

## THEORETICAL AND METHODOLOGICAL ASPECTS OF THE STUDY CATEGORIES “INTERNET MARKETING”

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**Abstract.** The article is dedicated to the definition of the substantial aspects of the internet-marketing category in conditions of technological progress. The model of development of this term is demonstrated by taking into account the external factors and time interval.

**Keywords:** internet-marketing, marketing development, marketing mix, new economy.

Modern research in the field of Internet marketing over the past few years has changed the vector of development from theoretical to practical. This is due to the changing economic environment and the impact of technological progress. Changes in business are becoming inevitable, so many companies are restructuring their marketing policies on the Internet [1]. In this regard, the concept of "Internet marketing" requires updating to understand the essence of all actions performed by the information environment.

According to the established ideas, Internet marketing is aimed at the development of communication with consumers. It includes everything that is somehow related to information technology. However, this methodology for justifying this direction is incorrect, since the technological level of the Internet marketing sphere has less segmentation. Despite these technical features, the new sphere of public activity is only forming its fundamental provisions, so the best solution for the formation of the concept of "Internet marketing" is to study

all the stages of development of this industry and identify the changes that have occurred in recent years in the conceptual and categorical apparatus of leading domestic and foreign authors.

The Internet represents a tremendous opportunity. For customers, it gives a much wider choice of products, services and prices from different suppliers and the means to select and purchase items more readily. For organizations marketing these products and services it gives the opportunity to expand into new markets, offer new services and compete on a more equal footing with larger businesses. For those working within these organizations it gives the opportunity to develop new skills and to use the Internet to improve the competitiveness of the company. At the same time, the Internet gives rise to many threats to organizations. For example, start-up companies such as Amazon (books) ([www.amazon.com](http://www.amazon.com)), Expedia (travel) ([www.expedia.com](http://www.expedia.com)), AutoByTel (cars) ([www.autobytel.com](http://www.autobytel.com)) and CDWOW (CDs) ([www.cdwow.com](http://www.cdwow.com)) have captured a significant part of their market and struck fear into the existing players. Indeed the phrase 'amazoning a market sector' has become an often-used expression among marketers [2].

For example, the American Marketing Association (AMA) - one of the most authoritative organizations in the field of information technology - points out that Internet marketing is a marketing activity based on the principles of the Internet and e - mail and includes advertising using banners, e - mail, search engine optimization, e-commerce and other tools.

Internet marketing implies a whole complex of subsidiary industries, including not only banner advertising and public relations, but also methods of conducting marketing research on the Internet, in particular, the study of demand and consumer audience, the development of algorithms for forming and ensuring high efficiency of advertising campaigns, ways to correctly position a brand in the market, and much more. The first is associated with the use of Internet tools to expand the marketing system of traditional enterprises:

organizing information interaction between company employees, customers, partners; conducting market research; promoting and selling goods via the Internet, and in the case of their digital nature, delivering them to the buyer; organizing service and much more[3]. The second direction is associated with the emergence of new business models based on the Internet itself, for example, online stores, electronic trading platforms, virtual information agencies, companies that provide services to Internet market participants, etc.

A leading Western specialist in the field of marketing, F.Kotler defines Internet marketing as a component of e-commerce [4]. Thus, the author refers this term to one of the tools of product promotion. A characteristic focus on practical results is present in the majority of foreign specialists, so the term "Internet marketing" for them means a special process, as a result of which all market participants extract a positive economic result:

- \* companies increase profits by meeting customer needs;
- \* the consumer with the help of this product meets their needs;
- \* the company balances the process of spending resources.

Special attention should be paid to the social effect of Internet marketing, which is achieved as a result of providing the opportunity to receive timely, complete, reliable and objective information and useful information that is not available to other participants of social networks, creating a positive image of the company due to a high degree of trust, which makes it possible to obtain social guarantees that provide access to various resources, increase the loyalty of the target audience and effectively solve the marketing tasks facing the company.

In fact, Internet marketing covers both the production process (demand research, development, release) and the implementation of the product (advertising, after-sales service, informing customers about the product).

In Russian practice, Internet marketing is considered as a comprehensive tool that allows you to use all the features of the Internet and apply them in

accordance with the overall business development strategy. The main tools of promotion on the Internet, experts believe: search engine optimization; contextual and banner advertising; social media marketing (SMM); viral marketing; Internet PR; buying traffic in exchange networks; organization of thematic mailings (e-mail marketing); development of promotional sites. Most practitioners support this definition, but they specify that the concept of Internet marketing has not yet been formed due to the growth of the Internet's marketing capabilities and the constant change in its tools.

The considered definitions of Internet marketing allow us to conclude that the formation of the term is influenced by two approaches:

1) theoretical-focuses on the interaction of classical marketing and information technology, the consequence of which is the projection of established market knowledge on the field of innovation;

2) empirical-represents the constant updating of terminology as a result of the introduction of new technologies.

The advantage of the first approach lies in the well-established theoretical and methodological basis inherent in classical marketing, but attempts to combine two completely different directions in terms of technology can lead to erroneous definitions of Internet marketing.

The second approach also has its pros and cons. One of the important advantages of this method is the focus on the practical component of Internet marketing, i.e., when forming this concept; specialists pay great attention to the enumeration of its tools and specific features. Among the shortcomings of this methodology, we can note the descriptive nature and the lack of sufficient attention to the study of the theoretical foundations of Internet marketing.

Our research on the development of the term "Internet marketing" in the economic literature and thematic communities proves that this definition does not sufficiently meet the criteria for the formulation of scientific concepts and requires significant additions.

Thus, based on the above, we propose to introduce the following interpretation of the concept of "Internet marketing" into scientific circulation. Internet marketing is a branch of marketing aimed at studying the principles of interaction of economic entities on the Internet in order to develop universal systems for making profit and meeting the social needs of society. By universal systems, we mean a set of promotion tools that can be used by enterprises when solving business problems in the Internet environment. The task of marketing is to be where there is an audience.

In the end, the definitions of digital, online and internet marketing are not all that different, nor are they very important. Cordon points out that the definitions are technicalities, it is far more essential that you understand their general implications and decide which approach to use based on what you hope to achieve. When making your decision, ask yourself what you hope to gain from a digital marketing campaign. Are you hoping for company exposure? Do you want to get to know your desired audience in order to market to them more effectively? Once you have made your choice, deciding on a digital marketing approach and campaign will come very easily.

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