

Marketing i savremeni uslovi poslovanja

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Apstrakt: Sa razvojem tehnologije, Internet i e-trgovina zauzele su značajno mesto u funkcionisanju savremenog društva. E-marketing postao je vodeća tehnologija bez koje mnogi elementi e-trgovine ne bi mogli dostići trenutni nivo popularizacije. Rast i razvoj društvenih mreža podstakao je veliki broj istraživanja u sferi internet marketinga. Na ovaj način, putem društvenih mreža i interneta omogućeno je plasiranje proizvoda i/ili znatno brže i povoljnije. Dostupnost interneta dodatno je doprinela razvoju internet marketinga. Iako se internet marketingom često smatra samo online promovisanje proizvoda i usluga, ovaj način plasiranja proizvoda i usluga dodatno je potpomognut marketingom putem e-pošte i bežičnih medija. Brz i neometan razvoj marketinga u e-trgovini doneo je i mnogo poteškoća u primeni različitih aplikacija za plasiranje proizvoda i usluga. Istraživanje alata koji se primenjuju u marketingu predstavljaju poseban izazov za istraživače. U ovom radu analizirani su elementi marketing miksa sa posebnim osvrtom na trend rasta i razvoja tehnologije u e-trgovini. Glavni pristup u studiji je 7P marketinški model, koji doprinosi potrebnoj adaptaciji plasiranih usluga. Imajući u vidu da je internet marketing široko rasprostranjen i korišćen u e-trgovini danas, sa posebnim preferencijama da se standard rasta njegove popularizacije nastavi i dalje, cilj ovog rada je da se analizira značaj i efekat marketing miksa u e-trgovini. Analiza radova na ovu temu pružila bi dobru teorijsku osnovu istraživačima, a dobra teorijska podloga doprinosi boljem razvoju prakse za razvoj biznisa preduzetnika sa jedne strane i jednostavnu i brzu kupovinu kupcima, sa druge strane.

Ključne reči: online marketing, marketing miksa u e-trgovini, e-trgovina, 7P model.

Marketing and modern business conditions

Abstract With the development of technology, the Internet and e-commerce have taken an important place in the functioning of modern society. E-marketing has become a leading technology without which many elements of e-commerce could not reach the current level of popularization. The growth and development of social networks has stimulated a large number of researches in the field of internet marketing. In this way, through social networks and the Internet, it is possible to market products and/or significantly faster and more favorably. The availability of the Internet has additionally contributed to the development of Internet marketing. Although Internet marketing is often considered only the online promotion of products and services, this way of marketing products and services is additionally supported by email marketing and wireless media. The rapid and unhindered development of marketing in e-commerce has also brought many difficulties in the application of various applications for the marketing of products and services. Researching the tools that are applied in the marketing mix represent a special challenge for researchers. In this paper, the elements of the marketing mix are analyzed with special reference to the trend of growth and development of technology in e-commerce. The main approach in the study is the 7P marketing model, which contributes to the necessary adaptation of marketed services. Bearing in mind that Internet marketing is widely spread and used in e-commerce today, with special preferences for the growth standard of its popularization to continue, the aim of this paper is to analyze the importance and effect of the marketing mix in e-commerce. The analysis of papers on this topic would provide a good theoretical basis for researchers, and a good theoretical basis contributes to better development of practice for business development of entrepreneurs on the one hand and simple and fast shopping for customers on the other hand.

Key Words: e-commerce, marketing mix, internet marketing, 7P

1. Introduction

The development of society encouraged the development and availability of Internet services. Easy access to products and services through Internet technology has enabled cheaper and faster marketing of products, expanding the range of sales. In this regard, in this paper, a special focus is given to the marketing mix and its relationship in e-commerce. Marketing is considered a process and part of production that encourages easy placement and availability of products and services. Every element of selling and buying on the Internet is permeated with marketing. Before the very development of the Internet, many media were used to market and familiarize the market with products and services. Some of them include inclusion in TV shows, newspapers, radio stations, etc. For the purpose of good promotion, the seller is obliged to inform the market well about the good sides of his product. Depending on the type of media that the seller chooses, more information is placed verbally or non-verbally or even a combination of both. With the development of the Internet, companies have been given the opportunity to conquer wider markets. In this way, they are enabled to market their products simultaneously in several countries. Internet marketing today has many synonyms. It is sometimes referred to as online marketing, web marketing, network marketing. These terms basically mean the marketing of products or services via the Internet. Internet marketing also refers to promoting products or services through wireless media and e-mail. The ECRM system, which has been particularly popular in customer relations in recent years, is an electronic management system that is also classified as Internet marketing. The development of Internet marketing has created new ways of marketing information about services provided to customers. Here, he is primarily referring to online orders. The good side of Internet marketing is its accessibility to all companies and enterprises regardless of their solvency. In this way, unhindered marketing of products to retail manufacturers is also possible. The Internet has provided excellent conditions for effective communication between manufacturers and customers. The development of Internet marketing also encouraged the development of Internet banking. With the help of the development of Internet marketing, the need for new occupations related to virtual design and creativity arose. In this way, the product or service is marketed to customers in the most attractive way possible.

The way marketing works in the field of e-commerce seems very familiar and accessible, but in fact it is an undiscovered area for researchers. Its development is unsystematic and difficult to trace and define. Many researchers have sought to investigate its methodology since ancient times. K. Kelli (1999), D. Tapscott (1999), D. Chaffei (2007), ID Kotliarov (2012) and many other researchers followed the development of Internet marketing, trying to attribute to it a systematic development. With its development, business techniques are also changing. That's why, nowadays, no attention is paid to the basis of the marketing mix, which is considered a very important basis for successful business. Bearing in mind everything that has been stated so far, in this paper we tried to analyze the marketing mix approaches with special reference to the "7P" that were conceived in 1981 by the American virtual environment researchers BH Booms & MJ Bitner (1981).

2. Defining electronic commerce

In recent years, e-commerce has gained in importance and popularity, although it has been around for much longer than that. Effective functioning of e-commerce was stimulated by the development of electronic data interchange (EDI - electronic data interchange) in the sixties of the last century (Tian and Stevart, 2008). In this way, companies are given the opportunity to communicate easily and quickly. With the advent of the Internet in the 1990s, an even faster development of e-commerce was encouraged by the marketing of goods (Tian & Stevart, 2008). With the development of e-commerce, which enabled easier and faster exchange of information, an increasing number of companies joined the Internet business. One of the most well-known are certainly Amazon, Baidu, Dell, Sina, Ebai and Yahoo (Kin, 2009).

Despite the fact that e-commerce is growing rapidly, many researchers suggest that international cooperation will only gain its value in e-commerce. They point out that its growth will exceed the expected framework in the current economy. This accelerated growth trend worries many underdeveloped countries, considering that they are not sufficiently prepared for what is expected. This especially applies to the value of taxes. Namely, developing countries are in a disadvantageous position regarding tax collection (Global Business Coalition, 2019).

Many commercial activities use different types of product advertising, while in e-commerce business is conducted exclusively via the Internet (Siliafis, 2008, p. 143). The advantage of online shopping is

reflected in low product marketing costs, better offers and the ability of customers to compare prices offered by different sellers (Chaparro - Pelaz et al., 2016, Chang et al., 2010). With the above in mind, the Association for Electronic Commerce formalized the definition of e-commerce: "Electronic commerce means various types of cooperation in which there is an exchange of information that is exchanged through various sources of technology."

There are other definitions of e-commerce. Namely, as early as 2001, Raymond considered e-commerce "a communication leader that encourages the exchange of useful information on the basis of which different sources of business are connected, primarily customers and suppliers." Turban and his associates pointed out shortly after in 2002 that e-commerce is "a rapidly developing factor in the field of various businesses such as buying, selling and exchanging via virtual networks". Poliakh et al. (2017) dealt with legal and theoretical aspects of e-commerce. Namely, these authors considered that e-commerce is an important type of business that encourages good cooperation between different sources of sales via the Internet with the help of different sources.

The most recent research in the field of e-commerce was carried out in Ukraine by Kvilinsky et al. (2019). They investigated the speed of growth and development of e-commerce in Ukraine and beyond. In this way, e-commerce has become richer for new forms of business that force all factors of online commerce to rapidly adapt. We include the manufacturers themselves who strive to conquer the market without competition in the most effective way, consumers whose goal is to buy a product as cheaply as possible while saving their time, and the state whose goal is to encourage international cooperation. Malitska and Melnik (2018) define e-commerce as a business challenge that is carried out by exchanging information with the help of the Internet. These authors highlighted the basic elements of e-commerce. They believe that e-commerce must include e-marketing, e-capital and e-money flow, e-insurance services, e-banking.

Khan (2016) points out that e-commerce must be approached as another form that enables the efficient exchange of goods and services. He points out that people who use the Internet do not consider buying and selling via the Internet to be important, but they follow the rise and fall of prices as well as new versions of the product they are shopping for. According to Shahrijari et al. (2015), e-commerce is the exchange of goods or services through social networks enabled by the Internet. According to them, e-commerce would not be efficient enough and in demand without certain link chains such as marketing, transaction processing, e-data exchange, various product tracking systems and information exchange.

Ishoraite and Miniotiene (2018) point out that e-commerce is a very good business. With its help, the growth of company profits is encouraged in an easy and fast way. Also, it enables the conquest of a wide market at the same time. With the help of accessibility to various information, it enables effective cooperation between buyers and suppliers. Based on everything we have stated, analyzing the definitions of e-commerce by different authors, we must point out that one stands out and is widely accepted. That's the OECD definition. The OECD defines e-commerce as "the exchange of goods with the help of highly accessible electronic technology using various types of product design designed to attract as many customers as possible". They also point out that all orders are made online, but that payment does not have to be made in this way (OECD, 2013).

Marketing mix in e-commerce

We can analyze the marketing mix in two domains. The first domain is related to service growth. This domain includes all activities that are undertaken in order to provide the most efficient service possible via the Internet. Online trade implies undertaking certain activities in order to achieve successful communication between the buyer and the seller. The second domain refers to the undertaking of activities in favor of the development of innovative components of e-commerce. In 1997, IBM defined e-commerce as "changing business events with the help of the Internet." To date, e-commerce and all the business that is implied by it are constantly developing in terms of innovative techniques and methods, all with the aim of facilitating sales to sellers and easy availability of products to customers. That is why it is very important to research active events in the field of marketing mix, as well as to examine the relationship, that is, the connections between marketing as a science and other scientific fields that are closely related to it.

In order to carry out a successful marketing business on the international market, it is necessary to thoroughly examine all current events on that market. Getting to know the market allows certain measures to be taken in order to bring the company closer to customers in a simple way. The need for

companies to expand their business beyond the borders of the country where their primary base is located indicates the necessity of conducting certain research in order to obtain current research findings and to make the international market more accessible (Čuzović, S., Sokolov-Mladenović, S., 2012).

Elements of the marketing mix

The need to conduct research within the marketing mix has become increasingly relevant. The first most significant study in this field was conducted by J. Rathmel (1974) and P. Eiglier and E. Langeard (1976), in the 1970s. This study based its objectives on researching the function of marketing in business. After a few years, the authors BH Booms (1981) and MJ Bitner (1981) explained more precisely how the 7P business model works in marketing. The original and simpler model, 4P, included four elements of marketing business. These four elements include the product itself, the price at which it is placed on the market, the market where the product is sold and the promotion itself as a marketing base. This model was extended to 7P by J. McCarthy and E. Jerome (1964). The more modern 7P model, in addition to the above-mentioned elements, contains three more elements. These three elements include the production process, the human factor and the physical effect. The original 4P model was soon replaced by the more modern 7P model so that the company could more easily compete with the competition on the market.

The basic factor of the marketing mix is the product. There are many product definitions. The most widespread and accepted product definition is the one highlighted by Kotler (Kotler et al., 2015). He points out that by product we mean anything that could fulfill the wishes and needs of customers (Kotler and Keller, 2006). That is why it is important that each product is made according to the customers (Kushvaha & Agraval, 2015). With the help of a product that is well designed, made and well presented to the market with the help of elements of the marketing mix, all conditions are created for the smooth development of e-commerce. The Internet enables the promotion of various services and products that may be needed by consumers at some point. In order to encourage consumption of certain products, supply and demand must be known. That is why it is very important to be familiar with the classification of products and services. This classification resulted from numerous research findings (Ganesha et al., 2020):

- Products that can be marketed visually or auditorily.
- Products that require good market research first in order to be successfully sold later. This includes vehicles, computers, small and large household appliances. In addition to these products that are more expensive on the market, we also include cheaper products such as books.
- The third level of classification refers to products and services offered through Internet programs. Here we include the purchase of transport tickets, the rental of means of transport, the reservation of hotel accommodation, etc.
- Products of exceptional importance that are marketed through an online auction.
- Products for larger purposes. Here we include products that are consumed every day (toys, clothes, shoes, household chemicals, cosmetics...).
- The level that has special importance is food products.

The characteristics of each level that we have listed directly depend on the events that are implemented by the marketing mix. In recent years, the basic legalities that can be implemented in the field of e-commerce, and which relate to the way of promoting products and services, have been researched. What makes e-commerce as a market special compared to other markets are virtual services and products. They have no material value. The basic principle of these services and products is the application of online formats in order to be placed on the market. Here we list the various advisory services that appear to us when we enter a website. In this way, the customer can get information about the product that he did not find on the site. The specifics of this way of doing business include the following:

- The customer receives the necessary service at a given moment,
- This service is not materially tangible, but enables easier functioning,
- These types of services are marketed only in an online format via the Internet.

This way of doing business, which has become increasingly popular in recent years, is changing the traditional ways of marketing products and services. Online service provision does not contribute to direct contact between the buyer and the seller, but allows the buyer to obtain relevant information about the product through digital content.

Another important element of the marketing mix that we mentioned is the price of the product. It implies a well-designed strategy that will satisfy the producer's need for profit on the one hand, and satisfy the customers' ability to pay on the other (Kushvaha & Agraval, 2015). With the help of online shopping, customers have greater opportunities to choose sites that offer different product prices. For the customer, it is an easier way of functioning, because it saves his time. On the other hand, the price for the seller must cover his basic costs and provide him with a certain profit. That is why it has a very important role for both the buyer and the seller. (Ameur et al., 2015). That is why it is important to plan the amount of the price well. All products that are placed on the online market must have a base price (Levi et al., 2012). The basic principle for price formation contains three elements (basic price, customer solvency and current competition on the market). Since these elements are subject to change, the online market must be constantly tested. Research shows that large companies, such as Amazon, are subject to large price changes. For example, Amazon had 9715 changes in the prices of goods and services in less than two months (November 24 to December 14) (Rueter, 2014). In this way, it exceeded the values offered by its competitors such as Best Buy Co., Target Corp., Wal-Mart Stores Inc. and Toys 'R' Us Inc. These surveys show that Amazon is willing to change prices for home appliances or clothes 10 times a day. The price of the most popular products on the site can be updated every few minutes. This is their development strategy for marketing products at favorable prices. The results of these findings tell us that the price has a dynamic character and is adaptable to changes in the market, as well as that it can satisfy the solvency of each customer individually at a certain moment.

The way in which the sale will take place directly depends on the characteristics of the product itself or the group to which it belongs. This would mean that for products or services that have an informative character, there is no time limit or costs for fulfilling the order. While products that have a physical nature are said to have a shelf life, unforeseen costs, etc. That is why it is important that every customer is well informed about the characteristics of the product offered to him. When shopping online, the point of sale refers to a website or a social network. Kotler and Armstrong (2010) point out that a point of sale is actually a group of companies that offer products for wider sale, while Davis-Sramek et al. (2008) point out that the point of sale actually means any possibility to buy a product or get a service (Ovomoiela & Oieniii, 2013). In modern society, by point of sale we actually mean a place where individual products are offered at fixed prices, as is the case with the aliekpress.com site, or at an auction, as is the case with the ebay.com site. What is most important in these situations is simple access and easy selling to both buyers and sellers.

The third aspect of the marketing mix is related to product promotion. Product promotion means providing information about the product or services. There are various media that promote products such as television, radio, advertising on websites. The modern way of product promotion involves online promotion. Through promotion, the placement of post-work information between buyers and sellers is enabled (Vahab et al., 2016). Zeithaml et al. (1996) points out that promotion is a part of marketing that encourages customers to seek a service (Ovomoiela et al., 2013). It has a very important function in maintaining customer trust (Almuhrzy & Alsavafi, 2017). The promotion is carried out with the help of various applications in e-commerce. In this way, it is easier for customers to get informed and join the purchase phase. Good promotion and successful shopping are the best marketing to other customers. Greater customer interest in products contributes to good marketing (Iakhneeva and Podoliak, 2009). The actions we undertake in the marketing process include the following:

- Publication of various information through mini-advertisements on the computer or phone screen. Advertising can be carried out through websites, social networks or other sources offered by e-commerce. Zenith Optimedia (2015) points out that the demand for this type of promotion will only grow, and that it already exceeds the provision of information through television, which is otherwise much more expensive. Comparing television advertising and social media advertising, social media advertising has a share of 32.3%, with the largest growth in the mobile advertising segment. New smart applications additionally encourage this type of promotion.
- During e-commerce, smart bots take over the role of seller or advisor during the purchase. They provide information that is needed when trading certain products. Each service provider has bots that provide specific information. In banking, these are bots that provide information about banking services. They also play a role in informing about various changes regarding the shipment or goods.
- The third activity that can be undertaken to promote the product is reflected in sending invitations to join in various actions. These invitations can be sent via email or via social media. In this way, the company promotes its products, and also receives information about the needs of customers or their friends about certain types of products.

- Public relations is also one of the activities undertaken in the promotion process. They are carried out through social networks, by sending specific content or shopping advice. Research conducted by Nielsen (2015) on a sample of respondents of different ages and genders showed that the type of advertising that inspires the most trust is a friend's recommendation. With the help of e-commerce, all users are enabled to improve the company's way of doing business and improve the quality of products and services.
- The last method of promotion that we will describe is promotions that are carried out with the help of search engines. In this way, the availability of the product during the search is maintained, the provision of information during the search is facilitated and the level of the search is increased.

This element is explained through the classification of elements of the marketing mix through the service.

Judd (1987) offered another element that contributes to the successful implementation of marketing in e-business. He believes that "Man" is an indispensable element of the marketing mix. He believes that it is necessary to study people's consciousness in order to provide the best possible services through promotion. Company employees who are engaged in market attention research must take into account personal needs, mutual cooperation of people and their altruism. In this way, it contributes to better business within the collective (Kushvaha & Agraval, 2015). Considering that technology is rapidly developing, people's activities are getting less and less attention. Their functions and roles in all elements of production are taken over by smart applications. This can contribute to the quality of services, because the application of technology does not depend on human fatigue or bad mood during work. The disadvantage of relying on this type of production, exclusively through technology, is that technology is limited in terms of creativity, product design or promotion, which on the other hand is an important feature of the human factor. Also, the human factor explores the market in a different way, providing reliable information about the emotional domain of customers. Also, it is important to point out that in modern society, an important segment during the application of technology is artificial intelligence, which in many ways affects the respect for the individuality of customers. The complete replacement of the human factor by technology or a robot is difficult to implement. Partial replacement is possible, but the productivity of technology cannot reach 100% that can be achieved by the human factor. The participation of the human factor is often underestimated in online commerce, because they are not directly accessible to customers, but their role is not negligible.

The process is an integral part of the marketing mix. By it we mean taking certain actions in order to successfully provide services or place a product on the market. The basic principles of the process must be followed in order for the product to be successfully placed on the market. These principles must be combined adequately with other principles of the marketing mix (Hashim & Hamzah, 2014). Customers often have problems while purchasing products through e-commerce. Namely, due to the lack of direct contact with the product itself, customers cannot be convinced of the quality of the product they want to buy. Due to the lack of physical environment, the quality of the product cannot be assessed. During direct contact with the product, the customer has the opportunity to assess the way the product is applied, assess its physical appearance and assess the correctness of the specified product specifications. Because of this, companies must analyze the features of the product itself and the information available on the site, in order to satisfy the general impression of customers (Kushvaha & Agraval, 2015). We can analyze the physical element of each product in e-commerce by looking at two domains. The first is a physical domain that refers to the point of sale itself, that is, to the online office. The second domain is of a virtual nature and it refers to the easy and quick availability of products to customers during e-commerce. In this domain, researchers often include information obtained through social networks, smart applications on the phone or tablet, information through websites, etc.

3. Types of internet marketing

Search Engine Marketing, or SEM for short, has made it possible for a large number of users to reach their desired customers. In this way, with the help of certain sites, users get useful information and achieve their goals. Certain advisers help them in all this, especially in terms of finances. The search engines used in this type of marketing are Google, Yahoo, Bing, etc. Search engine marketing is based on advertisements, which are published on pages that require a certain type of subscription. The more

frequent the ads, the higher the subscription amount. In addition to the above, this type of marketing is considered a significant driver of business progress, and a significant cause of increased purchases on online stores by customers. In other words, search engine marketing is a type of marketing that includes the advertising and promotion of certain websites by increasing their visibility on search engine results pages (SEPR) with a certain financial incentive.

A lot of people have a negative attitude about *email based marketing*. The first thing they think of is the large number of unsolicited emails with irrelevant information and various types of abuse and cyber attacks. However, the important thing about this type of marketing is the difference between email marketing and spam. Unlike spam, which is not supported by laws and regulations, email marketing is. The main question that all marketers ask is how to distinguish email marketing from spam. In today's modern world, due to technological globalization, people accept and agree to receive certain contents of emails without even noticing it. The reason for this can be found in the lack of time and lack of interest in answering and reading certain content in your free time. Also, through detailed research, it can be noticed that users, more precisely customers, indicated on some sites that they want to receive certain news and promotions, where they gave their email address, but that they are not really interested in that and that they do not pay attention to those emails and themselves they consider them unnecessary. The main difference that can be used when considering these two concepts is their observation through the prism of trust, loyalty and respect. All companies that use this type of marketing should know that recklessly sending emails is not marketing. According to Kot (2018), email marketing is an ongoing activity of establishing relationships with customers through email. As for the basic steps in this marketing, it is important that they are continuous and sustainable, so that cooperation with consumers is not interrupted in the short term. Companies should keep in mind that email marketing is not just sending mail to customers, but special attention should be paid to the method, time, period and moment of sending with the aim that the product or service we offer is sold in the greatest possible quantity and does not influence for any reason negative on the current relationship with consumers. If companies do not implement this type of activity, customers lose their motivation, attention and interest in browsing and reading e-mails sent by companies in the future. In recent years, email marketing has been considered an important and economical tool in the modern business world. One of the reasons is that everyone has email addresses these days. Research has determined that there are 3.7 billion open emails in 2023, and that their number is predicted to grow to 4.1 billion in 2024 (Radicati Group, 2018). In addition to being the cheapest type of marketing, email can bring in a lot of profit. The Association for Data and Marketing expresses its opinion that email is considered the first marketing channel for return on investment and that it can amount to up to 300% ROI (Return on investment). Email-based marketing can have positive consequences, such as more website users, higher sales volumes, lower promotional costs, and better customer relationships and customer loyalty. All this requires certain preparatory activities, which should contribute to the proper use of this type of marketing. According to Deal (2014), email is the digital workhorse, which directs a significant portion of attention to consumer retention activities. According to the research he conducted on the respondents, and regarding the retention percentages of consumer loyalty, Deal found that the most effective is email marketing (56%), followed by social media marketing (37%) and finally content marketing (32%). Also, through email marketing, and thanks to smart segmentation, specific content can be sent to all possible consumers, while maintaining a personalized approach. Personalization is a unique way to inform all consumers in a cost-effective way (Sahni, Wheeler & Chintagunta, 2018). First of all, ranking companies through mistletoe-based marketing is the simplest and easiest way, which is important for strategic planning. In this way, email becomes one of the most useful methods for securing profits and building relationships with consumers. Email marketing is considered one of the most basic and easiest methods of establishing direct contact with customers through internal emails. It is popularized by companies, because they establish contact with their consumers without any costs. With the help of e-mails, consumers can freely express their opinion, attitude, positive and negative sides of the product or service provided. Also, a company or its marketing organization can only send a specific message or content to specific customers. Any communication via e-mail is marketing and directly contributes to building trust in the company, its products and services or even promoting its brand. This is also how you stay in contact with consumers and constantly point out the importance of the company and its products and services.

Marketing based on social media gives companies a large number of opportunities to reach customers or their social communities and thus establish better contact with them (Kelly, Kerr, & Drennan, 2010). This type of marketing has changed the way brand content is built, distributed and used. It made it possible to build a brand image at the will of customers, by transferring attention from the firm to the social communities of consumers (Tsai & Men, 2013). In luxury areas, social media is a major factor in

brand success (Phan et al., 2011). For example, Louis Vuitton (LV), a branded fashion line, uses a Facebook page to share its short videos with followers or customers and thus allow them to enjoy a part of the show (Kapferer, 2012). Through an online chat system, Burberry has launched an application, which is available 24 hours a day, enabling online ordering and purchasing of products and services. Ordering and shopping is reserved for Chinese consumers. This brand has also opened its accounts on social platforms, such as kaikin001.com and douban.com. Also, a large number of famous bloggers leave comments on this brand's account, which positively affects the sale of their products. According to research by Spillecke & Perrei (2012), in 2020 this brand had 180,000 followers, compared to 2017, when that number was 90,000 followers. Hermès has launched a new website, J'aime mon carre, which is linked to its Facebook page and is all about promoting signature scarves. Promotion is done with the help of pictures or short videos showing girls with a necktie-like scarf (cpp-lukuri.com, 2013). Kim and Ko (2012) argue that the marketing of luxury brands consists of five dimensional activities, namely: interaction, customization, entertainment, trend and word of mouth. Marketing itself has the task of securing a platform and a page on a social network, with the aim of achieving marketing communication and branding of products and services. Among its activities can be counted the social sharing of images, videos, clips and entire content, as well as advertising campaigns in the media. Marketing is gaining more and more importance as the number of website users grows, that is, the number of users of the following platforms: Twitter, Facebook and Youtube. According to Wu and Hisa (2005) and Radcliffe-Thomas (2012), blog sites are used to share knowledge and latest information to a wide range of social media users. A blog represents the activity of a user on the Internet, more precisely a blogger, with the help of which he shares content with other users (Li and Chen, 2009). Content means certain information, ideas, videos, images with text, and the like. In today's world, there is an opinion that through a blog, any social media user can very quickly share their information or ideas with other users anywhere (Ip & Wagner, 2008). Bloggers have a constant motivation to attract as many users as possible to view their blog, because each click on the website brings certain advantages, either in the form of financial benefits, in the form of expanding their brand and increasing interested customers. Posts on Facebook and other social networks can also be counted as a blog, because they have the opportunity to share their content with other users, and on the other hand, users or site visitors have the latest information about current activities and events related to their area of interest. (Yang et al., 2014). In order to have specific information about targeted products and services, visitors access various types of blog sites. The information obtained in this way is effective for making an adequate and timely decision about purchasing a product or using a service (Hansen et al., 2010). A blog is considered a key tool for transmitting information to users or followers, but one should not leave out the thesis that the world of the Internet and technology is becoming more and more competitive in today's conditions. A large number of websites work daily in order to survive in the Internet world and thus provide their users with twenty-four hour services and achieve their maximum profitability (Watson, 2011). Various websites on social networks are trying to keep up with the latest steps in their field of business and thereby gain as many users as possible, but their loyalty or customer loyalty is a question that cannot be answered yet.

Viral marketing is considered modern strategic marketing and is a form of establishing relationships with consumers. It can relatively quickly reach the masses and thus inform customers about the benefits of products and services (Miller & Lammars, 2010). It is otherwise called word-of-mouth marketing because it directly motivates users to share information with their friends (Wilson, 2000). By information, we include certain product specifications, company improvements in certain aspects, expansion of the production area, various promotional activities, etc., which can be shared via social media, e-mail or existing social networks. In order for each user to be interested in sharing information with their friends, companies provide certain incentives in the form of credit points, e-cash, additional discounts, discount codes, etc. Viral institutions have a number of advantages compared to mainstream media institutions. Their significant ability consists in winning over a certain group of consumers, because common interests are created from the friendship network itself (Adamic & Adar, 2003). This kind of relationship has a more significant influence and acceptability on the promotion of the third party among possible consumers, because it is built with the recommendation of friends. Voerndl et al. (2008) highlights effective and timely diffusion among interested users and self-initiated transmission of informational content by one user to another as one of the significant advantages of viral marketing. The degree of spread of viral marketing is identical to the degree of spread of an epidemic, because it has a contagious character, which is valuable to potential customers and spreads through social influence. Certain online organizations have managed to reach that level without marketing, relatively only with communication relationships between consumers (Die, 2008). Amazon, Google and Hotmail are considered such organizations. Consistent with this, the organizations Procter & Gamble, Microsoft, BMW and Samsung

applied viral marketing, through which the informative message was effectively spread through the market in the form of an infectious disease (Rodrigues & Fonseca, 2016).

Personalization and IT support of marketing in e-commerce

A significant factor in the improvement of marketing in electronic commerce is determined by the indication for the construction of a special offer within the technical and technological capabilities of organizations and modern competition. This factor is personalization or information for specific consumers according to the defined content. The functioning of personalized offers in electronic commerce consists in sending the user's own data to the online store. Then, the supplier's information system, which is previously automated, processes information about the historical activity of the search engine, as well as other data of its functioning in the database. Information is processed with the help of unique software, and potential customers are selected based on the current classification. An example of this can be found with the ABC KSIZ method, which is relatively applied in the usual general trade.

Information service - "personal recommendation" of the company's products and services is made in accordance with the marketing scenario that adapts it to the types of customers and their characteristics. By another name, this service is called the "consulting service" of a commercial company, which is founded on the foundations of cognitive marketing in an electronic environment, which is relatively active and developing. According to authors K. Kalianam & Sh. McIntire (2002) considers work personalization as a unique element of the marketing mix. They represent the 4P + P2C2S2 model, which includes the dimensions of personality, distinctiveness, customer service, society, security and model. Taking into account the results of the conducted research, personalization includes the adjustment of the complete marketing mix with elements of offered products and prices, sales markets and cooperation with maximum care in the use of personalized customer information. All this provides the possibility of grouping all dimensions on 7P. Therefore, personalization and uniqueness in e-stores provide advantages and disadvantages when developing prepared offers. The service used by users and their security are key elements of the process, and the social community is part of marketing activities. There is an opinion that the specific informational activity of the e-seller is a key factor in the decision of customers. On the other hand, effectively obtained information, which has the purpose of meeting the needs of customers, can cause anxiety in certain cases.

The latest methods for retail growth in the modern world consist of manipulating factors. E-stores apply many techniques just like regular stores. Among the techniques, we can list cross-selling, up-selling and down-selling, in which the customer has the right to reject the purchase of products or services due to realistically high prices. Also, sellers aim to eliminate even the slightest appearance of doubt among buyers. Doubt can cause panic and fear, leading to a loss of customer loyalty. Previous research points to the well-known fact that the cost of acquiring a new customer is much higher than the cost of retaining a customer. It is emphasized that companies should put special focus on optimizing the assortment policy and perfecting the supply chain, and less on the method of manipulative activities towards customers. As a negation, a higher level of specificity of commercial offers and a level of haggling with customer preferences appear. Kotliarov (2012) points out the "continuous reduction of the customer's personal space". The improvement of technical and informational methods for processing and organizing data rests on the consistency of the development of a general informational technique for getting to know customers and their wishes. With the availability of a huge database of e-store information, there is a need for security and protection against cybercrime. The security and protection of the information database is considered an essential element of the modern and modern world based on the e-shop and the internet customer.

The attitude of consumers towards this type of information availability is gaining more and more importance and indicates its essentiality in the quality of information on e-markets. Also in the market, where the competition is fully developed, the customer can use the possibility of information support with the aim of adequate and timely selection of products and services. Therefore, the choice can be emotional, logical and optimal.

1. Emotional choice includes spontaneous decisions, based on emotions and without any intention. With such a choice, the necessary time for decision-making and information is always lacking, for example basic data about the product and services, characteristics, etc. The emotional choice is considered the most rational and often ends up causing some kind of consumer disappointment.

2. The main feature of logical choice is maintaining balance in consumer behavior. With the necessary amount of information database, the balance can be achieved, but on the other hand, the disadvantage is that there is a possibility that the information will be fragmented and not structured. A large number of product and service data is available to the consumer, and he has the additional activity of analyzing each one individually.
3. The highest level of rational customer behavior leads to an optimal choice. Such a choice is preceded by having all the necessary information about the product and service. The data is personalized, so that in addition to meeting the special needs of individual customers, they also provide certain benefits to potential customers. Due to financial constraints, an important question that arises is the choice of customers both on e-markets and on regular ones.

Through the operational grouping of individual information about products and services and their regrouping with the wishes of customers, the optimization of customer choices is carried out. The established IT service provides the opportunity to create a visual image of the offer of a specific product and service for a specific customer, according to his wishes, with all advantages and disadvantages, an assessment of the supplier's loyalty, delivery time and costs, as well as certain discounts.

The time required for the delivery of products or the performance of services, as a variable of the purchase factor, is the time from the moment of the order to the moment of delivery of the product to the consumer's address. Includes: Shipping, Shipping and Delivery. Delivery is the time that passes from the moment of the order to the moment of delivery of the product to the forwarder. Delivery is the time that the product spends during transportation, while delivery time is the time interval that elapses from the goods leaving the distribution center to the consumer. Any minimization of delivery time leads to greater consumer satisfaction (Ćuzović & Sokolov-Mladenović, 2009).

4. Advantages and disadvantages of internet marketing

With the help of internet marketing, clients are given timely information. On the Internet, it is possible to establish communication 24 hours a day, seven days a week. Internet marketing provides a greater field of search and customization (Lamoureuq, 1997), and in addition, frees suppliers of accumulated inventory, reduces costs of storage, transportation, etc. (Avery, 1997). People tend to associate internet marketing with direct marketing because companies that participate in network marketing usually shorten the supply chain and reduce commission and labor costs. The possibility of service and similar media For transactions and similar physical distribution media For certain goods, Internet marketing is a unique characteristic. Companies that sell digital products or services e.g. software programs, sheet music, news, consulting services, online shopping and reservation cards, insurance, banking, brokerage, tax and other financial services industries and can best achieve such benefits. Using the Internet as a channel distribution may not only significantly reduce shipping costs, but also ensure immediate delivery of services and products.

Moreover, Ruckman (2012) is his part exposed to Internet research is becoming everything. It does not matter the agent during the purchase process. Marketing departments within your own company today are more Internet marketing for the following reasons:

- It is attractive for profile customers, so it is possible to effectively reach the target customer,
- Running direct marketing companies is faster and cheaper,
- It is measurable, so success can be easily observed.
- It is profitable in the long run.

The disadvantages of using internet marketing are that there is no real face-to-face communication. Internet marketing is not recommended for types of products and services that are mainly based on structuring a personal relationship between suppliers and consumers. The type of product or such service may be the sale of life insurance or any product that requires physical inspection. Despite the fact that Internet marketing does not allow the customer to be in direct contact with the product, to touch or try it, it enters the subconscious of the consumer with the task of convincing him to look at the product and try it in the store (Martin et al., 2003). The limitation of Internet marketing consists in the reliability of technology, the issue of maintaining security, the impossibility of privacy and the increase of various costs, all due to the global growth of information technologies, their prices and competition.

5. Conclusion

Internet marketing has long been considered an unreliable and undesirable form of marketing communication. In today's modern world, that attitude has been abandoned and internet marketing is defined as a set of activities aimed at creating a brand, establishing better relations between suppliers and consumers and creating new relations with potential customers, with the aim of developing a global sales network. The marketing activities that are applied in internet marketing are very significant in contrast to the activities in the usual marketing. They can collect a large number of users and the number of potential customers is constantly increasing. However, at the very beginning of the application of this type of marketing, the company is expected to define a precise goal, clear and concrete tasks to maximize its profitability.

The research revealed that numerous authors define the marketing mix in online shopping by the following elements:

- The product is created by the production process from available stocks or finished goods. It can refer to information products and services, which are delivered through various online channels or online stores.
- The price primarily depends on the specific characteristics of products and services, as well as on the market conditions on which products and services are sold or delivered to end consumers.
- The point of sale includes a number of sales channels, including a website, a trading platform, social networks, a blog or a mobile application.
- Promotion consists of informing the public on the Internet by posting on the screen in the form of pop-ups, mobile messages, paid searches or informative content on social networks. All of this has the task of maximally involving customers in the negotiation process and satisfying their preferences.
- People means moving people from the visible zone to the hidden part of the zone.
- The process is based on a combination of production and transportation of final products and services to customers. Processes are required to be 100% automated with a fast flow of information, without slowing down and pausing.
- As physical evidence, we consider the internet environment, i.e. a website or a group on a social network.

Using the marketing mix in practice is an effective method to increase the performance of the company's product and brand with the help of personalized experience methods. Among the performances, we include the increase in sales and profit growth, the incentive for consumers to adapt products to their needs, and the company's motivation to produce such products. It goes without saying that by applying experiences, the company strengthens its credibility and loyalty among customers because it responds to the wishes of consumers by providing them with personalized and precise services and products.

The conducted research concludes that the Internet, in addition to providing insight into a different image of individual elements of the marketing mix, also provides a new method for potential consumers to express their preferences and desires in a fun and creative way. This research covers the concept of internet marketing, its current and future development and provides recommendations for future research on the use of internet marketing, its benefits and limitations. Among the limitations of internet marketing are the issues of reliability of information, security of the area of operation, lack of privacy and constant growth of costs due to the global development of the internet network. In terms of security, one can notice a sudden progress, especially in the area of banking. Every company should strive to be protected in three areas: integrity, trust and authenticity. Big steps are already noticeable in job searching via the Internet or mobile applications. In the 21st century, online shopping plays a key role, because it facilitates the process of selling and delivering products to a wide number of companies. A new era of technology and innovation has arrived, which requires the inclusion of all people in the global Internet network.

The research conducted by us aimed to determine who is a significant marketing mix in electronic commerce in relation to gender, age, level of education and user status. Through the conducted research, we tried to determine the importance of the marketing mix in electronic commerce. The results of our research indicate that the importance of the marketing mix is correct, but it could certainly be better. Our basic research hypothesis is not rejected.

The problem in this area is the lack of a larger number of studies that analyze the importance of the marketing mix in e-commerce, and therefore we did not have an adequate number of findings to compare the results. The shortcomings of this research and directions for future research relate to the characteristics of the sample. First of all, the sample is non-random or voluntary, which contributes to uncertainty in the generalization of conclusions. This uncertainty stems from the specific profile of

"volunteers", which threatens the representativeness of the sample (group of people with higher education, greater sociability, female activity, inability to control understanding and fill in according to attitudes). As we pointed out, due to its specificity, the analysis of the importance of the marketing mix in electronic commerce is insufficiently researched, but this should not sway us, but should give us new ideas, tasks and questions about the understanding of the importance of the Marketing Mix.

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