



# The Impact of Internet Marketing in E-Commerce: An Analysis Study

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## Abstract:

**Purpose:** Understanding the impact of Internet marketing on e-commerce is the primary objective of this article. "Any type of business exchange in which the gatherings connect electronically rather than by physical contact" has been defined as e-commerce. Internet marketing is a fascinating subject, particularly for marketing researchers. It is a novel strategy for distributing a product or service to a specific global market.

**Design/Methodology:** The information expected for the contextual investigation examination paper on Wipro's Advanced Change is gathered from optional assets. The E-Commerce website, scholarly articles gathered with Google Scholar, and various other websites and reports are the primary secondary resources utilized for the study.

**Findings/Result:** The research shows that customers use many media to learn about brands. It implies they combine information from many sources to make a purchase. Along with conventional sources, they primarily depend on Internet advertising. It saves time for consumers by enabling them to make a purchasing choice fast. The research also shows that individuals are becoming more aware of the internet.

**Originality/Value:** The goal of this paper is to provide an overview of how Internet marketing affects e-commerce. The best approach for successfully transitioning from traditional marketing to online marketing is Internet marketing.

**Paper Type:** Analysis Study

**Keywords:** Internet Marketing, e-commerce, behaviour, ranking optimization, SWOT analysis.

## 1. INTRODUCTION

We live in a technologically advanced era. After World War II, the Industrial Revolution began to change the face of economies. The television, which was able to collect images from the air and display them on the TV box, came first, followed by the radio. Then there was the "Computer," also known as the "magic box"[1]. The appearance of PCs and data and correspondence advances introduced the 'Web' or 'Internet'. The impact that the Internet has had on our lives [2]. No other innovation has had such a profound impact on human society, entrepreneurship, commerce, economics, political institutions, education, and global communities and countries [3]. The internet is aptly described as the highway that has dissolved national and social boundaries, elevating human civilization to a new level.

Contemplate our current lifestyles. Every element of our life is interconnected with the internet to some extent. The Internet has emerged as the predominant platform that enables a wide range of activities, including but not limited to dating, finding life partners, conducting banking and insurance transactions, making payments, eating out, and engaging in online shopping [4]. Countless individuals now use the Internet for a multitude of purposes. These individuals use the Internet for a wide range of activities, including searching, conversing, trading, and selling [5].

There is a growing variety of activities and possibilities available on the Internet (Internet). Due to the fact that millions of customers are actively searching for goods, information, and services on the Internet, businesses have a great chance to profit from the enormous economic potential of the Internet [6]. The development of technology has made it easier for businesses to reach out to and serve the huge population and market that is now available via the Internet [7].



Numerous commercial activities, including online banking, mobile banking, debit/credit cards, automated teller machines, and online trading, have been made possible by technological advancements in communication, software, and hardware. These advancements have made it easier to create and execute these activities. We have made significant progress in transitioning from using a desktop computer, physical models, and phone connections to the current Wi-Fi technology, which enables us to engage in seamless buying and selling transactions with just a single click. In addition to EDI, the implementation of Business Processes and ERP systems has enabled organizations to transition their business models to an online platform [8].

Every organization, regardless of whether it operates in the B2B or B2C sector, must acknowledge the vast "Online Market" that is present on the internet. It was unavoidable. Virtual marketplaces have replaced physical markets. Consequently, E-Commerce has fundamentally transformed the notion of 'Market'. The advent of online commerce has revolutionized the way businesses operate, enabling merchants to access global markets and customers. The term "Commerce" is denoted by "[10]". To fully understand and excel in the modern principles of Internet marketing, which diverge significantly from traditional marketing, sales, distribution, and advertising approaches, marketing managers must pursue further education [11]. The fundamental basis of acquiring new information is in understanding concepts such as the Internet, e-commerce, technology, online marketing, the e-customer, and the strategies for identifying, nurturing, and engaging with the e-customer.

## 2. OBJECTIVES

To gain an appreciation for the critical nature of Internet marketing communication.

To get an understanding of the value of online advertising in today's shifting market environment.

To comprehend the causes behind internet marketing's increasing popularity with E-commerce.

To conduct a study comparing the efficacy of Internet marketing to that of conventional marketing methods.

## 3. METHODOLOGY

The study incorporates information and data from several sources. Electric cars are a kind of renewable energy. Textbooks provide comprehensive information about Tata Motors, a multitude of articles on cloud storage, many websites, and literary reviews.

### Database searches:

Here are some often used online resources and websites that provide a wide range of conference papers and peer-reviewed journals:

IEEE Explore

Google Scholar

## 4. LITERATURE REVIEW

With the widespread use of E-commerce, the term "Marketing" has gained popularity in the E-commerce business, signifying that investors are allocating resources to E-commerce ventures [6]. The primary findings of a methodical review of academic literature conducted on the Google Scholar database, including articles published from 2017 to 2022, and focusing on the topics of "E-Commerce," "Marketing," and "Internet Marketing," are shown in Table 1.

Table 1: Related works on E-Commerce and Internet marketing

S.No	Field of Research	Focus	Contribution	References
1	E-commerce & Marketing	Marketing's Impact of Electronic Commerce	Customers will look for a business on the Internet because it offers unique opportunities for selling products, marketing services, and gathering data.	Kaur & Singh, (2017).[12]
2	Content Marketing in E-Commerce	Online celebrity endorsements' first- and second-order effects on e-commerce marketing.	E-commerce sales will be significantly impacted by marketers' efforts to generate content and their interactions with customers.	Geng et al., (2020). [13]



3	Business Social Media	Internet technology and digital technology in electronic commerce	The company may benefit from utilizing technology and the internet to build and maintain its business.	Bala, & Verma.,(2018). [14]
4	E-Commerce:	E-commerce's technical and non-technical drawbacks	Despite the drawbacks, e-commerce has managed to successfully pique the interest of businesses and consumers thanks to its numerous benefits.	Taher (2021).[15]
5	E-Commerce & Covid-19	The e-commerce sector and how it affects the world today	Recommended which researchers should conduct their studies primarily on COVID-19. India's trading situation will continue to improve as a result.	Radhakrishnan (2021).[16]
6	Marketing in E-Commerce	Electronic trade in Fashion products	The development of a methodical framework that can address issues and assist in training marketers of the future is required.	Guercini et.al.,(2018). [17]
7	Video Marketing in E-Commerce	Video Marketing in E-Commerce	Recordings are becoming an increasingly appealing method for enhancing the quality of offers and increasing a company's level of customer sensitivity.	Menaka & Seethal (2018).[18]
8	social media & E-Commerce	E-Commerce and Social Media's Impact	The study's methodology and conclusions centered on the spatial distribution of @Samsung Mobile followers, the brand's market penetration, and the correlation between the growth in followers and quarterly sales.	Singh & Singh, (2018).[19]
9	Internet Marketing	Internet marketing and customer Loyalty	Brand awareness is significantly affected by indicators of internet marketing whereas brand awareness is unaffected by online, customer relationship, and satisfaction variables.	Dilham et.al., (2018). [20]
10	digital marketing	Digital marketing development on entrepreneurship	To enhance engagement in digital marketing, marketers should focus on fostering relationship-oriented engagements with their customers.	Yoga et.al., (2019) [21]

## 5. ABOUT E-COMMERCE

Brand awareness is significantly affected by indicators of Internet Marketing. Whereas brand awareness is unaffected by online, customer relationship, and satisfaction variables. [22]. E-commerce transactions enable the acquisition of diverse items, including books, music, airline tickets, as well as financial services such as stock investing and online banking. As a result, it is often considered to be a highly disruptive technology.

### 5.1 History of E-Commerce:

The below table 2 shows the development stage of E-commerce from 1969.



Table 2 : E-commerce Development Stage[23]

YEAR	DEVELOPMENT STAGE
1969	Dr. John R. Goltz and Jeffrey Wilkins engage in a dial alliance to launch CompuServe, the pioneering online commercial enterprise. E-commerce was first developed during this period.
1979:	Michael Aldrich, regarded as the progenitor or creator of eCommerce, pioneered the concept of electronic commerce. A customized television was linked to a computer that handled transactions via telephone communication. This measure was used to ensure the secure transfer of data.
1982	As a direct consequence of the ongoing advancement of technology, particularly in the field of electronics, the initial eCommerce platforms were launched by Boston Computer Exchange.
1992	Book Stacks Unlimited, an online bookshop, had significant growth under the leadership of Charles M. Stack throughout the 1990s. During that period, it was among the pioneering websites to provide the option of purchasing items online.
1994	Jim Clark and Marc Andreessen developed the Netscape Navigator web browser software. On Windows, it was implemented.
1995	The beginnings of eBay and Amazon marked a turning point in the development of online shopping. Pierre Omidyar started eBay, and Jeff Bezos started Amazon.
1998	PayPal introduced the first eCommerce payment system as a means of sending money.
1999	With a capital of more than \$25 million, Alibaba established its online shopping platform in 1999. It gradually developed into an eCommerce powerhouse.
2000	As a means of encouraging retailers to use the pay-per-click (PPC) setting, Google released the primary online advertising tool known as Google Ad Words.
2005	For an annual fee, Amazon introduced the Amazon Prime membership to provide customers with free two-day shipping.
2011	Google dispatches its instalment application for its internet-based wallet: One of Facebook's earliest attempts at advertising sponsored stories
2014	An online payment application called Apply Pay was introduced by Apple.
2014	Jet.com began as an online shopping portal in 2014.
2017:	Instagram users can sell directly from the social media platform thanks to shoppable tags.

### 5.2 How Does E-Commerce Works:

Web-based business deals with similar standards as an actual store. Customers visit your e-commerce store, look through the items, and then they buy something [24]. The primary distinction lies in the fact that individuals are not need to physically leave their sofa in order to engage in the activity, and your clientele is not limited to a certain geographical region.

When running an e-commerce website, you go through the same steps whether you are selling home goods or running shoes:

**Accept the directive:** Your online business stage or site is where the client puts in a request. The fact that a purchase has been made will be disclosed to you [25].

**Process the request:** After that, the transaction involving the payment is handled, the sale is recorded, and the order is marked as completed. A payment gateway typically processes payment transactions; it could be compared to the online cash register. Take a look at this article: What precisely is a shipper account [25].

**Forward the order:** The final stage of e-commerce is shipping. You must guarantee prompt delivery if you want customers to return. Thanks to Amazon, customers typically receive their purchases within two days [26].

### 5.3 Types of e-commerce business models:

The following categories generally apply to e-commerce business models:

#### ○ **Business-to-Business (B2B):**

A website sells its items to an intermediate buyer, who then sells them to the ultimate client [27, 28]. This is an example of the business-to-business (B2B) distribution model. For instance, a wholesaler may place an order on the website of a firm and, after the item has been received, sell the completed product to the end consumer who visits one of the retail outlets owned by the company in order to make a purchase.



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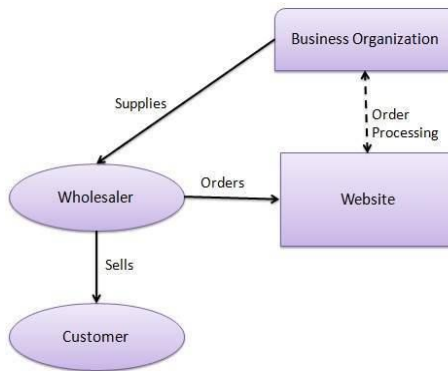


Figure 1: Business-to-Business (B2B)[28].

○ **Business - to - Consumer (B2C):**

In the business paradigm known as business-to-consumer (B2C), a website has the potential to offer its products directly to customers. Customers are able to access and see the items that are shown on the website using their devices. The customer is able to choose a product and make an order before the goods are sent. After then, the website will send an email message to the business, which will instruct the company to deliver the item or items that have been specified to the customer [29].

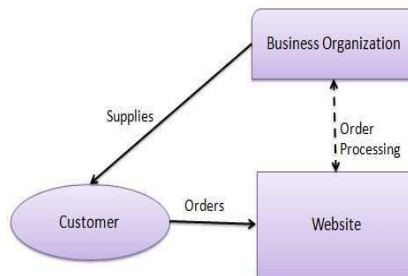


Figure 2: Business - to - Consumer (B2C)[29].

○ **Consumer-to-Consumer (C2C):**

Consumers can more easily sell their motorcycles, automobiles, and other assets via the use of a website that incorporates the C2C business model. Individuals also have the option of securing a room by publicizing their information on the Internet. There is a possibility that the customer may be charged for the services provided by the website [30]. After viewing the advertisement or post on the internet, a prospective client can decide to buy the product that was sold to the first customer.

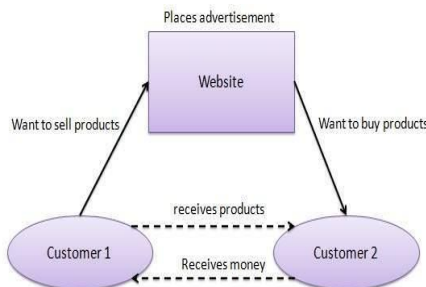


Figure 3: Consumer - to - Consumer (C2C)[30].

○ **Consumer-to-Business (C2B):**

A customer walks up to a website that shows several businesses in this model that offer a particular service. The customer estimates the price they are willing to pay for a particular service [30].

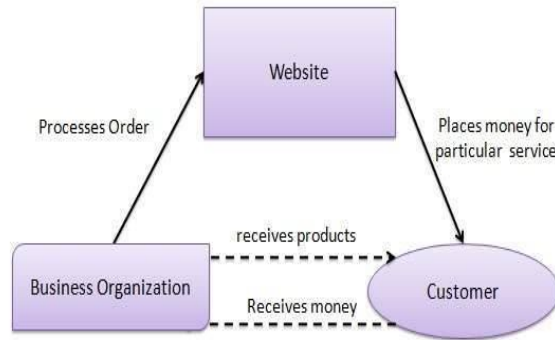


Figure 4: Consumer - to - Business (C2B)[30].

○ **Business-to-Government (B2G):**

It is model is a variant. These websites provide as platforms for governments to engage in commercial activities and exchange information with several enterprises [31]. Because they are accredited by the government, businesses can use these websites to submit government application forms.

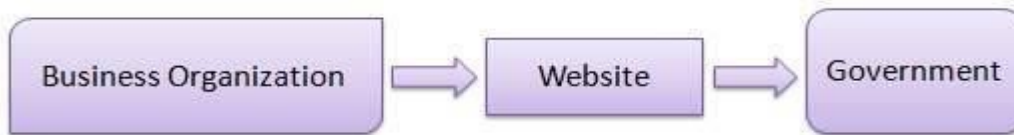


Figure 5: Business - to - Government (B2G)[31].

○ **Government-to-Business (G2B):**

In most cases, governments communicate with citizens via G2C model websites. These websites provide support for auctions of vehicles, machines, and other items [32]. This website also provides services like birth, marriage, and death certificate registration. G2C websites' primary objective is to expedite citizen requests for various government services.



Figure 6: Government - to - Business (G2B)

**5.4 Applications of E-commerce:**

In the former area, we momentarily talked about the two points of view on web-based business applications. Let's take a closer look at them right now.

- **Retail:** Businesses sell goods and services to customers through online stores when they engage in e-retailing, also known as online retailing. Using tools like e-catalogs and virtual shopping carts, this can be accomplished [33].
- **Accounting:** E-commerce and finance are increasingly intertwined. Banks and stock exchanges heavily rely on e-commerce for their operations. Online banking offers a range of services including balance inquiries, bill payments, money transfers, and more features [33].
- **Manufacturing:** E-commerce facilitates electronic transactions for enterprises operating in the industrial sector. Through the integration of purchasing and selling activities, analyzing market circumstances, and exchanging information obtained from inventory audits, company collectives may enhance the efficiency of their operations [34].
- **Market:** When e-commerce is applied to trade, it takes it to a higher level and lets people participate regardless of where they live. This energizes more cooperation, seriously haggling, and adds to the progress of the trade [34].
- **Electronic Reservations:** The travel and tourism sector is currently experiencing explosive growth, and an emerging e-commerce application is online booking. Through online booking, customers can purchase various travel



necessities. People's travels are made easier and more comfortable as a result of the fact that they can set everything at their fingertips [36-37].

- **Electronic Media:** E-books and digital periodicals are gradually taking the place of traditional printed publications. Among its many advantages are its portability, lightweight, and accessibility from any location. They also help save forests and cut down on paper use, which is good for the environment. Because of these factors, internet publishing, also known as e-publishing, is becoming more and more popular [37].

- **Banking Online:** An e-commerce program known as e-banking has streamlined the time-consuming and complicated banking procedures of individuals. Customers of banks no longer have to wait in long lines to make online payments. Web applications are now used by the majority of banks to provide customers with virtual banking services [38].

## 6. ABOUT INTERNET BANKING

The strategies used to advance labor and products on the web and through other computerized assets are alluded to as "web promoting" [39]. Website content and design, for example, are examples of web-based platforms, devices, and content delivery frameworks.

- Marketing via email.
- The internet.
- The blog.
- Podcasting and video.
- Ads on the web.
- Paid advertisements and sponsorships.

### 6.1 How Internet Marketing Works

Internet marketing reaches customers in a variety of online locations by utilizing the online activity of customers [40], budget, and other factors will all play a role in the types of internet marketing a company employs.

#### Website Content and Design:

A business website allows customers to:

- Look for your company online.
- Find out where your company is located or how to reach it [40].
- Learn about your goods or services [41].
- Subscribe to your email list [42].
- Request additional details [43].
- Purchase things.

Sites frequently use website improvement (Web optimization) to guarantee that their substance will rank high on web search tools and be simple for clients to find [44].

## 7. TOOLS FOR INTERNET MARKETING AND E-COMMERCE

7.1 **Publicity:** The term "publicity" refers to "the process of communicating the most compelling selling message possible to the most qualified prospects at the lowest feasible expense." Advertising may be defined as the process of promoting ideas, products, or services via various forms of mass media, such as newspapers, magazines, television, or radio, in return for monetary compensation from a respected sponsor [45].

7.2 **Promotion of Sales:** Marketing strategy aimed at stimulating consumer interest and desire for a product or service to drive sales. It can manifest as an advertising campaign, heightened public relations efforts, a campaign offering free samples, the distribution of gifts or trading stamps, the arrangement of demonstrations or exhibitions, the organization of competitions with attractive prizes, temporary price reductions, door-to-door sales, telemarketing, or other personalized correspondence [46]. Sales marketing, above all other components of the promotional mix, revolves around implementing decisive measures.

7.3 **Communications:** An organization's initiatives refer to purposeful endeavours aimed at shaping public opinions of the firm and its goods via effective communication. It is an alleged responsibility to foster favourable relationships with customers, shareholders, and lawmakers [47]. Publicity is cost-effective and beneficial for your reputation, particularly when it is broadcasted during news segments, such as on nightly television newscasts. Emerging technologies such as weblogs, webcams, web affiliates, and convergence (the act of uploading photographs and videos to websites



using a phone camera) are altering the price framework.

**7.4 Direct Sales:** Sales talk refers to the verbal communication aimed at persuading prospective consumers to purchase a product. The ultimate goal of personal selling is to successfully conclude a transaction, sometimes referred to as "closing the deal," even if the original aim is to establish a positive relationship with the prospective customer. Personal selling, as defined by the American Marketing Association, refers to the process of persuading potential customers to purchase a product or service and to respond favourably to a concept that is significant for the seller's company. In addition to what has been described before, another instrument that is emerging in the current business environment is known as Internet marketing. Display advertising is a kind of internet marketing that communicates its message using various visual elements such as photographs, videos, text, logos, and other graphics. Display marketers often focus on clients that possess certain qualities.

**7.5 Advertising via web banners:** Visual advertisements that are displayed on a web page are known as web banners. Rich media banner advertisements with music and video can be created with the help of Java applets, HTML5, Adobe Flash, and other technologies. Frame advertising, also known as conventional banners, was the first type of online banner [47]. Standard promoting" frequently alludes to ordinary casing advertisements. Frame advertisements are added to websites by reserving page space. Under the visitor's original browser window, this kind of advertisement appears [48]. A floating ad is advertising that appears above a website's content. As depicted in Fig. 1, a floating advertisement may vanish after a predetermined period.



Figure 7: Sample approach by HDFC bank for Internet Marketing [49].

**7.6 Extending the ad:** A rich media frame ad known as an expanding ad is one that changes in size as a user interacts with it. Expanding advertisements enables advertisers to say more in a limited ad space. Ad that appears either before a user can access the requested content or while the content is loading. A type of disruption is an interstitial [49].

**7.7 Text-based advertising:** Hyperlinks can be found in text advertising. They can be displayed separately from the page's main text or integrated by linking particular words or phrases to advertising websites.

Text messages can be sent via SMS or email. The improvement of a website's position in SERPs is the objective of search engine marketing. Paid and organic results are provided by search engines based on a user's query. Notices are habitually recognized from natural results utilizing visual signs. An advertiser's endeavours to enhance a website's position for relevant keywords [50].

**7.8 Optimization for Search Engines (SEO):** SEO endeavours to enhance a website's organic search ranks by optimizing its content to align with relevant search phrases. Promoters should continually adjust to changing web crawler calculations that rebuff bad quality destinations that endeavor to control their outcomes. SEO is offered by many suppliers. Sponsored search: With sponsored search, advertisers can appear in sponsored search results for particular keywords. Publicists bid on watchwords progressively barter [50].





## 8. SWOT ANALYSIS

A SWOT examination is a fundamental part of any showcasing plan, it assists organizations with pondering their inward capacities, and the outside powers that influence them. A basic improvement device for organizations need to use their assets and further develop their most fragile abilities [51].

A framework known as a SWOT analysis is used by marketing teams in order to ascertain internal advantages and disadvantages of their firm, in addition to the external elements that may be impacting its operations [52].

### 8.1 Strengths:

- A well-known brand [53]
- A wide range of skills, including copywriting, SEO, and strategy [53].
- A wide range of social media followers.

### 8.2 Weakness:

- Limited skill availability [53]
- Limited resources [54]
- A lack of adaptability or reluctance to change as a result of legacy systems and collateral

### 8.3 Opportunities:

- A favourable relationship with a publicity source and a market void [54]
  - Access to a new technology or marketing tool.

### 8.4 Threats:

- A new competitor has entered the market
- A new regulation has an impact on marketing practices [54]
- The rate of employee turnover is rising.

## 9. FINDINGS

### 9.1 SOURCE OF AWARENESS

Unnecessary rivalry, globalization, moving purchaser requests, and mechanical progressions all push advertisers to use many channels to focus on their TA. Outdoor (hoardings, banners, neon signs), electronic (TV commercials, radio advertisements, mobile marketing, and internet advertising), print (newspapers and magazines), and point of purchase (POS) advertising Purchasers frequently rely upon various hotspots for item data [55]. Marketers may be able to reach customers wherever they are by utilizing IMC.

	Frequency	Percent
More Susceptible	33	16.5
More scope for fraudulent activities	52	26.0
Lack demonstration	40	20.0
Privacy Issue	42	21.0
Often interrupting	33	16.5
Total	200	100.0

**Table 3: Loopholes in Online Marketing [55].**

From Table 1 it's shown that 16.5 percent of respondents believe internet marketing is riskier than traditional marketing. Online marketing, according to 26% of respondents, is riskier due to fraud. Online marketing lacks demonstrations, according to 20% of respondents. Online marketing, according to 21% of respondents, is risky due to potential privacy concerns. Online marketing is unsafe to 16.5 percent of respondents.



## 10. RECOMMENDATIONS

- Companies should use a variety of media to reach their target demographic. Companies must develop an efficient Integrated Marketing Communication strategy that combines different methods to capture maximum prospects [56].
- Small or large businesses should take advantage of this opportunity to advertise online. Online marketing includes online, e-commerce, and social media marketing.
- Businesses may spend more on online media than on traditional methods because consumers prefer Internet marketing to traditional marketing.

## 11. CONCLUSION

The research shows that customers use many media to learn about brands. It implies they combine information from many sources to make a purchase. Along with conventional sources, they primarily depend on Internet advertising. It saves time for consumers by enabling them to make a purchasing choice fast. The research also shows that individuals are becoming more aware of the internet. They know how useful the internet is for social networking, shopping online, and sharing media (photos, music, and videos). Their propensity to use the internet has gone up as a result of its effectiveness.

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