Online Marketing; the Impact of Mobile Application on Online Business

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Abstract
Online marketing is increasing nowadays. In order to expand their business, using mobile application to do online business is the best way to promote their business globally. As today people tend to use smartphone in their daily lives, they could download the application that created by online retailer. It will be much more convenient for businessman to start a business with low budget. With the advance of technology, people are easy to start a business all over the world without visiting the country many times. In this paper we will explain further about the role of online marketing, mobile applications, online business and the impact to online business.
Keywords: Online Marketing, Mobile Applications, Online Business, the Impact to Online Business.

1. **Introduction**

Mobile technology are getting advance every year as everyone needs mobile in their daily life. Living in this society life, people tend to use the most advance mobile in order not to be outdated and could easily access internet either for entertainment or business. To expand their business, business people will upgrade their strategy by putting their business online in order to deal with international business people. Smartphones are so advance that it could access internet anywhere and anytime, it could be much easier for businessmen to work not only in office but also outside the room. Sometimes, buyers also could use the applications in their home anytime as the applications are operate for 24/7.

Through social media in mobile phone, buyers still need to download the applications that have released in the market so buyer can purchase it much easier. This will make more convenience for buyers as they usually do not have time to go for shopping. Other than that, it would be easier for them to contact with the overseas businessman. The usage of mobile devices has increase as the preferred tool for work and communication. In day-to-day business, it focuses more on business management, marketing, sales, SEO, social media, advertising, software development or customer relation management (Murtagh, 2014).

Starting an online business, the owner does not need to be rich as it is a low cost business for everyone who wanted to start a business through online. Even though it starts from a small business with mobile application and if is after

success to attract the people around the world, the applications could be upgraded to more advanced in the future. Today, people who succeed in their business are the one who started earlier and willing to correct their mistake as soon they realize it (Moran, 2007)

2. Online Marketing

Online marketing also known as Internet marketing or online advertising is a strategy or a method of getting the company name out to the public (Lindsey, n.d). The advertisement could use in many various way and some strategies focus on meaningful messages rather than just an advertisement (Lindsey, n.d). However, every attribution of online marketing became a countable value (Leake, Vaccarello & Ginty, 2012). Literally, thousands of people around the world have their second life as they live in a great part of online lifestyle (Young, 2007).

Why marketers are interest in this? Because it is another subculture who spend lots of money, yet, who will respect the hardworking marketers (Young, 2007). As a marketer, you can easily speak to whoever you want as long as they are online via mobile (Young, 2007). Lately, as online marketing increases, there are others method not only just read and write but also can talk and listen as well (Young, 2007). Online marketing played a vast role of how you get publicity – once it is on progress, it will promote your business continuously. It does not have to be large in your marketing plan but it does have to be fair for the strategy (Larocque, 2013). Your company and your target market have to fit well with your online marketing strategy (Edward, 2012).

Why online marketing is perfect for business? It is because that you need visitors to come to your page in order to make sales by clicking to login to your website (Platz, 2013). You can have more sales online compare to brick-and-mortar (Platz, 2013). Due to rapid growth of technology, the behavior of consumers and marketing strategy of online business are affecting each other (Valos, Ewing & Powell, 2010). The internet is the fastest and most efficient way when it comes to online marketing because it is not just to gain new customers but also to expose their company (Talpau & Vierasu, 2012).

3. Mobile Application

How do you know that online marketing is suitable for you via mobile? There are many confusing terms such as SMS and App. Are you confused by these terms? What are the differences? What will it cost to get involved? These are all outstanding questions and these questions are asking by many small businesses themselves when it comes to mobile marketing. Just like any marketing endeavor, education is important for you to make a right decision for you and your business. We do hear a lot about SMS and Apps but what would you prefer for a small to medium sized business? It is important to put you in a mindset which to provide your buyer information that is easy to find. In order to install an application, it does require having a smartphone. By SMS and Apps, it will connect directly to most mobile phones and it can be used as a great connection tool. As not all buyers have a smartphone but majority of phone could receive SMS and nowadays majority of people are using smartphone. You want to choose the option that is presentable, available and discoverable as your specific target market. This is important to remember SMS does not limit the type of the phone that the buyers have and many buyers who install application to their phone. After a few years with advance mobile phone, you will see the trend that mobile marketing effectiveness will have a lot to do with applications browser capability. Mobile SMS and applications are important, and it is where we will see the growth of using mobile applications.

In the past few years, applications for mobile have established to the market. While previously applications sales were limited success, it was not until Apple start to introduce the iTunes applications store for buyers with smart phones to download the applications (Gans, 2012). The first characteristic of using mobile applications is in mitigating transaction cost for the buyers (Gans, 2012). The buyers face cost in accessing that content and also completing those transactions when the buyers either use or purchase content through a website (Gans, 2012). To make it easy for the buyers, the application stores have provided security and other benefits that have reduced the transaction costs associated with application purchases (Gans, 2012). The company should educate their employees about the rating and the accessing to the applications (Moscaritolo, 2010). It is better to found out their strengths and weakness in the applications for the target market perspective (Hammershoj, Sapuppo & Tadayoni, 2010).

For the last several years, mobile phone are not only referred as mobile phones but we view the buyers as the mobile (Khan, 2011). The marketer must engage their customer whenever they are in order for success in new and multichannel through applications market (Khan, 2011). Mobile applications also can use while they are on travel (Xiang & Gretzel, 2010). In research, where there is not reliable internet connection, the users will use their mobile devices more than often for internet access (Davis, 2008). Not only that, another company of application also could put their apps on the market for the phone user effortlessly to download it into their phone (Leontiadis et al, 2012).

4. Online Business

Online business is suitable for people who have minimal amount of time and effort but they want to make an extra paycheck due to the entire downfall and gloom news about the economy (Silver, 2008). Do not worry about becoming a tech whiz in order to start a business online as you can always get started to having the internet pay for your montage, car payment, children's fees and many more as long as you have the internet connection (Silver, 2008). It is easy to start as a perfect part-time business, it required little time and money as there is no technical expertise, it is easy to maintain the business as it have proven that online business have the high probability of success (Silver, 2008).

For example, EBay, one of the largest online marketplaces is suitable for you to make your own business. It is easy as you only have to open an account and start making money within hours on eBay (Silver, 2008). Today, it is not enough to perform an attractive, interactive website on your work or home desktop computer (Lombardi, 2012). Not only design and develop is your desktop site but it imperative that who can also create a full version application for smartphone by using the latest in HTML (Lombardi, 2012). In a few years later, using mobile applications will overtake computer for doing online business will be the most common Web access device worldwide (Lombardi, 2012).

Facebook, Twitter and blogging- with your online business – your online business website should be able to integrate your social platform as this will able to help the visitors to visit your apps where they could grow interest about your business while it also you to improve your apps by tracking, editing and managing the content for your entire social network (Lombardi, 2012). The employee will always find a good strategy to deliver a great content to their customers (Lorrie, 2010). The rules must have for online business is to have the manner by the enterprise to deliver the value to the customers who paid for value and make it to profit (Teece, 2010). Other than that, the goods qualities are important to be recognized as it is a critical way in online business (Bai, Law & Wen, 2008).

5. The Impact to Online Business

Nowadays, as many business people have done a lot of online business in order to make it global to their business. There are some impacts to online business in communication with each other while doing business. Online business communication tool have changed to email and instant messaging with the employees, customers and associates (Francis, n.d). Other than that, a business must stay updated with the needs of its customers with the advent of Internet marketing (Francis, n.d). They are not just compete with the local but they are also has competition with all over the world as they should be imperative for a businessman to know what his customers want and deliver it as the feedback, surveys, rating and comment on the application will help him to monitor his customers' needs (Francis, n.d).

Furthermore, doing online business could improve their business relationship by working with other business and professionals with the use of Internet (Francis, n.d). It is easy to make collaboration on project with people all over the world as there is Internet seminar, also called webinars by just logging onto a website (Francis, n.d). The company will hire more knowledgeable employees to create a better physical experience with the items that are difficult to find in anywhere else (Heller, 2011).

Although communicate through online might be more fast and much easy over the internet but it also lead to the perception of a company as impersonal, faceless and uncaring because lack of face-to-face communication (Storm, n.d). Moreover, technical glitches or malicious hackers can expose sensitive data when business is conducted over the internet such as customers address, passwords, credit card detail or bank account detail (Storm, n.d). At this state, it could pull down the company publicity which it could affected the company image and leading to loss of revenues as the customers are not trust the company anymore; at worst, it could lead to fraud or identity theft (Storm, n.d).

6. Discussion

As it can be seen, online business are easy to start as the mobile applications are getting many people to use it nowadays but to have a successful business are needed much effort to keep improve the company business. This research shows that to earn a better profit, the business need to follow the trend of their target market. As the trends are getting changes from season to season, the company needs to think further and faster than other people.

In the other hands, online marketing might be difficult for certain people if there is no internet connection to the mobile phones. This research shows that even though it is easy to buy goods through mobile application but once there is no connection between the internet and the mobile phone, it will slow down the business.

Moreover, online marketing through mobile application should be much easier as it could save the budget of the company or the marketer. Download an application to the mobile phone are effortless and it also save a lot of time for another task. However, it could be difficult for the marketer to do online marketing if there was no internet

connection to the mobile phone. The user are also will get frustrated if the applications are not updated to the latest version.

Communications between the customers are very important as the customers are trust the company to give out their information and the company should not leak out their information to outsider. Once the company did a mistake, it will be very hard to gain back their customers trust as there are many competitors in the same industry. Customers are also will give comment, feedback, rating and survey to the company who did online business.

Conclusion

All in all, online businesses on mobile application will growth rapidly in the future. Although there are not many people will download the application at first because no one will trust an application if it no one downloaded it but once the apps become a trend among the target market, the ranking of the apps will rise fast and even will become as the top downloaded apps. Applications on mobile phones will be the most trending applications as everyone at least has a mobile phone for their daily.

As the online business are not only in own country but also all over the world, the company should always plan the strategy to improve their business in mobile applications. The customer does not like to download an application which is difficult to use it. The customers will prefer an easy way to access the apps for the goods.

Nevertheless, managing an online business is operating 24 hours a day. As the time zone all over the world are different, the employees does not need to worry about to stay late in the office just to get the overseas customers. They could just download the application by the company and could just start a business with them. It is easy to communicate with overseas businessman even though being in different time zone as the applications are online for 24 hours.

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