Internet: Development of E-Commerce Effectiveness and Challenges

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Abstract— Now a day's e-marketing is one of the most emerging technologies in IT and ECommerce sector. Internet marketing is a new philosophy and interesting topic especially for researchers in the marketing field. In modern business practice which involved marketing of goods, services and information with using internet and other electronic means. It is a new way of marketing a product/service globally to the targeted market around the world. Internet marketing has become the commercial tool of marketing product and service. This paper introduces a new approach concerning Internet marketing in electronic commerce; showing how advertisers need this innovation to be successful. E-marketing does not consists only use to promote marketing over internet but also helps in marketing through e-mail and wireless media. This paper discussed about the top motivator factors of shopping online. The present development would be a valuable for researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. This paper is secondary research regarding how E-commerce gradually forms part of our daily lives. It concerns different aspect of advertising in terms of electronic commerce. The principal goal of this article is only understanding the effect of the Internet on various showcasing regions, for example, item improvement and administration arrangement, advancement, valuing and conveyance channels

Index Terms— E-commerce, E-marketing, Promotion, Online Marketing, Advertisements

I. INTRODUCTION

Technology plays a vital role in improving quality of the services provided by business; one of the technologies which really brought information revolution in society is internet technology. In this paper we introduce the marketing concept and then consider its relationship to more recent concepts such as internet marketing, e-commerce and e-business. Marketing is an activity, set of institutions and process for creating, communicating, delivering and exchanging of the product. It involves all activities which associate with buying and selling of product or service. Even before the Internet there were many different ways to advertise, in different media such as radio, TV, newspapers, magazines, telemarketing and pamphlets. For promoting the product, the marketer should provide information to user about its product. The information can be verbal and non-verbal. When the Internet arose, it has become commercial tool for promoting the product; a number of search options became available. Companies had the option to advertise themselves on a larger scale. Internet marketing (IM) is also known as digital marketing, web marketing, online marketing, or e-marketing. As the name suggest, it is the advertising of products or services over the Internet. However, it also implies marketing through the wireless media and through e-mail. Electronic customer relationship management (ECRM) systems are also categorized under Internet marketing. IM can be creative, as well as, technical through its design, development, advertising, and sales over the Internet. It facilitates new types of information-based process for reaching and interacting with customers like online advertising, online order talking and online customer service etc. Internet marketing is a costeffective tool where customization becomes very easy and affordable along with very less marketing efforts. Businesses are increasingly using the internet for commercial activities it is a effective mode of communication between businesses and customers. Internet banking is a growing mainly because more and more people use the internet every day. The most popular uses of the Internet are searching through data and information, and the purchasing of products and services. In light of these, it is understandable why many companies advertise their products and services online. In addition, advertisers can quickly benefit from changing advertising scripts, from the possibility of better segmenting their market, and from relatively low costs. Due to Internet advertising's proliferation, it is important to examine the factors that affect its effectiveness. Internet is the world's most powerful

media advertising for two main reasons: First, almost every home has continuous access to the Internet. Second, the Internet has a daily audience that is greater than the sum of the entire historical audience of traditional media. The possibility of reaching a predefined target audience leverages the brand, induces the effectiveness of the website's sales, and conduces the transfer of information to consumers. Internet advertising helps to market products and services through interactive and colourful catalogues and provides audience with current and available information. It also allows them to make both local and international purchases. Today, there are numerous websites designed to promote sales and to maintain relationships with customers. As opposed to other media tools, a company website can provide more comprehensive information on the product line and can turn directly to the target audience. With this information, the target audience can make the purchasing decision more efficiently. In the present business scenario change has become inevitable. The new world order demands the set of business practices which are innovative, flexible and adaptable. The function of marketing is to be changed view of the ever-growing competition. Marketers and advertisers have to make them aware and informed themselves about the latest happening and developments in the market. In this age of stiff competition and changing social trends the marketers are forced to keep a close eye on customers. It is not possible for companies to compete only by offering product differential. The concept of product differentiation is losing its relevance. Innovation in product developments is bringing plenty of products and services in market. It is becoming difficult for marketing organizations to achieve sustainable competitive advantage. The products and services are becoming obsolete and outdated in a very short span of time.

II. LITERATURE REVIEW

With the increased adoption of ad fission of the internet, world wide web is becoming gradually a standard advertisement platform. The web is offering business advertisements world with rich media tool, interactive series and global reach. Dr Surender Kumar Gupta, Though the online activities has increased over the period of past five years, netizens find e- shopping more convenient and time saving but there is a space for improvement of delivery services and advertising the web products and services for long term success concluded Yuping Liu, Ph. D. In contrast to this, the other school of thought believes that web advertising creates negative and positive perceptions among the consumers. They perceive web advertising as portraying too much of sex and on the other hand as strong source of information and is a good thing to look at Norzalita Abd Aziz, Ahmad Azmi M. Ariffin. It is interesting to study that where so much of research has been conducted regarding future of online advertising and the consumer behaviour towards it, less focused has been given to internet advertisements and their layouts that are carried on the homepages of different websites Though people enjoy looking at internet advertisements, its formativeness and utility for making behavioural purchasing decisions also plays a key role Ann. E. Schlosser, Sharon Shavit & Alaina. According to one of the research conducted on internet advertisements, it was concluded that voluntary and exposure ad formats like banner and text ads are more likely to be cognitively avoided since it is an automatic sub conscious process that occurs in parallel with browsing activity and does not require any behavioural action by consumer. Another research by Xavier Dreze & Francis Xavier Husherr also supported the above research by concluding people actually avoid looking at banner ads during online activities. Intrusive ad formats like Pop ups that interrupt browsing activity and demands immediate response are more likely to be physically avoided by closing them Chatterjee Patrali, In another response on context to internet ads it was concluded that banner and pop up ads are both annoying and extensively intrusive in nature. Banner ads are mostly noticed due to their relevancy and location on the page and should include bright colors, interactivity, graphics, videos, logos, sizes and discounts (Kozen Kavin, 2006)In one of the research by Scott Mcloy, Andrea Everard, Dennis Galleta, Peter Polak(2004) title „A study of the effects of online advertising: A focus on Pop up and In-line ads" it was concluded that pop up ads reduces a person's retention of both sites and ad content more severely than in-line advertainments. Another advantage is that some online advertising is less annoying than usual advertising. Television and radio commercials may interfere with the consumer and come in a non-controlled and unexpected way. One advertising is somewhat more acceptable because

surfers have the ability to control the time when, the place where and the amount of information that can be derived from the site Zheng and Yeqing. From the advertiser's point of view, everything is dynamic. The content and the details can be changed immediately and no waiting for a new edition, for instance, is required. Internet advertising is also cheaper than other media and marketers can achieve an exposure to a targeted audience at a low-cost and to locate groups of consumers who share the same interests. Interactivity of the Internet is another significant factor, in that it allows users to express their reaction to the ad by a mere click. Yoon and Klim. Kruti Shah and Alan D'Souza through a book titled "Advertising and promotions an IMC perspective", have explained the concept of advertising in context to the contemporary scenario of changing socio-cultural trends and modern day business practices. They believe in this age of stiff of competition wherein the concept of product differentiation is losing its relevance innovation and creativity in promotions and advertising will play a crucial role in the success of the marketing. Hollis Thomases in an article, "The Future of Online Marketing", had explained the growing importance of internet marketing and its future , while he had appealed the traditional businesses to give preference to the concept of internet and integrate its applications into the promotion of their products and services. In an article "commercialization of internet", S Suba Rao while discussing the commercial applications of the internet puts light on the basic conventions of web advertising and giving a comparative perspectives on Internet Advertising and General advertising highlights the salient features that make internet a unique medium of advertising such as global visibility, personalized targeting, accurate count of viewers and respondents, detailed information of online consumers, online payment, multimedia ,ease of entry, interactivity, low setup cost etc. In the research paper entitle "Remodeling Marketing Communications in an internet environment ",Jennifer Rowley had discussed the role of internet as medium for marketing communications She had highlighted the dominant features of internet that can transform the marketing of products and services. The important features of internet that influence marketing like 24*7 access, interactivity, narrow casting, worldwide availability of products, personalized marketing etc. were taken into considerations. Dr. Mrs. D. Kamalavani in a research paper entitled "Internet- An emerging Medium of Advertising" describes the emergence of Internet as a medium of Advertising while highlighting the finer aspects of Net Advertising and explained its advantages over Advertising though traditional media.. Abdul Azeem and Zia Ul Haque in a research paper entitled "Perception towards internet advertising : A Study with reference to three demographic group" had elaborated upon important factors of internet advertising like entertainment, information, credibility, economy, value and their relationships with consumers attitude.

III. OBJECTIVE OF THE RESEARCH

1. To know the salient feature of Internet as Medium of Advertising.
2. To compare Internet Advertising and Traditional Advertising
3. The impact of the internet on brand
4. Commercial sites
5. Sponsored link words

The Advertisements through traditional media do not provide detailed information about the products and services whereas Internet ads are very informative. The Internet Advertisements is a blend of Audio-Visual and Text messages .These ads play a very important role and are effective in persuading the customer to make the purchase decisions. Advertisement through traditional media is basically a one way communication while internet ad has a feature of interactivity allowing customer to interact with marketers thereby giving answer to the questions raised by the customers. The Internet Ads can be viewed from anywhere in the world and at any point of time (24/7). The Internet ads help customer in seeking information about International Products and Services. Moreover the Advertising in raditional media is inherently a one way communication. Whereas Internet ads have the advantage of two way communication and allows the prospective customer to interact with the marketers before making the buying decisions. An important feature of Internet ad is that it promotes the concept of selective selling by exhibiting the different categories of products by matching their expectations of price range, features, design, genders based models etc. Internet Marketing

helps marketers to be better informed about the minutest details of customer"s needs, wants, preferences, values, interests, likes, dislikes, personalities, lifestyles and other demographic details. Thus, enables the customers to make very informed and rational decisions. In the present business scenario customers are becoming concerned about their privacy issues. People are bombarded with sales calls, Ad clutter, client emails and personal email. Usually the customers ignore such types of unsolicited marketing communications. They also have the apprehensions regarding the misuse of their personal information. So the prevailing trend is to obtain the permission from the recipient before sending marketing communications to them. It is widely done by way of E-mail Marketing. "The modern day consumer has also become more demanding – who wants customized, interactive and permission based communication, rather than mass scale advertising or generalized sales promotion offers". 1 The fiercely competitive business atmosphere force organizations to keep a check on the marketing activities. Marketers have to be sensitive about the performance related to market share, advertising expenditure, and the response elicited by advertising and direct marketing. All these issues fall in to the domain of an Accountable Marketing. These issues are taken into consideration through utilities like tracking records of visits to websites, website conversion, data analytics; social media metric etc. The traditional advertising focuses on one way communication .Marketing communications are communicated in the form of direct mail, brochures, and advertisements. With no or little scope for customer feedback or Interaction. The effectiveness of the traditional ads is difficult to measure. The traditional media lacks the ways and means of knowing exactly the effect of Ad on the customer. The Internet and its associative technologies allow marketers to effectively measure the responses of customers towards an advertisement in a very short span of time. The internet ads are costeffective and highly flexible compared to traditional advertising methods. It can reach to a wider audience and can be accessed for a longer period of time. It helps marketers to modify the Ad content and change the marketing strategy in relation to the need, wants and preferences of customers. An individual will remain fully involved while borrowing the internet. He gets into a cognitive state of mind and develops a flow experience. The level of concentration of online users is higher and does not get irrelevant erceptions. The customer while browsing is free from distractions and gets into state of mind which is perfectly open, uncultured and receptive The consumers can quickly receive any communication. Internet advertising can easily occupy the space in the mind of customer. The flow experience during online browsing holds captive audience who are highly receptive of the Internet ads. "The fun in one"s flow experience significantly affects the person"s attitude and intention regarding making online purchases."The present day customers are more conscious about the natural environment and like to prefer business organizations which follow environmentally and ecological friendly practices. A socially responsible an progressive organization will never indulge in activities that are harmful to the natural surroundings. The disappointing feature of traditional advertising with special reference to print advertising wood is used by cutting down the trees. The outdoor advertisements spoil the natural look and serenity .It is very common to see posters and hoardings in the city and its outskirts on the highways. Eco friendly ways and mean of is becoming the part of business culture. Whereas the Internet advertising does not have any ill effect on the environment.

Ronald and Barbara (2002) examine the stands of consumers toward Internet advertisements by discerning their attitude towards the website where the ad is published. Their results show the following: there is a positive relation between the consumer's stand towards the website and their relation towards the ad. They also showed that the consumers' stands toward the site are primarily driven by the site's content and the way in which that content is organized. This was a rather novel approach, as most studies seek to discover demographic variables and purchasing patterns. The effects of the design of the site were further examined by Luk, Chan, and Li (2002). They found that there is an inverse relation between the amount of pictures and links used on the site and the effectiveness of the ads. The rationale lies with the fact that when a website is inundated with large amounts of images and links, there is a mass exiting of users from the site, confused by the plethora of expendable information.

A commercial site is a website used by companies or economic entities to transmit information about

products or services that they are marketing. There is disagreement among marketers whether commercial websites should be considered as advertising, but in recent years there has been a growing consensus that they should. A study conducted by Singh and Dalal (1999) showed that the homepage of commercial sites portrays the same basic features (to inform and to persuade) as do other media network and should therefore legitimately be considered advertising proper.

Studies have found that at least half of Internet surfers use search engines. As a result, an increasing number of advertisers use keywords to ascertain that their messages are brought to the first places in the search results. When the potential customer insert a specific keyword to the engine search (Google, Yahoo, etc.), the engine scans the entire customer base that pays for those words and provides a list of related sites. Results generally appear at the top or at the side of the search engine and are called sponsored links Overture (2003).

IV. RESEARCH METHODOLOGY

Data coverage:
Data encompasses enterprises (B2B). Figures are based on digital advertising spending and exclude agency commissions, rebates, production costs, and taxes. The market covers search advertising, banner advertising, video advertising, classifieds, and social media advertising.

Modelling approach:
Market sizes are determined by a combined top-down and bottom-up approach, based on a specific rationale for each market market. As a basis for evaluating markets, we use annual financial reports of the market-leading companies and industry associations, third-party reports, and survey results from our primary research (e.g., Statista Global Consumer Survey). Next, we use relevant key market indicators and data from country-specific associations, such as GDP, internet users, and digital consumer spending. This data helps us estimate the market size for each country individually.

Forecasts:
In our forecasts, we apply diverse forecasting techniques. The selection of forecasting techniques is based on the behavior of the particular market. For example, the S-curve function is well suited to forecast digital products due to the non-linear growth of technology adoption, whereas exponential trend smoothing (ETS) is more suited for projecting steady growth in traditional advertising markets

V. DIGITAL ADVERTISING WORLDWIDE

Worldwide
Digital advertising has become one of the most indispensable marketing tools worldwide. Thanks to rising internet penetration rates and the ever-increasing demand for online content, especially during the pandemic, global digital advertising spending was forecast to reach an all-time high of 681 billion U.S. dollars in 2023. This figure is even more impressive, considering it accounts for nearly 70 percent of total global ad investments. But even though this new and dynamic form of advertising has experienced a considerable upswing in many parts of the world, the digital ad space is becoming more consolidated and competitive every year.
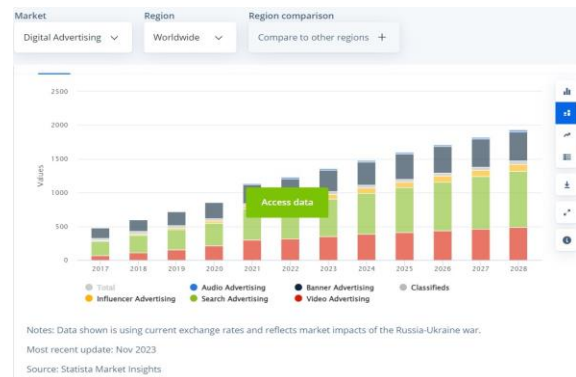

Figure: -1Internet Advertising spending worldwide from 2015 to 2028

VI. DIGITAL ADVERTISING IN INDIA

India
While advertising in India is already a billion-dollar-industry, the digital advertising segment under its umbrella has emerged as one of the fastest growing in the world. Having surpassed the two dominating traditional media, that is television and print, digital accounted for nearly half of the overall revenue earned within the Indian ad market. Given India's vast digital

population and rapidly expanding digital media market, this was a development was inevitable.

Figure: -2. Internet Advertising spending in India from 2015 to 2028

VII. BUSSINESS DEVLOPMENT THROUGH INTERNET

The concept of viral marketing or viral advertising is growing as an innovative trend in Internet advertising. It is a novel activity of marketing where in the customer shares the responsibility of sales agents and promotes the products or services. It is also referred as network-enhanced word of the mouth. In essence, viral marketing describes any marketing strategy or tactic that encourages individuals to pass on the Marketing message to others. The effective execution of Viral Marketing results in the percolation of messages like virus. In line with many online activities it is based on well researched offline business concepts. In traditional Marketing, Viral marketing is referred as „Word of mouth", „referral marketing", and „network marketing". It is based on the natural human behavior of propagating messages by referrals, recommendations, or simply propagation by attachments. The concept of Viral Marketing essentially depends on the Social Networking Sites like Twitter, Facebook, LinkedIn, Instrgarm, Orkut etc. Online Social networking has become a regular habit among the people across the world. The emergence of YouTube has brought an incredible change in the world of advertising. In advertising through traditional media, it is the advertisers" or the ad agency"s responsibility to create the advertisements

Digital marketing is the use of websites, apps, mobile devices, social media, search engines, and other digital means to promote and sell products and services.

Digital marketing involves many of the same principles as traditional marketing and is often considered an additional way for companies to approach consumers and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own set of challenges. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s. Companies once focused on marketing through print, television, and radio because that was all they had. Although those options still exist, the internet gave companies another way to reach consumers and gave rise to digital marketing. The new technologies and trends forced companies to change their marketing strategies and rethink their budgets. Email became a popular marketing tool in the early days of digital marketing. Then the focus shifted to search engines like Netscape, which allowed businesses to tag and keyword items to get themselves noticed. The development of social platforms like Facebook made it possible for companies to track user data and deliver their messages to very specific audiences.

Smartphones and other portable devices now make it easier for companies to market their products and services to consumers wherever those consumers happen to be. A 2022 Pew Research Center study found that 76% of American adults had made online purchases using their phones

Types of Digital Marketing Channels
Digital marketing channels have evolved since the 1990s and continue to do so. Here are eight of the most common channels in use today.

- Website Marketing
Companies often use their own website as the centerpiece of their digital marketing activities. The most effective websites represent the brand and its products and services in a clear and memorable way. A website today must be fast-loading, mobile-friendly, and easy to navigate.

- Pay-Per-Click Advertising

Pay-per-click (PPC) advertising enables marketers to reach audiences on news and other websites and digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, X (formerly Twitter), Pinterest, and Facebook and show their ads to people searching terms related to their products or services.

These campaigns can segment users based on their demographic characteristics (such as age or gender), or their particular interests or location. The most widely used services for PPC are Google Ads and Facebook Ads.

- Content Marketing

The goal of content marketing is to reach potential customers through the use of written, visual, or video content that interests them. That content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even pay-per-click campaigns. Content marketing attempts to be more subtle than advertising, and the product or service the sponsor is attempting to market may or may not be conspicuously highlighted.

- Email Marketing

Email marketing is still one of the most effective digital marketing channels, though many people associate it with spam and treat such messages accordingly. Many digital marketers use their other digital marketing channels to collect names for their email lists. Then, through email marketing, they try to turn those leads into customers.

- Social Media Marketing

The primary goals of a social media marketing campaign are to build brand awareness and establish trust. As you go deeper into social media marketing, you can use it to obtain leads and as a direct marketing or sales channel. Promoted posts and tweets are two examples of social media marketing.

- Affiliate Marketing

Affiliate marketing is one of the oldest forms of marketing, and the digital world has given it new life. In affiliate marketing, companies and individual "influencers" promote another company's products and get a commission every time a sale is made or a fresh lead is added to their list. Many well-known companies, including Amazon, have affiliate programs that pay out millions of dollars to affiliates that help sell their products.

- Video Marketing

A lot of internet users turn to sites like YouTube before making a buying decision, to learn how to do something, to read a review, or just to relax. Marketers can use any of several video marketing platforms, including Facebook Videos, Instagram, and TikTok, to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

- Text Messaging

Companies also use text messages (formally known as SMS, or short message service) to send information about their latest products and promotions. Nonprofit organizations and political candidates also use texting to promote themselves and solicit donations. Today many marketing campaigns make it possible for consumers to make a payment or donation via a simple text message.

CONCLUSION

The Internet brings new issues that must be considered and may require a reconsidering of the current promoting blend. The web enables organizations to mass to tweak an extensive variety of items. The Internet makes estimating and contender data quicker and more straightforward, implying that market powers likewise tend to act speedier and maybe more proficiently. The Internet presents the idea of intelligent showcasing, which has empowered promoters to cooperate specifically with clients. It enables data to be gotten to without land area imperatives and offers the likelihood of conveying messages upgraded by shading, sound and movement impacts, and also two-way cooperation's. Utilizing the Internet, makers can offer specifically to clients and give client bolster on the web. In this sense, the conventional middle people are dispensed with, or disintermediated. It is critical for an administrator to comprehend what esteem is the manner in which it made and how it could be included. The web gives numerous chances to organizations to increment monetary utility and, in this manner, consumer loyalty. Based on our study, the Internet not only brings different image to all the elements of the marketing mix but has brought a new way to approach potential

customers in a very interesting, creative and cost effective way as well. This paper deals the conceptual knowledge of internet marketing. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. Some of the disadvantages of e-Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, Higher transparency of pricing and increased price competition, and worldwide competition through globalization. Security will not be an issue anymore because software companies, banks and credit card institutions are working hand in hand to improve Internet security. Companies need to protect themselves in three area s: data integrity, confidentiality of data and authenticity by installing firewalls or routers. Customers will look for a business on the Web since there are unique opportunities for marketing a company's service, selling products and gathering information on the Net .In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. With the rapid expansion of internet, E-commerce is set to play a very important role in the 21st century, the new opportunities that will be thrown open, will be accessible to both large corporations and small companies. This is the new era of innovation; where everyone will be interacting on the Web. Live video session will be available and a prospective customer may be able to talk to a customer representative directly over the internet.

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