

Analytical Study on the Current State of Internet Marketing in a Rapidly Changing International Landscape

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Abstract: *The e-revolution has emerged as a prominent and significant movement in the business, marketing, and IT sectors in recent years. E-marketing, or internet marketing, refers to the practice of selling goods and services through the use of digital technology. Although traditional marketing methods are still in use, internet marketing provides firms with a competitive advantage by utilizing additional channels and advanced marketing mechanisms available on the internet. Given the current era of globalization, internet marketing is proving to be successful in the field of international marketing as well. E-marketing has been increasingly popular in specific countries, such as India. Web marketing is the term used in the United States to describe internet marketing. However, following 2013, digital marketing has become the prevailing word in the UK and globally. Internet marketing is proving to be highly efficient for businesses in both local and worldwide markets. Its ability to reach a vast audience, convenience, flexibility, and cost-effectiveness make it a perfect choice for all types of organizations. In recent years, there has been a rapid increase in the use of internet marketing, enabling both local and global organizations to establish unprecedented connections, share information, and cooperate with their customers. Internet marketing has created a more advanced and creative marketing environment that is filled with various problems. wonderful challenges present wonderful opportunities. This article provides a concise explanation of internet marketing, with a primary focus on the issues that arise in an ever-changing international setting. Considering potential strategies to address forthcoming obstacles; a resolution is offered.*

Keywords: E-revolution, Internet marketing, e-marketing, competitive advantage, global environment, difficulties and opportunities