

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE ROLE OF E-MARKETING COSTS IN MAXIMIZING COOPERATE
PROFITS**

MASTER'S THESIS

Khaled Mamdouh Ali Ahmed Aboubakr

**Department of Business
Business Administration Program**

January, 2023

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Thesis Advisor: Assist Prof. Dr. Ibrahim MERT

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APPROVAL PAGE

DECLARATION

I hereby declare with respect that the study “The Role Of E-Marketing Costs In Maximizing Cooperate Profits ”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Khaled Mamdouh Ali Ahmed Aboubakr

FOREWORD

I would like to thank God for giving me the opportunity to pursue my MBA degree.

I would also like to thank my Supervisor Dr. Ibrahim Mert, who supported me in the whole process of making this work done.

I am highly thankful for my family members, friends and the Drs who motivated me to be where I am right now.

January 2023

Khaled Mamdouh Ali Ahmed Aboubakr

THE ROLE OF E-MARKETING COSTS IN MAXIMIZING COOPERATE PROFITS

ABSTRACT

The 21st century is characterized by globalization which makes businesses operate in a highly competitive environment. Such an environment obliges individuals and businesses to be competent and step out of the traditional way of doing things to thrive or even survive. In this matter, businesses are forced to utilize digital technologies to ensure being successful and gaining competitive advantage. This change show themselves in the new ways we do this, for instance, marketing which is crucial for any type of business has totally changed. In the past, businesses were relying on communication channels like TV, radio , magazines etc. to market their products and services. However, nowadays business can't even barely survive if it doesn't adopt E-marketing which is utilizing internet besides digital tools to market businesses. However, business owners must be aware of the E-marketing costs which is the quantity of money in exchange of e-marketing such as ads. As cost is an important factor to be considered while thinking about gaining profit which is the financial gain from any business activity. In this matter, it becomes important to examine what role do e-marketing costs play in maximizing the corporate profits. This thesis aimed to examine this role. The study was conducted on foreign employees in public services companies. The results indicated that e-marketing budget is positively correlated to maximizing profit.

Keywords: E-marketing, Profit Maximization, Corporate Profits, Marketing

E-PAZARLAMA MALİYETLERİNİN İŞBİRLİĞİ KÂRLARINI MAKSİMİZE ETMEKTEKİ ROLÜ

ÖZET

21. yüzyıl, işletmelerin oldukça rekabetçi bir ortamda faaliyet göstermesini sağlayan küreselleşme ile karakterizedir. Böyle bir ortam, bireyleri ve işletmeleri yetkin olmaya ve gelişmek ve hatta hayatta kalmak için işleri geleneksel yoldan yapmaya zorlamaktadır. Bu konuda işletmeler başarılı olabilmek ve rekabet avantajı elde edebilmek için dijital teknolojilerden yararlanmak zorunda kalmaktadır. Bu değişim, bunu yaptığımız yeni yöntemlerde kendini göstermektedir, örneğin, her tür iş için çok önemli olan pazarlama, tamamen değişmiştir. Geçmişte işletmeler, ürün ve hizmetlerini pazarlamak için TV, radyo, dergi vb. iletişim kanallarına güvenmekteydiler. Bununla birlikte, günümüzde işletmeler, işletmeleri pazarlamak için dijital araçların yanı sıra internetten de yararlanan E-pazarlamayı benimsemezse hayatta kalmaz. Ancak işletme sahipleri, reklamlar gibi e-pazarlama karşılığında para miktarı olan E-pazarlama maliyetlerinin farkında olmalıdır. Maliyet, herhangi bir ticari faaliyetten finansal kazanç olan kar elde etmeyi düşünürken dikkate alınması gereken önemli bir faktördür. Bu konuda e-pazarlama maliyetlerinin kurum karlarını maksimize etmede nasıl bir rol oynadığının incelenmesi önem kazanmaktadır. Bu tez bu rolü incelemeyi amaçlamıştır. Araştırma, kamu hizmeti şirketlerinde yabancı çalışanlar üzerinde yapılmıştır. Sonuçlar, e-pazarlama bütçesinin karı maksimize etmekle pozitif olarak ilişkili olduğunu göstermiştir.

Anahtar Kelimeler: E-pazarlama, Kâr Maksimizasyonu, Kurumsal Kârlar, Pazarlama

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ABBREVIATIONS

Ads	:Advertisements
E-Advertising	:Electronic Advertising
E-commerce	:Electronic Commerce
E-mail	:Electronic Mail
E-Marketing	:Electronic Marketing
E-Media	:Electronic Media
E-payment	:Electronic Payment
E-Promotion	:Electronic Promotion
E-Sales	:Electronic Sales
E-service	: Electronic Service
ICTs	:Information Communication Technologies
PR	: Public Relations
SEM	:Search Engine Marketing
SERPs	: Search Engine Results Pages
TV	:Television

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I. INTRODUCTION

As the world is becoming more competitive than ever before due to globalization, digitalization, and COVID-19, then businesses are forced to become competitive and adapt to this new world. Traditional ways of doing this have changed and digital technologies nowadays are the leaders of many businesses' success stories.

In this matter, many concepts such as e-marketing are of high significance now. Many people are specializing in the field of digital marketing, hiring digital marketing companies, or even taking courses to learn about this science. The results of e-marketing can be the number one motivator for any business owner, as he/she can see how other companies in the marketing are growing and reaching their potential and being successful just because they adopted e-marketing.

However, of course, with these wide benefits, e-marketing certainly has its own cost. Thus, when someone decides on adopting e-marketing, he/she might be aware of its cost, and take many things into considerations.

E-marketing cost is just like any cost that can be calculated. Tools are also out there to help people be informed about the costs of e-marketing and the results they will get from investing in it.

As every business goal is gaining profit, then one should consider what exact amount of cost would he/she pay to generate profit and not have any losses. In this matter, it becomes important to understand what exactly profit is and how profit is maximized.

To do so, one should know the basic equation of profit, the factors that make a company profitable, and what are the levels of profit maximization. In the case of e-marketing, one should understand what are the costs of it , how much budget to allocate to it, and how much profitable and worth the investment will it be.

The study is about the role of e-marketing costs in maximizing cooperate profits. The study intends to measure the attainment of the profitability through e-

marketing cost computations in the e-businesses. Anyang (2019), defines , marketing costs are the variance between the price paid by the customer and the price received by the producer for a product/good. Profit is the amount of profit from the project, whether it is commercial, industrial, or service, and the concept of profit for previous projects is different, so the profit in industrial projects is the difference between income and costs, while in service projects, it is the difference between revenues expenses. If it is positive, it will be profit, and if it is negative, there will be a loss.

The study is dimensioned into five chapters:

The 1st chapter is introduction which provides the research overview, problem statement, significance of the study, research objectives, research questions, research purpose and hypotheses.

The 2nd chapter is about literature review, which is a review of the literature present on the variables of the chosen topic and subtitles related to them such as e-marketing, e-marketing cost, e-marketing advantages etc., profit, profitability, profit maximization etc.

The 3rd chapter includes the methodology which shows how this research was carried out. It includes research design, population and sampling design, type of research, data collection, research instrument, validation and reliability of instrument, measurement, time horizon, settings, and the research model.

The 4th chapter includes the analysis part which shows how the data collected were analyzed.

The 5th chapter includes discussion, conclusion, recommendations, limitations and the references used.

A. Research Overview

In today's world, businesses are operating in a highly competitive environment where new trends are appearing every day making the traditional ways of doing things no longer enough to thrive in such environment. Thus, to thrive, businesses are forced to utilize digital technologies and change the way the operate. For instance, marketing which is crucial for any type of business has totally changed. In the past, businesses were relying on communication channels like TV, radio ,

magazines etc. to market their products and services.

However, in today's world a business can't even barely survive if it doesn't adopt electronic marketing (E-marketing) which is utilizing the internet and digital technologies to market businesses. Today, any entrepreneur or business owner thinks first about E-marketing and even they hire companies specialized in it to help them in that. Google ads and social media ads are now highly familiar terms to any person.

E-marketing has many advantages such as high audience reach as with one crafted ad one can reach thousands of people, specific targeting due the tools provided, real data that can facilitate decision making, budget alternatives that suit everyone, and profitability. Speaking of profitability, any business main aim is gaining profit. Thus, business owners nowadays, invest in E-marketing because they believe in their results. For example, one ad can generate thousands of leads for them and these leads can turn in potential customers. In this matter, E-marketing certainly is a mean of gaining profit for any type of business, yet the amount of this profit might depend on the budget they allotted for E-marketing. For example, investing 200\$ in google ads, is not like investing 2000\$ since the number of leads generated and the results will certainly differ. Thus, this research purposes to explore the impact of E-marketing costs in business profitability.

1. Problem Statement

The world is becoming more competitive than ever before forcing businesses to adopt technologies and the internet to thrive and gain competitive advantage. Thus, E-marketing is no longer an option or an ad on in any business. Whether the aim is to market a new business, or to maintain an old one any business owner must adopt E-marketing to gain customers.

However, almost everyone agrees with this fact today, but, the E-marketing cost remains a little bit vague to many. As many hires digital marketing companies to help them calculate the costs, and do the process for them. They aren't also aware of how much budget shall they allocate for e-marketing.

So a lot still don't know how much to invest and how much will they get profit in return. In this matter, it becomes important to know the role of E-marketing costs in businesses profitability.

2. Significance of the Study

The research findings is going to add to the existing body of knowledge on e-marketing costs and profitability of the companies.

It will be beneficial for the Marketing , Business, and Management fields. It can also help business owners to learn more about E-marketing and give them insight about how its costs can be related to profitability.

Academicians and researchers can also make use the findings as point of reference in their future scholarly work.

The study will design effective mechanisms and strategies that can be employed in application of the marketing costs that can enable realization of profitability. The study informs the application of mechanisms to attain profitability.

The study is significant in informing the implementation of the mechanisms necessary in the rapid development in the economic environment and the desire of consumers for renewable products at lower prices led to the need for companies to control the prices of their products and to be able to do so, the costs of these products must be controlled.

As the study derives its importance is due to the importance of the two variables you discussed, which are the costs of e-marketing and corporate profits by seeking to achieve interconnection and intellectual and applied blending between them and the effect of each on the other.

The study is significant in coming up with results based on which recommendations that will be to enable public service companies interested in the segment of foreigners in Istanbul in Turkey to pay attention to the costs of electronic marketing, and to follow all methods to rationalize them, because of their impact on the sales of companies and thus the level of their profits.

3. Research Objectives

The objective of this research is to understand the role of E-marketing costs in Profitability.

4. Research Questions

Does E-Marketing Budget affect profit maximization?

Is there a relation between E-marketing budget and the level of savings?

Is there a relation between E-marketing Budget and the level of Reinvestment?

Is E-marketing budget related to Level of Acquisition of Financial & Physical Assets?

5. Purpose and Hypotheses

Purpose: The purpose of this research is to explore the role of the e-marketing costs in profitability.

The hypotheses that are tested in this research are as follows:

H0: E-marketing Budget has a significant impact on Profit Maximization

H1: E-marketing Budget has a significant role in the Level of Savings

H2: E-marketing Budget has a significant impact of Level of Reinvestment

H3: E-marketing Budget has a significant impact on Level of Acquisition of Financial and Physical Assets

II. LITERATURE REVIEW

In this section, a general overview of a major literature provided by previous authors regarding the topic based on the specific objectives of the study and the research hypothesis provided in the study.

This chapter presents the information that is provided by previous authors regarding the topic based on the specific objectives of the study and the research hypothesis provided in the study. The chapter presents empirical results based on the previous author's works.

A. E-Marketing

Marketing broadly defined is the process of identifying and satisfying human needs in a profitable way (Andreki & Yazdanifard, 2014:333). However, with the advent of globalization, businesses are transforming to become more digital and utilize digital technologies to gain competitive advantage in such a globalized and complex environment. Electronic Marketing (E-Marketing) is one aspect of the modern business , which involves the marketing of services, information goods or even ideas with the use of the internet and ICTs (El-Gohary, 2010: 214).

It can also be defined as the process of attaining marketing objectives through the application of digital technologies (Smith & Chaffey, 2005:11). Is a new marketing method, by which digital technologies, internet, electronic media are leveraged by marketers in the field to achieve business goals and deliver the business messages to the audience via electronic tools (Salehi et al., 2012: 386).

It includes multiple business' operations to maintain a current business, expand brand individuality or even launch a new business through the use of the worldwide web (Taherdoost & Jalaliyoon, 2014:338). Thus, E-marketing is a combination of modern ICTs and the traditional marketing principles (Andreki & Yazdanifard, 2014:333).

Strauss and Frost (2001) , also state that e-marketing utilizes electronic

applications and data to plan and implement the distribution and pricing of ideas, services, and goods that meet both organizational and individual needs. Praveen (2012:8842) describe e-marketing as the marketing done over the internet which involves both indirect and direct marketing with the use of a set of methods to help organizations connect with their customers.

Batinic (2015:34) state that e-marketing is the request of the internet and information to generate, communicate, present value to consumers to attain marketing goals. Moreover, Pawar (2014) indicate that e-marketing a science of product and services trading via digital technologies such as mobile networks and internet.

E-marketing can also be called internet marketing, it includes marketing services/products through internet (Emeh et al., 2019).

B. E-marketing Costs

Marketing costs are defined as the difference between the price that the final consumer pays for a unit of the good or product, and the price that the producer receives for that unit of the good or product. IF (marketing costs = final consumer price – product price)

Electronic marketing costs are costs incurred in marketing a product or services online or using an online market platform (Nwielaghi & Ogwo, 2013). These costs include brand awareness costs, sales promotion costs and advertising costs. The electronic marketing costs are essential consideration if the organization especially those undertaking digital marketing are to arrive at the attainment of the overall profitability for the organizations.

Electronic costs management is hence a key avenue in arriving at the general profitability for the companies especially those that specifically deal with online marketing activities and potentials necessary in generating the demand for the resources and activities in the organizations (Zhang et al., 2017).

E-marketing costs involve the use of many technologies to facilitate the connection of businesses with customers (Emeh et al., 2019). Internet, social media, and many other digital technologies is significantly increasing specially after COVID-19, as a mean of operation continuity (Chinazor, 2021). Thus, SMEs from

different industries are continuously utilizing social media platforms (e.g. Twitter, Instagram, WhatsApp, Facebook etc.), besides SEO, email marketing, online advertisements, mobile marketing etc. to market their offers.

However, because of the lack of sufficient empirical evidence, it still not determined if the application of e-marketing strategies by organizations has resulted in significant visible performance improvement after COVID-19. Additionally, e-marketing comes with many challenges such as privacy concerns, internet connection, lack of digital skills and the high maintenance costs (Soyinka, 2021).

Calculating marketing costs is one of the most important topics of interest to any company that wants to increase its profits. Digitalization is one of the most important aspect of today's world, and the most significant era in the contemporary millennium, which affects life in many ways (Hidayatullah et al, 2019). Developed countries are racing to develop themselves digitally and technically to possess the tools of power and leadership in the world and to have a strong and independent economy. Developed countries are competing to improve themselves digitally. Thus, many countries require powerful sales network and marketing. Which make them market their products internally and externally and acquire high amounts of profits and ensure customers' satisfaction.

Marketing and digitization are two essential factors for the success of any marketing system for any company or organization, whether governmental or private (Adede et al. 2017). With the development of technology, electronic marketing is now the main factor and the winning card for any successful organization and for any distinguished institution that aims to reach a large customer network in the world without any restrictions. Through one mobile application , any business can reach whatever type of customers worldwide with ease, speed and anywhere.

Digital marketing is the spearhead of the marketing field in our present days, especially with the rapid changes that the world is witnessing in all fields and the trend of all business sectors towards digital life (Mang'era et al., 2021).

Based on the above, calculating the costs of e-marketing is one of the important things for every company that wants to increase its profits and develop itself. Besides, due to the rapid growth of online markets, e-marketing activities have been gaining significant attention. By which, many businesses ensured customers'

loyalty through the improvement of their e-services' quality (Anyang, 2019).

The study and analysis of marketing costs is one of the most significant aspect of marketing studies. By which, price, shares of the product and intermediaries are identified. Not only this, but that marketing costs indicate the marketing system efficiency, and high marketing costs may indicate a decrease in marketing efficiency and vice versa. If those costs are low, it reflects high marketing efficiency. This applies to each marketing process or function separately.

According to Kumar and Pauwels (2020), most businesses decrease the time spent in recessions, specially on advertising products that might be easier to cut. Now, advertising agencies are fighting to survive, and Facebook along with Google, are offering lower ads incomes. Zhao et al. (2019) indicate that

Marketing budget's allocation is now researched for decades in the traditional business, but today, online businesses bring increased challenges due the complex decision-making processes and the dynamic environment.

Smith (2020) , business keep looking for modern ways to optimize spending, and marketing managers are obliged to examine the efficient allocation levels' targets and the effective organizations' performance. The cost management online induces the profitability.

Turkey is among the countries with high levels of marketing activities. The companies there ensure effectiveness in the e-marketing costs as a prerequisite for the attainment of the profitability in the organizations (Kingsnorth, 2018). The profit levels of many companies however remain low in the country, the study is significant in assessing the e-marketing costs and how these can be effectively handled to effectively generate the profitability.

Marketing profits reflect the number of profits gained from intermediaries. Conversely, in the case of calculating losses.

C. Advantages of E-Marketing

E-marketing certainly have many advantages specially that it aligns with today's world major demand: digitalization. Baker et al., (1998:47), claim that technology is continuing to change how marketing is done, and is enforcing more

interaction that ever before, in addition to building relationships . Watson et al., (2002:33) , emphasize that through the use of existing and emerging data networks and communication networks as an e-marketing strategy, organizations can ensure having an uninterrupted and more personalized communication with their customers, which in favor provides value over the traditional networks .

Facilitated by the internet, businesses can promote themselves through various platforms which are highly powerful and sometimes can be as powerful as the old communication channels (TV, radio etc.), which can allow greater exposure due to the large number of users (Efendioglu & Igna, 2011).

E-Marketing allows immediacy, as it allows consumers to get instant information and make their purchase immediately with just few clicks, besides, it allows better demographics targeting (Salehi et al., 2012:387).

Moreover, Taherdoost & Jalaliyoon, (2014:338) elaborate that E-marketing can have the following advantages:

- measurable results
- specific targeting through search key terms
- cheap customer acquisition cost
- more traffic
- facilitated decision making based on data and qualitative results
- better demographic targeting
- increased word-of-mouth marketing due with the presence of social media
- good relationships with customers
- available and immediate data
- direct relationships with the customers.

However, according to Hoyle (2002), e-marketing have the following advantages:

- **Trackability:** E-marketing allows organizations to measure real data and their customer's behaviors and much more as it is easily trackable, and they can evaluate if their campaigns are effective or not

- **Elimination of Geographic Barriers:** there is no geographic restrictions in e-marketing businesses can easily reach audience anywhere
- **Twenty-four/ Seven Availability:** customers can shop at anytime according to their desires due the continuous availability of the internet
- **Cost Effectiveness:** e-marketing allows organizations to save their resources, as e-marketing campaigns don't demand a huge investment, and sometimes it is much affordable than the traditional marketing
- **Personalization:** e-marketing is more personal or individual it allows organizations to know detailed information about their customers and thus they can satisfy their needs easier

D. E-Marketing Advantages for Business and Customers

Other scholars classified the advantages of e-marketing into 2 categories: 1. The advantages for business, and 2. The advantages for Customers.

The advantages for Businesses:

- It minimizes inventory costs.
- It is a system that is always open to reach potential consumers.
- It provides one-to-one marketing opportunities.
- It offers the opportunity to conduct one-to-one consumer relations.
- It provides Profit Maximization by minimizing operating expense
- As it reaches wider consumer masses, product and service sales increase. It's pretty easy to increase.
- It provides the opportunity to put many products and services on the market.
- It is a fast system and offers the opportunity to reach and serve the consumer at all hours of the day.
- It is located on a platform that has no place and space limits.
- It offers the opportunity to adapt to changes quickly and instantly.
- It is a very effective advertising tool.

- It provides more profit and less business cost.
- Rent, employee, product risk, multiple warehouses, etc. It offers the opportunity to get rid of such costs.
- Since there are no such intermediaries such as distributor, dealer, wholesaler etc. it provides the opportunity to reach the consumer directly and provides more profit.
- It provides the opportunity to keep the payment channels under control and to see the balance sheet of the enterprise at any time.
- When there is a large customer base, the product variety offers the opportunity to be quite high.

The advantages for Customers:

- It provides the opportunity to find new salesmen and new suppliers.
- It provides the opportunity to purchase products and services at a lower cost.
- Due to the absence of intermediaries, it offers the opportunity to deal directly with the product and supplier.
- At the time of purchase, the price level is comparable and clear, as well as stock information is easily accessible.
- It offers access at any time of the day and eliminates regional differences.
- It offers the opportunity to compare similar products and to choose the more affordable one in terms of price.
- It provides the opportunity to reach thousands of salespeople at the same time.
- The suitability of the product and its price can be checked at any time from a single place, through many suppliers.
- Instead of visiting many stores and searching for requirements in different areas, you can reach all the requirements from a single point, compare etc. provides many conveniences.
- The products and services purchased by the customers are taken to the door.

E. Types of E-marketing

E-marketing have many types like digital marketing, affiliate marketing, content, search engine marketing etc. (Bokhare & Metkewar, 2015:58).

1. **Digital Marketing:** it includes all marketing efforts done via the internet or any electronic device, where search engines, emails, websites, and social media are leveraged to reach old and potential customers (Desai, 2016:196). The concept of "digital marketing" was first introduced in the 1990s, when computers were introduced to consumers' homes and the internet use was spread (Gökşin, 2018). The world has been undergoing a serious digital transformation in the last 20 years. Globally and in Turkey Investment in digital marketing is increasing every year. In 2017, advertising investments have grown by 15.50% compared to 2016 (Digital Advertising Investments-IAB Turkey, 2018).

According to Gökşin (2018), to adapt to the complex and rapid environment, digital marketing can provide these characteristics:

- **Speed:** The rapid development of the digital world and its dynamics makes it fast. For example, on Google Ads or Facebook, one can activate or stop the ad they want in seconds. He/she can immediately change the strategies of his/her advertisements based on the reactions of audience to the advertisements or any other urgent decisions.
- **Interaction:** In digital media with Web 2.0 technology, both brand-to-user and user-to-brand information flow can take place in one direction. Communication in traditional media, on the other hand, is only one-way from brand to user, like newspaper advertisements. Interactions with content, such as sharing, closely affect the performance of campaigns.
- **Targeting:** The targeting feature is the most important feature that makes digital marketing superior to traditional marketing. In digital marketing, one can target both locally and globally. Same for all users.
- **Optimization:** In the digital marketing world, one can make instant decisions and change the entire direction and strategy of investment. Therefore, predetermined

Instantly monitor the performance of ads according to KPIs. It is important

for company productivity to invest in advertising and the best performing advertisement.

- **Measurement:** one can see the ROI from digital marketing ads. The number of impressions, clicks, and conversions you set beforehand. One can effortlessly measure the advertisement's success according to performance indicators.
- **Cost:** In the advertisements you will make in traditional marketing. Instead of reaching large audiences with high budgets, you can reach smaller audiences with low budgets. Of course, this "advertisements in digital marketing are more. It doesn't mean it's cheap.

2. **Affiliate Marketing:** a strategy of online marketing and e-commerce, which make third party do the sales, by which they are given a certain commission if they persuaded clients to purchase products offered by their sponsor company who usually use e-promotion tools (Mazurek & Kusia, 2014:1). Affiliate marketing should be considered one of the most effective mean of product's sales and distribution the online environment. According to many affiliate marketing experts, affiliate marketing is done between 2 parties: the 1. Merchant/Sponsor who lunched the program and 2. The affiliate which is the intermediary individual who works under this program and does the product promotion online (Jurišová, 2013). The affiliate is not only responsible for selling a certain product but also persuading users to be customers. Affiliate marketing can be one-to-one or one-to-many by which in one-to-one, the merchant signs a contract with one affiliate who agrees to the terms and condition, however, in one-to-many the merchant signs one contract with all the affiliates (Libai et al., 2013).

3. **Content Marketing:** marketing technique that is done through the creation and spread of valuable contents to draw the attention of customers and gain an engaged community around a certain targeted group; content is what audience read, experience, watch and learn about (Świeczak, 2012:133). Nowadays, many content creators are spread over the internet. They are even becoming brand ambassadors for many brands

in the market. Their content differs in nature. For example, there are blog content marketing, PR content marketing, video content marketing, paid ad content marketing , podcast content marketing, and social media content marketing.

- **Blog Content Marketing:** In blogs, writers write things that support their purpose. For instance if they are marketing a beauty product that contains collagen, they will write about topics that support this purpose. For example, the benefits of collagen for beauty, how to use collagen, the types etc. Or if someone is marketing for real estate, he/she will write blogs about certain areas that are worth investing in, terms and conditions for real estate purchase, the future of real estate etc. Blogs have become a powerful tools as they attract many customers in a unique way, as after they read they might turn into customers.
- **PR Content Marketing :** Through building relationships with many stakeholders, communicating success stories, PR campaigns can all make people engage and convert to customers.
- **Video Content Marketing:** video marketing allows many people to convert into customers. Videos are entertaining usually and short, which make people interested to watch them. They allow building relationships with the followers. They help in giving brief overview about anything one is selling, which saves people's time and if they were interested, they would seek buying or getting more information about the content in the video.
- **Paid Ad Content Marketing:** Ads are now easier than anytime before. Facebook ads, google ads, influencer's ads, Instagram ads, all facilitate the sales and distribution of any product or service. With the tools that these social media channels provide, people can easily market their products/services. Influencers can also help in this by which they are paid a certain amount of money to create an ad for the seller. This ad is tailored in a certain manner, it includes a link as a call to action or a contact number, brief

overview about the product/service, and it's either posted as a story, or as a post or even sometimes talked about in a live session. These influencers are either paid for the ad, or they are given some of the products/services, discounts, or a combination of all.

- **Podcast Content Marketing:** podcast is usually done over some topics that relate to what someone is marketing. For example, if one is a psychologist, she/he can record a podcast about childhood traumas for example, and then people can be aware of the signs and then ask for her service (booking an appointment). Podcasts are an effective means if one is good at speaking and communication. It raises people's awareness, can be listened to at any time and any place, and its length and frequency can be adjusted easily.
 - **Social Media Content Marketing:** social media is now a must for any type of business. Platforms like LinkedIn, Instagram, YouTube, Facebook, tiktok, WhatsApp allows the sharing and spread of content easily no matter what is the type of content or the message intended from this content.
4. **Search Engine Marketing (SEM):** an audience acquisition approach done through advertising ads on search engines (Boughton, 2015: 29). It involves promotion on webs, to increase visibility in the search engine results pages (SERPs) in other words it is done through ads. By which Search Engines work in this way (Iyiler, 2009:179):
- **Indexing:** information compiled by spider or robot is stored in a large database, the data stored in the database is called index.
 - **Spiders / Crawlers:** Search engines, by using the hyperlink structure of the WEB, browse the existing pages and documents on a scheduled basis with programs called spiders or robots and make changes.
 - **Query:** When search engine users make a query to reach any information, this query is forwarded to the search engine index and the results are shown to the user. A large part of the main competitive

element among search engines is in the “showing, ranking” stage.

- **Sorting:** When the documents and pages related to the query are determined, they should be displayed to the users in an ordered way. Search engine algorithms play a role in this and try to bring the most relevant results to the user at the top.

F. Characteristics of E-Marketing

E-marketing has many characteristics that distinguish it. They are addressability, memory, accessibility, control, and interactivity. However, according to (Meng, 2009:226), e-marketing characteristics are:

- It’s a branch of robotics, information system, marketing, computer science etc.
- It utilized modern ICTs, such as internet technology, database technology, e-payment, web, security technology etc.
- Has promotion function such as web promotion, e-commerce products display, product marketing etc.
- Can achieve low-cost operations and advertisements
- Promote business to reform their business models and management
- Enhance customer relationships and predict their demands

G. Images of E-marketing

According to Ketler & Keller (2015) e-marketing has multiple images which involve the following stakeholders : Government, Business, and the consumer. Below the e-marketing images are explained:

Table 1 E-marketing Images

	Government	Business	Consumer
Government	G2G	G2B	G2C
Business	B2G	B2B	B2C
Consumer	C2G	C2B	C2C

Source: Kotler, P., and Keller, K. (2015). Marketing Management. 15th ed., Pearson

- G2G: Government to Government, by which governments exchange information between each other
- B2G: Business to Government; information exchange between the business and the government such as licenses
- C2G: Consumer to Government, such as bills and taxes
- G2B: Government to Business, such as taxes
- B2B: Business to Business, such as trading over the internet, supply and electronic payments
- C2B: Consumer to Business, such as exploring goods and prices over the companies' website
- G2C: Government to Consumer, such as job postings and education
- B2C: Business to Consumer, such as selling products/ services via internet
- C2C: Consumer to Consumer, such as trading goods/services without intermediaries

H. Objectives of E-Marketing

It is necessary for businesses to determine their targets effectively before engaging in e-marketing activities.

According to Chaffey & Smith (2013), the main goals of e-marketing are: Serving, Selling, Speaking, Saving and Sizzling (5Ss) and are explained as the following:

- **Serving:** Value addition through the internet advantages (ex: speed)
- **Selling:** using digital technologies to increase sales and organizations' attraction
- **Speaking:** reaching customers by making the businesses available to them at any time and any setting through technology
- **Saving:** minimizing costs by using information technologies to ensure business' efficiency

- **Sizzling:** creating a product fame over the internet by providing premium options and promotions

I. Purposes of E-marketing

Enabling businesses to enter the internet and engage in e-marketing activities its main purposes can be expressed as follows (Havabulut, 2006: 18-22):

- **Customer Service:** Businesses today provide online customer service environment which can highly reduce costs, where the customer can access relevant information 24/7
- **E-marketing:** It is used in the promotion and marketing of the product. Consumers have a wider has information. Thus, businesses enter the global market.
- **Sales:** It is also known as e-commerce and its done for the purpose of selling products. In e-commerce, wholesalers, retailers, etc. intermediaries disappear, and products are directly to consumers. In this direction, within the scope of e-marketing, the products on the internet
- **Content Presentation:** Internet is used for commerce and presentation of content
- **Service:** One of the hardest internet activities is serving. The service provides huge profits to businesses. Banks, tourism companies and agencies are among the sectors that benefit from the internet for service purposes.

J. Traditional Marketing Vs. E-marketing

E-marketing is more reasonable, faster, and economical to teach customers, however, in traditional marketing the effects are lower but e-marketing can exceed any boundary and can be more affordable, suitable, and a faster way of marketing (Salehi, 2012: 233).

Some of the differences between traditional marketing and e-marketing were illustrated by Alabay (2010: 218) as presented in the following table:

Table 2 Traditional Marketing vs E-marketing

Marketing Activity	Traditional Marketing	E-marketing
Advertisement	video recorded or audio recorded and used on traditional media tools like TV, radio, newspaper traditionally few information are offered	Comprehensive information placed on company's web site.
Customer Service	Surveys, individual interviews, focus groups and letters	24/7 service and solutions are delivered by phone, fax, email. Remote repair services and maintenance
Sales	Prospects or customers are called over the phone. Products are introduced physically or by projection machines	Connect with newsgroups e-mail using contact information.
Marketing Research	Customers visiting the stores, or sharing information via the phone or face-to-face interviews	Collecting information from customers or prospects via online meetings

Source: Alabay (2010: 218)

K. Traditional Marketing Mix Vs E-marketing Mix

Jerome McCarthy, 1960, introduced marketing mix, he states that marketing mix constitute Price, Product, Promotion, and Place. Stated with description in the table below:

Table 3 The 4Ps Marketing Mix

Marketing Mix Elements (P)	Description
Price	price list, payment, allowances etc.
Product	name, brand, design, packaging etc.
Promotion	Personal selling, PR, direct marketing etc.
Place	location, transportation, channels etc.

Source: E-business marketing by Terri C. Albert and William B. Sanders (2003). Prentice Hall. "Reprinted with permission by Pearson Education Canada". (p.17)

Many terms will change in the digital world (Şen and Tarabah, 2020). For instance the 4 Ps: place was created long time ago, when physical distribution, physical products, and mass communication were the leaders of the market, however today, businesses are empowered by digital technologies, which make the marketing mix highly criticized, and it's also suggested that more factors should be added to it such as people and packaging (Dominici, 2014:20). Specially that the above 4Ps were selling oriented and not always focused on customers' wants and needs (Albert & Sanders, 2003: 17).

However, with the evolution of focusing on customer more has led to a change in these 4Ps to be more customer oriented . Thus Albert and Sanders (2003), redefined the marketing mix elements and introduced the four C's to make the customer in the center and align with the internet factor. The 4C's are as listed and explained below:

Table 4 The 4Cs Marketing Mix

Marketing Mix Elements (C)	Description
Customer Solution	Improved services, products and ideas that increase the customers' purchase willingness
Cost	Improved price with emphasizing on the relationship between cost and value
Convenience	Facilitated place due to the internet and the leverage of multi-distribution channels according to the customer's preference
Communication	Better promotion, and more real time communication

Source: E-business marketing by Terri C. Albert and William B. Sanders (2003). Prentice Hall. "Reprinted with permission by Pearson Education Canada". (p.18)

Moreover, according to Hossain & Rahman (2017:2-5), the e-marketing tools include online tools and are described as in the below figure:

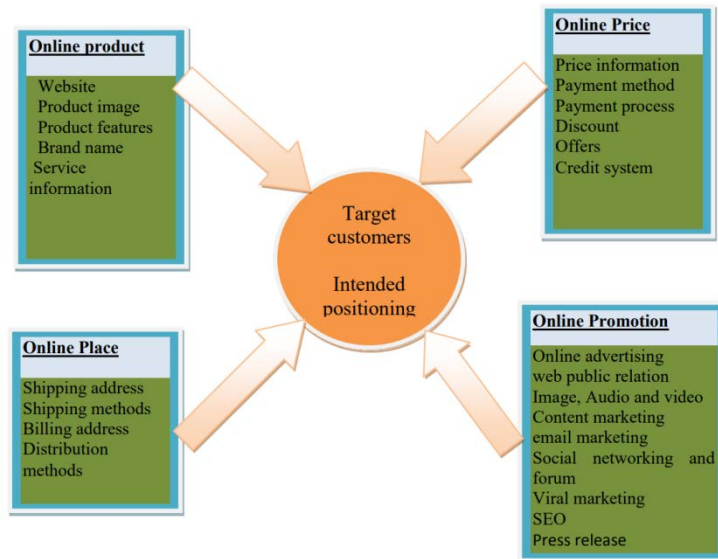


Figure 1: E-marketing Tools

Source: E-marketing tools (Hossain & Rahman (2017))

Online Product: which are any service/product sold over the internet. This includes:

- Website
- Product Image
- Service Information,
- Brand Name
- Product Image

Online Price: which is the amount of money paid in exchange of a product/service/information. In the context, of e-marketing, this includes:

- The Price Information
- Payment Process
- Payment Method
- Offers And Discounts
- Credit Systems

Online Place: the distribution system of e-marketing. Most of the businesses do direct selling through email/website where the delivery of digital products/information, is done through the internet.

Online Promotion: this includes online promotional tools are used to communicate products' information to customer over the internet

- Online ads
- SEO
- Web Public Relations
- Viral marketing
- Social networking
- Email marketing
- Content marketing

L. E-Marketing Planning

Any business approach needs planning which ensures having better results and achieving objectives. E-marketing planning is basically a strategy formulated and implemented which links the organizations' e-business strategy with technology driven marketing approaches. It is considered a road map that directs the organization and the allocation of resources.

Woods (2003), defines it as a structured process of analyzing and researching a marketing situation, setting marketing objectives, programs, and strategies, besides, implementation, evaluation and controlling the activities to attain objectives. Strauss et al. (2003) simply defined e-marketing strategy as Marketing Strategy plus information technology.

According to Gün (2021: 40) both traditional marketing and e-marketing plan basically consists of the following stages:

- 1. Situation Analysis:** is knowing where the business currently stands in the market (where are we?). At the point of development of marketing plan by businesses, one of the most important elements to be considered is the understanding and analysis of the position of the enterprise in the sector. This analysis can be in the form of situation analysis or competitive analysis. In the context of external analysis; competition among the competitors of the business in the sector, the requirements of the market,

the demographic characteristics of the consumers in the market, political, social, economic, technological etc. environment factors are focused on (Boldsova, 2012: 26).

However, Within the scope of internal analysis, the performance, sales, market share and profitability of the enterprise are evaluated (Boldsova, 2012: 26). Therefore, in the situation analysis, it is important in the context of the marketing strategy of the company.

2. Setting Objectives and Strategies: related to profits, market share, customer retention, sales volume, expansion etc. (Vrontis & Thrassou, 2006: 146). Aslan (2019:12) and Odabaşı and Oyman(2014: 336) state that the following can be good examples for e-marketing:

- i. Being a leader in online sales in its sector
- ii. To be the best in the e-marketing field of the sector in which the business is involved
- iii. To be constantly innovative in relations with customers
- iv. Simplifying the ordering processes and purchasing processes of customers and reducing the time spent in these processes
- v. To increase the advertisements to be placed on the website
- vi. To achieve success in a short time in investments made for e-marketing activities
- vii. Increasing online sales revenues by 50% in 1 year

3. Market Segmentation: this can be done according to 3 categories (1) demographic, geographic and psychographic (Kırçova, 2012: 134).

- i. Demographic: demographic segmentation groups customers based on their traits like income, gender, family status, occupation and age. This allows better targeting.
- ii. Geographic: it targets certain locations, cities, zip code, towns, streets, districts etc.
- iii. Psychographic: it categorizes people based on their lifestyle, values, beliefs, opinions etc.

All these can be done with the use of digital technologies. Many platforms allow the segmentation of the marketing.

- 4. Determining the targeted audience :** while doing so, businesses should keep these in mind: production, customer service, stuck, transportation etc. (Kırçova, 2012: 138-139). Compared to the traditional Applying market segmentation and target market selection approaches can be problematic for e-marketing. As a matter of fact, the demographic or psychographic characteristics of internet users may not be known clearly. Since the e-marketing environment is an interactive environment, consumers on the virtual environment are much more active and in control of the communication and sales processes. As a matter of fact, the demographic or psychographic characteristics of internet users may not be known clearly. Since the e-marketing environment is an interactive environment, consumers on the virtual environment are much more active and in control of the communication and sales processes. Thus, websites can help a lot in this issue. It helps track the viewer's actions, movements, what sparked their interest etc.
- 5. Positioning :** an effective positioning strategy ensures that a brand is in a preferred position in the minds of consumers (Bearden et al., 2004: 169-170). After segmentation and determining the target audience, the business puts its services/products in their customers' minds. The positioning of a good or service, including the product mix. t involves designing a coherent marketing program along with how you want your goods and services to be perceived. The strategy adopted by the business, the desired positioning market in line with its strategy. Positioning, a product or brand influences consumers' perceptions or aims to familiarize consumers with this product/brand.
- 6. SWOT Analysis:** includes identifying the strength, weaknesses, opportunities, and threats of the business. It applies to both micro and macro level. By which, strength and weaknesses belong to the internal environment of the company. However, opportunities and threats belong to the external environment (the market).So, a business can analyze its strengths by identifying what is it that it is good at. It might be the fast

delivery, strong human resources, strategy, low cost, product differentiation etc. In other words, it is what separates a company from competition.

However, the weaknesses are the situations that drawback the company. For instance, the high cost of production, lack of digital marketing, low budget, not enough human resources, high expenses etc. Moreover, the opportunities of a company, are those factors found outside the company in the external market, such as the governmental regulations, the low transportation tariffs etc. The threats are those factors outside the company that can affect the company. Such as the economic situation, high competition, law, regulations, policies etc.

7. E-Marketing Mix: four Ps that any business and its management can leverage to meet market needs (McCarthy,1964). Marketing mix is defined as elements that can be controlled by the business, which businesses can combine based on certain strategies in order to achieve customer satisfaction is being done (see table 3).

They include the following:

- **Product:** Within the framework of e-marketing, products are basically divided into two groups. The first of these is digitally produced products. Products that can be produced digitally, can be produced and consumed digitally. Product utility, basic form, expected and extended form is produced digitally and can be delivered digitally. E-journals, e-books, computer software are examples of digital products. In the second group, digital production. There are products that cannot be digitally made or produced such as automobile, bread, furniture, clothing, electronic device physical products. The basic form of these products cannot be produced digitally.
- **Price:** any amount of money charged or anything related to finance such as price list, payment, allowances etc.. The prices in traditional marketing may differ from those of e-marketing. While setting the prices in e-marketing, consumers, competitors and costs should be taken into consideration.

- **Promotion:** includes all the activities done to promote a service/product/information over the internet. This can be done through public relations by creating a network with important stakeholders such as ministers, influencers, bloggers, celebrities, CEOs etc and sharing stories, pictures, posts about the events held which hosted these people. It can also be done through personal selling and direct marketing and many other approaches. When evaluated in terms of promotional activities, within the framework of e-marketing it can be said that advertising and public relations activities are at the forefront.
- **Place:** it determines the location, the channels used. It is the process of transferring the products from the producer to the user. It is actually and where products are bought. Intermediaries can be involved such as the wholesalers, retailers, and distributors. There are many examples of distribution activities carried out within the scope of e-marketing. Such as
 - Providing online education services to students via the Internet
 - Delivering newspapers and magazines to consumers on the internet
 - Messages containing all kinds of information about customers (credit card statement, credit payment information, billing information) to customers by businesses
 - Delivering the passwords related to the tickets purchased for any event to the customers,
 - Delivering electronic products (such as MP3, photo, video, film) containing audio and video to customers

M. Profitability

Profitability is the situation where a company reaches financial gains. In other words, it is the financial benefit from business activities by which the revenues gained are larger than the taxes and the costs paid (Courbois and Temple, 1975:

100). Net profit is the only measure of profitability can only be measured by the Net Profit (Alarussi & Alhaderi, 2018).

It can be measured with expenses which are the cost of resources used in business activities and income, which is the money generated from these activities (Hofstrand, 2009: 1).

Profitability gain is the most used measure for success, and measuring the current and past profitability besides projecting future profitability is highly significant for any business (Ildiko and Tamas, 2016).

Corporate profitability is a major organization's and manager's concern, as the organization demands long-term survival which is usually achieved via profit maximization (Nanda & Panda, 2017: 66). It impacts the company's value, leading to a positive investors' response who can cause an increase in stock prices in the market which certainly increases the company's value (Yanti & Darmayanti: 2019).

N. Factors that Affect Profitability

According to Alwan (2015) there are many factors that can affect a company's profitability, the major ones are:

- Revenues and Profits generated: the amount of revenues and profits gained from sales, or any other commercial activity can influence profitability

- Tax Rate: such as the one imposed on profits

- The amount of available cash: which can be an opportunity to increase profitability

- Fixed Capital and Working Capital

- Changes in prices and the current prices

- Reserves: those held by the company

- Costs and Expenses: either the lack or surplus of expenses and costs can impact profitability

- Transfers and subsidies which can positively influence profitability

- The amount of waste: which can decrease the company's profitability

According to many research, other factors can contribute to profit maximization. Such as brand awareness, e-advertising, and e-sales promotions.

Branding is one way that can draw customers' attention to a company's product. Sharifi (2014) say that brand awareness has an indirect impact on future purchase intentions. Which consequently can impact the business' performance.

Branding can be done through founding the brand in memory and making a brand image besides driving sales and even impacting shareholder value (Aral et al., 2016).

The findings of a study carried on the effect of e-marketing costs on sales performance by Oyedapo (2012) , show that there was strong link between sales promotion and advertising budgets on total sales.

Sales promotion motivates purchasing of larger quantities and increases consuming of services offered. It consists of multiple incentive tools' collection, and is short-term designed to stimulate larger and faster purchase in increased quantities (Rotimohso, 2015). Thus, contributes to the sales revenue generated by the organization due to increased demand of the firm's product by customers.

O. Profit Maximization

Businesses are under high pressure to create a great value for their stakeholders, thus they are always trying to gain higher profits. Hornby (1995) classified five major firms' theories: Behavioral, Managerial, Classical profit, Transaction Cost Approach, and Structure-Conduct-Performance. The classical profit maximization theory also called Neo-classical economic theory which belongs to Adam Smith.

Adam smith is referred to as " better monetary economist". An economist and a philosopher who is the author of the "The Wealth of Nations", which was first published in 1776. His book illustrates what exactly build a nation's wealth. It reflects on the economics with the commencement of the industrial revolution and go further to discuss topics such as productivity, free markets, and the division of labor (O'Rourke, 2018). The goal of a Capitalistic society was to maximize wealth; thus, the "Purpose of Business" is to maximize profit.

From an economic perspective, profit maximization is either short or long term process by which an organization can determine input and output levels along with the price that lead to more profit

$$\text{Profit} = \text{Total Revenue (TR)} - \text{Total Cost (TC)}$$

In this matter, profit maximization happens in the largest gap between total revenue and total costs, by which an organization can maximize its profits if its production output results in final revenue (MR) = final cost (MC) (Mohammed, 2022)

P. Measuring Profitability

Muno (2014) generated a scale to measure company's profitability, the scale included items that can affect a company's profitability maximization. These items fall below three categories: Level of Savings, Level of Reinvestment, and Level of Acquisition of Physical and Financial Assets. These items are stated as below:

a. Level of Savings:

- Generating Business Savings
- Skills to manage financial records
- Paying bank loans from savings
- Making frequent deposits on the company's bank account
- Increase in revenues due to high sales
- Constant operational cost

b. Level of Reinvestment

- Using Savings to expand the business
- Developing new employment opportunities due to expansion
- Products' market coverage expansion due to reinvestment in different ventures
- Using sales revenue to establish new branches
- Reinvesting in different ventures

c. Level of Acquisition of Physical and Financial Assets

- Buying physical assets from profit generated
- Acquiring physical assets
- Having enough financial asset to meet the business periodic expenses

Q. Conditions and Importance of Profit Maximization

According to Jafar et al. (2010), any organization could increase its profit if it met the following conditions :

- Focusing on increasing the total revenue more than increasing costs
- Increasing revenue without changing the costs
- Focusing on decreasing costs more than decreasing revenue
- Minimizing costs while income stays stable

However, the importance of profit maximization is as following:

- Profit is mandatory for the organization's survival
- Profits aid achieving other goals
- Profit has a predictive power
- Profit is an organizational efficiency measure

R. E-marketing Costs and Profitability

According to Borden (1964), advertisements attract new customers to a business, and it increases customers' loyalty, and makes the brand noticeable by individuals. However, Yen et al. (2008), emphasize that big investments in advertisements makes customers acknowledge products more and result in positive feelings toward its brand image.

Additionally, Aliata et al. (2012), say that the amount of money spent on e-advertising is positively related with the sales performance. But, the study didn't focus on the advertising strategy effectiveness on sales volume improvement.

Jeveungei (2014), studied the impact of e-advertising on profitability. According to the findings, advertisements can result in appeal and awareness.

Besides, it can impact product performance. It also allows the business to increase market share and sales revenues.

Moreover, Dauda (2015), researched the impact of e-advertising costs on sales' profitability and revenues. The findings show that profitability and advertisements are positively and significantly correlated. But it also showed that advertisements expenses were negatively related with sales revenues. So, it was suggested that businesses must focus on personal selling. Publicity and sales promotion instead of only focusing on increasing sales revenue and gaining profitability.

Joshi, Prabhu and Chirputkar (2016) studies the impact of e-advertainments costs and sales promotion expenses on the sales performance. The findings revealed that advertisements and sales promotion had a significant impact on sales' performance.

Nana et al., (2011) researched the impact of marketing communications on the sales performance. The findings show that advertisement budgets, total sales, and sales promotion were strongly related.

Oyedapo (2012) studied the impact of e-marketing costs on sales performance. The findings show that advertisement budget and sales promotion had a strong relationship with total sales.

A study conducted by Ismail *et al.* (2012) about the impact of e-marketing costs on sales performance of multinational companies. The findings show that there was a significant association between marketing communication strategies and sales performance. It also indicates that marketing communication strategies can be leveraged in the aim of reaching potential customers and influence their purchase decision.

S. E-brand Awareness costs and Profitability

E-Brand awareness is about the brand features whether it's a product or service. It measures the costs of creating new services of products to be known by the customers in a bid (Greene, 1994).

E-advertisements are the use of online platforms to share information, being persuasive or informative, to the customers in a bid to persuade them to purchase a service or product offered.

E-sales promotion includes a business' product/sales promotion on an online platform. These promotions involve multiple collection of incentive tools, and are short term designed to inspire greater/faster products'/services' purchase (Knirsch, 2000).

Brand awareness can drive brand equity in business markets (Davis et al., 2018). Specifically, many B2B organizations focus on logos and brand names, and dismiss focusing on meaningful brand identity. In this matter, many brand awareness can be a main branding strategy for any B2B.

According to Massy and Frank (2017), both the marketer and the consumer are benefiting. The marketer, can establish a repeat purchase pattern post initial trial. Dauda (2015), states that discounts can positively and significantly impact the organization's performance. Because a lot of customers are motivated to purchase products at cheaper prices.

Deonir et al. (2017) studied the impact of pricing strategies and levels on a company's profitability. The findings indicate that value-based pricing positively impact profitability. Laswai (2016), studied pricing capabilities, pricing orientation and firm performance. The finding show that value-based pricing and sales performance are positively correlated.

Sharifi (2014), emphasize that there's an indirect effect of brand awareness on future purchase intentions. Thus, this might have affect the business performance which is measured with the sales level of its services/products.

Store image is the foundation for generating value for retailers and brands, as demonstrated by Jinfeng and Zhilong in 2019. The writers stress the importance of empirical research that shows store image as a predicate of brand recognition. With the use of social media platforms, customers may quickly connect with new goods, services, and businesses that are profitable. From this vantage point, it's critical to look into whether social media use can help SMEs expand as a whole. SMEs can develop their brands by using consumer feedback obtained through social media to aid them.

Utilizing branding enables businesses to establish themselves in the market and attract customers to their products. The issue of brands ruling is one of the most current issues in marketing theory and practice. The creation of the Brand's favorable image and maintenance of its recognition and awareness are crucial to its success. The trademark image has a significant impact on consumer product buying decisions. Consumer acceptance of a brand is inversely correlated with its level of popularity. Consumers who are happy with the products they purchase and use gradually develop into devoted customers. Thus, the company's consistent efforts are directly related to the achievement and preservation of the positive branding results.

By identifying their needs, developing a customer-centric marketing strategy, and developing and launching the marketing initiatives required to obtain the best prices, customers can build a profitable relationship with them. The management of this process is part of building relationships with customers. The entire process of providing customers with the finest prices and ensuring their satisfaction is referred to as customer relationship management. Every firm depends on developing devoted clients. Businesses flourish when they attract, retain, and expand their client base. The only purpose to construct factories, recruit staff, arrange meetings, install fiber optic cables, or carry out any other commercial activity is to serve customers (Kotler & Keller, 2012).

The development of devoted clients is greatly influenced by branding. The brand aids customers in making wise decisions while selecting products. Customers are led to believe by brands that the products they purchase will be of the same high caliber and they won't make any mistakes.

A person's feelings of joy or disappointment as a result of contrasting a product's actual performance (or result) with expectations are referred to as satisfaction. The customer is not satisfied if the performance does not live up to their expectations. If it fulfills expectations, the client is happy. If it exceeds expectations, the customer is highly satisfied or delighted (Aral, Dellarocas and Godes, 2016). Brands must be carefully managed as they are important intangible assets that provide both customers and businesses with a number of advantages.

The key to branding is that consumers see differences among brands in a product category. Brand equity ought to be described in terms of marketing outcomes that can only be attributed to a specific brand. To put it another way, the marketing

of a product or service results in different outcomes as a result of its brand than it would have done without it.

The brand must satisfy consumers' functional demands while also containing additional values if it is to be successful. Certain psychological requirements should be satisfied by additional values. However, the given brand must be of exceptional quality and superior to other comparable products as the foundation for further qualities.

Companies can connect their brands to other people, places, things, events, and brands through marketing communications. They can boost sales, have an impact on shareholder value, and help build brand equity by making the brand memorable and building a brand image (Aral, Dellarocas and Godes, 2016).

The success of the brand must be continually developed. The development and creation of a brand should be characterized by its clarity. It should have good environmental adaptation. The business itself must have a clear understanding of its goals and duties in the area of branding, of what is significant to the business, and of the actions it should take. However, businesses blunder with their branding.

One of the most frequent errors is for businesses to see their brand as "property." The brand does not necessarily reflect the company's expectations of it. The choice, ideas, and perceptions of the consumer determine the success (or failure) of a brand.

T. Effect of E- advertising Costs on Profitability

According to Yen et al. (2008), spending a lot of money on advertising increases consumer recognition of the company's goods and their perception of the company's brand. Advertising was proven to have a considerable effect on sales revenue. A study on the impact of e-marketing expenses on Ghana telecom's sales performance was conducted by Oyedapo (2012). The study created a model to analyze the relationship between marketing communication's effect on the volume of GT sales and marketing tools' independent and dependent relationships with sales success (Vodafone). 40 observations were used in the study, and they were from GT's (Vodafone) sales statistics and promotions from 2006 to 2008.

According to the study, there is a significant correlation between advertising and sales promotion budgets and overall sales. On the other side, there existed a conflicting relationship between sales and TV commercials.

Additionally, it was shown that there was a bad correlation between sponsorship budget and overall sales. The results show that Vodafone did not give its overall communication costs and the return on investment (ROI) on such expenditures any thought. The primary shortcoming of the study was the dearth of pertinent data to support it, and it was advised that additional research be conducted to establish pertinent supporting data and a clear indication of the relationship with other marketing communication tactics.

Ismail et al(2012) 's study, which employed Proctor & Gamble as a case study, examined the impact of e-marketing costs on the sales performance of multinational corporations. The study's data were taken from the company's annual report and sales records. For study, the P&G Company's promotional costs and sales information were taken. To fulfill the study's objectives, data analysis using the correlation coefficient approach was done in stages.

The study's findings showed a positive/significant link between marketing communication techniques and sales success; these strategies can be used to reach and influence target potential customers to make purchases. The study was conducted from a global perspective, so it might not be applicable from the standpoint of local or domestic companies.

U. Effect of E-Sales Promotion Costs on Profitability

Sales promotion stimulates the purchase of larger quantities and persuades more consumption of services.

Sales promotion costs initiates the trail of an organization's service/ product amongst non-users, and invite prospective consumers to try the product for free or for minimal cost in the hope that they will purchase the product (Odunlami and Ogunsiji, 2015). This is because if the number of customers who demand the products increase, the organization will benefit from this.

However, in post-promotion phase there might be a switch in behaviors (Massy & Frank, 2017) , to an extent that might cancel the extra sales obtained

previously. There's also a proof that increased promotional activity can lessen brand loyalty, and affect brand quality image, besides generate short-term management orientation.

On the long term, it is expected that the major impacts attributable to sales promotion, specifically to temporary promotions in price, is the acceleration of customers' price sensitivity by which it was found that temporary price promotions impacted both non-loyal and loyal customers. It can be debated that customers who get sales promotions learn focusing on price instead of on brand intrinsic characteristics (Massy & Frank, 2017). Thus, sales promotions decrease price but increase price sensitivity.

Odunlami and Ogunsiji (2015) hypothesized that despite the fact that many organizations have access to numeral e-sales promotion techniques and costs, it is crucial to note that many of these organizations do not yet fully understand how to effectively and efficiently use these sales promotion techniques in an effort to improve their organization's performance. A number of benefits are accrued from sales promotion if well implemented by the organization.

In essence, the scholar provided a fresh perspective on the advantages of sales marketing. The benefits of sales promotion in Odunlami and Ogunsiji (2015) take a general approach; the critique section, which is extensively detailed by other scholars referenced in Brito & Hammond, is absent (2016). The writers agree on the short-term nature of sales promotion methods, but they disagree on the potential long-term effects on customers' opinions.

According to Kotler (2015), ongoing e-sales promotion costs lose their effectiveness. Customers start to hesitate until a coupon is presented or they start to doubt the worth of the goods. When planning sales promotions, businesses might focus on the end users, i.e., consumer-oriented sales promotions that support personal selling and advertising. However, businesses can also target specific types of traders, such as wholesalers, retailers, or distributors, for their sales campaign.

Giving the dealers discounts and allowances will accomplish this. Additionally, they can use cooperative advertising, in which the manufacturer pays a portion of the retailer's local advertising costs in exchange for the store promoting the manufacturer's products. Lastly, businesses can train distributor sales personnel to

perform better.

Sales promotion has evolved into a crucial tool for marketers, and its significance has grown dramatically over time, claim Manale, Jose, and Zacharias (2016). Given the growing significance of sales promotion, there has been extensive interest in the effect of sales promotion on different dimensions such as consumers' price perceptions, brand choice, brand switching behavior, evaluation of brand equity, and effect on brand perception. One of the goals of a consumer promotion is to have an immediate effect on how clients of the business behave when making purchases (Kotler, 2016; Blattberg & Scott, 2015).

Festus (2019) studied how Ghana Breweries Limited's organizational performance was impacted by the costs of e-sales advertising. It was discovered that sales promotion and performance had a favorable and significant association. Similar research was conducted by Tandoh and Sarpong (2020) to determine how sales promotions affected the performance of the Auto-Mobile Industries in Ghana. It has been proven that sales marketing enhances organizational performance.

Ibojo and Ogunsiji (2019) studied the impact of e-sales promotion expenses as a tool on organizational performance and discovered that sales promotion has a favorable impact on the performance of the organization and its sales volume.

III. METHODOLOGY

In this chapter, the process of how the research was undertaken, scientifically called methodology will be explained.

A. Research Design

This study was designed to study the role of E-marketing costs in corporation profitability. The hypotheses applicability was tested through a survey strategy. The survey used was existing, valid, and reliable developed by previous researchers and published in peer reviews journals. This study is correlational research, which explored the extent to which the used variables were related, and it was cross-sectional in nature.

B. Population and Sampling Design

The population for this study includes employees at public service companies hiring foreigners in Istanbul, Turkey, who speak English. Owing to time, access barriers, and money, the non-probability convenience sampling was used. The sample size was n=100 participants.

C. Type of Research

The research is quantitative which aimed to examine the relation between the variables, with the use of survey questionnaires, and the collection of quantifiable data though valid and reliable tools.

D. Data Collection

Primary data was collected, which consisted of the quantitative data collected via the questionnaires survey that was completed by the respondents

E. Research Instrument

A. Survey Questionnaire was used.

F. Validation and Reliability of Instrument

B. Cronbach's alpha test was done for testing the reliability of each scale used in this research and the results were presented in the Analysis section.

G. Measurement

Reliable and valid questionnaire surveys were administered to white collar workers in Istanbul who speak English ,to answer the research questions. The questionnaires used in the research were obtained from four valid scales for each variable. To measure e-marketing cost the scale was adopted from Avlonitis and Karayanni (2000).

The scale included the following item: Budget percentage allocated for e-marketing

To measure the e-marketing cost a 14-items valid and reliable questionnaire, to measure profit maximization was adopted from Munro (2014), consisting of 3 indicators: Level of Savings, Level of Reinvestment and Level of Acquisition of Financial & Physical Assets.

- (1) Generating Business Savings
- (2) Skills to manage financial records
- (3) Paying bank loans from savings
- (4) Making frequent deposits on the company's bank account
- (5) Increase in revenues due to high sales
- (6) Constant operational cost
- (7) Using Savings to expand the business
- (8) Developing new employment opportunities due to expansion
- (9) Products' market coverage expansion due to reinvestment in different venturee

- (10) Using sales revenue to establish new branches
- (11) Reinvesting in different ventures
- (12) Buying physical assets from profit generated
- (13) Acquiring physical assets
- (14) Having enough financial asset to meet the business periodic expenses

All the scales items were measured in a Likert-scale ranging from 1-5. 1=Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree and 5=Strongly Disagree.

H. Time Horizon

The study was a cross sectional study, as it was limited to a specific time frame of completion.

I. Settings

The research was held in Istanbul, Turkey

J. Research Model

The conceptual framework gives a researcher's conceptualization of variables of the study. The interaction between the independent variables and dependent variable.

The research model included one independent variable: E-marketing Cost and one dependent variable: Corporate profits Maximization.

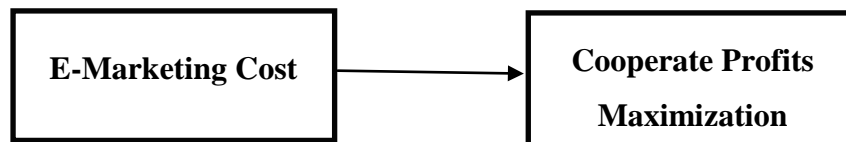


Figure 2 Research Model

IV. ANALYSIS

A. Statistics

1. Reliability Statistics

To test the reliability of the scales, Chronbach's alpha was employed for measuring the internal consistency of each scale's items. The scale will be considered reliable, at alpha equal or above 0.7 (Nunnaly, 1979).

Table 5: Reliability Statistics for the Scale: Profit Maximization

Cronbach's Alpha	N of Items
.987	14

As per table 5, the reliability of the 14-items Profit Maximization Scale, adopted from Muno (2014), was examined, by testing Cronbach's alpha. The test shows $\alpha = 0.987$. Thus, Profit Maximization Scale items are shown to have a high internal consistency, therefore proving the scale's reliability.

2. Frequency Statistics

Table 6: Demographics

Statistics		Gender	Age	Education Level	Corporate Age
N	Valid	100	100	100	100
	Missing	0	0		0

As per Table 6, the frequencies of the demographics were analyzed. Full demographic data was obtained for 100 participants.

Table 7: Gender Distribution

		Frequency	Percent	Cumulative Percent
Valid	Male	62	62.0	62.0
	Female	38	38.0	38.0
	Total	100	100.0	100.0

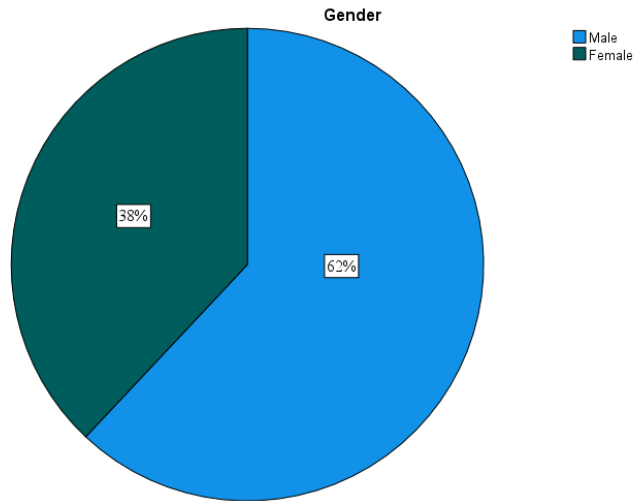


Figure 3: Gender Distribution Pie Chart

As per Table 7 & Figure 2, the frequencies of gender distribution were tested, showing that the sample consisted of 62 males and 38 females. Therefore, 62% of the sample are males and 38% are females.

Table 8: Age Distribution

		Frequency	Percent	Cumulative Percent
Valid	18-24 years old	1	1.0	1.0
	25-44 years old	37	37.0	37.0
	45-55 years old	36	36.0	36.0
	Above 55 years old	26	26.0	26.0
	Total	100	100.0	100.0

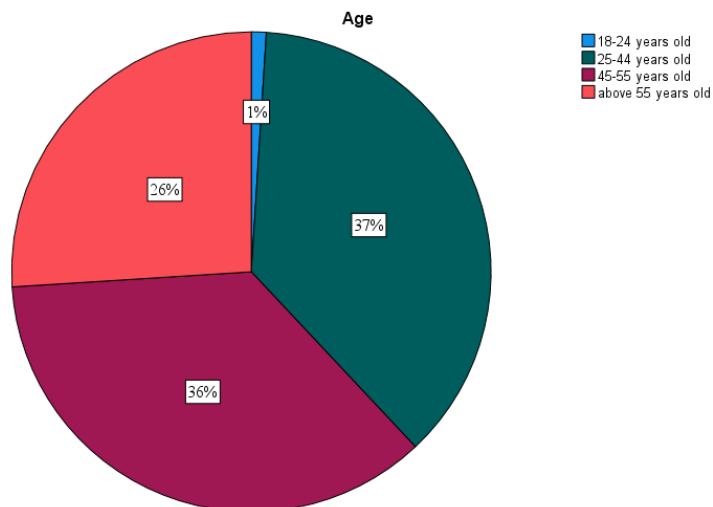


Figure 4: Age Distribution Pie Chart

As per Table 8 & Figure 3, the frequencies of age groups, categorized as; 18-24, 25-44, 45-54 and above 55 years old, were tested, showing that the highest percentage of participants (37%) were 25-44 years old, then (36%) were 45-55 years old, then (26%) were above 55 years old, and the least (1%) were 18-24 years old.

Table 9: Education Level Distribution

		Frequency	Percent	Cumulative Percent
Valid	Certificate	13	13.0	13.0
	Diploma	13	13.0	13.0
	Bachelor	50	50.0	50.0
	Masters	14	14.0	14.0
	PhD	10	10.0	10.0

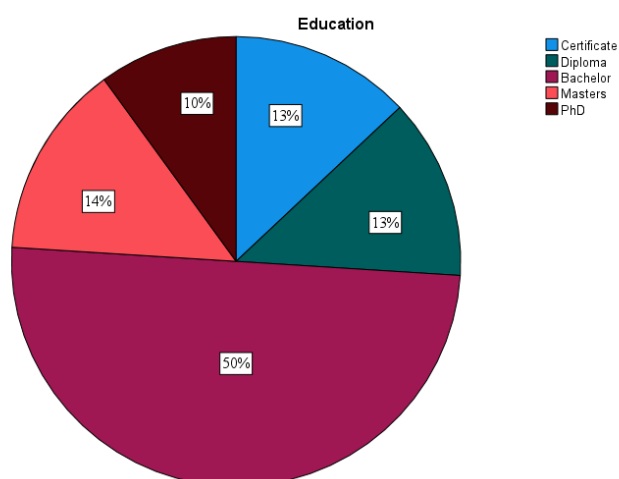


Figure 5: Education Level Distribution Pie Chart

As per Table 9 & Figure 4, the frequencies of education level, classified into 5 categories; Certificate, Diploma, Bachelor, Master and PhD, were tested, showing half of participants (50%) had a Bachelor degree, then (14%) had Masters degree, then (13%) had a Diploma, similarly 13% had a certificate, and the least (10%) had a PhD.

Table 10: Corporate Age Distribution

		Frequency	Percent	Cumulative Percent
Valid	Less than 1 year	18	18.0	18.0
	1-3 years	18	18.0	18.0
	Above 3 years to 5 years	23	23.0	23.0
	Above 5 years to 10 years	41	41.0	41.0
	Total	100	100.0	100.0

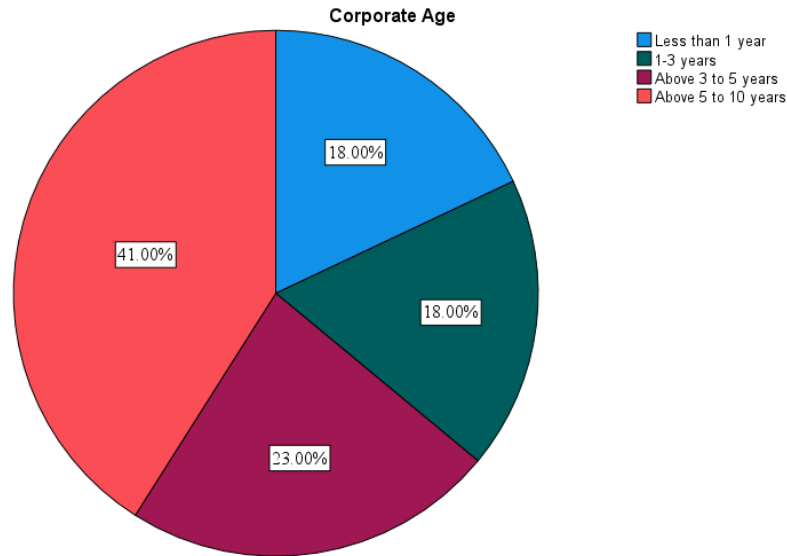


Figure 6: Corporate Age Pie Chart

As per Table 10 & Figure 5, the frequencies of corporate age were tested, showing the highest percentage of corporates (41%) were 5-10 years old, then (23%) between 3 and 5 years old, finally 1-3 years and less than 1 year of corporate age in similar percentages (18%).

Table 11: E-marketing Budget

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10%	13	13.0	13.0	13.0
	11-20%	7	7.0	7.0	20.0
	21-30%	11	11.0	11.0	31.0
	31-40%	6	6.0	6.0	37.0
	41-50%	7	7.0	7.0	44.0
	51-60%	3	3.0	3.0	47.0
	61-70%	16	16.0	16.0	63.0
	71-80%	14	14.0	14.0	77.0
	81-90%	14	14.0	14.0	91.0
	91-100%	9	9.0	9.0	100.0
Total		100	100.0	100.0	

As per Table 11, the frequencies of e-marketing budget were tested, showing the highest percentage of participants (16%) allocated 61-70% of their marketing budgets for digital marketing, following it the same percentage (14%) for both 71-80% and 81-90% of the marketing budget. 13% allocated 0-10%, 11% allocated 21-30%, 9% allocated 91-100%, 7% allocated 11-20%, similarly (7%) allocated 41-50%, 6% allocated 31-40%, and the least (3%) allocated 51-60% of the marketing budget for e-marketing.

3. Descriptive Statistics

Table 12: Descriptive Statistics for Scale Items

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Profit	100	38.5100	15.03699	-.324	.241	-1.673	.478
Valid N (listwise)	100						

As per Table 12, Descriptive statistics, with means and standard deviations, were calculated to indicate the Central Tendency of the scales. The average of Profit Maximization scale items shows M=38.510 and standard deviation of 15.036.

4. Correlations

Since Spearman Correlation is grounded on the ranked values of each variable, Spearman Correlation Coefficient was calculated to assesses the variables' direction of association, thus analyzing the association of variables.

An association will be considered significant at Spearman Correlation Coefficient ρ between +1 and -1. Additionally, a positive association is significant at $\rho=+1$, no association is shown at $\rho=zero$, and a negative association is significant at $\rho= -1$.

Table 13: Spearman Correlation

Correlations			LOS	LOR	LAFPA	E-marketing Budget
Spearman's rho	LOS	Correlation Coefficient	1.000	.925**	.880**	.929**
		Sig. (2-tailed)	.	<.001	<.001	<.001
		N	100	100	100	100
	LOR	Correlation Coefficient	.925**	1.000	.926**	.923**
		Sig. (2-tailed)	<.001	.	<.001	<.001
		N	100	100	100	100
	LAFPA	Correlation Coefficient	.880**	.926**	1.000	.899**
		Sig. (2-tailed)	<.001	<.001	.	<.001
		N	100	100	100	100
	E-marketing Budget	Correlation Coefficient	.929**	.923**	.899**	1.000
		Sig. (2-tailed)	<.001	<.001	<.001	.
		N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

As shown in Table 13, the relationship between the E-Marketing Budget and the values of the Profit Maximization is tested. For Level of Savings, the results showed $\rho=.929$, indicating a significant strong positive correlation with E-marketing Budget. Level of Reinvestment and Level of Acquisition of Financial & Physical Assets are also significantly positively correlated to E-marketing Budget, with $\rho=.929$ and $\rho=.899$ consequently, indicating a strong correlation.

5. Regression

Regression analysis was employed to identify the role of e-marketing costs in maximizing corporate profits. Independent variable: E-marketing, Dependent variable: Profit Maximization.

Table 14: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.963 ^a	.928	.927	4.056

a. Predictors: (Constant), E-marketing Budget

As shown in Table 14, the predictor in this model is the independent variable; E-Marketing Budget, while the dependent variable is Profit Maximization. The squared correlation shows $R= 0.928$, therefore 92.8% of the variance of Profit Maximization is explained by the E-Marketing Budget Percentage.

Table 15: ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	20772.758	1	20772.758	1262.678	<.001 ^b
	Residual	1612.232	98	16.451		
	Total	22384.990	99			

a. Dependent Variable: Profit Maximization

b. Predictors: (Constant), E-marketing Budget Percentage

Table 16: Coefficients

Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	
1	(Constant)	10.846	.878		12.356 <.001
	E-marketing Budget	4.794	.135	.963	35.534 <.001

a. Dependent Variable: Profit Maximization

As per table 16, beta coefficient is positive ($\beta=4.794$). This indicates that with a 1-unit increase in e-marketing budget percentage, profit increases by 4.794. Moreover, $P<0.00$, indicating that E-marketing budget significantly positively impact profit maximization.

V. DISCUSSION

This study was conducted to investigate the role of e-marketing cost in maximizing corporate profits. To examine the correlation, and its type, a survey was developed, consisting of; demographics, e-marketing budget percentage, adopted from Avlonitis and Karayanni (2000), to measure the e-marketing cost, and a 14-items valid and reliable questionnaire, to measure profit maximization, adopted from Muno (2014), consisting of 3 indicators: Level of Savings, Level of Reinvestment and Level of Acquisition of Financial & Physical Assets.

A link of the survey was sent online to the participants. Full data was valid for 100 participants, coded and analyzed using SPSS. Results were displayed in tables and figures of frequency statistics, descriptive statistics, spearman correlation and regression analysis ANOVA.

Frequency statistics showed that most of the sample were males, and the highest percentage of participants were 25-44 years old, with half of participants holding a Bachelor degree, and highest percentage of corporates age being 5-10 years old, with the highest percentage of participants allocating 61-70% of their marketing budgets for e-marketing.

Spearman Correlation statistics showed that the 3 indicators used to measure profit maximization; Level of Savings, Level of Reinvestment and Level of Acquisition of Financial & Physical Assets were each significantly positively correlated to E-marketing Budget. While regression analysis showed that e-marketing budget has a strong significant positive impact on profit maximization. Thus, all H0, H1, H2, H3 were accepted.

VI. CONCLUSION, RECOMMENDATIONS AND LIMITATIONS

A. Conclusion

In today's world, change means technology the most (Şen and Tarabah, 2020). Thus, adopting technology is a must in many aspects of life whether on the individual, system, or organizational level. By which, businesses can barely survive or even thrive if they didn't adopt technology. Thus, to remain competitive many things must be done differently. For instance, despite that traditional marketing is still used however, it is rarely effective if it wasn't combined with technology. Here comes the importance of E-marketing, which can have many advantages on many levels. Scholars are even redefining many marketing related terms and are even changing some concepts, for instance the 4Ps and 4Cs have been also updated as mentioned in the literature part.

E-marketing can be highly significant in increasing profits. As, with its wide tools and the utilization of digital technologies and social media channels, reaching customers and making sales has become way much easier than in the old times. Thus, nowadays any business owner no matter how old he/she is, no matter where he/she is located or what type or size of business he/she is running , he/she is almost fully aware of how things don't and will not work without leveraging e-marketing. As people nowadays, especially after COVID-19 barely connect with the physical world and are more into virtual and online world. For instance, many still prefer online shopping instead of going to the mall and waiting in cashier line. Thus, e-marketing shouldn't be underestimated or not leveraged in any type of business.

However, many don't know how e-marketing cost can affect profitability which is the financial gain from business activity. Or specifically speaking, how e-marketing budget and cost can affect profit maximization. Thus this study was held to examine how E-marketing cost can affect profitability.

It was done in Turkey, and administered to white collar workers who speak English. In order to collect data, Survey questionnaires of valid and reliable scales published in peer reviewed journals were used and sent online to participants who wished to participate in the study. The data collected from 100 participants were analyzed through SPSS. Frequency, validity, reliability, correlation, and regression analysis were done to analyze the output and determine the relationship between variables.

The results indicated that all the hypotheses drawn were significant. The outcomes of this study suggest the need to extend implications towards allocating bigger budgets for e-marketing, leading to a better outcome of profit maximization, as it has been proven that e-marketing budget is positively correlated to maximizing profit. Finally, it can be concluded that e-marketing cost has a critical role in maximizing the profit of corporates in Turkey.

B. Recommendations

Researchers can consider, studying in the future other variables that might be impacted by the increase of e-marketing budgets, to better understand the significance and outcomes of the e-marketing cost.

The study can also be done on a wider sample, including not only foreigners in Istanbul.

Future research can also focus on other indicators of profit maximization.

E-marketing costs of specific communication channels such as Youtube, Google, Instagram, Facebook can be studied indecently.

Future research can also be done in organizations that focus mainly on e-marketing, such as medical tourism, debit and credit cards sales, educational consultancy, real estate, and general services. As these are core industries in Turkey, and they usually generate their profits from the leads they acquire from the e-marketing they do.

More variables can be used as mediator variables such as the type of e-marketing done and the communication tools.

Other factors of profit maximization can also be studied, or the ones present here can be studied independently each.

C. Limitations

Every research has its own limitations. This one had the following: Language was a limitation, as English was the language used in the survey, thus only English-speaking participants were included. Future research can consider a wider sample. Few scales were present on the topic. The study focused on e-marketing costs in general.

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APPENDIX

Appendix I: Questionnaire

Dear respondent,

I am conducting a study of Master of Business Administration. This questionnaire is intended to collect information on “**THE ROLE OF E-MARKETING COSTS IN MAXIMIZING COOPERATE PROFITS**”. The information obtained will be strictly for academic purposes and it will be treated with utmost confidentiality. I kindly request you to fill this questionnaire.

Section A: Background Variables

To help us to classify your responses, please supply the following facts by circling the right option as appropriate.

1. Age bracket of the respondent:

1.	Less than 26 years
2.	26 – 35 years
3.	36 – 45 years
4.	46 -55 years
5.	56 years and above

2. Gender

1.	Male
2.	Female

3. Marital Status

1.	Married
2.	Single
3.	Divorced
4.	Widowed

4. Educational level:

1	Certificate
2	Diploma
3	Degree
4	Master

SECTION B: Electronic Marketing Costs Based on scales of Obeidat (2015) and Kenan (2018)

Please indicate your response mode by writing only the score in the blank provided for each of the items or statement stated below.

KEY

Response mode	Score
Strongly agree (agree with no doubt at all)	5
Agree (agree with minor doubt)	4
Not sure	3
Disagree (disagree with minor doubt)	2
Strongly disagree (disagree with no doubt at all)	1

Sn	Items on E-brand awareness costs	1	2	3	4	5
1	The costs for brand awareness are ably determined by the company					
2	e-brand awareness costs are lower compare to the conventional brand awareness					
3	The brand awareness costs are effectively determined by the company					
4	The company management assesses the brand awareness costs periodically					
5	The brand awareness costs determination is anchored on the cost of operations					
6	The e-brand awareness is timely developed to enhance the brand communication					
	Items on e- advertising costs					
1	E-advertisement is cost effective					
2	E-advertisement costs is lower than the conventional adverts one					
3	E- brand advertisement costs are periodically reviewed					
4	e- advertisements costs are measured on the quality of advertisements					
5	e-advertisements costs are anchored on the normal					

	advertisement scheme					
	Items on e-sales promotion costs					
1	Cost of sales promotions are ably determined by the company marketing					
2	The sales promotions e-costs are low compared to the conventional ones					
3	The e-sales promotion costs are easy to handle					
4	The e-sales promotion costs are well known to the company					
5	The company e-sales promotions costs are significantly met by them					

PART 2: Profitability of the organization Scales of Brierley (2016)

Construct	Items on Profitability	1	2	3	4	5
1	The company attains profits through cost reductions					
2	The company has increased profits with good sales promotions					
3	The company is increased investments in long term assets has increased its profits					
4	The company's products reliability has earned it profits					
5	The company ventures in human capital which has enabled profit attainment					

Thanks for your responses

END

Appendix ii: Table for determining the sample size

Krejucie, Robert V, Morgan, Daryle W, table of 1970

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377

75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size

"S" is sample size.

RESUME

PERSONAL DATA

Name : khaled Mamdouh Ali Ahmed Abobkr.

EXPERIENCE SUMMARY

- B.Sc. Civil Engineering from Cairo Univ.2002
- Diploma of Engineering Project Management from AUC.
- 15+ years' experience as a site Eng.:

PROFESSIONAL EXPERIENCES DETAILS

October 2002-June 2004 **Site engineer**

Shedwan Company for landed development

Responsibilities Included:

Supervising the implementation of a mosque consists of four floors and a separate minaret height of 30 meters starting from the receipt of the Allepeshp works (normal and Reinforced concrete), and the foundations to finishing

June 2004-september 2004 **Site engineer**

Dream home Company for landed development

Responsibilities Included:

Supervising the implementation of a residential building consisting of basement and ground floor and four floors and follow-up the carpentry, the Reinforcement, the concretes casting and the implementation of separate footings

September 2004-2007 **Site engineer & office manager**

Ministry of water resources & irrigation

Responsibilities Included:

Supervising the implementation of bridges on waterways or canals, the implementation of irrigation and open drainage, the retaining walls, and the implementation of the cladding on the water slopes.

2007-April 2010 **Construction site manager**

DEGLA Company for landed development (MEMAR ELMORSHEDY)

Responsibilities Included:

Supervising the implementation of residential towers rise 14 floors on an area of 1000 square meters of each tower and site managing consisting of 10 residential towers

April 2010-october 2010 **Construction site manager**

ELEMARAT HEIGHTS COMPANY

(Owner of the company belongs to the United Arab Emirates)

Responsibilities Included:

Supervising the implementation of sector housing in the resorts of Sidi Abdel Rahman on the Mediterranean coast in the region of Sidi Abdel Rahman, the sector consists of 40 buildings, up 4 floors. And follow up on all the items of work, whether reinforcing or finishes

October 2010-january2012 **Construction site manager**

Saudi Bin laden group

Responsibilities Included:-

Supervising the implementation of tunnel, service building, and stores at chiller plant (c.u.c) at Mecca

January 2012-now **Project manager**

House of expertise

Engineering consultants

Responsibilities Included:-

Supervising the implementation of buildings, hospital, factories

Bottom of Form

EDUCATION

Present **Diploma of Engineering Project Management**

American University at Cairo (AUC)

2002 **B.Sc Civil Engineering**

Faculty of Engineering -Cairo University.

COURSES, TRAINING, AND CERTIFICATIONS:

- 1) Zednny human development program (self learning, leadership, time management, mind mapping, planning, communication skills)
- 2) Technique specifications& quality control of concrete at regional center for training and water studies (UNESCO)
- 3) Soil mechanics & foundation at regional center for training and water studies (UNESCO)
- 4) Use of Total station at (RCTWS&UNESCO)
- 5) English course level 1&2 at (RCTWS & UNESCO)
- 6) AutoCAD (2D) at Omar Makram center
- 7) Primavera at Omar Makram center
- 8) Management projects program at AUC.

Languages

Arabic Mother Tongue.

English Excellent (Reading & Writing & Speaking)

German Good (Reading & Writing)

French BASIC

Capabilities

- Can work individually & as an effective team member.
- Train and support other team members.
- Presentation & Negotiation Skills.
- Able to work smoothly in a multicultural environment.