The Contents, Conception and Strategy of Internet Marketing Operated by Industries through Data Mining Analysis of Websites in Taiwan

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ABSTRACT

This article discusses current condition of internet marketing activity by many websites in Taiwan and analyzes way of success in internet marketing, concludes and deduces contents of internet marketing in four kinds of main industries (manufacture industry, high-tech industry, retail industry, and service industry). It also confirms mutually with philosophical idea, in addition, concludes, extends and validates integrated marketing model and research on principle exercise. Furthermore, it extends respond strategy and analyzes application period strategy, for the expectation of combining key factors of internet marketing with industry operation into practical experience, in addition, thinks over importance of development of internet marketing in current industries.

Keywords: Electronic commerce, Internet Marketing, Marketing Model

MOTIVATION AND PURPOSE OF RESEARCH

With application of electronic information, combining with idea of marketing, in terms of features of different industry, various principle of marketing is discussed, and periods and phases will be established according to its development, which is the key to accomplish marketing by internet. This research discuss application tool and thought model of Internet marketing for successful enterprises in virtue of features of internet and opinion on marketing way of electronic commerce, and analyze marketing model used by different types of enterprises. Concrete research is to analyze how much value internet marketing would produce for entity products and consumers, to analyze what kind of marketing content enterprises employ in regulating products for internet marketing, and finally deduce significant key mutually with idea of internet marketing and famous philosophical conception each other, and further discuss features of various enterprises and successful marketing strategy using internet and executable marketing periods and phases. This article wishes that Taiwan enterprises would be able to judge cost of opportunity and feasibility of electronic trade in internet according to companies’ current resources, and to judge marketing strategy and business model adopted in performing electronic commerce. Especially emphasize analysis of philosophical idea adopted which has been extended to marketing strategy according to combination of enterprises features and internet features, which will help enterprises evaluate comprehensively internet marketing model in Taiwan electronic commerce.

LITERATURE REVIEW

Discussing about literatures related to four kinds of internet marketing structures and philosophical ideas about this research is following:

Direct marketing

Investigative report by company of market research on direct marketing for electronic mail shows that total value of electronic mail will increase from 0.156 billion USD in 1999 to 4.8 billion USD in 2004. This report indicates that electronic mail marketing will be indispensable marketing tool in the future. System of direct marketing by electronic mail can provide E-mail containing information of group products and services; it can exert role function of customers’ service personnel of front line. As loyalty of customers gradually firm, start to add individual marketing
information and banner ads in e-mail. Accurate selection of customers and individual marketing resources helps to promote largely acceptance of marketing contents by customers. Internet not only covered former business pattern, but put forward the conception of “customer is first” again to attract more customers than ever (Tsai, Pin. 2000).

**Individual marketing**

Researcher of electronic commerce, Lu Xi-Peng, thought that individual marketing of electronic commerce should be divided into two phases, the first is individual marketing being controlled by consumers, and the second is individual marketing being controlled by marketer. For instance, internet bank is a good case. Nowadays, many internet services with regard to consumptively financial bank all are consummate and considerate, not only transfer and payment can be performed on line, but financing and programming can be done, also investment and order on line can be implemented. As long as there is key service attracting attention of customers, next depends on real capability of operator. Operator must know that individual marketing is to make your customers have feeling that their demand is understood, merely which occurs, operating internet service is valuable (Tang, Tsung & Liu, Wen-liang, 2002). For instance, Hong Shun-Qing draw out relationship marketing strategy in terms of service industry, understand effect and trouble of relationship marketing implemented by domestic service provider; discuss whether relationship marketing strategies executed by different service industries exist difference; confirm relationship between executing factors to be thought in relationship marketing strategy and factors; construct theory framework for normative relationship marketing strategy, provide direction of research for the future and basis of practical application. (Lo, Chia-Te, 2001)

**Traditional marketing**

In aspects of Internet marketing, Liang Ding-Peng utilize traditional marketing to combine the most basic four elements (products, price, promotion, place) for probing into scheme of internet marketing. Where it implies that although internet has many advantages, the biggest flaw for conception of enterprises is to await customers to actively go on line and freely select to browse web pages. If customers are not on line, function of internet marketing will not obtain expected effect. Thereupon, many internet shops actively transmit marketing contents to consumers, take such two different interactive conceptions as push and pull in theory of traditional marketing as basis of programming strategy. (Liang, Ting-pen, 2000)

Domestic scholars’ research modern integrated marketing model and discuss combination of virtual and entity channel, this combination will be better strategy to solve modern operating problems. In terms of operation through the combination, put forward modern integrated marketing model, achieve the purpose of cutting down cost, increasing revenue and efficiency.

**Online marketing**

Online marketing contains two channels: commercial online channels and internet. What is so called online marketing is referring to online information services provided by some companies, including entertainment, shopping, news and e-mail and so on. Users may enter for and pay in time, so these companies will supply for us to use with much news. The other channel is internet; the biggest difference between internet and commercial online channels is that it is almost free besides some specific websites. Advantage of commercial online channels is that it provides integrated services for us, because we can obtain information as we want and which can be also obtained from online services of this company. (Jung, Tai-Sheng, 1993)

In retrospection of history of modernization of business, technology inevitably served as role of head to accelerate reform of operation system, and then generate new operating strategy and model. Moreover, in the customer-oriented economy system, modern integrated marketing model put forwarded by researcher is: dynamically circular operation of three layers: technology→ management→ operation drives four layers of enterprises to promote, as follows: automation→ integration→ optimization→ profit. This article will discuss the effect of the third layer (operation) in modern integrated marketing model on the second layer (integration) and fourth layer (profit).
Philosophical idea

Another key of this article is philosophical idea, serving as basis of internet marketing, contained in internet marketing; this idea has acted as extensive application principle. Relational literature discussing on philosophical idea is excerpted as follows:

As one greatest ancient works of war in history of China, “art of war by SunZi” can drive military commanders to create lots of shocking military miracles in battlefield full of tactics, strategies and wars in human’s war history. So military commanders of past dynamics all have panegyric of “arts of war by SunZi”, regard it as mysterious tactics. “arts of war by SunZi” contains profound strategy and wisdom of ancient sages of China, not only unchangeable trump for victory in war history at home and abroad, its profound strategy and tactics also are permanently youthful business guide for enterprises in market competition, we can say that “arts of war by SunZi” is not only master of king, but also master of operator, in order to apply strategy and tactics of “arts of war by SunZi” to operation management and market competition, enterprises must establish a series of exact ideas of operation management to ensure that enterprises accomplish “never be defeated in hundreds of wars”, and always triumph and never decline. (Hsiao, Hsing-Yung, 1993)

In recent years, it can be said that marketing ethic is the most frontline of ethic criticism for enterprises. From stand of marketing, consumer-oriented marketing idea should “satisfy requirement of customers”, however, ironically, marketing personnel are always suspicious of attempt to induce customers to buy what they don’t really want. Basically, the reason why of ethic corner of marketing personnel arrive should originate from philosophical idea of personal ethic influencing his ethic behavior (Hsiao Kung-Feng, 1993).

METHODS OF RESEARCH

The key point of research is to discuss and validate mutual relation among layers for expectation that results of discussion would be able to enlighten exertion of marketing principles into practical work by enterprises, meanwhile to confirm importance of marketing for development of enterprises, concrete objectives are following:

Instances collection of four structures

Go on line to seek for and read related introduction of books, and analyze internet marketing model of four structures of direct, personal, traditional and online marketing, discuss from aspect of electronic commerce enterprises’ analysis model and tool in internet marketing and marketing strategies adopted by various enterprise websites in terms of features of internet.

To analyze materials and discuss phases and contents of marketing model

To analyze a series of integrated internet marketing model for instances of related websites collected, and conclude phase results and main contents.

To adduce correlation of phases and contents of marketing model and philosophical idea

This article apply classification of internet marketing model, to demonstrate and conclude main contents and phases, after that, discuss relativity between internet marketing model and philosophical idea on the basis of mutually adducing and combination of philosophical idea and internet marketing idea.

RESULTS AND DISCUSSION

As for websites information collected, internet marketing models are analyzæd according to following mail products, and relational websites is concluded as follows: (1) Manufacture industry: websites for mail order, websites special for commodity, websites special for distributor. (2) Service industry: websites for making friends, websites for song friend, websites for auction. (3) High-tech industry: websites special for one single product, websites for general merchandise (diversified), websites for community. (4) Retail industry: special column websites (fixed marketing), websites for database, websites for specific information.
Utilizing membership participation online, launch contents of commodity at various sites and distributing points, specially sell horologue with diversified designs, that is to say, it focus on cooperation of contents online and practical commodity. www.fansi.net/CYCAR/ Cheng Yu automobile—automobile distributor in Taiwan: center of exhibition and sale for automobile in Xin-Zhu County, that is to say that it would emphasize beachhead of mid-distributor inside company and services. services. www.autobytel.com.tw for Ou-Bao automobile: To provide to sell and buy automobile online, and provide detailed introduction of different automobiles’ types, that is to say that it would emphasize services provision of selling and buying online. www.ford.com.tw Ford automobile: there mainly are outline of guide for websites, exhibition of new cars, buying cars with privilege, company express, after-sale maintenance and job opportunity for hoi polloi to use. That is to say that it would focus on provision of instant services for information inquiry related to vehicles. www.m-benz.com.tw Bao-Shi automobile: transmit important information about products to customers from this website, have consumers understood merits and significant information on products of Bao-Shi automobile, then make customers be impressed with this commodity, and produce interest and desire to buy, even produce loyalty, furthermore, Bao-Shi automobile can save lots of advertisement, marketing and other transaction cost, that is to say that it would stress on large famous company that utilize this website to enhance advertisement and make users understood better than ever. 

Characteristics of internet marketing for manufacture industry is integrated marketing, that is that instruction and exhibition of products is online, customers education and control is interactive, and services inside and outside enterprises are cooperative. Its phases and contents of marketing are divided as follows: (1) to exploit channels by means of ordering in internet, by telephone, and by directory and so on. (2) to transmit news and establish reputation using nice education resources. (3) to cooperate intimately inside and outside enterprises to constantly adapt and improve products and meet current requirement of enterprises, finally achieve objective of integrated marketing.

2. High-tech industry (merely selecting of cross-sectional websites) www.channel.synnex.com.tw website special for Lian-Qiang distributor: his websites is only for special distributor of Lian-Qiang, that is to say that emphasize exchange information for mid-distributor inside company. www.twngsm.com.tw website for Taiwan Da-Ge-da (cell phone): it provide the latest communication news, services online, and proclaim all kinds of movements of privileges, special cases and meetings, because this belong to high-tech products, providing the latest news and all kinds of privilege cases. www.asus.com.tw website for Asustek computer, introduce all products of Asustek, such as main-board, notebook computer, servo products, multi-media products and so on, also provide after-services or inquiry for products using of company’s products, and place driver for company’s products, instruction manuscript, yes-or-no collection and updating software into website, so that user understand further their products. www.trend.com.tw Trend Science and Technology Inc. utilize internet to help customers update their virus code and engine for virus scan, and always launch on website warning news of the latest virus and solution, provide relational computer knowledge on web pages to educate consumers on accurate virus prevent knowledge of computer, help consumers understand products, solve technical troubles of products, which help to provide satisfactory services for customers and increase enterprises image.

The high-tech internet marketing is to strengthen image of advertisement, to provide virtual environment for professional information and to establish interactive shopping environment including (1) advertisement: to impose influence on the target customers by media, the advertisement strategy on Internet is to persuade, to educate and to provide knowledge to users; (2) distribution strategy: the issuing incorporation publishes magazine to provide information and shopping experiences; (3) attraction strategy: to promote fame and to make customers be honest to brand on basis of advertisement or e-mail.

3. Retail industry (basing on the representative website) www.tacocuty.com.tw provides product introductions to gentleman and lady bag, online contents of bag and descriptions of order. www.12xball.com is the special online shopping website for ball-related products, where publishes the detailed introduction and order descriptions about ball facility, namely, inquiry method for online contents of products and troubleshooting. www.kittys.com.tw is a website of kitty-related products, which belongs to a profitable

Instances
1. Manufacture industry (merely selecting cross-sectional websites) www.ogcit.com.tw Native horologe brand in Taiwan:
website because it is franchise house where is the base to realize online transaction. www.buysell.com.tw provides many shopping websites and auction prices of second goods. It is the traditional auction website with combined bidding method. www.audrey.com.tw is Audrey website, which is designed on basis of physiological factor of customers, because some boys want to buy fashion clothes for their girl friends but feel inconvenient, so, they are willing to pay more for online order, therefore, it is specially designed for different target customers. www.allbook.com.tw specializes in selling and buying the second books including out of print book, e-book, ancient book, old book, convenient book, free book. Also provide online selling/buying of second books, so that users can search them online.

Internet marketing of retail industry is to design multiple services for different customers, even make individual design according to the special demands of customer, so as to have difference between competitors. Periods and contents of internet marketing are as follows: (1) to make favorable sound and lighting attract attention of customer; (2) To make use of different methods for different target markets, to satisfy customers with different distribution methods; (3) must integrate individual market concept and personalized marketing intention into the development, production, planning, sale and after service of products or services.

4. Service Industry (basing on the representative websites) www.match.com.tw is the most fashionable match website, you only fill the basic personnel data and the object’s data, the center will select the person you prefer automatically. It is a good method for those who want to make friends. This website enforces membership system, so, if you provide data, you will be matched accordingly. www.kiss.to/power station is the website for “power-station” fans club, where publishes information relating to power station, such as photo, activity, music, files and messages so that fans can get more information about them. It is one fans website established by fans themselves for discussing singers. www.Fate.Taipei.com.tw, if you have not time for praying in temple due to your busy job, you can select your prayed god from computer for praying, the first page is designed as the traditional temple, where you can have sortileges just as if you are visiting real temple. www.god.tw.com.tw is a virtual religion temple for praying, therefore, the busy modern people can pray online. www.ezfly.com.tw provides travel service, you can directly book plane ticket at home and abroad, make schedule, buy insurance, reserve hotel and enquire favored policy about VISA card on line. Users can establish one set of individual travel combination basing on the online order. www.chinatimes.com.tw provides news directly online, which is also an e-mail media. www.toplutu.com is door-website for life of human being. The first page is clearly designed with rich contents so that net friends can browse quickly. This website provides services including divination, prediction, fortune-telling, face reading and fortune telling, life information, wealth-pursuing and change of fortune. This website is an ideal choice if want to know your information such as human relationship, wealth, career, occupation, marriage and life. Users who want to know own fortune and luck trend, this website is helpful. www.deathclock.com is a unique website: “the death clock”, this website alleges that it could predict your own death time, which encourages all people to control life. People who are strange to your death time can visit this website. www.104.com.tw/cfdocs/heart/ is the website to test occupational physiology so as to find out your occupation. If you want to find out favorable job, this website is helpful. www.dongyue.com.tw/yu04y94/ is a special website to analyze geomantic omen. You can get information about geomantic omen from this website. www.star.silkera.net is one HOA constellation cottage, it provides rich and interested knowledge about constellation, and so, user can look into the related constellation knowledge.

Internet marketing of service industry features in theme (vertical, level or individual) inquiry and instant service focus individual service. Its periods and contents are divided into (1) to attract customer by promotion scheme and activity; (2) to classify customers into different consumption model, to work out different separate strategy basing on different markets; (3) to establish distribution environment basing on individual service method, which provides active information relating to products or service so as to keep communicating with customers.

Applied philosophical concept and response strategy for industry

(1) Manufacturing: transfer strategy, to attack one’s shield with spear

Traditionally, products are distributed to customers by dealers, so, it may not only take more cost and time but also obtain less returns. Thereby, e-commerce can directly contact consumer so as to learn requirements and response of customers, which in return can produce more suitable product or provide service. That is why we say “To break the
enemy’s resistance without fighting”. The principal and concept contained as follows: (1) preemptive strike: to occupy the key post first so as to explore new channel; (2) to conquer the vital issue: to plan carefully and to strike the vital points so as to control customers; (3) to develop reasonably: as Chinese saying “Haste makes waste”, so, must make integrated plan.

(2) High-tech industry: to explore market with leap strategy

Latest technology is the core of high-tech industry, so, information for customers can be quickly updated basing on leap strategy. The earlier application of new technology for early market, the more chance you will have, because high-tech industry features in quick change. As for high-tech enterprises located in backward area, the best way is to promote its technical competence with leap strategy, to explore new market, to establish individual market by promotion of advertisement and to have favorable interactive relationship with customers. Its concepts and supporting strategies are as follows: (1) to stabilize the existing market first, then, to start promoting market share at favorable occasion; (2) first of all, to investigate the service items provided by other rivals, then, to provide unique service to customers; (3) to divide marketing products into main product and side product so as to apply them mutually; (4) to develop creative activities to attract customers, unique strategy worker out could keep company developing.

(3) Retail industry: to keep developing by powerful strategy

As matter of fact, price is not the key competitive method in retail industry. Retail industry itself is a fixed channel and product route, with support of e-commerce, its competence may be improved, it emphasizes that service and contents provided must be different from other rivals, so as to defeat low-price store or super market and to keep moving forward in the market. That is what people called “to challenge all changes on basis of no change and to defeat rival with preemptive strike”. The principles and concepts contained are as follows: (1) to accept issues, requirements other people put forward. Namely, to implement best service; (2) to survey the changing market and its developing trend, to produce new product or to provide service so as to satisfy the changing demands of customers; (3) to let each customer be buyer/seller as soon as possible directly but not dealers, it isn’t necessary to spend large quantity of time, efforts and money to find out target customers.

(4) Service industry: the strategy of indirect approach

Basically, price is not the only way for competition in service industry. So, application of the strategy of indirect approach can effectively prevent customers from focusing on price. Online information provided can scatter customers’ price recognition to goods or service. Moreover, multiple online services can let customers enjoy real-time shopping environment and service.

The principles and contents contained are as follows: (1) customer first: to satisfy customers and to let them be honest while distributing with help of certain tools; (2) reasonable concept: to apply suitable distribution method on basis of each piece of product and service; (3) proper and reasonable scheme: Internet marketing of service industry depends on personalized marketing strategy.

**Internet marketing periods applied according to characteristics of industry**

(1) Manufacture industry:

Manufacturing hopes to keep touch with customer directly by using contact marketing, so, direct marketing is the first mode selected, the traditional marketing is the second mode, that is to say to have interaction with customer so as to attract demands of customers; the third one is online marketing, which not only provides product, but also inform many related knowledge; the last one is personalized marketing, namely, must provide consumption channel so that user knows how to use and where to buy. Therefore, direct marketing is the most vital mode for manufacturing, because above said internet marketing has changed the traditional marketing model either for manufacturing or customers, which enforces person to person marketing model and enlarges influence of manufacturing accordingly.

(2) High-tech industry:

The knowledge recognition and higher unit price in high-tech industry resulted in higher consumption gate for customers. It is helpful to guide customers’ recognition by popular media, so that customers may be friendly to products and know the convenience and benefit to buy the said products, and further have the motive and desire of purchase. To conclude personnel consumption habit on basis of survey on application reply and fondness of customer so as to work
out the personalized promotion strategy. The third one is to publish knowledge relating to products online so that the target customers can understand the characteristics of products or services provided by company with support of online order and direct transaction method, finally, to finish complete transaction by way of cooperation with logistic supplier. The most vital internet marketing model of high-tech industry is the traditional marketing mode, the second mode is to put forward an integrated marketing model basing on virtual and practical operation so as to reduce cost and to promote returns & efficiency of operation, however, direct marketing is its channel and logistic passage.

(3) Retail industry

In aspect of retail industry, service or product provided by super market is subjective, so, most of them apply online marketing, then, to produce special product according to individual requirements in the target market so that customers get used to such consumption and be honest to brand, also provide professional information of products so as to teach customer how to use them correctly, or present contents of products in stores. The third one is to make use of direct marketing to keep contact with customers. Finally, please make use of the traditional marketing mode to promote and to remind customers of recognition of brand image of enterprise. To sum up all above, the most important marketing model for retail industry is online marketing, and the direct marketing is only a support method to keep contact with customer for enlargement of recognition.

(4) Service industry

As for service industry, most of them are website designed for specific type of information. Secondarily, to attract users by more related knowledge basing on online marketing. The third one is to enforce the popular traditional marketing model, that is to say, to promote recognition and advertisement effect by free trial so as to interact with customers. Finally, please make use of virtual support of direct marketing to promote quality and efficiency of product. Usually, the most vital marketing model of service industry is personalized marketing, however, direct marketing is the measure of the terminal of e-business marketing of this industry to promote quality of service.

CONCLUSION

This research has concluded the criteria and concepts followed in internet marketing. However, there are many successful e-commerce stores on internet at present, but there are no rules for marketing model because it is developing. I herein put forward the most suitable application model for industries. The differences are showed in Table 1 as follows:

<table>
<thead>
<tr>
<th>Type</th>
<th>Website</th>
<th>Marketing Content</th>
<th>Philosophical Concept</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Direct marketing</td>
<td>Postal order</td>
<td>Explore channel</td>
<td>Preemptive strike</td>
</tr>
<tr>
<td>(Best for manufacturing;</td>
<td>Franchise house</td>
<td>Set up recognition</td>
<td>Control key point</td>
</tr>
<tr>
<td>Period</td>
<td>Dealer</td>
<td>Customization marketing</td>
<td>Slow first, fast second</td>
</tr>
<tr>
<td>type1-type4-type2-type3)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Online media</td>
<td>Special column</td>
<td>Theme promotion</td>
<td>Customer first</td>
</tr>
<tr>
<td>(Best for retail industry;</td>
<td>Database</td>
<td>Separation</td>
<td>Reasonable concept</td>
</tr>
<tr>
<td>Period</td>
<td>Specific information</td>
<td>Advantage strategy</td>
<td>Plan specially</td>
</tr>
<tr>
<td>type2-type3-type1-type4)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Personalization</td>
<td>Search</td>
<td>To set up characteristic</td>
<td>Accept</td>
</tr>
<tr>
<td>(Best for service industry;</td>
<td>Fans club</td>
<td>Difference</td>
<td>Stay on the fact</td>
</tr>
<tr>
<td>Period</td>
<td>Auction</td>
<td>Personalization</td>
<td>Depend on others</td>
</tr>
<tr>
<td>type3-type2-type4-type1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Traditional media</td>
<td>Special cabinet</td>
<td>Advertisement</td>
<td>Attitude of winner</td>
</tr>
<tr>
<td>(Best for high-tech industry;</td>
<td>General merchandise</td>
<td>Promotion strategy</td>
<td>Attack an inferior force</td>
</tr>
<tr>
<td>Period</td>
<td>Community</td>
<td>Pull strategy</td>
<td>with a superior one</td>
</tr>
<tr>
<td>type4-type3-type2-type1)</td>
<td></td>
<td></td>
<td>Attack virtual force</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>with real force</td>
</tr>
</tbody>
</table>
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