E-Marketing in Bangladesh: Step towards Digitalization in Business, Major Setbacks and Prospective Views

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Abstract

Businesses are used to sell different strategies they offer products or services. Nowadays, the companies try to create, promote and sell products or services that can satisfy their target customers through electronic means. E-marketing and online marketing strategy is the latest and modern way of exploring and delivering products and services related information to the quality potential customers. This paper addresses the major setbacks and present scenario of E-marketing structures in Bangladesh. This study also emphasis to analyze the trend of use of e-marketing in Bangladesh. The authors have studied the different international journals, Marketing journals, Economics, business and management journals, Information systems (IS) and information technology (IT) journals to conceptualize current scene of e-marketing in

Bangladesh. The researcher use secondary data and information by reviewing previously published literatures. This research finds some core impediments which are the terrific interference to reaching the desired goal of e-marketing. This study identifies the forthcoming prospects in the field of E-marketing in Bangladesh and suggests policy recommendation. By developing and implementing e-marketing strategies and techniques at business sectors in Bangladesh and can take part to establish dream digital Bangladesh.

Keywords: E-Marketing, Internet, 4Ps, Digitalization, ICT, Business

1. Introduction

E-marketing plays a major and vital role in today's global economy, and is recognized as a major contributor to economic development and employment growth. On the other hand, the revolution in information technology communication changes the way of run business today. E-marketing practice is positive and helpful to build strong relationships between consumers and suppliers. E-marketing is developing significantly all over the world and has a strong impact on consumer behavior and business markets. As a result, many companies have announced different e-marketing applications and strategies so that they can act freely with domestic customers and global customers through internet websites and other virtual networks (Abrar et al., 2016). In recent years, the growing number of businesses have been using the internet and other electronic media to manage their marketing efforts, providing electronic marketing opportunities as a dramatic and dynamic phenomenon in Bangladesh. From the very beginning in Bangladesh, implementing E-Marketing in business enterprise can change both the shape and nature of its business. Entrance of Internet Bangladesh has brought many possibilities and that has also affected marketing. Bangladesh is not out of modern technology. The government of Bangladesh is trying to implement one of their major political agenda that is technological advancement in every socio-economic sector as a slogan the "Digital Bangladesh." But in regard to implementation of the dreams of Digital Bangladesh, the country's efforts are only at the beginning stages. Its current status falls short of standard in every constituent of e-government i.e. web initiatives, online services, infrastructure, and citizen's preparedness (Gofran, 2008). It may be years before e-marketing realizes its full potential in Bangladesh. However consider e-marketing in the country, identifying and analyze the basic premises of e-marketing to help the potential business leader revitalize their business with e-marketing, implication and challenges to develop e-marketing,(Habib, Khan, & Hasan, 2002).

2. Literature Review

One of the most common discussions in e-marketing literature is that the disintermediation will be extensive and the electronic market will automatically reduce the need for brokers (Gallaugher, 1999). By reviewing relevant literature, it may be noted that the electronic marketing definition (e-marketing) changes according to each author's perspective, background and specialization.

According to El-Gohary (2010) "E-marketing typically describes as a new attributes and modern realistic involvement with marketing of goods, services, information and even ideas via internet and other electronic means".

Christensen and Tedlow (2000) argued that the web market can really bring the right products to the retailers to fill most of the four specific missions in the right place, at the right price, and at the right time with right functions and the remaining this revolutionary medium can be expected to decrease significantly physical offers as an exception.

Smith and Chaffey (2005) defines it as: "Electronic Marketing (E-Marketing) can be observed as a new philosophy and a modern business practice involved with the marketing of

goods, services, achieve marketing objectives through the application of information and digital technology through internet and other electronic means."

Strauss and Frost (2001) define it as: "The use of electronic data and applications for planning and executing the formation, distribution and pricing of ideas, goods and services to create exchanges that meet personal and organizational goals."

Baourakis, et al. (2002) said e-marketing can be defined as: "the tradeoff of goods and information over the Internet" which specify that E-commerce includes: digital value creation, virtual marketplaces and storefronts, buying and selling online and new distribution channel intercessors (Strauss & Frost, 2001).

Wreden (1999) described e-mail marketing as an Internet killer application, with which the correct e-mail can be suitable, targeted and tracked. Therefore, e-mail marketing can create an opportunity for organizations in rapid global dissemination of products and enable quicker imitation on the part of competitors.

Niall (2000) found that E-marketing is increasingly recognized as an affordable and cost effective marketing tool. Additionally, e-mail marketing as one of the most effective online marketing tools because its high response rate can remove obstacles to communication with customers and employees that are created in a conflict ingest business environment that is creating a conflict environment of geography, time zone and location.

Malhotra (2008) perceived that the World Wide Web is an important marketing tool and a marketing strategy should be well planned for success in this environment, which most research is expected to do in this future could use online shopping more. The risks they are currently facing may be reduced and will lead to different products purchased from the web market.

Lee (2009) states in an article titled as "Discover the 4 P's of Internet Marketing Mix" that the Internet changes the way of products and services are sold compared to traditional marketing. E-marketing mix considers the ingredients of presenting the marketing mix online.

Choudhury (2019) observed that due to the vast popularity and public dependence of the internet, E-Marketing can prove to be the strongest way of conducting the marketing activities and focused on identifying the position of E-Marketing in the textile sector of Bangladesh, its present status and the most proficient ways that this technology can be utilized to promote the textile products of Bangladesh.

E-marketing is also known as internet marketing, web marketing, digital marketing or online marketing. The process of marketing a product or service using the internet. E-marketing not only includes internet marketing, but also marketing through e-mail and wireless media. It uses a range of technologies to help connect businesses with their customers (mba skool.com, 2019).

3. Objectives of the Study

The main purpose of this research is to develop a clear understanding about the E-Marketing development, problems and prospect in Bangladesh. Thus, the objectives of this research are as follows:

1) To explore how technological development are affecting every part of the marketing process;

2) To consider the impact and significance of e-marketing in the field of business

3) To compare traditional marketing and e-marketing strategy in response to marketing mix;

4) To identify the problems and prospect of e-marketing and to recommend about successful e-marketing techniques to implement.

4. Statement of the Problem

The main problem that is inspiring in this study is the need to know and understand the problems that researchers have covered in e-marketing in Bangladesh as well as understanding the prospect of E-Marketing in Bangladesh. On the other hand since studies in e-marketing are still at the embryonic stage and still not well established that e-marketing can be considered a step towards digitization by creating theories in the business field. These well-established studies suggest to implement digitalization in business of Bangladesh. Despite the clear insights into e-marketing of the click and mortar business in Bangladesh, there are some limitations in the research;

- Lack of admittance to the proper arena in few cases of data assortment through searching in different research papers;

- Study technique has been applied on basis of only secondary data;

- It is difficult to define the correct problems and possibilities of research with limited process efforts;

- The researchers has been conducted the research within a short span of time and;

Therefore, two key questions that the study tries to answer are:-

i) How researchers cover different research points of e-marketing for find out various problems which are the considerable for digitalization in marketing of Bangladesh?

ii) What are the most suitable prospective areas in the field of E-Marketing which will make us sure that e-marketing is an upcoming prominent concept of digitalization in business area of Bangladesh?

5. Methodology

This study in the ground of e-marketing, efforts are being made to develop the existing component of knowledge in e-marketing by preparing past publications. The authors systematically review, investigating, elucidating a review and categories the published

literature in the related field. The pertinent research materials correlated to E-Marketing is highly disseminated in many journals, reports, Bangladesh Economic Review, govt. documents text books, websites and other research papers. They have studied the articles in the international journals, Marketing journals, Economics, business and management journals, Information systems (IS) and information technology (IT) journals to conceptualize current scene of Bangladesh. Secondary data are used to analysis the findings in qualitative manner.

6. Historical Background and Trend of Use of E-marketing in Bangladesh

E-commerce may be responsible for the evolution of e-marketing, regulatory reforms and technological innovations, including e-commerce. The Internet (which plays a key role in evolution) was seen in the late 1960s, although e-commerce was introduced worldwide in the early 1990s like World Wide Web (www) and browsers. In 1996 at June online facilities was ensured by the government. At the very beginning of 2000, there were sixty thousands internet networks in Bangladesh. In 1996, via the Fiber Optical networks the inter-cities were connected together (Ali, Ahmed, & Rahman, 2016). In 2005 on November 22, for the first time Bangladesh attached with international submarine fiber optical networks (Shahidul, 2010). Bangladesh also joined the Global Information Superhighway (SEA-ME-WE-4) submarine cable connection in 2006 in the new era of internet sector which has unfolded a new opportunity for Bangladesh. As a whole, the ratio of the internet users in Asia higher than that of rest of the world.
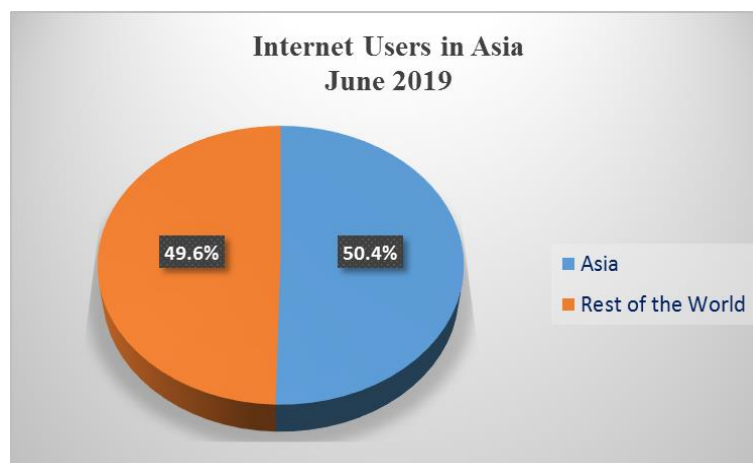

Figure 1. Internet users in Asia-June 2019

Source: Internet World stats-www.internetworldstats.com.

According to Internet World Stats 2,200,658,148 internet users in Asia estimated in June 2019 and 2,221,836,474 in rest of the world estimated in June 2019.

Innovations like liberalisation of the telecommunication sector and optic fiber, DSL, etc., which helped to enlarge communication tome and capacity, helped in the rapid growth process in the world as well as in Bangladesh. As a result this has significantly reduced the barriers to access and engagement in e-marketing. This will enable the general public to engage in the

process, which will increase the reach of large companies in and outside Bangladesh. In Bangladesh internet revolution is not ancient it is a latest phenomenon in Bangladesh. With the rise of this revolution, we are becoming increasingly used to the Internet culture. Almost every large scale company, university, news media etc. has its own sites. Total Internet subscribers reached 99,428,000 by December (BTRC, 2020). The Internet subscribers are shown below:

Table 1. Internet subscribers in Bangladesh December, 2019

Operator	Subscriber (In million)
Mobile Internet	93.681
WiMAX	0.005
PSTN and ISP	5.742
Total	**99.428**

Source: Bangladesh Telecommunication Regulatory Commission, http://www.btrc.gov.bd.

Table 2. Users of internet and internet supportive devices

MICS INDICATOR		SDG (Note 1)	Module (Note 2)	Definition (Note 3)	2012-13	2019
**Characteristics of the Respondents**
SR. 7	Households with a computer		HC	Percentage of households that have a computer	3.4	5.6
SR. 8	Households with internet		HC	Percentage of households that have access to the internet by any device from home	na	37.6
SR. 9	Use of computer		MT	Percentage of women age 15-49 years who used a computer during the last 3 months	na	1.9
SR. 10	Ownership of mobile phone	5.b.1	MT	Percentage of women age 15-49 years who own a mobile phone	na	71.4
SR. 11	Use of mobile phone		MT	Percentage of women age 15-49 years who used a mobile telephone during the last 3 months	na	97.8
SR.12a SR.12b	Use of internet	17.8.1	MT	Percentage of women age 15-49 years who used the internet (a) during the last 3 months (b) at least once a week during the last 3 months	na	(a) 12.9 (b) 11.5
SR.13a SR.13b	ICT skills	4.4.1	MT	Percentage of women who have carried out at least one of nine specific computer related activities during the last 3 month (a) age15-24 (b) age 15-49	na	(a)2.3 (b) 1.4

Source: Bangladesh Multiple Indicator Cluster Survey (MICS) 2019: Key Findings.

This revolution also has stimulated many Small & Medium Sized Enterprises (SMEs) in Bangladesh, especially those involved in international trade (Hamid, 2012). In 1996 Bangladesh has entered in a new era with internet connection. It has grown dramatically over the past few years, although it is clearly from a very low base. An estimated one user base of 500,000 in 2006, representing only a 0.35% penetration, is designed to move the local internet industry to its next level of growth. Now Bangladesh is the 9th largest internet users in the world.

Table 3. Top Ten Countries with Highest Number of Internet Users-June30, 2019

SL No.	Country or Region	Population 2019 Est.	Population 2000 Est.	Internet Users 30 June 2019	Internet Users 31 Dec 2000	Internet Growth 2000-2019
1.	China	1,420,062,022	1,283,198,970	854,000,000	22,500,000	3,695 %
2.	India	1,368,737,513	1,053,050,912	560,000,000	5,000,000	11,100 %
3.	USA	329,093,110	281,982,778	292,892,868	95,354,000	207 %
4.	Indonesia	269,536,482	211,540,429	171,260,000	2,000,000	8,463 %
5.	Brazil	212,392,717	175,287,587	149,057,635	5,000,000	2,881 %
6.	Nigeria	200,962,417	122,352,009	123,486,615	200,000	61,643 %
7.	Japan	126,854,745	127,533,934	118,626,672	47,080,000	152 %
8.	Russia	143,895,551	146,396,514	116,353,942	3,100,000	3,653 %
9.	Bangladesh	168,065,920	131,581,243	96,199,000	100,000	96,099 %
10.	Mexico	132,328,035	101,719,673	88,000,000	2,712,400	3,144 %

Source: Internet World stats-www.internetworldstats.com. Copyright © 2019 (Note 4).

As this report reveals, however the country must work hard to overcome the constraints associated with the country's weak economic situation and still improve infrastructure. (E-Report, 2009).
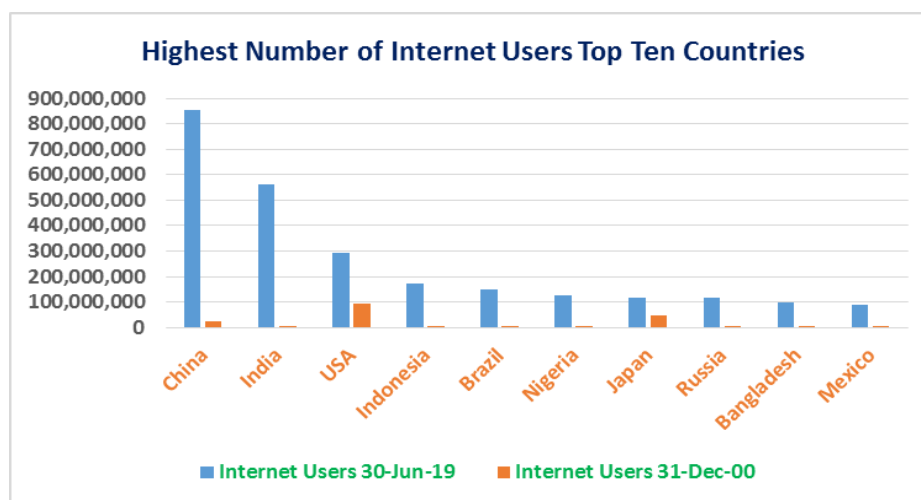

Figure 2. Top Ten Countries with Highest Number of Internet Users

Bangladesh is currently in full swing with the Internet revolution, unless it continuously takes its strings for the core of the e-revolution (Anower, 2012). But in e-marketing, Bangladesh falls behind its neighbor India. Most companies, government agencies, private companies broadcast their sites through traditional media.
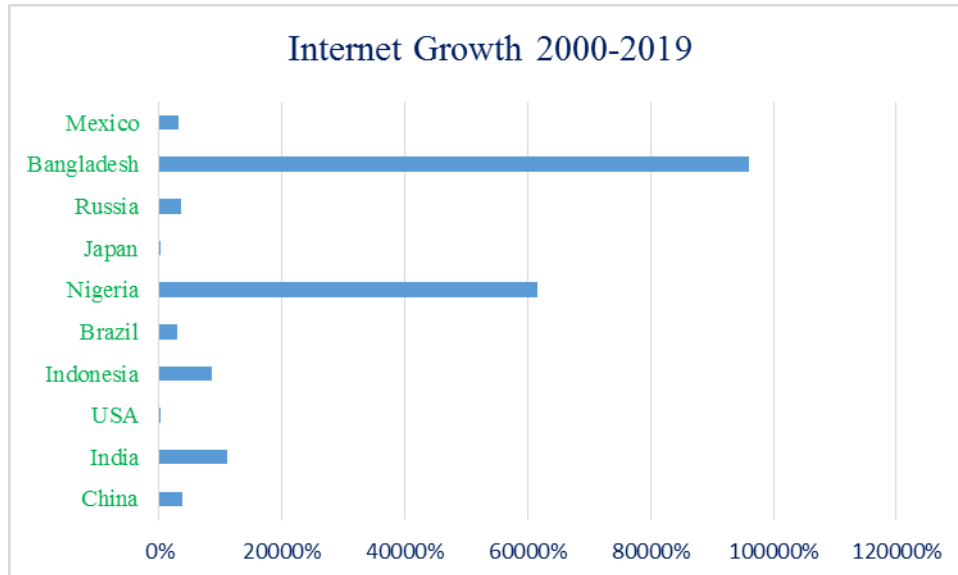

Figure 3. Internet Growth Rate from 2000 to 2019

The internet uprising is a new phenomenon in Bangladesh. We are becoming used to the post-Internet culture with the intensity of this revolution. In fact, all large companies, universities, news media, businesses and service organizations have their own sites for e-marketing. The revolution has shaken many small initiatives (SMEs) in Bangladesh, especially those associated with international trade. With a mammoth potentiality and skilled population, the Bangladesh government is now funding e-governance to make life easier for its citizens (Hamid, 2009).

7. E-Marketing and Association with Marketing Mix

Marketing is an important strategy for the business and it has a number of effective tools. Marketing is deliberated the process of exploring, creating, and delivering value to satisfy the needs and wants of a target market at a profit (Philip, 2019). Traditional marketing has been used for many years and today internet companies have brought new ways of business and have been influenced by marketing. Marketing is a collective process where individuals or groups can exchange products or services based on their needs and want, the Internet is used as a communication channel as a part of direct marketing.

The content of this process was first introduced as marketing mix by Neil Borden in 1953, in American Marketing Association he representing the mixture of useful elements for marketing for the first time and in his discussion (Dominici, 2009). Marketing mix can also be categorized as 4Ps; Product, Price, Promotion and Placement. Jerome McCarthy (1964) combined other elements that define 4 Ps as a "marketing mix" which can affect the

manager's decision according to the customer's needs. Kotler (2019) considered "the marketing mix, a mixture of different tools or instruments for pursuing a marketing plan. The basics of marketing mix are still applicable and Internet offers new opportunities to adapt them". Walters & Lancaster (1999) proposed that websites are supported to the connection of many companies, trading business and information exchange suitable for customers worldwide. Internet and digital technology attract and develop online markets in many ways and developing online effective marketing mix to attract the customers (Abrar et al., 2016).

7.1 Product

In traditional marketing products are tangible for the customer when internet marketing is just a virtual image via a website (Pui-Mun Lee, 2002). Customers cannot feel the quality and size of the product by looking at the product in a physical store similar to the website. This product can create doubts for the customer and has an impact on his purchasing decisions, not physically reaching and feeling. Interacted and connected internet helps to innovate the expected new product concept: "Virtual Products" (Pastore & Vernuccio, 2004). Using the basic mix of intangible and tangible fundamentals, the consumer's changes to store and consumer support and customize products can be practically adapted virtually. (Von Hippel, 2005, Dominici, 2008). When it comes to the range of products given over the Internet compared to physical stores, a company has a possibility to offer products on their website (Kotler, 2003). Customers who cannot see and touch the product when purchasing it will feel more secure that the product has a warranty and will make the purchase choice easier and less risky. (Pui-Mun, 2002).

7.2 Price

When marketing via the Internet, competition is very much influenced by price reasons. Competitors are a click away when Competitor one click away when a potential customer searches for information on the Internet (Philip, 2019). The pricing of a product may be based on the cost of the process to reach the market. When a company marketing over the Internet it has a great chance of saving costs and therefore possibility to have lower prices. Naturally, companies cannot rely on cheap prices for their products; Technical innovation and new product development help companies to get competitive advantage in domestic and international markets for addition (Kyffin & Gardien, 2009). One of the reasons of cost of space to keep the internet or products like e-mail in communication (Philip, 2003). In general market research practice, not easy to anticipate customers' wants, tastes, and habits (Sen, 2009). Just because it is very essential for different industries and businesses to engage with deep-level consumers (Teece, 2010), not only understand their needs, but know why they need this product (Drews, 2009).

7.3 Place

Yudelson (1999) defined "everything which is done and essential to swift the exchange processes". Stores have the opportunity to create a specific environment for companies to attract customers in the traditional marketing arena. Some interesting tools to create this environment may be music, colors etc., but it is almost impossible to create a real sensation

through internet marketing, since a website is only a virtual image. Although many websites try to create an environment by adding the same tools to attract, they cannot create real experiences like physical storage. The way the shop is designed conveys the organization and its style (Hines & Bruce, 2007). E-marketing and the Internet help organizations to get reach to the customer at any time, whatever openings hour is require for physical stores (Philip Kotler, 2019). Virtual placement helps the customers to transact through intangible features in electronic environments. Internet and virtual networks are not only helpful for companies to create good business through online products (Abrar et al., 2016).

7.4 Promotion

E-marketing techniques and applications can be used to promote products and services through internet and online advertisement of a specific business. The speed of getting information through advertising, news or customers is very fast through the Internet. This is a very important issue in the competitive business world. Where the Internet can contain marketing messages from customers like the company's website and is available to customers (Kotler, 2003). Through a website, a company can present itself in various ways where the customer can study different phases of the company and get to know it well. So it may be easier for them to shop online. Additionally, e-marketing tools that can influence consumer retention on the Internet (Noor-Ali, 2006) and play an important role in creating a sustainable e-marketing strategy (Kalyanam & McIntyre, 2002; Krishnamurthy, 2006). According to Sam and Chatwin (2005) "there is a strong correlation between e-marketing mix of online businesses and internet consumers' decision making styles. If online business can measure their e-marketing mix elements accurately, it can certainly increase sales revenues".

8. Problem of E-Marketing in Bangladesh

E-marketing is apparent like a new practice for business by using websites and online networks that changes to flourish the business potentially. Nowadays, e-marketing is becoming a precondition for society, so organizations are sturdily discerning it. It can help companies to build strong and long-term relationships with their customers, and to make their consumers loyal with their products. (Abrar et al., 2016). Most countries today has entered the Internet and e-marketing environment. Bangladesh also trying to enter in full phase of this enormous area. There are lots of problems for Bangladesh to entering Internet and e-marketing realm and the condition does not that inspiring in under developing countries like Bangladesh. Currently, there is no apposite infrastructure to run electronic marketing operations in Bangladesh. Slow speed of internet access, insufficient telecommunication network policies, slow paced regulatory initiatives, absence of skilled IT workforce, absence of cyber law, absence of EFT (Electronic Fund Transfer) legislation etc. (Rahman et al., 2012). Ahammad et al. (2007) found that due to financial weakness all business owner can't bear the cost of Internet, not conscious and interested about e-marketing, they have few numbers of website for e-marketing and lack of adequate regulations regarding e-marketing in business. Online marketing is a completely different challenge. The strategic e-marketing is essential to success requires web. In fact, most of the business people who are using the Internet say they use it mainly to collect information in Bangladesh. High speed internet

access is essential to increase online or e-marketing practice across the country. Few number of business websites using by business owners, strong dependency on traditional marketing, absence of a vigorous regulatory body for the telecommunication sector, absence of encryption law, absence of need based e-marketing plan, additional cost of internet and cost of developing an e-marketing website, security and privacy problem, lack of trust and user resistance and lack of cognizance at government, customer and business owner level of e-marketing issues act as main hindrances in the way of e-marketing system development. There are some technical problems for e-marketing that are strongly create obstacles to flourish e-marketing which are as absence of appropriate system security, reliability, standards and communication protocols (Khan, 2016), insufficient telecommunication bandwidth and software advancement tools are still evolving and changing rapidly. Complications in integrating the internet and e-marketing software weak web servers and inadequate other infrastructures. In Bangladesh, it is strongly impacting the e-marketing by the traditional marketing system. Though it provides benefits to business owners, marketers, sellers e-marketing gives challenges to traditional marketing for competitive position. Bangladesh as a developing country facing many impediments that affect the successful implementation of e-marketing strategy.

9. Prospects of E-Marketing in Bangladesh

Present era is changing rapidly with technology. As a developing country, Bangladesh has started its technology development in many areas, including trade and marketing. The number of e-marketer increasing as expectedly in Bangladesh in a recent years. E-marketing can be extremely beneficial tool to the business organization if they are able to use the excellent e- marketing tools properly. E-marketing has the potentiality as because local and foreign companies have started showing their interest in our country. We need overall perfect and pragmatic guidelines so that we can structure this digital business efficiently and effect (Ahammad et al., 2007). E-marketing offers a prospective business model for us and marketers can present items that cost-effective for customer and ongoing business. It allows for profitable strategic business alliances and instincts. It also offers unique ways to present information and increase sales and profits. E-marketing strategy opens the market to new groups of customers, it elevates and extends strong existing brands and new products (Pdf-Book-search.com. 2020). Since the prompt growth of e-marketing in Bangladesh business needs to judge what's really happening in the world. These e-marketing strategies are not only an attendant, but also the result of performance. So there is already an existing market on the World Wide Web for business owners, sellers, marketing products and services offered. With e-marketing, it will be able to find new markets and potentially only compete globally with a small investment. (Alex-Onyeocha et al., 2015). Cost-effective efficiently target e-marketing campaigns can help to reach target customers at much lower costs than traditional marketing methods. 24/7 marketing customers with a website can know easily if don't have physical premises at all and e- marketing allows to form collaborating campaigns using music, graphics and videos. The interactive marketing offers the immediate entrance to the key product information when the consumer needs. Also, free the communication between the marketer and their customers from the limits of the conventional (Talha, 2011). E-marketing as a new idea in Bangladesh,

voluminous marketers begin to realize its significance and applications. Many business organizations in Bangladesh that have implied were truly good and the effectiveness of the supports showed by the successfulness of company's enactment in the business area.

10. Conclusion

The application of e-marketing in today's business has resulted in modern marketing techniques. The e-marketing has made a fundamental change in business transactions. While a new means of conducting business has become competitive advantages. It is a very regret that in Bangladesh many large scale businesses don't have a web site they just wait and see the tremendous magic of e-marketing. However e-marketing related technologies are still in its beginning stage in Bangladesh. In the age globalization the world is moving towards technology base business practice, so we should must try to overcome all the obstacles and also should try to improve such setting that is favorable for the development of E-marketing. Hence, from the findings of reviewed literature and overall discussion of this study it is recommended that;

- Bangladesh can be affluent in the business arena by embracing new technology with open arm and should take active part in adopting and developing technology because most portion of future business and marketing activities will be performed by online.

- In order to assure the successful practice of e-marketing in Bangladesh, get started with e-marketing technology it is very important to learn some skills and know-how for launching e-marketing effectively. So need to arrange proper training and technological know-how methods to the concern peoples.

- High speed Internet accessibility is necessary to enhancement the online marketing (e-marketing) practice throughout the country. So appropriate infrastructure should be developed by the concern authority.

- E-marketing systems should be simple and complex free to use, interesting, time saving, fast and user (marketer, seller, business owner and customers) friendly.

- Government should develop effective legal framework like as encryption laws to accept electronic authentication of transactions and implement the cyber laws to ensure proper privacy, security about marketers and customers' information.

- Government and business association should take steps to make awareness of advantages of e-marketing. So, should organize marketing research program immediately and logistic support in this regard.

- Effective political commitment and strong institutional initiatives only can improve as well as necessary for successful application of e-marketing.

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Notes

Note 1. Sustainable Development Goal (SDG) Indicators

Note 2. Some indicators are constructed by using questions in several modules in the MICS questionnaires. In such cases, only the module(s) which contains most of the necessary information is indicated.

Note 3. All MICS indicators are or can be disaggregated, where relevant, by wealth quintiles, sex, age, ethnicity, migratory status, disability and geographic location (as per the reporting domains), or other characteristics, as recommended by the Inter-agency Expert Group on SDG Indicators: http://unstats.un.org/sdgs/indicators.

Note 4. Notes: (1) Top 20 Internet Countries Statistics are updated for June 30, 2019. (2) Growth percentage represents the increase in the number of Internet users between the years 2000 and 2019. (3) the most recent user information comes from data published by Facebook, International Telecommunications Union, official country telecom reports, and other trustworthy research sources. (4) Data from this site may be cited, giving the due credit and establishing a link back to www.internetworldstats.com. Copyright © 2019, Miniwatts Marketing Group. All rights reserved worldwide.

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