

## THE ROLE OF INTERNET MARKETING IN BUSINESS DEVELOPMENT: A PRACTICAL CASE OF APPLICATION OF INTERNET STORE TECHNOLOGIES

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**Methods.** The results of the study of the role of Internet marketing in the development of trading business are based on the use of secondary data obtained from various sources, including scientific articles on this issue, websites, monographs and business news. During the research, methods of analysis and synthesis were used – to single out the most influential digital technologies that can contribute to the successful development of an online store; case-stage methodology – when creating an example of the implementation of a graphical interface of an online store based on Bootstrap technology.

**Results.** Internet marketing and e-services are considered the latest areas of research that are of strategic importance to enterprises that have focused their efforts on the e-market. Research has shown that online consumer behavior is different from consumer behavior in a traditional market. This article presents a theoretical overview of the role of Internet marketing for business development and shows a practical example of creating an online store with a graphical user interface. The Internet offers the organization a wide range of opportunities for effective and practical business development, so the authors have considered the best ways to create Internet marketing for running a successful business.

**Novelty.** The areas of integration of Internet marketing and business are demonstrated, which creates the basis for the company to achieve its strategic goals. The concept of a graphical interface for an online store offering consumers specialized computer equipment is presented. The technologies are defined and the specifics of their implementation in the online store are demonstrated.

**Practical value:** This article explores Bootstrap's e-commerce capabilities, exploring its features, benefits, and best practices to help businesses create engaging online stores that deliver exceptional user experiences. In the fast-paced world of e-commerce, having a visually appealing and user-friendly online store is critical to attracting customers and driving sales.

**Keywords:** Internet marketing, information system, programming, information technologies, online store.

**Statement of problem.** At the turn of the 20th and 21st centuries, the dynamics of Internet technology development was characterized by significantly high levels. According to statistics from 2000 to 2013, the number of users of the global network increased by more than five times. The published report «Global Digital 2020» provides data on the increase in the number of Internet users by 250 million in 2020 [1, p.68].

It is also known that currently the highest penetration of the Internet is recorded in developed countries, the highest penetration is

94% in Northern Europe, 90% in Western Europe and 84% in North America, 40% in developing countries and least developed countries only 15%.

China ranks first in the world in terms of the number of Internet users, with 793 million people in 2023, which is 55.8% of the population, India – 350 million. and USA – 277 million.

ITU estimates that approximately 5.4 billion people – or 67 per cent of the world's

population – are using the Internet in 2023. This represents an increase of 45 per cent since 2018, with 1.7 billion people estimated to have come online during that period. However, this leaves 2.6 billion people still offline [2, pp.78–80].

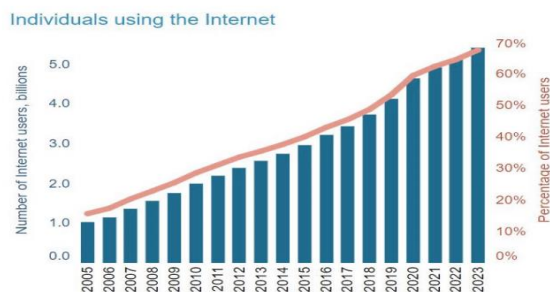


Fig.1. Internet users 2023, Source ITU.

Society in the growth of the spread of the Internet is growing more on the development of Internet marketing, which affects the marketing activities of commercial organizations.

The role of internet marketing in the organization corresponds to the classical concept of marketing, which is also called electronic marketing. Internet marketing includes the main components of marketing activities, such as: conducting market research of buyers and the external environment, product promotion, branding, working with intermediaries, organizing trade and sales activities.

There are several business models in internet marketing, such as: business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer (C2C). B2B is a model of companies doing business with each other.

Marketing on the Internet is represented by the following elements: online advertising; search marketing, direct marketing using email, SMO (Social Media Optimization), SMM (Social Media Marketing).

Internet advertising has various forms in the global network, such as: Banner, media, contextual, video advertising. According to statistics, online advertising is the fastest growing of all advertising segments.

**Analyses of recent papers.** According to the study, the volume of the Internet advertising market grew by 25% in the first half of 2023, while the TV advertising segment grew by only 18% during the same period.

Display and banner advertising perform the function of visual perception of information by the user. It uses special techniques to attract the attention of potential customers with different types of texts, logos, photos, etc.

Video advertising is a segment primarily placed on video streaming services. In 2023, the growth of this segment is predicted to be around 23–27%.

Search engine optimization or SEO (Search Engine Optimization) is a method of promoting a website, the purpose of which is to improve the site's position in the selection of search results for certain keywords. This means that the site page will be in the list of search results, the more accurately it answers the question asked. This type of marketing aims to increase web traffic and potential customers to generate income from that traffic [3, p.72].

Email marketing is the most common and popular direction. With its help, individual electronic campaigns are carried out. This element does not require any high costs, but directly communicates information to potential customers and determines their reaction through feedback.

SMO is an element of internet marketing that aims to optimize a website for social network users. The main goal is to make these users comfortable on the site. In this regard, website traffic increases, brand promotion and attracting new customers. In the process of optimization, the site is closely connected with social networks and is very similar to them.

Currently, a rapidly developing element of Internet marketing is SMM - attracting traffic or attention to a brand through social networks such as: Facebook, Twitter, Youtube, Instagram, VKontakte, etc.

The number of social network users is constantly increasing not only quantitatively, but also qualitatively. People of different income levels and ages use them every day. According to the statistics of the number of users, Facebook ranks first in the world with 2.17 billion people, followed by YouTube – 1.5 billion people, Instagram – 800 million people. There is great potential in this regard, thanks to social media marketing, consumers can independently find the products they need.

The unique possibilities of Internet marketing are to promote goods, images,

brands and services using the latest technologies. It is advantageous to spread information quickly and easily perceive it.

Internet communication features to use their marketing tools. This type of interaction with the customer provides feedback, which is especially important, because in the conditions of the modern market, his opinion is of crucial importance in shaping and adjusting the activities of any organization, and also affects its commercial result [4, pp. 29–33].

**Aim of the paper.** The main objective of this article is to understand the impact of the Internet on various areas of marketing, such as product development and service delivery, promotion, pricing and channel distribution.

**Materials and methods.** *Statistics on Artificial Intelligence in Marketing, 2023–2035.* The world of artificial intelligence and machine learning is expanding, and marketers should pay attention. AI is being implemented in nearly every industry to improve business processes, and the data surrounding this tech are staggering.

Industry	Baseline	Additional AI Contribution
Accommodation and Food Services	\$1.5 trillion	\$489 billion
Agriculture, Forestry, and Fishing	\$554 billion	\$215 billion
Arts, Entertainment and Recreation	\$453 billion	\$87 billion
Construction	\$2.76 trillion	\$520 billion
Education	\$1.06 trillion	\$109 billion
Financial Services	\$3.42 trillion	\$1.15 trillion
Healthcare	\$2.26 trillion	\$461 billion
Information and Communication	\$3.72 trillion	\$951 billion
Manufacturing	\$8.4 trillion	\$3.78 trillion
Professional Services	\$7.47 trillion	\$1.85 trillion
Public Services	\$3.99 trillion	\$939 billion
Social Services	\$1.08 trillion	\$216 billion
Transportation and Storage	\$2.13 trillion	\$744 billion

Fig.2. Ai gross value added (GVA) in 2035  
Source: <https://explodingtopics.com/blog/ai-statistics>

The AI industry has a foothold in various business functions, from cloud computing for datasets to streamlining company decision-making. Industry verticals utilizing AI technology include tech-related sales, insurance, banking, telecom, healthcare,

manufacturing, retail, and marketing to name a few.

*Graphical interface development technologies.* Creating a web resource is a set of activities that combines design development, information content, web site usability and marketing aimed at meeting the needs of visitors and future site owners.

A website's graphical interface is a combination of images, text, windows, interaction elements, and the like that allow users to conveniently interact with a web resource. To simplify the development, the so-called – Framework.

Framework is software that serves to facilitate development, as well as to combine various components of a software project. They are used both to simplify the interface and to "template" and to program the server part of the Internet resource. They allow you to increase the speed and convenience of development, reduce the costs of application development, optimize the required time development. In addition, they allow you to write clean code that does not require significant rework in the future. Their use is necessary when the CMS cannot meet the requirements for the development of the web resource or the costs of the CMS itself [5, pp. 349–372].

To simplify the development of the online store, we choose Bootstrap – a simplified interface development framework that includes a set of tools, HTML and CSS templates, as well as layout tools. Its main advantage is adaptability, optimization for mobile devices and standardization of interface elements [6, p.345].

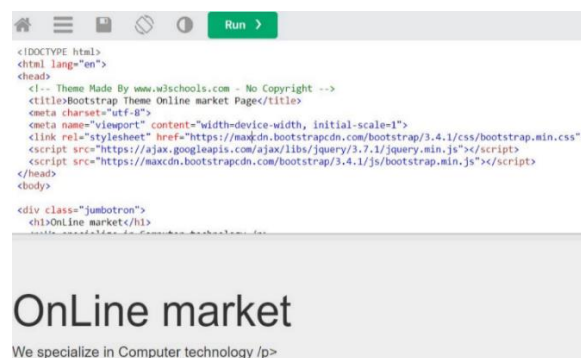


Fig. 3. Online store - HTML code executed by the Bootstrap framework

Bootstrap is a free front-end framework for faster and easier web development. We will

consider an example of the implementation of a graphical interface.

*Example.* We created a graphical interface for the online store homepage and admin panel using the Bootstrap framework. (<https://getbootstrap.com>).

The HTML code executed by the Bootstrap framework is as follows:

*Solution.* We have created a home page for the online store that shows the last added products, catalog by category, basic information, go to cart and contacts. The following image shows the finished home page of the site.

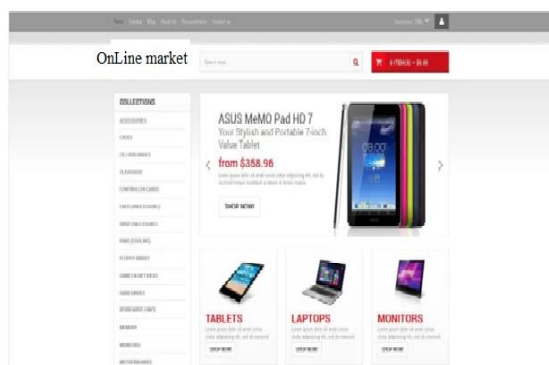


Fig.4. Home page for the online store

Internet marketing and e-services are considered the latest areas of research, which represent a strategic importance for businesses that have directed their efforts towards e-marketplace. (7, p.374). Studies have shown that online consumer behavior differs from consumer behavior in the traditional marketplace.

**Conclusions.** The ways in which some marketing activities are carried out have changed since businesses turned to trading. The Internet offers opportunities for an organization to grow its business in an efficient and practical way [8, pp. 43-47].

This means that the internet can be used to conduct marketing research, reach new markets, better serve customers, distribute products faster, solve customer problems, and

communicate more efficiently with business partners. The benefits of online marketing include improved information flow, new products and customer service, improved availability, and better market transparency.

To design and implement a successful e-marketing program, a number of theories, applications, and technologies need to be carefully analyzed and understood. In this paper we will examine the best ways of Internet marketing for business success. The main objective of this article is to understand the impact of the Internet on various areas of marketing, such as product development and service delivery, promotion and pricing.

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## РОЛЬ ІНТЕРНЕТ-МАРКЕТИНГУ В РОЗВИТКУ БІЗНЕСУ: ПРАКТИЧНИЙ КЕЙС ЗАСТОСУВАННЯ ТЕХНОЛОГІЙ ІНТЕРНЕТ-МАГАЗИНУ

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**Методологія дослідження.** Результати дослідження ролі Інтернет-маркетингу в розвитку торгівельного бізнесу базуються на використанні вторинних даних, отриманих із

різних джерел, включаючи наукові статті з даної проблематики, веб-сайти, монографії та бізнес-новини. Під час дослідження використовувались методи аналізу й синтезу – для виокремлення найбільш впливових цифрових технологій, що можуть сприяти успішному розвитку Інтернет-магазину; методологія кейс-стаді – при формуванні прикладу реалізації графічного інтерфейсу Інтернет-магазину на основі технології Bootstrap

**Результати.** Інтернет-маркетинг та електронні послуги вважаються останніми напрямками досліджень, які мають стратегічне значення для підприємств, які спрямували свої зусилля на електронний ринок. Дослідження показали, що поведінка споживачів в Інтернеті відрізняється від поведінки споживачів на традиційному ринку. У цій статті представлено теоретичний огляд ролі Інтернет-маркетингу для розвитку бізнесу та показано практичний приклад створення інтернет-магазину з графічним інтерфейсом користувача. Інтернет пропонує організації широкі можливості для ефективного та практичного розвитку бізнесу, тому автори розглянули найкращі способи створення інтернет-маркетингу для ведення успішного бізнесу.

**Новизна.** Продемонстровано напрями інтеграції Інтернет-маркетингу та бізнесу, що створює підґрунтя для досягнення компанією своїх стратегічних цілей. Представлено концепцію графічного інтерфейсу для Інтернет-магазину, що пропонує споживачам спеціалізовану комп'ютерну техніку. Визначено технології та продемонстровано специфіку їхнього впровадження в Інтернет-магазині.

**Практична цінність:** У цій статті розглядаються можливості Bootstrap для електронної комерції, досліджуються його функції, переваги та найкращі практики, щоб допомогти компаніям створювати захоплюючі онлайн-магазини, які забезпечують виняткову взаємодію з користувачами. У світі електронної комерції, що швидко розвивається, наявність візуально привабливого та зручного для користувачів онлайн-магазину має вирішальне значення для залучення клієнтів і стимулювання продажів.

**Ключові слова:** Інтернет-маркетинг, інформаційна система, програмування, інформаційні технології, інтернет-магазин.

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