



# THE IMPORTANCE OF TECHNOLOGY IN ORGANIZATION (CASE STUDY INTERNET MARKETING)

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**Abstract:** This thesis presents an overview of the role of information technology in management. The businesses increasingly are using advanced technologies to provide additional benefits for customers and meet their objectives on a higher level. Space on the Internet provides new opportunities for foreign companies to compete on an international basis by increasing competitive pressure and the need to deliver superior value by superior and services to better meet the needs of global customers. The strategy of internet marketing is built on the principles of traditional marketing. Internet marketing offers great opportunities for businesses and industries by eliminating the spatial and temporal boundaries and thus affects international trade. Online consumers are not able to see or touch the product or service resort, agencies try to differentiate their offerings and provide competitive advantage by providing superior value electronic services which facilitate the process of purchasing activities and increase efficiency. Nowadays consumers are more informed as a result of studying or information technologies.

**Keywords:** Internet marketing, market, costumer, business

## Introduction:

Today, organizations are aware of internet marketing importance and are regularly competing. The globalization of markets, the need for the use of new technologies in business platforms (in terms of marketing a business function) and the intensification of competition are becoming increasingly important. To overcome this competition, professionals are regularly researching and innovating new tools and tricks to enhance the power of online marketing. Aim of this study is to show that technological advances have created new patterns of communication and marketing channels that cause major impacts on marketing practices. Marketing methods have changed and are much improved, at the same time organizations have become more efficient in delivery of messages and products. Many organizations today are spending more time and money in this form by creating dynamic online presence, thus building websites. Internet marketing consists in using the web as well as traditional channels to build positive relationships with customers in long term period to provide competitive advantages.

## 1. The Internet marketing

In recent years there is a growing number of businesses who use the Internet and other electronic media to achieve their marketing efforts by giving priority so electronic marketing as a philosophy and a new phenomenon. The revolution in information and communication technology (ICT) has changed not only our lives but also the way people do business. In the world has about 1.97 billion Internet users who make up 28.7% of the world population<sup>1</sup>. In general, the number of Internet users is growing rapidly. This trend is also accompanied with increased confidence of people to do business on the Internet. With the advancement in technology marketing concepts changes rapidly. The Internet represents a technological innovation which effects ranging from communication to cooperation (Hoffman , Novak & Peterson et al, 1997).

Marketers start giving more importance to internet marketing due to its broader view and quick results. Customers have become more powerful and can access all the necessary information easily about the

<sup>1</sup> International Telecommunication Union, 2010

products of companies and check their credibility easily. Levels of online retail sales in Europe in 2010, recorded an increase of 19.6% compared to 2009, which in total represents about 5.5% of all retail sales<sup>2</sup>. This increase in sales can be attributed to increased consumer confidence and security improvements in terms of online markets.

Online marketing refers to the activities involved in creating profitable customers' relationships online. Means to know the need of customers and then develop and implement online marketing tactics that best satisfy those needs. Consumers realize that online purchases have more confidence in suggestions and evaluations of friends and other internet users (consumer forums and discussion groups) than to advertising in other media companies (J N Kapferer 2008).

Internet marketing<sup>3</sup> is the promotion of products and services using the Internet. Lower costs of dissemination of information and a global audience are its main advantages. This type of marketing also encompasses digital customer data management and electronic customer relationship management (ECRM), which are widely used in businesses today.

Online marketing is also known as web marketing, internet marketing, e-Marketing. The term literally translates as "advertising online or on the web".

The importance of Internet marketing strategies has grown with the growth and importance of the Internet. Most established companies are vying for online space and seeking to adopt web marketing strategies to increase traffic to their homepage of company. Online marketing helps add potential customers and the number of quality leads to a website as well. In fact, most organizations can adopt Internet advertising strategies to generate better business (Business Roundtable 2007).

Internet marketing is an interactive tool which can be used between marketers and the public at large. With today's economic and technological business structure, the concept of marketing the business online should never be pushed to the side or ignored. Marketing is the life blood of any business, no matter if it happens to be a brick and mortar business, or a home based business. It is difficult to understand the importance of internet marketing if we do not know what it is. In a nutshell, online marketing is a series of tactics used to drive traffic to your website (Rafi Mohammed; Robert J. Fisher; Bernard J. Jaworski; Gordon J Paddison, 2004). Once they have attracted to customers to their site, they still have to convince them to make a purchase. The rule of thumb regarding online marketing is that they must have traffic in order to consider their business a success. Most online entrepreneurs with a strong grasp of the importance of internet marketing find that they do best when they use several different forms of online marketing. The better they understand the *importance of Internet marketing* the greater the odds become of their business taking off and creating a source of revenue that they can live on for the rest of their days. It is the fastest growing means of marketing that reaches more consumers than any other and its dominance is quickly driving the previously mentioned competing marketing methods to extinction (Lumpkin, G.T., and Gregory G. Dess. 2004). The term Internet Marketing is familiar to everyone. It has been known by different names like digital marketing, online marketing, web marketing, e-marketing and search marketing. As we are living in a competitive world, the need for conducting comprehensive internet marketing is increasing. Most of you might be familiar with the various marketing strategies. Now, there are many wireless as well as e-mail marketing facilities too.

In the past, it was extremely difficult for a brand new business to rise to the coveted top spot. The older websites were established; they could maintain their position without a great deal of effort. Google has recently made some changes to the system it used to determine search engine ranking. One of the things that Google will be doing from now on is giving websites that have recently changed their data a much needed boost in ranking. This will help fledgling websites, which are nothing but new data, a much needed boost they've never had before. Knowing how the change will impact their page ranking is just as important as understanding the importance of online marketing.

Consumers become frustrated when the information they seek cannot be accessed from the convenience of their personal home computer or portable computing device. The online Marketing of the business is likely the most valuable step you can take to increase your positioning in this competitive economy (Johnston, D.

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<sup>2</sup> Center For Retail Research 2010

<sup>3</sup> Also called online marketing

A., Wade, M., & McClean, R., 2007). It is a vital tool that should be used to some degree by all companies, large and small, to successfully grow their customer base and profits. The rewards that will come to those who utilize wise and professional online marketing are definitely worth the time and expense.

The growing importance of Electronic Business (E-Business) to a growth of company, development and survival cannot be ignored in light of the current dynamism of the technological environment. Advances in technology have opened up a new world informed by the advent of computers, improvements in communications technologies and the emergence of the Internet. Electronic commerce (e-commerce) has introduced new means of buying goods and services, changed established distribution channels and opened new markets not hitherto conceived. E-business is the conduct of business transactions on-line. Its main advantage is the fact that it is not constrained by time nor physical facilities. Business can be conducted anytime, any day (Lumpkin, G.T., and Gregory G. Dess. 2004). While the phrase "electronic commerce" is now in mainstream use, it is one of those elusive terms whose definition seems to vary depending upon who we ask. e-Commerce used to be synonymous with using Electronic Data Interchange (EDI), the standard format to automate monetary transactions. This format is typically used by large corporations engaged in millions of transactions per year, but has yet to enter into mainstream use.

Keeping an eye on the effectiveness of an Internet marketing strategy is also important. This type of marketing is not all about huge advertising costs and a successful website launch (Wakolbinger, Lea; Michaela, Denk Oberecker, Kluas September 2009).

The effectiveness of marketing tools will also have to be monitored to ensure that the approach continues to be fruitful. There are a number of site optimization and email marketing tools that are available, and a careful analysis and selection of strategies can help ensure business success.

Today, there is no dearth of web marketers who will help implement web advertisements and assure top search engine rankings. To achieve this, web marketers will undertake a detailed market analysis, competitor analysis and come up with an effective Internet marketing strategy to steer a website to the top of the leading search engines. Advertising is a very important part of any business to either communicate to your existing customers or to entice new ones to buy the products or services and with the recent recession and current economic climate many businesses are having to fight extra hard to make money and to compete against their competitors.

A good advertising and marketing tool is your web site and a good online presence is vital. Creating a website is typically the first step for a business to take in their strategy for online marketing. Websites should not be thrown together haphazardly, but should be pleasing to the eye, easy to navigate and form a positive first impression (Ngai, 2003).

Internet marketing agencies or companies work on the very same principles as the traditional marketing companies: they aim to advertise a product or service, with the purpose of raising brand awareness and attracting more potential customers. An effective website should meet or exceed the expectations of its visitors. It should look good, whether that look is professional and "corporate", or trendy and stylish. It should have easy-to-use navigation and clear calls-to-action so that visitors can find what they are looking for. It should have well-presented, engaging and up-to-date content

Different websites present different challenges and opportunities in meeting visitor expectations, but if your website falls badly short on these things, visitors will not hesitate to look elsewhere and all of the internet marketing strategies in which you have invested will yield less of a boost to your site's goals than they could (Teo and Pian, 2003).

Online marketing is a collaboration of elements that produce a successful web based advertising strategy or campaign. Identifying the tools needed and making the most of them requires an enormous amount of skill, practice and expert thinking minds. The work that is put in ultimately determines the level of success that will be achieved.

*Three important aspects for businesses<sup>4</sup>:*

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<sup>4</sup> American Marketing Association, 2001

- First, the Internet is very important for marketing.
- Second, successful marketing must be based on understanding of how to integrate the principles of traditional and new business in a coherent online strategy.
- Third, online marketing is an innovation compared with traditional marketing structure therefore, a new way to interact with customers.

***Tools that can be used to make an online marketing campaign at its most effective include:***

**Domain name** – website addresses should be unique, simple, short, and memorable, as well as strongly reflect what a company stands for and intends to offer their target audience. This is essentially a company’s very first online marketing tool. If the name chosen is not memorable and reflects the nature of the company, it is not likely to achieve success.

**Content** – better content makes for a better website. Content should be packed with keywords that search engines can easily pick up on when a web user is online. Keywords in online marketing are truly a quality tool as this is what will draw a targeted audience onto your website.

**New material and updates** – constant and consistent updates whereby new information is added will give your website content more bulk that has the added benefit of enticing viewers to return. Improvements will by no means go unnoticed by the public at large.

**Simplicity** – by keeping things simple and concise, a targeted audience does not feel that their time is being wasted, time is of the essence.

**Marketing your website** – advertising your website on other websites can greatly create more awareness of a company’s brand, services or products.

**Blogs** – are fast becoming essential tools for online marketers as they can build a content rich website, as well as attract targeted traffic from all major search engines.

Importance of Internet Marketing is now expanding, since the aim of every business starts and ends with these three purpose of generating revenue, maintaining customer relation and increasing loyalty of customer. Some basic importance are sorted down below in brief:

- The most valuable importance of internet marketing is its reach ability of internet around the globe and its mass appeal. No other traditional media such as print and broadcasting can reach that number of population and if does that, it can not attain that pace of reach.
- The importance of Internet marketing include flexibility, measurability and affordability.

***Table 1: The Difference between traditional and online marketing***

<b>Tradition marketing</b>	<b>Internet Marketing</b>
<i>Personalized service</i>	<i>Lower cost</i>
<i>Fast response</i>	<i>More client</i>
<i>Physical access of product</i>	<i>Large amount of products offered</i>
<i>Less competitive</i>	<i>Purchase quickly</i>
<i>Secure payments</i>	<i>More information for the product</i>
<i>Real stores</i>	<i>24 hour accessibility</i>
<i>Direct communication</i>	<i>Direct communication with customers desired</i>
<i>Measurement of result is fast and simply</i>	<i>Chance of the relationship continuing</i>

Source: Author

## **2. Albania Information Technology and national strategy**

Albania is located on its path to EU membership therefore it has undertaken a series of reforms needed to be "approaching as many international and European standards. European development model is the model of a knowledge-based economy and information society. Based on experience and the Lisbon Strategy for e-Europe, Eastern Europe countries signed in October 2007 a joint agenda e-SEE (electronic South Eastern Europe). Based the modernization and use of new technologies and development opportunities they offer as a quick way of development. This common regional agenda was signed under the auspices of the action plan of the European Union i-2010 for Information society. The commitments made in these documents constitute a major challenge for Albania if we consider the current state of development of the sector of information and communication technology (ICT) in Albania.

The strategy is based on the National Strategy (ICT) approved by Decision no. 216 dated 10.4.2003, which includes 14 goals and has defined several priority measures to enable the development of ICT in Albania. In recent years made considerable progress in terms of e-government, facilitating business by conducting on-line services; reforms undertaken to improve the regulatory regime, as business registration through the establishment of "National Registration Center", in terms of education through the creation of computer labs in schools; computerization of customs and tax services. Also increasingly aware of the benefits of information technology and the level of internet usage by businesses, tourist agencies and hotels in particular, and especially for the younger generation. The aim of this strategy is to review and coordinate the obligations arising from commitments to creating an information society, in order to ensure the fulfillment of the responsibilities of all stakeholders in a coordinated manner. The strategy considers the key success factor for the formation and development of the information society increased use of information technologies and looks at the development of infrastructure for information technology as key to its successful implementation.

## **3. The internet marketing in Albania**

The Marketing and selling online have changed and are changing constantly, while the Albanian market share of online sales in particular is still a new market and very little affected especially companies online presence is far from a level we see from companies across the ocean or just near us in the region, which have almost all platforms that can comes to mind in these moments. Albanian companies have realized the importance of the internet, thanks very intense meetings with partners or clients from Western Europe. The number of businesses looking to have a website is growing. But being the network the name, their product or service is not enough, because visibility is not dependent on the presence, but the degree of improvement and quality of electronic services offered on this website and online marketing serves. Albania is an innovative online marketing. He first began to be applied as a form to call on the Albanian market to foreigners.

Analyses show that internet marketing is still word search related to Albania mostly focus on trips to Albania and hotel accommodation there. This is primarily because it offers the Albanian market, set mainly on imports, there is no interest. Very few manufacturers have improved their image in the global information network in recent years, while the majority of Albanian businessmen even when using electronic mail, although they have online sites companies, they use the address on the Internet as free deal Hotmail, Yahoo, etc., losing maximum reliability.

To enable the implementation of electronic commerce, it is necessary a higher willingness of businesses. Recently increased significantly the number of businesses who use the Internet or other electronic media to achieve marketing activities paving the way for the dynamic development of electronic marketing (like philosophy and new phenomenon). According to a Gallup poll Agency, small business Internet site in 2009, have increased their profits at the rate of 117%, ie, more than businesses that were not presented on the Internet. Also, a survey conducted recently by a group of students of the Faculty of Informatics showed that 85% of foreigners visiting Albania for business reasons or tourism website address before their arrival. Implementation of electronic marketing by small and medium is changing shape and nature throughout the world. World Wide Web has enabled the creation of electronic channels (Li, F. 2007). For this reason, the Internet and other electronic media as a result of the unique characteristics (as the market and the media) play an important role in the implementation of marketing activities.

The big enterprises are implementing software solutions and are making efforts to digitize their business processes at the enterprise level.

According to a survey conducted by IDRA10 in about 300 major business companies, shows that 84% of companies interviewed have full access to the Internet in their offices, 68% of these businesses have high-speed connections and 58% of businesses have intranet in their office. Observatory of small and medium enterprises in Albania, prepared by the Centre for Research and Development, (December 2009) showed that in recent years a trend of small and medium enterprises to invest in modernization and introduction of new technologies. For several years in Albania a number of pages and Internet operators promote their high visibility and invite companies to use this site as a way for their marketing. This is a good offer for everyone, as long as it is realistic. According to statistics of the most clicked sites are those sites travel agencies to book your holiday or travel, hotel sites, sites that offer information and latest news, sites of construction companies (to buy houses) and less sites other. Internet Marketing is built exactly to strengthen the security of marketing efforts by increasing their effectiveness. That means less money to spend and ensuring more effective and efficient. The Internet now allows a more interactive communication richer than other media like television, radio or print media. The globalization of markets, the need for the use of new technologies in business platforms (in terms of marketing a business function) and the intensification of competition are becoming increasingly important (Li, F. 2007). This trend is expected to continue in the future. Studies have shown that technological advances have created new patterns of communication and marketing channels that cause major impacts on marketing practices (for example the acceptance of electronic media as a vital communication tool and efficient from the standpoint of costs). This is the era of information.

Everyone uses the information to make decisions and to reduce the perceived risk. Recent developments in the field of information technologies (IT)<sup>5</sup> have made the Internet and the newest component world wide web to be the focus of marketers who understand the strategic importance and strength. Unique opportunity that has web to join, texts, images, pictures, sounds, video clips in a multimedia document increased use at a high level compared to other traditional media turning it into a global media. The Web offers great potential for marketing and turn many aspects of internet marketing are based on the web.

Web, data digitalization and mass use of personal computers have created electronic commerce environment, in which traditional marketing techniques are partially transformed, while also being applied new techniques. One of the main regular requests to success in electronic commerce is to provide online bidding in accordance with customer needs (Elmazi L, 2002) and requirements as well as knowledge of consumer satisfaction sources. One aspect that requires constant attention by marketers in the electronic business environment is increasing consumer power. Nowadays consumers are more informed as a result of studying or information technologies.

Internet Marketing adapted to customer needs, reduces transaction costs, allows shifting consumer behavior based on time and localization (the benefit of the country, time, tenure) to the temporary behavior and without localized (Sharma & Sheth, 2004).

The marketing that based in web requires the use of the Internet to provide information, to communicate and to complete transactions. On the other internet marketing offers great opportunities for businesses and industries by eliminating the spatial and temporal boundaries and thus affect international trade. As a result of global access, companies can now provide customers and partners from different countries of the world easier and more efficient. Web eliminates many problems associated with economic constraints, political and rules of different countries.

Space on the Internet provides new opportunities for foreign companies to compete on an international basis by increasing competitive pressure and the need to deliver superior value by superior and services to better meet the needs of global customers. Using internet marketing provides a set of advantages for businesses but while he displays his problems. Recent studies in the field of internet marketing are divided into two large groups where the first group agrees with the view that the web has changed the

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<sup>5</sup> Information Technologies is a term that refers to recent developments in the field of electronics and consist in the collection, analysis, storage, regulation, dissemination and use of information. Buhalis, "Information Technologies", 1998, p 409

dominant logic of marketing and the other group does not agree with this opinion. However, it should be noted that the two groups are of the opinion that the benefits of internet marketing to dominate problems he may have. Nowadays Internet, represents the largest electronic platform for business-consumer business sector, which offers not only numerous opportunities for marketers but also a new and dynamic for the implementation of marketing activities. The web-site and have a set of attributes that define their popularity marketing medium. These attributes enable companies to implement marketing activities in a more effective and efficient and to stimulate the process of creating value. Marketing on the web is the application of marketing elements on the website". An important aspect is the promotion of the website and attract visitors to it. In this context, the web marketing should not be equated with marketing online.

***"Internet Marketing is a full set of all functions, relevant instruments and tools"***

There are numerous tools like the Internet and abroad to promote the website and to stimulate the visits. Creating a plan that combines all the tools as a "fully shared" is the best strategy to promote the site. There should not to avoid the tools outside internet, as promoters for marketing on the web.

Among the most successful tools that affect the growth of visits to the site are: web design, social networks, through email notifications, advertising in different systems on the Internet, search engines, portals, such as Yahoo, different documents, etc.

For the successful marketing of realization which tells the website and encourages visitors to be used as necessary tools.

The sole purpose of effective online marketing advertisements is to utilize a campaign strategy at the lowest possible cost and risk investment, in order to maximize sales potential and receive a high return on investment (profit) (Berthon, P., Pitt, L. and Watson, R. 1996).

Reducing marketing budgets has brought displacement the tools used by traditional to new-generation ones, such as social networks. In terms of overall budget reduction, seems to have a tendency to advertisers reluctant to designing and implementing communication plans as cost-effective, using alternative channels to the traditional ones, and especially, online communication channels and social networks. Opportunities that offer online communication channels, especially social networks are too large, but despite this, Albanian companies are in a stage "infant" compared with long experience of more developed markets in this regard. According leadership of marketing agencies (Elmazi L, 2002), large companies operating in the country are also cautious in better distribution and more effective promotional message and the selective acquisition of space. They say that in times of crisis, marketing projects and communications never not be considered as an expense, but as a worthwhile investment for their respective objectives of the business. Oliver Petrovski, head of the agency "New Moment", says that in fact, reduced marketing budgets do not directly affect the perception of negative messages by the customer, because he simply did not know that such a thing has happened. This is simply a consequence. Even though new media is growing and so are advertising spaces that take place in them, traditional power that will not fade, this applies especially for Albanians maintain a relationship with almost-ready television fanatics, who see it as a the primary means of entertainment. In Albania, the use of social networks as a channel for the transmission of advertising messages depends on three main factors: the growing number of Internet users, the time they spend in social networks and CPI (Costs for Impressions). If the number of users will increase, then the cost will be higher. Marketing experts say that this is a real possibility and of course valid, but not the only one (Berthon, P., Pitt, L. and Watson, R. 1996).

There are supporting campaigns that can choose such a course. In campaigns targeting key building / managing corporate brand image is necessary to use the most important channels (and probably more expensive) communication. Due to manner that one Albanian consumer behavior and the impact of different communication channels have to deliver the message to the audience, it is impossible for certain campaigns products / services only projects implemented marketing / communications at low cost. Business in Albania should pay more attention to new forms of marketing that are widely applied and have lower cost, such as the blog. In the world, blogs are becoming an important factor in marketing, because experience has given positive examples.

## CONCLUSIONS AND RECOMMENDATIONS

- Globalization, information systems, emerging technologies, quality research and healthy strategic implementations are taking vital role in shrinking the world and whole pattern of activities are changing in the business world.
- Internet marketing has created a global audience. The interactive nature of Internet marketing in terms of providing instant response and eliciting responses, is a unique quality. Internet marketing is an idea to use for innovative and cost effective marketing strategy.
- Online advertising has made a dramatic change in telecommunications industry. Online advertising helps firm to learn more about customer behavior and expectation.
- Internet Marketing companies need to respond and adapt to changing environmental conditions if they intended to survive. They can instigate changes in the environment which are in their own interest.
- The organizations have to employ strategies and keep themselves ready adopt new options of marketing over internet.
- Opportunities that offer online communication channels, especially social networks are too large, but despite this, Albanian companies are in a stage "infant" compared with long experience of more developed markets in this regard.
- In traditional marketing role has been quite passive consumer, today we can say that the world wide web using hypermedia concept which provides a more active role in the web visitor.
- Internet marketing should be part of Albanian business plan and they should pay attention their marketing strategy. In Albania if has an Internet marketing strategy gives a measurable and definitive way to target market and position their business so that they to be more competitive in market.

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