



Online Marketing

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Abstract

Some economists viewed the internet as the vehicle to achieve perfect markets as both buyers and sellers possessed full market knowledge. The result would be a shift in the balance of power towards the customer and a reduction in the ability of suppliers to control or influence market prices. However, in reality market distortions may be still be prevalent when suppliers or controllers of resources continue to retain significant market influence.

Keywords: Prevalent; Influence; Controllers

Internet

Internet is a global network of interconnected networks. Many of the computers in these networks hold files such as webpages that can be accessed by all other networked computers. However, e-marketing involves much more than these basic technologies.

On line marketing environment in the modern economy

The organizational response to the environment will give clear indications concerning its marketing and corporate culture, aims, and objectives. A company's marketing environment consists of the actors and forces outside marketing that affect the marketing management's ability to develop and maintain successful transactions with its target customers [1-3].

Conclusion

Much attention has been given to the economic efficiencies generated by the internet. The term frictionless economy was coined to describe how markets could work effortlessly and supposedly in perfect competition or as close as realistically possible. The commercialization of the internet has had a number of economic impacts affecting the adoption rate of web related technologies. The internet related technologies also impact upon employment levels and practices. This can be evidenced in two ways. First automated processes can replace human labour or a combination of the two can lead to job losses.

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