
How the Rapid Development of E-business is Linked to that of the Internet

Online marketing addresses two main focus groups: retail consumer and business.

E-commerce - online stores that offer users a variety of products, and offer them to purchase them, usually by paying by credit card. The product buyers usually receive by mail.

B2B commerce (Business to Business) - This means that inter-company buying and selling activities will take place entirely on the Internet. This initiative received a serious echo at the end of the dot-com era. Because of technological difficulties and the difficulty in institutionalizing the connection, creating joint catalogs, etc. , failed to rise. At the moment in the state of infrastructure construction and beginnings in cases where there is economic justification. The considerations for strategic integration in e-commerce should be cost-benefit considerations. Entry into e-commerce requires general preparation of the company's various departments: production, marketing, operations, sales and the like. Many traditional companies have collapsed from improper entry into e-commerce. Most of the websites in the network are image sites, which present the business in general. For this reason, it is important to design the graphic design of the site. But note that no less important issues such as the convenience of the interface to the surfer, and the position occupied by the site in the search engines will not be pushed aside. Trade sites cannot and should not compete with the conventional shopping experience, which includes rubbing with living people and sensory experience (especially smell and taste). In order for an online commerce site to succeed, it is required to give consumers new benefits that do not exist in traditional stores such as: total available information, price comparison, delivery speed, discounted prices, purchasing experience, time savings, Anonymous buying and no hassle from sellers, and rapid adaptation to market conditions In terms of marketers, a successful site contributes at reduced costs to the business. The only cost is the cost of ongoing maintenance to the site, which is immeasurably cheaper than the cost of a store, ignoring the advantage of the size of the leading firms, the ability to quickly adapt to market conditions and its dynamism. There is no limit to advertising space or advertising time, the ability to build relationships with the customer (responses by e-mail).

Gartner found that retail prices are perceived by consumers as higher than online retail stores, and buyers are expecting lower prices on the Internet. With the development of the Internet, there was a great push to exploit this effective means of transmitting messages and content, in order to connect the seller and the buyer. With computer software specially designed for this purpose, dedicated websites can make purchases of products and services, automatically, via

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the Internet without the need to bring the seller together with the buyer. Trends in Internet consumption Since the 1990s, there has been a dramatic increase in the number of people using the Internet. The number of users in the world, according to the data of the year, was about 160 million users. Today, more than 600 million people will enter the Internet on a regular basis and spend more than \$ 1 trillion buying goods and services through the network. It is estimated that the cash flow in the network will be about \$ 7. 3 trillion, and that the Internet will become a medium with higher growth potential than radio, television and cable. Among the population aged 15 and over, there are currently 694 million people who use the Internet. This number constitutes approximately 14% of all persons aged 15 and over in the world. The United States continues to be the country with the largest number of users, with about 152 million of the country's population connected to the Internet, or about 25% of the world's Internet users, while the Far Eastern countries are gradually gaining more market share, with China and Japan ranking second and third with 75 and 52 million users respectively. The company also released data about the average number of hours users from different countries spend online per month. At the top of the list is Israel with 57. 5 hours (an average of almost two hours a day), a big difference from Finland, which is ranked second with 49. 3 hours. The global average is 31. 3 hours of use, about 1 hour per day. Among households connected to the Internet, 52% of adults connect more than once a day, and 27% connect on a daily basis. Although 75% -80% of Internet access customers have previously made at least one online purchase, the frequency of online shopping is very moderate. At least two-thirds of these customers buy products on the network at less than once a month.

One of the most amazing events of recent years was the pace at which the online market grew and developed. The rapid adoption of the Internet medium has led to an extraordinary change in marketing speed and has opened up a variety of opportunities for marketing factors. Around the world, shopping centers and shops are shutting down as consumers turn to the online marketing channel to fill their shopping needs. The Internet as the main online marketing channel takes the place of other online trading channels. In fact, all trading companies with online capabilities now offer Internet access to their services as a major and central way of access. Users can send e-mails, exchange views, buy products, keep up with the news and business, and all via the Internet. Armstrong and Kotler has increased its advertising budget by 100% and estimates that the \$ 50 million end-of-year monetary value Advertising volume of \$ 19 billion, with an increase of over 9% per year.

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