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

I. INTRODUCTION

Internet marketing, also known as e-marketing, internet marketing, or digital marketing, involves the use of marketing principles and strategies through electronic media, particularly the internet. It includes a broader range of marketing components compared to traditional marketing approaches.

The advent of the e-revolution or digital revolution has opened up new opportunities for marketing on a global scale. In the United States, the term used to describe internet marketing is Web 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.

The emergence of internet marketing has been a prominent and significant trend in the business, marketing, and IT sectors in recent years. It has transformed the way businesses promote their products, and the emergence of social media presents exciting opportunities for global enterprises to engage with their clients and customers.

Facebook has around 1.13 billion users who are active on a daily basis worldwide, and 1.57 billion users who are active on a monthly basis (Facebook, 2016). Every day, there are 100 million active users on Snapchat, who collectively watch over 10 billion videos. Twitter has about 310 million active users as of 2016.

Mobile technology is a significant factor in the digital age, including social media. Cisco predicts that the number of mobile-connected devices will reach 11.6 billion by 2020, resulting in an eightfold increase in mobile traffic compared to 2015. It is anticipated that by 2020, approximately 75% of global mobile data traffic would be reached, according to Cisco's report in 2016. The advent of digital technology and its accompanying infrastructure has ushered in a new age in marketing. The significant growth in digital media has positioned the Internet as a crucial marketplace. According to the US Department of Commerce (2016), internet consumer spending in the United States exceeded $92.8 billion in the first quarter of 2016. Additionally, there has been a significant increase in internet demand for information items, such as books, magazines, and software, with growth rates ranging from 25% to 50% (Albuquerque et al., 2012; Leiflang et al., 2014).

Internet marketing provides options for expanding into new foreign markets without the need for physical infrastructure, salespeople, sales offices, or agents. In the age of globalization, internet marketing has greatly facilitated international marketing tactics by effectively eliminating distance obstacles and virtually bringing firms and their customers closer together.

II. REVIEW OF LITERATURE

A comprehensive literature review is carried out on concepts and principles related to e-marketing. Many industry experts, researchers and businessmen expressed their views on e-marketing as a powerful strategy to attract customers. Following is the opinion of various experts - The internet is no longer a special technique, as far as socio-economic class is concerned - it is more powerful than the mass media because it is a completely integral part of modern life and it is interactive. Nearly any aspect of life is not untouched by internet media.

As our life becomes busy and disorganized, when it comes to researching and buying products, it is not surprising that consumer explores on internet facility, (NS Muthukumaran, director, internet research, The Nyson Company, India). J Suresh Reddy has published articles in the Indian Journal of Marketing.

Impact of e-commerce on marketing

Marketing is one of the most dramatic business operations by emerging information technologies. Internet companies are providing new channels of communication and connectivity. It can create a more cost-effective relationship with customers in sales, marketing and customer support. Companies can use the web to provide ongoing information, services and support to manage their international customers.

It also creates positive conversations with them who can work as a foundation for long-term relationships and can encourage buying again and again. Even with cyber shopping, customers can sit comfortably in their homes and buy their belongings breaking the distance barriers. You can buy any kind of product or service from any part of the world.

Vikas Bondar has published his article on sales and marketing strategies stating that Internet is a very good thing. The internet gives more information to people as much as we need. This is the best way to compare those products that we need. If we are interested in buying, then it is best for us to check web sites and enter virtual stores.

Apart from this, if we want to create our own web page, then we can do so, without paying a lot of money. Where do we set all this information? The answer is from the ad, which we see everywhere: on TV, on the internet, in the newspapers and much more. Over the years, we get more and more new, interesting information and in the future the use of the internet will go further.

IAMAI President Dr. Subho Ray said, consumer is a major driver of e-commerce economy and we are happy that it has achieved a very good shape in India.

This is probably the only area that has, sometimes, hostile and at all other times worked under a neutral policy environment. Internet shoppers stick to shopping sites they are familiar with. Achieving internet shoppers and making them a positive shopping experience will prove beneficial for the long time in the market, muthukumaran said.

Benefits of Internet marketing in International operations:

The primary gain of e-marketing is to reduce costs and increase access. The cost of e-marketing platforms is generally lower than other marketing platforms, as face-to-face people or intermediaries / distributors (Watson et al., 2002). In

addition to this, e-marketing firms allow to reach customers who are not accessible especially across the borders. Temporary and local boundaries of existing distribution channels are cut down. E-marketing platforms increase access and reduce costs. The marketing firm can provide unlimited information to customers. Without human intervention, this is an advantage over other forms of contact because the amount of information that can be provided is very high. More importantly, information can be provided in a form that customers can easily process and understand. Second, you can make conversations by optimizing information for the e-marketing firm.

Individual customers who allow customers to design products and services; their special needs; it are a crucial consideration when the customers belong to varied culture & nationality. Finally, the e-marketing platform can allow transactions between customers and firms that generally require human contact.

Challenges posed by Internet marketing in International business:-

1. International commerce

The internet has made possible products and services available around the world to the customers and to their living room (or wherever their computer is). Excess revenue flows abroad and outside wherever this new channel is allowed and this effect can eventually have a dramatic impact on our domestic economy and International business as well. In terms of culture and traditions we have a lot with people of other countries, but there are some differences which are known as diversity in unity. Understanding this diversity is the key challenge to good international trade as well as building relationships with multi-cultured customers.

2. Challenge of Marketing integration

One of the major problems with marketing campaigns is that they use many offline and internet promotional media such as presses, brochures, catalogs, TVs, cell phones, e-mails, internet, social media etc. There is a lack of harmonious marketing structure. Each item is used separately and is completed as a separate job, not as a part of the integrated campaign for the purpose of obtaining specific and special purposes. This incongruity can be overcome in a holistic manner, which synchronizes the various traditional and internet era of marketing communications as moments of an integrated organization. Regarding the practical, internet component of an integrated marketing "What is worth to note (or reminds) is that, like offline marketing, all aspects of internet marketing are unmatched - and in many cases are mutually reliant. Thus managing Omni-channel reality is challenging in practicing e-marketing in international environment.

3. E-CRM

Companies doing international business have to make customers understand that there is a kind of match between the received services and their needs. To do so, the company can personalize its e-CRM system. It means that the required services of every customer should be presented by creating specialized and comprehensive profiles for each customer while their connection to e-CRM system. In addition, the company has to make effort to identify the ideal e-CRM system from customers' viewpoint and move from improving the present system towards what is more than customers' ideal. To do so, the company can ask some customers about their ideals or can compose a research panel and study their interests, strategies and viewpoints by selecting a sample group from various places where the target group is located in order to upgrade the level of the present e-CRM system.

4. Privacy concerns & Digital security

User security needs to be guaranteed by securing that personal information. Common standards should therefore be developed regarding privacy settings and personal data protection. Thus establishing the appropriate standards and looking after the confidentiality of user's personal information becomes challenge for new media. In an effort to understand New Zealand consumers more, Chung W. and Paynter J. (2002), based on their work, drew a conclusion that it was a must for companies to have privacy policy statements under their website to protect consumer privacy information, to make sure that their customers' information cannot be misused. Some solutions were also discussed in this study to protect customers' privacy. For the authors, solutions such as legislation, self-regulation and technical solutions had be combined together to maximize its effectiveness.

5. Lack of trust

In general, identity theft, spam, intrusion advertisements and technical glow have left many marketing distrusts. Closely related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of internet marketing growth. And it is the reason why "internet trust is

growing in importance as a topic of study and its influence on internet marketing strategies is increasing". Today despite the rapid growth of internet transactions several people still mistrust electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand prevalence of internet fraught has made customers hold negative or doubtful attitudes towards internet transactions, especially outside the countries. Marketers and IT managers are challenged with the task of changing the internet climate in order to gain retain internet consumers.

6. Impersonal Service

Electronic ways to provide customer service are used by businesses that are operating internet, such as posting and emailing information on the website to answer potential user questions. Sometimes the customers consider it to be very impersonal or uncontrolled. Companies should develop efficient checkout procedures to sell the goods through the web to solve this problem. Call handling services are also taken into consideration, so that customers can talk to real people, when they should inquire about the problems that require immediate response.

7. Unethical practices & Copyright policy

The Internet has created an unparalleled mass of unethical businesses. Copyright policy is one of the policies coming along with new media: sharing all intellectual and creative goods is one of huge advantages of the Internet. But as well as it is almost impossible to adapt offline copyrights to the internet content, there is the need to remunerate intellectual and creative work.

8. Meeting consumers' expectations

Some 15% of digital marketers surveyed said that meeting the expectations of a consumer base that's constantly connected is their number-one challenge. Consumer-generated content can travel faster than ever before, and it's also highly influential in consumer decision-making: 80% of people say they do extensive internet research before making a big purchasing decision, while nearly half — 46% — say they rely on social media to do so. It's not just about knowing what consumers want, like, or need right now — it's about anticipating trends and demands across national borders so that you can time your campaign perfectly to create a viral sensation.

9. Internet metrics

Measuring Return of Investment (ROI) in internet marketing is one of the biggest challenges of digital marketing. (Leeflang, et al., 2014) shows that it is difficult for marketing executives to understand the internet metrics and change it into actionable insights, especially when it comes to financial effects.

A key challenge in measuring the real ROI in digital is to identify key performance indicators (KPI). For example, companies and organizations use the last-click method, where sales are finalized based on medium used. That ignores the customer journey and the fact that costumers have been exposed to many factors before taking the final click, which leads to a false and fraudulent metrics.

10. Talent gap

The rapid expansion in digital media is creating a digital talent gap. (Manyika, et al., 2011, p. 11) estimate that 440,000–490,000 of analytically trained people will be needed in the USA in 2018 to analyze customer data, create digital advertisements, develop Web sites, and perform statistical analyses, however, the supply is only 300,000 of these talents. Hence there is a 50–60% gap relative to the 2018 supply. Hiring more skilled talent was necessary for organizations to effectively manage their digital marketing, while other organizations prefer outsourcing to media agencies. However, both solutions provide some disadvantages. Hiring in-house skills can be a challenge because most talents have excellent analytical skills but there is a strong knowledge and understanding in marketing, which can lead to some problems between marketing and analysis. On the other hand, completely outsourcing can be a challenge as the analytics has become a strategic asset for companies. It is even more essential to manage this talent gap while practicing e-marketing in International business as the digital marketers must be skilled enough to avoid cultural bias and consider true the characteristics of target audience while formulating the content & style of e-campaigns.

III. CONCLUSION

This paper deliberated the major challenges in the ever-expanding area of e- marketing. Poorly created and executed programs create mistrust amongst clients and marketers. Spam, identity theft, meddling advertising, technical snags, not keeping terms with contract / agreements, gap between ordered products and actual deliveries have created profound

mistrust in International e- marketing. We have entered a new era in which digital media and channels are rapidly becoming ubiquitous. Based on our study, ten major challenges of International e-marketing have been identified.

Despite of global reach, speed, and information, which can be derived from e-marketing; there are several important disadvantages for this kind of marketing which businesses should have in mind. The technology driven approach of e-marketing makes some businesses vulnerable and highly dependent on technology. This makes dissatisfied consumers more powerful. There may be huge possibility of poor review before hand, with the ability to destabilize some e-marketing campaign and operations. However, despite these problems, it is advisable to conclude that e-marketing on the whole can result positive development for the businesses and in spite of some hazards, the impact on businesses can be quite positive. Well-drafted internet marketing strategies can convert the above-mentioned challenges into opportunities and can be proved prolific for the businesses operating in an evolving international environment.

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