

Chapter 12

Online Inter@ctivity via Web 3.0

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ABSTRACT

The end of the 20th century was marked by the advent of the internet along with the transformation of the consumer behavior into an information behavior. As a matter of fact, our daily life becomes centered on a multitude of informational exhibitions through which brands have invested this cutting-edge information technology, tending for delivering the perfect service by adopting the multichannel communication strategies. The advent of interactive marketing has brought new features to the web, allowing online companies to configure websites and manage smarter, more social, and more personalized interactions and communications. Accordingly, this chapter aims to make a synthetic study of the concept of online interactivity and to present a review of the literature, and to better explain the concept and to how to achieve the role of Web 3.0.

INTRODUCTION

The field of marketing is changing in exponential manner. For several decades, the primary role of marketing was to orchestrate the mix of product, price, promotion and place (Shankar & Malhotra, 2018). Currently, the customer expectations are changing fast, to the extent that retailers wouldn't be able keep up get left behind. A consumer, enjoying online shopping at an e-store automatically, expects the same level of service from every virtual point of sale. Therefore, the expectation loop is born. So, it becomes incumbent upon retailers, for getting ahead with the curve, to innovate (Popov, 2019). As a process, interactivity refers to the responsiveness and communication between consumers and manufacturers, and between consumers and advertisers (Park & Yoo, 2020).

Kotler & al (2017) believe that the deep changes in the market and hyper competition are changing the managerial approaches of companies, shifting from the product portfolio management to client portfolio management. So that, companies are moving towards a customer-oriented management, and are interested in the digital relationship with the client. At the same time, the relational characteristics of the website and the web 3.0 platform are shaking up the traditional models of marketing and more precisely the notion of customer loyalty. According to Genimon & Kennedy (2020), the web 3.0 and artificial

DOI: 10.4018/978-1-7998-3756-5.ch012

intelligence, applications and networking technologies, popped up as new challenges and opportunities for today's businesses. Thus, some companies have built their own strategies to consumer-centered ones. And moved from a product-orientated to a customer-orientated approach. Indeed, the relational marketing is going beyond the transaction boundaries to creating long-term and profitable relationships with the customer. The relational marketing focuses on specific notions such as relational proximity, interaction, personalization, and the dyadic relationship. The success of relational marketing becomes heavily relying on the rapid diffusion and development of information and communication technologies

Therefore, in this chapter, we will provide an overview of this literature to tackle the phenomenon of online interactivity through a synthesis.

BACKGROUND

Interactive marketing is a one-to-one marketing practice that focuses on the individual customer and the prospects' actions. The interactive marketing covers the marketing initiatives that are triggered by the customers' behaviors and preferences; therefore, it represents a substitute for the traditional campaign-based marketing efforts.

The Notion of Interactivity in Marketing

Direct marketing is the distribution of products information and promotion by aiming integrative communication with the consumers (Jobber & Lancaster, 2009). Working on media and its interactive characteristics will emerge accordingly, and borrowing massively from the theories developed in the sociology of media and the theories of communication (Park & Yoo, 2020). As a process, interactivity refers to responsiveness and the communication between consumers and manufacturers and between consumers and advertisers. As a feature, interactivity focuses on technological features and website characteristics that allow user control and mutual communication (McMillan & Hwang, 2002).

Mechant (2012) had identified three perspectives of interactivity in the literature. These perspectives can be summarized in "structure", "process" and "users". The first perspective, "structure", considers marketing interactivity as a characteristic of media technologies, "a measure of the potential capacity of a media that will allow the user to influence the content and /or the mediated communication" (Jensen & Toscan, 1999). The second perspective, "process," identifies interactivity as a communication process. Here, the focus is on the study of interactivity as a form of information exchange between different parts. The third perspective, "users", presents interactivity as "an information-driven process that takes place within the individual" (Newhagen, 2004). This view investigates the effect of interactive communication channels and emphasizes user experience.

Interactive Marketing: An Aspect of Direct and Relational Marketing

With the growing competition in all channels of interaction, especially the Internet, brands have focused on engaging in personal conversations with their customers, targeting to gain customer loyalty to avoid seeing their portfolio gradually shift to competition (Hrichi & Ben Rached, 2018). Indeed, the increasing use of client-oriented computer applications and new information and communication technologies (NICT) offered new relational possibilities and a better knowledge of customers (Vanheems, 2012). It

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