

## THE IMPACT OF ELECTRONIC MARKETING ON ECONOMIC DEVELOPMENT - A THEORETICAL APPROACH

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### **Abstract**

*The concept of marketing is broad, with a large number of studies conducted on this topic. These studies discuss various marketing tools as well as strategies for directing the business towards success. Today, internet marketing has gained more budgets for marketing efforts, and given its importance in developing the economy, it is imperative to use modern methods for its development. The aim of the research is to study the impact of electronic marketing on developing the economies of countries by studying a comparison between traditional marketing and electronic marketing. The research used the study of economic factors involved in marketing such as cost, speed, and market ... etc. and compared them in both electronic and traditional marketing. The research concluded that there is a positive effect on the use of electronic marketing and the development of the economy. The research found clear differences in adopting electronic marketing to raise the marketing efficiency of all commodities and develop an economy.*

**Key words:** *electronic marketing, traditional marketing, reducing costs, economic development*

### **INTRODUCTION**

Information technology has penetrated almost all areas. The advancement of technology has made it possible for merchants to identify specific requirements for products and services through specific markets using "narrow distribution channels" (rather than radio transmission) and online messages using electronic means such as access to lists, discussions in groups, advertising through exciting spots, advertising through an online press or online conferences, etc.

Marketing can customize, in the sense, that it reminds customers' preferences what kind of flavor, fragrance, texture; in what quantities; whether it is a gift or for personal use; and by what method of decision-making he formed his consumption habits. E-marketing helps the merchant in determining the segmentation strategy before marketing the product or service through online marketing.

All these qualities are influenced by electronic marketing, on-line execution of deliveries to customers, and satisfaction due to electronic

marketing resources, respectively directing business.

The importance of research comes from the role that electronic marketing plays.

In achieving marketing goals, by using the Internet in all marketing matters.

In order to raise the efficiency of the marketing work and to open up more global markets between them.

#### **Brief history of the internet**

##### **The Advent of the Internet**

Perhaps one of the most prominent developments we have seen recently is the control of the Internet in many areas of business and life, as it has become difficult to find a field that the computer has not reached particularly or the internet in general, and for this reason, today's discussion revolves around the digital economy and society and about commerce, administration, e-government, etc.

Many observers consider the rise of the Internet until 1969, when the Pentagon conducted a series of experiments with universities and research centers known as

ARPANET, to connect large computers with major computers and apply special rules. To share information and protect yourself from fear of exposure. For external attacks, but the real evolution of the Internet began in 1985 when the National Science Foundation connected the United States with 6 centers Mega computing with a high-speed communication system that allows the transmission of digital data through this network using a simple system that later became known by mail (e-mail). The second stage of development began in 1989 when a scientist named Tim Berners-Lee developed (a set of rules or protocols that can control large office files, such as text, images, sounds, or video, stored in the computers that make up the internet, which today has become known as (www) and is an abbreviation of the word (World Wide Web) and is based on The method is based on the idea of creating ways to access other files stored on the network.

A fast way of exchanging information on a global scale and thus began a new era, which continues to this day, from rapid development and creativity to a fast pace and high life, given that the Internet is a network of networks, Which is a large group of computers that communicate and interact with each other to serve the user in providing useful information in a timely and accessible manner [5].

Several new terms have emerged with the development of the Internet, including what is known as e-business and e-commerce ... etc. And some point out to the term e-business until 1979 when the computer company (IBM) was the first to use this term to distinguish between e-business and e-commerce activities, and according to what stated in the definition (IBM company), the electronic company means an integrated and flexible approach to distribute the value of the distinctive business by connecting systems to the processes by which core business activities are implemented in a simplified and flexible way and by using Internet technology. The activity is conducted according to an objective plan that takes into account a set of basic elements: Pricing the products to be marketed, how to promote them and create

new ideas and methods of distributing them [11]. Digital marketing is also defined as an application of a wide range of information technology with a view to Reshaping marketing strategies in order to increase the benefits obtained by the consumer [12].

E-marketing via the internet is one of the important necessities at the present time. It is one of the important means in achieving the required marketing goals [15].

.Consequently, it can be concluded from the above that electronic activity is an integrated combination of processes, systems, and digital activities that allow the organization to manage its internal and external environmental operations efficiently [5].

### **General considerations regarding electronic marketing**

The influence of the Internet on companies and organizations appeared after 1990.

There is a logical fact that there is no electronic marketing without electronic means. Therefore, it is necessary to study the technological aspect represented by the general environment of electronic marketing, and the requirements that must be met for electronic marketing, which are the requirements of the infrastructure, the requirements of the marketing activity and the requirements of the work environment [9].

Electronic marketing is the promotion and sale of products and services using online strategies.

This activity is constantly developing according to the habits of Internet users. Therefore, we need to know the internet users well. Internet marketing covers a smaller field of activities as it includes digital media (web, email, and wireless media), as well as digital data management systems (CRM and CRM). Internet marketing involves the use of a company's website along with online promotional technologies such as search engine marketing, interactive advertising, email marketing, and affiliate marketing for another site. In general, marketing passes through production stages represented by multiple characteristics, which are the focus on production and productivity, the focus on industrial activities and the engineering

aspects of products at the expense of the benefits and advantages of goods [8].

### **The concept of electronic marketing**

Define marketing as defining the needs, desires, and interests of target markets to provide the desired level of satisfaction in a way that is more effective and efficient than competitors, where this leads to the preservation or consolidation of everything that would contribute to the well-being of society [7].

As for Kottler and Armstrong, they defined marketing as the process by which companies can create value for customers and build strong relationships with them to get value from them in return. Cutler and Armstrong point out that marketing is a reciprocal process, which is the essence of marketing, which meets the needs and desires of customers, and the necessary service and follow-up are done to ensure that customers are convinced after the purchase, which leads to loyalty. to the company's products and profits [10].

### **What is e-marketing?**

Marketing refers to all marketing activities that have been implemented through the Internet, which manages the interaction between the organization and the consumer in the virtual environment, E-to obtain mutual benefits, and the virtual environment for e-marketing depends mainly on Internet technology, and the e-marketing process does not only focus on product sales operations For the consumer, it also focuses on managing the relationship between the organization and the consumer, on the one hand, and between the elements of the internal and external environment, on the other part [17].

Electronic marketing is also known as the implementation of a wide range of information technologies. Therefore, e-marketing is considered one of the most important

Electronic marketing has some characteristics, including the consumer who initiates the connection, It is the consumer who is looking for information (attraction policy), and is also an effective way to gain the attention of website visitors [2].

### **The economic impacts of e-marketing**

Some studies conducted on information sites concluded that one of the most important applications of communication technology is voice media, text messages and mobile money transfers, as more than 35% of the communications and information technology programs in the programs provide consumers with market information. Through radio, text messages, websites, and information systems are also hotlines. Recent studies of e-marketing networks concluded that e-marketing has achieved a remarkable development in the economic sector that had a positive impact on the economies of countries, as it helped reduce costs, increase supply and demand for products, increase the percentage of sales and speed in supplying various products.

### **Comparison between digital marketing and traditional marketing**

To identify the differences between digital marketing and traditional marketing, there are a set of characteristics that set them apart.

*The Internet* is a new means of communicating with consumers through traditional means, and these characteristics are summarized in [4]:

- 1.The consumer initiates the calls.
- 2.The consumer is the one who seeks information (attraction policy).
- 3.The new method is an effective way to attract the attention of the website visitors.
- 4.The company can collect and store information on the responses individuals.

### **Traditional marketing**

Traditional marketing is also known as external marketing and it expresses the traditional methods that the industry has used since the beginning of marketing. It relates to things like newsletters, billboards, business cards, print ads in newspapers or magazines, radio, as well as television ads and can also involve direct contact with clients and networking events. Traditional advertisements can only aim to reach local markets, meaning that research efforts will go far beyond the radio station and newspaper carrier.

*Disadvantages of traditional marketing:*

- (i)Expensive.
- (ii)It's difficult to track.

(iii) It is difficult to create meaningful impression statements.

(iv) It may be difficult or costly to change or stop a campaign.

*Types of traditional marketing*

*(1) Text Marketing:*

These are striking texts written on the products being marketed, or texts expressing the solidarity of the product with a certain idea, and this leads to an increase in the customer's awareness and awareness of the brand, and texts can also be written about a historical.

*(2) Marketing by product packaging design:*

Some companies pursue this type of marketing to increase their sales, and it also increases the public awareness of the brand.

*(3) TV Marketing:*

All advertisements that are seen while watching programs, movies, and series are among the most important types of traditional marketing, and these ads are usually at a very high cost.

**MATERIALS AND METHODS**

The purpose of this marketing research to know the importance of electronic marketing for products and its impact on increasing sales and using modern means to promote products and to identify the reasons for the success of electronic marketing and what are the most important tools for electronic marketing and services that the marketer needs and in addition:

- Keeping up with technology in marketing methods and moving away from traditional means
- Knowing the impact of electronic marketing on the demand for offered goods
- Knowing the impact of e-marketing on consumer services.

The study is based on the information collected from various important published research results, textbooks, scientific journals. It is a synthesis logically structured in the own manner of the authors expressing their opinion in a critical approach.

Analysis, synthesis, comparison, logical deduction and other well known methods were used for setting up this study.

**RESULTS AND DISCUSSIONS**

A comparison was made, and the results show that electronic marketing is better than traditional marketing in many economic factors such as cost, the speed, method to communicate with customers, data collection. It shows the positive impact on developing the economy through electronic marketing, as the cost is lower and the speed of dealing with consumers is organized and the dealings between the producer and the consumer are organized, which facilitated the openness of the market and the speed in supplying products.

Table 1. A comparison between electronic marketing and traditional marketing

Comparison component	Electronic Marketing	Traditional marketing
The cost	Low	High
The speed	Unlimited	Limited
Market	Open Globally	Sweetened
Parties to the exchange process	Customer	Market
Method to communicate with customers	Hiring information and communication technology	Difficult (limited in time and place)
Product development	On the efficiency and flexibility	Difficult (incompetent)
Data collection	Very easy	Very Difficult
Follow up for reactions	Very easy	Very Difficult

Source: [13].

**The advantages of internet marketing**

To find out the truth about the internet, the background and dimensions of the concept must be known in themselves, because a concept like a term "internet" means a computer that talks to a computer that connects them with a regular telephone cable or any other type of cable are located in remote places. Individually, satellites can be used to connect them to obtain international connectivity via the Internet, and even within a single country, they need intermediate links.

The Internet is an important means of communication that has managed to gain a place among the various other means of communication and does not require special amounts of money. It is also characterized by the serious and objective treatment of general problems [14].

The Internet also allows the transfer of photos, videos, or audio data from one user to another. Another feature of the internet is that the simple application can replace phone calls: each travel on the internet so that sounds and images are transmitted free of charge, without remote call bills. Based on these important internet functions.

Here are the main advantages of marketing through online marketing methods.

(1) Save money Copies of online catalogues, brochures and papers do not need to be printed, wrapped, stored, and mailed. When customers receive product information, they shouldn't assign a secretary or assistant to send it. Online versions can be updated in real-time.

(2) Saving time one of the advantages of online promotions is speed. Compared to traditional marketing, it takes a short time to create, launch and track online promotions. Just creating a promotion in a few hours instead of a few weeks doesn't mean it should be created in such a short time. To be a successful promotion, you must be given the time to plan, build and execute. This feature has the advantage that more offers can be created to see which can be more effective. With more online promotions, it's easier to understand what tactics have paid off, allowing adjustments to be made to improve them, to take advantage of this time-saving feature of online promotions. Currently, there are several tools for monitoring results, which allow tracking details such as increased traffic, its source, user behaviour on the site, etc.

(3) Continuously available online marketing One of the best features of an online server is that it is available 24 hours a day, 360 days a year. All these features listed above make online marketing more and more vital for any company and organization in the 21st century [3].

(4) Customers have control over the purchasing process in online promotions, the feeling of control is stronger, because there is the possibility to change the offer in real-time. Also, in real-time, you can find information about partial or final results - about some online promotions. It is important to note that while moderation is possible during the promotion; improper use of this feature is not recommended as it may harm the Offer. (5) Online marketing can reduce barriers to entry and provide equal access. Internet marketing helps to reduce many market barriers that prevent entrepreneurs from fully participating in the free market system. Pointing to the internet as a virtual space for implementing marketing strategies, equal access allows, by also millions of customers to search for information, a product, or a company.

#### **The phases of electronic marketing**

Information and communication technology means "a group of different technologies, tools, means or systems that are used to process content or content that is intended to be delivered through the process of mass or organizational communication, which is accomplished by collecting audio or written information. or images or audio-visual or digital printers or senders (via electronic computers). And storing this data and information, then retrieving it promptly, then publishing these communication materials, messages or audiovisual or digital audio content and transferring them from one place to another and exchanging them, and this technology can be manual, automatic or electronic, or electrical depending on the stage of development. Also known as tools that are used to collect, analyse, classify, store and retrieve information and all these using computer-based technologies [6].

Others have defined it as follows: "The technological aspect of the information system, which includes hardware, databases, software, networks and other devices" [16].

Therefore, the Internet has become the main feature of this era, which witnessed the emergence of the most important phenomenon in it, but it is such a phenomenon that the Internet is one of the foundations of this

global phenomenon, because this network is realized with all parts of the world. to obtain the required information in various fields and multiple purposes. According to the Arthur model: e-marketing includes several stages, as it results from the Arthur mode [1] that e-marketing has four main stages:

**(1) Prepare stage of the preparation stages:** the seller or manufacturer takes these measures to study the market in terms of determining the needs and desires of consumers who must provide the good or service that can be produced according to the demand of buyers and the demand of the local market or external, to provide the database necessary for this stage, to determine the wishes and needs of local or potential or real consumers, the size of the markets exactly, efficiency of its competitors and gives them an international advantage.

Phase connection: This stage is used as follows:

-Companies have many different means to communicate with the customer in time and promote themselves the company's products through various advertising methods easily and clearly for consumers and tries to convince them and urge them to buy and sell. Businesses use electronic means and make them buy.

-Companies use electronic means in the process of advertising and promotion as the web page and web. The consumer can process the information transmitted by electronic means in the process of advertising and promotion related to the company's products [18] through a form and consists of the following steps:

(a) Stage of attention: several methods are used to attract the attention of the customer/consumer, and the most important of these tools and advertising bars are emailing.

(b) Stage of providing the necessary information: in this stage, the necessary data/information is provided to the customer/consumer, which helps him to build something special about this new product.

(c) Desire phase: in this stage, the emphasis is on the desire of the same customer/consumer.

The desire is that the purpose and the presentation process should be an efficient process that favors multimedia technology.

**(2) The transaction stage** is the stage of acceptance and expenses between the company or seller and consumer, is the offer received for acceptance and after that, the buyer issued the decision to buy electronically using online credit card payment, which guarantees security and confidentiality (confidentiality) as well as (trust), and if this happens, it may be that the purchase accompanies the issuance of a payment order using digital exchange/money in the absence of cash transactions, cash transactions and transactions through what is known as "electronic banking".

Replacement and elimination step: as a summary of the previous steps.

Customer/Consumer, if satisfied with the product offered online [16] is the act of buying.

**(3) Sales Stage**

After additional support and assistance services, the marketing process does not cease to attract new customers, but to keep those customers in the light of current competition by find a conversation in a virtual community.

**Objectives of marketing**

Marketing contributes to achieving the goal of growth through expansion by increasing the volume of sales that is achieved by increasing the organization's share of the market size or entering new markets, which is a strong incentive for growth and expansion.

The primary purpose of marketing is to deliver goods from the producer to the consumer, and these goals are:

**(1) Goods consolidation**

It is the collection of products or commodities, whether they are food raw materials or manufactured materials, and this is done Assembly in the local market, then in the supermarket, and assembly is one of the main operations, especially in the sale of goods in their natural state as raw materials.

**(2) Distribution or disposal of goods**

It is the stage in which products are distributed after reaching the central markets, where raw materials find a way to the producers, while consumer foodstuffs are

distributed through wholesalers to reach the final consumer. For the consumer, the methods of distribution and elimination of production differ depending on the current economic system. marketing has several functions represented in a set of services required to collect products from their many scattered places, equating supply and demand and distinguishing between raw or processed products in smaller quantities to reach excellent consumers.

In general, the marketing of products requires the following jobs:

**(i)To buy:** collect goods from individual producers, and the sale: Display and distribution of merchandise

**(ii)Storage** is one of the important business in the marketing of the lost, in a continuous manner, and in the absence of storage, it is necessary to accelerate the disposal of goods through sales, especially perishable products. The provision of rapid transportation helped the products to remain in the market for a longer period, which required an increased desire to keep them on demand before they were damaged and the establishment of storage facilities in all conditions. Preserving the natural properties of the stored products without being damaged or destroyed by insects. Storage to verify all this requires a lot of capital, but the economic benefits resulting from it outweigh many costs, and with the availability of storage methods, prices can be stable and otherwise decrease with the growth of the crop and then grow much later. This and this big seasonal change in prices does not matter. Manufacturer and consumer.

**(iii)Transportation**

Transportation is one of the most important functions of marketing. The faster and more multiplying it, the better its available means and processing to ensure the safety of products during transportation, such as cryotherapy.

**(iv)Market area** will move around these crops and production areas. It has expanded in the vicinity of consumer centers and this encourages more specialization, as it becomes through the provision of transportation and licenses in the ability of the producer of a certain type of product to obtain other types of

other products, and depending on the specialization, there is an experience in growth that increases the technical capacity, which is The amount of crops that have grown and diversified in recent times, has increased the level of real income.

**(v)Sorting and matching**

Sorting is the process by which products of different types are isolated, such as sorting large, medium and small fruits. Appearance, chemical content, durability, shape, specific density, moisture, ripeness, taste and many other properties, including the similar process.

**(vi)Regularity and symmetry,** ie different goods produced in different places or purchased from different suppliers, the characteristics of the organization, must be

**(vii)An organization** based on the qualities desired by the buyer or based on consumer demands or operating factories in processing this type of goods.

**(viii) Packaging**

Crop mobilization is easy to transport, transport, store and protect from damage and is easy to advertise.

**(ix)Collecting marketing information** and news: Marketing information and the news is a method by which you can prepare marketing facts and clarifications about selling process.

## CONCLUSIONS

There is a continuous and accelerating development in communication and information technologies, and this development has led to the emergence of the new Internet economy, which has led to the emergence of new forms of shopping in economy and the emergence of new shopping habits and have become important for the restoration of their organization.

-E-commerce contributes to increasing profits by reducing many costs such as warehousing, supply, and sales costs.

-E-marketing facilitates contact with customers, wherever and whenever they are practicing, and wherever they are, and communicate with them on one website, thus expanding the customer base.

-E-commerce is an easy way to attract many customers who do not have the time or the

means to go to the market to display their products.

- E-commerce is offered in its various forms to customers without intermediate and direct selling points, which saves a lot of effort, time, and costs by organizing immediate supply contracts that differ from those of traditional marketing.

-E-commerce provides buyers and sellers with a lot of information about the products, such as the size of the expected demand, the characteristics of the product, its prices, the terms of payment, and other information that can be pumped into the website.

-There are many benefits of this technology that can be achieved by the government or the private sector in all public areas, especially in the departments of various institutions, including reducing production costs, increasing the speed of communication, and providing information, which simplifies the procedures and processes of institutions and makes them more clear and efficient over time and uses them better and thus provides better services, for the economy in general.

Based on this study, we were able to draw the following recommendations:

-Providing services that increase product performance and are reflected in productivity, including applied and practical courses, new technologies, and capacity development in the field of electronics.

-Introducing modern technologies and benefiting from global experiences in the field of e-marketing.

-Continue to research to improve the level of Electronic Marketing

-Developing effective government policies, legal and regulatory frameworks for modern approaches, and using modern electronic methods in marketing

-Encouraging employers to use modern technology in marketing by holding educational seminars on an ongoing basis.

-Giving a good impression to the website, it is imperative to form a mental image that suggests confidence about the store and its products and all that it offers by taking care of the website interface. Through it, a holistic view of the site must be given and the customer should be given a reason to return to

it again, and it must be characterized by the organization in its content Speed in downloading, quality in its software, sound, formats, and others.

-Joint research with advanced countries in the field of e-marketing and benefiting from their experiences in this field.

-For the application of electronic marketing to work for any institution, the necessary infrastructure must be provided, from the necessary physical information technologies to electronic databases and electronic commercial information and services to the qualified workforce to provide services related to electronic marketing to safe and efficient systems.

-To ensure the success of marketing and the achievement of its intended goal, the marketing officers must exercise control or influence on the departments and interests of the organization to ensure that customer satisfaction is achieved and maintained, as well as taking into account that any bad impression that the customer takes on the institution is not in its interest, in addition to harnessing E-marketing to maintain a constant dialogue at all times to achieve customer satisfaction.

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