



The Effect of the Internet on Enhancing Marketing among Business Organizations

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Abstract

The profitability of business organizations greatly relies on utilizing the Internet for marketing purposes. Through careful and knowledgeable use of the Internet, organizations can improve various aspects of their operations, mainly marketing. This study examines the Internet's specific impact on business organizations' marketing strategies. This study aims to enhance our understanding of how Internet usage impacts effective Internet management and its potential to boost marketing efforts for businesses in achieving their goals. The study highlights the advantages of using the Internet in business, differentiating organizations that utilize it from those that do not.

Additionally, it emphasizes how the Internet can make long-term tasks more manageable and less time-consuming. Using the Internet can take you to levels that may have once been just a fantasy since the beginning of your business. In this paper, we have used the relevant literature mainly about the effects of using the Internet for a business organization, such as gaining more customers, increasing profits, reaching an infinite limit, and finally succeeding. Marketing, Internet, business organization, customer, attract customer.

Keywords: *marketing, internet, business organization, customer, attract customer*

INTRODUCTION

Businesses strive for success and take all necessary steps to achieve it. Failing can often lead to the downfall of an organization. Sometimes, businesses must pay more attention to simple techniques that can produce practical results. Paying attention to these techniques can prevent failure and promote success.

Many business failures can be attributed to ignoring standard practices. In today's world, the Internet is the most significant and influential force for change, impacting businesses of all sizes. Companies must utilize the Internet to avoid the risk of failure. Just like Ravi Dindayal, BDC's Director of Internet Consulting, says, the truth is that all businesses will be lost and miss out on a massive opportunity if they ignore the Internet. He adds that for customers who want to find and acquire products and services, the first thing they do is go online and search for them. (blueskynet, 2016) Internet collaborations affect not only large businesses but also small and medium businesses that are given an excellent chance to promote their products internationally and their ability to compete and survive in the market. (Dholekia and Kshetri, 2004). Internet should be viewed as part of the firm's long-term marketing strategy, and it should be integrated with all other means of formulating and implementing strategies that conform to the principles of a sound business strategy. (Noel & Hulbert, 2001).

We must acknowledge that in today's world, most modern businesses need to use the Internet to operate, advertise, or communicate with their customers (Migrator, 2018). The Internet has other benefits, such as "cost-cutting, competitive advantage getting, communication

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improvement, acquisition of new opportunities, streamlining business processes, and customer care improvement" (Beata & Pavel, 2009). Furthermore, Digital Equipment is beginning to use the Internet to link remote sites, business partners, and customers for collaborative development, software support and distribution, and communications (Paul, 1996). The Internet also facilitates and expands sales potential because it is a new place to sell products (OECD, 2001).

Through Internet companies, we will enjoy "easier access to information, decreasing the cost of economic interactions and improving relationships with customers" by participating in adaptive Internet marketing strategies (Alexandre, Duarte, & Pais, 2010). The Internet has created opportunities and challenges for existing businesses and start-ups with direct customer relationships. Regarding the supply chain, some intermediaries have emerged, while others have been replaced. New business models have emerged that showed organizations how to use technology to achieve a competitive advantage and a more significant income (GAY & ESEN, 2009).

Companies can benefit from being connected to the Internet as it allows them to research faster, create websites to promote their products, monitor consumer behavior, and conduct video conferencing. However, implementing advanced computer technology for the Internet can be complex, expensive, and time-consuming for companies. Nevertheless, it is shifting business processes from physical to digital reality (Shaqiri, 2015). As (Molenaar, 2013) using IT and the Internet within the scope of marketing impacts building new business models. In Molenaar's model, the application of the Internet in marketing communication constitutes a complex approach to marketing orientation.

Overall, my lack of time has always encouraged me to find an easier way to shop and get the goods and services I want, I noticed that the online world has grown and made it easier for me to find everything I need regardless of where it is. I want to establish in this paper how the Internet affects marketing efforts in business organizations, by using the Internet businesses can expand their reach and improve their marketing strategies, today, the Internet plays an important role in the management of organizations. It works as a tool to achieve success and achieve organizational goals. Without the Internet, running an organization is like constructing a building without a strong foundation - it is bound to fail. Unfortunately, some of the unique businesses cannot take advantage of all the things that the Internet offers and we hope to help fill the gap.

METHODOLOGY

This research employs a qualitative approach that draws on current literature. It involves a comprehensive review of journals, trade publications, textbooks, websites, interviews with industry experts, and related reports. I also used several keywords during my searches to find relevant topics. Through marketing keywords. I was able to get all the information about marketing, history, emergence, and importance for businesses what is a business and also got complete information about a business organization and what makes it grow through customer keywords and customer attractive, I found that their presence is very important for business organizations and business organizations must facilitate them. The study reveals compelling evidence that the Internet is critical in boosting businesses' marketing efforts and driving positive results. Establishing a solid online presence from the beginning is crucial for any business. Being aware of its importance helps the business to attain its objectives. After analyzing previous literature, we have emphasized the significance of the Internet's impact on a business, which experts and experienced business owners support. Our study has compiled citations that identify and support unique trends, resulting in a final document of 11 pages.

FINDINGS AND DISCUSSION

The Internet is a global communication system that allows information exchange and

connecting thousands of individuals (gov, 2020). Significant changes have occurred in recent years that have affected the life of society and the economy, and of course, the Internet is not exempt from these changes. It has provided many opportunities (Ivanov, 2012). In how business is conducted, the Internet has revolutionized and increasingly acknowledges the use of the Internet for business organizations, giving them a greater chance of success. It is becoming a widespread tool used by every organization and company (Howard, 2002).

In this presentation, we will cover the various dimensions of the study, including the significance of the Internet, its advantages in marketing, and its role in buying and selling. We will then discuss how business organizations can leverage the Internet to boost their sales and advertising, attract customers, and improve their overall business performance. Companies must utilize the Internet to stay competitive and enhance their operations.

Internet

In this paper, we will explain the crucial role of the Internet in marketing businesses. First, let us define the Internet and why it is essential. Despite its complex definitions, the Internet is a global network that offers access to information in every field. It also provides networking services that link individuals and companies worldwide, enabling them to seize all potential opportunities.

The Internet dates back to 1962 when it was initially a connection between several spacecraft and connected the world (Cohen-Almagor, 2013). Later, in the 1980s and 1990s, the Internet expanded in scope and functions and penetrated the capabilities of universities, research centers, institutions, and factories. Then, the Internet grew tremendously and became the world's largest network (Leiner et al., 2009).

How are you supposed to expand your business to reach the right and more people? The answer is the Internet. The past quarter century has been characterized by significant and game-changing market developments, such as the evolution of the competitive market environment from a physical market environment to an Internet-enabled market environment that encompasses both the physical and electronic marketplaces and the digitization of an increasing number of information products (Varadarajan et al., 2013).

The internet has been instrumental in enabling advancements and achievements in various areas of life. In today's world, businesses are essential for survival, providing crucial goods and services and employment opportunities. As a result, business owners are always looking for ways to expand their operations and increase profits. With the changes we are currently experiencing, it is evident that the Internet is revolutionizing the business landscape. Its use is becoming increasingly critical to the success of business firms. The Internet provides firms with new ways to conduct business and exchange and communicate information and ideas. Doing so enables companies to improve efficiency and develop novel ways to coordinate activities (OECD, 2000).

Nowadays, both sales and marketing communications are eager to use new technology. The Internet is essential, and 21st-century marketing provides many opportunities. It allows effective communication between entrepreneurs, customers, and business owners to get feedback (Szopik-Depczyńska & Cheba, 2021).

Marketing managers should evaluate the role of the Internet in their marketing strategy. It has caused much change in all aspects of marketing, including marketing research, consumer behavior, Analytics, communications marketing, product management, pricing, distribution, and promotions are influenced by the Internet and are changing (Terziu, 2020).

Businesses looking to boost the results of traditional advertising have already done This means that if they want to increase the demand and consumption of their products, they must align their advertising strategies with Internet strategies, not see them as an independent channel. It is important to note that many internet users are mindful when selecting products or services. As a

result, having an effective website can lead to better advertising outcomes. This is because potential customers who view your company's advertisements will often evaluate your products and services online. Mobile is the closest and easiest way to make it a source of advertising and customer acquisition for you (Wolters Kluwer, 2020).

Some Advantages of the Internet to Marketing

The Internet is one of the reasons for introducing your business organization to the world and individuals (Apăvăloaie, 2014). It comes after the investment process where your product must first be produced and go through some other stages before you reach marketing. This way, you can introduce your product to more customers and longer distances due to successful marketing. Marketing is the last and most crucial stage that your business reaches; Marketing is like the heart of a business, so a business dies without sales. Even if you have the best and most beautiful products and services, if you do not know how to market them, your products will not sell and will be destroyed. Here is the importance of marketing (Costa et al., 2019), and we will talk about one of the factors that give your business excellent marketing and makes it successful and gives it more reputation, which is the Internet. In our modern world, time is a valuable asset that we cannot afford to waste. The Internet provides a convenient way to save time while shopping and accessing desired goods or services worldwide. It is an excellent tool for people to acquire what they need quickly and efficiently. (Vinayak, 2023).

Below we explain and focus on the factors one by one that the Internet can do for your business marketing:

Selling and Buying

Let us begin by explaining the idea of buying and selling. In simple terms, buying and selling involves trading goods and services between two parties. One party receives what they desire, while the other receives something in return. (Cardone, 2012) and (Grimsley & Harrington, 2020). Buying and selling have gone through several stages throughout history, the first of which was the exchange of goods for goods that's what they do not have. However, as times changed, money became valuable for buying and selling anything. In this century, with the advent of the Internet, its sudden spread and use wholly changed the world and how businesses, primarily buying and selling it, have made it much easier (OTTIĂ, 2017).

Google typically runs over 3.5 billion online searches every day. Many people search for products and services they are interested in using. (Demilt, 2018). There are about five billion Internet users worldwide, and online shoppers are constantly increasing. By 2021, worldwide e-retail sales will exceed US\$5.2 trillion (Coppola, 2021). There will be more buying and selling because you can ask for anything you want on this planet at any time (Aonerank, 2019)

In today's busy world, time matters people, resort to the easiest and fastest way to buy goods in the shortest time. In other words, the Internet increases sales, increases customers at home and abroad, and expands access to a company's business (Soegoto, Delvi, & Sunaryo, 2018). The feedback done and seen encourages people to make purchases of your products, thus increasing sales (Rahayu & Day, 2016) The Internet's development and the rise of e-commerce have led to digitalization in payment processes. The advancement of technology has brought about different ways of making electronic payments, including credit and debit cards, digital and mobile wallets, electronic cash, and contactless payment methods. This made it easier for distant customers and not a problem for sellers (Bezhovski, 2016)

Increase Awareness for Customers

Customers are the most valuable of businesses (Keller & Kotler, 2012). State customer is the only source of the companies' profit and growth. Moreover, creating loyal customers is at the

heart of every business.

During a speech emphasizing the significance of customers, he asserts that they are the focal point of marketing efforts worldwide. With customers, success and profitability would be attainable. Companies invest millions of dollars in acquiring and retaining customers. (Dilham, Sofiyah, & Muda, 2018).

These show the importance of the customer in business. According to recent changes, customers have their awareness before buying, and this awareness affects their buying patterns and decision-making. We define customer awareness as understanding the details and information about goods, services, and buyer rights. By being knowledgeable, buyers can make informed decisions when making purchases.

The Internet has impacted not only businesses and sellers but also buyers and their opinions. In the past, consumers found it easy to evaluate their purchases based on the necessary criteria, relying on others' experiences to discuss the products they wanted to buy. This was due to the limited availability of goods and services and a lack of reasons to stay up-to-date with updates. However, with the advent of the Internet, all the convenience and breadth came, and different services and goods from different places and available through the Internet made the buyer distinguish between the available and evaluate them and be aware of all the updates and quickly counterfeit products. Separate it from the original product and do not buy anywhere there is a problem with the company and the product, and Learn about the company and the product by themselves through an internet. Because of these, we find that the Internet has a significant impact in increasing customer awareness (Vidovic, 2019).

Easily Attract Customers

Put, customer acquisition means getting more customers to your business website and sales. Attracting and retaining customers is challenging in our highly competitive and globalized commercial environment. How consumers shop has drastically evolved, and conventional marketing strategies will likely become obsolete. In this modern day and age, customers can shop in the comfort of their homes (Mondragon Ruiz, 2020).

Businesses must produce products that satisfy customers' demands and convince them that this is the primary factor for attracting customers (Akbar, Hashemi, Hasanzadeh, & Abad, 2013). The facilities are available through the Internet, which has made it more attractive to customers because customers are always looking for facilities and availability, so they need to have an online presence for their business and to buy and sell. Recent studies have shown that the lack of an online presence makes customers feel like they are dealing with a small, poor company, who are reluctant to buy the product (Apăvăloaie, 2014). Their online website and email availability also allow customers to interact with salespeople, respond to customers, learn more about products, and stay updated with new product updates (Eid & El-Kassrawy, 2012).

Website design and site should be easy for users, and the easiest way to install and have a complete description of the product and pay electronically in an easy way and offer the best prices and in case of problems with products can talk to management staff. These will easily attract customers to any business and make them loyal. (Skinner, 1999).

Marketing

The marketing concept as we know it today originated from the Industrial Revolution in the 18th and 19th centuries. This period saw significant advancements in technology and science, which brought about significant social changes. (Bournemouth, 2020). To fully understand what marketing means, we define it in several ways:

Marketing begins before a product exists. Marketing is your company's homework to determine what people need and what your company needs to submit. Marketing Promote how to

launch, price, distribute, and offer your products/services. Marketing then monitors the results and improves the presentation over time. Marketing is not a short-term sale but a long-term investment effort (Kotler, 2003).

(Gerhard et al., 2009) Define marketing as consisting of management tasks and decisions directed at successfully meeting opportunities and threats in a dynamic environment by effectively developing and transferring a need-satisfying market offering to consumers to achieve the objectives of the business, the consumer, and society. Every product we buy, every store we visit, every media message we receive, and every choice we make in our consumer society has been shaped by the forces of marketing (Chartered Institute, 2015)

Marketing involves the strategic planning and execution of various activities, such as product creation, pricing, promotion, and distribution, aimed at achieving mutually beneficial transactions that meet the objectives of both individuals and organizations. The American Marketing Association provides this definition. (Sheth & Sisodia, 2015). Excessive attention to marketing for businesses and individuals, some of them:

Most of the tasks we do and most of the things we deal with are related to marketing. Products are available by marketing that convinces customers while making profits for companies that offer them. All the things around you, Have been touched by marketing. Marketing covers most of your daily activities. There is marketing everywhere (Patil, 2014). In modern times, numerous companies utilize marketing techniques to accomplish their objectives. Marketing endeavors to offer clients and potential customers valuable content, with the ultimate objective of sustaining and enhancing brand loyalty, clarifying product worth, and increasing sales. The success of any business is contingent upon its marketing strategy. (Education leaves, 2022).

After recognizing and acknowledging the importance of the concept of marketing, we must also explain the big reason behind the success of marketing which is the Internet, with the support of the following statements:

The Internet's penetration rate significantly increased worldwide, connection speed and quality have improved, interactivity and visual aesthetics of user interfaces have been significantly enhanced, and the industry has accumulated tremendous experience and know-how regarding online consumer behavior. These developments led to radical changes not only in location-centric concepts but in the entire context of marketing (Varnali, 2010).

The first and the most critical impact of the Internet on customers that consequently affects the world of marketing is the significant improvement in consumer power. The importance of consumer power is introduced to marketing by (Day & Aaker, 1970).

The Internet is crucial in facilitating communication between entrepreneurs and clients, offering numerous opportunities for effective interaction. Allows enterprises to receive feedback on the products, also to personalize them. Also, increasingly common access to the Internet means that information appearing on Internet portals spreads very quickly. Thus, marketing is increasingly willing to use such necessary support as the Internet, where entrepreneurs are eager to promote their services and goods (Szopik-Depczyńska & Cheba, 2021b).

Discussion (Internet, Marketing)

Analyzing the results mentioned above shows us why businesses must utilize the Internet to succeed. In this day and age, the Internet is the primary source for many essential business functions. Not using the Internet can waste resources such as time, money, and energy. Businesses benefit from and use the Internet through marketing (Patil, 2014) says that marketing starts before the business and is responsible for meeting the demands of the customer, giving profits to the business, and responsible for marketing the product to customers, So successful marketing means profit, success, placement in the market, staying competitive and growing the

business. So marketing is essential for businesses, And What makes marketing excellent and successful is the Internet.

As (Smith & Chaffey, 2003) says, the penetration of the Internet into our lives has brought many possibilities, and that has affected shopping. Since the evolution of the Internet, internet selling or e-selling has become more established in the daily life of society and even replaced traditional media. To some extent, it is the new channel for communication that brings with it new marketing opportunities.

Any business that wants to be successful must look at the ordinary things used today to reach the target audience. If we look at this century, we see that humanity has matured the Internet, and many use it to do simple things or to search and gather information about something. As (rachilla, 2020) says, the Internet has revolutionized how business is conducted, and its use is becoming increasingly crucial for the success of businesses.

The stage through which individuals make their purchase decisions in their city or worldwide is because the Internet has provided wide availability. Because there is a vast choice, customers are conscious of choosing and getting their goods and services at the best price and quality. These and many other reasons explain why the Internet has become the most popular and widely used network we see today and continues to grow.

If you think wisely and profitably as a business owner, you will surely be able to use such a network with people at home, outside, inside, and across borders everywhere (Yadav et al., 2022). The use of the Internet for your business will increase your marketing because, through the Internet, you can introduce your business, products, goods, and services to a large number of customers and do the best advertising and promotions for yourself attractively and cost-effectively, and leave an extraordinary impact on your sales volume (Dominick, 2013).

Because of all this, the Internet is not something to be ignored. It is the key to achieving the company's goals and profitability because it affects the business and how the goal is achieved (Donohoe, 2020). A business that uses Internet techniques properly will achieve its goals in less time than someone who does not use these techniques or does not use them properly. To compete, the organization must adopt new technologies to develop cost-effective search behavior of consumers, establish a close relationship with its consumers, and develop loyalty. Moreover, searches for product types, new competitors, new markets, research methods, and more encourage entrepreneurs to be constantly competitive, creative, and innovative. Through the Internet, the organization. It can create or enhance competitive advantage, which must be based on different facts (Apăvăloaie, 2014).

The Internet is an available resource. Every business owner, company, and business organization can benefit from it, and it is available to everyone equally. However, not everyone can benefit from it equally, making them more productive (Chen et al., 2002). Using the Internet depends on the company and business organization's ability, intelligence, expertise, and experience. The Internet enhances marketing, makes access more accessible, and simplifies complexity.

Business organizations need to utilize various techniques and methods to manage and succeed. Among these techniques, the Internet is critical for success and development. The Internet plays a crucial role in achieving the goals of a business organization, such as marketing products, increasing customer awareness, boosting revenue, and promptly introducing products to customers. Therefore, it is essential to understand why the Internet is vital for a business organization. By utilizing the Internet and its various uses, organizations can be confident in achieving success at every step.

The study found a clear link between Internet usage and the marketing success of businesses, leading business owners and organizations to believe that they must utilize the Internet

to promote their brand.

CONCLUSIONS

Understanding why using the Internet can benefit your business's marketing strategy is essential. The Internet can help you reach a larger customer, increasing sales and profits. By creating a solid plan, you can effectively advertise and promote your business, brand, products, and services to potential customers worldwide, all while saving on costs. The Internet can help set businesses apart from competitors, allowing you to succeed more in today's competitive market. Utilizing the internet as a valuable resource can help you reach business objectives, including boosting profits and attracting and retaining customers.

RECOMMENDATION

As a result, I concluded that the presence of the Internet is very important for business organizations to develop and not be separated from the modern era and the hot sales market by promoting and helping continuously market and sell at the best and highest level. Regardless of geographical boundaries, as the Internet is constantly changing and expanding, Businesses can take advantage of the advances of the Internet and adapt them to their administrative model and provide all the facilities to the customer to easily access your goods and services and in return much more benefit for the organization itself both (financially profit) both the reputation aspect.

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