

A New Marketing Mix For File Hosting Service 7Ps For Internet Corporations Of Iran

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ABSTRACT

This paper aims to present a new marketing mix for file hosting service based on user's attitudes on the web space. Each company needs to survive is to provide marketing services. The firms that we study on them are internet corporation that convert popular file hosting corporation link as well as rapid share to direct link. This kind of firm make ready data for these users and earn cash via internet therefore they need marketing principles for satisfying online user needs better. This study seeks to present a model to be able thereby to increase users registering. Research method of This study is a combination of exploratory, descriptive - survey and analytical and data collection tool of it, is questionnaire. First results obtained from factor analysis, showed that 2 factors obtained from the 7 factors, which are among the traditional marketing mix include: "Price", "promotion" and " and five new factors with the "Portal;, " preference "" premium "and "Payment". So The effect of each 7 factors on increasing the enrollment user rate were evaluated by testing the hypotheses.

KEYWORDS: E-Commerce, E-marketing, file hosting, Converting link, Marketing Mix, Internet corporation,

1. INTRODUCTION

Dholokau et al,2002 believe in the year 2000, internet and E-commerce entered their globalization phase in a stunning and decisive way. Now days the competition among online retailers has become more intensive(Yang et al,2003).Using e-commerce to interact with customers is purpose of many business in order to seeks to competitive advantages (Lee and Lin,2005).Standardization of electronic data format enables computers to speak to each other, speeds information exchanges and reduce transaction will use their site for online transaction. it may not be appropriate or part of their strategy. some organization may use their site to drive traffic to physical showroom or perhaps for PR or brand building.(Charles Worth,2007).In recent years was born the firm that provide services for users of files hosting company as well as rapidshare or mediafire and etc. They convert user links as rapidshare link to direct link with resuming downloading ability.

This kind of firm make ready data for these users and earn cash via internet therefore they need marketing principles for satisfying online user needs better. In fact they need E-marketing that include use of internet and related digital information and communication technologies to achieve marketing objectives(Charles Worth,2007)

Borden marketing mix (1964) and mac karthy 4Ps have provided generation of marketers with a framework for delivering customer value based around product, price, place, and promotion and then was added 3Ps namely people, process and physical evidence (Dholokau et al,2002).. in the case of digital products or services particularly link selling, organization have to use internet environment for product (services) selling because the service nature necessitates, so marketing mix for this service is different with traditional marketing mix.

2-E-definition

2-1 E-Commerce

With increasing the number of internet user and rapid developing the network technologies the e-commerce is perceived as one of the most important application of the computer and communication technologies (Zhang&Tang,2006).Rayport and jaworski(2001) define e-commerce as "technology mediated exchange between parties(individuals or organizations) as well as the electronically based intra or inter organizational activities that facilitates such exchanges. the emphasis in most e-commerce definition has been on digital transaction facilitated at every stage (eg inventory ordering and payment processing etc)by technologies such as electronic data interchange(EDI) (Charles Worth,2007). The supplier and customer can exchange information and product or services. this works when e-commerce facilitates communication channels and provide a virtual interactive

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environment (Gunasekaran and Ngai,2005) .E-commerce reduce transaction costs meaningfully for both customers and suppliers and enables information to reach more people without sacrificing the richness of the content(Evans and wurster(1997). The most common and popularized use of e-commerce is the replace or enhance traditional market channels by opening web-based storefronts. organizations provide their products and services to their customers(Molla&Lickers,2001).

2-2- E-commerce in Iran

Although ,there is not any credible statistics in the e-commerce context in Iran but most of information indicates that the volume of e-commerce in Iran is low.For example in a research done by Economist information in 2004 ,among 60 countries about facility index and the amount of availability of e-commerce, Iran occupies the 58th stage. Obviously e-commerce is something new in our country and in order to help Iranian firms to reach the world standardfs there is a need to do many researches in different contexts of e-commerce such as online retaling or file hosting service in order to utilize opportunities and avoid risks.Since based on Chia Lin (2003)the key to success of e-commerce lies in knowing customers .Studying customers point of view is very important.(Nosrati,2008)

2-3-E-bussiness

Turban et al (2002) suggest that the term ‘ e commerce is rather than constricted definition with its emphasis on the transactional process and that it does not encompass the full range of applications and potential benefit of the internet. Philips(2003) describe E-bussiness as ‘the application of information technologies for interal business process as well as activities in which a company engages during commercial activities .These activities can include functional activities such as finance ,marketing and etc .

2-4-E-marketing

E-marketing is described by institute of direct marketing as ‘the use of internet related digital information and communications technologies to achieve marketing objectives.

Straus et al (2003) suggest that e-marketing covers awide range of It related application with these mains:

- 1- Transforming marketing strategies to create more costumer value through more effective segmentation targeting ,differentiation and positioning strategies
- 2- More efficiency planning and executing the conception ,distribution, promotion and pricing of goods , service and idea creating
- 3- 3-exchanges that satisfying individual consumer and organizational customers objectives.

3-Dimention of Online service Quality

Studies have showed that service quality in online environments as well as web space is an important factors of effectiveness of e-commerce (Yang,2001;Janda et al ,2002).

Gronroose et al ,2000 confirm that Increased e-service quality on the web can make online companies can help them to achieve customer satisfaction and retention..A commercial web site must compete with thousands of other sites on the web (Santos.2003)

4-Analyze of consumer behavior on virtual space

Today companies have moved their focuses from products and sales to costumer oriented marketing and understanding costumers has become more important issue of marketing because of the hard condition of competition in market place(Lin ,2003).

For internet marketing is necessary that marketers Know current user Level and status for different services and factors that make use of services actively .this process name is Demand analysis (chaffey,2006).Theories have simply assumed that consumers search the same way in online environment as they do in physical environment. furthermore these study presume a total separation of the physical and electronic marketplace and often limit their investigation to a particular website and its design.(Chiang et al ,2004). in this new marketplace explaining of consumer behavior is not easy.

5-File hosting service

A file hosting service, cloud storage service, online file storage provider, or cyber locker is an Internet hosting service specifically designed to host user files. It allows users to upload files that could then be accessed over the internet from a different computer, tablet, smart phone or other networked device, by the same user or possibly by other users, after a password or other authentication is provided. Typically, the services allow HTTP access, and

sometimes FTP access. Related services are content-displaying hosting services (i.e. video, image, audio/music), virtual storage, and remote backup.

One-click hosting(<http://en.wikipedia.org>)

5-1. One-click hosting

sometimes referred to as cyber locker generally describes web services that allow internet users to easily upload one or more files from their hard drives (or from a remote location) onto the one-click host's server free of charge.

Most such services simply return a URL which can be given to other people, who can then fetch the file later on. In many cases these URLs are predictable allowing potential misuse of the service. As of 2005 these sites have drastically increased in popularity, and subsequently, many of the smaller, less efficient sites have failed. Although one-click hosting can be used for many purposes, this type of file sharing has, to a degree, come to compete with P2P file sharing services.

The sites make money through advertising or charging for premium services such as increased downloading capacity, removing any wait restrictions the site may have or prolonging how long uploaded files remain on the site. Premium services include facilities like unlimited downloading, no waiting, maximum download speed etc. Many such sites implement a CAPTCHA to prevent automated downloading.

5-2 File hosting service in Iran

In Iran, there are internet firms that have role of Agency for Famous File hosting firm in the world. But such firms provide another service too. That is converting rapid share or media fire link that need account to direct link with resuming downloading ability.

There are not any Accurate statistics for this firms But the evidence showed that number of the firms are increasing in Iran.

6- METHODOLOGY

Methodology of this study is to use a combination of three technique: exploratory, descriptive and analytical. The purpose of this study is to find factors that can be controlled and increase the link converter company that provide the file hosting services like rapid share or mediafire. For example they convert premium rapidshare link to direct link with getting money. Since these companies are online, so this study focuses on online customer behavior and the environment that they are faced with when buying account like links and other features on the website. For this purpose, a questionnaire was prepared and sent via email to responders. For connect with them became possible with the Forum and social network as well as Facebook or twitter.

To identify factors affecting the users increase, the following steps were performed:

A) interview with experts : First, interviews with marketing experts and Web designers were collected 23 effective variables that impact on user's attracting and user's attitude were surveyed by questionnaire.

B) Reliability :The reliability of the questionnaire was measured using Cronbach's alpha .this coefficient obtained at an acceptable level of 0.892

C) Factor Analysis : After the questionnaires was measured in terms of reliability, factor analysis is the next step. Factor analysis is a technique to reduce the large number of interrelated variables into a smaller number of hidden dimensions. In fact This technique summarize the large number of interrelated observable variables as a overall components that covers variable. But before doing factor analysis should ensure that this technique are justified by reasonably or not .Therefore KMO is used to test. This test will determine whether a simple correlation between pairs of variables is large enough compared to the partial correlation between them or not. In this study, the KMO statistic is level of 0/848 that is acceptable. In other words, it represents the perfect simple correlations between pairs of variables. To ensure a reasonable justification for the use of factor analysis, Bartlett's test was used too. Bartlett's test to determine whether the observed correlation matrix belonging to a dependent statistics or independent. For the one-factor model, meaningful and usable, it is necessary variables are correlated. Otherwise there is no reason to explain the factor model. There is no reason for factor analysis if the variables to be independent. The following table shows the 99% confidence we can say there is a Prerequisite for factor analysis. H_0 represents the variables are independent. P-value <0.01 show that it failed.

Table 1:KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.878
Bartlett's Test of Sphericity	Approx. Chi-Square	2440.203
	df	810
	Sig.	0.000

In our study, 23 variables we have extracted through interviews with experts. Then with factor analysis technique we have reduced them to seven main components . In Table 2, you can see results of factor analysis with varimax rotation.

Eigen values is widely used to determine the number of factors that should be created. The eigen value is the amount of variance accounted for by the factor. Effectively, only factors having an eigen value greater than 1.0 are considered significant.. For this reason, the eigen value method was employed, resulting in a seven factor solution which accounted for 61.1 percent of the variance .

Table 2: Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization

a. Rotation converged in 6 iterations.							
Component	Component						
	Portal	preference	Premium	Payment	Promotion	Price	Privacy
Privacy of identity(security of private info)	.167	.094	-.109	.258	-.071	.322	.624
Privacy of personal converted files	-.034	.123	.096	.088	.103	.122	.788
Privacy of entered Email	.030	.083	.265	-.070	.263	.253	.764
Online Payment security	.055	.099	.144	.780	.153	.021	.134
Paying via ATM	.091	-.020	.240	.808	.183	.320	.014
variety of Bank Portal	.261	.095	.069	.501	.132	.235	.083
Membership in social networks	.174	.074	.626	.265	.262	.122	.088
Forum	.123	.121	.825	.137	.030	.200	.115
Weblog	.198	.097	.734	.227	.153	.195	.019
Facility of work with website and having guide	.724	.168	.243	.065	.054	.123	.105
Attractive website environment	.727	.107	.021	.099	.119	.115	-.005
Compatibility of website with all browsers.	.534	.088	.152	.105	.092	.052	.098
Fast registering in website	.455	.040	.142	.218	.318	.300	-.023
variety of File hosting Websites covered	.200	.724	.199	.081	.013	.232	.150
Unlimited convert	.180	.688	.116	.292	.358	.210	.025
Torrent convert ability	.096	.788	.097	.170	.281	.087	.083
The length of time of converted file maintenance in server	.003	.855	-.028	.182	.224	.265	.023
Website Link on weblogs	.067	.175	.052	.081	.657	.420	.083
Advertisement on websites	.114	.426	.406	-.087	.773	.389	.094
Comprehensive info of company	.074	.545	.285	-.070	.514	.230	.396
installment fee award	.365 .211 .020	.356 .424 .025	.126 .220 .363	.117 .456 .192	.046 .365 .512	.825 .850 .502	.080 0.123 0.235

The Factors have been retain that their factor loading is greater than 0.6 . in Table 3 these factors Have been shown.

Table 3 : The extracted components with factor loadings of variables

components	Accepted Factors	Factor loading
Promotion	Website link on weblogs	0.657
	Advertisement on websites	0.773
Portal	Attractive website environment	0.727
	Facility of work with website and having guide	0.655
Privacy	Privacy of IDENTITY	0.624
	Privacy of personal files	0.788
	Privacy of entered Email	0.764
Price	installment	0.825
	Fee	0.850
Payment	Online Payment	0.780
	Paying via ATM	0.808
premium	Membership in social networks	0.626
	Forum	0.825
	Weblog	0.734
Preference	variety of File hosting Websites covered	0.724
	Unlimited convert	0.688
	Torrent convert ability	0.788
	The length of time of converted file maintenance in server	0.855

6-2-New 7P marketing mix for file hosting service

After Factor Analysis were extracted 7 components, two components, price and promotion, with Cronbach alpha 0.833 and 0.756 respectively. These factors are parts of the traditional marketing mix 7p. However, in this study price includes fee (loading=0.850) and installment (loading= 0.825). Also promotion includes Website link on weblogs (loading=0.657) and Advertisement on websites (Loading = 0.773)

Five new components include :

1-Privacy

Internet users are usually stay unknown on web space. In this study, users also want the identity information to be secure (Loading = 0.624). They also want security of privacy of personal converted files (0.788) and Privacy of entered Email. The Cronbach's alpha is at an acceptable level of 0.807.

2- Premium

This factor refers to the benefits that cause to create additional value for the company that include having general page in social network (e.g facebook)(Loading =0.626) order to more communication with users, and forum order to connecting user together and users with admin(Loadng=0.825). Also having weblog for publishing updated firm information and news (Loading=0.734). The Cronbach's alpha is at an acceptable level of 0.730.

3- Portal

Web portal is described as web super site with a collection of links to popular service on the internet portal can be classified in to three type based on the functions .they perform horizontal , vertical portals and enterprise portal. A vertical portal focuses on a specific community of users (Isaac ,1999). This portal is geared towards a narrow audience or a community with specific interest such as consumer goods, computers ,retail and Banking.(Isaac,1999)

In the study mean of portal is specific vertical portal. in fact users buys services (link buying) this factor include variables that play role in website design .it include attractive website environment (loading=0.727) and facility of work with website and having guide

(loading =.727). The Cronbach's alpha is at an acceptable level of 0.755

4-payment

Payment cites to technical flaws when user are payng online(payment via bank portal in internet) (loading=.780) and paying via ATM then receive account from email quickly (loading=.808).however privacy of payment is important for user too. The Cronbach's alpha is at an acceptable level of 0.833

5-Preference

The mean of preference is special factors of such service that create a competitive advantage for a such internet firm or company. Customers of them seeks a properties that have' nt another firm as well as torrent converting ability (Loading=.788) or like firm that maintenance converted file more than another(Loading=.855).also they choose firm which covers many of file hosting sites (Loading=.724).They don't like face limitation as daily volume limitation or governmental limitation during converting link .(Loading=.688) . The Cronbach's alpha is at an acceptable level of 0.721

6-3- Hypotheses and conclusions

After extracting the components, we measure the impact of these elements on the users increase. For this first Kolmogorov-smirnov and Shapiro-wilk normality test data were examined .from both non-normality of the data was confirmed. Therefore, to test the hypotheses ,Wilcoxon rank sign is used that.it is a non-parametric test.

Now we do non-parametric methods to test the hypotheses. In this study we used nonparametric Wilcoxon sign rank test.

Hypo1:extracted marketing mix, namely Preference, is positively related to increasing file hosting firm users

Hypo2: extracted marketing mix, namely Premium, is positively related to increasing file hosting firm users

Hypo3 : extracted marketing mix, namely Price, is positively related to increasing file hosting firm users

Hypo4 : extracted marketing mix, namely Payment, is positively related to increasing file hosting firm users

Hypo 5 : extracted marketing mix, namely Promotion, is positively related to increasing file hosting firm users

Hypo6: extracted marketing mix, namely Portal, is positively related to increasing file hosting firm users

Hypo7:extracted marketing mix, namely Privacy, is positively related to increasing file hosting firm

Hypothesis test results

As you can see in Table 4 because the P-value is close to zero (P-value <0.01), all hypotheses are accepted on a 1% error level

Table4 :Result of Hypotheses with Wilcoxon Rank Test

Hypo	N	statistics	P-Value	Estimated median
Hypo1	333	5.61709	0.000	4.500
Hypo2	333	5.56631	0.000	3.835
Hypo3	333	5.56631	0.000	4.170
Hypo4	333	5.1508	0.000	3.875
Hypo5	333	5.50079	0.000	3.835
Hypo6	333	6.2012	0.000	4.335

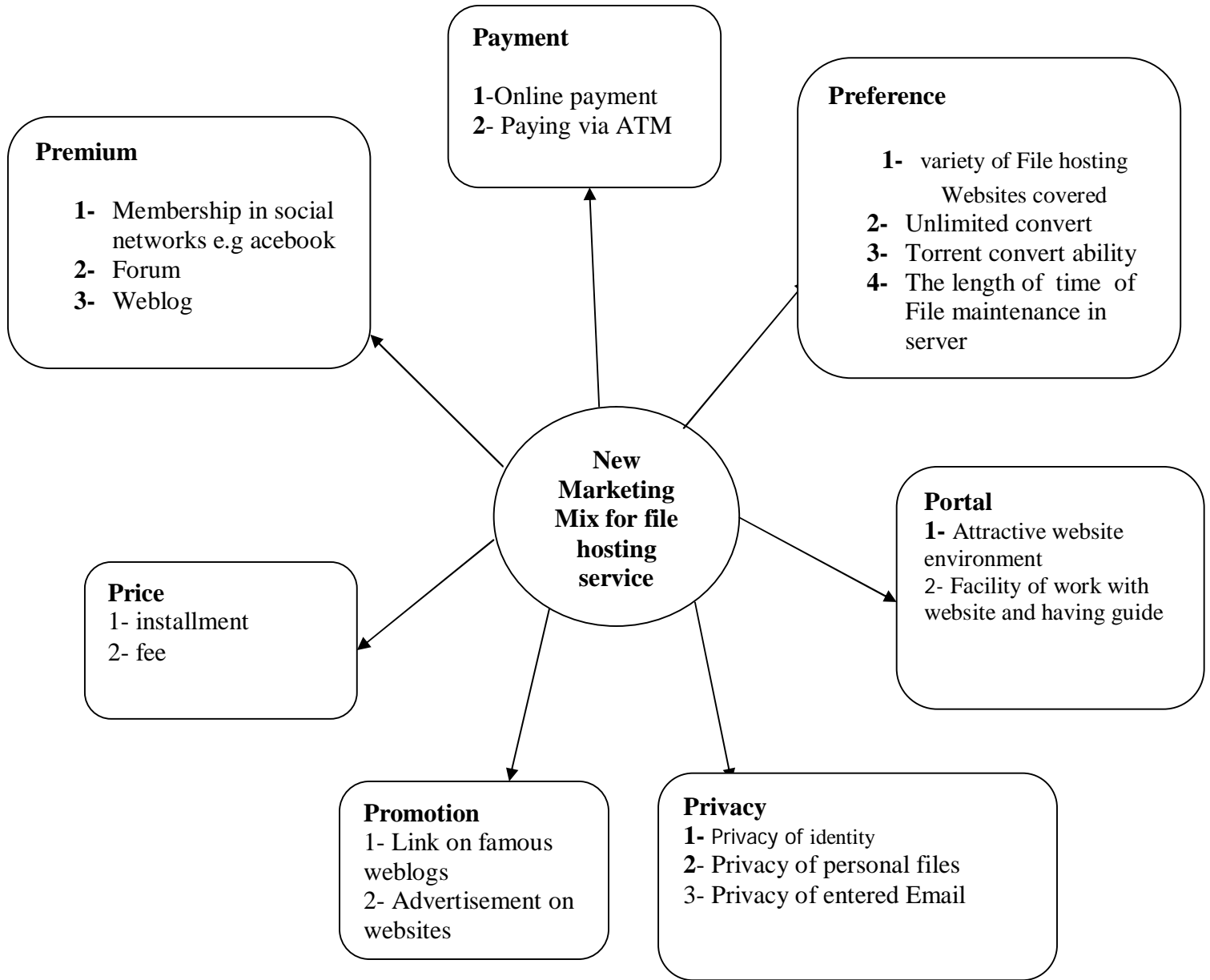


Figure 1:New Model for marketing mix of file hosting service

6-4-Ranking of Factors

After being confirm the factors impact on increasing user registering , now it comes to ranking them. The purpose of the ranking is prioritizing is based on the most effect on the dependent variable means the user registering . Because there are correlations between variables in this study thus we use friedman test for ranking the factors., You can see the ranking is based on the Friedman test in Table 6:

Table 5:Ranking the factors

Mean rank	Factors	Rank
4.48	Privacy	1
4.26	preference	2
3.82	payment	3
2.92	Portal	4
2.88	Price	5
2.72	premium	6
2.64	Promotion	7

As can be seen Privacy has greatest impact and promotion has lowest impact on increasing users

7-DISCUSSION

Results of the hypotheses and propose on the basis of these results is as follows:

1- The first hypothesis states that Preference will lead to an increase in registration's users.

This hypothesis is accepted with a 99% confidence level. This factor consists of four variables: variety of File hosting Websites covered, Unlimited convert Torrent convert ability

The length of time of File maintenance in server. Managers should try to increase the number of File Sharing website that covers them, because some perspective customers even for one particular site will also attract companies. Some companies have restrictions like the maximum of the daily volume. It decreases satisfaction so this restriction should be reduced as much as possible. Converting Torrent Link into Direct Link with resume Capability is one of the variables can affect the attract of the perspective users. BitTorrent is a protocol that underpins the practice of peer-to-peer file sharing and is used for distributing large amounts of data over the Internet. But downloading the files by clients have problem as low speed to download therefore converting such link can satisfy customers. The companies need to constantly keep up their service to boost their quality in such cases (such as use net¹). Another item relates to maximum time for keeping converting files. Users will definitely be more satisfactory if they have more time to download the files.

2- The second hypothesis states that Premium will lead to an increase in registration's users. This hypothesis is accepted with a 99% confidence level. Joining to social networking sites like Facebook will be strengthened communication between companies perspective and existing users. This makes the company's strengths and weaknesses and identify users' expectations. Forum also enhances communication between users and users with admin.. Users will be informed of the latest information and news on the company blog. The companies shouldn't hesitate to do them.

3- The third hypothesis states that Price will lead to an increase in registration's users. This hypothesis is accepted with a 99% confidence level. Absolutely Price is important for users so the firm should adopted policy that attract more user as well as installment in specific season as spring. Installment brings customer satisfaction undoubted. Also if fee is reasonable and fair will attract users.

4- 4th hypothesis states that Payment will lead to an increase in registration's users. This hypothesis is accepted with a 99% confidence level. Having different way of payment as well as Online-pay can help users until receive own account even at midnight. Or paying via ATM and receiving account via email than going bank and spending much time can satisfy users. If online payment is perfect, customers will have more confidence to the company.

5- 5th hypothesis states that Promotion will lead to an increase in registration's users. This hypothesis is accepted with a 99% confidence level. The promotion is one of the traditional marketing mix elements. This factor cites to extensive advertising on the another website. And exchanging own weblog and website link with another well-known weblogs. So the company should do an intense campaign and advertising in the web space. This work declares company and own websites and particular services to perspective users. However, this factor is the least affected among other factors on the increasing users. For this reason company, should spend less time and source for this factor.

6- 6th hypothesis states that Portal will lead to an increase in registration's users. This hypothesis is accepted with a 99% confidence level. Portal refers to variables that are related to the website environment and its attractiveness. For example whatever website environment to be more attractive as elegance. So that the users like stay in the environment. So directors need to employ experts that can design website well as psychological and color-scheme well. Customers need to guide as pdf format. It should be downloadable from website. The website guide explain the procedure. Also website menu needs to be expressive.

7- The last hypothesis states that Privacy will lead to an increase in registration's users. This hypothesis is accepted with a 99% confidence level. This factors impact to dependent variable more than another one. Because privacy and security in web space are most important factors for people. If people dose not trust to their privacy and security that company create it, they don't sign up. Therefore the company should seeks to enhance the website as security dimension.

¹ a worldwide distributed Internet discussion system

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