# ONLINE MARKETING

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*Abstract :*  This research is conducted to see how the consumers' brand perception and purchasing decisions are influenced by different online marketing tools used across the industries such as Word of Mouth (WOM), online Chat assistance and Email advertising. Its purpose was so study the relationship between the different online marketing tools and techniques, WOM, Online chat and Email and their effects on the brand perception and consumer purchasing decision. There are a lot of other influencing factors included in a decision making of a consumer for purchasing and developing a perception about a particular brand but the most important factors that play a defining role in changing the consumer brand perception and purchasing decision is WOM and the dependency exists on these three variables. Our results show that the residents of Karachi who are active on internet prefer WOM over the other two variables which are online chat and email advertising. Different companies avail the online marketing strategy of WOM service in order to attract the potential customers and influence their purchasing decision and brand perception. There are no generalized factors that affect the consumer decision of purchasing and developing a brand perception in Karachi. WOM is being done by the consumers and it's one of the cheapest medium of online marketing which is being availed by many companies and proved to be effective.

## I.INTRODUCTION

In this contemporary era, traditional marketing is fading away with the penetration of online marketing which has spread many different branches including social media, blogs, chat forums and general troubleshooting forums. The pace of information sharing has never been as rapid as it is in this era and to facilitate this explosion of new changing information, online marketing has a role to play. Online marketing empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the features, quality, durability, design and functionality of various products across industries.

Marketing managers are increasingly making use of online marketing due to various reasons including; eliminating geographical constraint, ease of accessibility, consolidation of large volume of information into a compact online website, high margin for customization and intensity of reach to potential and actual consumers around the glove.

Online marketing can influence the consumer purchasing decision and alter brand perceptions of different products of different industries. It is the purpose of this research to study the various tools and techniques marketing managers can use to influence consumer purchasing decision and brand perception by utilizing consumers as their marketing asset.

## I.IOBJECTIVES

- Elevate Brand Perception
- Establish Thought Leadership
- Drive Customer Engagement
- Provide Better Customer Service
- Increase Customer Retention
- Grow Per Customer Profitability
- Shorten Sales Cycles
- Build a Bigger Referral Network

## II.REVIEW

As Chaffee (1986) noted, the greater the interaction between people on mass media, the higher the chances of them sharing this information to cause opinion change resulting social change. This means that indirect agents aren't as effective as direct agents, in this case, consumers themselves. Encouraging consumers themselves to get involved in the marketing process increases the credibility of the message delivered.

Apple Newton, a discontinued product over 9 years ago has the opportunity for coming up again as consumers of this particular product aim to use vigilante marketing as a tool to modify, repair and innovate this product. The way in which we regard Newton trade name population "homebrew advertising" (Kahney, 2004) "Folk advertising" (O'Guinn, 2003), the open source "branding (which goes by many names, including the recent proliferation of customer evangelism with a nice dovetails Garfiel, 2005), and "vigilante marketing" (Ives, 2004).

Online chatting has proved to be a strong promotion and marketing hub in this century. According to Teenage Research Unlimited, 81% of youngsters use the Internet and chatting is the number one activity in which they engage (Brown, 1999; Porterfield, 1999). The research in this area is still under development but the prospects look fruitful as such large number of young minds in a single place has tons of information to share, including their experiences of different products.

## III.ONLINE MARKETING

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

### III.I.Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM).

### III.II.10 TYPES OF ONLINE MAEKETING

1. Search Engine Optimization
2. Pay Per Click
3. E-mail
4. Video Marketing
5. Blogging
6. Social Media
7. Content Marketing
8. Network Marketing
9. Affiliate Marketing
10. Contextual Marketing

**III.III.Online marketing has several advantages, including:**

- **Low costs:** Large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.
- **Flexibility and convenience:** Consumers may research and purchase products and services at their leisure.
- **Analytics:** Efficient statistical results are facilitated without extra costs.
- **Multiple options:** Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google Maps).
- **Demographic targeting:** Consumers can be demographically targeted much more effectively in an online rather than an offline process.

The main limitation of online marketing is the lack of tangibility, which means that consumers are unable to try out, or try on items they might wish to purchase. Generous return policies are the main way to circumvent such buyer apprehension.

Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

**IV.CONCLUSION**

As generation evolve and technology develops, the advancement in the field of marketing and advertisement has been immense. No larger are business bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the new effective strategies has been of online marketing, which is the topic that this whole e- book was centered on. Online marketing utilizes the interest and its wealth of resource for promotional, profit raising purpose.

After covering some types of online marketing, which included email marketing and social media marketing, we reviewed some of the common trends and shifts that resulted from the advancement. The main point that was highlighted was how unique modern internet advertising is, as compared to its traditional counterparts. Internet is all about being available whenever the wherever customers may need you, rather than just popping up once in awhile for attention.

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