

INTERNET MARKETING AND ITS IMPACT ON ONLINE COMMUNITIES

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ABSTRACT

Purpose: The paper explores the role of internet marketing and its potential impact on online community groups especially on women and children. Internet as independent variable affects online users in different ways that are dependant variables. However, recent academic investigations have highlighted various negative impacts of internet on children and women. The research helps to understand the concept of online marketing and how it has transformed social life structure. **Methodology:** Secondary research sources have been used to support analysis concerning with online marketing and its potential negative or positive impact on online community groups. However, two questionnaires have been used to collect primary information. A larger portion of primary data has been extracted from hypotheses results that have been tested and checked against hypotheses models. **Findings:** The overall result confirms three hypotheses and identifies that there is strong relationship between independent and dependant variables and internet as independent variable significantly contributes to business growth. However, internet as independent variable leaves negative impact on online communities especially children and women. **Originality/Value:** The research in this paper relays on questionnaires that have been designed to contact online users to get their view point. The concept of this paper is original and explores the impact of independent variable on dependent variables in analytical and critical styles.

Keywords: *Internet marketing, online marketing, online communities, Social media, Community groups, Gender differences*