“POTENTIAL & FUTURE PROSPECTS OF E-MARKETING IN PAKISTAN”

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DEDICATION

I dedicate this work to all those people who went of their way to help me, in bringing out the best in me and making me what I am today.

“Especially to my parents and family”

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By**: Abeera Shabbir**

EXECUTIVE SUMMARY

The world is galloping at an abnormal speed on the road of technology; the emerging technologies have reshaped the way we communicate. IT, one of such technologies, is likely to affect our lives in every conceivable way. Be it business or a household message, we need to fall back on this technology for fast and swift execution of the desired task. Wherever we are sitting, the world is a touch away. We just click one button and the pile of information is presented on the visual display unit. An enterprise is considered modern, if it has switched over to IT related facilities. Businesses can be handled more conveniently through the help of this technology. In the same manner, marketing got new meaning with the advent of IT in general and internet in particular. Internet can serve as an effective e-marketing tool to promote the products and services offered by the government and private organization.

In Pakistan, the concept of e-marketing is relatively newer. This research has conclusively proven this fact that very few people are aware of the benefits of transactions carried out on the internet.

The study contains the introduction of the problem, its background, scope, problem statement, rationale, theoretical framework, objectives, significance and limitations of the study, which is followed by the extensive literature review. In the literature review, it has been tried to cover thoroughly all relevant material

that could be taken hold of. The subsequent portion discusses the research methodology that has been employed to conduct this research. The last portion contains conclusions and recommendations.

It is anticipated that Pakistan would progress in this sphere by leaps and bounds and all the major transactions of the business would be challenged through internet, which in turn have an impact on consumer buying behavior.

CHAPTER # 1

PROBLEM & ITS BACKGROUND

1.1 INTRODUCTION

Every passing day imposes variegated responsibilities on the residents of this world. For this ever changing world, the responsibility has increased manifolds. The demographic and ecological changes enforced upon man to explore new vistas of knowledge and expertise.

In today's world the development of a country is greatly linked to the new technological advances. In-order to achieve progress technology plays an important role at all levels. Now-a-days, the Internet has exploded into mainstream society. Electronic medium has created an informational and communication revolution that has forever changed the overall business environment. These new business trends provide important insights into the convergence of traditional marketing to electronic marketing.

Electronic commerce or e-commerce consists primarily of the distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. The information technology industry might see it as an electronic business application aimed at commercial transactions. It can involve electronic funds transfer, supply chain management,

e-marketing, online marketing, online transaction processing, electronic data interchange, automated inventory management systems, and automated data-collection systems. It typically uses electronic communications technology such as the Internet, extranets, e-mail, Ebooks, databases, and mobile phones.

The role of e-commerce on business in general, and marketing in particular, has been examined from a variety of perspectives. Each of these has been concerned with the unique features of the medium through which the marketing message is being transmitted, and the effects of digital transactions or relationships between an organization and its customer. But while there has been substantial discussion on the subject of e-commerce and the role of marketing in an online context, there has been little analysis of a wide-scale approach to marketing across a variety of digital media, and the methods by which such e-marketing can be achieved. Yet it is this broad approach that warrants closer examination than technology-specific marketing analysis, because in a converged environment, marketing messages need to be consistent and visible across a range of media, thus creating economies of scale for marketing. Converged media channel management is developing in prominence in marketing theory and its growth and complexity has given birth to a new form of intermediary.

E-marketing is a type of e-commerce that can be defined as achieving marketing objectives through the use of electronic communications technology such as Internet, e-mail, Ebooks, database, and mobile phone. It is a more

general term than online marketing which is limited to the use of internet technology to attain marketing objectives.

The web offers companies’ ownership and control of all interactions with customers and thus creates both the ability and the need to improve their overall experience. There are two reasons for building the concept of e-marketing around consumer experiences.

- First, this approach forces marketers to adopt the consumer’s point of view.

- Second, it forces managers to pay attention to all aspects of their digital brand’s interactions with the consumer, from the design of the product or service to the marketing message, the sales and fulfillment processes, and the after-sales customer service effort.

1.2 BACKGROUND

According to a survey, the total number of internet users across the world is 700 million. In Asia, this number comes to more than 150 million users, whereas the total number of Internet users in Pakistan stands at around 1.4 million users. Growth is being registered in Asia and e-marketers expect a further increase in this number to 150 million by the end of 2006.

Research is being indicative of the fact that North America will take the lead in terms of internet users in the years to come and may cross 231 million towards the end of 2006. On the other side Europe is also not incognizant of this new development and is progressing day in and day out and in the coming years their number of internet users may increase to 213 million. The other regions of the world are also following suit.

The age group of the users varies between 12 years of age now a day to adults. Across the world, number of users are expected to increase dramatically.

1.3 RATIONALE OF THE STUDY

In the rapidly changing world, information technology tools are being used increasingly. Everything is being automated and technologically advanced. Internet is playing a great role in the progress of a nation and its impact is enormously great.

My motivation of conducting this research is based on the fact that up till how far this technology would go and is it being able towards molding the buying patterns of consumers or not.

In my research I would be looking at the growing impact, that e-marketing is having in business-to-business and business-to-consumer markets. The buyer behavior of online consumers is the starting point for Advances in Electronic Marketing. The basis of my research would be to analyze the changing buying patterns of consumers and to see whether e-marketing has reached its target audience appropriately. Issues such as customer attraction and retention, e-customer loyalty, factors influencing purchase behavior on the Internet, and customer willingness to provide information online will be discussed.

I will also be defining the scope of E-marketing in Pakistan and its acceptance in our society. The research will be beneficial in providing an opportunity to analyze the role of marketing in the new electronic environment and develop an understanding and analytical skills necessary to design, develop and implement marketing strategies appropriate to the new environment.

1.4 PROBLEM STATEMENT

The research problem is to identify the impact of e-marketing on the buying behavior of consumers and its scope and future prospects in Pakistan.

- Does e-marketing has some positive impact on the purchasing power of consumers or not?
- Is it beneficial to consumers as well as to business?
- What are the future prospects of this kind of marketing in Pakistan & Are people willing to adopt such kind of interactive marketing?

The main focus of this research is to analyze the changing patterns of the buying behavior of consumers, their ways of buying and the latest means of electronic media available to them.

1.5 OBJECTIVES OF THE STUDY

One of the main objectives of my research is to fulfill the course requirement for my BBA(hons) degree. Moreover this study will help me in increasing my knowledge regarding e-marketing. This study is also subject to foster the awareness among people to know about the advantages of making transactions over the internet as a medium of purchasing and selling products that are tangible and intangible. E-marketing is relatively a new concept in Pakistan. In contrast to traditional marketing, this type of marketing is gaining attention in the whole region. Now whether the effects are on the positive or negative side, my research is going to find out these comprehensions.

Being the student of Marketing, this research will help me in clarifying my concepts about a non-traditional way of marketing. E-marketing is quite a different way of marketing ones product and this type of marketing is gaining pace in Pakistan. Therefore, the objective of this study is to analyze the growing impact of e-marketing on the changing behaviors of consumers.

The study will also prove to be helpful in marketing and information technology sectors in Pakistan, as Pakistan is new to this field.

Business community in Pakistan is also not much aware of electronic commerce, which seems to be inevitable and it needs to be adopted in near future to promote business to business e-commerce.

1.6 SIGNIFICANCE OF THE STUDY

The study will not only help the future researchers, but also guide the students who would like to do some research work on electronic media support to progress in the field of e- marketing.

My report will prove itself one of the good secondary sources of information for such people who are interested in this field. Globalization of the world has made the usage of internet simply inevitable. Traditional marketing ways have become obsolete and should be revolutionized if they have to survive. Geographical segmentations remain meaningless when we talk about e- marketing.

1.7 SCOPE OF THE STUDY

The scope of the study includes:

- This study would be useful for businesses to understand the consumer response towards e-trade and commerce and also helps them to adjust their marketing strategies and tools used.

- The study focuses on the effect of e-marketing on the buying behavior of consumers.

- The research also views the future prospects of e-marketing.

- The study covers an extensive literature review consisting of various articles, research journals in order to understand the impact of e-marketing on consumer buying behavior and its future prospects in Pakistan.

- In this study, I have taken a sample of 100 respondents randomly with different backgrounds, basically general public. As my research is focused on consumers buying patterns, therefore my target research audience is general public/consumers. The sample is selected randomly from within Islamabad for making analysis in this research.

- My research is based on conducting interviews from general public, including people with no

specifications and criteria. Moreover the research will also be based upon secondary data.

1.8 LIMITATIONS OF THE STUDY

Following are the limitations of the study:

- There has not been much research carried out in this regard in Pakistani environment therefore sufficient local literature is not available. The trend is escalating at a fast speed and now it’s receiving attention.

- Respondents may try to give the right and desired answers so as to please the researcher as opposed to how they really feel about the study.

- I cannot go into detail of every factor due to time limitation, as the project has to be completed in a very limited time frame.

1.9 Theoretical framework

One central idea underlying E-marketing is that the goal of marketers is to nurture long-term relationships by means of a structure of mutual benefits for the parties involved. These benefits can be achieved through cooperative actions undertaken by the parties. Cooperation requires the two parties in a relationship to participate actively to achieve mutual benefits and that cooperation promotes success in the relationship. Cooperation can then be defined as similar or complementary coordinated actions taken by firms in interdependent relationships to achieve mutual outcomes or singular outcomes with expected reciprocation over time. In an e-market environment we view buyer-cooperation in terms of the interactions and communication activities with the seller.

In view of the objectives mentioned above, we propose a conceptual model and hypothesis based on the e-marketing approach. An E-Marketing relationship depends on three sets of dimensions ***internet, resources, and telemarketing***. First, relationships that provide partners with superior internet benefits will foster effective cooperation, and thus relationship preservation and success. Second, the resource content may include benefits to the relationship such as convenient and rapid procurement (e.g. larger assortment and variety, easier and faster ordering and service delivery), security, and privacy, offered by the supplier. These benefits, combined with partners' own resources, may increase the efficiency of the partners' value chain activities, and promote effective cooperation within marketing relationships. Finally, the social

content, which can be through the telemarketing which partners perceive their current and future compatibility, results from the sharing of similar cultures, information, open communication, and partner’s behavior. Additionally, opportunistic behavior, communication, and information exchange affect cooperation through the mediating effect of trust. Moreover, we suggest that supplier policies and practices affect cooperation through both the mediating variables, while trust itself has a direct effect on relationship commitment.

1.10 HYPOTHESIS

H_o: E-Marketing has no impact on the consumer's buying habits in comparison to traditional form of marketing.

H_1: E-marketing has some impact on the consumer's buying habits in comparison to traditional form of marketing.

CHAPTER # 2

LITERATURE REVIEW

The consumer buying behavior has always been a popular marketing topic, extensively studied and debated the last decades while no contemporary marketing textbook is complete without a chapter dedicated to this subject. The predominant approach, explaining the fundamentals of consumer behavior, describes the consumer buying process as learning, information-processing and decision-making activity divided in several consequent steps:

(1) Problem identification.
(2) Information search.
(3) Alternatives evaluation.
(4) Purchasing decision.
(5) Post-purchase behavior.

A distinction is frequently made between high and low involvement purchasing, implying that in practice the actual buying activity can be less or more consistent with this model, depending on the buyer’s perceived purchasing risks. High or low degree of involvement is also a question of buyer experience; products purchased for the first time, in general, require more involvement than frequently purchased products.

Next to identifying the steps of the buying process and the potential role of marketing in each stage, marketers are eager to comprehend how purchasing choices and decisions

are made, how consumers are likely to react to innovation and how to predict the outcome of the customer vendor interaction. Most academics and practitioners agree that demographic, social, economic, cultural, psychological and other personal factors, largely beyond the control and influence of the marketer, have a major effect on consumer behavior and purchasing decisions. Despite their incapacity to exercise any substantial influence on the above factors, marketers can have some bearing on the outcome of the buying process by engaging different marketing tools, the most prominent being the 4Ps – product, price, place and promotion – also known as the marketing mix (Borden, 1964; McCarthy, 1964). While the value and current standing of the mix as a marketing toolkit is frequently disputed marketing practitioners nonetheless widely deem the 4Ps as the tools that can influence the consumer's behavior and the final outcome of the buyer-seller interaction.

(1) Product/service characteristics.
(2) Medium characteristics.
(3) Merchant/intermediary characteristics.

This classification underlines the fact that most researchers endorse the suggestion that – like in traditional markets – the interaction of controllable and uncontrollable factors underpins also the online decision-making process.

ONLINE BUYING BEHAVIOR

Understanding the mechanisms of virtual shopping and the behavior of the online consumer is a priority issue for

practitioners competing in the fast expanding virtual marketplace. This topic is also increasingly drawing the attention of researchers. Indicative of this is the fact that more than 120 relevant academic papers were published in 2001 alone. Given the continuous expansion of the Internet in terms of user numbers, transaction volumes and business penetration this massive research endeavor is not surprising. More than 20 per cent of Internet users in several countries already buy products and services online while more than 50 per cent of US net users regularly buying online. These developments are gradually transforming e-commerce into a mainstream business activity while at the same time online consumers are maturing and virtual vendors realize the importance and urgency for a professional and customer-oriented approach. Yet the Internet meltdown at the end of the 1990s and plenty of more recent anecdotal and empirical evidence indicate that many online firms still do not completely understand the needs and behavior of the online consumer while many of them “. . . continue to struggle with how effectively to market and sell products online. As in the case of traditional marketing in the past, most of the recent research and debate is focused on the identification and analysis of factors that one way or another can influence or even shape the online consumer’s behavior; a good deal of research effort is focused on modeling the online buying and decision-making process. While many researchers do not see any fundamental differences between the traditional and online buying behavior, it is often argued that a new step has been added to the online buying process: the step of building trust or confidence. An important contribution in classifying the increasingly growing number of research

papers on the subject of the virtual customer's behavior is the study of Cheung et al. (2003). The findings of their comprehensive literature review are summarized in a model depicting the main categories of factors affecting the online consumer. The study identifies two groups of uncontrollable factors – consumer characteristics and environmental influences –

WEB EXPERIENCE: DEFINITION AND IMPORTANCE

Several academics and practitioners have identified the "online shopping experience" or "virtual experience" as a crucial e-commerce marketing issue. Tamimi et al. (2003) define the online shopping experience as a process of four stages describing the successive steps of an online transaction. Considering that an online customer is not simply a shopper but also an information technology user one can argue that the online experience is a more complicated issue than the physical shopping experience: the Web experience can be defined as the consumer's total impression about the online company resulting from his/her exposure to a combination of virtual marketing tools "under the marketer's direct control, likely to influence the buying behavior of the online consumer. The Web experience embraces elements like searching, browsing, finding, selecting, comparing and evaluating information as well as interacting and transacting with the online firm. The virtual customer's total impression and actions are influenced by design, events, emotions, atmosphere and other elements experienced during interaction with a given web site, elements meant to induce customer goodwill and affect the final outcome of the online interaction. It

should be noticed here that the Web experience is important not only for Web sites marketing products or decision-making process

The papers selected for the review were published after 1997 in 28 academic journals and five conference proceedings. Out of the 48 papers, 42 (88 per cent) were published between the years 2000 and 2003 and six (12 per cent) between 1997 and 1999. The majority of papers were drawn from the Journal of Electronic Commerce Research, the Journal of Consumer Marketing, the Journal of Information Management and the Journal of Internet Research.

The controllable elements identified in the literature as influencing the online buying behavior were grouped into three main categories and five sub-categories, each one including several of these elements. The selection of papers, review and allocation of the Web experience elements to one of the above categories and sub-categories was done by the author, in order to ensure the conformity of the selection criteria; a minimum of one literature reference was necessary for including a given component in the classification. The definitions used in describing the main building blocks of the Web experiences, as basis of the classification are the following:

FUNCTIONALITY FACTORS

Factors enhancing the online experience by presenting the virtual client with an good functioning, easy to explore, fast, interactive Web site. Functionality includes “Usability” and “Interactivity” elements. Psychological factors Web sites must communicate integrity and

credibility in order to persuade customers to stop explore them and interact online. Psychological factors are those playing a crucial role in helping online customers unfamiliar with the vendor or unfamiliar with online transactions to overcome fears of fraud and doubts as to the trustworthiness of the Web site and vendor.

CONTENT FACTORS

Factors referring to creative and marketing mix related elements of the Web site. These factors exercise a direct and crucial influence on the categories neither reflects any hierarchical ranking nor is meant to be associated with any particular steps of the decision-making process.

WEB EXPERIENCE TAXONOMY

The three main building blocks of the Web experience, their sub-categories and components yet deciding the right combination of Web experience elements is not an easy task, the specific buying conditions, the customer’s experience and needs can shift the importance among the different elements as influencers of the buying process. An example underlining this point:

- The significance of the Web experience elements can differ depending on the buying situation, the type of online customers targeted by the Web site as well as the client’s intentions visiting the site. It can be argued, for example, that potential online buyers consider the transaction security and the fulfillment

process much more essential issues than the Web site visitors.

FUNCTIONALITY FACTORS

Usability and interactivity are the two components of Web site functionality. These factors are frequently referred to, in the literature as closely associated with success or failure of Web sites, by directly and profoundly influencing the online consumer's experience. Slow, dysfunctional Web pages and poor interactivity prompt most online customers to look for alternatives, since time saving and shopping convenience are important motives to do business online for the majority of Internet users.

USABILITY

Nah and Davis (2002) define Web usability as "the ability to find one's way around the Web, to locate desired information, to know what to do next and, very importantly, to do so with minimal effort. Central to this idea of usability are the important concepts of ease of navigation and search" (Nah providing fast and reliable results helping customers to quickly locate information in the site, must be part of every well-designed commercial Web site.

Site fundability and accessibility: most Web consumers are searching for products and services by means of search engines and online directories. It is very important that site designers apply a consistent search engine strategy so

that online consumers can easily find the site. Web sites must be furthermore accessible by users making use of different types of Web browsers.

SITE SPEED

Online customers expect fast loading Web pages. Web designers must keep in mind that the average time customers per page viewed is low and steadily diminishing over time.

ORDERING/PAYMENT PROCESSES

Cumbersome and lengthy processes required for ordering and settling online transactions are still one of the most important sources of customer irritation, loss of goodwill and interrupted online transactions. A balanced approach is necessary so that Web sites remain simple to use and secure at the same time.

INTERACTIVITY

The interactivity of Internet allows online vendors to enhance the Web experience by presenting the customer with more personalized services and facilitating interaction with other online users willing to share experiences and suggestions. Interactivity therefore can be seen as underpinning two of the basic elements of the Internet revolution, namely personalization and networking. Interactive elements are contributing to a positive customer experience by reducing uncertainty during the online transaction and the cognitive dissonance afterwards.

Elements enhancing interactivity are facilities allowing interaction with vendors in case customers have questions or difficulty to use the site, online help desks for technical assistance or support. Networking and the possibility of establishing contacts with other users by means of active or passive interfaces (user's forums, chat-rooms or bulletin boards) are also factors enhancing the Web site interactivity. The Interactivity components are divided in two categories:

(1) Interactivity with the online vendor.
(2) Interactivity with other Web users.

Customer service/after sales service online, interaction with company personnel and customization are components of interactivity between customer and online vendor. Web customers expect next to convenient shopping and support incase of problems with products or extensive review of research work done in this field these researchers identified trust constructs reflecting "both institutional phenomena (system trust) and personal and interpersonal forms of trust (dispositional trust, trusting beliefs, trusting intentions and trust-related behaviors.

Online marketers should identify elements enhancing or undermining trust among potential customers and try to understand how those can affect the online customer's perceptions. This knowledge is valuable for including the right mix of trust-establishing elements in the Web site and creating the proper organizational infrastructure – technological, organizational as well as managerial –

needed for delivering this mix. Next to Web site trust-enhancing elements, the “off-line” vendor image and reputation have been often found to be critical enablers of virtual interactions and transactions by lowering the transaction risk threshold and reducing customer anxiety.

For Web pure-plays the question of winning customer trust must be a central issue when designing their Web site. Addressing trust-related issues is also possible by pursuing synergies with marketing activities taking place in the physical marketplace. An interesting question in the debate around gaining the consumer’s trust online is the effect of third-party approvals and endorsements on abating the consumer’s risk perception Multi-channel firms with well-established reputation, brands or products usually have a serious advantage against online novices and startups. High levels of brand awareness and good reputation make it easier for customers of physical firms to trust them online, reducing the online customers” demands for credibility or integrity credentials.

Transaction security and customer data safety are principal concerns of online customers purchasing products or services online. Service disruptions, hacking into online vendors’ databases and display of customer data on clandestine Web sites are frequent Internet incidents asking for constant vigilance by online firms.

Clear ordering, payment and refunding procedures as well as concrete customer policies, good communication and strict security help customers face online transactions with more confidence. Their decision to stay or leave; the atmosphere

is a major retailing quality evidence affecting his/her impression about a sales outlet and defining the customer’s further actions and behavior.

Research suggests that aesthetics influence online and traditional shoppers in similar ways, underlying the importance of these elements as success factors in online retailing. In practice low quality Web sites are the rule rather than the exception on the Internet marketplace.

Design and style/atmosphere of Web sites are elements quite crucial in shaping the online experience and the buying decision making process. Like shoppers in traditional shops, for first-time Web site visitors these elements are particularly important. But unlike traditional shoppers online consumers spend much less time in Web shops they visit. Given the very limited time the average Internet users spend on browsed pages when searching for information or products online the design and atmosphere of Web sites must attract the attention and capture the interest of the online customer in a very short time. There is furthermore strong evidence that the Web site design is one of the most important factors communicating the online firm’s credibility, something crucial for transacting online. A study of Stanford University among 2,440 respondents meant to identify features of Web sites that online customers usually associate with the site’s credibility, found that 46.1 per cent of them consider the design look as the most important credibility cue followed by information design/structure (28.5 per cent) and information focus (25.1 per cent) Presentation quality refers generally to the customer’s total impression on the Web site. It is

frequently mentioned as an important motivator for consumers to stop and interact with the site. Design elements specifically mentioned in the literature as contributing to the Web experience are the domain name, colors and site layout.

CONCLUSIONS AND IMPLICATIONS

Research on the buying behavior and the factors influencing the decision-making process of online consumers has revealed similarities as well as differences between them and the traditional customers. The uncontrollable factors (external and personal ones) affecting consumer behavior are similar for both types of consumers. The tools however used by traditional and online marketers in order to influence the buying behavior of their customers are not quite the same. In the case of traditional consumers the 4Ps of the marketing classification can be important elements of the Web experience yet neglected by researchers so far. Finally, the Web experience must be regarded as a dynamic and evolving subject rather than a static one; developments in the virtual marketplace, changing customer techno graphics and technological innovation will present e-marketers with new tools and methods for enhancing their customers' online experience. In that respect this study depicts the current picture of the research done thus far, a good starting point for further research in the direction of developing a comprehensive theory on the online buying behavior.

CHAPTER # 3

METHODOLOGIES AND ANALYSIS OF PRELIMINARY DATA

This chapter discusses the methodology and requirements employed in the research. The contents of this chapter includes the method of the research, the respondents of the research, sources of data collection and the tools implied to interpret this data.

3.1 TYPE OF THE STUDY

Information for the evaluation was procured through a descriptive method in view of the direct response it entails. Generally, many researchers follow this method of research because of its effectiveness. This method is more useful in using quantitative techniques and where there is a group characterized generally, and based on real facts. It also provides information regarding who, what, where and when (Uma Sekaran 1992).

3.2 RESEARCH TOOLS

As the study is a descriptive study, so it will not require the use of so many statistical tools. Analysis will be done on the basis of the answers given by the respondents and the same will be analyzed by taking the percentages of the answers. This research is based on facts and nothing is to be manipulated from anywhere.

3.3 SAMPLING PROCEDURES

My research is based on conducting interviews from general public, including people with no specifications and criteria. Moreover the research will also be based upon secondary data.

3.4 RESPONDENTS & DATA COLLECTION

In this study, I have taken a sample of 100 respondents randomly with different backgrounds, basically general public. As my research is focused on consumers buying patterns, therefore my target research audience is general public/consumers. The sample is selected randomly from within Islamabad for making analysis in this research. Random sample is used, as the sample size is large enough to prove the credibility of the study.

3.5 STATISTICAL TOOLS

There will be simple statistical tools used in my research for interpretation and analysis of data, as the study is purely a descriptive one. I will be using simple percentages of the answers for analyzing the result of each question.

CHAPTER # 4

RESULTS AND DISCUSSIONS

4.1 CONSUMER BUYING BEHAVIOR AND MARKETING STRATEGIES

The consumers buying behavior has always been a popular marketing topic extensively studied and debated. The predominant approach, explaining the fundamentals of consumer behavior, describes the consumer buying process as learning, information-processing and decision-making activity divided in several consequent steps:

1. Problem identification.
2. Information search.
3. Alternatives evaluation.
4. Purchasing decision.
5. Post-purchase behavior

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);

- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues helps us adapt our strategies by taking the consumer into consideration. For example, by understanding that a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." It brings up some useful points:

- Behavior occurs either for the individual, or in the context of a group (e.g., friends influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).
- Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- Consumer behavior involves services and ideas as well as tangible products.
- The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

There are four main applications of consumer behavior:

- The most obvious is for *marketing strategy*—i.e., for making better marketing campaigns. For example, by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon. By understanding that new products are usually

initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population, (1) companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and (2) it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices.

- A second application is *public policy*.
- *Social marketing* involves getting ideas across to consumers rather than selling something.

4.1.1 CUSTOMER

In today's world each and every business is governed by its customers, every successful business means high level of satisfaction of its customers. The company that can reach its customers will have the advantage and internet can help in maintaining relationships with its customers (Ellsworth, 1994). In today's environment, customer's attention is the scarce commodity and customer relationship capital a valued asset (Judy Strauss 1995).

4.1.2 EDUCATION

Previous research has extensively studied education as a determinant of information search. Higher levels of education lead to increased search activity. Further, as the education level increases, consumers will gain greater knowledge, which serves as an input to produce ability to search and found that Internet users have higher education

than the non-users. Education enhances one's ability to identify, locate, and assimilate relevant information:

- Education is positively related to one's ability to search information online.
- Education is positively related to knowledge about technology.
- Education is negatively related to perceived risk.

4.1.3 AWARENESS OF NEW ELECTRONIC MEDIUMS AVAILABLE

Previous studies have examined the moderating effects of domain knowledge or expertise on purchasing behavior. Knowledge consists of product and technology knowledge. While product knowledge is the consumer's perception of how much he/she knows about the value proposition of various alternatives under consideration, technology knowledge refers to the Web consumers' capacity for action during the online navigation process and control.

Sometimes people are not aware of the new electronic mediums available to them. They do not have the know-how to such advanced technologies. They are usually ignorant of the new electronic means available to them and also at times their laid back attitude doesn't push them to such marketing efforts.

Users readily see benefits from the new technology, especially information/ time saving benefits. Internet users accumulate knowledge, both subjective and objective

knowledge, and knowledge affects external search Also, knowledge boosts confidence and reduces perceived risk

- Knowledge about technology is positively related to one's ability to search information online.
- Knowledge about technology is negatively related to perceived risk.

4.1.4 INTERNET AVAILABILITY

There are a number of internet service providers which are helping in promoting internet awareness in Pakistan. These internet service providers differ from each other on the basis of their speed, connectivity and other services. Some of them are fast while others are slow. The speed can be increased with the use of better lines but that require heavy expenses.

By the introduction of DSL service in Pakistan, people get more convenience in getting accessing to internet, thus providing them ease with faster speed and no phone line connection.

According to a survey, the total number of internet users across the world is 700 million. In Asia, this number comes to more than 150 million users whereas the total number of Internet users in Pakistan stands at around 1.4 million users. Growth is being registered in Asia and e-marketers expect a further increase in this number to 150 million by the end of 2006.

4.1.5 E-MARKETING

The concept of e-marketing is a relatively new one, so there has not been a universally agreed upon definition to date. E-marketing can also be referred to as Electronic marketing, Cyber marketing, and New Media marketing. E-marketing can be delivered in the following arenas: Internet, e-mail, CD-ROM, Interactive TV, interactive kiosks, fax-on-demand, and screen telephones. These are only a partial list of vehicles, because new technology is emerging every day.

However here are various definitions that help us better understand what E-marketing is. Some of these are: -

- It is the strategic process of creating, distributing, promoting, and pricing goods and services to a target market over the Internet or through digital tools.

- Any marketing effort that contains a website URL. This could range from direct mail programs, magazine ads, radio to business cards.

- Achieving marketing objectives through use of electronic communications technology.

E-marketing can make it easier for you to interact with your customers, members or subscribers, giving you the ability to pass on the information which will help you meet your marketing objectives, and allows them to feed information back to you which helps you understand your customer better.

Use of the internet in an overall marketing strategy is not the only means of communicating electronically with consumers. E-marketing involves strategic use of all available information technologies, including mobile telephony, personal data devices (PDAs), hard media (including floppy disk, CDROM and DVD) and software applications for reading electronic text and graphical content (such as Adobe Acrobat, e-book readers, and other proprietary products). Further, e-marketing strategies are not limited to businesses dependent upon, or actively participating in e-business, but they do contribute towards the transformation of a traditional organization into an e-business.

4.1.6 THE INTERNET

Or simply the Net, is the publicly accessible worldwide system of interconnected computer networks that transmit data by packet switching using a standardized Internet Protocol (IP) and many other protocols. It is made up of thousands of smaller commercial, academic, domestic and government networks. It carries various information and services, such as electronic mail, online chat and the interlinked web pages and other documents of the World Wide Web.

4.1.7 ONLINE MARKETING

Online marketing is marketing on the Internet. It is a type of e-marketing, which in turn is a type of e-commerce. While at first the confusion of experiments, beta versions

of websites, search engines and other online devices cause marketers to consider this world of the Internet unknowable and perhaps too unpredictable, there is now a growing body of work to which marketers are now paying attention in order to develop online marketing programs. The most known tools to marketers in the mid 2000s are currently tools grouped into 2 fields: online advertising and search engine optimization. E-marketing tools used to drive visitors to a web site include:

- Search engine optimization
- Press releases
- Web banners
- Link campaign
- E-mail and Newsletters
- Viral marketing and Word of mouth
- news headlines carried by Really Simple Syndication
- discussion boards
- encyclopedic sites

However, marketing online is simply not offline marketing applied to a new online world. Online marketing has a slightly different character and purpose as indicated in such seminal works as The clue train manifesto, Purple cow, Permission marketing, and other texts of smaller nature compiled in blocs and news sites.

4.1.8 TELEMARKETING

Telemarketing is a form of direct marketing where a salesperson uses the telephone to solicit prospective customers to sell products or services.

The term is also negatively associated with various scams or frauds like multilevel marketing, pyramid schemes or with fraudulently overpriced products or services.

The prospective customers are identified and qualified by various means, including past purchase histories, previous requests for information, credit limit, competition entry forms or application forms. Names may also be purchased from another company's customer database, or obtained from a telephone directory or some other public list or forum. The qualification process is intended to find those prospective customers most likely to purchase the product or service being sold or advertised. Charitable organizations, alumni associations and political parties often use telemarketing to solicit donations

4.2 THE INTERNET AND BUSINESS TO BUSINESS RELATIONSHIPS

When the Internet was being commercialized, it was hailed as ‘the next big thing’ in business. Businesses were told that if they did not implement e-business and e-marketing practices in their organizations, they would fail. As a result, many organizations jumped head first into using technology, with little regard to the strategy, or what worked for their target market.

This is done to provide improved levels of customer service to the target market, and to lower costs for communication

and distribution. The internet offers enormous benefits for businesses and can be used for both B2B and B2C markets for transacting, communication, marketing, entertainment, and of course, selling & buying. It can enhance relationships; however, it is also possible that technology could have a negative effect on relationships if the strategy applied is not appropriate. B2B Internet usage is growing in popularity for many reasons, from cost savings to benefits in the value chain. Technology provides obvious benefits for organizations such as the ability to carry out transactions around the clock, in addition to increasing confidence of business partners due to their online transaction ability. As a result, 90 percent of e-commerce will be generated from the B2B sector, rather than the Business to Consumer (B2C) Sector.

The development of Internet usage has involved transformations particularly in the area of organization expectations of creating value within a supply chain. For instance, implementing Information Technology in a business tends to change the value chain from one that is linear to one that is a value network. This allows businesses to extend their relationships with customers, suppliers, retailers, brokers, co-producers, employees and shareholders, and have a more personalized relationship with them. These personalized relationships are a key goal of marketing, and tend to lead to a more sustainable relationship.

There are five key strategies that can lead to a sustainable competitive advantage in relation to e-commerce. Most of these elements focus on benefits

filtrating to the supply chain and are therefore relevant when addressing business-to-business relations.

•Actively collaborating with supply chain partners
•Extending the company’s reach up and down the supply chain
•Changing the supply chain flow path
•Growing revenue
•Transforming capabilities into new business

The way in which a business addresses each of these strategies can impact on the B2B relationships and it is therefore important that this is addressed by an organization. Failure of an E-Business strategy can be caused by a number of factors however; ultimately they link to problems with marketing strategy formulation. Strategic planning for E-Business and E-Marketing link in with planning for traditional business. Strategy must be developed prior to introducing the Internet within business activities. The use of technology allows more competition and more control over business processes. Trust is an issue online, and has been widely researched because transacting online can be perceived as a risky activity in B2C, C2C and B2B transactions. As a result, it is important to address trust when transacting with other businesses online. Despite this, it has generally been researched from a Business to Customer (B2C) rather than from a B2B perspective.

Some of the advantages of using the Internet in B2B activities include improving company performance and increasing value across the distribution chain, while reducing costs and increasing profits. This is ultimately done to maintain a competitive advantage and provide

greater customer satisfaction. Of course, with these advantages come some potential issues. For instance, an organization might fail in their use of the Internet in their B2B operations because objectives are lacking, or the technology is not properly understood.

4.3 ASSESSING THE ROLE OF E-MARKETING IN CONTEMPORARY MARKETING PRACTICE

To examine the practice of e-marketing in relation to other aspects of marketing, analysis reveals four combinations of marketing practice. While one third of firms emphasize either a Traditional Transactional or Traditional Relational approach to their markets, another third practice e-marketing in combination with Transaction and Database Marketing, and a final third integrate all of Transaction, Database, Interaction, Network and e-marketing. The level of e-marketing practice reflects the extent to which information technology plays either a reinforcing, enhancing or transforming role in the organization.

As part of a study of transactional and relational marketing practices it has been investigated emerging developments in marketing that were identified by managers to be fundamental to their organization. One such development was perceived to be the potential use of interactive information technologies in marketing practice.

As this literature emerged, so too did a range of differing views on the role of interactive technologies in marketing. This identify four relatively distinct schools of thought

pertaining to how 'interactivity', enabled by various information technologies, might impact contemporary marketing practice. One school of thought is “the Internet changes everything”. That is, IT-enabled interactivity has the potential to affect all businesses and all types of product, with interactive technologies fundamentally changing how all firms relate to their markets in terms of both their philosophy and their strategy.

A second school of thought suggests that the opportunities provided by different information technologies might simply offer tools to support or augment traditional approaches to the market. These tools are likely to have the greatest impact on marketing communications. For example, activities such as advertising or sales promotion can be tailored to past behavior identified through a database, while the Internet can be used to transmit audiovisual presentations or electronic catalogues.

A third school of thought implies that interactive technologies offer what is primarily a new channel to the market, a channel that allows direct access to customers and the ability to bypass or complement existing channel members. This review of the practices of Federal Express, Quinn notes that the Internet is “nothing more than a fourth sales channel integrated into other channel strategies.”

4.4 THE MANY FACES OF MARKETING

In recent years, a number of classification schemes have emerged, each comparing what is generally referred to as

'interactive' marketing with more traditional approaches to the market.

The original classification scheme developed outlines four aspects of marketing practice:

- Transaction,
- Database,
- Interaction,
- Network Marketing.

Transaction Marketing involves a firm attracting and satisfying potential buyers by managing the elements in the marketing mix, whereby the seller actively manages communication “to” buyers in the mass market in order to create discrete, arms-length transactions.

Database Marketing involves using database technology to create a type of relationship, thus allowing firms to compete in a manner different from mass marketing. The intent is to retain identified customers, although marketing is still “to” the customer, rather than “with” the customer. Relationships per se are not close or interpersonal, and are facilitated and personalized through the use of database technology.

Interaction Marketing implies face-to-face interaction between individuals. As such, it is truly “with” the customer, as both parties in the dyad invest resources to develop a mutually beneficial and interpersonal relationship.

Network Marketing occurs across organizations, where managers commit resources to develop their firm's position in a network of various firm-level relationships.

They identify a fifth aspect of marketing e-Marketing, and define it as “using the Internet and other interactive technologies to create and mediate dialogue between the firm and identified customers”.

In comparison with other practices, the purpose of exchange in e-Marketing involves establishing a dialogue that provides individual customers access to information. In turn, the use of interactive technologies allows these customers to provide information to the business. While this has some similarities with both Database Marketing and Interaction Marketing, the intent of managers in e-Marketing is to create a real-time dialogue that is enabled and mediated by information technology. Furthermore, their planning focus is on understanding and managing the IT-enabled relationships that result between the firm and its customers. Rather than an emphasis on marketing “to” the customer by using databases to personalize communication, the firm establishes interactive, technology-enabled communication “with” and “among” many parties. Customers may act independently or join groups. In addition to being able to personalize communication efforts, customer information can be used to individually customize the product or service offer. The relationship however, is formal, relatively distant, and relies on technology to enable interactivity. This contrasts with Interaction Marketing's face-to-face and interpersonal contact that is based on social processes. Also, while the relationship created by e-Marketing is implied to be continuous/over the

longer term, the IT-enabled interactivity occurs in real-time.

Given the reliance on information technology in e-Marketing, investment is not in internal or external market assets, but internal operational assets such as IT and various interactive technologies. These technologies can range from web sites to interactive voice response, wireless, interactive kiosks, etc. More importantly, information technology, systems and personnel are actively integrated with the marketing function and other areas in the organization.

At the most sophisticated level, e-Marketing would reflect an integrated and strategic application of interactive technologies, and may even be the business model for the firm. An interesting observation however, is that development in engineering and manufacturing generally precede marketing developments.

4.5 FACTORS INVOLVED IN ONLINE DECISION MAKING

4.5.1 NEED RECOGNITION

The stimulus that prompts need recognition may come from a number of sources – traditional or online. Although firms employ a variety of online marketing communications, no sizeable firm has abandoned its traditional communications in favor of an exclusive Web presence and it is widely recognized that Web site traffic is largely dependent on offline communications. Online advertising differs from other media in that its audience may actively seek information, e.g. by visiting a Web site, whereas

traditional media play to a passive audience. Banner advertisements, though, fit better with traditional media characteristics.

4.5.2 E-INFORMATION SEARCH

E-marketing has benefited from computerized processes to integrate consumer information from marketing databases concerning their characteristics, preferences and records of transactions. Businesses can advertise on Web sites, by e-mail and bulletin boards to speedily and efficiently target consumers and employees and to provide added value between the supplier and those who are supplied.

It is not only businesses that profit by way of gaining valuable information about customers. The communication structures provided by the Internet have also given customers a new role. Due to their connectivity and interactivity customers can become more empowered as they surf the Web for the best prices or value for money and the latest consumer innovations or special offers. One of the key differences that marks online consumer activities, is the role that the channel, i.e. the Internet, plays in the transaction. The Internet allows consumers to gather intelligence that would not be possible in a more traditional market environment. Bulletin boards and news groups provide the opportunity to seek out existing customer, or expert, views, on products and services prior to purchase. Thus the Internet affords the opportunity to involve a number of third parties in an exchange and so complicates the exchange relationship.

4.5.3 E-PURCHASES

A number of previous studies contend that convenience is the principal reason behind consumers making Internet purchases. However, convenience is now giving way to price as the most important reason. Consumers with a balanced orientation, i.e. those concerned with most aspects of traditional purchases have imposed these requirements for their Web use. Brand motivation is an important factor that is in line with findings of earlier studies in the financial services sector.

more convenient to purchase from home, the coining of the term Internet rage is an indicator of some of the inconvenience and disappointments with suppliers that buying on the Web can bring. Factors that are important for online consumers will include speed of service and promptness in delivery, quality of the service encounter and the physical products delivered. Disappointment with an aspect or aspects of these factors or with the time wasted could result in Internet rage.

4.5.4 E-EVALUATION

Early e-shoppers were largely bargain hunters, expecting the lowest prices as a reward for their risk taking. Amazon and other early e-businesses used the lure of cheaper prices to attract the shoppers online.

In the last quarter of the twentieth century, shopping styles changed dramatically with self-service and the large store format, greater variety in off the shelf and off the peg products with a proliferation of choices for consumers.

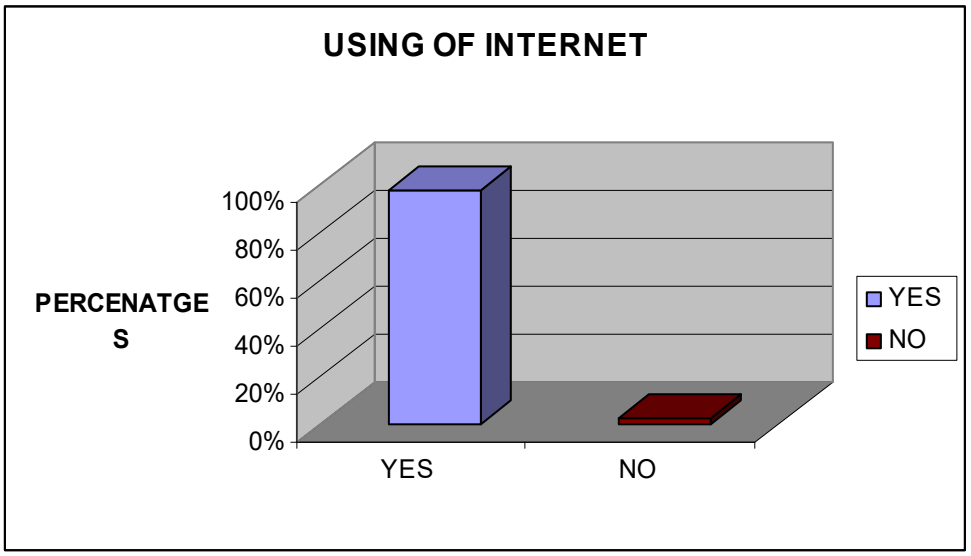
The impetus for the growth in e-marketing has also come from institutions such as the large financial services bodies that have invested in automated technologies, e.g. in automated teller machines (ATMs) and call centers. Small businesses also benefit from e-marketing where the costs of intermediary and customer orders could be reduced or when the speed and reliability of financial transactions are facilitated. However, human beings are social animals and it therefore seems likely that shoppers in cyberspace may seek out personal interactions that are lacking given the impersonal feel of the large store format. The reaching out and chatting with someone is one of the major uses of the Internet. E-shoppers can turn to each other for the advice that their grandparents relied upon in their traditional relationships with small shopkeepers.

4.5.5 E-POST PURCHASE EVALUATION

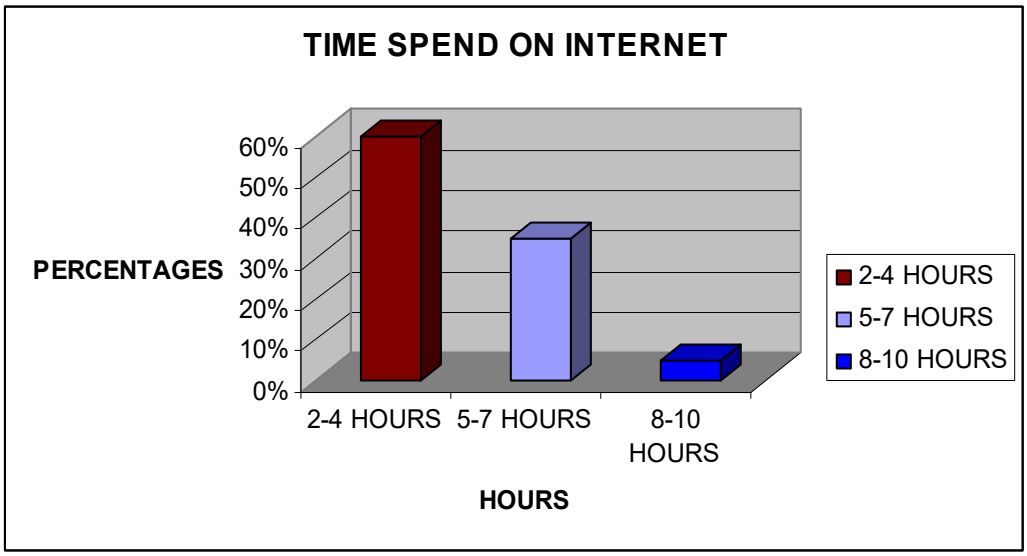
The emergence of Internet virtual communities is evidence that e-consumers share the need for post purchase reassurance with their traditional counterparts. Technology speeds diffusion and so ideas about new products and services spread faster around the globe amongst Web users. These communities provide a forum for online shoppers to share experiences and recommend solutions to hitches – often without reference to the brand owner.

INTERPRETATION AND ANALYSIS

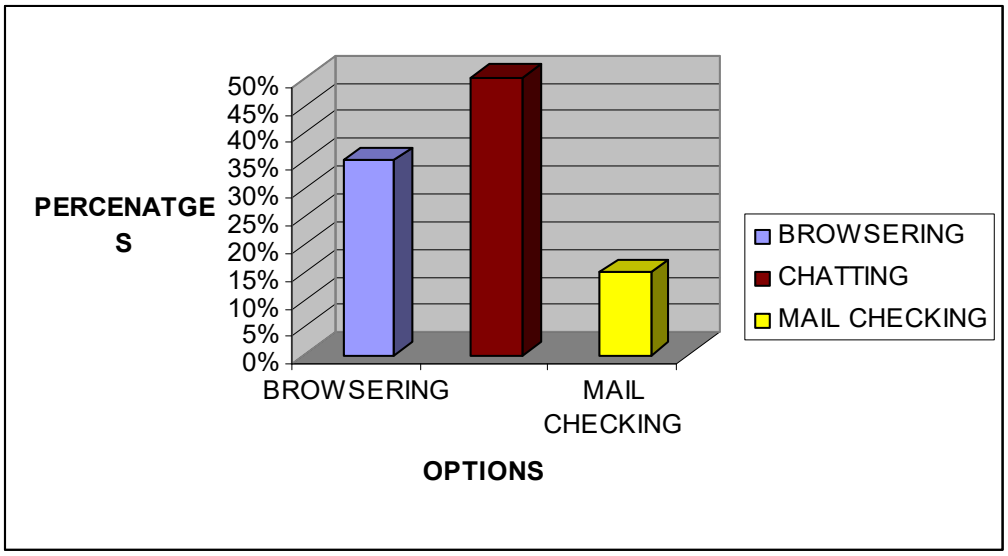
1. As for e-marketing, the basic & most prominent thing is the usage of the internet. So in the questionnaire the first question that was asked is, do u use internet and the answer was, 98% of the yes. This means that the usage of internet is very common among people and almost every person to whom the questionnaire was addressed was aware of the internet and its usage.



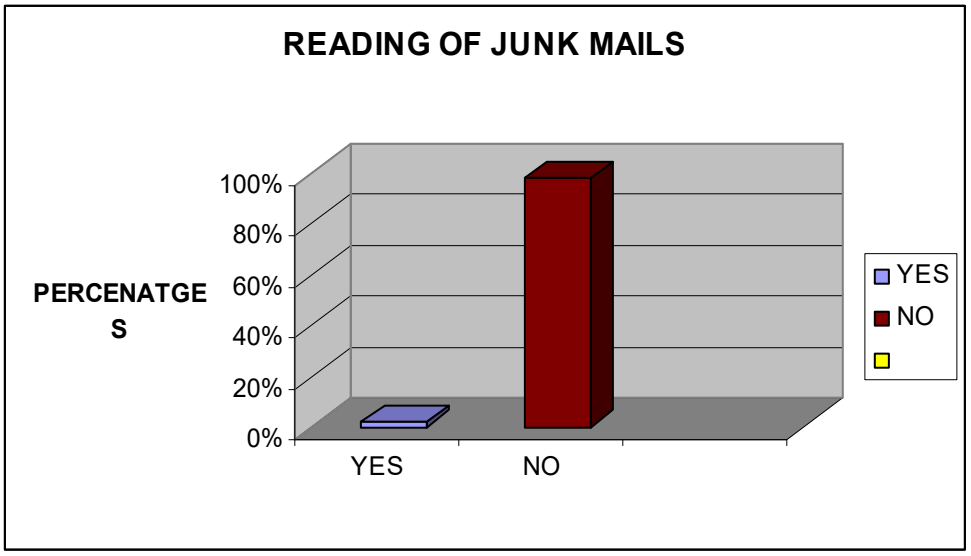
2. The second question relates to how much time you spend on the internet daily. Mostly the time that people prefer to spend on internet is between 2 to 3 hours in a day, but few people which have more usage of computers in there daily work usually spend 5 to 7 hours on internet.



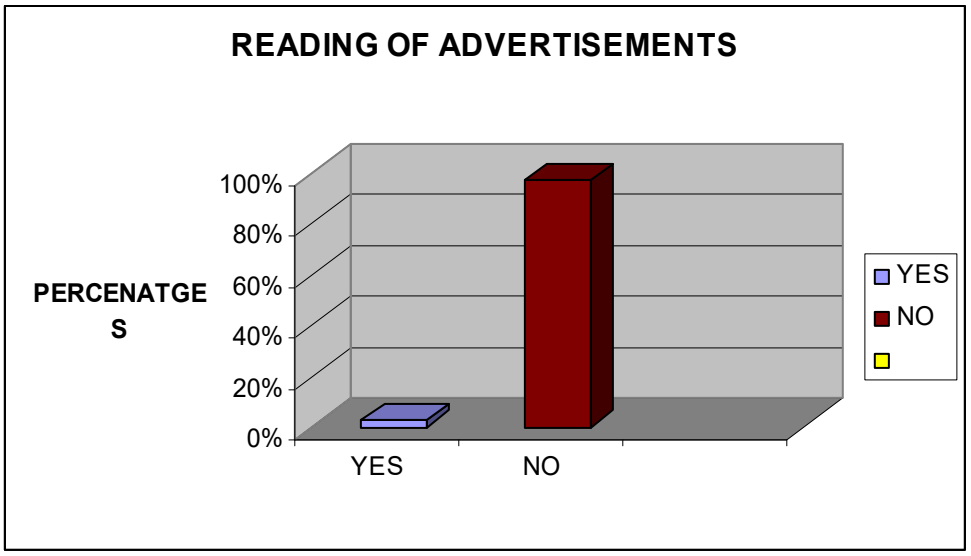
3. The graph below shows the percentages of browsing, chatting and mail checking, in which most of the people use internet for chatting and for the browsing the net, for the purpose of seeking information to some topics. Only 15% of the people use internet for the checking of the mails.



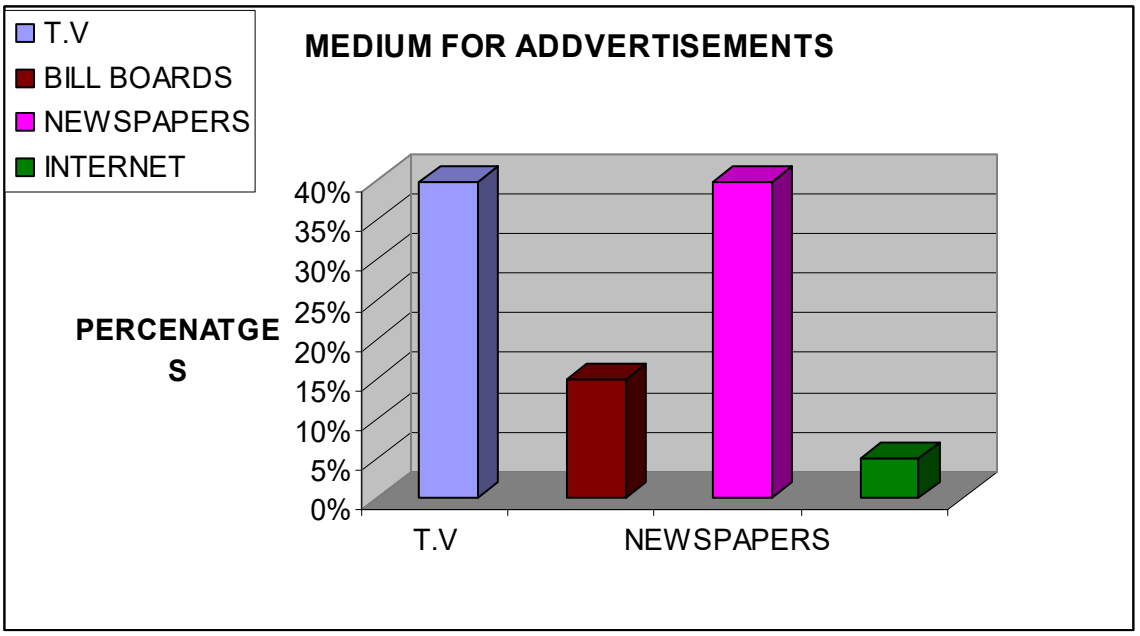
4. The graph below shows the percentages of the people who read junk mails relating to the advertisements of any product. 98% of the people said that they usually delete the junk mails whether they relates to the advertisements or not. Only 2% of the respondents said that they some time read the advertisements relating to any product or any other thing, if they are interested in, other wise they usually deletes those junk mails.



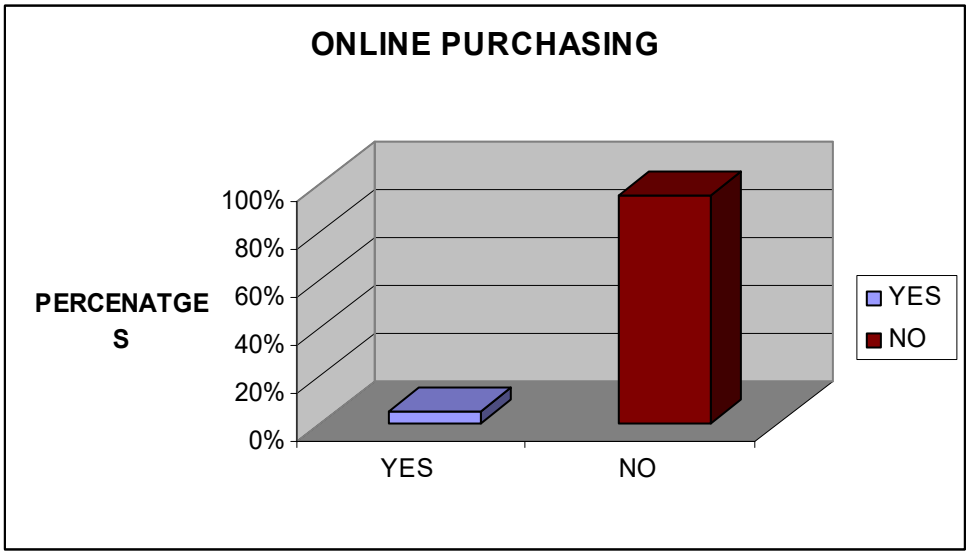
5. Below mentioned graph shows the percentages of the people who read the advertisements on internet when they are using it. As the survey shows that only 3% of the people read the ads on the internet and the rest ignore them. The one reason of not reading the ads is that the users do not belong to those foreign market products and for them, they are only the source of information.



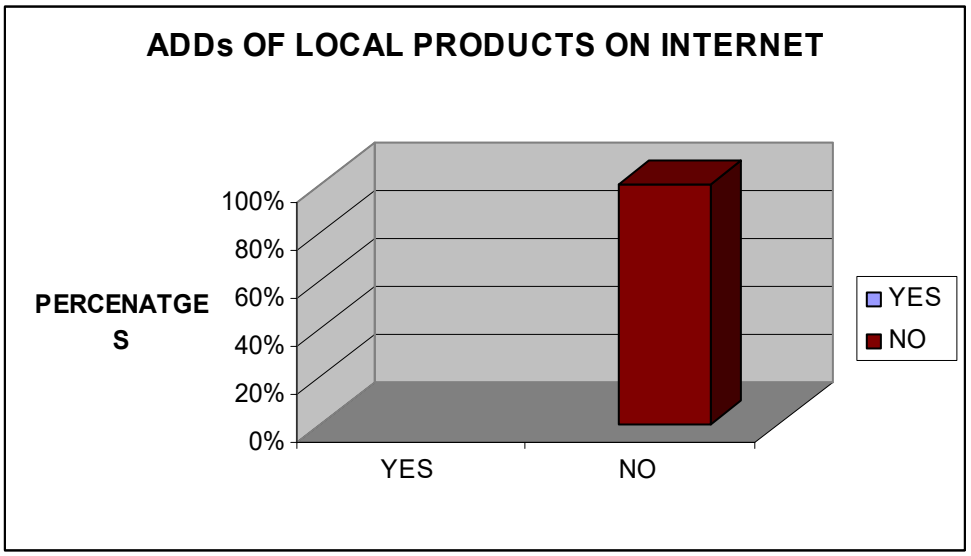
6. The medium of advertisement that most of the people preferred is the T.V ads and the ads in the newspapers, as they are most frequently read and shown many times. The review regarding the E-ads was not good as such because it is not popular in our country and is quite new era in Pakistan.



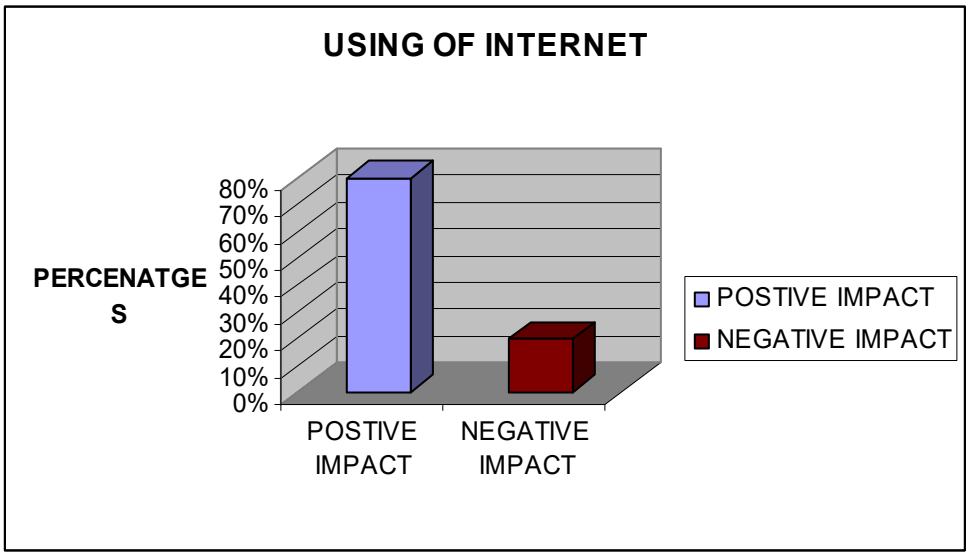
7. Have you ever purchased any item through web? As the graph shows that most of the people do not know about online purchasing. Due to this factor, our survey shows that 96% of the people never done any online buying. Rest 4% of the people who went in the favor of it includes those who had submitted the fee of any course that needs online fee payment, or billing of their dues to banks or mobile phone bills through credit cards.



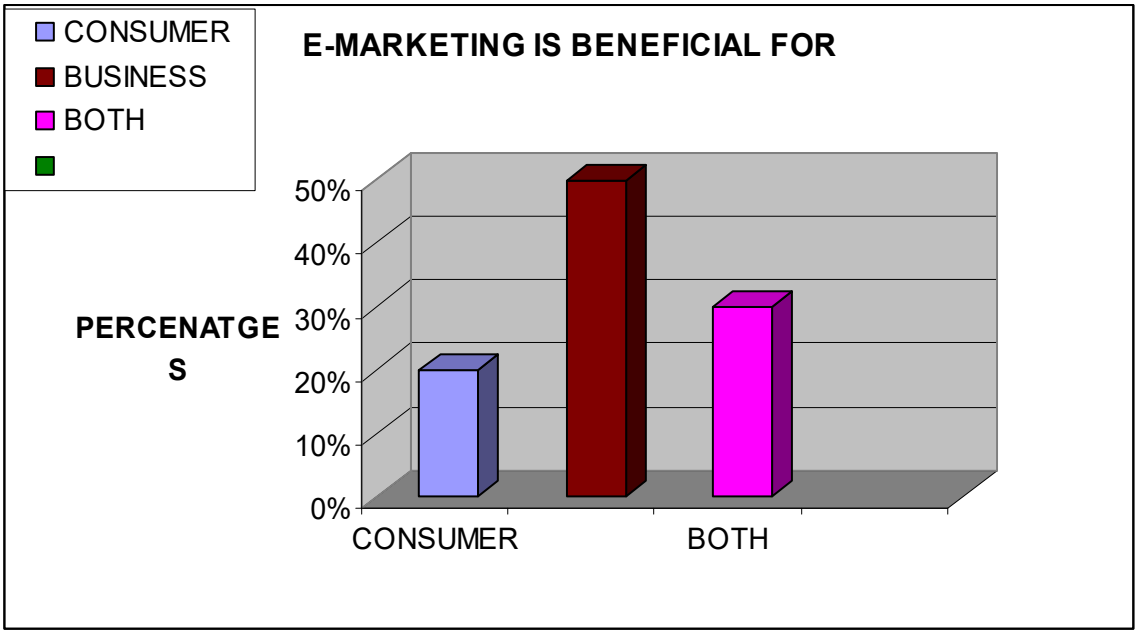
8. Have you ever come across a local ad on internet? It has been analyzed that no one has ever seen a Pakistani product ad on internet. Only, which they have seen are the web sites of local companies, in which they have introduced their profiles as to give information to other people.



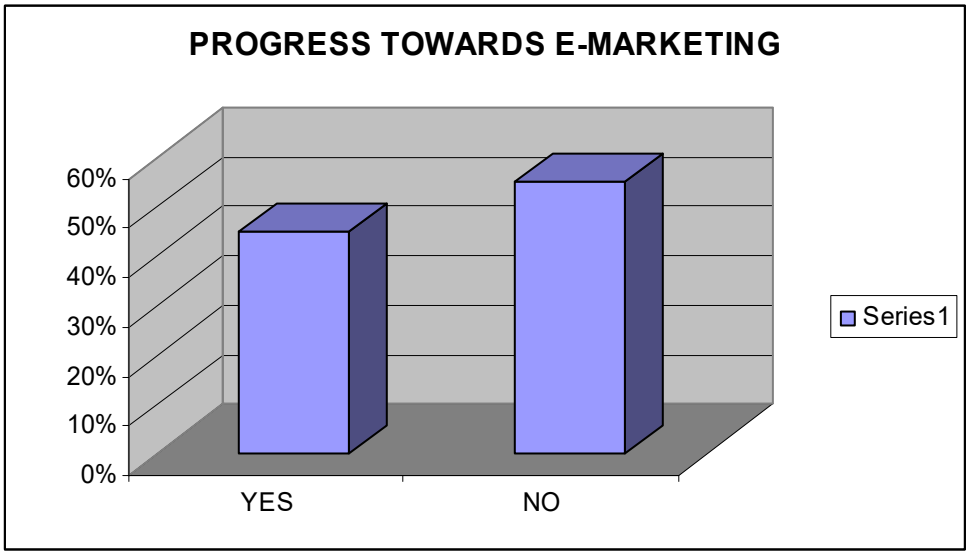
9. About 80% of the people say that e-marketing has a positive impact on the purchasing power of consumers because of the fact that the usage of internet is growing at an increasing rate and due to which the people are getting knowledge of online purchasing. They have the knowledge of the credit cards as they are using them in there daily lives. As some of the companies are also offering the services of online purchasing so we can say that e-marketing has a positive impact on the purchasing power of the consumer.



10. Is e-marketing beneficial either for customer, business or for the both. Most of the respondents were in favor of business as their point of view includes that it is one of the cheapest way of doing advertising which will cost less to the company and the second benefit is that, the ads can be seen at any time on the internet. The other benefit for the company is that, if the customer sees an online ad he could instantly shop for it without having to wait, to go physically into the shopping store. The benefit for the customer is that while doing his work he can browse through the ads and at the same time make purchase.

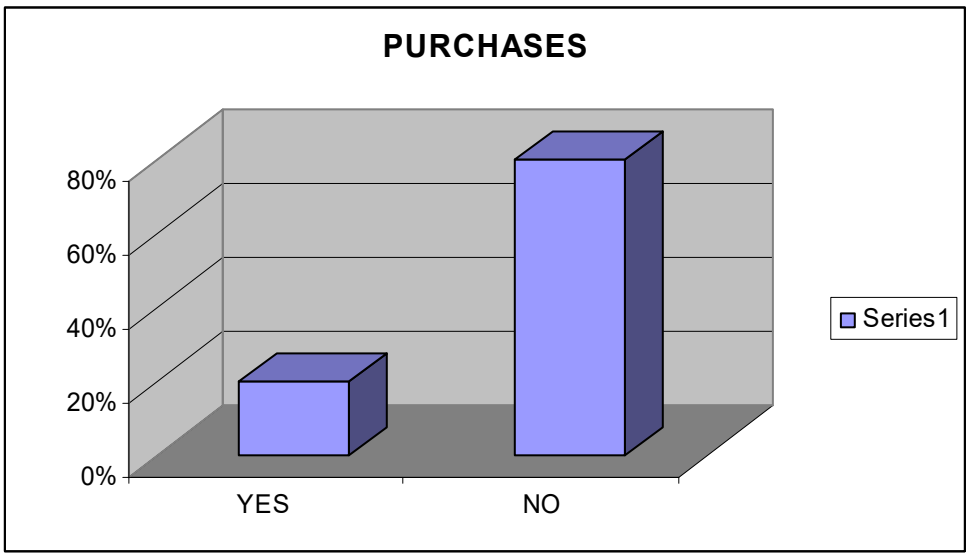


11. According to the survey mostly the people were in the favor that e-marketing is not increasing at that rate as in other countries. The basic reason is that the not enough knowledge about the internet and e-marketing in Pakistan. The people who were in the favor and who said that the e-marketing is developing that was only in the banking sector only. The other sector which mostly the people said that, was of the education and there marketing and dealing through online which have made some awareness among the people.

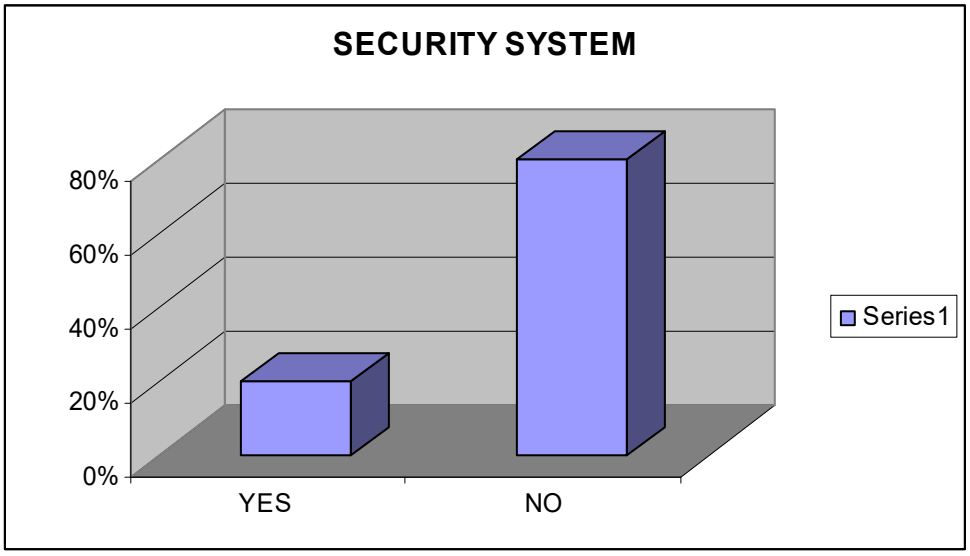


12. The survey result show that the mostly the people were not in the favor of purchasing the things online that is through the credit cards. The two basic reasons behind that are as follows:

- Security is the major issue behind this that the people do not have the confidence that the credit card which they are giving online is not stolen by any other party and the amount of transaction should remain the same.
- The second reason that why the people do not purchase the goods through online is that they are not familiar with the process of online buying.
- The other main reason is that the no famous local company is providing the online purchasing in Pakistan.

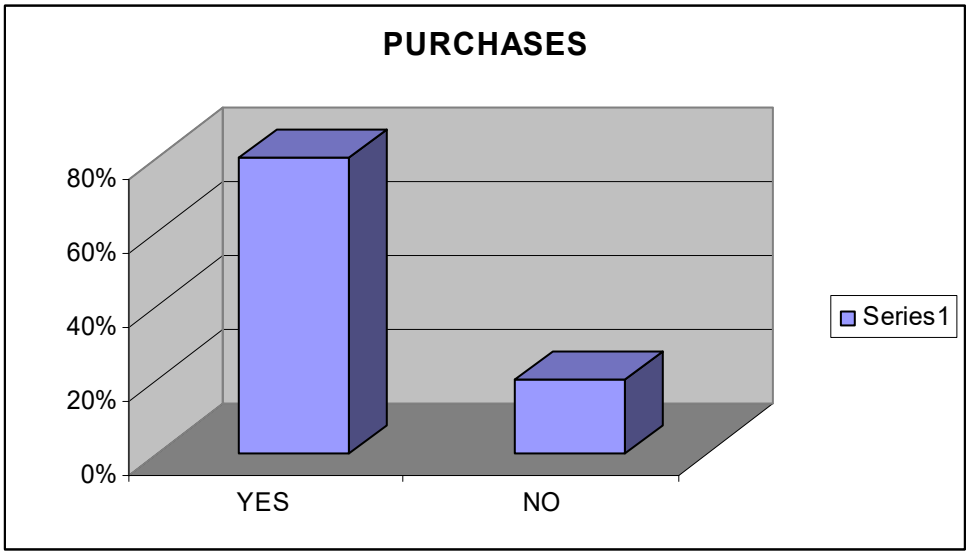


13. Security is the major issue behind this that the people do not have the confidence that the credit card which they are giving online is not stolen by any other party and the amount of transaction should remain the same. To cover up this companies have to develop a confidence between them and the people, this can only be done if local companies start the online marketing and the buying



.

14. According to the survey mostly the people said that trust is the main issue among the customers and the sellers which should be developed before implementation of the e-marketing in Pakistan.



15. Time saving and easy access from anywhere, anytime were the two major benefits that all customers are getting from online banking. Among these banks includes Citibank who are providing their services in Pakistan.

CHAPTER # 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

- Keeping in view the research that has been conducted, it is concluded that the concept of e-marketing though relatively new to the market of our country, will undergo a drastic change.

- The research has also concluded the fact that both the customers and business authorities in Pakistan are trying to invest in this sphere, in their respective capacities.

- People are willing to spend online; provided; they develop a feeling of mutual trust with businesses.

- Businesses need to expand their options to consumers and make them aware of new electronic advertising concept. They should work in developing the interest of consumers towards visiting their online sites, making their sites more convenient and user friendly.

- However, during the research, it was found that customers desire high level of security over the internet. Therefore, the issue of insecurity should be

resolved so that more and more businesses can be brought over the net.

- The apprehensions and fears of both the customers and business concerns are genuine and they need to be protected so as to make this phenomenon acceptable in Pakistan.

- However, it has been concluded from my research that there is great impact on the buying behavior of consumers but it will take time to develop in Pakistan. People are not that much aware of this concept and businesses and government should make an attractive step towards improving it.

- The future prospects are bright in Pakistan and businesses must capture this era of marketing to achieve growth.

- Seminars and training programs should be arranged to give knowledge to businessmen.

5.2 RECOMMENDATIONS

- It is recommended that an extensive IT ballyhoo should be launched for the introduction of this concept at governmental level. Apart from it, a national strategy should be worked out in order to achieve the foregoing objective.

- The confidence of consumers should be built in electronic transactions so that the time of both the customers and the business concerns could be saved as it is the most precious entity in today’s rapidly moving world.

- We need to develop the traditions of e-marketing at a wider level so that the benefits can reach even those who are partially aware of this phenomenon.

- In order to safeguard the interest of customers, it is recommended that security of the transactions should be provided to the buyer and any bank should serve as an intermediary to ensure that the transaction is legally carried out.

- Every possible measure should be adopted to develop trust between the online purchaser and seller. It can prove instrumental in the promotion of the idea to other people once some customers feel satisfied from the transactions.

- Apart from ensuring security, it is also recommended that confidentiality should also be maintained so as to make the customer feel safer about the business he is transacting. Most of the times customers shirk buying things online merely because of the reason of lack of confidentiality on part of the seller.

- Effective cyber laws should be implemented immediately so that the quantum of cyber crimes can not only be curtailed but also done away with once and for all so that more and more clientele can be generated electronically.

- In the upcoming years in Pakistan, e-marketing will definitely have a stronger impact on the consumer buying behavior, as internet usage is growing at an increasing rate. Now days, the new trend of shopping is through online purchasing so the companies should promote advertising and selling products through e-marketing. As a result their sales would go up and they would be able to grow more successfully.

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