Web 2.0 : Conceptual Foundations and Marketing Issues

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ABSTRACT

In this research paper the technological and commercial foundation and marketing issues regarding web 2.0 are examined. Web 2.0 applications appear to be a new stage in the internet's evolution. These applications are suitable for using new forms of interactive, one-to-one marketing. The influence the Internet is having on our everyday lives is reaching almost unimaginable levels. The extent of the information revolution can only be compared to inventions of speaking, writing and printing in the past, which are all major achievements that allowed new ways of sharing thoughts and ideas between people. Web 2.0 is the next step of this information revolution, and to understand why it's so important, we have to observe all the significant applications it represents. This will hopefully give us a better insight into the potential they bring to our personal and professional lives, besides their impact on the whole humanity which we still perhaps don't fully comprehend. Web 2.0 has changed the way people take decisions, communications, entertainment, learning, socialise and to be in touch with their group and even do their shopping. The focus of this study is to present a sensible picture on commercial and technological foundations of the new category of Web 2.0 and to examine the relevance of Web 2.0 for Marketing Strategy and for Direct Marketing in particular.

Keywords: Web, Social, Technology, Marketing, Applications

I. INTRODUCTION

Web 2.0 is the term used to portray an assortment of sites and applications that allow anybody to make and share online data or material they have made. A key component of the innovation is that it permits individuals to make, offer, team up and impart. Web 2.0 varies from different sorts of sites as it doesn't require any web plan or distributed aptitudes to take an interest, making it easy for individuals to make and distribute or convey their work to the world. The research paper of "Web 2.0: Conceptual foundations and marketing issues" has highlighted the technological and commercial foundations of the new category of online applications and marketing issues regarding web 2.0. Several observers saw in Web 2.0 a new stage in the evolution of the internet, others simply rejected it as a new High-Tech hype while there is still no generally accepted definition and demarcation of the term. The experience so far, based to a large degree on anecdotal evidence, is that Web 2.0 has a substantial effect on consumer

behaviour and has contributed to an unprecedented customer empowerment. The key objective of this study is to examine the growing family of web 2.0 and relevance of Web 2.0 for Marketing Strategy and for Direct Marketing in particular.

II. METHODS AND MATERIAL

A. Significance of Web 2.0

Web 2.0 tools can be used to do what traditional advertising does: persuade consumers to buy a company's products or services. An executive can write a blog, for instance, that regularly talks up the company's goods. But that kind of approach misses the point of 2.0. Instead, companies should use these tools to get the consumers involved, inviting them to participate in marketing-related activities from product development to feedback to customer service. (SALVATORE PARISE, 2008)

Web 2.0, next to transforming peoples' individual and group behaviour, has likewise influenced the power structures in commercial structure, bringing on a significant movement of business sector power from manufacturers or retailers/wholesalers towards consumers. The primary goal behind this is that nowadays online buyers can access the formerly hidden information and knowledge regarding products and in addition boundless product choices at the click of mouse.

Web 2.0 sites show some essential attributes

1) Network as platform: conveying data and applications totally through a web program. A decent sample is Google Docs and Spreadsheets, an administration gave by Google that permits clients to make word preparing records and spreadsheets on the web.

2) A building design of cooperation that urges clients to increase the value of the application as they utilize it. A decent illustration is, a webpage that tracks prominent news stories and blog entries by permitting its clients to vote on them. The stories or posts with the most votes ascend to the highest point of the Digg page.

3) *Social network features*: Clients can undoubtedly impart data to one another. Most web 2.0 sites permit you to construct a system of different clients for the reasons of sharing the assets you have put away on the web. A decent case is del.icious, the social bookmarking site where you can store your bookmarks online and in addition offer them with different del.icio.us clients.

4) *User ownership of information*: Clients can sort out and group data to address their own issues. Numerous web 2.0 sites bolster the utilization of a folksonomy, a method for utilizing open-finished names to sort data. The contrast between a folksonomy and a scientific categorization is that the marks (additionally called labels) are made by the same individuals who contribute the substance. An illustration of a site that backings labelling is Flickr, a site for hosting and sharing photographs on the web.

5) A rich, intelligent, easy to understand interface. The absolute most intelligent sites online are the guide administrations. For a case, examine Google Maps or Yahoo Maps.

B. Web 2.0 and Controversial Subject

The term Web 2.0 is normally connected with web applications that encourage intelligent systemic predispositions, interoperability, client focused outline, and developing World Wide Web.

According to Alan smith "2.0" does not show any specific increment in web version it's only the way the use of web change Murugesan define Web 2.0 as second phase in the Web's evolution, which attract IT professionals, businesses, and Web users. Furthermore he writes that Web 2.0 is wisdom Web, people-centric Web, participative Web, and read/write Web. *(Essays, 2013)*

The developing significance of the Web 2.0 and its impact on buyers and companies are issues frequently standing out as headlines, progressively catching scholastic attention. The interest is regularly concentrated on the routes in which these applications add to client behavioural change and on new difficulties confronting strategists and marketers *(MX, 2015)*.

Five Main Categories

1) Blogs
Blog is a constriction of the words web log. Blogs ordinarily give critique or data on a specific issue, occasion or subject. Sometimes, blogs can be around a specific individual; an on the web, open and individual journal. A blog is typically kept up by a solitary individual or a group of benefactors. Viewers to the blog can remark on the sections made or react to remarks made by different viewers. In earlier stage blog was basically text message yet can likewise be the type of photographs or different pictures, sounds, or movies (Anon., 2008) .

2) Social Networks
Individual can create own profile using social networking applications and can share the same with set of groups. Individual can create profile and give permission so that anyone can view his/her profile or restrict the profile so that profile can be viewed by selected set of group. Individual can share video, music,

idea and do communication with this social media networks (Anon., 2008).

3) Communities

Content hosting or content sharing website allowing the users to manage and share particular type of contents such as videos, photos, articles etc. for others to view and comments (Anon., 2008).

4) Forums / Bulletin Boards

Online forum is a web based applications which allows user for online discussion and publishing ideas and information to the selected interested group (Anon., 2008).

5) Content Aggregators

Content aggregators applications allowing users to fully customise the web content they wish to access such websites using Rich Site Summary (RSS) techniques (Anon., 2008).

C. Evolution and Trends of Internet – Web 2.0

Web 2.0 applications helps users to create general vision and giving the platform for social, technology and economical information sharing and accessing that collectively form the basis for the next generation of communication, learning and technology from online media (Sanjeet Joshi, 2008).

The principle distinction between Web 1.0 and Web 2.0 is creation and presentation of substance. In Web 1.0 the greater part of users playing as purchasers of substance, while in Web 2.0 users can effectively take part in substance creation and sharing and there are different advances accessible to make the substance to its most extreme potential. The free way of Web 2.0 permit users to make trade and share substance of any type (video, audio, text) and comment, tag, and link pages. A well-known change in Web 2.0 is "mashups," which join or make content in crisp forms. For instance, road locations are connected with a map Web website to visualize the areas. Such facility helps to link one database with another kind of database (Sareh Aghaei, 2012).

Recent players of last decade like Skype, YouTube and Flickr are working on Web 2.0 platform. In academic line subject like social media and web 2.0 attracting the

attention (Tim O'Reilly, 2009). As per the (Tim O'Reilly, 2009) Web 2.0 quickly catching eyes of IT companies and media, infact is not new phenomena for IT experts and software industry where as it is increasingly attracting attention of marketing executive which helps them to build their marketing strategy (Jacques Bughin, 2009). Since nowadays applications being built up using open source platform and its IT experts design its framework such a way that frameworks updating continuously and facilitating connectivity thus its attracts more and more users on daily basis.

D. Web 2.0 Main Principles

A. Open Source and service-based focus. Unlike the past of IT industry nowadays software industry known as service industry rather than software as product. Easy to download, no licencing fees, easy to share and easy to distribute is key advantage of such application. User interfaces are less bloated, applications allowing the users to customise it. User would be in control of the process, user would stick to the one website if his/her contacts follow the same website *(Tim O'Reilly, 2009)*.

B. In any industry technology should be updated based on market requirement and feedback from the consumers, based on this continuous development of application requiring contribution and of users. Users of applications are the main sources of knowledge based on which applications developer knows where and what type of changes required in the application.

C. Service based business models where huge potential to grab the customers with low-volume products. Based on such business model companies offering their service for free while generating revenue from advertising, sponsors, donations while they are taking subscription fees for their premium and advance level service. Google and Skype being good example of such business model.

D. Web 2.0 applications offers specialised services such as podcasts, forums, blogs, bulletin boards and communities which helps users to learn about the existence of these products and can follow the information shared by other users and can share the information of same interest. Such niche users can increase the demand of such specialised products or

services not belonging to the mainstream *(MX, 2015)*

E. Critical Review of Web 2.0

Necessities of individuals on the significance of getting data rapidly and present an assortment of growing. Different combination of resources are utilized. Prior, in 1980s individuals started to get data through Internet however to exceptionally constrained network and resources. Most recent, individuals can get different data at the fingertips through the utilization of cell phones. One of the well-known style of getting data is trough Web2.0 or Social media. As indicated by Maness, Library 2.0 is "the use of intelligent, community oriented, and multi-media online advancements to online library services and database". (Library, 2013)

The term Web 2.0 is basically connected with online applications that help in two-way correspondence. It is fundamentally a client focused outline that is connected with terms, for example, intuitive, community oriented, data/learning sharing, and so forth. Prior, just the publishers, advertisers and web site proprietors were permitted to share their data and information in the web site. Today, it is more than simply sharing learning and data. Web 2.0 gives the opportunity to every individual to post their thoughts, sees, perception on a given topic, dislikes and likes. It is about communication, sharing and systems administration. (Library, 2013).

The appearance of the web innovations accompanies numerous points of interest most particularly for entrepreneurs. Today, the web is being utilized as medium to market items and services. In any case, while rivalry online is extreme, web online advertisers are always discovering approaches to make their web operations more productive and successful. Nowadays, one of the most popular tools used by online business to viably present their items on the web is the web 2.0 applications. The Web 2.0 application is a rapidly growing technology that promises to help various businesses operate more efficiently and generate more profits. It encompasses applications such as RSS, blogs, tags, wikis, social bookmarking, interactive encyclopaedias and dictionaries, and advanced gaming. More and more people have started to realize how it enhances interaction in various websites and how it has made online activities a lot more enjoyable and easier. It is one great tool that can help increase website traffic.

Web 2.0 is an online technology which used to facilitate different operations on the web, including data sharing and accomplishing distinctive business exchanges, and additionally help up innovativeness and coordination among clients. By using best in class web innovative technology, web users not only simply read or get the information on the web yet they additionally have the chance to impart their insights and perspectives, and in addition communicate with different users and contributors of the page. Web users have turned out to be contributor instead of only a reader, follower of viewer. The Web 2.0 innovation has made different online exercises, for example, transfer and share videos, downloading, blogging, and podcasting, simpler and more pleasant. Online conversation forums have turned into more broad while dispersal of news has become simpler through RSS channels or programmed notice frameworks. Wikipedia, then again, has permitted users to make or modify the content in numerous languages. (MX, 2015)

Since the Web 2.0 innovation is fundamentally intended to give a superior and more gratifying online experience among web users, numerous organizations have discovered this application helpful to their organizations. Below are the few best long term and short term advantages and interest points of Web 2.0.

A. Data and information can be shared easily to public. Web users can undoubtedly express their thoughts and sentiments on any topics with no trepidation or anxiety.

B. Web turns out to be more customized. Web users have diverse needs and inclinations. But through this advanced level web application technology, users can easily obtain data that is customized by necessities, hobbies and inclinations.

C. Advanced web applications like web 2.0 makes web site more user-friendly and efficient. Web users can easily explore through the web pages and discover the data they require. It enhances navigation of both inside and outer pages, which is vital for different organizations in expanding their market image and increasing their sales of products and services.

D. It improves the nature of collaboration among web users from around the world. It permits users to

effortlessly read and post perspectives, views, experiences and remarks around an assortment of things.

E. It involves basic web outline and adds more focus and comfort to the site so web users can get to more information. *(MX, 2015)*

Creative and intelligent use of Web 2.0 tools can help marketers reach customers (through better understanding of customer needs and by adding new depths to interaction with customers); better understand and manage their image on the web; and refine operational practices to stay ahead of the competition. From the spectrum of uses, here are some of the most useful, together with example companies:

A. Tools like forums and wikis help customers support each other and can save costs for companies who run forums, like Intuit. Customers can also be integrated into the workings of the business. Dell's Idea Storm is a powerful example of how customers' suggestions can help improve products.

B. When consumers share information through social technologies, it can have a real impact on your brand one way or the other. By using Technorati *(technorati.com)*, will help to evaluate who is blogging about you and where and what is being said. Manage appropriately, such as ensuring the accuracy of Wikipedia entries.

C. With Web 2.0 tools, it will help to improve effectiveness across organizations through better knowledge management, fostering collaboration, enhancing company culture and providing training opportunities.

Web 2.0 is 'people Power' web shows the blogging success, user review, photo sharing (Anderson, 2006) and observe called it gift culture due to users contribution as participation. In learning and teaching process effective evolution of technology, importance of active participation, critical thinking, social presence, collaboration and two way communications are also important (Read, 2009).

Web2.0 provides more effective interaction and collaboration, investigation for the ways of using blogs effectively, wikis, podcasts and social network which also used in education. The main characteristic of these tools called Web 2.0, which shows active participation from user in the content of creation process (Yasemin Koçak Usluel, 2009)

Along with above positive side of Web 2.0 application there are certain limitation in area of learning process, financially, privacy and collaboration. In education segment technology like web 2.0 will increase repetitive online responses which lead to shallow interest towards discussion (Library, 2013). Too many responses or different views posted by users will misguide or confuse students (HART, 2010). The expense to set up web 2.0 infrastructure, training, and security are estimated to exceed billions of dollars (Willingham, 2008). Information overload, too much information is posted on daily basis by users with different perceptions. This creates confusion for the readers and the quality of the content is not reliable. There is evidence that customer reviews posted in different forums or online communities, Web blogs and podcasts are much more powerful as marketing tools than expert product reviews (HART, 2010). Anyone can post comments and share their negative views of their competitors which will misguide the buyers. Social media marketing places demands on talent. It can be difficult to constantly come up with innovative exciting content that interests a variety of readers and, without relevance, efforts will be wasted.

III. CONCLUSION

Web 2.0 social networking applications, allows users not only to find out information about others, but also to connect with others through linking to their profiles, joining and creating group, and ability to send public and private messages to their friends for example Face book, MySpace, and sharing with them their happy moments as on Picasa and flicker. It has changed the static information to more active, dynamic and responsive participation, creation and sharing of contents.

The Web 2.0 movement help buyers with a whole array of choices in searching for value products and services and searching exactly what they need and want with minimum time, effort and cost.

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