Bahria Institute of Management and Computer Sciences
Department of Management Sciences

Final Project Approval Sheet
Viva-Voce Examination

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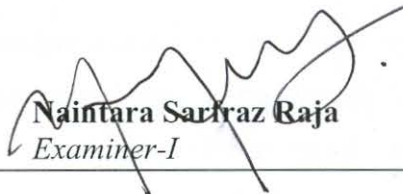**Topic of Research:** "The Internet Marketing: Implications for Retailing in Pakistan"

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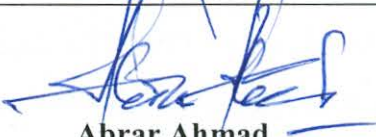
Class: MBA

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ABSTRACT

This research seeks out the internet marketing implications for retailing in Pakistan. There is meager amount of information available on the topic, as internet marketing and internet retailing both are new phenomenon in the Pakistani context. Researcher has conducted this research on empirical grounds to analyze the research questions by gathering data from 100 respondents from three main cities Lahore, Islamabad and Faisalabad of Pakistan through online consumer preferences survey form at

*http://FreeOnlineSurveys.com/rendersurvey.asp?id=71799.*A comprehensive literature review provides panoramic view of the internet marketing, online retailing and e commerce aspects. The findings of the research prop up the relevance of the research questions and underpin the conclusions and recommendations by the researcher. Based on the findings, discussion, analysis and conclusions, the study also suggests the business model for online retailing suitable in the context of Pakistan. Researcher concludes that Consumers find Multimedia ads, banners and direct mails the most appealing ways of online advertisement. And Search engines and company's web sites are the best source for finding the information about products, services and ideas. Moreover, Internet marketing helps in decision making for finding and selecting the products and services online and online trade for retail products is the major area of interest of the online consumers. Researcher also recommends that as Internet use is increasing in Pakistan and internet marketers should exploit this untapped opportunity to

satisfy the customers' needs. Retailers should own dynamic websites for virtual presence on the net to keep the customers informed and aware. Online retailer should offer attractive design and layout of the site while not compromising on the user friendliness. Online help for products, services and processes should be available in the shape of multimedia guides and manuals apart from the live help line that must be available 24 hours a day and 7 days a week. Company's transaction process should be highly secure, third party verified and user friendly to build the users confidence and trust.

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