

The Possibility of Using the Internet to Transform the Role of Its Users to Promoters of Medical Products in Jordan

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Abstract

This study aimed to identify the role of Internet technology in transforming the role of its users to promoters of medical products in Jordan. The study found that there are statistically significant effects of independent variables (multipurpose and advanced Internet programs, reduced costs of the use of Internet programs, collective and interactive communication via the Internet, and Internet information abundance and variety of its resources) on the dependent factor, which is transformation of the role of Internet users to promoters of medical products in Jordan. The study recommended increasing attention on networks to promote medical products in Jordan. This is consistent with the fact that promotion via networks has become an effective way to support and enhance the image of products and its delivery to the target group in all markets around the world.

Keywords: network, internet users, promoters of medical products

1. Introduction

The Internet has provided many advantages, such as shortening distance, reducing time, effective communication, and direct interaction for users. In addition, people can use advanced technology and they can collect information and knowledge in all fields with low cost (Ionescu & Serban, 2012). The Internet has become a tremendous source of data for Internet users seeking information on local and global products. It allows users to know a lot about products and substitutes with less effort and time before making a purchase decision.

The Internet plays a significant role in marketing. It has contributed to increasing the efficiency and rapidity of the core functions of marketing. The Internet has opened the way to new strategies and marketing applications that have enabled marketers and business owners to take advantage of communication and interaction between individuals and organizations (McCormack & Johnson, 2010). Marketers can communicate with their customers and serve them via the network. They can also gather information about their customers' preferences through relationship management programs with customers as well as collection and processing of customer data programs (Kotler & Keller, 2006).

Since the early Internet stages, marketers have been interested in communication and electronic marketing to reach customers via the Internet (Ellis-Chadwick & Doherty, 2012). Perhaps this is due to extending the target group; it follows traditional advertising media, increasing competing products that are racing to respond to numerous and increasing consumer needs, increasing the marketing budgets and promotion because of the diversity of promotional methods and the variety and increasing size of the marketing staff (Johnson, 2007; Xia, Zhang, & Peter, 2010)). These factors have prompted marketers to employ electronic marketing via the Internet, especially after growing the number of Internet users and using interactive communication with the target group (Ferrell & Hartline, 2005).

Internet programs have been developed especially since the second generation of the network in 2005. In addition, internet speed has been increased and cost has been decreased (Tuten & Solomon, 2013). Therefore, marketing experts have used new and innovative ways that are effective on the Internet to deliver promotional messages to network users and promote positive communication with them while spreading their products (Johnson, 2007). Domingos (2005) and Barnett (2011) found that how the Internet technology presented abundance and a variety of information. Therefore, Internet users can create a clearer picture about goods, services, and ideas. The researcher explored also how the Internet provides different sources of information such

as chat rooms, blogs, and others that can give marketers more information about customer needs. Trusov and his colleagues (2009) found that the advertising strategy has been changed, which has led marketers to expand and redefine marketing concepts, advertising media, and its use. This can make marketers more focused on consumers with more efficient and reliable advertising media than traditional media advertising. Further, Bughin and Manyika (2007) examined the managers who followed the development of technology through the second generation of the web, social networks, and the interaction between peers and friends were identified. The study found that most decision makers decided to adapt services and programs of the new network to build relationships with customers. Zarela (2010) and Thelwall and Stuart (2007) referred to the importance of electronic blogs and developed programs as shown for blogger network users to express their opinions and transfer news. Regarding studies that are relevant to the importance of in-depth information for network users, Choudhury and Karahanna (2008) found that the consumer wants to get useful and transparent information with appropriate content. Moreover, when consumers used to use electronic marketing to purchase complex products, they need a careful search via the Internet channels.

It is clear that the new electronic network programs contribute to shaping the features of the new model of marketing, including all the elements of the promotion channels and media messages and tactics. It has also changed the role of network users to become more positive and effective. Therefore, the study presumed that the new electronic network programs would gradually shift the ideas and products to the target group via the Internet. Therefore, researchers and marketers should evaluate and deeply understand the new Internet role to employ it in effective marketing efforts with low cost. In addition, marketers can build successful communication with Internet users and attract them to their goods, services, or ideas.

However, marketers of medical products in Jordan pay high cost, spend extra time, and waste great efforts to make promotions for their goods. Therefore, the study is important because it will draw marketers' attention to get significant benefits from Internet technology to make promotion to their medical products through network users to save their money, time, and effort. Specially, millions of people have become Internet users who make up a large proportion of consumers and they use different programs that allow them to interact and play an active role in promotion.

This study aims to examine the role of multipurpose and advanced Internet; the reduced costs of use of Internet programs; collective and interactive communication via the Internet; and the Internet information abundance and variety of its resources on transformation of the role of Internet users to promoters of medical products in Jordan as shown in Figure 1.

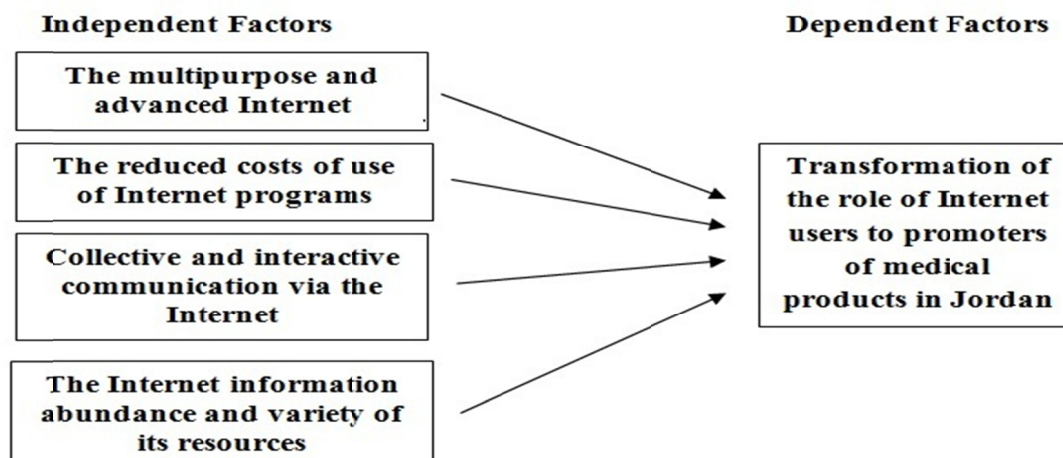


Figure 1. The four main factors that effect on transformation of the role of Internet users to promoters of medical products in Jordan

1.1 Study Hypotheses

H01: There is no significant effect of the multipurpose and advanced Internet programs on transforming the role of Internet users to promoters of medical products in Jordan.

H02: There is no significant effect of the reduced costs of use of the Internet programs on transforming the role of Internet users to promoters of medical products in Jordan.

H03: There is no significant effect of the collective and interactive communication via the Internet on transforming the role of Internet users to promoters of medical products in Jordan.

H04: There is no significant effect of the Internet information abundance and variety of its resources on transforming the role of Internet users to promoters of medical products in Jordan.

1.2 Procedural Definition

The multipurpose and advanced Internet programs: These are often the second generation of web applications (Web 2.0). They are characterized by fast and efficient performance and allow the Internet user to communicate via mobile programs and to upload and download information and written and audio-visual messages such as movies, music, music and movie players, three-dimensional media (multimedia), advertising, and games. They are also applications that help to design, develop, and transfer content and share them with other users. They also have tools to link sites and search engines. They are located in various web sites such as service, cultural, recreational, and commercial sites as well as big blogs and forums.

The reduced costs of use of the Internet programs: Most online programs, especially the second generation of web software (Web 2.0) are characterized as free. The Internet programs can upload content, download content, and operate audio-visual programs. They also facilitate sharing, transfer, and control of information by Internet users. This encourages users of the network to communicate with each other. The majority of the cost is in the phone subscription fee (normal and high-range contact) as well as Internet connectivity that is paid to providers of telecommunications and Internet service.

The collective and interactive communication via the Internet: It is a rapid interactive and direct contact between individuals and groups locally and globally via e-mail addresses, chat rooms, blogs, and multiple electronic communities. It includes everything on the social web such as private addresses, public addresses, dialogue, consultation, exchange of oral conversations, expression of opinion, assessment or providing advice, sending information, publishing viral messages, sharing information, and comments.

The Internet information abundance and variety of its resources: This includes information available on personal and public commercial websites. Network users can make a comparison between goods, services, or ideas based on this information. It also explains the details of products provided by producers, marketers, and network users in different ways such as written, audio, and visible formats.

The role of Internet users as promoters of products: The new supposed role of the Internet user is as promoter of products available on web sites, forums, and blogs. They promote products for other Internet users by employing media channels, tactics, and messages via the second generation of network technology.

Internet users (Network users): This includes customers who browse web sites, forums, and blogs. They are also bloggers and people who communicate with other users in different formats such as written, audio, and visual formats on the Internet to send or receive promotional messages.

The new role of Internet users: The study supposed that the role of Internet users has changed from being just receivers of promotional messages to being the promoters of goods, services, and ideas. They can direct the views and advocate for issues and could be mediators (Infomediaries) between the sellers or promoters and other Internet users. Internet users also became providers of information, opinions, and impressions to other users. They can look for information and new products, evaluate them, and share their opinions with others.

New communication media: This includes viral marketing, voice and video conversation, and free electronic and voice communication through public sites such as MSN, Skype, Gmail, Yahoo, or blogging. Moreover, links to share (Share It) or add (Add it) allow the user to transfer and disseminate any content from the web page without any cost, in addition to applications such as wikis that allow users to create information on a network and modify it.

New channels: New channels include public e-communities (social networking sites), which attract members who have common interests such as social forums, public and private blogs, and commercial websites that allow communication between network users and sharing of information, ideas, and opinions through different methods (written, audio, and visible). The also includes tagging that makes it easier for users to create communities, as well as wiki electronic pages that allow subscribers to contribute and add information about specific topics. Moreover, network users, in addition to personal and public chat rooms, e-mail, and public e-newsletters that are sent periodically to public or private lists by sellers or promoters, chose the automatic

servers (RSS Feeds) that transmit desired information to any site.

Virtual communities: Virtual communities include visitors of the major social sites that attract millions of Internet users to interact and share all types of information (written, audio, or video content). In addition, it includes the members of forums and blogs available on the network who were attracted by specialized themes. The members discuss and exchange their views and information with the administrators of blogs, forums, and others in order to get benefits from their experience.

Forums: Public websites have a social nature attracts visitors to chat, make social contact, and exchange information and ideas. Some topics specialize in particular knowledge or technical areas that attract researchers, experts, and amateurs. The websites are characterized as being available to all and allow the Internet user to download and copy applications or files.

Blogs: Blogs are websites created by people, companies, or organizations to publish their opinions, beliefs, attitudes, and their own ideas on specific issues (social, intellectual, cultural, or media issues). The visitors of these websites can make comments on the issues raised on that platform. In addition, they can add their own information on them.

Electronic promotion via network users: Based on this study, a set of communication activities focuses on spreading information about medical products in Jordan to persuade website visitors and make them willing to promote these products. This is through activation and transfer of advertising messages, public relations, and activities such as direct marketing sales via the Internet. This promotion aims to attract people who interested in getting real, clear, and attractive information about treatment methods for their health problems.

Electronic marketing: This type of marketing uses modern Internet technology, software, and databases in direct communication between people and institutions without the intervention of intermediaries. This can make marketing more effective and the ability to attract the attention of network users.

Internet: The Internet is a global communication network that connects millions of people through digital technology. The electronic promotion process mainly depends on using Internet technology to make more effective, efficient, interesting, and attractive promotions.

2. Methodology

2.1 Study Population

The study population was all Arabic Internet users who accessed local Arabic websites and forums. They estimated tens of millions of people annually.

2.2 Sample Size

The study data was collected in March 2014. Based on the relationship between the sample and population size using probability sampling techniques, sample size were 400 participants, which are considered representatives of the population (Teddlie & Tashakkori, 2009). The sample was selected from the study population randomly.

2.3 Study Questionnaire

This study was based on the development of a new questionnaire because previous studies prepared their questionnaires based on specific objectives. The study used a questionnaire to explore the possibility of using the Internet to transform the role of its users to promoters of medical products in Jordan. The questionnaire was built based on a comprehensive literature review. A list of concepts derived from various studies was used in trying to construct the questionnaire. A series of statements were developed about these concepts. The questionnaire was divided into four main domains. Each domain has a different number of statements, with a 5-point Likert scale response with options from 1 (strongly disagree) to 5 (strongly agree). The statements were made in positive and negative ways in the study questionnaire. The questionnaire was translated into the Arabic language by an English–Arabic translator. The questionnaire was translated again into the English language by another translator to be sure that the Arabic translation was accurate. The questionnaire translation process was based on Brislin's approach, "translation and back translation process" (Brislin, 1986).

2.4 Validity of the Questionnaire

The content validity of the questionnaire was determined by distributing the questionnaire among six experts. These experts gave feedback to the researchers, to ensure that the concepts were written in a clear and unambiguous way, were culturally sensitive, and were made more suitable for this study.

2.5 Pilot Study

The pilot study was done based on distributing the questionnaire among some Arabic Internet users. They

answered the questionnaires based on their views and the extent to which they agreed with the written statements.

2.6 Statistical Analysis

The pilot study's data were subjected to reliability analysis and the analyses showed Cronbach's alpha values of 76%. The data were analysed using the Statistical Package for Social Scientists (SPSS) program. Before the analysis, the coding for the negatively-worded items of the questionnaires were reversed. Descriptive analysis was done for statements to provide basic descriptive information such as mean, standard deviation and rating about the questionnaire statements. Simple liner regression was done to test the study hypotheses.

3. Results

3.1 Summary of the Multipurpose and Advanced Internet Programs Domain

Table 1. Mean, standard deviation, and ranking according to importance for the multipurpose and advanced internet program domain

Rank	SD	Mean	Statement	No.
3	0.79	4.20	Various Internet programs raise my desire and my interests to use it.	1
2	0.78	4.21	The evolution of Internet technology makes the process of using programs and tools to promote products easy.	2
1	0.73	4.30	The development of communication programs across the network provides practical ways to encourage Internet users to communicate with each other.	3
6	0.88	4.06	The availability of new electronic programs leads to control the formation and the production of attractive messages that promote products, services, and ideas.	4
9	1.10	3.62	The ease of use of Internet programs reduces the need to employ Internet experts.	5
8	0.97	3.86	The development of Internet software contributes to the change and adjustment of the content of advertising messages.	6
5	0.88	4.07	The development of the network contributes to increasing the number of options between information and services offered.	7
7	0.98	3.87	The evolution of Internet technology contributes to reducing the costs of training on modern software.	8
4	0.91	4.13	Various Internet programs allow multiple options to freely express my opinion and my thoughts.	9
	0.90	4.04	Mean	

Table 1 shows the analysis for the multipurpose and advanced Internet programs domain. It appears from the table that the mean of the domain was 4.04 with a standard deviation of 0.90. According to the 5-point Likert scale, the calculated mean (4.04) is bigger than the value 4.00 (agree). This result shows that the multipurpose and advanced Internet programs transform the role of Internet users as promoters of medical products in Jordan.

Table 2. Simple linear regression for the multipurpose and advanced internet programs domain

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	-0.069	0.096		-0.719	0.473
The multipurpose and advanced Internet programs	0.942	0.023	0.897	40.508	0.000

Note. * The difference in mean is significant at the 0.05 level. $R = 0.897$ $R^2 = 0.805$.

Table 2 shows that the calculated t value (40.51) of this domain is bigger than the referenced t value (1.65). The rules refer to the fact that the Nil hypothesis should be rejected if the calculated t value is bigger than the referenced t value. Therefore, the study accepted the alternative hypothesis, which is that multipurpose and advanced Internet programs transform the role of Internet users as promoters of medical products in Jordan. This result was confirmed with a level of confidence ($p = 0.00$).

3.2 Summary of the Reduced Costs of Use of the Internet Programs Domain

Table 3. Mean, standard deviation, and ranking according to reduced costs of use of the internet programs domain

Rank	SD	Mean	Statement	No.
5	0.96	4.10	The decreased cost of Internet technology allowed users to communicate and interact in effective ways	1
1	0.79	4.41	Internet technology reduces the time and effort spent sending information and ideas	2
3	0.81	4.19	Free Internet programs contribute to expansion and increase market size	3
4	0.82	4.15	Free Internet programs improve services and methods of advertising in the market	4
2	0.83	4.21	Free Internet programs facilitate the inquiry process for available products in local and global markets	5
6	0.90	4.01	Free Internet programs encourage individuals and companies to adopt the Internet as a method of direct promotion	6
7	1.02	3.86	Internet technology facilitates, redefines, and divides the target group based on new and certain criteria	7
	0.88	4.14	Mean	

Table 3 shows the analysis for the reduced costs of Internet domain programs. It appears from the table that the mean of domain was 4.14 with standard deviation of 0.88. According to the 5-point Likert scale, the calculated mean (4.14) is bigger than the value 4.00 (agree). This result shows that the reduced costs of use the Internet programs transform the role of Internet users as promoters of medical products in Jordan.

Table 4. Simple liner regression for the reduced costs of use the Internet programs domain

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	-0.063	0.109		-0.581	0.562
The reduced costs of use the Internet programs	0.919	0.026	0.8720	35.482	0.000

Note. * The difference in mean is significant at the 0.05 level. $R = 0.872$ $R^2 = 0.760$.

Table 4 shows that the calculated t value (35.82) of this domain is bigger than the referenced t value (1.65). The rules state that the Nil hypothesis should be rejected if the calculated t value is bigger than the referenced t value. Therefore, the study accepted the alternative hypothesis, which is that the reduced costs of use of Internet programs transform the role of Internet users as promoters of medical products in Jordan. This result was confirmed with level of confidence ($p = 0.00$).

3.3 Summary of the Collective and Interactive Communication via Internet Domain

Table 5. Mean, standard deviation and rank according to the collective and interactive communication via Internet domain

Rank	SD	Mean	Statement	No.
3	0.87	4.13	Evolution of the Internet and the ability of communication to make a virtual society on the network that attracts more individual interaction.	1
4	0.84	4.12	Internet technology provides programs that encourages users to use it to communicate with others.	2
5	0.81	4.06	Internet technology contributes to create forums and both private and public blogs that lead to interactive and social activity growth among its members.	3
7	0.89	3.95	The communication tools of the Internet enhance cooperation and participation of network users.	4
1	0.81	4.20	Internet programs encourage dissemination of intellectual and creative participation in various fields.	5
2	0.88	4.15	Internet technology allows users to access a variety of information from other network users	6
8	0.86	3.89	The development of network technology transforms companies through the social interaction of users who share their views with transparency, objectivity, and frankness.	7
6	0.83	4.03	The technology of virtual communities encourages users to exchange views and opinions on certain issues.	8
	0.85	4.07	Mean	

Table 5 shows the analysis for collective and interactive communication via Internet domain. It appears from the table that the mean of domain was 4.04 with standard deviation 0.86. According to the 5-point Likert scale, the calculated mean (4.04) is bigger than the value 4.00 (agree). This result shows that the collective and interactive communication via Internet transforms the role of Internet users as promoters of medical products in Jordan.

Table 6. Simple liner regression for the collective and interactive communication via internet domain

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	-0.201	0.102		-1.967	0.050
The collective and interactive communication via Internet	0.968	0.025	0.892	39.278	0.000

Note. * The difference in mean is significant at the 0.05 level. $R = 0.892$ $R^2 = 0.795$.

Table 6 shows that the calculated t value (39.28) of this domain is bigger than the referenced t value (1.65). The rules states that the Nil hypothesis should be rejected if the calculated t value is bigger than referenced t value. Therefore, the study accepted the alternative hypothesis, which is the collective and interactive communication via Internet transforms the role of Internet users as promoters of medical products in Jordan. This result was confirmed with a level of confidence ($p = 0.00$).

3.4 Summary of the Abundance of Internet Information and the Variety of Resources Domain

Table 7. Mean, standard deviation and ranking according to the Internet information abundance and variety of its resources domain

Rank	SD	Mean	Statement	No.
1	0.74	4.47	Internet technology offers search capabilities and easy access to information.	1
4	0.85	4.20	The Internet allows users to identify the ideas and views of other network users.	2
5	0.82	4.15	Open source of the Internet contributes to provide opportunities of availability and relaying information to all Internet users.	3
2	0.64	4.40	Internet tools enable the user to download, upload, and copy information to take advantage of it.	4
3	0.81	4.25	Internet technology helps to quickly navigate between sites, making it easier to compare the information.	5
6	0.82	4.10	Internet technology provides an opportunity to contribute by adding information and modifying it.	6
7	0.91	3.98	An abundance of information enhances the ability of network users to influence and be influenced by others.	7
	0.80	4.224	Mean	

Table 7 shows an analysis of the abundance of Internet information and the variety of its domain resources. It appears from the table that the mean of the domain was 4.23 with a standard deviation of 0.80. According to the 5-point Likert scale, the calculated mean (4.23) is bigger than the value 4.00 (agree). This result shows that the abundance of Internet information and the variety of its resources transforms the role of Internet users as promoters of medical products in Jordan.

Table 8. Simple linear regression for the Internet information abundance and variety of its resources domain

Variable	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	-0.539	0.120		-4.475	0.000
The Internet information abundance and variety of its resources	1.012	0.028	0.875	36.000	0.000

Note. * The difference in mean is significant at level 0.05. $R = 0.875$ $R^2 = 0.765$.

Table 8 shows that the calculated t value (36.00) of this domain is bigger than the referenced t value (1.65). The rules state that the Null hypothesis should be rejected if the calculated t value is bigger than the referenced t value. Therefore, the study accepted the alternative hypothesis, which is that the abundance of Internet information and the variety of its resources transforms the role of Internet users as promoters of medical products in Jordan. This result was confirmed with the level of confidence ($p = 0.00$).

4. Discussion

The results showed a significant statistical effect of the multipurpose and advanced Internet software programs in transforming network users to transform the role of Internet users as promoters of medical products in Jordan. Stewart and Pavlou (2002) found that the Internet provides advanced technology programs that have a mutually beneficial interaction for both marketers and consumers. In addition, the interaction between marketers and consumers provides confidence and better understanding between both of them. Furthermore, it facilitates decision-making to create better products. The study concluded that consumers can decide what kind of information they want to share and how. It also found that marketers are willing to do a lot to get their message to consumers. The multipurpose and advanced Internet software programs enabled the network users to become promoters of products by electronic methods. There is also a significant statistical effect for the reduced cost of using Internet programs to transform the role of Internet users as promoters of medical products in Jordan.

Johnson (2007) said decrease the cost of internet increase use it in promotion for products. The effectiveness of Internet properties and free developed programs contributes to drive individuals and businesses to promote and market their products with little effort and lower costs. Moreover, the results of the study showed effectiveness in collective and interactive communication via the Internet to transform the role of Internet users as promoters of medical products in Jordan. Thelwall and Stuart (2007) described how communication technology deals with marketing through the Internet (especially the second generation of the Internet). Moreover, they explored how network communities employ technology in communication. Choudhury and Karahanna (2008) also refer to the importance of transparent information for marketing. Internet properties allow communication among individuals in different parts of the world. This can facilitate the role of Internet users to make promotion through delivering information and giving positive impressions over the Internet about products. In addition, the result showed effect of the abundance of Internet information and the variety of its resources to transform the role of Internet users as promoters of medical products in Jordan. Domingos (2005) showed the importance of abundance and a variety of information to give accurate picture to customers. Domingos also emphasizes on the role of Internet users that affects and has been affected by Internet information. The traditional advertisement has begun to fade, whereas viral marketing, which was described as a fad, has been employed to promote products and endorse trade markets. Therefore, abundance of Internet information and the availability of information assist to transform the role of Internet users as promoters of products.

5. Conclusion

The study concludes many benefits and marketing considerations that assist company decision-makers who deal with medical products in Jordan. Firstly, the importance of providing multipurpose and advanced Internet software programs impact positively of Internet technology in transforming network users as promoters of medical products in Jordan. Secondly, reduced cost of use the Internet programs can transform the role of Internet users to promoters of medical products in Jordan. Thirdly, there is a need to activate collective and interactive communication via the Internet to transform the role of Internet users to promoters of medical products in Jordan. Fourthly, the Internet information abundance and variety of its resources can transform the role of Internet users to promoters of medical products in Jordan

Companies of medical products in Jordan should make advertisements on the network to inform customers and remind them about their products. Moreover, they should have websites or blogs specialists that present information and studies about present and potential customers, as well as their needs and desires. This websites or blogs should represent companies working in the medical products in Jordan and work to meet customer needs and desires. In addition, companies should utilize the social network and Internet users in carrying the opportunity to increase market share in the medical sector. Finally, the sites and blogs of the medical company should have adequate and transparent information at all times. These sites should announce its activities, offerings, and new, in addition to documenting the relationship between the company and its customers.

6. Recommendations

- 1). Increase interest in the Internet to promote medical products in Jordan. Mail promotion has especially become an effective way to support and enhance the image of products and services. In addition, deliver these products and services to target markets around the world.
- 2). Launch a high level of creative and promotional campaigns on the different websites, especially major social forums about medical products in Jordan. This attracts Internet users and customers to buy or read about these products. Moreover, make sustainable development and direct the mix promotion toward the target group. In addition, promote products at different events, such as festivals and exhibitions that are held specifically for promotional purpose.
- 3). Conduct effective training programs to develop the skills of the medical product staff in dealing with network users. This helps to join the staff in the process of transforming the role of Internet users as promoters of medical products.
- 4). Increase attention to the promotion of medical products in Jordan. This can be through electronic methods that illustrate the nature of these products and services. In addition, clarify why customers need this product.
- 5). Restructuring strategy for the promotion of medical products in Jordan via the Internet. This should be to fit to customer needs, desires, and aspirations. The strategy should achieve the goals of companies that deal with medical products in Jordan. Moreover, employ and activate the role of network users to publish promotional messages about medical products, which enhances the reputation of company's brand, goods, and services.
- 6). Employ optimal tools and applications of Internet technology to make communication with network users

and deliver promotional messages to them. This can be easy, because of the low cost, ease of use, speed of communication, and provides a diverse and interesting presentation.

7). Provide different information in an attractive manner that is interactive for Internet users, specifically the target group. Internet users could transfer this information to other users existing on virtual network communities.

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