Electronic Media as Important Tool in Today's Business

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Abstract. As media is moving in to twenty-first century and the way of doing business and marketing has changed, researcher's studies focus on Electronic Media meaning as a promotional tool and how it Effects on consumer behavior and observations. Through internet, Electronic Media allows public to access information and ideas quickly and usefully. The aim of this article is to analyze Electronic Media importance and prepare classification of E-media. A literature review comparison method will be used at the end of this article.

Keywords: Electronic media, Media communication, Electronic media evolution.

1. Introduction

The world is in a fast development in communication technology and application of the Internet. It is known as the WWW (World Wide Web) that has been rising and growing since 1994 (Assaad & Gomez, 2011). The way in doing businesses has been changed. A lot of strategies, policies and practices are implemented to attain the efficiency and effectiveness of Electronic Media. Thus, E-media is the modern concept that used by companies in order to reach the maximum E-consumers. Companies adopt Electronic Media to shop their services and products. Companies in all sectors use E-media in order to support their dealings and markets. Different authors and researchers have defined Electronic Media differently. For example, Electronic Media is "achieving

media objectives thru how to apply technologies". According to (strauss, 2016), Electronic Media is defined as "the use of Electronic Media and applications for planning then executing the distribution and the pricing and to create transactions that fulfil invidious and company's goals". Reviewing many related articles, the term Electronic Media is responsible for such big change in technology and made a big social effect. Many opportunities for individuals and companies are provided. Individuals can purchase a wide variety of services and goods. In one hand, Electronic Media is a door for consumers to select then buy definitely and freely. In the other hand, companies expand their markets and introduce new services and product with a big competition in global environments (Dennis, 2008) for many reasons:

- Electronic media build relationships between people and provides opportunities to share interests, goods and services.
- Electronic Media socialize the media communication in an open and connected market.
- Electronic Media represents how people can share information and provide users with new form of empowerment sharing.
- Thru Electronic Media (EM), people are able to communicate online and exchange without limits.

E-Media use contributes positively to firm performance through organizational innovation (Palacios-Marques, 2016). According to (Darren, 2013), Electronic Media is going in a fast transformation of all parts of the value due to the effect of chains, owners, marketers and advertisers. All these changes are being done by the revolution of technology and social change, Darren (2013) suggests that media channels are becoming more fragmented and the media consumer is more empowered than ever before. Some channels are becoming Medias in their own right through blogging and other tools. However, it is not yet known whether engagement with proliferating electronic social networks is similarly associated with increased emotional support. (Shensa, 2016). The problem of Media classification in this context becoming important in term of possibilities to prepare research methodology for quality and efficiency evaluation.

(El Said, 2017) State that While E-media provide meaningfully to the developing countries, challenges may include a lack of telecommunications infrastructure, low Internet and credit card penetration, lack of skilled professionals and insufficient delivery systems to accomplish the role of Electronic Media in company's strategies and approaches.

The aim of this article is to analyze Electronic Media importance and prepare

classification of E-media. A literature review comparison method will be used.

2. Electronic Media importance

Companies have gained a big market share thru tools of Electronic Media. Recently, people started to trust the online markets and services there (Kietzmam, 2013) Electronic Media such as mobiles phones, e-mails and other electronics tools are in reach of all people and connected to all network social sites. Compared to other channels, Electronic Media is considered cheaper than other ways (Carter, 2014). It provides unique segmentation opportunities and is considered easy and cheap (Makesh, 2012) and it can allow companies to contact in a direct way with consumers. Information technology (IT) have affected every home, company and sector (Lin, 2017), so they can provide information regarding companies and customers in a preferred way to buy and collect information. Lin (2017) state that companies like investing, banking online, payment online and E-transfer. The current companies are applying technology are increasing by using E-Media (EM). Thus, E-Media has become a big part of media planning.

(Rettie, 2002) states that Electronic-Media (EM) is very important to increase consumer response. Companies adopt widely and rapidly the E-media solution in their distribution. Small, medium and big enterprises can afford E- Media because of the low cost, Electronic Media (EM) has become the good tool when a company wants to design strategy. Number of customers is bargaining intense and power by competition for sectors and companies in global markets. In order to respond efficiently to customer reviews companies, need to identify consumer reviews platforms, understand their characteristics and continuously assess their impact on consumer purchasing decisions (Constantinides, 2016).

(Hamid, 2008) state that E-media have great potential for companies and customers. But maybe consumer's behavior may vary depending on the adoption of Electronic media and Internet. The consumer perception is the main reason for this variance in adoption of all the linked technology. The information technology is providing sectors and all kinds of companies. Information are useful and valuable in good time to help managers in decision making. (Jameson, 2013) states that the integration of e-media strategies with customers can perceive useful information. Thus, (Kim, 2003) states that when an enterprise is trying to build a perception regarding consumer with a precise role, E-Media can play a big role in companies.

According to (Faisal, 2004) E-media is a current businesses practice included

data collection, companies' perspectives and consumer's behavior. It has become very important tool for the communication between companies and a very important perception among the world. (E-Gohary, 2012) states that it can serve Electronic Media (EM) purposes like informing consumers about the status of their orders, about products, about promoting products, bout establishing brands, etc. In one hand, it alerts customers, update them; in other hand, they are engaged in negotiation with companies. It is the best instrument that can be used to well market production. It is considered as a "direct media" thru quality of services that can increase customers' awareness and attention (Drury, 2008).

Electronic Media (EM) is considered as a tool in low cost with high use from individuals and companies. It has a big potential to help businesses to increase and considered one of the best platforms that merge between all businesses and the remarkable growth. According to (Raulas, 2004) state the specific aspects of nowadays is that electronic space reveals the growing importance of the communication and the relationship with the customer. Many researches allow the understanding of customers in real-time by observing what they do online. (Cui, 2012) noticed that it is well noticed that the E-Media tools are considered a great potential and the study of E-consumer comportment is becoming very important due to the online connection and interaction. It also represents most of the challenges for companies and sectors[1]. It effects on the relationship between Electronic Media and online consumer's behavior.

Lin (2017) blend electronic media innovation with market research including market Segmentation, promotions, advertising and the media information system. (N. Kim, Shin, & Min, 2016)companies found this challenging and believed that resellers prefer taking up the responsibility of accomplishing the demand generated by selling the products of a certain brand holding a leadership position in the market place. The manufactures of these brands focus on the other hand on building and combining the ability of the resellers with their resources and support. Hence, we can say that all markets and brands try to provide strategic management direction to abide to the strength of the marketers. Therefore, it is now obvious that electronic media provides its marketers with important tools which enable them to contact lots of consumers and where the individual platforms allow for creativity and innovation in the electronic media strategies. Thus, in such a situation marketer are able to fit the needs of people. Moreover, it is extremely important for all researchers to study social media

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[1] Consumer Behavior and Unresolved Regulatory Issues in Electronic Media, Journal of Business Research, 41 July.

platforms trying to focus and to make these platforms unique for media and branding and viewed by millions of viewers. In addition, internet marketing adoption was positively related to perceived relative advantage, compatibility, organizational innovativeness, and competitor and customer pressure (Shaltoni, From websites to social media: exploring the adoption of internet marketing in emerging industrial markets, 2017).

From other hand, Consumer perception pointed that Internet and network related to services and product have the possibility to reduce cost as well as keeping a good quality and service. Consumer behavior and perception are increased by selecting good choices of vendors, delivering, serving and following, (E-Gharry, 2012). Recurrent online shoppers retain the good feeling regarding E-Media (EM) as compared to non-shoppers. (Schibrowsky, 2007) underlined that the study of product and branding it offers new possibilities to the development process of the product. That several factors can influence behavior and attitude toward E-Media (EM). In all companies for example, commerce sector need and require more knowledge and skills to use E-Media and knowledge about Electronic Media efficiency and effectiveness in various aspects.

But, with the development of more technologies (Colliender, 2011) introduces a new element of media practices known as Electronic Media (EM) which is a media tool that forms direct dialogues between a company and its customers based on trust and confidence. Despite that, electronic privacy protection behavior was related to hacking anxiety and privacy self-efficacy. Data hacking worries mediated relations between hacking websites and privacy protection (Elhai, 2017).

3. Electronic Media classification

The most popular E-tool used for communication is social networking. Social networks have experienced an evolutionary process, in the beginning was like-minded grouping, news exchange by mean of e-mail. Later on, developed social networks, which became a tool for E-business (Sceulovs, 2011).

Colander (2011), believed that in media practices, different trends are operational to attract customers by using e-mails, interactive media, database media as well as e-Media applied through the internet. (Richard, 2012) and many others defined internet, mobile, intranet and extranet in different contexts. However, (Richard, 2012) they presented four media practices: Transaction

media (TM), Interaction Media (IM), Database media (DM), Network media (NM).

Trying to prepare research methodology for efficiency evaluation of E-Media the systematic understanding of it, the classification of E-Media types by distribution channels are presented in Table 1.

The global digital economy tends to grow up through the adoption of key technologies, mobility, cloud computing, data mining, artificial intelligence or the extension of social environments (Stoica, 2013). For e-businesses, companies use these various media such as television, radio, internet, fax, mobiles and others that are possible by technology. EM plays a crucial role for promoting communication in the society in several and various ways. Thus, it can provide these contributions:

- The real advancement of the business environment and situation;
- Employees are able to collaborate and share information regarding project in a time and cost saving manner (Wang, Wang, Jiang, Yang, & Cui, 2016);
- Employees can easily exchange and discuss ideas in various forums further promoting their work;
- It stimulates and promote marketing for businesses by employing them as tools for communication;
- Facilitate interaction in communication and helps companies to adopt a different way to well conduct public relations;
- Electronic Media enables individuals to get news and information concerning the whole world instantly and immediately (Liu, Dai, Wei, & Li, 2016).

Moreover, electronic media promotes communication through entertainment. It creates diversity use of internet via e-mails, all tools of social media, video charts and others.(Wessel et al. 2016). Thus, in education institutions, universities and schools utilize electronic media tools for teaching online classes discussions. Furthermore, social media networking is essential and fundamental in communication by people and societies worldwide (Guido, Pichierri, Nataraajan, & Pino, 2016). It educates, informs, updates, notifies, teaches, and updates their participation in all perspectives. It is really very significant to use any types of Medias to make communication easy between people.

Table 1. Digital channels of media distribution (Created by Fadwa Chalfoun using Wood 2004; Davidavičienė 2017)

Electronic media channel	Description	Different communications techniques
Search engine marketing (SEM)	Searching all results for pages, like google Bing, YouTube. Also includes advertising on third-party publisher sites which are part of the search display networks (Davcik & Sharma, 2016)	• Search Engine Optimization (SEO) listing in the natural listing which does not attract a fee per click. Based on on-page optimization and link-building (Deng & Wang, 2016) • Pay-per-click (advertising) sponsored listings using Google Ad Words for example
Online public relations (E-PR)	To maximize mentions of companies and brands products. It includes monitoring and responding to all kinds of mentions and conducting all relations through websites and networks (Shahzad, Mousa, & Sharfman, 2016)	• Syndicating content (e.g. press releases), gaining positive mentions, managing reputation for forums and the social networks(Godey et al., 2016) • The using of owned media-own company feeds, blogs and feeds • Blogger and influencer outreach for earned media (Lee & Watkins, 2016)
Online partnerships including affiliate marketing	Promoting online services on a "third-party" like websites also through communication and E-mail. Different forms of partnership for example how to link building, how to affiliate marketing. Thus comparison price between sites and the online sponsorship besides co-branding (Ashraf, Razzaque, & Thongpapanl, 2016)	• Commission-based affiliate marketing • Creating long-term partnership relationships such as sponsorship, link-building or editorial (Guido et al., 2016)
Interactive display advertising	Achieving the brand awareness and encouraging	• Electronic Media selling and advertising

Electronic media channel	Description	Different communications techniques
	the click action through to the target site or address market	• Network advertising • The behavior to get interactive marketing
Opt-in e-mail marketing	Using legal, permission-based e-mailing to prospects or customers who have agreed to receive e-mails from an organization. E-mails to communicate with prospects can be rented from a publisher or other list owner or companies can build up their own "house list" containing customer or prospect details	• Acquisition e-mail activity including list rental, co-branded campaigns, advertising on e-newsletters • Retention and growth activity, e.g. house list for e-newsletters and customer e-mail campaigns • Automatic or event-triggered e-mail campaign activity
Social Network	Social network and sites facilitate the communication between users with common interests, affiliations, and benefits	• Micro blogs post is seen by all followers and users. • A message widely posted and reposted is called a "viral post "
Mobile use for text and instant messaging	Text messaging uses mobiles airwaves and protocols in order to deliver text message. Messages are near instant communication and can be quicker than a phone call or any other tool that needs time and cost. It facilitates privacy and friability in communication and messaging.	• The instant messaging is comparable to text messaging. But it carried over the internet rather than over cell phone frequencies (Feuerriegel & Prendinger, 2016)

One key innovation has been the development of social media platforms (e.g., Facebook, Twitter, blogs and others) which have allowed ongoing, "back-and-forth" online conversations among students, professors, and researchers around the world (Andrew, 2010). In addition, electronic Media positively make advantage, compatibility, organizational innovativeness, competitor and customer pressure (N. Kim, Shin, & Min, 2016).

Electronic Marketing is at crossroads and emphasis on client satisfaction, it has fundamental implications for social marketing networks, (McDermott, 2006)

and also has a built-in advantage on the trust and confidence. These benefits of satisfaction sustainability and trust support the possible for ideas like social enterprise and can help to attain the growth and popular engagement that is needed to deliver social change and transformation.

Taking in mind that all declared above, the evaluation of quality efficiency and effectiveness is extremely important. In the future research methodology for each digital channels of E-Media should be considered and performed.

4. Conclusions

In conclusion, Electronic media is used as a competitive advantage tool and increase efficiency in media. It shows social media is effective even if it is relatively new to the media world, it is just as useful and effective if not more than other traditional forms of media. Top managers have to understand that there has been a shift of power from the producers to the consumers. Moreover, electronic media provides a platform for consumers to speak their thoughts regarding a new advertisement, products or service. Many researchers concluded by stating that the business world is developing rapidly and that with the constant communication that has been made available marketers have been given the big chance to have the potential consumers, and at the same time keeping and getting the loyalty from present consumers.

Internet and online connectivity can relate people for communicating, trading, sharing, promoting, selling, showing, accurating information and solving all ambiguities. The widespread use of Mobile, tablets and smarts phones help businesses to create context for user friendly to mobiles phones (Guido et al., 2016). According to many recent reports, more than 40% of users of electronic Medias, practice and use mobile devices. Moreover, Electronic Media give the user convenience and comfort, low cost and better quality, positive perception and good behavior (Lim, Kim, & Cheong, 2016). Companies can use E-Media to facilitate the life of their customers by helping them in choices and selections. Updating profiles and data contribute to a better use and custom for both company and customer. Therefore, this article handled how to classify Electronic Media, and how electronic media use continue to increase and become more widespread (Taggart, 2016).

Based on the information established in this article, it is recommended from managers the following recommendations:
  - Electronic media must be proved to be effective
  - It must be considered as a major player in creation and awareness.

- They must use this platform to the advantage of the company by encouraging all employees and not only the media department in the company to participate in electronic and social media activities (S. Kim, Park, Lee, & Choi, 2016).

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