

# Final Thesis

**"The role of internet marketing  
in the promotion of consumer  
goods in Pakistan"**

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## **ABSTRACT**

This research has been conducted to determine the effectiveness Internet has in the marketing of consumer goods in Pakistan. As a new marketing tool, the Internet provides an opportunity to local and multinational companies to reach their consumers in a new way.

The research is a descriptive one and uses a questionnaire as the main research instrument for collecting data from professional respondents from three multinational companies in Pakistan that were approached, namely Unilever Pakistan Limited, Proctor & Gamble, and National Foods Limited. The structured questionnaire was self-administered and a non-probability judgment sample was chosen.

Mainly, company image and equity have increased. Improvement in profitability is also visible. To measure whether market share is increasing or not, consumer goods companies in Pakistan with an online presence will need to analyze gathered data. Few currently are doing that.

Some recommendations made include the following:

Use voiceover and sounds to attract attention and keep customers coming back to their site. Use other means of promoting their Internet marketing efforts offline like newsletters, direct mails, etc in order to reach more people nationally and internationally. Conduct online promotion using banner ads, e-newsletters, e-zines, etc

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