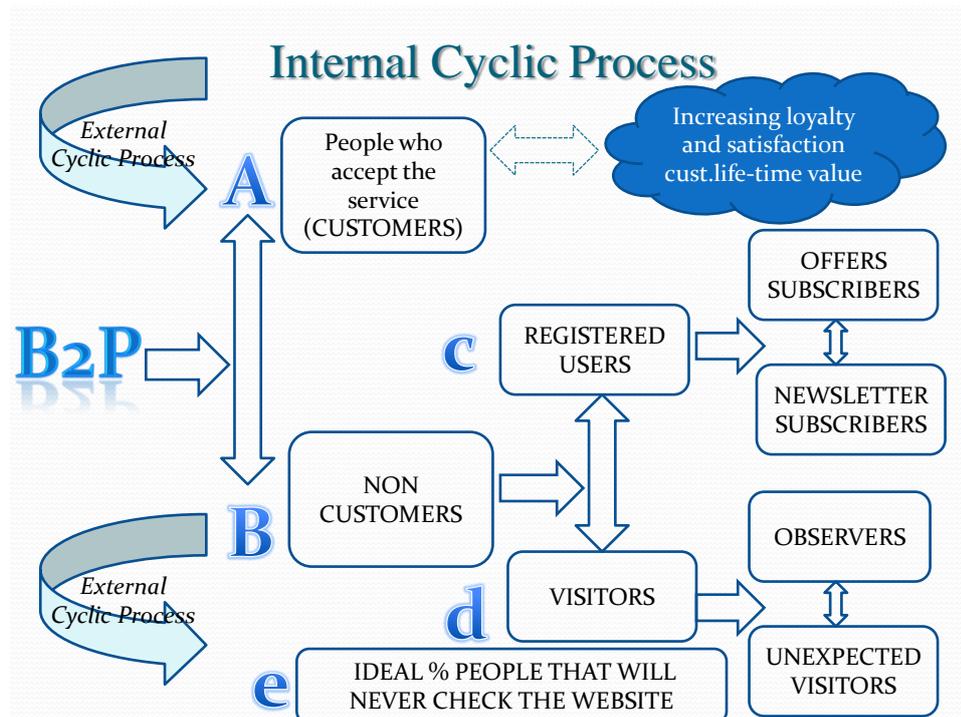
The revenue data for the online book market reveal that consumers respond to advertising and website spending rather than low prices as the market size expanded during 1997–2001, these endogenous sunk costs escalated, advertising-to-sales ratios and market-concentration ratios are much higher than for traditional book selling. Using price and demand information for individual books over a number of weeks, we can find counter cyclical and

cross-sectional price variation inconsistent with perfect price competition.

The two conflicting predictions have emerged regarding the effect of low cost information on price, first one states that all internet retailers will charge the same low price for mass produced goods. The second states that internet retailers will differentiate to avoid intense price competition (data collected in April 1999 on the prices of 107 books) in thirteen online and two physical bookstores, we find similar average prices online and in physical stores and substantial price dispersion online.

The best formula of the buyer always values in the result of benefits which mines from costs, since methods explains how the customer are, we started to concentrate on broad prospective in N (infinite) number of people, then we come across a new split of people who are customers and might be customers and visitors by category, in order to increase number of selling irrespective of ages, considering the book online store with different category book from arts to technology (end to end type).

The internal process split diagram 1 explains the basic split of people for business and parallel the external life cycle with measurement analysis regularize and make understand for change strategy (in order to gain more customers) in the figure 3.



(Figure 1). Internal Cyclic Process B2P

The B2P internal diagram (predicted split diagram.1) for future strategy split into A, B from people, where the A split line represents who are already a customer (all the existing customer comes from people he/she might be a enterprise/institution representative or a small book shop for bulk order or individual customer) in A category. By keeping up offers and long-term subscription, coupons with special delivery package would benefit to sustain customers long time. The category B represents NC (not a customer's) but they can be active as register user and visitors.

The registered users are from the non customer in terms of buying books online, we have sub clarified registered users as news letter subscribers and subscribers for offers who do occasional transactions. The news letter subscriptions are a good idea which intended to be part of companies announcement and latest deal and but the not interested buyers are 50 percent, and since the subscribers of offers and newsletter subscribers are similar in theory but they are different in action, the subscribers for offers are

people who tend to be potential buyer, when they are need of a rebates and coupons issued on purchase.

In the category of visitors, the people are, who impressed by variety of books in online store always wanted to be up-to-date about their favorite book, then after sub category are visitors sub classified as observers (might be general people or competitors) and people who want to keep in comparing the books published and who wish to be future subscriber a slow and study mood people fall in to this category.

The unexpected visitors and others are directed through adds (or) unintentional clicks, or people who are academic researchers and students searching through Google or Yahoo search engines, and who don't check the site ever ideal people large in percentage category " F", we try to evaluate and capture the people through cycling process and schematic diagram and we are going to evaluate these people under objectives, in order to make them as online buyer.

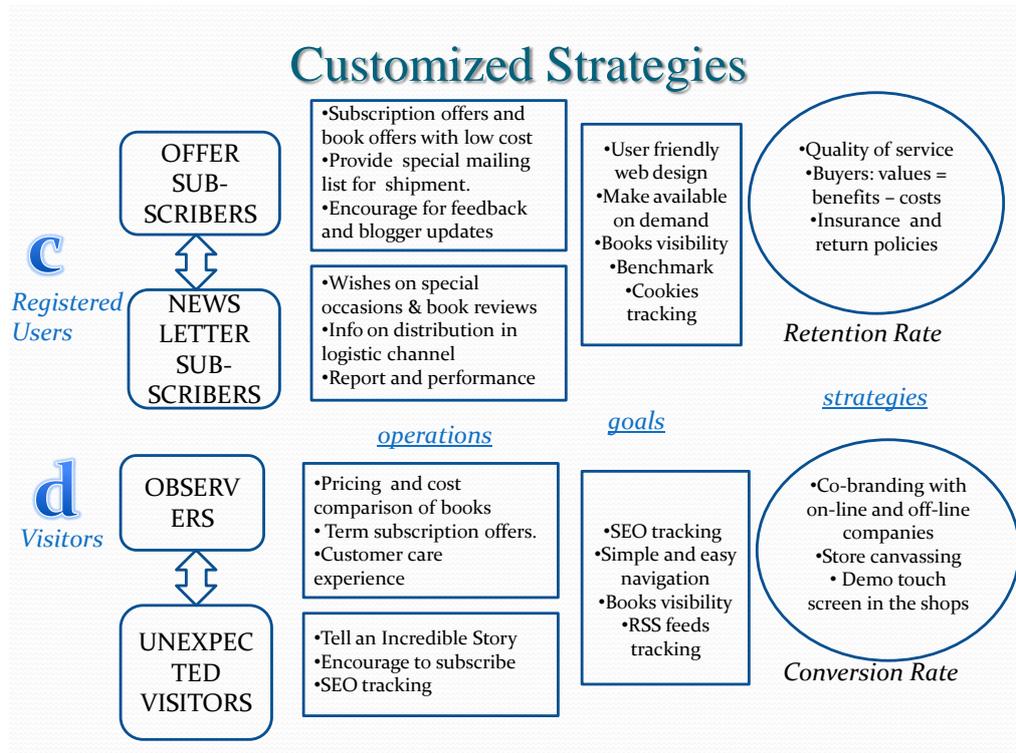
Let us assume by taking few indicator, the registered user are sub category register, the inbound marketing strategy an effective website strategy includes several components beyond the obvious. Like lead nurturing email campaigns, down loadable white papers, targeted ads based on visitor engagement, segmented newsletters, and more. Each strategy should be carefully considered based on the complexity of your sales cycle.

We understand how much education is required to reach close a potential customer likely to depends on education and the marketing plan. The product relatively simple and volume based, the customer likes product. The product require complex integration (or) contact from a sales associate and has to check customer care standards and antiquities; always better to checking the numbers of consumer segments does company target.

Writing a book online is a business which is reviewing the articles or books by others

and increasing number of hits resultant in to sponsorship, branding for future, increasing brand value even by not selling or not served the direct service (net work sites, knowledge sites) might have a chance to result business mind run and long runs by turning the non customers in to potential clients. The Europeans (Zott *et al*, 2000), buying on-line to continue exponentially from 13.5 per cent of the online population.

Through the book reviews and discussion forums which are a form of virtual community a relatively new online bookstore called iBook, and how web based markets online auctions and electronic exchanges can overcome debacle calls trust with unknown people for trading money and for books and also gaining the customer through the strategy we would see in the predicted strategy diagram.2.



(Figure 2). Customized Strategies

Literally we are presenting above an indirect form of 4'Ps for our business strategy, which are Product, Place, Price, Promotion, but by preference order according to the category of people fall in. We are going to discuss the resulting solution and topics motioned in diagram 2 from D and E step by step strategy in different order.

The wishes on occasions and book review information attract the registered users and make them feel comfort and trusted in relations with customer by wishing in every accession, and special movement sharing a review will bring the companies to transfer registered customer in to buyer "customer comfort is money".

Then the logistic channels of the distribution, "Scribnet" is the example for review in book stores, permit to people to upload their documents and spread a word across about customer books and articles, reporting a performance of the new product (books) and company policies to reach higher customer satisfaction and new launches would increase the satisfaction and trusted level.

Another step would be subscription offers and book offers with low cost like offering a lifestyle membership, by providing the highest form of maturity membership that gives access to many different products and experience beyond own product. And the next is contracting with companies who want to extend beyond their core product offering like offer an ecosystem of suites and products companies in tenuous markets, example Peugeot's Mu program gives consumers access to cars, bikes, buses, vans and more for rent on deduction through the online book store, and announcing an offer on separate mailing list who are in contact with the company longer than a year and encourage for feedback and blogger updates.

The user friendly web design and cost comparison is the best idea of attracting people, most of website in the web related companies like online book selling company don't concentrate on friendliness of website and maximum percentage

chances for user satisfaction to word custom web environment is unsatisfied need to utilize latest technology pro dynamic website design, and the cost comparison of on line book aligned with the rate of current company and with competitors would be the better option for new orders and increase in the sales.

The after contracting and offers would pass-on to the availability of realization of on demand goods, if you have a high-cost, or high-consideration product, low usage product, considering offering it on demand, through a shared access model like amazon.com. The legitimate offer always be pricing of books and term subscription offers change by time under competition are fixed pricing, dynamic pricing, bartering but always the buyers principle falls under value is benefits minus costs.

After pricing and designing the customer care experience is the most important part of query transaction, information purpose about books derives most efficient, and TAT (turnaround time) generated customer care companies appreciates with the higher inflow of people to the company for business (whether is maybe through e-mail or tail call) all about the antiquities.

Always the first step to gain a customer from people is tell them an incredible story, no one cares about features until they understand the solution, whether company creates software (or) sells books online, or point of sale terminals for retail outlets it's the results that matter, but delivering truth and realistic things important and making a blog for the people who want to visit and update and discuss about technologies authors, anything which would gives a scope to communicate with other users is a better option of branding the business.

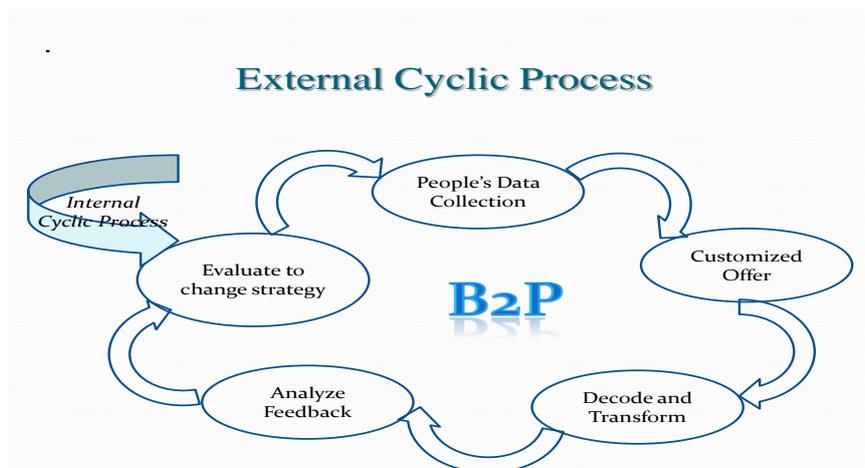
The one more option explained in diagram is SEO tracking and by third party, the search engine optimization is a new way of business by number of hits and first in first out formula believing system, how many clicks and how many times searched in the search engine makes the company to appear in the top list for reputation and for more opportunities to advertise optimizing the website more

feasible standards. However, in the companies the idea of giving contract to the third party depend on the revenue and market share of the online book company. The attractive website may appeal to a broad audience, it's critical to test, and re-test website pages in an effort to optimize user experience and results. The quality expressions is one of the factor that focus on quality of service and books, we know teams used to spend thousands of hours writing pages of website content going into excruciating detail about every feature available, sadly this instinct will dilute value proposition, and slow the buying process dramatically, keeping things simple will build trust and understanding early in the buying process.

The last section but not least important option creating people as customer from ideal people "F" category, the ideal people are most important to the market, where a need of bringing these potential buyer from physical to online, we choose traditional and few programmatic step to attract and make them internet friendly for purchasing books online and store canvassing and general digital marketing, the example canvassing in the electronics shop about electronics book on free touch screen display and encourage offers on buy. A lot of careful thought goes into the planning phase of digital projects prior to the design, or development work begins, this process is essential for strategic design that achieves business objectives,

and follows optimal user experience, marketing is the predominant part of strategy (Rappart, 1979), the past writer missed posing a strategy where online book company can make a contract, to the different filed related shops and libraries, beauty salons and gaming points with setting up of touch screen web panel for people. This experiment results into huge number of customer and generation of money by selling books, then the user starts to equate with internet and screen environment, slowly attracts toward to the ads on the screen and book display, online RSS (Really Simple Syndication) feeds cookies tracking, placing add in institutions commune's, libraries, advertise in gaming area, beauty sites.

This kind of tools help to improve performance and increase the satisfaction internally which would result into external customer increase to the company, both consumers and service providers take advantage of the many benefits it has offered. The adoption of virtual applications, architecture and service orientation computing are some of the factors that should be considered when thinking of cloud computing. We predicted and drawn a external cyclic process diagram. 3 which dealt with the market research on public data and behavioral analysis to find potential consumer form people, it's a continuous process irrespective of time.



(Figure 3). External life-cycle process

The cyclic process follow and support the internal process to gain new customers from the N number of people.

External process starts with collecting market data of people who are internet users and Ideal non internet users using tools and market research, human resource and building documentation, structuring appropriate data from bulk according to objective set for first cycle and to transfer in to decode an transfer process where data into strategy, reaching to people of specific slot or set area compiling to measure for approach, where the strategy measured with regression models, into pure graphical representation, after approach with plan on line marketing through tools and agencies, until reaching objective to hold on more people, further migration of process to the Internal Process, it makes a new strategy based on external results.

Conclusions

As a result of the analysis we found a continuous cyclic process of strategy adjustment that starts with the internal process of customers' segmentation to determine the customized offer of services and goods, which will be modified again according to new customer preferences expressed thanks to the data collection process and analysis. Our finding then is that the on-line bookstores are implementing an e branding customer-centric strategic B2P approach.

Our study suffers some limitations, above all the lack of a quantitative approach of evaluating the different strategies' outcomes in terms of advertising to sales ratio, which we are going to develop in further researches.

In the paper we investigated the online business growth on base of new strategy gaining in long term by cyclic order and with collective analysis of data with management. We gave notions how the strategy can be further divided and evaluated for trade in the results to the business. The strategy, exploration and

agility discussed how the people are and how to capture them from different platforms, and the online consumer compulsive buying behavior analyzed.

The paper also provides some notions and sub categories for the idea purpose, more incite work can be possible in future with web related industries connecting with B2P(people, that means increasing the number irrespective of age and specific area of interest) expanding till to end through step by step evaluation.

In light of the consideration made, it is appropriate to point out that this research is based for further that will address current trends in the field of web related companies strategy for gaining people as customers with a new concept called B2P(Business to People/Public) under cyclic process.

The example internet based strategic idea of business, we have noticed a company for knowledge sharing on consultation who are joint experts in the field and employees of other organization, through money grows in parallel and on form of KPO (knowledge processing outsourcing) competitor without. hug set up as KPO. Example "Mavan " (www.mavan.com).

In conclusion, to attract the internet population, the web companies are required to use a more dynamic and proactive strategy for building a "double-way" relational marketing.

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