

Benefits And Challenges: For Marketing Strategies On-Line

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Abstract: *Online marketing, also known as internet marketing, uses interactive, virtual spaces to advertise and sell goods and services. Additionally, modern internet-based, synchronous networking technologies have contributed to the transformation of major economic industries such as marketing. Being cost-effective, fast and enjoying an incredible global scope, internet marketing has yielded tremendous gains for various businesses. This impactful, new approach, however, also includes its particular difficulties, e.g. lack of face-to-face contact, privacy, and security, etc. that should be considered as part of this. The present study focuses on the impacts on marketing practice of internet-fostered digital spaces and also shows the analysis of various marketing strategies that a company can use to achieve its target. The paper starts with the definition of online marketing and the examination of historical context to use online marketing; various online marketing strategies, online marketing strategy, various claims by different authors, which will shed some light on The next focal point is the marketing possibilities which prevent the implementation of this new virtual space. The research continues with issues that arose from virtual space deployment in the marketing area, such as security and privacy issues, lack of confidence etc. We suggest the conclusions by considering the answers to the problems that lie ahead.*

Keywords: Online marketing, Online marketing strategy, offline marketing, Internet, challenges and opportunities.

1. INTRODUCTION

Is currently a famous point of information which is what people call "marketing" has gone through major changes in subsequent years (Alvermann & Sanders, 2019), that the Internet has played a key role in this revolution. The Internet can be define to the virtual network which connects various computers from all over the world. (Tambajong, Lapian, & Tumewu, 2019).It consists of network server communications and wide-ranging interaction joined between them, used to store and distribute vast amounts of Internet information. "(Chaffey, Ellis-Chadwick, Mayer, & Johnston, 2009).

Recent studies have investigated how the advent of the Internet has reshaped the structure and efficiency of various industries

Marketing implementation online have done a lot of changes in the rules and many advertisers have no choice than to follow them (Scott, 2009). Since, marketing is just one of the everyday fields that the Internet-based technological advances have significantly revolutionized according to (Raja, 2020). Holloway maintain the information, interaction via

technology, as it was then known, has played a vital role among the marketing-mix components, as well as the current concept recognize the value of interaction between a very company and its customers within the interface (Teofilus, Christian & Gomuljo, 2019).

The first and most prominent statement about putting the Internet at the core of business and Marketing means that the Web is not just a digital advertisement tool, a new way of selling products and services to other existing pre-Internet business types (De Mooij, 2019). These led to an inflection point, a fundamental shift towards a modern business model, which led to a possible. This new economy is unavoidable as emerging communications technologies have fostered an increasingly competitive environment in which a marketing-oriented, edge-to-down, centralized approach gives way to a customers-oriented, complementary mechanism in which customers are the first priority (Joung, Jung, Ko, & Kim, 2019).

2. WHAT IS ONLINE MARKETING?

Online marketing has been clearly defined as "the use of the internet and all associated digital electronic technologies to achieve marketing goals" by reaching various users at their convenience (Chaffey et al., 2009). This description is a simplified term that does't affect the important aspects of the customer relationship as opposed to the argument that it does. Digital marketing, as shown by (Kotler & Armstrong, 2012), consists of campaigns and activities to promotes product and services and builds digital consumer relationship (Alvermann & Sanders, 2019), believes that online marketing is a way to target and communicate with consumers while at the same time engaging with the most unique and intimate tool ever invented in world history. Chaffey,(2007) recognizes online marketing as the most detailed demonstrated concept used in the implementation of digital technology for online channels (television, mobile phone, digital internet / wireless, e-mail, databases, etc.) and to contributes to marketing, efforts aimed at achieving, profitable consumer acquisition, and retention in a multi-channel purchasing and consumer lifestyle process. 'As shown in these concepts of conceptual relationships, online marketing focuses on interaction and building consumer relationships, a point that distinguishes it from traditional, offline marine (Chang et al., 2019).

3. HISTORIC BACKGROUND

The Internet originated in the latecold war when the USSR-US economic competition is taking place. And "that was the time of the creation of the World Wide Web in early 1991, a history that goes back in 1957, when the Soviet Union launched, the Sputnik I satellite" (Dickey & Lewis, 2012). The US responded by setting up a research department for the Defense Advance Research Projects Agency, (DARPA), which in the 1960s initiated the ARPANET, an innovative, computer networking program through which have being developed what we now recognize as the internet. The Internet subsequently made a huge contribution to science and, after the late 1980s, many governmental and educational institutions used the internet." (Ferguson, 2008: 69).

The Internet has been considered, as accessible communicative tools for scientific researchers institutions for many years, and its academic position has being dominants prior to the development of its technological capability that contributed to its commercialization (Comer, 2018).As stated (Mont & Plepys, 2007): "Science and academic institutions accounted for the bulk of the internet 's workforce until the end of 2018.

Throughout the 1990s, as the number of internet users grew, businessmen began to realize the economic value of this new medium (Yang, Shen, & Wang, 2018). Although there is no full resolution on exactly when Internet marketing started, most analysts point to 1994. Therefore, it is commonly held that "global internet commercial practice began in 1994 with the very first ever banner ads on websites, and the introduction in 1995 of web-based malls such as Amazon.com" (the internet version of a storefront).

Statistics show that this young online marketplace (De Pelsmacker, Van Tilburg, & Holthof, 2018) has had, a remarkable rates of growths. With the growths rate of this new marketing, strategy is so stunning that it's hard to believe, how young it will be. In reality, "in 1994, spendings on web marketing contributed relatively little but rose to about \$300, million in 1995. According to Forrester Research, over a century later, digital innovation and internet marketing industries exploded to around \$500 billion. Nowadays, it's hard to believe in finding a company that doesn't have any kind of online operation" (Streatfield et al., 2014).

This short historical context is achieved by figuring out that online marketing has become a much more dynamic activity, step by step (Omingo & Mberia, 2019). So real younger, more advanced approaches such as search engine optimizations, or social media marketings followed in the early forms of internet marketing including web advertising and email marketing.

4. DIFFERENT METHODS OF ONLINE MARKETING

Digital marketing also known as internet marketing, and e-marketing involves in many approaches and strategies which are briefly discuss as the following.

4.1 Online Advertising

Perhaps the most, well-known online marketing, tactic is digital ads. practical space is being used through this approach to position marketing-messages on both sites, in order to attract internet- users. Just like offline-marketing campaigns with other forms of advertising marketing, online advertising's main aim is to boost sales and build brand awareness. According to (Hachem, Duguay, & Allard, 2012)Digital advertisement requires the use of the Web to view advertisement message on computers screen and refers to 'deliberates messages published on Web access search-engines and directories of third-party websites'(Barak, 2017).

The interruption function is similarly applied to online television ads. Yet it can be used much more creatively too. different to televisions ads, online advertisements does not compel the user to pay, attention to ads peace but seeks to convince or encourage him / her to do so. as it is put alongside or amongst other non-marketing content, rather than at intervals "(Meeker & Wu, 2018). The internet user who has also been empowered still has the freedom to pay no attention to the advertising and it is entirely up to her / him, to click or not on internet advertising, still known as display advertising, to screen an online marketing message using different methods The interruption function is similarly applied to online TV advertising. And he uses this even more creatively. Contrary to, television ads, online-advertisement does not oblige the consumer to pay attention to advertising content, but aims to persuade or inspire him / her to do so, since it is put alongside or amongst other non-marketing material, rather than at intervals. (Meeker & Wu, 2018).

4.2 Email-marketing

E-mail marketing, this is the type of marketing that uses e-mail to deliver promotional messages to e-mail users, and it was also considered, one of the most effective online-marketing strategies. Several researchers have, emphasized the advantages of e-mail marketing(Compant, Clément, & Sessitsch, 2010; Fernandez, Béthencourt, Quero, Sangwan, & Clément, 2010) Among its advantages on this point. Refer to 'fast response levels' and 'low email- marketing costs' and argue that these benefits are 'speedily transforming email-marketing through an essential tool.'

Despite these advantages, email- marketing still suffers from, vulnerabilities. One such problem is that online users can easily, ignore the advertisements they have and even some email, clients prefer to put them in the category of spam. Therefore, several steps should be taken to resolve the risk for consumers to disregard promotional e-mails. One strategy doesn't rely on email- marketing alone. Marketers can use different platforms and marketing strategies to increase chances of success(Barak, 2017).

One step in overcoming the email marketing problems is the authorization for email marketing(Al-Weshah, 2020). Invented "Permission-Marketing." Recipients of this scheme are required to have commercial marketers authorize them to acknowledge targeted ads. They will then not be sending commercial emails until the recipients have given their consent.

4.3 Search Engine Optimization (SEP)

Today, it is hard to imagine a company that has no active networking side. Nonetheless, creating a website that operates carefully and is well built doesn't require an optimum number of visits. To achieve this goal, a new type of online marketing should be implemented, called SEM. Yes, search-engine optimization, is one of the key strategies of online- marketing also known as search .. engine marketing. (Davis & Goadrich, 2006) Explains it in this, way: "SEO 's shorts form for Search- engine Optimization can also be seen as an art or web traffic science craftsmanship of websites. In any business networking website traffic is seen as food we eat, drinking water and oxygen for survival, in short, life itself – for any networking company."(Dubey et al., 2013) argues that this "Search-engine optimization can be define as a collection of tactics and strategies used to expand the number of traffic to a web-site by generating a high-ranking search-engine outcome page (SERP)".

The significance of search-engine optimization depends on the facts that consumers will most of the time, use website traffic as a large portal to move around, the internet. So, in the results of the search-engine 'SEO' strategies, some marketing strategies have been developed to improve the rank of intended company websites, aimed at placing a given website between highly classified entries retrieved through search- engines that stimulate additional traffic in effect. "Website managers, web designers and online marketers want users to send traffic, to their site, because their sites are valuable and useful for both the search engine and the user." (Walder et al., 2009).

4.4 Affiliate marketing

Affiliate marketing is the key component of the online-marketing strategy kit that refers as the, process of earning a profit by endorsing goods or services from another companies. In

this system, two or, more websites owners can also create partnerships to improve the mutual financial benefit. As far as its sense is concerned, 'Affiliate marketing has been clearly defined, as a web-based, marketing activity, including the use of automated systems or specialized software, whereby a company rewards its associate for any user, customer or transactions resulting, from the marketing activities of the affiliate most of the cases where the monthly check fee is monetary This strategy has been patronized for selling off-line products and services in a number of industries but the on-line world has increased the possibility of this process being applied drastically. Those affiliates are also seen as portraying a website as "an external sales force." When affiliates are paid regardless of their own success at work, affiliate marketing can also be seen as performance marketing " (Pererva, Nagy, & Maslak, 2018).

4.5 Social Media Marketing

This campaign has changed a dramatic part of our lives. In reality, social media has become "the form of declaration during the twenty-first century, giving us room to communicate our ethics and ideas in such a completely new system." Moreover, it also interferes with the way we conduct our social life, it also offers unparalleled opportunities for the marketing environment and "can have a significant impact on businesses where they know that " (Simasathiansophon, 2019).

As a result, social-media marketing, has become more and more a priority without understanding which marketing is incapable of achieving its objectives. Specially for small companies , social networking is promising that this could increase their competitive edge. This new, rewarding marketing method is the form of marketing that can easily be described as "a term used to describe the process of increasing network traffic, or brand awareness, using social-media and networking sites. Usually, most social-media marketing program focus on creating unique content. that attracts interest and encourages, users to share it with their friends, and contents. This is the situation where your business in being marketed by your own customers and share it to another and each of them knowing that the message has come from a trusted source to either support or oppose your industry or the brand itself"(Raja, 2020; Tambajong et al., 2019).

This is clear from the quote above; the main component of social media marketing is of interest to social network users rising the chance of exchanging it with others within their social networks if the right and important material is found by users / readers. So if a marketing campaign succeeds in getting social -media participants to access their marketing materials with people in their network 'that means they have obtained help from a trusted source and will be highly regarded by the recipient Clearly a promotional information published by a close- friend has a far greater impact than the content generated by a marketing company from the side.. The kind of power that information needs to have particularly those that are shared on a social media website is very high because word of mouth is often really strong and easy to spread. The practicalities of social networking are in various forms and they all allow users to communicate and then exchange ideas. (Second Life)" (Zarella, 2010)

4.6 Viral Marketing

Another, method of conducting online-marketing which surprisingly overlaps with social media marketing is called viral marketing because of its intrinsic "word of mouth." Viral

marketing is actually 'a kind of word-of - mouth marketing which seeks to spread a message exponentially. One of several resemblance that advertisers are attempting to emulate is previously a virus: this can be responded quickly. The number of people affected is on the rise rapidly (Bostanshirin, 2014) Viral marketing is a recent phenomenon which has arisen since the internet came into being Viral marketing propagates along all social networking sites and becomes a virtual mouthpiece It's a pretty cheap marketing method and if you use it, you don't have to spend huge sums of money on usually costly Project marketing. Viral marketing operates by inspiring users to post, convey and send a marketing message; it focuses on the high pas-along form of a customer to a particular user. It's obvious that by using a powerful tool, word of mouth, and enabling others to distribute and sell the items is a guarantee of success, often enough opposed to launching a conventional marketing campaign. Viral marketing campaigns also employ creative multimedia content, including ways to promote and build brand recognition such as photographs, jokes and e-carts, etc. (Alvermann & Sanders, 2019), believes digital videos are always useful, for the following reasons:

- a) They seem to be too little to have been transferred from group to group through e-mail after downloading via various web-sites, enabling better user distribution.
- b) Viral marketing can be monitored behind downloading as they are forwarded to the user via e-mail, thereby giving brands greater transparency for campaigns.
- c) The chance of user interaction with the agent is less important.
- d) Having familiar advertisement like and film are all format to various users having an additional interactivity benefit. (Users are always allowed to connect to the web page via digital video with files that contain hotspots.

5. THE GROWTH OF ONLINE MARKETING

the Growth of internet user shave been increasing day by day and also credited for the growth of online marketing. With the coming of internet technology number of internet users are increasing at a very high rate across the globe. (Bostanshirin, 2014)Here are an analysis and ranking of top 20 internet users in the world in a data collected at international telecommunication union march 2020. Table below shows the world internet users.

Table 1. Lists of Internet users by Regions

S/n	Country	2005	2010	2017	2019
1.	African	2%	10%	21.8%	28.2%
2.	America	36%	49%	65.9%	77.2%
3.	Arabian	8%	26%	43%	51.6%
4.	Asia and pacific	9%	23%	43.9%	48.4%
5.	Common wealth independent states.	10%	34%	67.7%	72.2%
6.	European	46%	67%	79.6%	82.5%

Source ;(ITU) international telecommunication union 2020

6. ADVANTAGES OF ONLINE MARKETING

6.1 Empowering effect

The introduction of benefited online- marketing is not only about empowering new business, but also has an impact , especially on small, businesses, as the Internet can go through the market and small and medium-sized enterprises (SMEs) 's operating competence."(Clement, 2020). In reality, internet provides a kind of democratized world in which marketing, have been restructured to give even small companies a fair chance of selling and branding their goods on a much greater scale (Armstrong, Kotler, Harker, & Brennan, 2018). It also should be remembered that "the Internet generated unprecedented opportunities for small businesses to engage in national and international marketing campaigns which couldn't be achievable due to the enormous amount of capital they needed" (Poon & Jevons, 1997). Websites for direct mail, bogging, and launching are all among extremely cheap interfostered networks that can provide the capacity for small businesses to sustain and prosper.

6.2 Elimination of geographic barriers

A few of the main advantages of internet marketing are that it removes all geographic constraints from the buying and selling process. The Internet thus has limitless global scope at extremely low speeds (Allen & Fjermestad, 2001; Sigala, 2002; Teo & Tan, 2002). Global exposure was once the exclusionary realm of large multinationals because of the high cost of traditional advertising, but the advent of cost-effective internet technology has enabled small businesses to experience this kind of scope. Where Internet connectivity is available by different classes of consumers around the globe (Mohammed, 1970).

6.3 24 hours / seven days availability

Thanks to its popularity, the Internet can now deliver relevant information to clients within twenty-four hours a day, seven days a week(Jones, Moeeni, & Ruby, 2020). (Joung, Jung, Ko, & Kim, 2018) In fact, there was no doubt that shopping on the Internet would be more convenient because you don't have to leave home, visit different shops and take responsibility for comparing different goods and costs. The buyers will do their shopping from the comfort, of their own home even more effectively. Simply say, that saves a lot of time and money.

6.4 Cost-affectivity

Cost savings is also one of the benefits of internet marketing as opposed to conventional marketing and advertisement networks, which are more resourceful. Online marketing is obviously cost-effective and can accomplish its goals at a fraction of the cost. (Bell & Loane, 2010; Buhalis & Law, 2008; Godes & Mayzlin, 2004; N Sheth & Sharma, 2005; Tan et al., 1997; Warren, Davies, & Brown, 2008). For example, it is clear that the cost, of setting up an ad online is far lower than placing an advertisements in a journal or on a public notice. The price of virtual presence is considerably smaller in networking with other companies and communicating with customers as a result, internet marketing allows businesses to retain their income, an quality that is highly appreciated by businesses because online-marketing techniques do not need substantial asset.

6.5 Trackability

Another dimension of online marketing is their monitoring possibilities. Indeed "Online Marketing's track-ability is one of its further most resources (Buttle & Maklan, 2019). The website allows calculation of anything that happens on it. It is therefore easy to calculate the times of clicks that a specific advertisement is placed here, as well as the number of traffic on the site. It allows the marketer to track and appreciate their actions by tracking the number of users on their website. The website can also enable companies to know whether or not their advertising is effective, and also to know the type of consumers who are interested in their goods and where and how they are (Chaffey et al., 2009).

The talent to track on-line 'customers' increases vividly because "the internet is the most transparent platform still. Website log analysis and real-time profiling trail the number of customers visiting each page, position of earlier visited pages, date of access, time of browsing, length of browsing, links followed, etc." (Granitz & Greene, 2003).

6.6 Personalization

One important thing is the unique to internet marketing is the versatility that comes with it. And internet marketing is a custom marketing mechanism and is also referred to as one-to-one marketing for the Same Category (Peppers & Rogers, 1993). And what is Customisation? Personalization can be define as customizing products, and services according to on their previous online purchasing history according to customer preferences. "Because electronic contact with customers allows comprehensive information to be gathered about the needs of each particular customer, businesses can automatically tailor the goods and services to those specific needs" (Karavdic & Gregory, 2005). This strategy leads to the custom goods being sold to the customers. This allows customers to send customized messages that have a much greater effect than impersonalized, generic messages that distribute to consumers' mailbox indiscriminately.

Personalization contributes to the creation of a positive partnership with customers; as (Riecken, 2000) puts it, "Personalization - is - about building consumer loyalty - by - creating a genuine one to one partnership; knowing each person's needs and working towards achieving a objective that effectively and, knowledgeably serves each client's wishes in a given context.'

For example, on the basis of internet-- metrics, marketers will collect customers with tailored offers when they visit the website. Thus, the site's can be tailored to the-- target audience with the help of collected customer preferences data, which results in interaction and creates a "sense --of connection" between marketer-- and user. This are especially important since traditional marketing techniques such as mass-- media, television, and --newspapers can not be affected by the wishes, expectations, taste, and preferences of their customers. Personalization and customization are also naturally seen as an important benefit or ability for internet marketing (Bhui & Ibrahim, 2013).

7. CHALLENGES OF ONLINE MARKETING

7.1 *Problem of integrity*

An incorporated marketing was a --central area trend (Gutiérrez, Izquierdo, & Cabezudo, 2010). On the other hand, one- of the major problems with-- marketing strategies is that-- they use various offline and online advertisement platforms such as newspaper, catalogue, television, mobile phone , email, twitter, social media etc, --while lacking a robust, harmonized marketing network. This aspect is used as a single target, not as part of an integrated strategy to achieve concrete and measurable objectives. This limitation can be compensated by adopting a comprehensive approach which synchronizes various traditional and internet-age communication modes as moments of an interconnected creation so far as the internet virtual part of an structured marketing is concerned, what is 'often worthy of note (or recalling) is like offline marketing, all aspects of online marketing are strongly interrelated - and even interdependent. The website can never be reached because there are no links to it, e-mail or social media networks are used in viral marketing to transmit the message and search engines are useless without networks to connect. Consequently, in every internet marketing campaign all elements have to work together (Joung et al., 2018).

7.2 *Lack of face-to-face contact*

According to(Goldsmith & Goldsmith, 2002) Lack of personal contact is another shortcoming in online marketing, various authors believe that lack of face-to - face communication is a barrier to certain Internet transactions that do not involve real, emotional interaction, and that is why some customers consider online ways to provide impersonal customer service and ignore the buying experience in a traditional physical storage facility. We enjoy engaging with the shop staff face-to - face, trying their hands on the related product and socializing with other clients. This shopping functionality cannot be offline online marketplace and lacks personal contact.

In another way, online marketing is not suitable for all types of business, but it is a product that their likelihood of buying depends heavily on creating personal relationships between buyers and sellers; and this includes sales of life insurance and other products that involve physical product inspection" (Comer, 2018).

Face-to-face interactions are not just important for particular types of products, culture can be a significant variable. For instance, reference can be made, according to(Rotchanakitumnui & Speece, 2003), Who reveals that whenonline transactions take place there is always a lack of personal communication. Among other things, they refer to Asian cultures in which personal relationships are of prominent value and often play a crucial role in ensuring that the financial deals have taken place in conjunction.

7.3 *Security and Privacy*

Throughout today's evolving digital environment, information security is among the most important issues to resolve. It is very clear today that user data can be easily passed to other organizations without obtaining their consent. In addition, hackers don't protect more sensitive personal information like usernames and passwords (Kaltman et al., 2011). Another similar concern is spas and pop-up additions that are regarded by greater part of online customers as an example in the case of privacy infringement (Drozdenco & Drake, 2002).These privacy and security problems are one of the biggest problems with online

marketing. In this regard, solving the related problems is critical for effective internet marketing. (Peltier & Scovotti, 2010) Emphasizes the part that marketing awareness can play and suggests that 'students should be introduced to this topic in a variety of programs and varying degrees of coverage.' This dimension has its roots in the notion that consumers whose data were collected by the respective company should be responsible for how their data is being used.

7.4 Lack of trust

This dilemma of the customer's lack of confidence is truly a major challenge to the growth and development of online marketing. And this is why "online trust is becoming increasingly relevant as a study subject and its impact on internet marketing strategies is growing" (McHale, Burke, Lefsky, Peper, & McPherson, 2009). (Defrancq, 2005) describes trust as follows: " Internet trust concerns how consumers viewed whether the website will meet standards, whether trustworthy the information on the web is, and how much confidence the web gives internet users.' Currently, despite the rapid growth in internet sales, many people have not yet accepted electronic payment methods and are still worried about whether or not the purchased items would be delivered.

Much more obviously still needed to be done to create customer trust and reassure them that the interactions happening in the online world are as genuine and truthful as they were in the real, offline world. As long as this trust has not been built up, it should be stressed that Internet marketing could not be abused by reaching its full potential. Hence, it is essential that those responsible for online marketing understand the nature of the new digital world. One of the influential facts of this new world is that "Today trust and consumer power have come together to change marketing(Hamill & Gregory, 1997).

Because as far as the esteem has not been built up, it should be stressed that the maximum potential of online marketing could not be exploited. It is therefore important that those responsible for online marketing grasp the reality of the current digital world. One of the important realities of this new world is that "trust and consumer power today unified to change marketing).

Table 2. Online Marketing strategy review

Authors	Online Marketing Element	Discussion
(Mosley-Matchett, 1997)	Who; target audience / market What; content When; pacing and updating Where; finding capacity Why;	This marketing strategy has feet on the website design. The 5W marketing mix is called by name
(Leckman et al., 1999)	Online planning; describes aim and project. Internet access; how to use the site. Site design and execution; content. Site Promotion,	This approach focuses on creating a effective B2B website, each of these measures has a variety of important consequences for management.

	Monitoring, and Evaluation; market and monitoring aspects	
(Chaffey, 2000)	The website design is a key to success; Capture Content Community Commerce Customer orientation Credibility	This theory argued that conventional marketing mix may differ due to internet use. This theory is based on eight critical factors. Potential customer Incorporation Marketing support strategic partnership Brand Transfer Organizational structure Budget
(Lawrence, 2000)	The elements combine the traditional 4ps with the new five PS; Paradox Perspective Paradigm Persuasion passion	This approach suggested the development of an online marketing strategy focused on the conventional 4ps and the modern 5ps marketing mix.
(Bhatt & Emdad, 2001)	The new characteristics of 4ps have emerged. Product; new options for customized information. Place; no time and location restrictions, direct delivery. Price; price discrimination and customization, price transparency Promotion; action – oriented promotional activities are possible. Promotional flexibility	The virtual chain of values turned the 4ps into the new Dimensions. Company still makes its business policy choices based on the 4ps business mix
(Allen & Fjermestad, 2001)	The major changes of 4ps characteristics in an e-commerce situation; Product; information, innovation Place; reach Price; increased competition Promotion; more information, direct links	This approach acknowledged that the 4ps marketing strategy may be central to e-commerce. It explains new 4ps characteristics that are ideal for e-marketing.
(Constantinides, Donaldson, &	The 4s model offers a comprehensive, integral	In a rapidly evolving world, lack of

Mehra, 2002)	<p>approach on managing the online presence; Scope; strategic issues Site; operational issues Synergy; organizational issues System; technological issues</p>	<p>interactivity and strategic elements made 4ps unsuitable for online marketing. The 4s model was replaced by a conventional 4ps marketing combination.</p>
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In this study the researcher will use Mosley- Matchett(1997) marketing mix of 5Ws Source; Simasathiansophon, N (2019)

8. CONCLUSION, LIMITATIONS AND RECOMMENDATION

Among all the marketing strategies we discuss in this paper, the most appropriate one to use when a business operates in multi-channel marketing is the marketing mix of 5who, what, where, why, when, this strategy will enable the business to know well about its target market and its needs and wants. This research is limited to the introduction of online marketing, which is difficult and beneficial, and I would like to suggest that future researchers carry out in-depth research on each aspect of online marketing, thereby allowing the world to have more ideas and also increase the rate of internet users as well as advances in technology worldwide. The Internet has brought improvements to every area of life, including marketing and economy. Introducing major online marketing techniques and strategies, this study has shed light on Internet opportunities and challenges. The key benefits of the internet were its Encouraging impact, eradication of geographical barriers, availability 24 hours / seven days, cost-effectiveness, ability to monitor and personalization. This also looks at various online marketing strategies and their claims with different writers on each approach which will help the organization to take the most accurate approach when making decisions.

However, the implementation of Internet marketing includes specific drawbacks, such as the issue of credibility, lack of face-to - face communication, protection and privacy, lack of confidence. Until account has been taken of this dual Internet feature, it cannot be used to its full advantage. An online marketing program driven by inputs from the study must guarantee its financial goals.

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