

# Internet Marketing in Manufacturing Businesses; Proposed Model Regarding the Growth of Markets

Mohammadali zabani Shadbad<sup>1</sup>, Aysel Erciş<sup>2</sup>

<sup>1</sup>PhD Student, Atatürk University, Faculty of Economics and Administrative Sciences, PRODUCTION Management and Marketing,

<sup>2</sup>Prof. Dr., Atatürk University, Faculty of Economics and Administrative Sciences, PRODUCTION Management and Marketing,

**Abstract:** Today, electronic commerce opens a new era and virtually rewrites history. Numerous formerly unexpected sectors are rising over the internet thanks to information technologies. We can do all our transactions online, from ordering to payment. In such an environment, consumers are empowered and informed; producers can spread one-to-one marketing worldwide and rapidly reach a global market. Furthermore, the internet creates a new cultural potential. Consumers' habits are changing, and manufacturers are developing new techniques. If a general evaluation is made, the internet is a distribution channel that spreads to the remotest corners through the lines it creates. Consequently, this study surveyed food manufacturers operating in Istanbul. According to the research results, there is a significant relationship between the market share of food manufacturers in Istanbul and online advertising, online sales, online after-sales services, market research, and purchasing services.

**Keywords:** Online advertising, Online sales, Internet marketing, Market research

## 1. Introduction

Developments in information and communication technology have also affected the fields of advertising and marketing [1, 2]. Thanks to these developments, Internet advertising and marketing have emerged and created effective marketing methods by overcoming physical and cultural barriers and high costs [3, 4]. In this way, businesses have been able to communicate and interact with customers more easily and more cheaply, thus increasing service quality and significantly affecting customer satisfaction [5, 6].

In our age, the significant increase and prevalent use of the Internet has affected traditional advertising and marketing practices and understanding, leading to a move towards online advertising and marketing [7, 8]. Since internet advertising and marketing are based on technology, it is faster, constantly developing, and altering. It may be wrong to consider internet marketing completely eliminating traditional marketing. However, the Internet offers a more powerful marketing method by hosting various tools such as voice, photo, text, video, and animation. While all classical operations, including the preparation, pricing, packaging, and storage of products and services, occur within the business, the sales and delivery phase takes place over the Internet without the need for the company to be present. With internet marketing, the space and time problem has been eliminated, and marketing operations are carried out easily by saving cost and time.

Furthermore, it has become easier to monitor customer behavior and develop sales and personalized products [9, 10]. The Internet has strengthened customer relationships by making it easier for businesses to monitor the customer's approach and behavior. Moreover, the Internet has offered businesses many opportunities by providing them with new markets [11-13].

Thanks to the Internet, a customer-oriented management approach has developed, and thus, marketing methods have been affected. This is because customers' information and behavior can be easily found and monitored.

Therefore, they expanded their marketing targets in line with these behaviors and information [14-16]. Moreover, while the traditional marketing method is one-way, internet marketing is two-way, and the customer allows the business to monitor the entire process and resolve problems by quickly sending messages and providing feedback at all stages [17-19].

This study aims to offer a conceptual model for implementing Internet marketing in companies and its relationship with the growth of markets. A relational screening model was used in this study. The main purpose of relational studies is to reveal the characteristics of the population by using tools such as surveys, observations, interviews, and sampling.

## 2. Research Method

### 2.1 Preliminary study

A preliminary study was conducted by first testing the survey form of the study on a group of 20 people. Participants were asked to evaluate the expressions in the survey, and the final version was applied after making the necessary corrections by considering the suggestions and criticisms to increase the understanding of the expressions.

### 2.2 Data Collection Method and Tool

After the survey form was created, it was presented to the participants over the Internet to collect data, and they were asked to complete it. While the first part of the questionnaire includes questions to determine demographic characteristics, the second part includes questions to measure the study variables. The research questions were prepared using a 5-point Likert scale: the lowest 1 = I completely disagree and the highest 5 = I completely agree. SPSS 20.0 package program and PLS statistical program were used to analyze the study data.

All food-producing companies in Istanbul were included in the study as a sample. The information of these companies is available on the website [http://www.kurumsal.web.tr/firmalar/gida\\_sektoru\\_firmalari.php](http://www.kurumsal.web.tr/firmalar/gida_sektoru_firmalari.php) of food production companies operating in Istanbul and consists of 286 companies in total. A survey was applied to all companies, but since there was no response from 40 companies, the analysis was carried out on data obtained from 246 companies.

One of the Likert-type scales' most significant and primary issues is testing internal consistency. Therefore, to test its reliability, the Alpha-Cronbach's coefficient was used. A high alpha coefficient means that the items in a scale are consistent with each other and consist of items that define the elements of the same scale. Therefore, the alpha coefficient being close to 1 is important for the reliability of the scale. The alpha coefficient takes values between 0 and 1, but an acceptable alpha value should be at least 0.65 in other studies, except for review-type studies. In line with these explanations, Cronbach's alpha coefficient was used to test the reliability of this study. The value obtained from the Cronbach's alpha coefficient method shows that the scale is highly reliable.

The reliability coefficients of the variables measuring online advertising, online sales and purchasing, online after-sales services, and market research were obtained as 0.90, 0.80, 0.797, and 0.763, respectively.

The reliability coefficient of the variables aimed at measuring e-mail advertisements, business network relations, website advertisements, and determining the reasons that push the growth of their markets were obtained as 0.836, 0.707, 0.650, and 0.780, respectively. Therefore, it can be said that the survey is reliable by looking at the obtained values.

## 3. Data Analysis

### 3.1 Participants' Demographic Characteristics

Table 1 shows the participants' demographic characteristics.

**Table 1.** Participants' Demographic Characteristics

Gender	Frequency	Percentage (%)	Educational status	Frequency	Percentage (%)
Male	131	53.3	High school	20	8.1
Female	115	46.7	Associate degree	47	19.1
Age	Frequency	Percentage (%)	Bachelor's degree	137	55.7
21-30	11	4.5	Master's degree	42	17.1
31-40	78	31.7			
41-50	135	54.9			
51 and over	22	8.9			
<b>Total</b>	246	100	<b>Total</b>	246	100

46.7% of the participants are women, 53.3% are men, 4.5% are 21-30 years old, 31.7% are 31-40, 54.9% are 41-50, and 8.9% are in the 51 and over age group. It was determined that 8.1% of the participants were high school graduates, 19.1% had an associate degree, 55.7% had a bachelor's degree, and 17.1% had a postgraduate education.

### 3.2 Descriptive Statistics of Research Variables

Descriptive statistics of the scale expressions found in the study are presented in the tables below. Descriptive statistics of the Online Advertising variable are shown in Table 2.

**Table 2.** Descriptive Statistics of Online Advertising.

Online Advertising		
Variables	Mean	Standard Deviation
I think that the products I buy through internet advertisements are more valuable.	3.79	1.134
Internet advertisements are highly memorable.	3.89	1.088
Internet advertisements I encounter against my will negatively affect my purchasing decision.	3.56	1.119
Internet advertisements create visual pollution on web pages.	4.03	1.119
Internet advertisements can be misleading.	3.65	1.128
I think negatively about the product/service featured in internet advertisements.	3.53	1.134

Among the statements regarding online advertising, “Internet advertisements create visual pollution on web pages” has the highest value, with an average of 4.03. The statement “Internet advertisements are more memorable” has the second-place value with an average of 3.89.

Descriptive statistics of Online Sales and purchasing variables are presented in Table 3.

**Table 3.** Descriptive Statistics of Online Selling and Purchasing.

<b>Online Selling and Purchasing</b>		
<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
We, the users, should be given a legal right regarding marketing activities carried out without permission.	3.90	1.049
Being informed about advertisements and campaigns via SMS allows me to be informed more quickly about the products or services I am interested in.	3.88	1.050
Online sales marketing may sometimes not provide accurate information.	2.87	1.182
I buy the advertised product if I need it.	2.97	1.210
Online sales advertisements distort the values of youth.	3.42	1.300
Internet advertisements positively affect my purchasing behavior.	3.31	1.286

Among the statements regarding online sales and purchasing, “Users should be given a legal right regarding marketing activities carried out without permission” has the highest value, with an average of 3.90. The phrase “Being aware of promotions and campaigns through SMS allows me to find out more quickly about products or services I'm interested in” ranked second with a mean of 3.88.

Descriptive statistics of Online After-Sales Services variables are presented in Table 4.

**Table 4.** Descriptive Statistics of Online After-Sales Services.

<b>Online After Sales Services</b>		
<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Not obtaining permission while doing mobile marketing may affect my attitude towards mobile marketing.	3.87	1.104
For the product I want to buy, I visit the store where the product is sold.	3.96	1.061
I participate in campaigns organized by companies on social media.	2.68	1.209

Among the statements regarding online after-sales services, the statements “I visit the store where the product is sold for the product I want to buy” and “Not getting permission while doing mobile marketing may affect my attitudes towards mobile marketing” have the highest values with an average of 3.96 and 3.87, respectively.

Descriptive statistics of market research variables are shown in Table 5.

**Table 5.** Market Research Descriptive Statistics

<b>Market Research</b>		
<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Internet advertisements are more effective than other visual advertising providers (TV, Newspaper, etc.).	3.10	1.133
A regulatory body must check Internet advertising.	3.48	1.257
Internet advertisements are useful for consumers.	3.51	1.305
Internet advertisements provide more information about products/services than other advertising tools.	3.45	1.320
Internet ads often distract me.	3.79	1.116
When I see a social media ad on my computer screen, I click on the ad to learn more	3.72	1.136

Among the statements related to market research, “Internet advertisements usually distract me” and “When I see a social media advertisement on my computer screen, I click on the advertisement to get more information” have the highest values, with an average of 3.79 and 3.72, respectively.

Descriptive statistics of email advertisement variables are presented in Table 6.

**Table 6.** Email Ads Descriptive Statistics.

<b>Email Ads</b>		
<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Email Exchange affects your decision.	3.50	1.156
Chat Shopping influences your decision.	3.88	1.130
E-mail ads are more interesting	3.48	1.138
Email ads direct people to buy.	3.40	1.148

One of the statements regarding e-mail advertisements, “chat shopping affects your decision,” and “E-Mail Exchange affects your decision,” have the highest values with averages of 3.88 and 3.50, respectively.

Descriptive statistics of Business Network Relationships variables are presented in Table 7.

**Table 7.** Descriptive Statistics of Business Network Relationships.

<b>Business Network Relationships</b>		
<b>Variables</b>	<b>Mean</b>	<b>Standard Deviation</b>
Internet ads repulse me.	3.90	1.047

I take precautions to avoid being exposed to Internet advertisements against my will.	3.81	1.054
Internet advertisements have an ever-increasing circulation.	2.96	1.195
I want to investigate the product promoted through the advertising message sent to my e-mail address.	3.10	1.180

Among the statements regarding business network relations, the statements “Internet advertisements are repulsive to me” and “I take precautions to avoid encountering Internet advertisements against my will” have the highest values, with averages of 3.90 and 3.81.

Descriptive statistics of website advertisement variables are presented in Table 8.

**Table 8.** Website Ads Descriptive Statistics.

Website Ads		
Variables	Mean	Standard Deviation
Google ads influence your purchasing decision.	3.27	1.249
Buying a product that you have been influenced by advertisements on websites and taken action means you have become a site member and purchased a product.	3.21	1.200
We benefit greatly from the website advertisements that first come to our mind.	3.84	1.109
Website advertisements affect us greatly in our shopping choices.	4.01	1.030
We would be very impressed if users were given gifts on websites when they click on ads on the site.	2.61	1.144

Among the expressions regarding website advertisements, the statements “Website advertisements affect us greatly in our shopping preferences” and “We benefit greatly from the first website advertisements that come to our mind” have the highest values with an average of 4.01 and 3.84, respectively.

Descriptive statistics of the Market Growth variables are presented in Table 9.

**Table 9.** Descriptive Statistics of Market Growth.

Growth of Markets		
Variables	Mean	Standard Deviation
The market share of our products increases.	3.16	1.131
Our investments are returned.	3.43	1.246
Our sales increase.	3.51	1.177
The profit rate increases based on our sales.	3.50	1.225

The rate of return on investment increases.	3.79	1.134
An increase in sales is observed.	3.89	1.088
An increase in the market is observed.	3.88	1.050
Market share increases.	2.87	1.180
Product quality increases.	2.97	1.205
Productivity increases in our company.	3.42	1.300
Delivery time of sold goods is shortened.	3.46	1.244

Among the expressions regarding the growth of markets, the expressions “an increase in sales” and “an increase in profits” have the highest values, with an average of 3.89 and 3.88, respectively.

#### 4. Normality Test of Data

Kolmogorov-Smirnov test was used for normality, and whether the data obtained was normally distributed was examined. One of the areas where normality testing is important is statistical confidence interval applications. If the population chance variable fits the normal distribution, the parametric statistical techniques are valid. The hypothesis established for the normality distribution of the data is presented below:

The data is not normal.  $H_0: =0$

The data is normal.  $H_1: \neq 0$

The results are presented in Table 10.

**Table 10.** One-Sample Kolmogorov-Smirnov Test

		OR	OS	OH	PA	SS	II	PB	PZ
N		246	245	243	246	245	245	246	245
Normal Parameters	Average	3.7419	3.3918	3.4979	3.5075	3.5663	3.4429	3.3862	3.4445
	Standard Deviation	.91504	.83768	.75962	.82096	.93675	.81815	.74152	.65998
Most Extreme Differences	Absolute	.141	.084	.163	.106	.141	.103	.118	.095
	Positive	.085	.040	.114	.049	.063	.072	.061	.038
	Negative	-.141	-.084	-.163	-.106	-.141	-.103	-.118	-.095
Kolmogorov-Smirnov Z		1.218	1.322	1.544	1.665	1.210	1.618	1.343	1.494
Asymp. Sig. (2-tailed)		.087	.071	.067	.058	.092	.062	.074	.069

The Kolmogorov-Smirnov test determined that the variables were normal. The p-value was found to be higher than 0.05 in all variables. Therefore, it can be said with 95% confidence that the variables are normally distributed.

#### 5. Examining the Suitability of the Research Model

To examine the suitability of the model, it was discussed in 3 different sections, including the general, structural, and measurement models. For this reason, it can be examined whether the study model is suitable for the data obtained from the sample and, if so, to what extent. Once the model suitability is determined, the study hypotheses can be examined and analyzed.

The data obtained for the variables are given as input to the PLS application for analysis, and the final model is tested as follows:

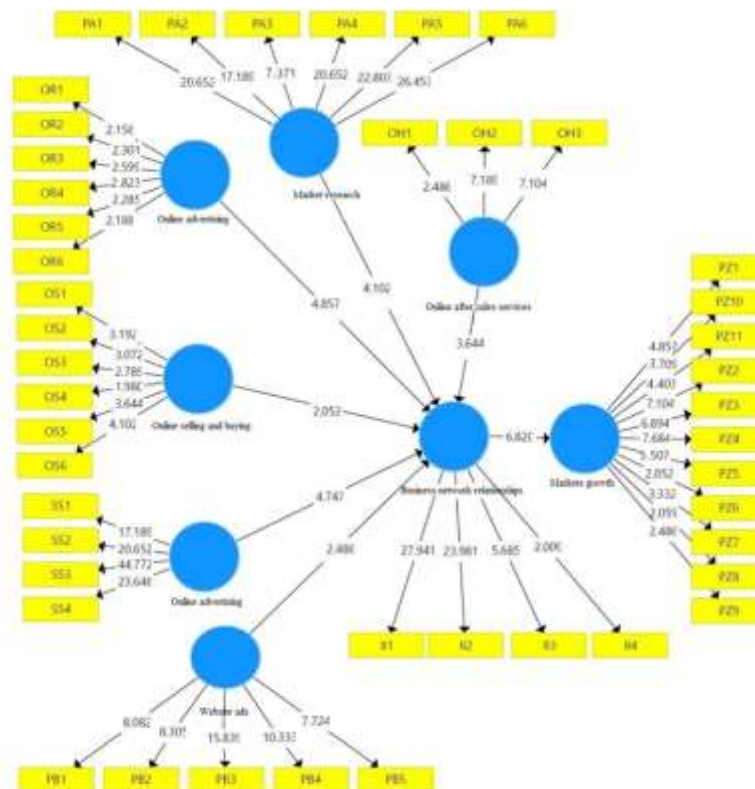
- 1) By estimating standardized coefficients.
- 2) With t significant coefficients.

Consequently, in all analyses, the suitability of the measurement model, structural model, general model, and hypotheses are tested based on these results. Each variable used is presented in Table 11.

**Table 11.** Variable Headings in Model

Variable	Heading in Model
Online advertising	OR
Online selling and buying	OS
Online after-sales services	OH
Market research	PA
Business network relationships	II
Email ads	SS
Markets growth	PZ
Website ads	PB

The standardized coefficients obtained from the analysis are presented in Figure 1.



**Figure 1.** Standardized Coefficients of the Model.



According to the results attained from the analysis of the model, it can be said that all questions regarding the study variables were confirmed, and the standard value obtained for all questions was higher than 0.4.

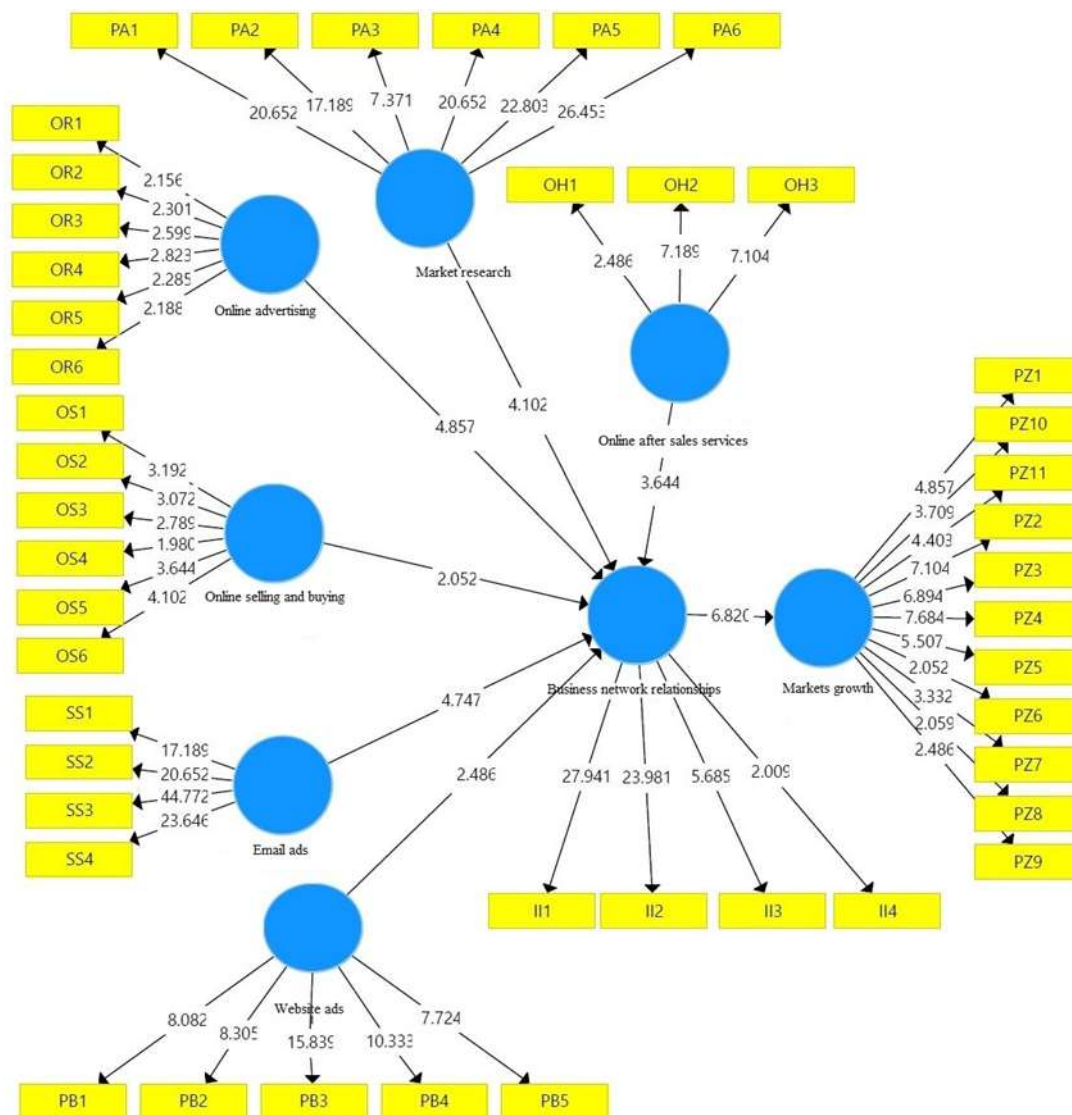


Figure 2. Final Model of the Study in Case of Significant Coefficients

According to the results attained from the model analysis, it can be supposed that the value obtained for each question is higher than 1.96, positive or negative; that is, all inquiries are confirmed (Figure 2).

## 6. Examining the Suitability of the Research Measurement Model

To examine the suitability of the measurement model, which includes a variable and the questions of the variable and is a part of the general model, factor loading, Cronbach's alpha and Composite reliability coefficients, as well as the reliability of the tested indices, discriminant validity, and convergent validity criteria are used.

Factor loading is obtained by calculating the correlation between a structure and structure indices. If it is calculated as 0.4, the variance value between the structure and its indices is greater than the measurement error variance value of the structure, and the reliability of the model is acceptable (Table 12).

**Table 12.** Factor Loading Coefficient

	Online advertising	Online selling and purchasing	Online after-sales services	Market research	Email advertising	Business network relationships	Website advertising	Market growth
OR1	0.81							
OR2	0.88							
OR3	0.89							
OR4	0.76							
OR5	0.73							
OR6	0.77							
OS1		0.75						
OS2		0.76						
OS3		0.63						
OS4		0.49						
OS5		0.77						
OS6		0.84						
OH1			0.77					
OH2			0.64					
OH3			0.62					
PA1				0.88				
PA2				0.75				
PA3				0.49				
PA4				0.88				
PA5				0.91				
PA6				0.92				
SS1					0.80			
SS2					0.85			
SS3					0.90			
SS4					0.84			
II1						0.88		
II2						0.90		
II3						0.67		
II4						0.46		
PB1							0.73	

	Online advertising	Online selling and purchasing	Online after-sales services	Market research	Email advertising	Business network relationships	Website advertising	Market growth
PB2							0.75	
PB3							0.82	
PB4							0.79	
PB5							0.53	
PZ1								0.56
PZ2								0.41
PZ3								0.48
PZ4								0.79
PZ5								0.79
PZ6								0.81
PZ7								0.65
PZ8								0.45
PZ9								0.40
PZ10								0.40
PZ11								0.40

As can be seen, factor loadings in all model structures have values greater than 0.4, so the reliability of the measurement models is at an acceptable level, indicating the suitability of the measurement model.

### 6.1 Cronbach's Alpha and Composite Reliability

Indices with each construct after factor loading Cronbach's alpha and composite reliability coefficients were examined, which show the variance ratio between the variables to the variance of the entire structure. For the reliability coefficient to be acceptable, it must be higher than 0.6. Reliability coefficient results are presented in Table 13.

According to the results presented in Table 13, the composite reliability value and Cronbach's alpha coefficient of all factors were acceptable. Consequently, it can be said that the questionnaire used in the study has good reliability, and it can also be confirmed that the measurement model is good.

**Table 13.** Reliability Coefficient of the Survey

Variable	Cronbach's alpha $\alpha > 0.7$	Composite Reliability $CR > 0.7$
Online advertising	0.903	0.926
Online sales	0.816	0.867
Online after-sales services	0.709	0.719
Market research	0.761	0.829

Variable	Cronbach's alpha $\alpha > 0.7$	Composite Reliability $CR > 0.7$
Email ads	0.875	0.912
Business network relationships	0.713	0.796
Website ads	0.666	0.798
Market growth	0.793	0.818

## 6.2 Convergent Validity

Average Variance Extracted, which shows the correlation between a construct and its indices, was used to examine the convergent validity of the study. Fornell and Larcker (1981) suggested this criterion to measure convergent validity in their research and stated that its critical value was 0.4. The results obtained from examining the convergent validity of the model structure are presented in Table 14.

**Table 14.** Convergent Validity of the Model's Constructs Based on Average Variance Extracted

Variable	Average Variance Extracted
Online advertising	0.675
Online selling and purchasing	0.524
Online after-sales services	0.501
Market research	0.493
Email ads	0.721
Business network relationships	0.502
Website ads	0.493
Market growth	0.441

As seen in Table 14, the extracted average variance values of all variables were shown to be higher than the criterion value (0.4). Consequently, the convergent validity of the model and the appropriateness of the measurement model can be confirmed.

## 6.3 Discriminant Validity

Fornell and Larcker (1981) demonstrated the independence of concepts using the discriminant validity method in their study. The independence of the concepts of the study was examined using the mentioned method and is presented in Table 15. As shown in Table 15, the root mean value of the average variance extracted of all first-order latent variables (values on the main diagonal) is higher than the correlation value between them and other factors, confirming that the measurement model has appropriate discriminant validity.

**Table 15.** Discriminant validity results of the model based on the Fornell and Larcker matrix

Variable	Market research	Market growth	Online advertising	Online sales and purchasing	Online after-sales services	Website advertising	Email advertising	Business network relationships
Market research	0.702							
Market growth	0.791	0.584						
Online advertising	0.710	0.921	0.822					
Online sales	0.641	0.900	0.798	0.724				
Online after-sales services	0.564	0.496	0.461	0.497	0.708			
Website advertising	0.297	0.327	0.240	0.249	0.003	0.702		
Email ads	0.254	0.255	0.206	0.227	-0.002	0.603	0.849	
Business network relationships	0.315	0.306	0.261	0.270	0.069	0.506	0.621	0.708

## 7. Suitability of the Structural Model

After examining the suitability of the measurement model of the study, the suitability of the structural model was examined using  $R^2$  and  $Q^2$  criteria.

### 7.1 $R^2$ Criterion

The  $R^2$  criterion, which indicates that an exogenous variable affects an endogenous variable, is used to connect the measurement and structural parts of the model (Figure 3).

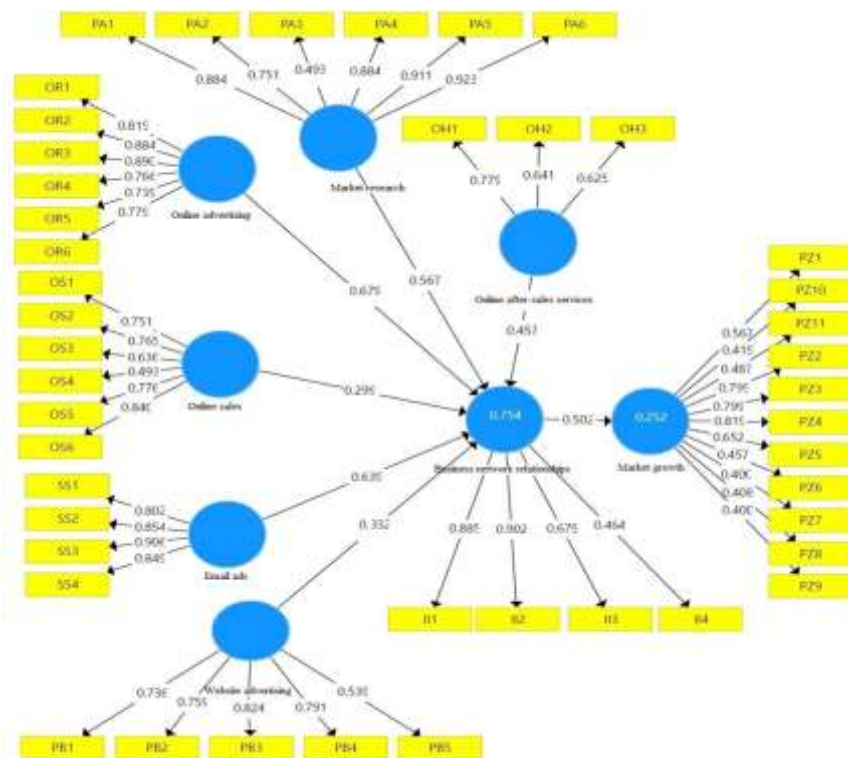


Figure 3. Research Model

Table 16.  $R^2$  value

Endogenous latent variable	$R^2$
Market growth	0.252
Business network relationships	0.754

The  $R^2$  value obtained for the internal variables of the model is shown in Table 16. Looking at these values, it is confirmed that the structural model has a good fit.

## 7.2 $Q^2$ Criterion

$Q^2$ , defined by Stone and Geisser (1975), was used to determine the predictive power of the model. In their study, these researchers emphasized that models capable of predicting indices related to the internal structures of the model have acceptable structural suitability.  $Q^2$  values that need to be calculated for all internal structures of the model are presented in Table 17.

Table 17.  $Q^2$  value

Variable	Sso	sse	$Q^2$
Market research	534.000	534.000	
Market growth	979.000	697.778	0.287
Online advertising	534.000	534.000	
Online sales and purchasing	534.000	534.000	
Online after-sales services	267.000	267.000	

Website ads	445.000	445.000	
Email ads	356.000	356.000	
Business network relationships	356.000	356.000	

In their study, Henseler et al. (2009) determined the values of 0.02, 0.15, and 0.30 as weak, medium, and strong values for  $Q^2$ , which expresses the predictive power, respectively. Consequently, looking at the  $Q^2$  values presented in Table 3.26, the predictive power of the model for its endogenous variables can be accepted, and it can be confirmed that the structural model has a good fit.

### 7.3 Suitability of the General Model

Ge The goodness-of-fit index (GOF) was used to examine the suitability of the model. According to the average of the common values of the structures (common values of the first-order structures) and the  $R^2$  average regarding all internal structures of the model, the goodness-of-fit index for the general suitability of the model of the study is equal to:

$$\overline{Communalities} \cong 0.282$$

$$\overline{R^2} \cong 0.503$$

$$GOF = \sqrt{\overline{Communalities} \times \overline{R^2}} = \sqrt{0.282 \times 0.503} = 0.709$$


A value of 0.709 was obtained for the goodness of fit index, which shows that the model has an acceptable and good fit. In addition, for the goodness of fit index, values of 0.01, 0.25, and 0.36 are defined as weak, medium, and strong values, respectively.

### 8. Testing of Hypotheses

After examining the suitability of measurement, structural, and general models, hypotheses can be tested by the researcher according to the data analysis algorithm of the partial least squares method. Before testing the hypotheses, the coefficients of the indirect paths in the model need to be examined.

**Table 18.** Results of the Partial Least Squares Method for Testing Hypotheses

First Hypothesis			T-Value	Standard path coefficient	Hypothesis Result
Online advertising	→	Business network relationships	4.857	0.679	Accepted
Online selling and buying	→	Business network relationships	2.052	0.299	Accepted
Online after sales services	→	Business network relationships	3.644	0.457	Accepted
Market research	→	Business network relationships	4.102	0.567	Accepted
Email ads	→	Business network relationships	4.747	0.639	Accepted
Business network relationships	→	Growth of markets	6.820	0.502	Rejected

First Hypothesis			T-Value	Standard path coefficient	Hypothesis Result
Website ads		Business network relationships	2.486	0.332	Rejected

Considering the relationships, the t value of the relationship between online advertising and business network relationships is 4.857, greater than 1.96 (Table 18). Consequently, it has been determined that there is a statistically significant positive relationship between online advertising and business network relationships.

The t value of the relationship between online sales and purchasing and business network relationships is 2.052, greater than 1.96. So, it has been determined that there is a statistically significant positive relationship between online sales and purchasing and business network relationships.

The t value of the relationship between online after-sales services and business network relationships is 3.644, greater than 1.96. Consequently, it has been determined that there is a statistically significant positive relationship between online after-sales services and business network relationships.

The t value of the relationship between market research and business network relations is 4.102, greater than 1.96. Then, it has been determined that there is a statistically significant positive relationship between market research and business network relationships.

The t value of the relationship between email advertisements and business network relationships is 4.747, greater than 1.96. Consequently, it has been determined that there is a statistically significant positive relationship between Email advertisements and Business network relationships.

The t value of the relationship between business network relations and market growth is 6.820, greater than 1.96. Thus, it has been determined that there is a statistically significant positive relationship between business network relationships and market growth.

The t value of the relationship between website advertisements and business network relationships is 2.486, greater than 1.96. Hence, it has been determined that there is a statistically significant positive relationship between website advertisements and business network relationships.

## 9. Conclusion

The current study investigated the dimensions of internet marketing, online advertising, online sales and purchasing, online after-sales services, market research, e-mail advertisements, and website advertisements, its relationship with business network relationships, and market growth. The study results revealed that online advertising, online sales and purchasing, online after-sales services, market research, e-mail advertisements, and website advertisements are effective on the business network relationships and market growth of businesses in the food industry in Istanbul.

According to the study results, there is a significant relationship between the dimensions of Internet Marketing and the growth of the food industry business network relations and markets in Istanbul.

Based on the results obtained from the model analysis, it can be said that there is the highest effect between online advertising and business network relations with 0.679. Additionally, it was determined that there was a significant relationship between other variables and business network relationships. On the other hand, business network relationships have positively impacted market growth. As a result, food producers need to pay more attention to the factors affecting the development of their markets.

The Internet has created diverse changes in different areas, but in some areas, the change it created was initially perceived as the simplest change; for example, in the field of marketing, it was thought to be a distribution channel and sometimes a communication tool with the potential to be effective. However, it is clear that the internet,



known as a distribution channel and communication tool, provides more. Nowadays, most products and services, such as insurance, computer software, music/cinema products, publishing, banking, and the like, are produced or carried out entirely over the Internet, distributed, and sometimes priced entirely over the Internet. In most sectors, most marketing activities occur on the Internet after the products and services are produced.

Internet marketing uses different tools and methods, unlike traditional marketing. Although Internet marketing techniques are similar to traditional marketing techniques, they appeal to a wider audience and are more convenient in terms of time and cost. Various definitions have been made considering the functions of Internet marketing, touching on various aspects. When looking at the differences between internet marketing and traditional marketing, internet marketing differs mostly in promotional tools. Considering these differences, the most common promotional tools can be creating websites, becoming a member of sectoral portals, advertising on search engines and other sites, e-mail promotion, and creating a network with online communities.

Creating a promotional mix on the Internet is much more difficult than in the past. The content and technique of the instruments used today have progressed and developed compared to the past. Many tools can be included in the promotion mix, from e-mail to animated banner ads, from online games to creating a network by reaching social online communities.

Websites, an important communication tool for delivering contact information to consumers, are the leading promotional tool in Internet marketing activities. The content and features of the websites created by companies help them find new customers by providing a competitive advantage.

It is very significant to know what visitors pay attention to on the website, what they look at first, how they navigate the site, and how much time they spend. Knowing and researching these issues gives clues about how customers use the site and how much and how much convenience it provides to customers. For example, forms are placed on the site, and customers' data and information are recorded in the database. Moreover, a customer-specific profile can be created by recording customers' browsing pages and the products they examine.

Online advertising has started to be used and taken place in different areas using different tools in terms of content and method. Thanks to online advertising, companies have reached many customers quickly with very low costs and have begun to expand their market shares. Online advertising offers companies access to the international market, geographical segmentation (offering different advertising content to users connecting from different points of the world), low cost, instant update opportunity, continuous broadcasting, mutual interaction, rich content (text, pictures, music, speech, animated animation and more) and it has provided many advantages such as video usage.

## References

- [1] Kopzhassarova U, Bexultanova L, Olkova I, Sarzhanova G, Belgibayeva G. Assessing the capabilities of CLIL technology in development students' foreign language professional skills. *J Adv Pharm Educ Res.* 2021;11(4):116-20.
- [2] Parishani N, Mehraban MA, Naseh L. Nurses' views: organizational resource consumption models in hospitals. *J Adv Pharm Educ Res.* 2021;11(2):156-62.
- [3] AlMojel SA, Ibrahim SF, Alshammari LK, Zadah MH, ghamdi RNA, Thaqfan DAA. Saudi Population Awareness and Attitude Regarding Stem Cell Donation. *Arch Pharm Pract.* 2021;12(1):85-9.
- [4] Balkanski SV, Lebanova HV, Grigorov EE, Getov IN. In-depth Assessment after 18 Months of Distance E-learning of Pharmacists in Bulgaria. *Arch Pharm Pract.* 2021;12(2):12-6.
- [5] Merisavo, M. & Raulas, M. (2004). The Impact of E-Mail Marketing on Brand Loyalty. *Journal Of Product & Brand Management*, 13(7), 498-505.
- [6] Odabaşı, K. & Odabaşı, A.K. (2007). *İnternette Pazarlama Stratejileri*. İstanbul: Cinius Yayınları.
- [7] Erdal, Murat. (2011). Satın Alma Yönetimi, [www.meslekiegitim.com](http://www.meslekiegitim.com). Erişim Tarihi: 09.12.2012
- [8] Kamakura, W. A., Wedel, M., De Rosa F. and Mazzon, J. A., (2013), "Cross-Selling Through Database Marketing: A Mixed Data Factor Analyzer For Data Augmentation And Prediction," *International Journal of Research in Marketing*, 20, pp.45-65
- [9] Kırcova, İ. (2005). *İnternette Pazarlama*. 3. Baskı, İstanbul: Beta Basım Yayım.

- [10] Kircova, İ., & Enginkaya, E. (2015). Sosyal medya pazarlama. İstanbul: Beta Yayınları.
- [11] Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50 (2), 253-272.
- [12] Sheth, Jagdish N., Arun Sharma, (2005), "International E-Marketing: Opportunities and Issues," *International Marketing Review*, Vol: 22, No: 6, ss: 611-622.
- [13] Tekinay, A. (2000), E-Tailing Rüzgarı. *Capital*, Mayıs: 124-126.
- [14] Chaffey, D., Smith, P. R., & Smith, P. R. (2013). *eMarketing eXcellence: Planning and optimizing your digital marketing*. Routledge.
- [15] Dedeoğlu, Ayla Özhan (2002): "Tüketici Davranışları Alanında Kalitatif Araştırmaların Önemi ve Multidisipliner Yaklaşımlar", *DEÜ İ.İ.B.F. Dergisi*, no.2
- [16] Dominici, G. (2009). From Marketing Mix to E-Marketing Mix: a Literature Overview and Classification, *International Journal of Business and Management*, Italy, 4, 9.
- [17] Siegel, C. (2004). *İnternet Marketing: Foundations and Applications*. Houghton Mifflin Company. Boston, New York, 312-313.
- [18] Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*. 1 (5), 69-80.
- [19] Yıldız, M. (2017) 2017 ilk görev: E-ticarete olun! <https://www.dunya.com/kose-yazisi/2017-ilkgorev-e-ticarete-olun/344467> (Erişim tarihi: 14.10.2017).