



LINGKUNGAN MIKRO INTERNET

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micro-environment and macro-environment

Micro-environment

Specific forces on an organisation generated by its stakeholders.

Macro-environment

Broader forces affecting all organisations in the marketplace including social, technological, economic, political and legal aspects.

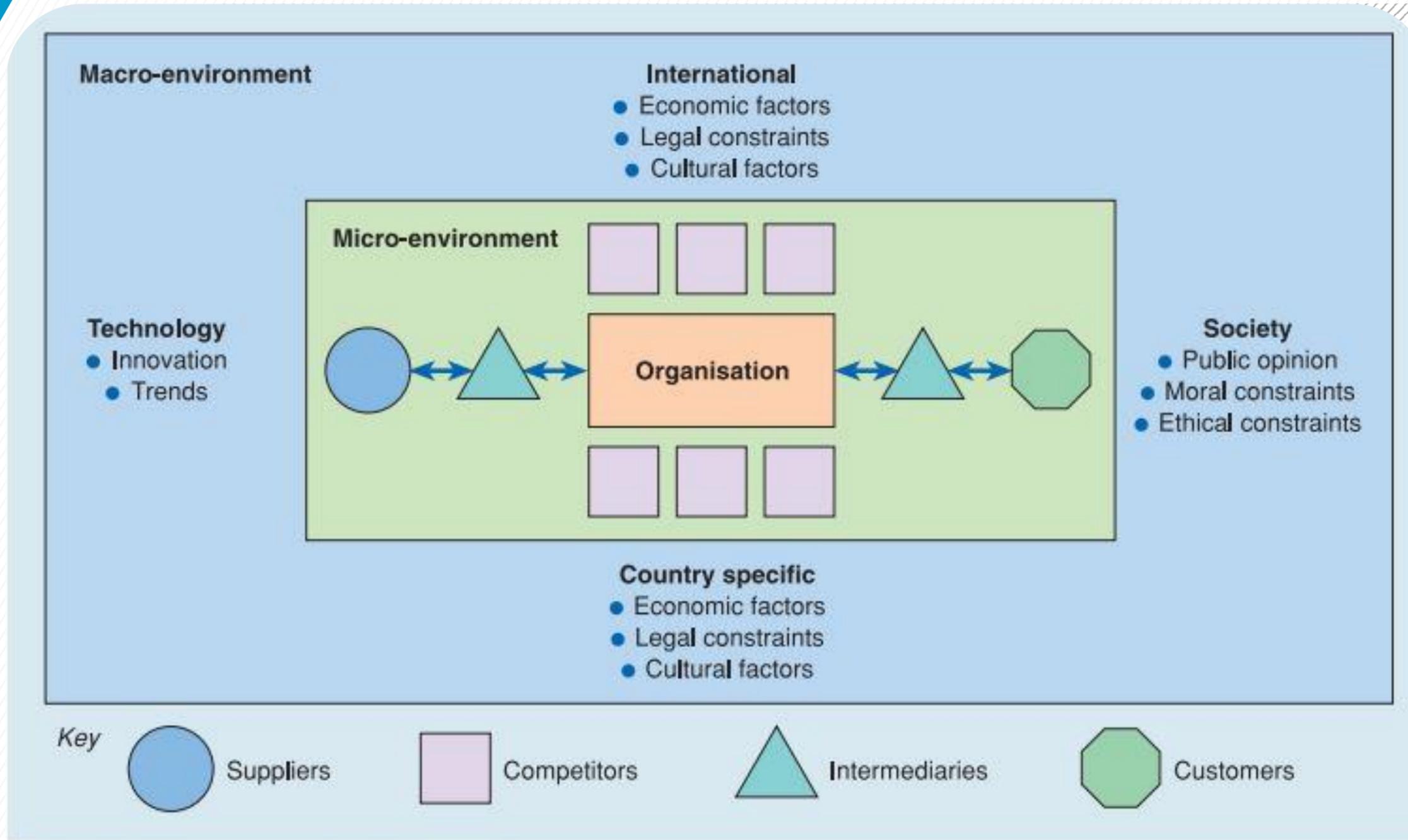


Figure 2.3 The Internet marketing environment

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Factors in the macro- and micro-environment of an organisation and Internetmarketing-related issues

Micro-environment

The marketplace:

- Competitive forces
- Value chain analysis
- New channel structures
- Location of trading
- Commercial arrangements for transactions
- New business and revenue models

The organisation:

- Adaptability to change

Its customers:

- Access levels to the Internet
- Propensity to use and buy
- Buyer behaviour

Its suppliers:

- Access levels to the Internet
- Propensity to use
- Integration with existing systems

Its competitors:

- Competitor capabilities

Intermediaries:

- New capabilities
- New intermediaries

Macro-environment

Social:

- Privacy
- Acceptable usage
- Internet culture

Technological:

- Selecting new technologies
- Coping with technological change

Economic:

- The current and future economic situation

Political, legal, ethical and taxation:

- Legal and tax constraints
- Government incentives
- Internet governance

Marketplace

The operation of an organisation's marketplace comprises the interactions between all elements of the micro-environment. In this section we review the great range of changes that the Internet has brought to the marketplace. The issues we will review include:

- *Competitive forces.* How are the major external forces on an organisation affected by the Internet?
- *From value chain to value network.* The value network concept describes a more dynamic version of the value chain with increased interaction between partners.
- *New channel structures.* What changes can occur to linkages to upstream and downstream partners in the supply chain? What is the role of new intermediaries?
- *Location of trading.* What are the options for location of trading online?
- *Commercial arrangements for transactions.* How are these changed?
- *New business and revenue models.* What business and revenue models can be adopted in the Internet marketplace?

Impact of the Internet on the five competitive forces

Five forces				
Bargaining power of buyers	Bargaining power of suppliers	Threat of substitute products and services	Barriers to entry	Rivalry between existing competitors
<ul style="list-style-type: none"> The power of online buyers is increased since they have a wider choice and prices are likely to be forced down through increased customer knowledge and price transparency (see Chapter 5). For a B2B organisation, forming electronic links with customers may deepen a relationship and it may increase switching costs, leading to 'soft lock-in'. 	<ul style="list-style-type: none"> When an organisation purchases, the bargaining power of its suppliers is reduced since there is wider choice and increased commoditisation due to e-procurement and e-marketplaces. The reverse arguments regarding bargaining power of buyers. 	<ul style="list-style-type: none"> Substitution is a significant threat since new digital products or extended products can be readily introduced. The introduction of new substitute products and services should be carefully monitored to avoid erosion of market share. Internet technology enables faster introduction of products and services. This threat is related to new business models which are covered in a later section in this chapter. 	<ul style="list-style-type: none"> Barriers to entry are reduced, enabling new competitors, particularly for retailers or service organisations that have traditionally required a high-street presence or a mobile sales force. New entrants must be carefully monitored to avoid erosion of market share. Internet services are easier to imitate than traditional services, making it easy for 'fast followers'. 	<ul style="list-style-type: none"> The Internet encourages commoditisation which makes it less easy to differentiate products. Rivalry becomes more intense as product lifecycles decrease and lead times for new product development decrease. The Internet facilitates the move to the global market, increasing the number of competitors.

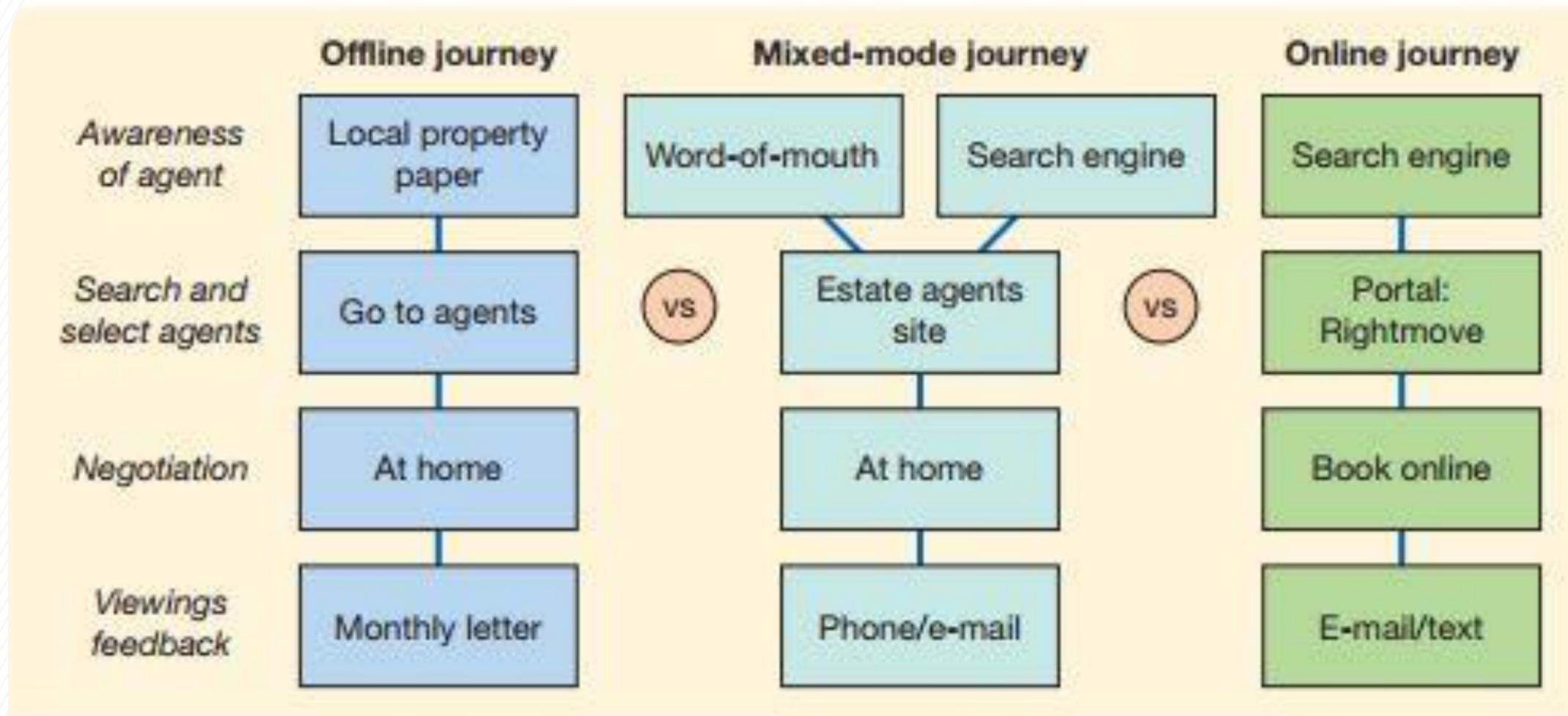


Figure 2.10 Example of a channel chain map for consumers selecting an estate agents to sell their property

to sell their property

Figure 2.10 Example of a channel chain map for consumers selecting an estate agents

Location of trading in marketplace

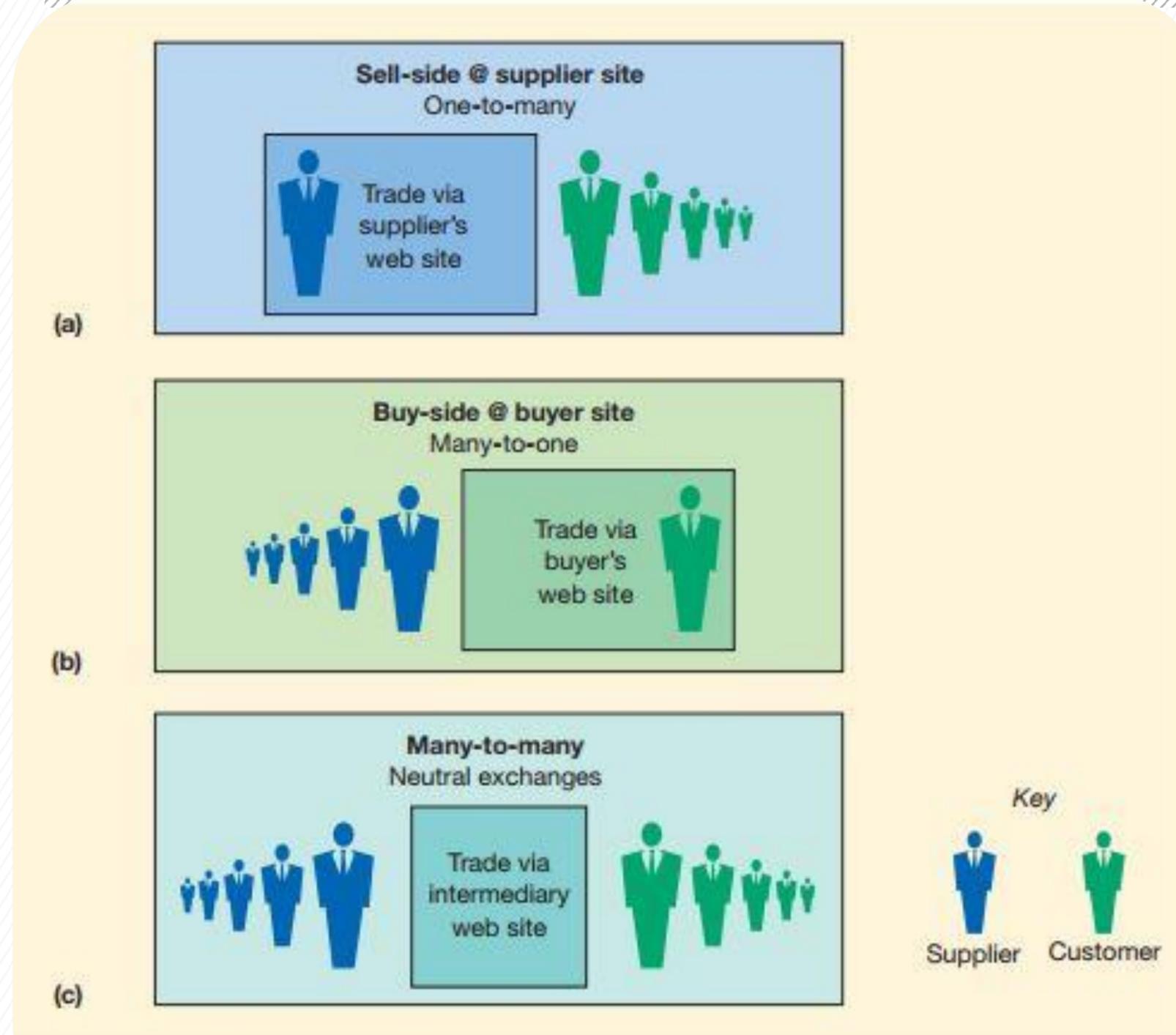


Figure 2.11 Different types of online trading location



Models of online buyer behaviour

1 Tracker

Knows exactly which product they wish to buy and uses an online shopping site to track it down and check its price, availability, delivery time, delivery charges or after-sales support.

That is, the tracker is looking for specific information about a particular product. The report says:

If they get the answers they are seeking they need little further persuasion or purchase-justification before completing the purchase.

While this may not be true since they may compare on other sites, this type of shopper will be relatively easy to convert.

2 Hunter

Doesn't have a specific product in mind but knows what type of product they are looking for (e.g. digital camera, cooker) and probably has one or more product features they are looking for. The hunter uses an online shopping site to find a range of suitable products, compare them and decide which one to buy. The hunter needs more help, support and guidance to reach a purchasing decision.

The report says:

Once a potential purchase is found, they then need to justify that purchase in their own minds, and possibly to justify their purchase to others. Only then will confirmation of the purchase become a possibility.

3 Explorer

Doesn't even have a particular type of product in mind. They may have a well-defined shopping objective (buying a present for someone or treating themselves), a less-resolved shopping objective (buying something to 'brighten up' the lounge) or no shopping objective at all (they like the High Street store and thought they would have a look at the online site).

The report suggests that the explorer has a range of possible needs and many uncertainties to be resolved before committing to purchase, but the following may be helpful in persuading these shoppers to convert:

Certain types of information, however, are particularly relevant. Suggested gift ideas, guides to product categories, lists of top selling products and information-rich promotions (What's New? What's Hot?) – these could all propel them towards a purchasing decision.

Hierarchy of response models

An alternative view of consumer behaviour in using the Internet during the buying process relates to the well-documented 'hierarchy of response model', summarised for example by Kotler et al. (2001), as made up of the following stages:

- awareness;
- interest;
- evaluation;
- trial;
- adoption.

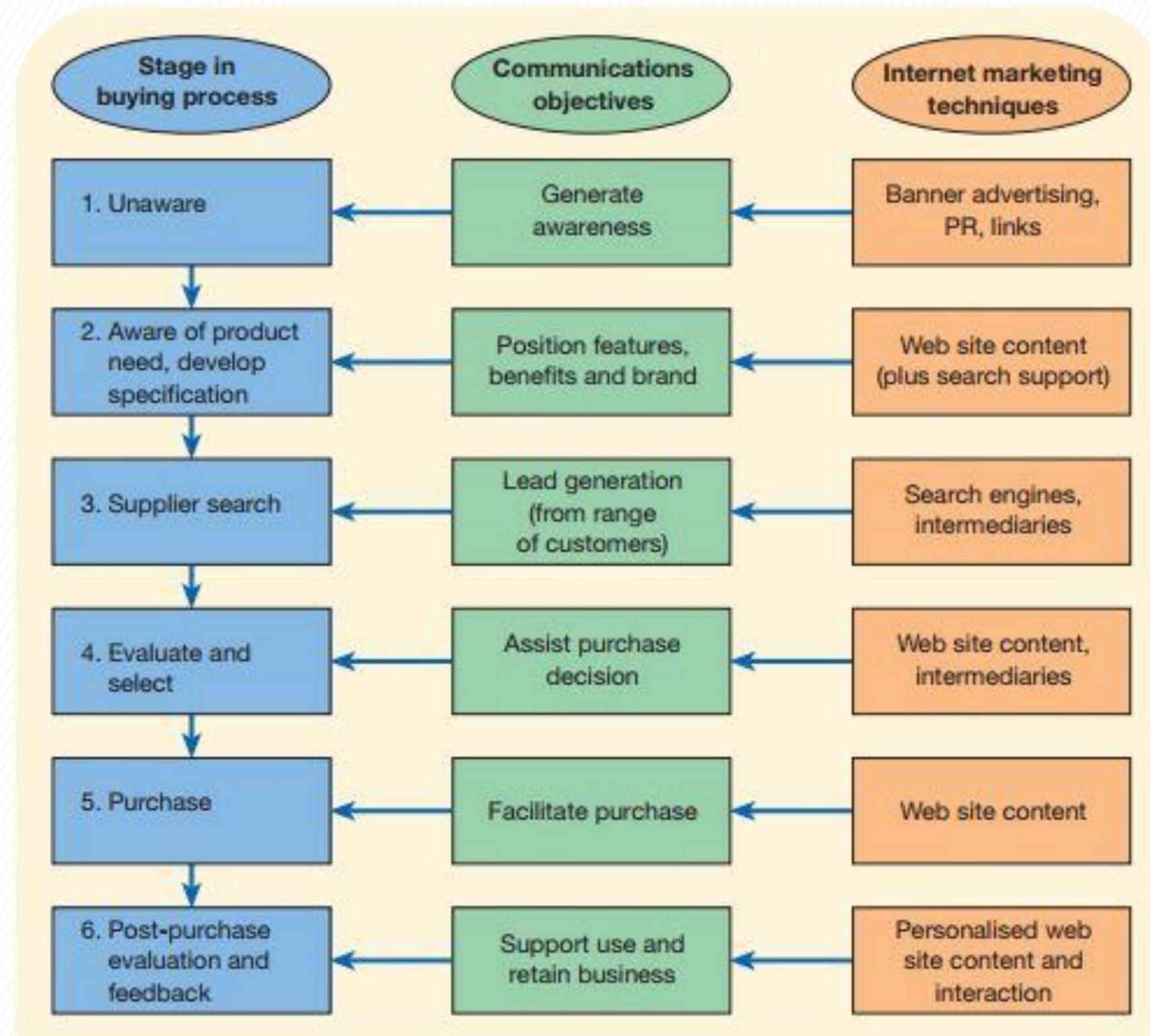


Figure 2.23 A summary of how the Internet can impact on the buying process for a new purchaser

Portal characteristics

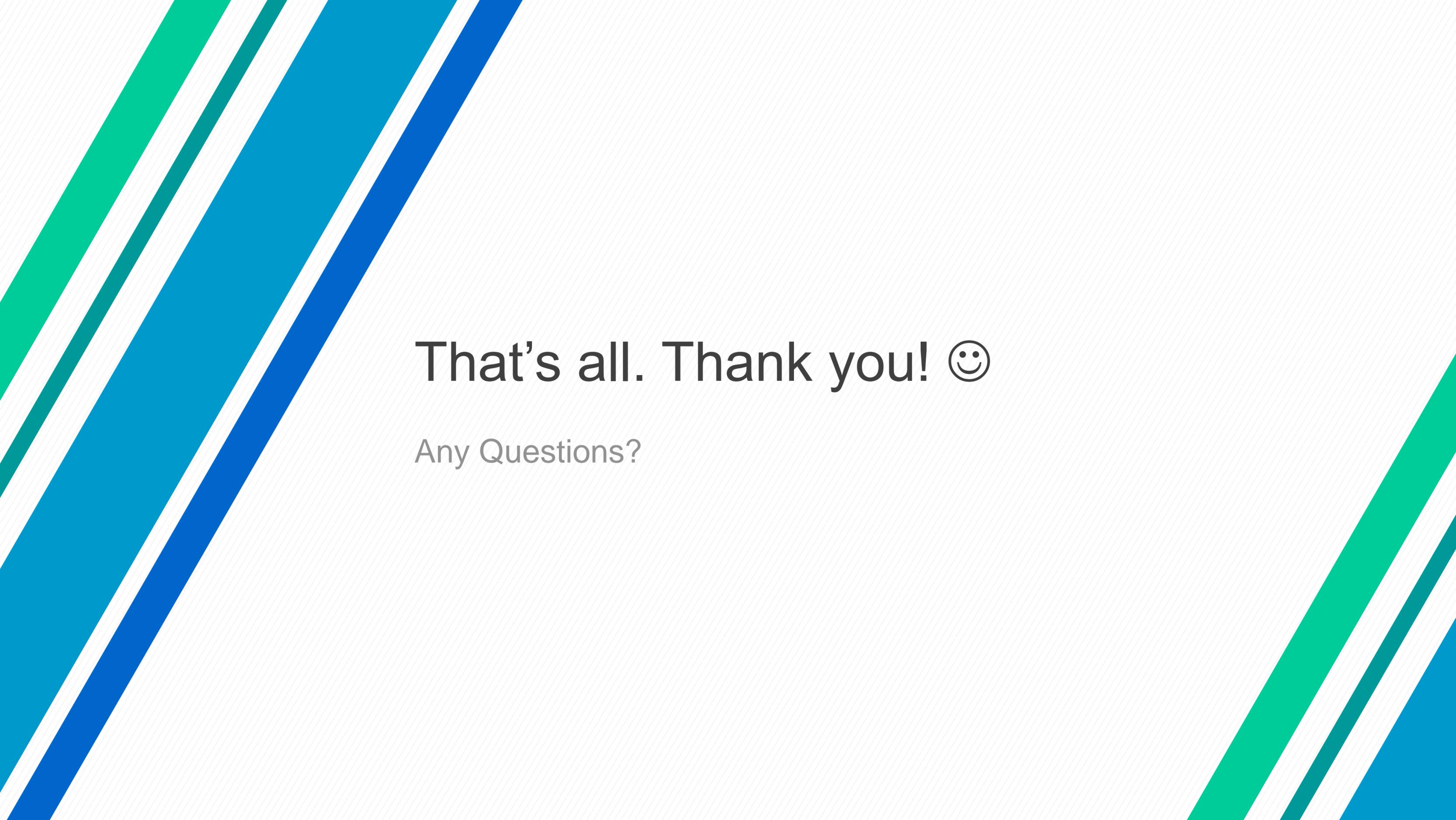
Type of portal	Characteristics	Example
Access portal	Associated with ISP	Wanadoo (www.wanadoo.com) AOL (www.aol.com)
Horizontal or functional portal	Range of services: search engines, directories, news recruitment, personal information management, shopping, etc.	Yahoo! (www.yahoo.com) MSN (www.msn.com) Lycos (www.lycos.com)
Vertical	A vertical portal covers a particular market such as construction with news and other services	Construction Plus (www.constructionplus.co.uk) Chem Industry (www.chemindustry.com)
Media portal	Main focus is on consumer or business news or entertainment	BBC (www.bbc.co.uk) Guardian (www.guardian.co.uk) ITWeek (www.itweek.co.uk)
Geographical (region, country, local)	May be: <ul style="list-style-type: none"> ● horizontal ● vertical 	Yahoo! country and city versions Countyweb (www.countyweb.com)
Marketplace	May be: <ul style="list-style-type: none"> ● horizontal ● vertical ● geographical 	EC21 (www.ec21.com) eBay (www.eBay.com)
Search portal	Main focus is on search	Google (www.google.com) Ask Jeeves (www.ask.com)
Media type	May be: <ul style="list-style-type: none"> ● voice ● video Delivered by streaming media or downloads of files	BBC (www.bbc.co.uk) Silicon (www.silicon.com)





REFLEKSI

- 1. Informasi penting hari ini**
- 2. Manfaat penting dari informasi penting hari ini**
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That's all. Thank you! 😊

Any Questions?