

Consumer Behavior Towards Digital Marketing

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Abstract

The increase of technologies in the global world and hence marketer's profile changes from billboard and print advertisement to more on adapting e-marketing mediums. The design, the target audience specified with the high increase of online marketing, online buying and selling, and online companies web-design. Today's companies focused on designing the web-page for marketing their product rather than showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is fast, economical and give correct information on time. This research shows that almost 80-90% people are attracted with the online advertisement which is done mostly on social websites, as social webs. Users are not specific to gender and age and everyone see the advertisement of their interest on their Facebook pages. Today's customers are buying products mostly after watching online advertisement rather than by reading a newspaper, magazines or watching T.V. As today's customers are not brand loyal anymore so with the help of online marketing company give updates of their products or services to maintain loyalty with their customers. For staying into the nowadays business world, companies should adopt e-marketing, e-buying and e-selling, online banking facilities to purchase online goods, ATM cards, mobile marketing and other these kinds of marketing tool. E-marketing is the golden success factor for nowadays marketing firms. A good source of capturing the overall world marketing through online marketing is by imposing advertisement on YouTube, Facebook, E-mail, E-webs for both business advertisement and consumer buying products and services advertisements. For the greater success of any business companies are quickly adopting e-marketing style of advertisement because they see more spark in e-marketing rather than advertised on other commercial tools. Because of e-marketing, e-buying and selling increase, and because of e-buying and selling ATM cards and e-buying, e-shopping and e-marketing reach to the best stage of their success.

Key-word: Online Marketing, Consumer Behavior, Internet, e-Commerce, Digital Marketing

Introduction

The internet as we know it took off during the early 1990s, when the World Wide Web (WWW) protocol was invented, and has since then become incorporated as the backbone of advanced economies such as North America and major parts of Europe and Asia. Around 1.3 billion people were estimated to use the Internet at the end of 2007 (Internet world stats, 2008). In relation to the world's population, this gives 20 % as a total amount of the world's Internet users. While the less developed countries show a very low percentage, the developed countries have shown a 120 % annual growth in Internet use during the past seven years.

Ever since the creation of the Internet, the world of business has changed greatly with a redefinition in areas like marketing and customer relations. This medium opened up the doors for the conditions of conducting business through electronic methods. The growth of the internet eventually led to hundreds of thousands of companies setting up shops online, gaining millions of consumers worldwide as their customers. In the early days, the average computer user might not have been able to use the Internet as we use it today. With the arrival of easy-to-use web browsers, this medium went from being an advanced, text-oriented, and specialized application into a massive multimedia tool on a global scale. Some early speculators like Hein and Rich (1997) quoted in Goldsmith and Lafferty (2002) suggested that advertising on this medium would be more effective due to its interactive nature. At that time, the most used marketing channels were banner advertisements. Although the Internet users click through-rate of this marketing method went from 30 % in 1994 to 0.3 % in 2002, marketers still spent many billions of dollars each year on internet advertising with banners.

Kotler et al (2005) point out Marketing as a process in understanding and satisfying customer needs. In the pre-industrial era, this process was achieved through Relationship Marketing, during which a close relationship was created between the customer and the company. The customers made their everyday purchases locally and a natural bond was created between the seller and the buyer. However, with the introduction of the industrial age, the focus on marketing went from individual- to mass marketing. The company's attention turned to reaching out to as many consumers as possible. This method was dominant during the past decades, but with the birth of the commercial Internet, companies have discovered the possibilities of recreating relationship marketing. By keeping the information flow of their products and service available online, companies can create suited offerings to customers while satisfying their needs. This sort of marketing method is considered to be more acceptable, and at the same time more effective.

However, a web site purely presenting the business will not add any value for the potential consumer. According to Cronin (1994), traditional marketing e.g. sending out raw advertisements through e-mail accounts is not the online way of reaching out to the customers. Online marketing is just like its regular offline counterpart about sales promotion, public relations and direct marketing to customers, mainly through advertising. Online advertising has the crucial role of persuading and informing consumers of the available selection of products and services (Goldsmith and Lafferty, 2002). During the past decade, companies have learned this procedure to be difficult without information about the consumers. Through the use of various customer databases and the location of surfing habits, firms have been able to evolve their marketing strategy, becoming more customized and personalized for each user. As a result, they are adapting products and messages through the study and analysis of each user's demographics, preferences and purchases (Maclaran and Catterall, 2002). A great knowledge of the clients is of essential use for a firm's success.

Scope of Study

As companies are trying to make their advertising more effective in terms of acceptance among consumers, we consider it important to find out if consumers have a greater acceptance towards marketing in familiar or liked sites such as blogs and communities compared to non-focused web sites. In addition, some companies are using more tailored ads to achieve their goals, and we will examine this issue in relation to use attitudes towards customized ads. Moreover, there has been no consensus in previous research concerning the difference between men and women in these cases. Blogs and communities are mostly created by private consumers, for specific causes. While some sites have a majority of male visitors, others are more popular among women.

LITERATURE REVIEW

Evolution of marketing

At the beginning of the century, social life was mostly local. It was followed by a period in which commodities were produced on a mass scale. Consumer Marketing operated on mass marketing principles and business primarily concerned itself with how to build the best sales force. At the end of the century, there is an emerging global culture. The major driver of these changes is technology. Technological change has moved steadily back focusing on the individual. These changes shape the possibility and conduct of business.

Kotler formalized evolution with his book "Marketing Management." His key stages are production, sales and brand management. Each of these is strongly motivated by technological opportunities, which permit new methods and new opportunities. A fourth stage, a focus on the individual customer, is also important. As the new technology of the Internet develops, it reinforces the new marketing emphasis - which in many ways is a return to business at the turn of the century.

In today's technology driven world, a new fast paced digital economy is emerging. In the near future, it wouldn't be surprising to see that there are companies that exist only inside computer networks. Most business transactions will be made electronically, directly from the producer to the consumer, bypassing the supply chain. In the digital marketing environment, the consumer becomes an integral player in the development of the product. In fact, a consumer might build the product himself from a wide array of parts provided by the company. E-commerce is changing the way products and services are conceived, promoted, priced, distributed and sold. The reason being that it is much cheaper; it allows vast coverage and helps in serving the customer better.

Changing patterns of marketing

Traditional Marketing V/s digital Marketing

Marketing over the years more so recently has started being used interchangeably with advertising. Now since the explosion of the internet; advertising paradigms have been constantly changing.

The first Web advertisement was placed on the Hot Wired web site in October 1994. AT&T, MCI, Sprint, Volvo, Club Med, ZIMA were the first to try it out and the Internet advertising has come a long way since then. Here, I would attempt to compare Internet Advertising with Traditional Advertising:

Let's have a look:

Traditional Advertising:

- Traditional advertising is static.
- Space is not a restricting factor
- The proportion of advertising to editorial is high sometimes 50:50.
- Does not evoke immediate action.
- Response to the action is not immediate.
- Advertisements are passively received.
- Advertising does not always target a much focused audience.
- Advertisements are ubiquitous.

Whereas Internet Advertising:

- It is dynamic with multimedia- supporting text and graphics video sound all together.
- Space is a problem, as regards size of the banners etc.
- A web page would be 9% advertising.
- immediate action required as you at-least need to click on the advertisement
- First response is immediate as when the user clicks, the person is directed to other web page with more details.
- The user has high attention level and concentration while using the net, and hence they notice the ad.
- This can be much focused.
- Advertisements catch users when they are on the lookout for some thing. For example the search is for travel on a search engine there are ads of travel agents on the net.

Thus we see that advertising is changing and so are the rules for advertising on the internet. So while designing or formulating any advertising strategy for a brand on the internet a manager has to take in to account factors like: -

1. The Internet has made a huge impact on advertising. Companies should be careful as regards joining the IT bandwagon. They should not advertise on the net just to project themselves as a techno savvy company or maybe because their competitor is doing the same thing. It should be a well-planned campaign full of specific information and attention catching.
2. The 'net' charges are on the higher side (though there has been a steep decrease in the rates in the last few months). Hence people would be wary of the fact that ads consume a lot of online web time and hence they avoid clicking on average ads. Therefore, advertises should be designed in such a fashion that they attract attention and induce people to click on the net.
3. One more thing would be to generate 'search' specific advertising. This would mean that if I give a search for books on the search engine, the ads displayed would be related to the books.
4. Generally, people perceive the ads to be time consuming and full of unwanted information. Care should be taken to design the ads in such a way that the information they provide or the hyperlinks they provide to a site gives adequate and specific information.

5. The ads and the subsequent information on the web site should be constantly updated and highlighted in the ads and thus induce repeated clicks on the ad.
6. Last but not the least; the ads should be designed so as to attract attention of maximum number of people and inducing them to click, failing to do so the advertiser ends up defeating his own purpose.

Growth of Internet usage and E-commerce:

According to the research report of Goldman Sachs, India has emerged as the second largest Internet market in Asia after China with 100 million users in 2005. It estimates that Indian Internet Users will increase by 130% compounded annual growth rate (CAGR) from 0.5 million users recorded at end of 1998. Also the figures of the number of Internet Service Providers (ISPs) are expected to increase by leaps and bounds and March 2006 sees at least 30 private international gateways. As per preliminary findings of the NASSCOM survey, the total volume of E-commerce transactions in India was about Rs.131 crore in the year 1998-99. About Rs.12 crore were contributed by Business-to-Consumer transactions, and about Rs.119 crore were contributed by Business-to-Business transactions. The survey also revealed that E-Business transactions in India are expected to exceed Rs.300 crore during 1999-2000. Out of this, about Rs.50 crore could comprise of retail transactions.

For Business-to-Business transactions, Indian industries are expected to reach online penetration of 2% by 2003 and 8% by 2008.

7 P's of Marketing on the internet

The four P's - Product, Price, Place and Promotion have long been associated with marketing, but things have changed on the Internet. So along with a change in the nature of the four P's there are three new P's which are relevant to the internet marketer.

1. **The Product** on the Internet usually changes form online, and the user experiences it electronically, in the form of text, images and multimedia. Technology allows the user to virtually touch and feel the product on the Internet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination. The example of the above can be seen at dell.com where the company offers the user to virtually feel every aspect of their product before they go into a buy decision. *Content* and *software* are two types of digitized products that can be distributed over the Internet. On the Internet, E-marketing will be based more on the product qualities rather than on the price. Every company will be able to bring down the cost of its products and hence competition will not be on price. It will rather be on the uniqueness of the product. To be able to attract the customers and retain them, the company will have to provide nouvelle and distinct products that forces the net users to purchase and come back for more.

2. **Price** has been rapidly changing over the Internet. It allow the buyer decides the price. It also gives the buyers information about multiple sellers selling the same product. It leads to best possible deal for the buyers in terms of price. A website named Priceline.com is extremely popular as its compares the price of many airlines and offers the least price to the buyer. The very famous bazee.com now known as ebay.in follows the same principles. Pricing is dynamic over the Internet.

- 3 The Place** revolves around setting up of a marketing channel to reach the customer. Internet work as a direct marketing channel that allow the producer to reach the customer . The elimination of the intermediate channel allows the producer to pass the reduced distribution cost to the customer in the form of discounts. Dell Computers have used this strategy very effectively and hence they have been able to reduce their prices of their laptops drastically and reaped huge profits.
- 4 Promotion** is extremely necessary to entice the customer to its website, as there are currently more than one billion web pages. Promoting a website includes both online and offline strategies. Online strategies include search engine optimization, banner ads, viral marketing, strategic partnership and affiliate marketing. Presently, the cyberspace is already cluttered with thousands of sites probably selling similar products. For the customers to know of the Company's existence and to garner information on the kind of products or services that the company is offering, promotion has to be carried out. There can be traded links or banner advertisements for the same. Traditional mediums like print, outdoor advertising and television can be used to spread awareness. Email campaigns and spamming the Chat rooms on almost every server has been exploited to the maximum for the cause of promoting their website.
- 5 Presentation:** The presentation of the online business needs to have an easy to use navigation. The look and the feel of the web site should be based on corporate logos and standards. About 80% of the people read only 20% of the web page. Therefore, the web page should not be cluttered with a lot of information. Also, simple but powerful navigational aids on all web pages like search engines make it easy for customer to find their way around. The principle of K.I.S.S (Keep it simple stupid) is the most important factor that has to be considered while presenting the online business
- 6 Processes** Customer supports needs to be integrated into the online web site. A sales service that will be able to answer the questions of their customers fast and in a reliable manner is necessary. To further enhance after sales service, customers must be able to find out about their order status after the sale has been made. For e.g. FedEx (www.fedex.com), the overnight Courier Company allows its customers to keep track of the parcel and they are well informed about the present whereabouts of their package. Similar variants have been used by the FGovt of India for its Speed post and Registered Ad services where you can keep a track of your post by entering the code that has been issued to you.
- 7 Personalization** Using the latest software from Broad-Vision and others, it is possible to customize the entire web site for every single user, without any additional costs. The mass customization allows the company to create web pages products and services that suit the requirement of the user. For e.g. Yahoo! (www.yahoo.co.in) entered the Indian cyberspace and started its personalized services.

ONLINE CONSUMER BEHAVIOUR

Now to be able to use the seven P’s effectively in order to achieve the predefined goals of any organization it is imperative to understand the customers. .Before adapting marketing practices to the Internet, the marketer needs to understand the characteristics of the online customers. The Net users can be classified into five categories depending upon their intention of using the Internet.

The five categories of users are:

- **Directed Information Seekers**
- **Undirected Information Seekers**
- **Bargain Hunters**
- **Entertainment Seekers**
- **Directed Buyers**

Consumer Behaviour

Consumer behaviour is the study of when, why, how, and where people do or do not buy products. It blends elements from psychology, sociology, socialanthropology and economics.. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. Customer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalisation, customisation and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

BLACK BOX MODEL

ENVIRONMENTAL FACTORS		BUYER'S BLACK BOX		BUYER'S RESPONSE
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product Price Place Promotion	Economic Technological Political Cultural Demographic Natural	Attitudes Motivation Perceptions Personality Lifestyle Knowledge	Problem recognition Information search Alternative evaluation Purchase decision Post-purchase behaviour	Product choice Brand choice Dealer choice Purchase timing Purchase amount

The black box model considers the buyers response as a result of a conscious, rational decision process, in which it is assumed that the buyer has recognized the problem. However, in reality many decisions are not made in awareness of a determined problem by the consumer.

Consumer purchases are influenced strongly by following four factors:

- 1. Cultural Factor**
- 2. Social Factor**
- 3. Personal Factor**
- 4. Psychological Factor.**

1. Cultural Factor :-

- Culture
- Sub Culture
- Social Class

2. Social Factors :-

- A consumer's behaviour also is influenced by social factors, such as the
- Groups
- Family
- Roles and status
- .

3. Personal Factors :-

- Age and life cycle stage
- Occupation
- Economic situation
- Life Style
- Personality and self concept.

4. Psychological Factors :

- i) Motivation
- (ii) Perception
- (iii) Learning
- (iv) Beliefs and attitudes

CRITICAL SUCCESS FACTORS IN E-MARKETING

There are five critical success factors that E-Marketer has to keep in mind.

- **Attracting the Right Customer** is the first crucial step. Rising digital penetration would mean that the number of customer visiting particular sites would inevitably go up. While the number of eyeballs or page views has so far been conveniently used as a satisfactory measure by most web sites, it would be foolish to cater to the whole spectrum of digital visitors. Content has to be very target specific. The digital company has to select its target segment by finding out which section of customers are the most profitable in terms of revenue transactions and who are the customers who generate the maximum number of referrals. Here again it is important to note that the majority of online customers are not seeking the lowest price. Rather they are seeking convenience above everything else. The power of customer referrals has never been so enormous, since word of the mouse spreads faster than word of the mouth. E-Bay is able to attract more than half of its customers through referrals. Not only do referred customers cost less to acquire than those brought in by advertising or other marketing tools, they also cost less to support since they use their friends who referred them for advice rather than using the companies' own technical desk.
- **Delivering Content Value to engage the user's interest** is the critical importance in retaining customer participation. This is because content serves as a powerful differentiator. Content would include Product enhancements, personalized interactions and Problem Resolution . Integral to the concept of delivering proper content value is innovation. The retail financial services industry, for example, is changing rapidly with multiple players jockeying for position. Product innovation serves as a key tool to attract new customers.
- **Ensuring E-Loyalty** is vital to the success of any online venture. This is because acquiring customers on the Internet is enormously expensive and unless those customers stick round and make lots of repeat purchases over the years, profits will remain elusive. Contrary to the general view that Web customers are notoriously fickle, they in fact follow the old rules of customer loyalty. Web customers stick to sites that they trust and with time consolidate their purchases with one primary supplier to the extent that purchasing from the supplier's site becomes part of their daily routine. The issue of trust is integral to the issues of privacy and security. Companies like Amazon.com, which command amazing levels of consumer trust, have used a variety of encryption tools and simple ethical decisions like not accepting money for publishers for independent book reviews to maintain the trust of its customers.
- **E-Learning to facilitate personalized interactions** with customers has been the biggest contribution of the Web to the marketing strategists. Customers in traditional bricks-and-mortar stores leave no record of their behavior unless they buy something—and even then the date might be sketchy. In the digital marketplace, however technology has made the entire shopping experience a transparent process. For example, if the customer exits the web-site when the price screen appears, he is a price sensitive consumer. The Internet may soon be used as a test bed for testing prototypes of marketing and advertising campaigns. By monitoring pages selected, click throughs, responses generated, and other indicators, the company would be able to discover which parts of a prospective campaign would work, thus reducing the risk of a potential flop. This would make it possible for the company to modify its product offerings much earlier than usual in the product life cycle.
- **Providing Digital value to the consumer through his life cycle** has become possible because of customized interactions and emerging business models. These models have often disturbed the traditional status quo and created new rules of business. The sectors where new business models will

emerge or have emerged are the music industry, the financial services industry, the travel industry, the relating segment and the publishing segment. Digital value is delivered to the consumer by promising him convenience, allowing the customer to feel his ownership of the Web experience, and giving the customer a sense of belonging that traverses the physical boundaries.

Research Methodology

In this we will present how we will conduct our research in order to collect primary data and reach the objective of the dissertation. We will also be discussing which different types of methodologies that were used.

Research design

It is an exploratory research study. We come up with a questionnaire to understand the on line consumer behavior.

Sample size=50

SOURCES OF DATA

Primary data:

Questionnaire to study the behavior regarding online marketing.

The primary data is after all the raw effort which is put by an individual to get the opinion, behavior and attitude from a sample population by filling up questionnaires and which gradually accumulates to become the backbone of the data of online marketing.

Secondary data:

Secondary data can be classified into three different subgroups: documentary, multiple source, and survey. Documentary second hand data comes in both written and non written form. It is the data that can be collected from sources such as journals, databases, transcripts etc. This form of data is dependent on the access the researcher has to it. Survey based secondary data is the data that is collected through the survey and is available as data table forms. Multiple source secondary data is data that has been compiled into documentary or survey form.

ANALYTICAL TOOLS:

- Here I collected case studies of three different companies i.e. **Rediff.com, C2W & Hungama, Fabmart**

Documentary observation:

Books, annual report, website, published and unpublished materials.

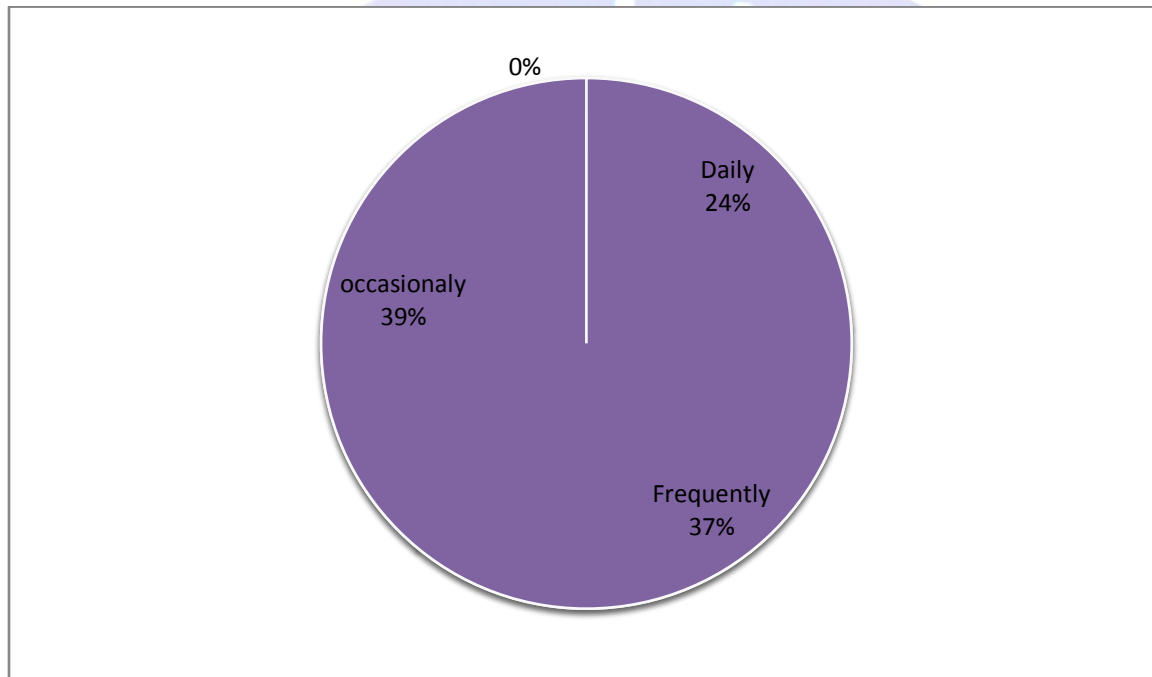
Field observation:

I did extensive study of various blogs, communities and online consumer to observe the online marketing operation performed by the organization.

ANALYSIS OF DATA

Illustration - I

How frequently the consumers use the internet?



Interpretation –

From the chart it is clear that 39% respondents use internet occasionally. 24% of respondents use internet daily. finally 37% of respondents use internet frequently.

Analysis –

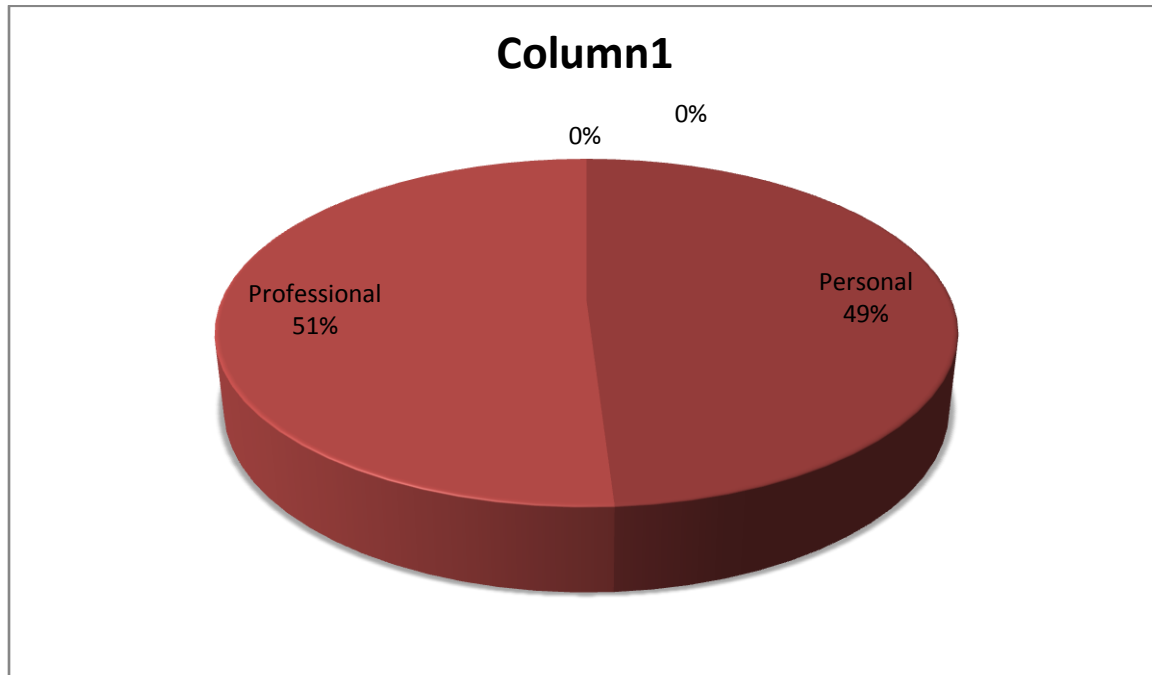
$39\% * 50 = 19.5 \sim 19$ respondents use internet occasionally.

$24\% * 50 = 12$ respondents use internet daily.

$37\% * 50 = 18.5 \sim 18$ respondents use internet frequently.

Illustration -2

For which purpose consumers use the internet.

**Illustration –**

51% of respondents use internet for professional use and 49% of consumer use for personal use.

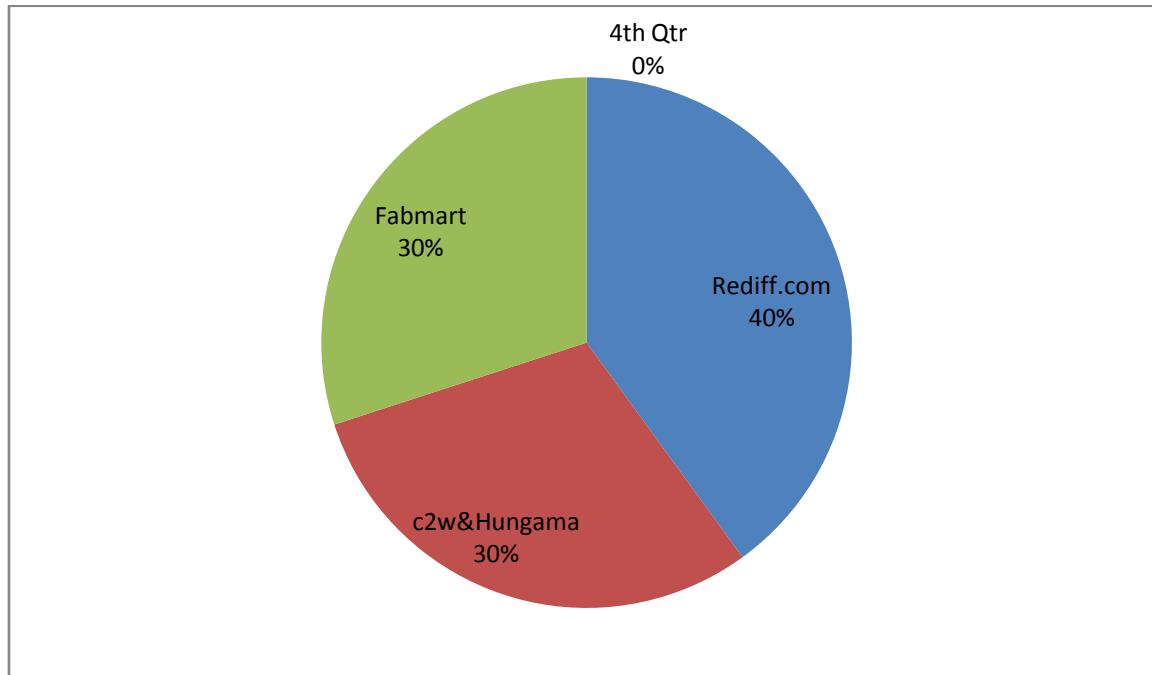
Analysis –

$51\% * 50 = 25.5 \sim 25$ respondents use for professional purpose.

$49\% * 50 = 24.5 \sim 24$ respondents use for personal use.

Illustration-3

What among these websites the consumers visit the most?

**Illustration –**

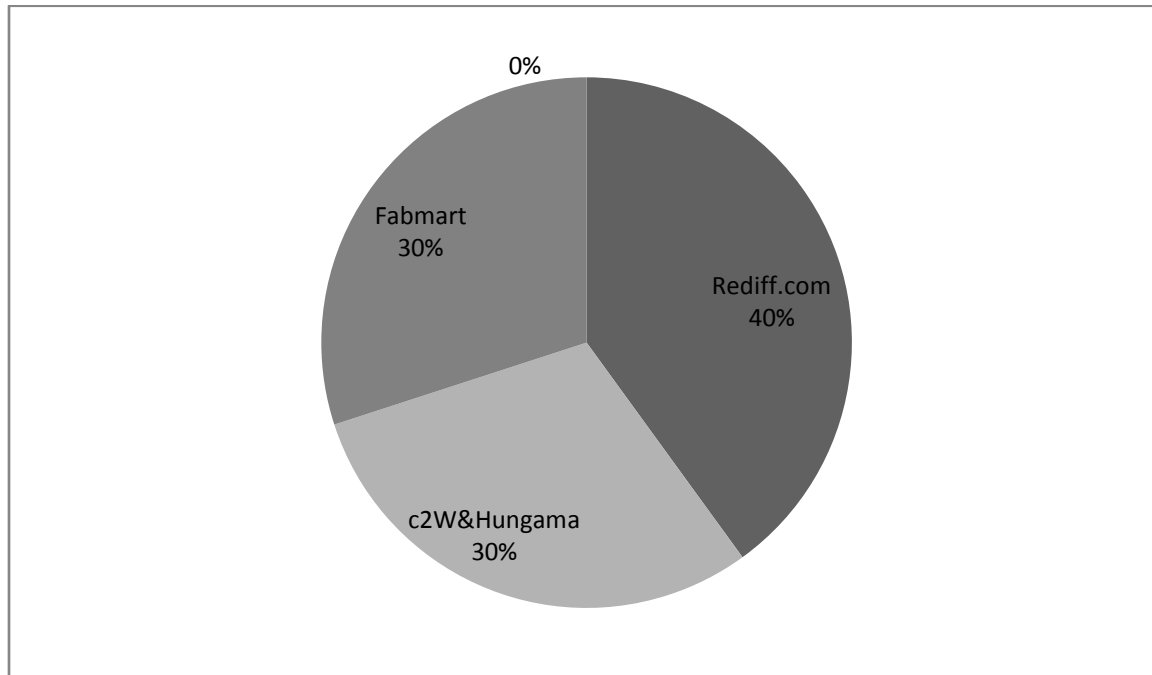
30% of respondents are in favour of Fabmart, while 40% suggested Rediff.com and 30% for C2W&Hungama.

Analysis –

30% of 50 = 15 respondents for Fabmart, 40% of 50 = 20 respondents go in favor of Rediff.com, while 30% of 50 = 15 in favor of C2W&Hungama.

Illustration-4

Which website is most user-friendly?

**Illustration –**

32% customer considers that Fabmart is userfriendly, and 42% customer considers that Rediff.com is user friendly, and 26% customer considers that C2W&Hungama is user-friendly.

Analysis –

$32\% * 50 = 16$ respondent go for Fabmart, and $42\% * 50 = 21$ respondent go for Rediff.com, and $26\% * 50 = 13$ respondent go for C2W&Hungama.

Illustration – 5

Which web site provides speedy transaction?

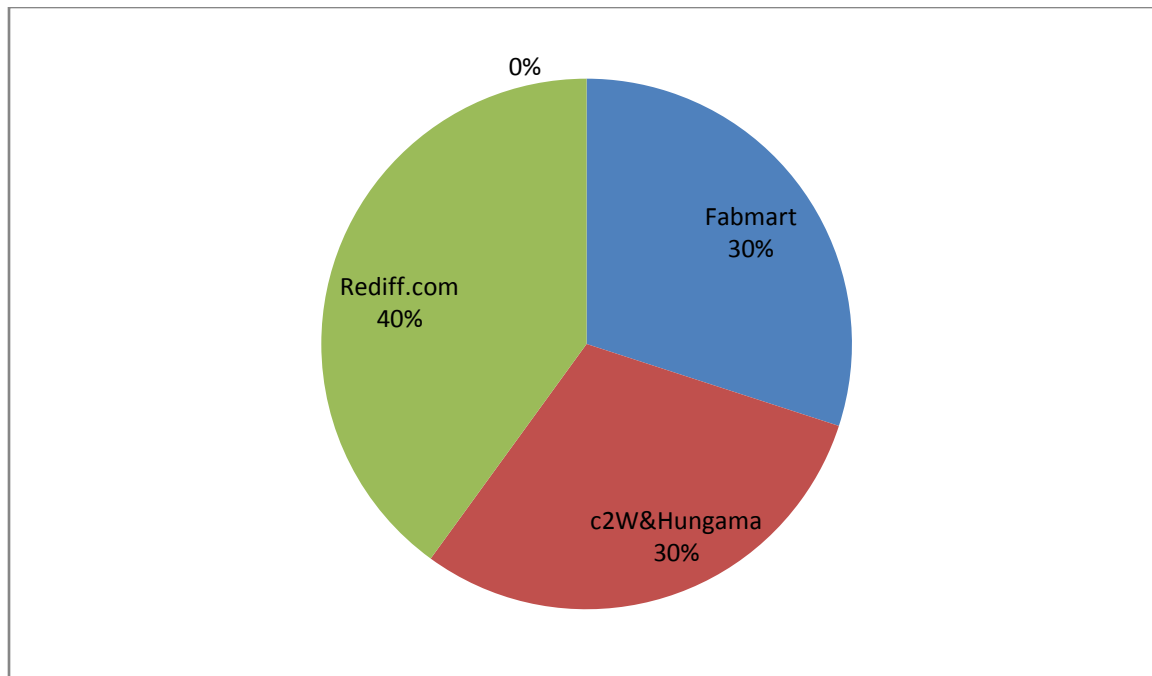


Illustration –

40% respondents suggest that Rediff.com provide speedy transactions, while 30% each for Fabmart and C2W&Hungama respectively.

Analysis-

40% of 50 = 20 respondents for Rediff.com.

30% of 50 = 15 respondents for C2W&Hungama.

30% of 50 = 15 respondents for Fabmart.

Illustration – 6

What is satisfaction level of Rediff.com?



Interpretation-

35% rate it excellent, 25% rate it very good, 20% rate it good, 15% rate it satisfactory and 5% rate it poor.

Analysis-

35% of 50 = 17.5 ~ 17 respondents for excellent, 25% of 50 i.e. 12.5 ~ 12 for very good, 20% of 50 i.e. 10 for good, 15% of 50 = 7.5 ~ 7 for satisfactory, 5% of 50 = 2.5 ~ 2 for poor category.

Illustration – 7

What is the satisfaction level of Fabmart?

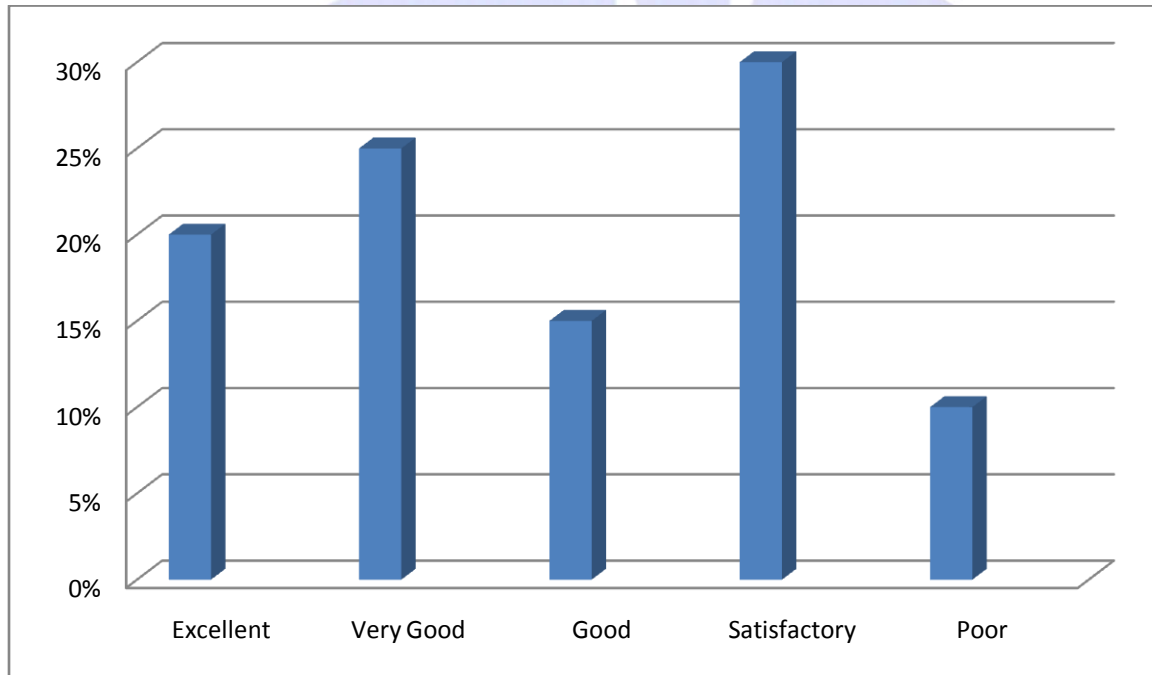


Illustration-

20% rate it excellent.25%rate it verygood,15% rate it good,30% rate it satisfactory,10% rate it poor.

Analysis-

20%of 50=10 respondents,15%of 50=7.5~7respondents,30%of 50=15 respondents,10%of 50=5 respondents,25%of 50=12.5 ~12 respondents.

Illustration – 8

What is the satisfaction level of C2W&Hungama?

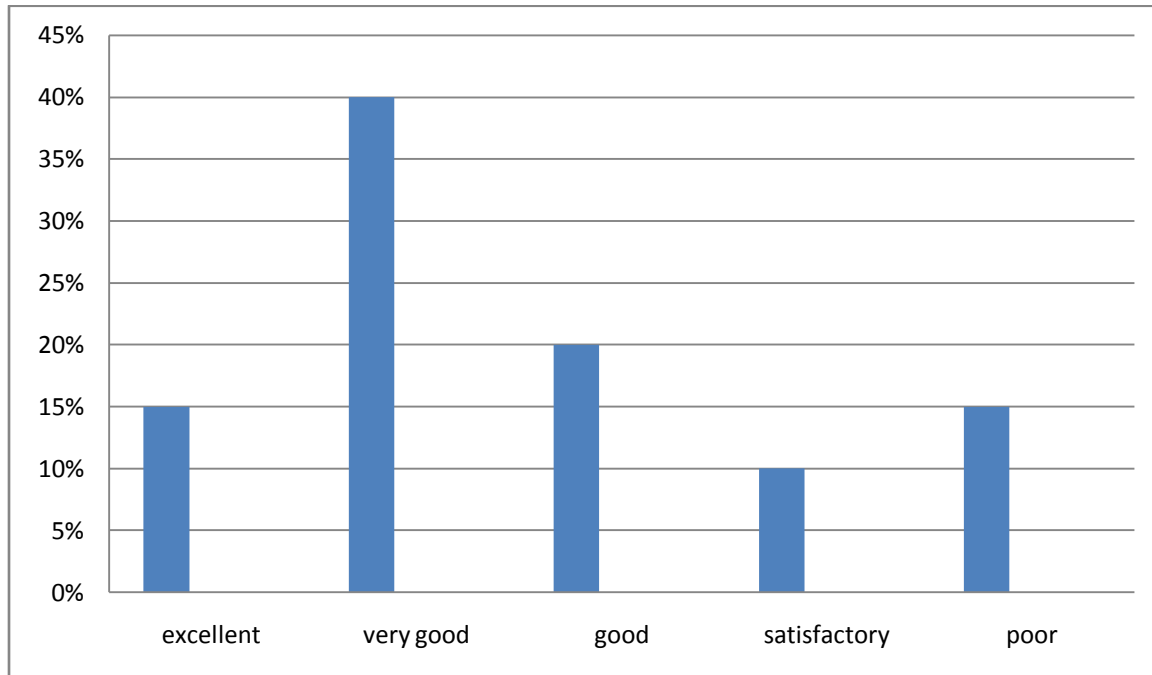


Illustration –

15% of respondents rate it excellent , 40% rate it Very good , 20% rate it good , 10% rate it satisfactory , while 15% rate it poor.

Analysis –

$15\% \times 50 = 7.5 \sim 7$ respondents for excellence.

$40\% \times 50 = 20$ respondents for very good.

$20\% \times 50 = 10$ respondents for good.

$10\% \times 50 = 5$ respondents for satisfactory.

$15\% \times 50 = 7.5 \sim 7$ respondents for poor.

Suggestions & Recommendations

The following are a few things an internet marketer can do to maximize the potential of his website: -

- **Domain Fault Repair**– This function directs the web visitor to the right site after she/he potentially may have typed in the wrong Internet address.
 - **Site Customization**: - One of the web-based CRM most important advantages is the volume of information available to the browsing customer. Unfortunately, the sheer volume of information can be one of the weaknesses of web-based CRM design. Sites that offer customization features allow user to filter the content they see. The future of truly web-based CRM will be the completely “one-to-one” web sites. When properly customizable on the first visit, the customer on a next entry can choose to see only his/her own preferences. (Example: yahoo.com; my yahoo)
 - **Alternative Channels**– Different ways to contact the company are offered, for instance, Email, Fax toll-free numbers, Postal Address, Call back button and Voice over IP.
 - **Local Search Engine**– Allows the visitor to search on key words to quickly locate specific answers on the website.
 - **Membership**– The visitor can request a password. With this password he can continue surfing on password protected web pages within the website.
 - **Mailing List**– To receive more information, the visitor can add his/her email address to a list to receive automated emails.
 - Site tour** – The visitor can follow a tour through the website.
 - **Site Map**– This is a hierarchical diagram of the pages on the website, also called a site overview, site index, or site map.
 - **Introduction for First-Time Users**– Visitors, who enter the site for the first time, can surf to an introduction page. This page contains information about “How to use the site most efficiently”
 - **Chat**– A main advantage of the Internet is its self-generating advantage. By allowing visitors to interact with each other and with the site, they create content for the site.
- All this will help build a relationship with the customer and it will ultimately help the marketer to achieve his objectives.

Internet has opened up new avenues for reaching the consumer. It is true that there is never a fixed way or strategy that a marketer can use to market its products and services on the internet but it is

still area where creative thinking can take the company to new heights. Thus we can say that marketing has not changed its shape. It is the same, unpredictable, unusual and creative field that needs constant change and open inputs that can work wonders for the company.

Conclusion

It is concluded that the marketers are adding on-line channels to find, reach, communicate, and sell. I-marketing has at least five great advantages. First, both small and large firms can afford it. Second, there is no real limit on advertising space, in contrast to print and broadcast media. Third, information access and retrieval are fast, compared to overnight mail and even fax. Fourth, the site can be visited by anyone from any place in the world. Fifth, shopping can be done privately and swiftly.

The Internet is a powerful tool for strengthening relationships. By offering customers content and time value, E-Marketing has opened new vistas for marketers. The greatest feature of the digital economy is that it enables the E-Marketer to eradicate many traditional barriers before entering new markets. These barriers include economies of scale and geographic positioning. The innate strength of an E-Market comes not from the seamless flows of goods and services from the producer to the customer but in the geometrically increasing returns from converging ideas and technological change. The strength of online communities has never been so great, and companies have used them to develop new markets. Notice how Linux distributed free on the Net has been able to build up a faithful customer base. Ultimately here also the marketer has to realize that nothing sells as well as a good product. But the beauty of the Internet is that it offers constant opportunities for product enhancement based on continuous customer feedback. Companies who have tuned their business processes to incorporate these customer responses have been able to leverage the power of the Web to gain competitive advantage.

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