

# Nexus Between Online Marketing Strategies and Market Performance: A Critical Review of the Literature and Research Agenda

Annstellah gakii\* Samuel maina

School of Business, Kenyatta University, PO box 44008-00100 Nairobi, Kenya

## Abstract

Online marketing refers to as internet marketing meaning it requires live internet connection to work. Online marketing strategy is a subset of digital marketing. Organizations raise their sales turnover, market share and profitability using online marketing strategies. For effective control of organizations, marketing managers must depend on well founded and accurate measures of market performance. These market performances comprise profits, sales and market share among many others. The purpose of the study was to conceptualize and examine the conceptual literature, empirical literature, theoretical & methodological gaps and propose a conceptual model for implementation of the relationship between online marketing strategies and market performance. Discuss the techniques used to operationalize this concept and make it understandable for research participants and beneficiary of the study who are the scholars, policy makers, general public and government for the proper implementation of the idea was also examined. The theories underpinning the study include unified theory of acceptance and use of technology, the behavioral adoption theory, innovation diffusion theory, technology organization environmental framework, industrial organization theory and porters five forces model. The study recommends Positivism philosophy, mixed method research designs employed, the tours and travel agencies in Nairobi Kenya contextual aspect, Semi structured questionnaire for data collection, multiple regression for data analysis and Factor analysis for testing indicators of online marketing strategies and market performance.

**Keywords:** Online marketing strategies, competitive advantage, market performance, firm characteristics

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## 1. Introduction

Online marketing strategy being a subset of digital marketing is traced back from introduction of digital marketing in 1980's. Digital marketing could be traced back in 1980's but was first used in 1990's (Monnappa, 2018). According to Reilly Media (2008) the first online advertisement appeared in 1993 after years of created internet application tool. Digital marketing is basically a term that is used to include both on the internet and off the internet digital technologies and multiple channels under it while online marketing strategies contains activities only on the internet (Aleksandar & Olja, 2017). Therefore, online marketing strategies could be used interchangeable as internet marketing strategies (Aleksandar & Olja, 2017). Internet has become a tremendous substantial vehicle for marketing purposes and become front-end application of intelligence of the consumer and as well as their purchase applications (Omar, Bathgate & Nwankwo, 2011).

In a competitive environment, organizations in Kenya are able to raise their sales turnover, market share and profitability using online marketing strategies (Smith & Chaffey, 2008). Online marketing strategies are worldwide