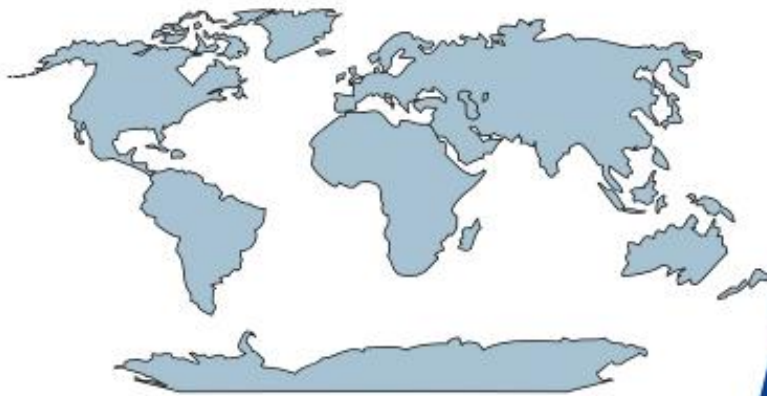


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CUSTOMER SATISFACTION AND BEHAVIOUR WITH RESPECT TO E-MARKETING: A STUDY

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ABSTRACT

PURPOSE: To study the Customer's actions while using E- markets for shopping as well as their satisfaction Level's

DESIGN: As we took feedback from group of people with different occupation to show how "E-Marketing" is facing variations and fluctuation in their customer behaviour and how they make different different customers attract towards them with the same strategy for everyone.

FINDINGS: E-Marketing is showing a positive as well as progressive reflection to fulfill customers' satisfaction on "E-marketing".

Keywords: E-Marketing, targets, behaviour.

INTRODUCTION

"E-marketing" is the mode of selling product through online markets ; it's a selling of products and services through Internet , As online marketing is also known as the "ART OF SELLING GOODS OR SERVICES" through Internet , Cellular Phone, other networking Devices. The "E-Marketing" is a shoot-up topic now days, as there is large number of customers tilted towards "E-Market". As we all know the "Technology" give birth to comfort lifestyle to us (humans), The day we decide to switch over E-Marketing , that day was the revolution in the field of "MARKETING". One can order anything from online market, As there are many different websites for different products such as Basic lifestyle products, Clothing, Gyming , Groceries and cosmetic etc. . We all know that E-Marketing got lots of support from us too, as we all gave full attention to "E-markets"; we gave "E-Marketing" a favorable situation and time to grow its roots to the soil of Marketing. Now the scenario is completely changed Offline marketing which was having more grip in customer preference now there are due to shoot-up or rising of the E-Market they are also changing their route they are also trying to get into online mass as they even know that Evolution is the important part of survival in market, as if they want to fight against their competitor's they have to accept as well as adopt the trends that customers are expecting now a days from brands or from companies. Marketing term came out after "Industrial Revolution"; it was a drastic change in the history of production, as the "Man-Power" was replaced by "Machines", now the firms are able to produce more number of units as the machines are much faster and it take less number of time with less number or zero errors , As every situation put you to think both the two sites of the phase , first celebrations as the revolution will surely will lead to mass number of production but the other side of the tension which was where and to Whom and how to sell this major production? ; Then Manufacturers started to find a way out of this then the discovery of the term came out which was "Marketing". Marketing is the art to sell the services and production which will lead to profit to manufacturer then the time plays very important role in Marketing as the competition was increased due to Industrial revolution, the narrow road and number of manufacturer taking to passing that road at the same time , lots of clash , lots of fights between the brands took place ; which was "pilot" of "the innovation of Marketing strategy ". As we are in 21st century where the large ratio of population Globally using Internet this Marketing starts playing a important role in Internet too, as E-Marketing. As now www is also used as promotion of the product.

OBJECTIVES

- To study about the various strategies with respect to "E-Marketing".
- To analyse the behaviour of "Targets" and also various pattern of advertising.
- To determine the Customers satisfaction Levels on E-Marketing.

REVIEW OF LITERATURE

Analytical concept (South- Western) 1978, Given by: Dan Scandal , Charles W. Hofer ,States that, "The Match between Organisation resources and Skills and environment opportunities and risks it faces and the purpose it wishes to accomplish".

Kenichi Ohame , in his book The Mind of the Strategist , (1982) "Reserved for actions aimed directly at altering the strengths of the enterprise relative to that of its competitors , ("Performance relative to competitors").