**Chapter II**

**REVIEW OF RELATED LITERATURE AND STUDIES**

This chapter deals with the related studies and concepts extremely important study. For extensive and wider understanding of the study, especially to related literature and studies were investigated.

**Local Literature**

April Lacron and Gloria Pasadilla (2006) conducted a study entitled “E-commerce in the Philippines: a Preliminary Stocktaking” because of the fast spread of the information and communication technology (ICT) and the fairly fast advance of the internet. They emerged the e-commerce system to revolutionize the international trade and business. E-commerce has definitely come of age. Unfortunately, the Philippines is not included to those country have an e-commerce. The main issue of this study or article shows that the Philippines has been left behind by its Asian country in terms of e-commerce activity, especially in ranking even with Thailand and Indonesia is greater than Philippines, which initiated adopting the Internet at the same time or even more recent than the Philippines. This statements that the Philippines loses their own economy could captured to be more focused, aggressive and rapid in terms of improving our human resources and technical capacities and the access to telecommunications framework to support the large majority population as well as in fixing the errors in our valid and administrative plan. The Philippines should take this opportunity in selling merchandise or products since most of the Filipinos is using Internet. This great marketing strategy isn’t not for those who have a big business but also for those people who have some small businesses who can’t afford to fund and to advertise their products. They can buy an affordable website to make their business grow in terms of sales and being popular of the company as well.

**Foreign Literature**

Conferring to Dave Chaffey, Fiona Ellis-Chadwick, Richard Mayer and Kevin Johnston (2009) entitled “Internet Marketing: Strategy, Implementation and Practice”, they stated that the internet has reestablish marketing practice, connecting a promising or future customers to businesses in a way never before attainable. The internet become bridge for the marketers to make a transaction become easy and fast to their customers that never before. Nowadays, using or with online public spending much time or more time using some price comparison websites, search engines like google, bing, yahoo and etc; and social networks, this statement demonstrates how the marketers can find new and interesting way of getting their message side to side and they used online communications techniques for the brand awareness, familiarity, and favorability, and to getting the attention of the users to visit their website by using advertisement. In the fourth generation of the book entitled “Internet Marketing: Strategy, Implementation and Practice” they provide all-inclusive, realistic guidance on how the companies can get the maximum of the web to meet their marketing intention. Mr. Dave Chaffey is one of the Europe’s top thinkers in this subject, Internet Marketing links marketing concept with the case studies on large or big companies such as eBay, Facebook and Dell, to hell the students to have knowledge in digital marketing in the real world. In their major update, you can learn the usual procedure in applying digital media channels such as branch marketing, online PR and search engine marketing.

**Local Studies**

**Foreign Studies**

Based on the study of Rami Khasawneh and Eveann Lovero (2004) entitled “Review and analysis of internet traffic and its implications on the root name server architecture”, they gathered information and facts about internet user. The Internet success has been increasing firmly over the last ten years. This success has been illustrated in both the number of available web sites and the number of web users accessing these web sites. A web client goes over several steps before they are able to find and to connect to the target web sites. This includes to communicate with its local name server and other name servers all through the web or internet. Root name servers are used to enable users to locate and to reach their target web sites. Based on their research, there are thirteen (13) root name servers delivered all around the world. United States of the America and Europe which the most root name servers located. But there are no root name servers can be found on Africa or East Asia. Expect the stretched production of Internet traffic throughout the globe or world, the present architecture or method of the root name servers cannot be able to support those millions and billions of users every day. This statement examines and determine the world Internet traffic tendency, inspection the current architecture of the all root name server, indicate planned changes in Internet traffic and makes proposal for the changes in the root name server method or architecture. Most of the changes happening right now with regard to the root name servers’ infrastructure aren’t enough to develop and to advance the Internet access time and to supply and support more regulation, command and rule for other countries. Country such as Africa and Middle East will need new or more root name servers not a mirrored one, to upgrade and boost their internet access time for the users.

In the article of Nomi Sinulingga (2012) entitled “PayPal Analysis as e-Payment in the e-Business Development”, he shows the important of having an e-commerce business and he pointed out the PayPal as the main transactions and he also mentioned the Internet as a medium of the business. Internet can change the business and make the business range of services more broadly. It allows anyone especially those people who don’t have knowledge how to run a business with some potential buyers all throughout the world. Nome Sinulingga explain the advantages of e-business. E-business authorize sellers and buyers operating business without face to face, however the transactions and communications can be done over the Internet. Most of the businessman or businesswoman especially in Sumatera are not using the internet as their medium for business. Based on the study of Sinulingga having an e-commerce business is very easy to find products and selling products over the internet. But the main problem is how to make the payment method for all money transactions. In this case, bank has a very valuable role in this process. Mr. Sinulingga, think a way how it be done. In the domestic payments can done without difficulty through bank transfer, SMS banking or even internet banking. To process these payments to or from overseas and it takes several days to process. But it can be finished without difficulty in real time by using PayPal. PayPal is a payment tool that can support or promote the development of e-business. PayPal will help the small traders all throughout the internet can accept delivery of something from soon-to-be buyers from all over the world and make a payment when generating transactions in the internet.

**Synthesis**

**Reference**

http://serp-p.pids.gov.ph/serpp/details.php?pid=3922&param=Pasadilla%2C%20Gloria – E-commerce in the Philippines: a Preliminary Stocktaking

<https://books.google.com.ph/books/about/Internet_Marketing.html?id=HcoRl2EZXiwC&redir_esc=y> – Internet Marketing: Strategy, Implementation and Practice

<http://iacis.org/iis/2004/KhasawnehLovero.pdf> - review and analysis of internet traffic and its implications on the root name server architecture