

Role and significance models of internet marketing in E. business

Ahmed Raqibah

Ph.D. Candidate

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Abstract: *The subject of this research paper is exploration of possibilities in developing model of innovative mobile marketing based on mobile telephony services. Aim of this paper is to propose an e-marketing model, suitable for use in mobile provider's operations in Libya, to research internet marketing in practice in companies based on mobile business model, to analyze problems in internet marketing that these companies face and to make a proposal for solution how to overcome these problems.*

Keywords: *internet marketing, online business, mobile marketing, Libyana*

1. Introduction

Today's information technology has significantly changed the concept of marketing. Customer is in a position to contact service provider 24 hours a day, 7 days a week, from any location, and whenever he / she wants to receive the desired information and make a purchase. E-marketing is specific for it uses Internet, on-line services and on-line tools to sell services and products to target users. The target of this kind of marketing is the individual, a user, which makes a big difference compared to approach that is represented in traditional marketing, where the goal is to encompass one mass market in one message.

Unlike classic marketing, on-line marketing provides ability to customize the message to each individual recipient. E-marketing means achieving marketing goals not only by using the internet but also by other electronic communications technologies, such as mobile phones and digital television.

Internet marketing basically should be creative and interestingly designed, and always refreshed with new information interesting for users. In order that information gives a positive impression, the content and the form of it must be decent and unobtrusive. At the very beginning, text links were used as a marketing message, followed by banners. These messages, eventually, received new forms: e-mail, online magazine, affiliate Marketing.

Application of e-mail marketing has brought numerous benefits in the field of modern business, which is reflected in profitability of the campaign, higher speed of placement of promotional material, massiveness, easy tracking of feedback, and hence the greater effectiveness of the campaign [25]. Marketing activities in the electronic environment are specific for working with a large amount of data on consumers and their behavior, possible interactivity of

marketing activities and a high degree of measurability of their performance due to direct consumer response.

With development of mobile phones technical capabilities, the concept of mobile marketing is increasingly mentioned as a special part of e-marketing [31]. The advantage of mobile marketing lies in the fact that mobile phones have become the main communication tool, with presence in almost every part of the world, always by their users and turned on, mostly, 24 hours a day.

This research was conducted to develop a m-marketing model applicable in the conditions of the Libyan market.

2. Literature overview

2.1 Mobile Marketing

Mobile marketing requires that traditional marketing strategies be adapted according to demands of mobile consumers and wireless devices. Mobile advertising is a great advantage in the target advertising system, as a direct link is established between consumers and advertisers.

The core of mobile marketing are five groups of technologies, ie ways to communicate with users:

- Marketing using SMS and MMS (Messaging Based),
- Marketing using mobile Internet with WAP (Browser Based),
- Marketing using a Bluetooth device,
- Marketing using NFC,
- Marketing via services that are sensitive to the current location of the user (Location Based Services or Mobile Location Services), and
- Loyalty schemes using Digital Wallet.

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According to Anckar and D'Incau (2002) [5], mobile marketing (m-marketing) is defined as any form of marketing communication that is delivered to the mobile phone, while offering potential opportunities for creating additional value for consumers. Despite the fact that there is potentially added value, marketing people need to respect the fact that mobile phone users use their own devices for private needs and are not willing to make them available for marketing activities [6].

User tools are used to transfer information of products improvement and development from manufacturer to users. Users should have easy access to tools that allow them to perform these tasks. User tools have the role to improve ability of users to create, modify and test design of existing products or services, which directs the manufacturer's performance [36] [6].

The success of mobile marketing through smartphones depends in a large on the ability of marketing professionals to recognize habits and style of purchasing users as key drivers for the acceptance and success of mobile marketing campaigns via smartphones [1].

Smart phones have the ability to transform consumers' purchasing habits, namely, users can easily and quickly buy through multiple channels (classic stores, web stores and mobile devices) with significantly greater comfort, flexibility, efficiency and personalization. Smartphones have larger screens with higher resolution and offer consumers a wide range of features including mobile internet browsing, numerous applications, e-mail, instant messaging, picture messaging, video and audio playback, GPS games, video cameras, images, video editing, and more, so far unthinkable possibilities. Additionally, telecom operators are encouraging smartphone users to take advantage of all of these features by offering affordable packages that enable them to use their phone more often [17].

The problem in mobile telephony is a lack of standards regarding devices itself. There are a large number of different phone models, dozens of operating systems and browsers, as well as numerous operators on the market. These are almost impossible conditions for creating a unique program that works well in all conditions. The biggest problem in mobile marketing is directly personalization and personal character, which stand out as one of the main virtues of this kind of advertising.

Some of mobile marketing disadvantages are:

- Mobile data transfer security,
- Portable device functionality,
- Graphic limitations for users,
- Limitations of small screen,
- Costs of establishing mobile infrastructure,
- Restrictions of mobile device technology, SMS and WAP restrictions

Telecommunication companies should provide incentive measures in purpose to attract consumers over the Internet, taking into account costs and their affordance. It is also necessary to provide a competent and trained online networking team in the communications sector in order to meet the needs and wishes of customers quickly and efficiently, but also to provide the possibility of a so-called customer service, responses electronically to consumer questions 24 hours a day, with continuous provision of information about a new product or service.

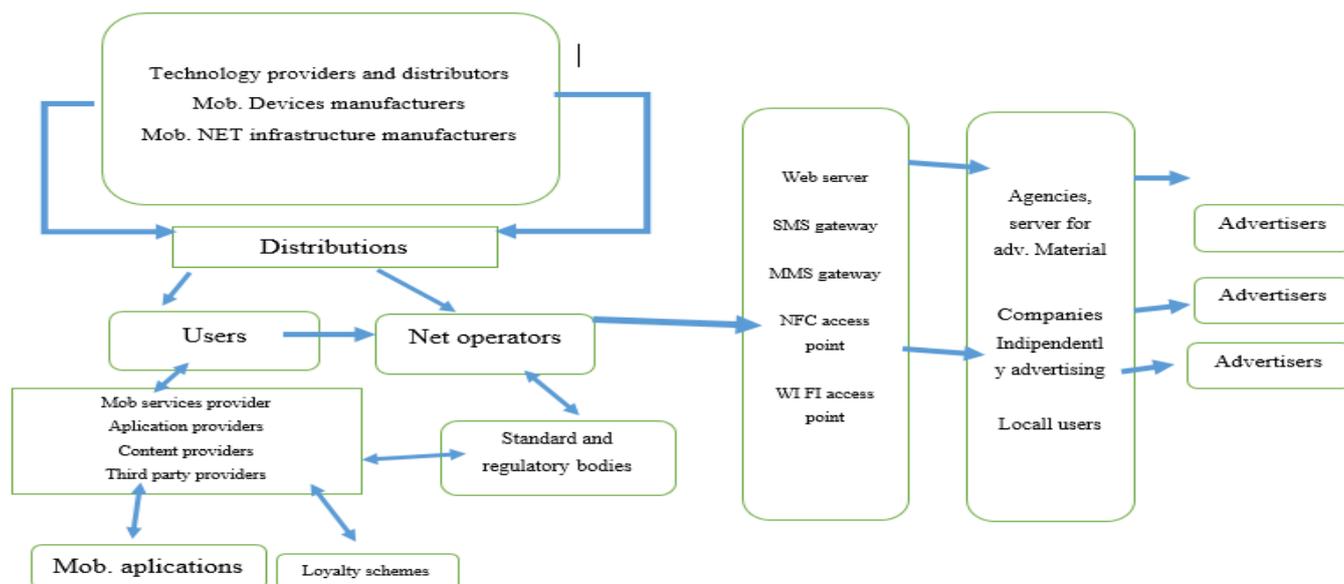
In e-commerce, security is a priority requirement for all stakeholders in the process. It is necessary to provide a secure and adequate communication and internet infrastructure, at the same time, to provide specific software that will serve to ensure the privacy of data for users of services [2]. Critical data involved in mobile transactions must be safely stored and controlled using precisely defined roles and privileges of each of the actors. For these reasons, the components of the security model must provide the mechanisms necessary for local user authentication as well as secure communication between mobile device and other participants. Security elements can be implemented in a variety of ways, internally in the device itself, external or in the cloud environment.

The essence of electronic communications security is expectation of user that system will resist attacks of possible attackers who have predictable potentials and capacities to endanger it.

2.2 Mobile Marketing in Libya

Mobile marketing in Libya is not at some enviable level. The breakthrough of the Internet in Libya, according to data of International Telecommunication Union, is bad [17]. At the end of 2015., it increased and amounted to 19.02%, which is an increase over the period of five-year earlier, when it was estimated at 14 percent [17].

About 350 telecommunications towers provide Internet services on 19 different locations. The implementation of the broadband internet started in 2007, but the number of fixed broadband subscribers has been decreasing every year since 2010, so in January 2015 the number of subscribers was 1 subscription per 100 inhabitants [17]. Since July 2014, the Wi-Fi service has been unstable in many parts of Libya, especially in Benghazi and other cities in the east, partly because of the destruction of the WiMax tower during the conflict that continued and is still present in some areas of Libya. The use of mobile phones in Libya is generally widespread, with just under 10 million mobile subscribers, which makes a penetration rate of 157 percent (International Telecommunications Union, 2011). Service prices fell sharply following the introduction of the second mobile operator in 2003, which has contributed to greater availability and opening up of some kind of competition on the market,



Picture 1. Model of mobile business

as both Libyan operators are still owned by the Libyan Post Telecommunication and Information Technology (LPTIC) company. By the end of 2013., the price of the pre-paid SIM card of the Libyan mobile operator was 5 LYD (about \$ 4), compared to \$ 1,200 LYD (\$ 873) in 2003.

Smart phones and 3G networks have been available since 2006, however, their wider application has limited the high cost and incompatibility of the devices. The services of another mobile operator Almadar, were not stable especially in the eastern part of the country since the beginning of the 2011. revolution.

Many foreign and domestic organizations operating in Libya as well as individuals requiring reliable internet services have used satellite internet technology. Most people access the Internet through personal computers from their homes and workplaces, but more and more through mobile phones. The CyberCafe industry has been decimated in many parts of Libya; instead, cafes and restaurants in cooperation with local internet providers offer a Wi-Fi hotspot as an opportunity to access the internet of over-the-air devices [39]. Long-standing conflicts on Libyan territory and damaged infrastructure have caused the inability to maintain stability in telecommunications. Also, the unstable political environment refuses potential investors, because it is impossible to obtain guarantees of investment safety, both financial and technical. The future of the IT sector, the mobile business in Libya is uncertain. Even if assuming that all the conflicts stop at the present moment, state is facing big deal of restoration in improvement of conditions for urgent development of this very important branch of the economy.

Libyan mobile operator-Libyana, started its operations in September 2004, and quickly achieved market success by ensuring coverage of the network and Internet services in all key areas of the vast Libyan

territory. Libyana provides services as a value-added service (VAS), 3G services, the first in the North African region since September 2006, which put this company into a leading position in Libya. The company strives to expand and provide services to every home and city, and has provided more than 108 dealers in different regions, raising its

subscribers to more than 6,200,000 over the past six years [43].

2.3 Mobile service modeling

The current mobile environment offers multiple channels for finding clients, from simple SMS services such as SMS (short message service), and MMS (multimedia messaging service) to the mobile internet [4].

In addition to commercial SMS, the application of SMS services is wide - info services, SMS quiz, voting, prize games, membership in club and development of customer care. SMS service can enable you to be informed about what you are interested in (24 hours a day, 7 days a week) (for example, keeping track of your current account balance) without being spatially restricted. This service allows you to be notified while on the move.

In order for some SMS marketing campaigns to be conducted, consent is required from all mobile operators. It is best to look for the services of the nearest VAS provider. Your VAS provider will provide a sufficient number of short codes and key words for the SMS campaign and provide all necessary permissions by mobile operators. An important feature of this service is the ability to receive the message at any time, regardless of whether a call or data is being processed. SMS service also guarantees delivery. This means that the current failure to deliver the message is identified, it is stored online until the destination address is available.

There is a prediction that, from 2016, number of sent messages will decrease, as a result of the increasing popularity of mobile chat applications and social networks, which are easily enabled with newer generations of mobile telephones and newer devices that support them [11]. Marketing that includes the presence of social media (Social Media Marketing) is a form of marketing that relies and is based on internet applications such as sites linked to social networks, blogs, forums. They become part of a marketing strategy in order to promote products or services, improve image of the company and attract new consumers [11].

Consumers often have resistance to mobile marketing under the influence of lack of trust, fear of intrusions and harassment [1].

Unlike MMS, which can contain some other multimedia content besides text, SMS can be quite limited in terms of creativity. The message should be stored in 160 characters so that:

- Maintain the attention of the recipient of the message sufficiently strongly, i.e. to read it to the end,
- To achieve the appropriate level of Brand Awareness,
- By offering to the recipient something that is really worth his attention at that moment,
- Invite with a message to an action that will be of direct benefit to the
- recipient, such as "Send CUP to 4404 to get 20% discount".

Locational marketing is a type of mobile marketing due to the massive representation of Bluetooth technology in mobile phones. Namely, Bluetooth technology limits communication to a radius of up to about 100m (newer generation of base stations advertise range up to 200m). In practice, this radius significantly decreases due to the technical characteristics of the Bluetooth module integrated in mobile phones (in two-way communication it determines the effective radius of communication), and because of the configuration of the terrain (usually the building) where it is realized. The development of bluetooth technology will enhance all aspects of communication, and therefore business, if it achieves its goal, which is technological replacement of cable infrastructures, while making it easy for the buyer to use and at an affordable price. The most important advantage of bluetooth technology is the improvement, that is, the increase in mobility, as well as the easy use for end user of the service. NFC, or Near Field Communication, is a short-range wireless communication technology. Think about NFC in the same way as Bluetooth, WiFi, 3G or 4G networks, except that NFC uses some other frequency, a second level of power supply and a communication protocol that otherwise performs sending and receiving information. There are passive NFC chips that can only send out information when they are stimulated by NFC readers and active NFC chips that can be programmed to send and / or receive information after a command [27].

3. Research methodology

3.1 Research goals

Libya, in this period after the revolution, is going through an transition after a long period of stagnation and isolation, and expects a positive return to world trends in all areas of operations. In the future, foreign investment is expected to increase, and this will inevitably lead to competition with which competitiveness is essential. It is necessary to preserve the confidence of clients - as the most important resource in the business world. It is necessary to have a diverse content - to keep up with new technologies, to have attractive offers, to make possible to provide new models of phones with richer software, to try to be competitive in price and to maintain quality of service diversity. It is necessary to build a secure network with great coverage, even in the most distant areas.

Goal is studying internet marketing in practice of Libyana company, mobile operator and provider, analyzing incoming problems in doing business of internet marketing, giving the applicable solutions in overcoming them.

Keeping in mind the existing gap in development of mobile infrastructure and application of mobile services between individual countries, the research in this paper will focus on developing and implementing new models of internet marketing in mobile business in developing countries. The research will be carried out in the mobile business of Libyan telecom operators. The rapid development and improvement of technology has led to inevitable transformation of business processes which has led to an increased need for continuous creation of innovative business models that connect different areas of business. These business models are based on the integration of mobile transactions into business processes in commerce, banking, education, and other areas of human activity.

Libyana as a big company that provides web services and mobile phone services, can be an excellent medium for e-marketing. If we observe the network coverage, number of visitors, progress and mastery of the latest technologies in mobile telephony domain, especially smart technology, it seems that Libyana is the best way to advertise in Libya. A network of over 6 million users is the best, most efficient and cheapest way to advertise any product.

The application of 3G technology that is already available to users of this operator's services and the introduction of 4G, would represent a significant incentive for marketers to turn to greater use of existing mobile marketing techniques, but also the beginning of use of some, at present, non-existent techniques - marketers based on location in combined with (fast) mobile internet and mobile search. The education and training of marketing staff to work in marketing sector of this company should be directed towards mastering new mobile advertising techniques. That is something that is also of priority importance. Interaction with users should also be taken into account in order to apply the most acceptable solution for both parties.

In order to raise the level of mobile marketing services and also the interest of population for this type of services, one of the ideas might be to accept some other good practices, such as setting up free WiFi points on as many locations as possible, especially in public institutions, urban transport, parks. Thus will make the internet accessible to everyone, in order to reach the target population easier.

3.2 The procedure

Survey was conducted among users of mobile provider services on the ground of Libya. The questionnaire was used to collect data from respondents, i.e. information is collected directly from the users of the mobile operator Libyana service. Each member of representative sample was interviewed on issues related to mobile telephony, internet use, satisfaction level of respondents with provided services by the mobile Internet provider of Libyana, on messages, updating information, monitoring technological achievements and trends. The survey was conducted in March 2016. in the Libyan city of Tripoli. Due to unfavorable security conditions, remote rural areas could not be covered by the examination. The Tripoli survey was carried out with the help of university centers and colleagues from that city. After the survey was completed, filled in questionnaires were sent via e-mail, then they were collected and analyzed. After that, with the use of statistical analyzes and methods we come to a concrete conclusions.

3.3 Instruments

The questionnaire is composed of a number of questions that are formed in accordance with the scale of Likert's type of views: "I completely agree", "I generally agree", "I neither agree nor disagree", "I generally disagree", "I do not at all agree."

The questionnaire consists of the following parts:

- Short reminder for questionnaires;
- Issues related to the demographic characteristics of the respondents (gender, age, education, family status, years of work experience of respondents, etc.)
- Issues relating to general information about the provider, use of the Internet, mobile phone, information on innovations in the provision of services, and the use thereof, to the satisfaction of the services provided;

The second part of the questionnaire are questions related to use of internet as a basis for providing e-marketing services, information on services provision innovations and their use and about satisfaction with provided services in relation to advertising.

3.4 Sampling

The survey covered 300 people of the Tripoli population. There were 175 men and 125 women. The person under the age of 18 was 23, which is 7.7% of the respondents; 18 to 26 years old is 53, which makes 17.7% of the total number of respondents, the participants belonging to the age group from 26 to 35 were 91, which is 30% of the respondents, in the age group 35-45, there were 72 respondents, which is 24%, the age group from 45 to 55 has 45 participants, which is 15% of the total, and the group over 55, 12 respondents and makes a percentage of 4%.

As far as professional data are concerned, only 42 respondents have finished elementary school, which is 14%, secondary school education has 96 respondents, which is 32%, with a university degree of 132, which is 44%, master studies completed 22, Which is 7%, and doctoral studies of 9 persons with a share of 3% in the group of respondents.

4. Analysis of results

After systematization and analysis of collected data, it has been determined the existence or lack of dependency among them, and also if this dependence is significant.

Age structure of the surveyed population, can help a lot in planning e-marketing, ie, determining the target group.

Observed from the angle of importance for this research, distribution of participants ages is extremely important, especially for which age group will be directed planning future marketing activities. Most respondents were aged 25-35 years (30%), then Between 35 and 45 years (25%) and 18-25 years (20%), and as many as 54% of those who are highly educated.

Libya has about 90% of literate and a large number of highly educated staff, with the existence of software and applications in Arabic, there is a wide range of options for uninterrupted use of internet to most of the population. Availability and use of internet are relatively satisfactory in urban conditions due to the unstable political and economic situation. The percentage of people who have access to internet daily is about 67%.

The availability of mobile telephony in the urban environment is about 72%, with the largest share in the population from 18 to 45 years and the smallest over 55 years.

Even 61% of the total respondents are users of the mobile operator's services in Libya. In the research related to the use of the Internet as the basis for providing e-marketing services, information on innovations in the provision of services and their use and satisfaction with the services provided in relation to advertising, the following results were achieved.

Internet access	Number of respondents	%
YES	201	67
NO	99	33

Table 1: Access to internet

Provider	Number of respondents	%
Libyana	183	61
Other	117	39

Table 2: Percentage of Libya users

Even 53% of respondents use the Internet as a means of information, and 23% use it daily. 36% of respondents believe that better competition, i.e., increased number of providers on the Libyan soil would lead to a brighter quality of service.

Of all respondents, 20% are fully satisfied with the quality of Internet services in Libya. About 68% of respondents use mobile phones every day, and 56% use internet via mobile devices. About 21% of respondents visit social networks on a daily basis, and about 24% use them frequently.

When choosing a mobile operator, about 56% of the respondents point out that the price of calls, SMS, Internet is important, 69%.

Satisfaction with internet service quality	Number of respondents	%
Satisfied	61	20
Mostly satisfied	43	15
Neither satisfied, nor unsatisfied	94	31
Mostly unsatisfied	63	21
Totally unsatisfied	39	13

Table 3: Satisfaction of internet service quality

The quality of signal is considered as an important factor for selecting the operator. For 65% of respondents, the offer of mobile devices is important, and 60% as an important factor emphasizes the marketing of the provider. 35% are satisfied with their mobile operator, 65% would change operators for

better product offerings, 67% due to lower prices of services and better offer of packages, 56% would change the operator in the event that a competing company offers a more technologically more attractive service.

Use of Mobile phone for access social networks	Number of respondents	%
Every day	62	21
Often	71	24
Not interested for Social networks	45	15
Seldom	23	7
Not using mobile for such actions	99	33

Table 4: Use of Mobile phone for access social networks

The quality of data, the freshness of data provided by Libyana on its official website has been judged by most users as satisfactory, 52% considered it well thought-out and easy to use. Satisfied with the offer of mobile devices via Libya, 38% is satisfied with the price, and only 22% using modern technological achievements, the attractiveness of the offer, while the majority do not consider that there is much room for improvement in this field. A small number of users are familiar with specific offers such as the Menhagna Netwassel package of services for handicapped people.

5. Discussion and proposal of the m-marketing model

Results of previous surveys have led us to conclusion in which direction m-marketing in Libya should be developed in order to target as many mobile telephony users as the model that will improve mobile business in Libya and also serve as an example model for developing countries.

Proposal is to provide short numbers and licenses for mobile operators. In order for some SMS marketing campaigns to be carried out, the consent of all mobile operators is required. The advice is to seek the services of your nearest VAS provider. Your VAS provider will provide a sufficient number of short codes and key words for the SMS campaign and provide all necessary permissions by mobile operators. Provider should offer besides support 24 hours a day throughout the year, and various SMS services, easy to use with the possibility of customizing with specific marketing ideas and without a time limit for BULK packages, as well as a tool so that the user can manage the contents and behavior of a particular user Service.

Premium services include a complete solution for telephone services (Voice and SMS), with special tariff and additional charge. PRM number. It is a number with an additional tariff, which allows the subscriber to receive earnings from each incoming phone number, either from a fixed or mobile network, depending on the established tariff. Tariffs are made by invitation or by the number of minutes, at the expense of the service user.

Premium SMS services include SMS, MMS and WAP services with added value or services, which add premium value to basic services - the price that differs from the standard SMS and MMS prices. Premium services perform

two types of billing. The first is done by the outgoing message, and the other is an incoming message.

There are numerous effects: Money saving - no special fees are paid to large sales chains and supermarkets to keep a box of envelopes for the prize game in a special place, increases the turnover of over 20%, acquires loyalty of the participants, rewards regular customers, motivates new customers, a picture of customer care is created, a lasting quality of relationships.

The benefit to the company is that all participants are registered and a database of verified buyers is established with data on the place of residence, telephone number, which enables direct communication with consumers.

One of the practical applications of bluetooth technology is interactive advertising on city bus transports that advertising publishers use to reach passengers while driving on a particular route. In partnership with the mobile advertising company, advertising publishers are able to download a series of digital content through bluetooth to mobile phones such as ringtones and themes of mobile phones, business cards in electronic form, advertising content and the like. All you need to do is to start a bluetooth function on your mobile device when entering a bus, which is equipped with interactive advertisements, and in the short period of time you will receive a message with advertising content with information about the possible download of other digital content, if any.

When passing by the store, while waiting on a station or near any facility where this service is activated, in the event you are turned on bluetooth, you receive a notice of the download capability that is available at that time. Upon accepting a connection, a mobile device comes with content that generally consists of information about a store, such as product prices, promotions, discounts, and the like. Wireless marketing requires traditional marketing strategies to meet the demands of mobile consumers and wireless devices.

Location based marketing and advertising (for example, sends information about the sale of some goods in your favorite boutique)

Zip code based marketing and advertsing (a registered user sends Zip to a city or place where he is currently located and can get the desired information)

Point based promotion (each time a customer orders and buys a product wirelessly, gets a point point that he can use to purchase various goods and services) Technologies: SMS, GPRS, 3G, Bluetooth, Infrared, GPS ...

NFC, or Near Field Communication, is a short-range wireless communication technology. Think of NFC in the same way as Bluetooth, WiFi, 3G or 4G networks, except that NFC uses some other frequency, a second power level, and a communication protocol that otherwise performs sending and receiving information [27].

There are passive NFC chips that can only send out information when they are stimulated by NFC readers and active NFC chips that can be programmed to send and / or receive information after a command [27].

Passive NFC chips send information that has previously been preserved somewhere on the chip itself, while active NFC chips send information stored on a memory outside the NFC chipset itself. Passive NFC chips do not require any external power because they generate the energy they need themselves through Electromagnetic induction generated by radio waves

generated by the NFC reader himself. They own a processor and enter programmers who instruct the NFC chip to begin sending content from their memory at the same time the chip is activated and when authentication is performed [27].

Active NFC chips require external power and are usually integrated into a larger system such as, for example, Smart phone. Active chips send information only when they receive an instruction from an external program. Passive chips are the size of a postage stamp, while active chips are much larger and usually part of a larger system that has a processor, memory, communication controllers, antennas, etc.

Previous models of Internet marketing have been previously considered in terms of reliability, accuracy and availability of information and mobile services that can be used whenever and wherever appropriate to the user. The main goal is to adopt an internet marketing model that is convenient, cost-effective and easy to apply. Based on research in Libya, an innovative model of internet marketing is proposed, which is also suitable for implementation by other telecommunication companies.

The results of the survey show that the potential for the implementation of mobile marketing campaigns in the Republic of Libya is highly relevant to technical and technological prerequisites. The level of penetration of mobile devices is at a level that allows to use the most up-to-date solutions in connecting companies and users. Users have the knowledge and devices that can be included and activated in these campaigns. The main disadvantage is the current state of the telecommunications infrastructure that is damaged by warfare.

6. Conclusion

In modern business, the use of e-marketing has become a precondition for the successful development and business of companies and organizations. The focus of modern marketing is on selected individuals, potential consumers who adapt products and services. Thanks to this approach, the Internet has quickly become a convenient medium for marketing strategies, new forms of trade and improving customer relations. The main goal is to offer an internet marketing model that is convenient, cost-effective and easy to apply. For the Libyan Mobile Operator and the Libyan Web Service Provider for the purpose of improving the business of the company and raising the quality of services for the users of these services. In the area of mobile telephony in Libya, more active state involvement is needed, before it is a major task to improve business conditions, to provide efficient market mechanisms. In order to raise the level of mobile marketing services and the interest of the population for this type of services, one idea might be to accept some other good practices, such as setting up free WiFi points on as many locations, especially in public institutions, urban transport, parks, Thus making the internet accessible to everyone in order to reach the target population easier. The use of new marketing techniques available as part of e-marketing is of great help in achieving the goals of this company.

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