

The Impact of Internet Marketing in E-Commerce: A Case 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: Case Study

Keywords: Internet Marketing, eCommerce, Online behavior, 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" (Desai, V. (2019 [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 (Saura, J. R. (2021). [2]). No other innovation has had such a profound impact on human society, entrepreneurship, commerce, economics, political institutions, education, and global communities and countries (Purwanti, Y. (2021). [3]). The internet is aptly described as the highway that has dissolved national and social boundaries, elevating human civilization to a new level.

Think about our ways of life now. There is no aspect of our lives that is disconnected from the internet in some way. The internet has managed to become the mainstream facilitator for everyone, from dating or finding a life partner to banking, insurance, and other payments, dining out, and online shopping (de Ruyter, K., et.al. [4]). Millions of people now utilise the internet for a variety of reasons. These people utilise the internet for everything from searching to discussing, trading, and selling (El Junusi, R. (2020). [5]). The internet's range of activities and options is growing. With millions of users actively seeking goods, information, and services, companies have a tremendous potential to capitalise on the internet's commercial possibility (Alghizzawi, M. (2019). [6]). Technology has allowed companies to sell to the

enormous population and market that is now available through the internet (Darma, G. S., & Noviana, I. P. T. (2020). [7]). For example, online banking, mobile banking, debit/credit cards, ATMs, online trading, and other commercial activities have all developed and occurred due to technical advancements in communication, software, and hardware. We've come a long way from utilising a desktop, model, and a phone connection to today's Wi-Fi technology that allows us to purchase and sell with a single click. Aside from EDI, Business Processes and ERP have allowed companies to 'Go Online' with their business models (Tien, N. et.al [8]). No company today, whether B2B or B2C, can ignore the enormous 'Online Market' that exists on the internet. It was inevitable. Virtual marketplaces have actually supplanted physical markets. As a result, E-Commerce has reshaped the concept of 'Market' (Vieira, V. A., (2019) [9]). Online business has fundamentally had an impact on how organizations are finished by permitting traders to get to worldwide commercial centers and clients. Any "Commerce" (Christina, I. D., (2019). [10]). To master the new laws of online marketing, which are vastly different from conventional marketing, selling, distribution, and advertising strategies, marketing managers must return to school (Warokka, A., (2020) [11]). The foundations of one's new knowledge are what one learns about the Internet, e-commerce, technology, online marketing, the e-customer, and how to identify, cultivate, and connect with the e-customer.

2. OBJECTIVES OF THE STUDY :

The following are the study's goals:

- (1) To gain an appreciation for the critical nature of internet marketing communication.
- (2) To get an understanding of the value of online advertising in today's shifting market environment.
- (3) 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 information and data used in the analysis come from many different places. Electric vehicles are one of the resources. Textbooks for standard reference on Tata Motors, numerous articles about cloud storage, websites, and literature reviews

Database searches:

The following are a few examples of online and World Wide Web resources that are frequently consulted for information and are repositories of various conference publications and journals with peer review:

- IEEE Explore
- Google Scholar

4. REVIEW OF RELATED WORKS :

Since E-commerce have become too common, the term "Marketing" has become a buzzword in the Ecommerce industry, indicating that investors are investing in E-commerce energy sources [6].The key results of a systematic literature search using the Google Scholar database for papers published between 2017 and 2022 with the keywords "E-Commerce," "Marketing," and "Internet Marketing" are listed 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	E-commerce sales will be significantly impacted by marketers' efforts to generate	Geng et al., (2020). [13]

		effects on e-commerce marketing.	content and their interactions with customers.	
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 analysis and findings focused on the geographic distribution of @Samsung Mobile followers, the brand's market outreach, and the connection between the increase in followers and quarterly sales.	Singh & Singh, (2018). [19]
9	Internet marketing	Internet marketing & 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 increase digital marketing engagement, marketers must concentrate on relationship-based interactions with their clients.	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 (Pradhan, P., (2018). [22]). Books, music, plane tickets, and financial services like stock investing and online banking are among the items that can be purchased through e-commerce transactions. As a result, it is thought to be a very 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 (Langan, R., (2019) [23])

Year	Development Stage
1969	Dr. John R. Goltz and Jeffrey Wilkins go through a dial association with send off CompuServe, the main huge online business organization. At this time, eCommerce was first introduced.
1979	Michael Aldrich, also known as the founder or inventor of eCommerce, invented electronic shopping. A modified television was connected to a computer that processed transactions via telephone. This was done to guarantee the safety of data transmission.
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	The online business reached new heights when Charles M. Stack launched Book Stacks Unlimited as an online bookstore in the 1990s. At the time, it was one of the first websites to offer online shopping.
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 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 AdWords.
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 (Omar, A. M., & Atteya, N. (2020). [24]). The main difference is that they don't have to get up from their couch to do it, and your customer base doesn't have to be in a certain area.

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 (Tien, N. H., (2020) [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 (Tien, N. H., (2020). [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 (Santoso, S., (2019). [26]).

5.3 Types of e-commerce business models:

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

○ **Business - to - Business (B2B):**

According to the B2B model, a website sells its products to an intermediary buyer, who then sells them to the final customer (Jallouli, R., & Kaabi, S. (2022). [27]). For instance, a wholesaler might place an order on a company's website and, once the shipment arrives, sell the finished product to the final customer who comes to one of the company's retail locations to buy it (Novitasari, D. (2022). [28]).

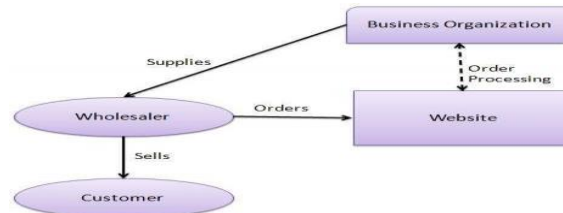


Fig. 1: Business - to - Business (B2B) (Novitasari, D. (2022). [28]).

○ **Business - to - Consumer (B2C):**

A website can sell its products directly to customers under the B2C business model. Customers can view the items on the website. A product can be chosen by the customer and ordered. After that, the website will send an email notification to the business, and the business will deliver the item or items to the customer (Ashlihah, A., & Ramadhani, M. S. D. (2021). [29]).

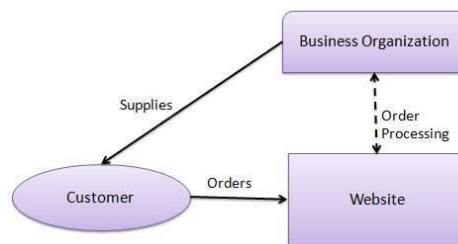


Fig. 2: Business - to - Consumer (B2C) (Ashlihah, A. et.al (2021). [29]).

○ **Consumer - to - Consumer (C2C):**

A website based on the C2C business model allows customers to sell their motorcycles, cars, and other assets. or, alternatively, rent a room by posting their information on the website. The website may or may not charge the customer for its services [30]. Another customer might decide to buy the product of the first customer by looking at the post or advertisement on the website.

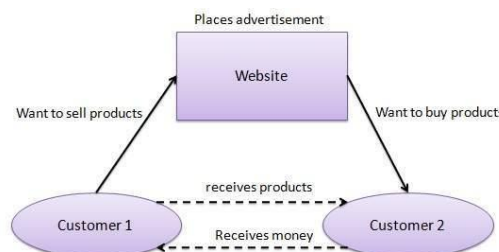


Fig. 3: Consumer - to - Consumer (C2C) (Liu, S. et al. [30]).

○ **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].

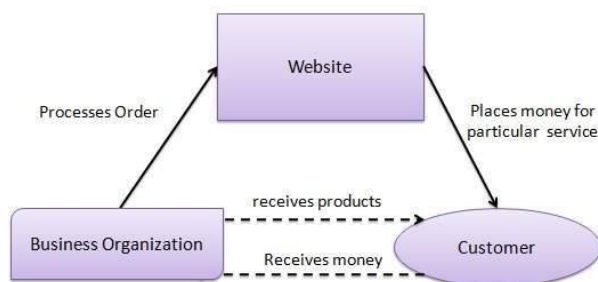


Fig. 4: Consumer - to - Business (C2B) (Liu, S. et al. [30]).

○ **Business - to - Government (B2G):**

The B2G model is a version of the B2B model. These websites are used by governments to conduct business and share information with various businesses[31]. Because they are accredited by the government, businesses can use these websites to submit government application forms.

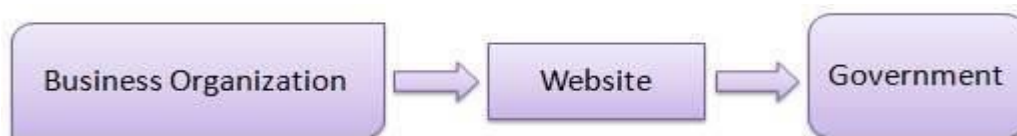


Fig. 5: Business - to - Government (B2G) (Sneh, M. S. (2018). [31])

○ **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 (Frederick, D. P. et.al. (2022) [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.



Fig. 6: Government - to - Business (G2B) (Frederick, D. P. et al. (2022). [32]).

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 (Srivatsa Maddodi, & Krishna Prasad, K. (2019). [33]).
- **Accounting:** E-commerce and finance are increasingly intertwined. E-commerce is used extensively by banks and stock exchanges in their operations. Through online banking, you can get balance checks, pay bills, transfer money, and more services (Srivatsa Maddodi, & Krishna Prasad, K. (2019). [33]).
- **Manufacturing:** E-commerce provides a platform for businesses to carry out electronic transactions in the manufacturing sector. By combining buying and selling, exchanging market conditions, and sharing information from inventory checks, groups of businesses can run their operations more smoothly (Alva, H., & Bhat, S. (2018). [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 (Alva, H., & Bhat, S. (2018). [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 like train and flight tickets, hotel rooms, tourism packages, and transportation services (Shenoy, V., & Aithal, P. S. (2017). [35]). People's travels are made easier and more comfortable as a result of the fact that they can set everything at their fingertips (Raval, Z. et al. 2014). [36]).

- **Electronic Media:** E-books and digital periodicals are gradually taking the place of traditional printed publications. Among its many advantages are its portability, light weight, 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 (Sigala, M. (2003). [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 (Kaynama, S. A. et al. (2000). [38]).

6. ABOUT INTERNET BANKING :

The strategies used to advance labour and products on the web and through other computerized assets are alluded to as "web promoting" (Grubor, A., (2018) [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 (Corley, J. K. et al. (2013). [40]).
- Learn about your goods or services (Watson, R. T. et al. (2000). [41]).
- Subscribe to your email list (Wang, H., et al (1998). [42]).
- Request additional details (Kiang, M. Y et al. (2001). [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 (Prasad, V. K., et al. (2001 [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." Any form of paid presentation and promotion of ideas, goods, or services by a well-known sponsor through mass media, such as newspapers, magazines, television, or radio, is considered advertising (Morris, C. A., et.al. (2003) [45]).

7.2 Promotion of Sales:

Action that increases demand for a product or service in order to boost sales. It may take the form of an advertisement campaign, increased public relations activity, a free sample campaign, the distribution of free gifts or trading stamps, the organization of demonstrations or exhibitions, the organization of competitions with appealing prizes, temporary price reductions, door-to-door calling, telemarketing, or other personal letters (Hamill, J., et.al. (1997) [46]). More than any other part of the promotional mix,

sales marketing is about taking action.

7.3 Communications:

An organization's initiatives are deliberate efforts to influence public perceptions of the company and its products through communication. It is a correspondence capability accused of the obligation of encouraging positive associations with clients, investors, and legislators [47]. Publicity is cheap and good for your reputation, especially when it airs in between news stories, like on evening TV newscasts. New technologies like weblogs, web cams, web affiliates, and convergence (photos and videos uploaded to websites using a phone camera) are changing the pricing structure.

7.4 Direct Sales:

Is the spoken communication intended to sell a product to potential customers. Personal selling will always end with an effort to "close the deal," despite the fact that the initial objective may be to build rapport with the potential client. The American Marketing Association defines personal selling as the process of assisting or persuading a potential customer to purchase a product or service and to favourably respond to a concept that has commercial significance for the seller. Aside from the previously mentioned, another instrument is arising in the ongoing business sector circumstance, named web promoting. Display advertising is one type of online marketing tool that conveys its message through images, videos, text, logos, and other visuals. Display marketers frequently target customers with particular characteristics.

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, were the first types of online banners (Chaffey, D. (2000). [47]). Standard promoting" frequently alludes to ordinary casing advertisements. Frame advertisements are added to websites by reserving page space. an advertisement that appears above or below the first browser window of a website visitor. Under the visitor's original browser window, this kind of advertisement appears (Bianchi, C., et al. [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 of time.



Fig. 7: Sample approach by HDFC bank for Internet Marketing
(Mehdipour, H., et al. (2021). [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 enable 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 ((Mehdipour, H., et al. (2021). [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 search engine results pages (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. All of an advertiser's efforts to raise a website's ranking for relevant keywords (Mathews, S., et al. (2016). [50]).

7.8 Optimization for Search Engines (SEO):

By making a website's content more relevant to search terms, SEO aims to raise the website's organic search rankings. Promoters should continually adjust to changing web crawler calculations that rebuff bad quality destinations that endeavour 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 (Mathews, S., et al. (2016). [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 (Aithal, P. S. (2016). [51]). Marketing teams use a framework called a SWOT analysis to determine their organization's internal strengths and weaknesses as well as the external factors that may be influencing its operations (Yadav, K., et al. (2014). [52]).

8.1 Strengths:

- A well-known brand (Satghare, H., et al. (2018). [53])
- A wide range of skills, including copywriting, SEO, and strategy ((Satghare, H., et al. (2018). [53]).
- A wide range of social media followers.

8.2 Weakness:

- Limited skill availability ((Satghare, H., et al. (2018). [53])
- Limited resources (Hosseini, F., et al. (2019). [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 (Hosseini, F., et al. (2019). [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 (Hosseini, F., et al. (2019). [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 (Rahardja, U. (2022). [55]). Marketers may be able to reach customers wherever they are by utilizing IMC.

Table 3: Loopholes in Online Marketing (Rahardja, U. (2022). [55]).

	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

From the Table 3 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 (Heang, J. F., et.al. (2015)[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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