

## The Effect of Internet Marketing on External and Internal Currency of the Country

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DOI: <https://doi.org/10.31185/wjcm.55>

Received: April 2022; Accepted: July 2022; Available online: September 2022

**ABSTRACT:** Digital marketing is the marketing component used for the promotion of products and services through Internet and online-based digital technologies like desktops, mobile phones and other digital media and platforms. The manner in which brands and corporations used technologies for marketing has evolved in the 1990s and 2000s. As digital platforms have been more integrated into everyday marketing plans and more people are using digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, with combinations of Search Engine Optimisation (SEO), search engine marketing (SEM) and content marketing as well as influence marketing. Non-Internet digital marketing includes non-internet channels, such as TV, SMS and MMS, callback and hold-tones for the mobile ring. Digital marketing differs from online marketing through an extension to non-Internet channels. In the coming years, the U.S. Accounted for Over 27 percent of global market, while China accounted for a 13.9 percent growth. The U.S. digital advertisement and marketing industry is expected to hit US\$87.1 billion by 2020. Canada actually accounts for 26.99 percent of the global economy. China, the second largest economy in the world, will register a CAGR of 13.9 percent and hit an expected market value of US\$139.3 billion by 2027. The other prominent markets in terms of growth are Canada and Japan, both expected to rise by 6.9% and 8.9% respectively. Europe will increase at 7.9 percent CAGR and US\$135.5 Billion in the industry by the year 2027. The work integrates the association factors and international reports analytics on the economical perspectives with Internet marketing on assorted aspects.

**Keywords:** EMarketing, Internet Marketing, Monetary Aspects of Country



### 1. INTRODUCTION

The word "online marketing," "internet marketing" and "network marketing" is also used for digital marketing and over the years, the term digital marketing has become increasingly popular. Online marketing continues to be a popular term in the United States. Web marketing is called digital marketing in Italy. The most common term in the world, especially after 2013, has become digital marketing.

Digital marketing was also increasing, as seen by figures provided in 2012 and 2013. When social media grew in the 2000's including LinkedIn, Facebook, YouTube and Twitter, customer dependence on digital electronics became highly reliable in everyday life. They thus required a smooth user interface for finding product details through various platforms. The transition in consumer behaviour has increased marketing application diversification [1].

An estimated 4.5 billion online ads are growth for digital media, with an annual increase of 48% in 2010 in the amount spent on digital media.

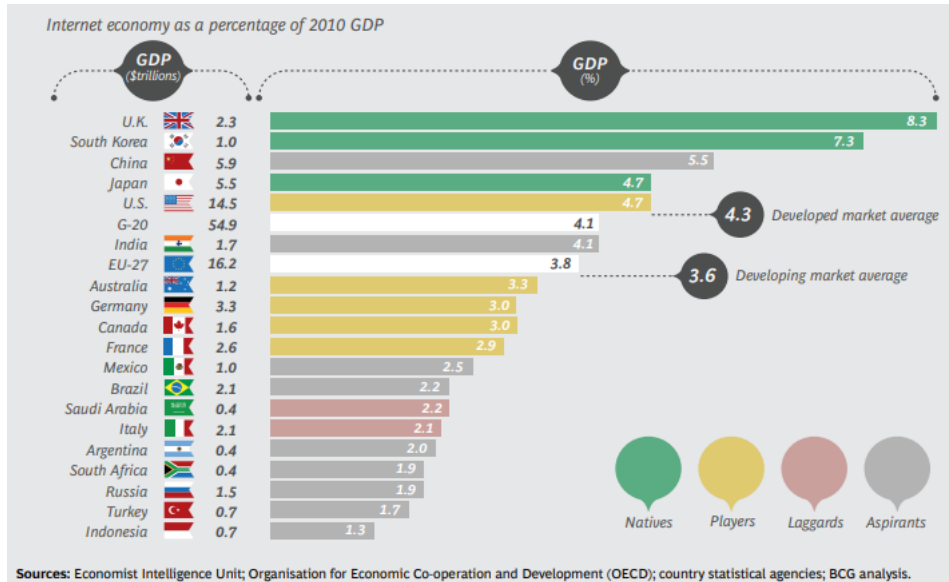


FIGURE 1. Internet Economy and GDP Integration

## 2. HISTORICAL DIMENSIONS

Digital marketing is not separate from the development of technology. One of the first major events occurred in 1971, when Ray Tomlinson sent the first email and its technology created the platform for sending and receiving files on various machines. But it is 1990, when the search engine was created as an index for FTP sites that was the most recognisable period as being the beginning of digital marketing. In the 1980s, computers had already had enough storage capacity to store huge quantities of customer information. Firms started to choose online technology, like marketing for databases, instead of list brokers in a limited way. Such databases have made it possible for companies to better follow customer information to transform buyer-seller relations. The manual method has however not been as successful [2].

In the 1990s, the first term coined was digital marketing.

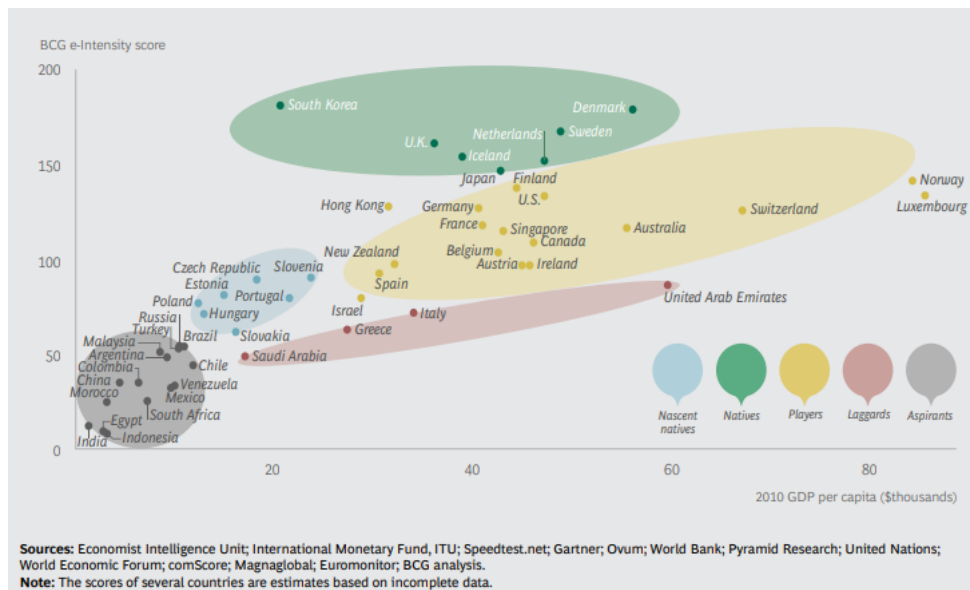


FIGURE 2. Economic Intelligence Report on International Scenario

Customer Relationship Management (CRM) applications became a major marketing technology factor with the debut of the server/client architecture and the popularity of personal computers.

The report Fierce competition obliged vendors to add more services, such as marketing, sales, and service applications, to their software. Once Internet has been created, marketers could also have huge online customer data with eCRM software. Unternehmen can update customer requirements data and obtain their experience priorities. This lead to the first live banner ad in 1994, the "You Can" advertisement by AT&T, during which 44% of those who saw it clicked on the ad in the first four months. The report

In the 2000s consumers continued to look for goods and draw decisions about their needs first online, with a growing number of internet users and the birth of an iPhone, rather than to contact a salesman, which had created a new issue for a company’s advertisement operation [3]. Furthermore, a survey in the UK in 2000 found that most retailers had no domain address. These difficulties have led marketers to find new ways of integrating digital technology into the market.

Marketing automation was developed in 2007 as a response to the ever-changing marketing environment. The process through which software is used for the automation of conventional marketing processes is marketing automation. . Marketing automation supported consumers in businesses, introduced multichannel marketing strategies and presented customers with customised knowledge. . . However, it was not quick enough to conform to consumer devices.

In the 2000’s and 2010’s, digital marketing became sophisticated, as devices able to access digital media proliferating have led to sudden growth. An increasing proportion of ads comes from companies that employ OBA to tailor advertising for Internet users, but OBA is concerned about consumer privacy and data protection. Nonlinear marketing is an interactive marketing approach that builds on businesses that collect information about online activities of an Internet user and try to be visible in many different areas.

In comparison to conventional marketing approaches that provide overt one-way outreach to consumers (through publishing, TV and radio advertising), nonlinear digital marketing policies are based on targeting customers through many online networks.

This transition has prompted many enterprises to reconsider the methodology they have embraced and introduce omnichannel, nonlinear communication strategies that are appropriate for their visibility, presence and scope, along with increased customer awareness and appetite for more advanced consumer deals [4].

Nonlinear marketing techniques require attempts, instead of a broad, cohesive audience, that advertisement is tailored to various channels, and advertising adapted to different individual customers.

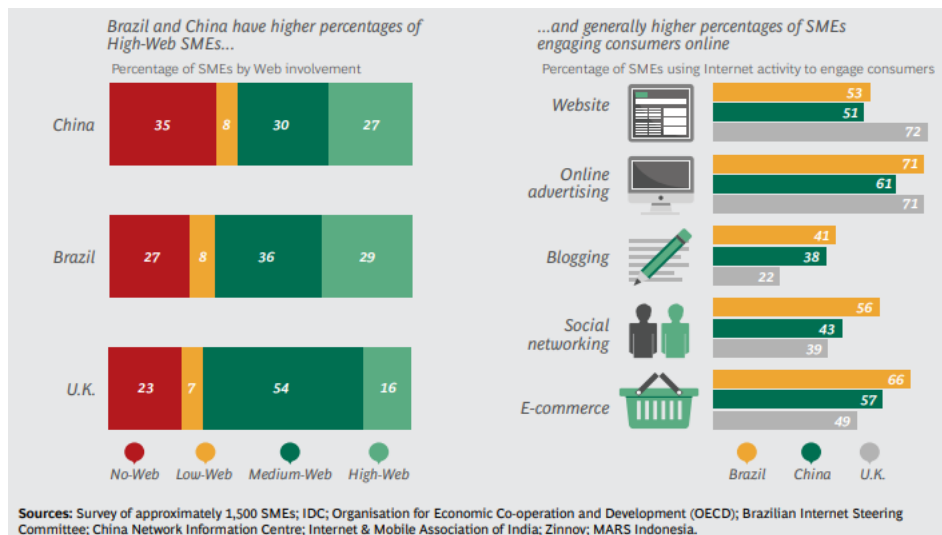


FIGURE 3. Survey Report from OECD

The following In 2018, almost 90 percent of online shoppers in the United States have checked online goods and brands before visiting or making a purchase, according to a 2018 survey. The report is not available. A little over 50 per cent of users have been researching products on social media in2018, according to the Global Web Index. Businesses often rely on people who show their products to the social media in a positive light and can adapt their marketing strategy for people with wide follow-up to social media to create such comments. The following: Thus, corporations may use customers to market their goods or services, reducing the company’s costs.

One of the main aims of contemporary digital marketing is the sensitization of the brand, about how familiar and identifiable a given brand are to consumers and the general public. Brand awareness in digital marketing and marketing generally is important because of their impact on brand perception and the decision-making of consumers. "Brand Effect

on Customer Contentment" is the 2015: "Brand recognition is also perceived to be a criterion for the purchasing preference of customers as one of the essential aspects of brand equity, since this reflects the core ingredient for incorporating a brand in the package. Because of identification with the brand and its properties, brand recognition can affect customer perceived risk perception and trust in the purchasing decision."

Recent trends indicate that companies and digital marketers focus more on their digital marketing efforts to promote brand recognition and reminder than they did in past years. This is shown by a 2019 survey by the Content Marketing Institute, which showed that over the past year 81% of digital marketers have sought to increase brand awareness.

89 percent of B2B markets currently think it is more important to boost brand recognition than to aim for an improvement in revenue from the other Content Marketing Institute poll [2]. The digital marketing strategy focuses on increasing brand awareness for several reasons: Online shopping is growing. A survey conducted by Statista projects will use the internet to shop, compare and procure products for 230,5 million in the United States by 2021 up from 209,6 million in 2016. Market software analysis by the Salesforce group showed that 87% of people launched digital channel searches for goods and brands in 2018. The report of the Committee of the European Parliament.

70% of all retail sales in the US are projected to be affected to some degree by an online brand engagement. Brand awareness in decision-making by online consumers is increasing: 82% of online shoppers seeking services prefer brands that they know about [3].

Across 3.4 billion active users on social media sites were reported in a new Hootsuite survey to be up 9 percent from 2018. The report is not available. In a 2019 report by The Manifest 74% of social media users adopt brands on social networks and 96% of the followers participate in social channels for those brands. The study was released. Deloitte says that one in three U.S. customers were affected by social media when they purchase a product, while 47 percent of thousands of years engage with a brand of society when they buy a product.

The "shared economy" means an economic pattern which aims to achieve an unused resource. The shared economy nowadays has had an unimaginable impact on many traditional elements such as labour, industry and distribution. This is no negligible effect, which obviously threatens some industries. 99 The shared economy affects typical marketing chains, altering the essence of such particular principles, including possession, properties and recruiting [4].

The importance of the goods or service moves through a form of supply chain from the original manufacturer to the end customer is close to the conventional marketing networks. However, digital commercial channels consist of web systems that create, promote and deliver products and services through digital networks, ranging from producer to consumer. Increased marketing changes have contributed greatly to the rise and globalisation of the share economy. This has contributed to extraordinary and historic development in marketing platforms. In order to achieve the common economy, integrated controls, efficiency and low costs of digital marketing channels are essential in addition to this typical approach.

Digital marketing channels are usually divided into three fields, including e-mail, social media and marketing search engines or SEM. Email - an information-friendly, promotional form of direct commercialization and often a way of managing customer relations [5].

By subscribing a newsletter mail that happened during consumption an organization can update the activity or promotional information for the user. Success depends on the ability of a company to access past, current and future customers' contact information.

Social Media- Social media may meet a broader demographic with a shorter time span than conventional marketing platforms. This makes social media an effective medium for customer interaction and content sharing [6, 7].

Marketing of search engines or SEM- Requires more specialised technological knowledge incorporated into online platforms. This marketing strategy calls for long-term commitment and commitment to a continuous improvement of the digital presence of a company. Other emerging digital marketing channels have excelled in the sharing economy, in particular branded mobile apps. Specifically designed for engaging customers and the company, branded mobile apps. Typically, entertainment, information or market transactions facilitate this commitment.

Small and medium-sized companies view marketing and marketing processes as a key element in rising productivity. Increased use of ICTs and studies that show their beneficial impact on economic development poses the issue of an efficient management of the expenditure in such projects

The stakes in 2012 were certainly higher than in 2010, also two years before. Many more businesses have made their Online exposure a focus and have recruited social media marketers to make clients, partners and the general public more aware of them [8].

The Boston Consultancy Group has recently conducted a report on the economic effect of the Internet in relation to top countries in the world and how the expansion of the Internet economy beats historically famous physical economies. It offers an in-depth overview of the way nations, societies and industries around the world are shifting the size and pace of Internet-led economic development.

### 3. RESEARCH METHOD

The analytics from the entrepreneurs are done to have their evaluation patterns. The reviews on digital marketing initiatives from entrepreneurs and web customers are done so that the impact can be evaluated for business marketing and promotions. Primary data collection is done from the business owners in terms of their existing marketing policies and its impact. In addition, the data about their expectations is collected so that multi-dimensional feedbacks can be there.

In addition, the impact of customer reviews and behavioral analytics is done from the customers using statistical data evaluations. Secondary data collection is done and evaluated using web based reports and with the online reviews of customers from assorted platforms

The research findings are very amazing. If the Internet is a national economy, the writers write that it will be the world's top five GDP economies. According to the writers of the study, in 2010, the Internet alone represented \$684 billion, or 4.7% of all the US market activity [9].

"Internet users around the globe will be 3 billion in 2016, nearly half of the world's population," the report's authors quote. "Internet economics in the G-20 economies would hit \$4.2 billion. The internet economy will rank in top five worldwide, just behind the US, China, Japan, and India, and in favour of Germany if it will be a national economy. The G-20 also accounted for 4.1% of GDP in 2010 (\$2.3 trillion) — overcoming Italy's and Brazil's economies. In certain economies the Internet contributes up to 8% of GDP, promotes development and generates employment."

That is enormous in itself, but the prediction from BCG indicates much more exciting growth in the coming years of mobile devices for company on the Internet and Internet marketing strategy. The writers say:

"The magnitude and the speed of transition continues to increase and the essence of the Internet, who uses it, how and for what, is quickly evolving as well. In developing G20 countries, more than all the existing G-20 countries have combined 800 million Internet users. In both developed and emerging countries, social networks cover nearly 80% of subscribers [10, 11]. Connected devices—including smartphones and tablets—will be four out of five internet accesses by 2016."

Much of our efforts at Mint Social concentrate on how businesses with the right digital vigilance will gain a wide new footprint online. After a couple of months of our focused online branding efforts, we are proud to have brought several businesses to the digital arena and to watch their presence online. We learned that a great deal of what you have put on the internet comes to you in terms of revenue, consumer development and general recognition. We are delighted to see the report's growth outlook. We tell – 'online confidence' – that, as the BCG study indicates, our life, professional and cultural lives can only be extended and becoming more powerful [12].

### 4. RESULTS

As the Internet has become popular, the way small companies share data has changed dramatically. The financial means for major meetings with vendors and developers, which involved air transport and hotels, were not open to small companies. Small enterprises can now communicate cheaply and with the complete sharing of information, through email, online video conferencing and paper exchange platforms, with developers and vendors worldwide [13].

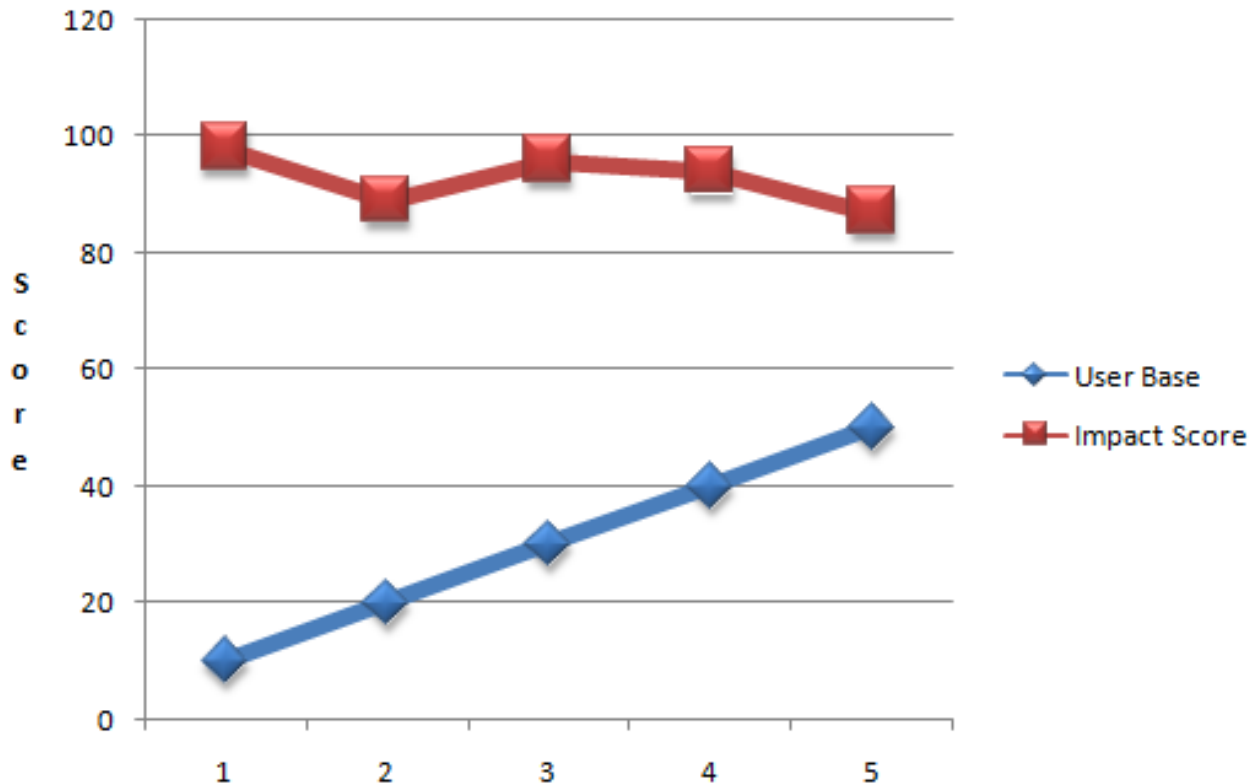
**Table 1. Impact Score on Internet Marketing from Multiple Users Base**

User Base	Impact Score
10	98
20	89
30	96
40	94
50	87

The opportunity for small companies to enter a world audience at relatively low cost is one of the most important impacts that the Internet has on world markets. A business website should be a publicity resource for an organization that everyone in the world can use. Social networking networks allow businesses worldwide to connect at no cost to millions of prospective consumers.

### 5. CONCLUSION

It is important to note that the Internet carries knowledge as well as trade when evaluating the effects of the internet on the global economy and on SMEs. Instant knowledge will have as strong impact as the potential to access a global audience. But the role of the internet on international market must also be closely studied by small companies to see whether an online presence is or is not the right move. Knowledge was travelled all over the world via telephone, TV or



**FIGURE 4. Impact Score on Internet Marketing from Multiple Users Base**

print until the invention of the Internet. Big organizations working on technological developments would access the latest information, but small companies would have to dig on their own for information. The Internet offers small entrepreneurs with immediate access to innovative product trends and technology developments that can allow their products to improve and compete with larger corporations. The Internet makes it easier for the small business owners to be mobile from anywhere. A little business owner who flies on business can keep in touch with his office in real time via an on-line chat feature and trade documents from anywhere in the world. The Internet has allowed small businesses to take advantage of market opportunities while retaining ownership over their firms.

**FUNDING**

None

**ACKNOWLEDGEMENT**

None

**CONFLICTS OF INTEREST**

The author declares no conflict of interest.

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