

IS ONLINE MARKETING COMPLEMENTING OR CONTRADICTING TRADITIONAL MARKETING PRACTICE?

SUNDAY EWAH, Ph.D, JOSEPH E. OSANG.

Cross River University of Technology

Faculty of Management Sciences

Ogoja Campus, Nigeria,

and

JOSEPH A. MPUON

University of Calabar

Department of Marketing

Calabar, Nigeria

<https://doi.org/10.37602/IJSSMR.2020.3603>

ABSTRACT

The technological revolution is more or less changing virtually everything in the global market space and marketing domain is not an exception to this new development. It is a fact that the reality of the shift from analogue to the digital world has an inevitable impact on the realms of marketing generally. Therefore the question "is online marketing complementing or contradicting traditional marketing is rhetorical and can be attempted subjectively. The basis for the subjective answer is anchored on previous literature and other scholars' supportive evidence in line with fast-evolving technology in online marketing and experience-driven markets. The more reason online marketing is gradually unsettling traditional marketing practices to a more sophisticated marketing field. To further gives credence to this study the researchers explored the typology and steps required in online marketing, the merits and demerits, online marketing vis-à-vis traditional marketing, and the conceptual model developed for the study encompasses the traditional '4Ps' of marketing-product, price, promotion and place, while the other 'p' that symbolizes personalization captured the focus of individual customer's interest and wants. The researchers concluded the study believing that the fast-growing online activities thrive mostly in urban areas where the enabling environment is conducive for business performance, while in the rural communities that lack infrastructural facilities and the poverty level of consumers adversely affects the use of current technology. This means that traditional marketing never the less is held in high esteem in such areas, and must continue to thrive till development stride catch up with a reasonable number of communities and consumers.

Keywords: Online Marketing, Traditional Marketing, Customers, Marketers Technology.

INTRODUCTION

For us to delve into this area of study, it's significant to run through memory lane and remind ourselves that over thousands of years people have engaged in marketing activities or trading

transactions with each other, they adopted the tools and technologies that were readily available at their disposal. For example, the advent of the sailing ships in ancient times opened novel avenues of trade to buyers and sellers, and later innovations, such as printing press, the steam engine, telephone, etc have altered the way in which people conduct business activities. Then the most recent technological development brought on the internet with its ancillary services, which further changed the ways people buy, sell, hire and organize businesses in many ways and more rapidly than any other technology in the evolution of marketing (Taylor and Terhune, 2001). Consequently, societies transcend from one stage of progress to another, so is the case of marketing from the traditional era of depending on mere production and sales of goods and services to a more multifaceted method using internet services to track prospective global consumers and users. This new technology has brought about a turning point and complete shift to a new business model which results in an inevitable re-conceptualization of the very nature of marketing. In fact, it is just one of the numerous disciplines that have substantially revolutionized by internet-based technological innovations. Thus marketing is no longer about developing, manipulating interest, or selling and delivering products and services, but progressively more concerned with the development and maintenance of mutually satisfying long term relationship with clients or customers while making use of improving and modernized marketing tools at our disposal (Buttle, 1996 in Foss and Stone, 2001). Previous studies have shown that marketers and companies who grasp current internet technologies such as online marketing are better poised to integrate information technology into traditional marketing (Afuah and Tacci, 2001).

It therefore implies that the rapid evolution of internet activities and more precisely online marketing has created new opportunities and avenues for marketers and businesses to showcase their products (different brands) and services (quality service delivery features) to the global heterogeneous market using internet facilities. The use of these facilities to transact businesses allows companies and marketers to trade their brands and services to customers with high visibility impact and customer support all through the period. It should be stressed that online marketing has specifically created unprecedented opportunities as well because businesses and multinational companies engaged in both domestic and transnational marketing outreach campaigns using different websites, which would have amounted to huge sums of money if the traditional marketing method was dependent on solely. However in as much as online marketing is complementing or contradicting traditional marketing practices as the case may be, the difficulties in accepting the fact that this all-embracing, robust and far-reaching method of transacting business has been so challenging in some societies – the use of online marketing where the majority of the citizenry are predominantly illiterate, not exposed to internet facilities, poor infrastructures to accommodate modern technology, decay in the entire system, energy generation problem, to mention but a few makes the complementary role of online marketing to offline or traditional marketing more challenging. These major reasons have triggered the researchers to peruse into online marketing literature vis-à-vis traditional marketing methods. The remaining part of the studies includes the following; theoretical conceptualization, typology of online marketing, steps in the online marketing process, merits and demerits of online marketing, online marketing vis-à-vis traditional marketing, conceptual model and conclusion.

THEORETICAL CONCEPTUALIZATION

Few definitions have been put in place to explain what online marketing implies in its true context as reasoned by different scholars. Chaffey (2007) described online marketing as a means of applying digital technology to form online channel such as web, e-mail, database, mobile/wireless and digital television to contribute to marketing performance and aimed at achieving profitable acquisition and retention of customers. The bottom line of this postulation is that it must have a multi-channel buying process that notes customers buying life cycle, the process must improve customers knowledge of their profiles, behaviours, values and maintain customers' loyalty, provide integrated targeted communication and service deliveries that match customers individual needs. But Chaffey, et. al .(2000) much earlier defined internet marketing as the application of the internet and related digital technologies to achieve marketing objectives. This definition was quite economical in terms of input compared to the later which was done by Chaffey alone. In the view of Kotler and Armstrong (2012) online marketing consists of measures and activities to promote products and services and build relationships with customers over the internet. Burrett (2008) concluded that online marketing is precisely focusing on users and getting them to interact with you while they are engaged with the most personal, intimate medium ever invented.

TYOLOGY OF ONLINE MARKETING

The various online marketing as initiated by technological advancement that is currently sweeping the global market include; e-mail marketing, search engine optimization, online advertising, affiliate marketing, social media marketing and viral marketing. The researchers have briefly explained them below;

1. E-mail Marketing: This method requires the sending of messages to internet users using different promotional strategies that will instil or induce purchase decision from prospective customers or clients online. For sure this platform has been considered as one of the most reliable despite its shortcomings. The reliability of this method is based on its high response rates and low costs of handling the process (Bhui and Ibrahim, 2013). Despite these enormous benefits, without doubt, the criticism still abounds, such as; most adverts for marketing purposes are often ignored consciously or unconsciously by prospective customers, while others may decide to transfer the messages to spam folders, in other to avert immediate response. The only way to avert such situation occurring according to Godin (1999) is to adopt permission marketing strategy, which allows recipient customers to give consents based on the packaged message from the commercial marketing firm or otherwise.

2. Online Advertising: This method or site help marketers and businesses advertise and create awareness online about the existence of their products and brands to prospective markets and customers. In other words, this method involves the use of the internet to display promotional messages and adverts on the computer screens and also refers to deliberate messages placed on third-party websites, search engines and directories available through internet access (Charlesworth, 2009). In summary, the essence of online advertising is to educate consumers on the usage of the products as well as induce purchase decision and increase sales volume while also building brand consciousness in the minds of buyers.

3. Search Engines Optimization (SEO): In order to achieve the objective of online marketing the dare need for search engines optimization came on board. This implies the art,

craft and science of driving web traffic to web sites, for the purpose of conducting online marketing. The importance of this method is the fact that customers most often use the engine as a major gate to get around on the internet. Consequently, marketing techniques have been developed to enhance the rank of intended business websites in the search engine results and also strategized to place a given website amongst highly listed entries returned by search engines, which in turn produces more traffic. In most cases website owners, webmasters, as well as online marketers, want search engines to send traffic to their sites which makes their sites relevant and important both in the eyes of the search engines and the users (Bostanshirin, 2014).

4. Social Media Marketing: This method of online marketing helps to boost competitive advantage for the company's products and services through the process of boosting website traffic or brand awareness, using social media networking sites. It is pertinent to note that most social media marketing programmes usually revolve around creating unique content that attracts attention and encourages the viewer to share it with their friends and contacts on social networks. The dissemination of message or information quickly spread over time from one user to another and impact on the user at a very high magnitude because it is assumed that message originates from a trusted source, as opposed to the brand or concerned business unit. There is every likelihood that if consumers or users are privileged to have right and relevant information or content the possibility of sharing such promotional content with prospective consumers in their social network increases. Based on the earlier said, most companies try as much as possible to make it as a point of duty to induce and persuade users or consumers to read and share their promotional content with others in their network, believing that the sources are trusted. However, a promotional content shared by familiar customers has a significant impact compared to content directed from the part of the marketing effort. This is because the content shared by social network consumers is high and word of mouth circulating on the online environment.

5. Affiliate Online Marketing: This is a major component of the packaging of online marketing methods, which requires a company to promote another company's products and services on a commission basis. This method of online marketing is widely used to promote websites. Thus, it's a web-based marketing practice that uses automated systems or specialized software in which a business rewards their affiliate for each customer, visitor or sale made as a result of affiliate marketing efforts. The fact remains that affiliates are compensated for their efforts in attracting every single visitor, subscriber or customer. They are often referred to as extended sales force at the service of a website. Most well-designed affiliate programs are easy to implement and require little or no setup, but free and can instantly generate a new source of income (Beldona, 2015). Affiliate marketing has been used over the years by businesses and marketers to promote products and services offline, but most recently online environment has extended the prospect of deploying this method dramatically. As a result of the fact that affiliates or referrals are very easy to track online.

6. Viral Online Marketing: This method is a new concept that has been developed with the advent of the internet and it implies a form of word of mouth marketing which often results to spreading marketing messages exponentially. It spreads through social networks and represents a virtual version of word of mouth that enables the company or business unit spending less in creating awareness as regards to the existence of products and services.

Thus, it overlaps remarkably with social media marketing, hence it encourages the customer to share, pass along, and forward marketing messages. It has a high rate of pass along from a customer or user to another user or customer. The strength of this method lies on the facts that harnessing such powerful instrument, word of mouth and having others share the products and sell same guarantees the success story of the firm, in comparison with launching traditional marketing campaign (Bostanshirin, 2014). Note that it could be assumed that viral marketing derived its name from the word virus because of the way virus spread and get victims infected. In like manner, viral marketing is easily passed on from one customer or user to many more customers or users. The more reason the number of customers who have been infected grows exponentially or geometrically.

STEPS IN ONLINE MARKETING PROCESS

The following steps were enunciated by Kalakotota and Winston (2002) and the researchers have briefly summarized the points.

1. Market Segmentation: This is sub-dividing of the heterogeneous markets into smaller groups or units, such that each segment becomes more homogenous for the marketer to attend to their various needs satisfactorily (Ewah, 2015). Marketers and companies are more interested in profitable market segments or groups that are most likely to generate sales and profit margin. Internet marketing, due to interactive nature depends on customer satisfaction, careful identification, and segmentation of the population on the internet or online. Smaller segments of customers provide fertile grounds for developing highly customized marketing offers. A typical market segmentation approach which can be applied online could be in the form of dividing the entire market into demographic, behavioural, psychographic and specialized business approaches. Each of the terms is explained below,

- ❖ **Demographic Approach:** The marketer or company segment or categorizes the market for his products and services on the assumption of population characteristics, such as age, gender, family size, income, occupation, race, religion, education, etc. The objective is to find out the relationship between profits or volume with the various parameters of market segmentation.
- ❖ **Behavioural Approach:** Marketers equally segment or group their customers based on behavioural variables, such as attitude, knowledge, beliefs, perception, brand loyalty, usage level, etc. Buying patterns for example can be based on differentiating between customers who use the internet for transactions or those who use it only for prospecting and searching for information.
- ❖ **Psychographic Approach:** This segmentation deals with the mental make-up of the customer or buyer of the company's products or services. It requires grouping the market or customers in the form of social class, lifestyle, personality traits, etc. This classification is equally captured in online marketing, especially when it has to do with goods of ostentatious value (Ewah, 2015).
- ❖ **Specialized Business Approach:** This approach requires the marketer to categorize the market based on the type of size of the industry or institution and its' commonly found amongst business and institutional markets. Products differentiation is very common in business practices because of its appeals to desirable segments. Therefore it is the process of focusing on the identification of tangibles and intangibles

customers needs and creating an appropriate superior cluster product, value-added services and image to meet to those needs.

2. Decide Promotional Mix Tool: There are various promotional mix-tools discussed in this study. For convenience sake let us capitalized more on advertising. The company and marketer must have made projections and target goals of the advertising message such as to increase awareness of the company's brands improve sales margin and market share. The next thing the company must have to do is to select the target market that the advertising message will be focused on, because successful advertisement is written with specific customers, in mind during the planning process. The most challenging part now lies in the components of the advertising message. What and what should be capture in the advert. This implies that an advertising message must be convincing to the target market, and should be able to explain the benefits of companies' brands and services. In doing that the marketer must consider AIDA model which implies, A=Attention, I= Interest, D= Desire, and A=Action. Consequently, the advertising message must attract customers' attention, hold or induce interest, arouse customers' desire after reading the message and the last but not the least motivates customers' action for a positive result. However, if we observed advertising from the traditional marketing perspective, it tended to be linear in nature and often assigns the customers a passive role. But internet marketing provides and guarantees interactive advertising in which the customers have control over what there are reading, and watching referred to as nonlinear advertising. It is made possible through the use of hypermedia that allows customers to click for accessible information.

3. Disseminate Information: This can be done by inserting the materials or information on a customers computer screen. In a broader sense, there are two major ways of disseminating information about the company and its products, which is a pull and push strategy. Note that various newsgroups, an e-mail will be a less expensive method to reach large numbers of customers in the various target market. But on the surface, it can be misunderstood for a traditional push strategy, though an important difference lies in the ability to build invaluable feedback loops. Despite this approach, there is strong pull-based marketing otherwise referred to as marketing by invitation, not intrusion which is a more effective method of online marketing. Thus, skilled management of customers' information and their activities on the internet is the most essential ingredients of a pull strategy. This will help to identify responsive customers using predictive models that send the right message, at the right time, to the right customers in the right form, through newsgroup posting, e-mail, newsletters, etc. There must be a feedback mechanism that should be incorporated in the market strategy to continuously propel the entire marketing programme to attain superficial efficiencies and productivity and sends customers to feedback to marketers and companies.

4. Interaction with Customers: This stage describes four fundamentals that include; direct interaction (one-on-one) via electronic mail or chat facility, passive interaction, via anonymous sites, group dialogue and video conferencing.

- ❖ **Direct Interaction:** This implies the use of electronic mail on a one-to-one basis or chatting facility by either the customers or the marketing company using online services. The main aim of direct interaction is to give the company or marketer the

opportunity to answer questions, respond to requests, give important information and follow up on customer's requisitions.

- ❖ **Passive Interaction:** This interaction is often done without a decoding receiver to persuade and induce customers or users actions or decisions, the more reason the interaction is via anonymous sites. In a true sense of its performance, a variety of information about the company's product, and other related materials can be placed in public areas accessible to any interested customer by simply dialling in and using the user name anonymous and password; guest. It is used online to disseminate, software programs', photographs, videos, and other materials.
- ❖ **Group Dialog:** This is done between companies and customers via bulletin boards, newsgroups, and other forums. The basic reason for group interaction is to encourage discussion amongst customers, provide an easy way of answering questions about unanticipated problems that may occur during product usage, and simply build a database of long term experience-based knowledge about the brand or product and its' salient usage. It is also advisable that companies should create their own forum, that moderate customers' submissions, and provide high-quality information not only about their brands but also information about competitors product in the entire global market.
- ❖ **Video Conferencing:** The process implies the use of an online multicast Backbone (Mbone) facility where customers can actively participate and monitor product-related activities. This method enables the digital broadcast of live audio, video, text and interaction amongst the customers through a common whiteboard that enhances visibility amongst participants.

5. Evaluate Customer: After all said and done now the company or marketer has to measure or evaluate the magnitude of customers awareness or acceptance of product features, product trial decision, repeat purchase option, extent of market share, sales volume analysis, and the performance of the entire elements of the marketing plans. Other information regarding the tracking of accessibility to marketers products over the internet can be compared with other tangible options obtained, such as contact with suppliers, middlemen, special inquires, sales representatives, etc in the channels. The above analysis will produce a result to ascertain the success story of the company's promotion strategy or other marketing inputs. It will also give the company ample opportunity to make a possible adjustment if need to be and reach unexplored markets.

6. Provide Online Customer Services: If the marketer's online marketing effort is successful, it's now mandatory for the company to provide online customer services that will maintain long term relationship and foster customer repeat purchases and retentions. This part, of course, is essential aspects of electronic commerce where individuals are more in touch with one another than in any other type of market. Note that information about companies products often spread quickly and widely specifying good and bad features. Therefore marketers must frequently be on the watch to provide the much needed satisfactory products and services when the need arises.

MERITS OF ONLINE MARKETING

1. Online marketing builds a sense of intimacy between marketers and customers as a result of continuous interactions.
2. It has the ability to track customers. This is because the number of clicks that a particular promotional piece received and a number of website traffic is easily ascertained.
3. It also enables marketers and companies to gather vital information about customers characteristic, in terms of buying habit, pattern, perception of products and services, etc.
4. It equally affords companies and businesses the advantage of ascertaining the extent of their promotional campaigns since its' all about internet connectivity.
5. It has a wider reach and visibility, such that its' globally focused on prospective customers who visit the website and equally have an immediate feedback mechanism.
6. It brings about personalization and customization of products. This is because individual customers are identified and their requests or demands are equally noted for attention, with the special specification which differentiates customer "A" from "B". Thus, its' an easy way to customize the level of details in the information obtain about prospective customers and companies.
7. It is cheaper to transact business online compared to traditional marketing techniques that require frequent physical contact and transactional cost. But in the online marketing cost of operation is highly minimized and affords companies the opportunity of saving money for further investment.
8. It further eliminates the geographical obstacle, because of its' unlimited global reach. Marketers and businesses are now able to present products and services to different customers across the globe as a result of internet services.
9. It helps to compare potential marketers and companies' products and services based on a wide variety of criteria, such as quality dimension, price, delivery, the configuration of products, etc.
10. It increases the speed and accuracy which businesses exchange information, thereby reduces discrepancies and increases transactional effectiveness (Ewah, 2019).

Demerits of Online Marketing

1. Online marketing does not permit or allow the physical contact of customers and marketers to meet in a particular place for business discussion and exchange of transactions. These lack of face to face contact remains a deficiency on this type of marketing especially in developing countries where a large population of the citizens are still illiterates.
2. It does not build an interpersonal relationship between the marketers and the prospective customers bidding for the company's products and brands as a result of the fact that everything is done via the internet.
3. Hackers often capitalize on the fact that users and customers give vital details concerning their transactions to genuine marketers and companies in the course of their patronage to perpetrate mischievousness, which sometimes defrauds the victims.

4. Illiteracy is also a major factor that has hampered online marketing in most emerging economies. Most of the people are not literate enough or not proficient in the use of internet facilities which is the present requirement to function in contemporary economies and business world. This situation of course is a minus for online marketing and companies involved.
5. There are some products that cannot be marketed online alone such as life insurance. The marketing company has to meet one-on-one with the prospective client prospecting for him to take a policy. Using online marketing alone in this case may not attract customers' purchases.
6. Lack of internet facilities in the local communities of developing countries with the attendant decay of infrastructural facilities. This vehemently makes it difficult for online marketing to see the daylight or function in such areas. The people will still and continue to depend on their traditional marketing methods that started right from the periods of the ancient merchants.
7. Online marketing information sometimes lack privacy and security both on the part of user or customer and the marketing company. Once messages or information concerning business deals are sent online through most websites they become issues for public consumption which of course is against the tenets of ethical marketing practices. It is clear enough that nowadays customers' data can easily be shared with other companies without asking for their consent, which is not normal, or correct (Drozdenko and Drake, 2002).
8. Another important demerit of online marketing to note is the problem of trust. There is a serious instance of lack of trust built in the minds of customers and online market users, and it has been recognized as a great challenge to online marketing growth. This online trust bothered on consumer perceptions of how the site will deliver on expectations, how believable is the site's information, and how much confidence the site commands (Bostanshirin, 2014).
9. It frequently requires integrating relatively incompatible existing information, data accumulation systems, and software which often involves a difficult task to perform.
10. Furthermore, online exposes the company to a myriad of global issues, such as import and export restrictions, local business customs, currency conversion, tariffs, laws of each country, etc; may affect online transactions (Ewah, 2019). This makes costs and benefits difficult to calculate.

Online Marketing Vis-à-vis Traditional Marketing

Ewah, (2019) in Strauss, (El-Ansary and Frost, 2006) emphasized the proud changes in marketing practices brought about by information technology and internet ancillary services to include;

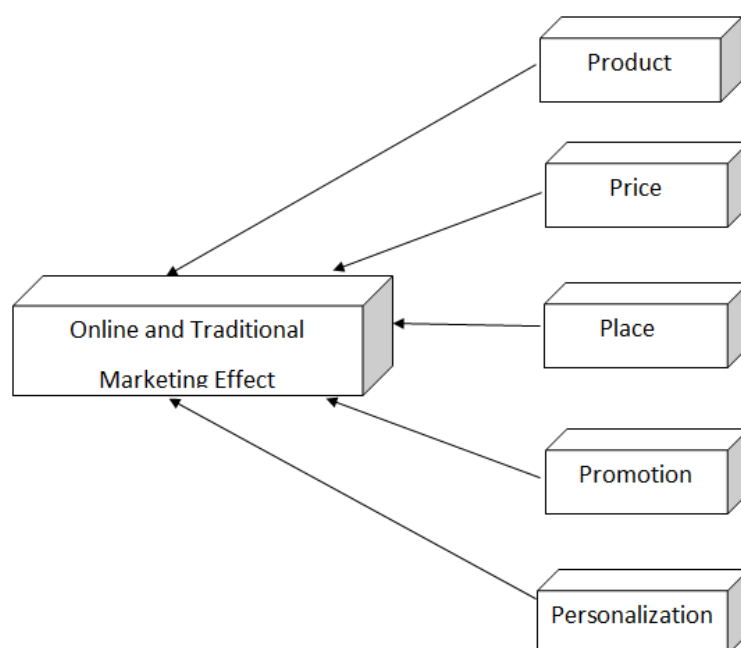
1. **Market Fragmentation:** The traditional mass marketing is gradually disappearing, giving way to market fragmentation. The essence is to give marketers the opportunity to attend to the needs of the new and smaller fragments or segments using the appropriate websites. Note that the fragmentation of customers further leads to customization, which implies identifying specific customer's requirement, and features. Thus, the adverts of online marketing have help companies to fast track customers in a more customized manner.
2. **Gradual Shift from Seller to Buyer:** Online marketing is equally gradually shifting emphasis to customers or user products interest, because today's buyers are just one click away from a plethora of global competitors, all vying for the survival of their businesses and a fair share of the market. Therefore this method of marketing goods and services try as much as possible to disseminate information through advertisement and other promotional strategies using different websites to reach prospective consumers by creating virtual pictures of the products and services.
3. **Death of Distance:** Online marketing has solved the problem of geographical distance in businesses, hence it is no longer a factor when collaborating with business partners, or customers. From a holistic perspective, the internet service made the issues or places of meeting for purpose of discussing business less important and gives many customers and buyers the opportunity of not considering the relevance of physical or one-on-one intermediaries. This point also helps to strengthen the possibilities of marketers or companies to develop a sophisticated website that will track the buyer's attention.
4. **Time Compression:** Time is no longer a barrier in the context of today's online marketing, unlike in the earlier era of the development of marketing, where everything was offline. Just a mere clicks on the computer or laptops with internet services display of online stores are on and open twenty fours every week. Customers can communicate as their schedule permit and firms can equally respond to customers request immediately for both now and future business partnership.
5. **Interdisciplinary Focus:** Marketers and businesses must understand the current technology to harness its power. They do not have to personally develop the technologies, but they need to know enough to select their appropriate customers, suppliers, direct technology professionals, etc. All data required for a particular market segment should be source appropriately to aid online shopping for the benefit of the firm and customers or buyers. But this was not the case in the traditional marketing period were emphasis was more on mere production and sale of products.
6. **Critical Knowledge Management:** In the present digital world customers information is easy, inexpensive to gather, stored and analyzed and also customers gather information about company's offers, current brands as much as they may need online. Marketers and companies can track marketing results as plans are implemented. However turning huge database into meaningful knowledge to guide strategic decisions is a major challenge. But marketers and companies must do their

best possible to manage customers information or data in order to improve online marketing activities (Ewah, 2019).

The above-stressed points invariably imply that online marketing is the result of information technology applied to traditional marketing and it affects traditional marketing basically in two broad ways. First, it increases efficiency and effectiveness in the traditional marketing function. Second, the technology of online marketing transforms marketing strategies that result in new business models that add customer's value and increase companies profitability (Luck and Lancaster, 2003). Furthermore, the rapid growth of the web and subsequent bursting of the dot-com bubbles and current mainstreaming of the internet and related technologies metamorphosed to today's climate of marketing convergence, that is the comprehensive integration of online marketing with traditional marketing methods to create seamless strategies and tactics, (Ewah, 2019). The more reason companies and businesses around the world are capitalizing and taking advantage of these new opportunities in the global market which is prompted by modernized methods of transacting businesses.

CONCEPTUAL MODEL

1. The researchers primarily anchored their work on the marketing mix as the conceptual model for discussing the blending between online marketing and traditional marketing performance. First, marketing mix refers to the controllable elements of the marketers, otherwise referred to as the "4Ps" of marketing which are paramount right from the development of marketing- products, price, place and promotion. But it is usually important to note that internet services via online marketing is not merely transforming traditional marketing performance from non-electronic application to an electronic platform, that requires radical changes in the overall marketing mix and of late another 'P' that captures the online activities of customers and represents personalization.



Source: Researchers Conceptual Model, 2020.

Product: It is tangible or intangible in nature. The tangible products are the ones we can touch or see physically, such as phones, television, computers, etc, while the intangible products represent service deliveries that could be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need (Kotler, and Armstrong, 2001). When a product is discussed in the context of online marketing it catches the interest of projected or target market at a very fast pace. This is because immediately customers log into the website, it will display all available products of the company for scrutiny and possible purchase decisions. This method has a wider reach and products can be sighted anywhere in the world without requiring the physical contact of the buyers and sellers. This new technology has solved the cumbersome problem of meeting at a particular stand or shopping centre to view the products and make a purchase. But then traditional marketing i.e. offline method still thrives especially in rural areas and within some developing countries. The advantage is that online marketing though has made it more convenient and easy for customers to sight producers or sellers products without much difficulty and has allowed the creation of new virtual products, such as online news and real-time stock quote services. The virtual products have both physical goods as well as services features and to distinguish between them online is sometimes difficult. Also worthy to note is the life cycle of a product is shorten as far as online marketing is concern compare to traditional marketing.

Price: This represents the number of money customers pay for the goods and services or the value assigned to the utility customers derived from products and services. In the case of online marketing, the price to pay for a specific quantity of goods and services is always spelt out as customers navigate various websites online. The prices are fixed and depending on the number of products customers but if there is a percentage discount it will be made clear from the onset. Online marketing gives marketers and companies greater precision in setting or fixing prices considering the fact that they don't have a monopoly of price setting. If there is a need for price changes, definitely companies communicate with their customers online and possible adjustment can be made. Conversely, online pricing is far more adaptable, because it gives marketers and companies the opportunity to make adjustment within a reasonable time limit. This invariable means that it helps to fast track compromise between the selling company and the buyer, unlike the traditional method that requires some reasonable level of bargaining to reach the acceptable limit

Place: For offline marketing before a firm manufacture a product, it must have its factory or company in a particular location and considering its customer spread as a determinant factor for the location. But today the location or place where a product is produced is no longer based on immediate environment availability of customers but on a global market reaches. This is as a result of the fact that online marketing has a wider coverage and reach in prospecting for customers, unlike offline marketing that has some limitation in view of the above. It is also important to note that online activities have re-enforced the general performance of marketing globally. This is because traditional marketing intermediaries are gradually being replaced with cyber-diaries like e-retailers, and portals which facilitate the assessment of information about a large number of sellers as well as price comparison by consumers. These facilitators make business transactions faster and easier when compared to the application of offline marketing intermediaries alone.

Promotion: There are other elements of promotion which are referred to as promotional mix. They include; advertising, sales promotion, personal selling, publicity and public relation. The essence of these promotional tools is to create awareness and induce customers to purchase decisions (Ekeng and Ewah, 2012).

Online marketing has come to ease these activities of promo-elements and reduce the cost for the company or marketer. As far as this method is concern from the beginning when a customer navigates the website, various information that needs to be known about a company's product will clearly be displayed on the computer screen for scrutiny by the customer or user.

Amongst the promo-tools, advertising is the most commonly used for online marketing because it creates awareness and educates customers about the existence of products and their usefulness. This method when applied online has a far reach and customer coverage that minimizes cost incurred as a result of using adverts online sites. But offline marketing advertising attracts reasonable sums of money to implement and the coverage and reach is quite limited to specific geographical areas.

Personalization: This last 'p' place emphasis on the human factor or prospective customer whom the marketer wishes to attend to his various needs and wants satisfactorily. Thus, implies the process of tailoring pages to individual user characteristic or preferences, which in turn meets customer needs more effectively and efficiently and further creates more marketing opportunities through repeat purchases and customer retention.

Personalization may be market or customer-driven depending, on the projections of the marketer and information gathered about likely customer. The former relies on information and knowledge gathered about customers and suggests products that are likely going to be beneficial for their consumption. While the later allows users or customers personalize their home page with products or things of interest and desires. The fact has been established that internet services is gradually making a fundamental shift from mass marketing to personalized marketing because customers have data-based, which are readily handy for marketers to desired information about customers. Moreover, personalization is automated and it is at the core of many internets marketing methods that suppliers and marketers make use of from time to time.

CONCLUSION

The introductory part of this study throws light on what marketing is all about from cradle and how it developed to the present day. Online marketing is done through the use of internet services while traditional marketing requires mostly the physical contact of sellers and buyers. The implementation of all the 'Ps' from an online perspective is more versatile and easier unlike the case of traditional marketing. However, their merits and demerits still hold weight and depend on the developmental stride and environment where businesses operate and the strength of prospective customers. In developing countries with their attendant characteristics, it will be encouraging to complement online and traditional marketing tenets, while in the most developed western world, online marketing has an edge over offline marketing because of their peculiar technological strength and development of virtually all

facet of life. This of course is the main reason why online marketing will for a long time keep complimenting the effort of traditional marketing performance in newly developing economies.

REFERENCES

- Afuah, A. and Tucci, C. (2001) *Internet Business Models and Strategies*, New York, Mc Grow-Hill/It win.
- Beldona, S. (2005). Cohort Analysis of Online Travel Information Search Behaviour 1995-2000, *Journal of Travel Research*, 44(2) Pp.135-142
- Bhui, K. and Ibrahim, Y. (2013) *Marketing the Radical: Symbolic Communication and Persuasive Technologies in Jihadist Websites*. *Transcultural psychiatry*, 50 (2) Pp. 216-234.
- Bostanshirin, S. (2014). *Online Marketing: Challenges and Opportunities*. Proceedings of SOCIOINT14-International Conference on Social Sciences and Humanities, Pp. 783-791.
- Chaffey, D. et.al. (2000) *Internet Marketing: Strategy, Implementation and Practice*, Financial Times, Prentice-Hall.
- Charlesworth, A. (2009). *Internet Marketing: A Practical Approach*, Butterworth Heinmann/Elsevier.
- Drozdenko, G. and Drake, P.D. (2002) *Optimal Data Marketing Strategy, Development, and Data Mining*. Sage Publications.
- Ekeng, A.B. and Ewah, S. (2012). The Place of Marketing in the Privatization Policy of Nigeria. *Journal of Science, Engineering and Technology*,1 (I), Pp.146-152.
- Ewah,s (2015) *Contemporary Marketing Management*, First Edition, Pafelly publishers, Ogoja, Nigeria.
- Ewah, S. (2019) *The Challenge of Database Marketing on Organization Performance*. *International Journal of Research IN Management, Economics and Commerce*, 9(2), Pp.17-28
- Foss, B. and Stone, M. (2001). *Successful Customer Relationship Marketing, New Thinking, New Strategies, New Tools, for Getting Closer to Your Customers*, Saxon Graphic Ltd. Derby, Bath Press, Bath. London.
- KalaKota, R. and Marcia, R. (1999). *E-Business: Road Map for Success*, Reading, MA: Addison-Wesley.

Kotler, P. and Armstrong, M. (2012) Principles Marketing. New Edition, Prentice Hall of India, Private, Limited, New Delhi 110001.

Parks, B.(2004). Technology Map of the World. Business 20 August, Pp.111-118

Strauss, J., El. Ansary, A. and Frost, R. (2006) E-Marketing. Fourth Edition, Prentice-Hall of India, Private Limited, New Dehli. 110001

Taylor, D. and Terhune, A. (2001) Doing E-Business: Strategies for Thriving in an Electronic Market Place. New York. John Wiley and Sons