LINGKUNGAN MAKRO INTERNET

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(2018)

We present the macro-environment factors using the widely used SLEPT framework. SLEPT stands for Social, Legal, Economic, Political and Technological factors. Often, these factors are known as the PEST factors, but we use SLEPT since it is useful to stress the importance of the Law in influencing Internet marketing practices. The SLEPT factors are:

- *Social factors* – these include the influence of consumer perceptions in determining usage of the Internet for different activities.
- *Legal and ethical factors* – determine the method by which products can be promoted and sold online. Governments, on behalf of society, seek to safeguard individuals' rights to privacy.
- *Economic factors* – variations in the economic performance in different countries and regions affect spending patterns and international trade.
- *Political* – national governments and transnational organisations have an important role in determining the future adoption and control of the Internet and the rules by which it is governed.
- *Technological factors* – changes in technology offer new opportunities to the way products can be marketed.
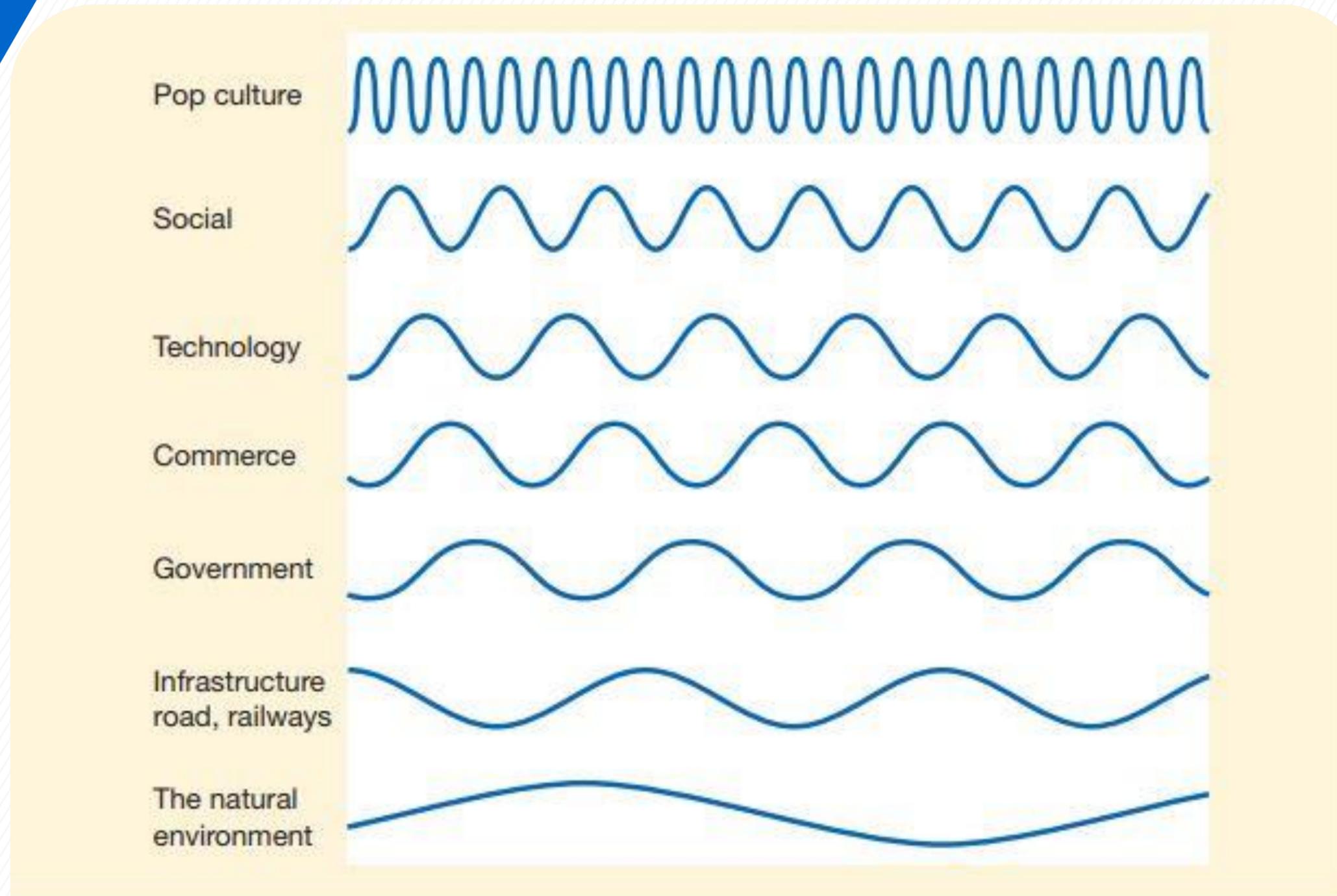
Figure 3.1 'Waves of change' – different timescales for change in the environment

Social factors

In the last chapter, in the sections on customer adoption of Internet technology, we looked at how Internet usage varies across different countries in terms of levels of access, amount of usage, its influence on offline purchase and the proportion of online purchases. These variations are in part dependent on how the Internet is perceived in society. An indication of how social perceptions shape access is clear from a UK government-sponsored survey (Booz Allen Hamilton, 2002) of perceptions in different countries. It noted that social barriers to adoption of the Internet included:

- No perceived benefit
- Lack of trust
- Security problems
- Lack of skills
- Cost.

Legal and ethical issues of Internet usage

Ethical standards are personal or business practices or behaviours which are generally considered acceptable by society. A simple test is that acceptable ethics can be described as moral or just and unethical practices as immoral or unjust.

What are the main information types used by the Internet marketer which are governed by ethics and legislation? The information needs are:

1 *Contact information*. This is the name, postal address, e-mail address and, for B2B companies, web site address.

2 *Profile information*. This is information about a customer's characteristics that can be used for segmentation. They include age, sex and social group for consumers, and company characteristics and individual role for business customers. The specific types of information and how they are used is referenced in Chapters 2 and 6. The willingness of consumers to give this information and the effectiveness of incentives have

been researched for Australian consumers by Ward et al. (2005). They found that consumers are willing to give non-financial data if there is an appropriate incentive.

3 *Behavioural information (on a single site).* This is purchase history, but also includes the whole buying process. Web analytics (Chapter 9) can be used to assess the web and e-mail content accessed by individuals.

4 *Behavioural information (across multiple sites).* This can potentially show how a user accesses multiple sites and responds to ads across sites.

Table 3.1 Types of information collected online and related technologies

Type of information	Approach and technology used to capture and use information
Contact information	Collected through online forms in response to an incentive for the customer. Stored in databases linking to web site. Cookies are used to remember a specific person on subsequent visits.
Profile information	Also collected through online forms. Cookies can be used to assign a person to a particular segment by linking the cookie to a customer database record and then offering content consistent with their segment.
Behavioural information on a single site	Purchase histories are stored in the sales order database. Web logs are used to store clickstreams of the sequence of web pages visited. A single pixel GIF is used to assess whether a reader had opened an e-mail. Cookies are also used for monitoring visitor behaviour during a site visit and on subsequent visits.
Behavioural information across multiple sites	Web logs can tell the previous site visited by a customer. Banner advertising networks (Chapter 8) and ISPs can potentially assess all sites visited.

Ethical issues concerned with personal information ownership have been usefully summarised by Mason (1986) into four areas:

- *Privacy* – what information is held about the individual?
- *Accuracy* – is it correct?
- *Property* – who owns it and how can ownership be transferred?
- *Accessibility* – who is allowed to access this information, and under which conditions?

Fletcher (2001) provides an alternative perspective, raising these issues of concern for both the individual and the marketer:

- *Transparency* – who is collecting what information?
- *Security* – how is information protected once it has been collected by a company?
- *Liability* – who is responsible if data are abused?

Viral e-mail marketing

One widespread business practice that is not covered explicitly in the PECR law is 'viral marketing'. The network of people referred to in the definition is more powerful in an online context where e-mail is used to transmit the virus – rather like a cold or flu virus. The combination of the viral offer and the transmission medium is sometimes referred to as the 'viral agent'. Different types of viral marketing are reviewed in Chapter 8.

Other e-commerce legislation

Marketing your e-commerce business

1. Domain name registration
2. Using competitor names and trademarks in meta-tags (for search engine optimisation)
3. Using competitor names and trademarks in pay-per-click advertising
4. Making and accepting payment
5. Advertising on the Internet

ANALISIS

"*INTERNET MARKETING IS ABOUT TRAFFIC*"

REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan
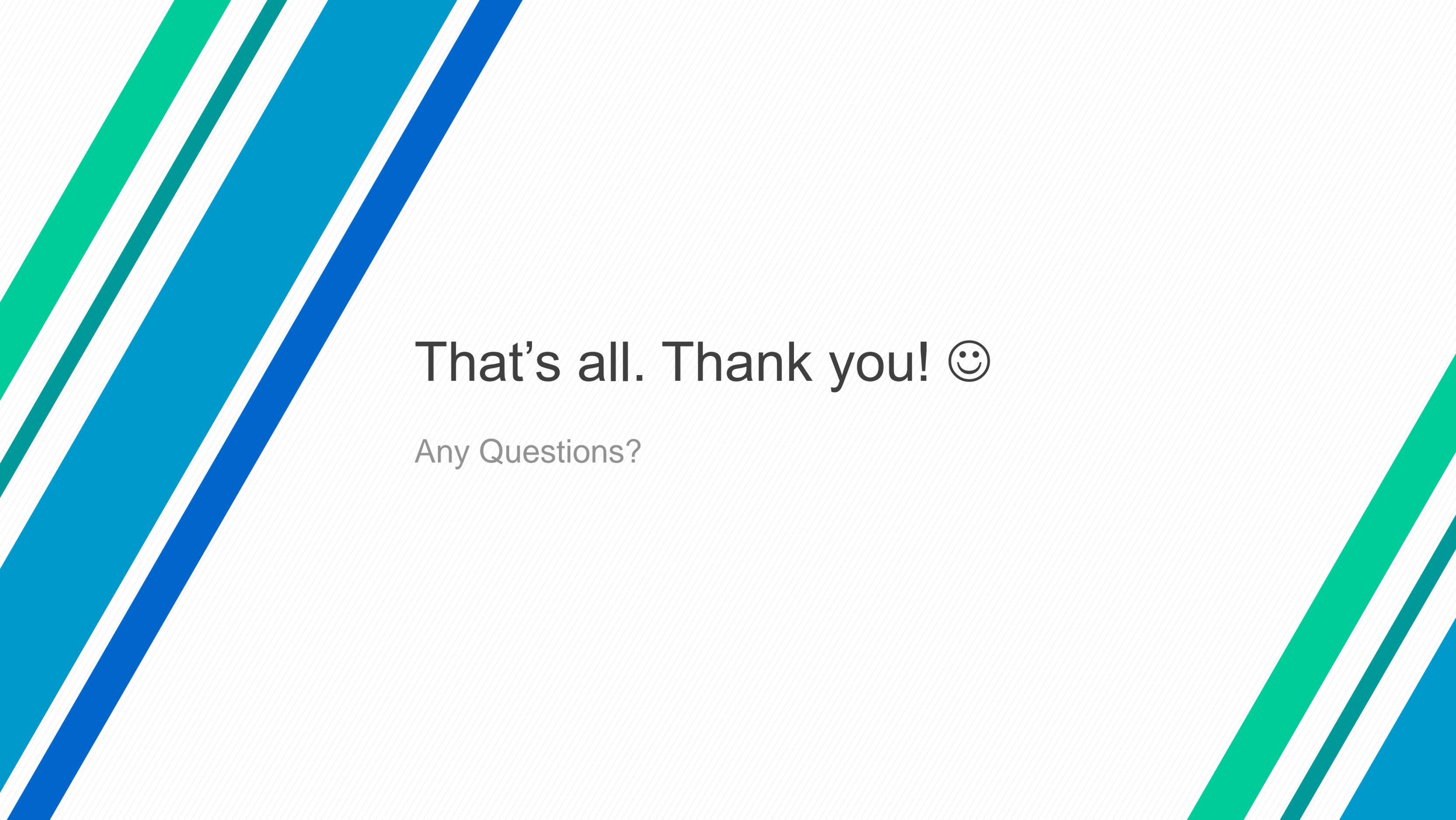
That's all. Thank you! ☺

Any Questions?