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E-Marketing and online Consumer Behavior

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Abstract

In 1999 four academics – Christopher Locke Rick Levine Doc Sear's, and David Weinberger – published. The Clue train Manifesto. A Short Book with a huge message aiming to change the way companies thinks about consumers and about marketing to them. The author's sec the Internet as producing a profound humanistic change in the relation between businesses and consumers. The book presents 95 theses , starting with "markets are and markets consist of human beings , not demographics sectors " The Internet is enabling conversations among human beings that were simply not possible in the era of mass media ". As a result , markets are getting smarter , more informed .more organized " "people in networked markets have figured out that they get far better information and support from each other than from vendors "And whether the news is good or bad .

(Keywords: Making, Maker culture, Electronics, Crafting, Tools, Diversity, Terminality, Design.)

Introduction

They tell everyone Companies that speak in the language of the pitch, the dog - and –pony show , are no longer speaking to anyone People Will not settle for the 4 color brochure for web sites… with eye candy but lacking any substance " If you want us to talk to you , tell us something. Make it something interesting for a change. We want you to drop your trip come out of your neurotic self- involvement, Join the party

The clue train Manifesto Charges that companies are too bureaucratic, too artificial, too manipulative, too given to one way rhetoric. Companies which do not recognize that today's markets are conversations are destined to founder.

Online consumers tend to be younger, more affluent, and better educated than the general population. But as more people find their way onto the Internet, the cyberspace population is becoming more main stream and diverse. Younger users are more likely to use the Internet for entertainment and socializing. Yet 45 percent of users are 40 Years of age or older, and use the Internet for investment and more serious matters.

Objectives of the study

Marketing researchers may use the Internet to meet three different types of research objectives:

1. They can study how the Internet is used as a marketing tool:
2. They can use the Internet as an alternative medium for traditional questionnaire surveys.
3. They can use the Internet to study Internet consumer behaviors.

Data Collection methods

The third dimension of our typology of Internet marketing survey designs is related to the data collection methods. Three different methods may be used;

1. Direct observation;
2. A questionnaire; or
3. An experiment.

Internet domains: B2B (Business to Business)

Although the popular press has

given the most attention to business to consumers (B2C) Web Sites, Even more activity is being conducted on business to business (B2B) Sites. The B2B sites are changing the supplier – customer relationship in profound ways Forrester and Gartner, major research firms on online commerce, estimate that B2B commerce is 10 to 15 times greater thanB2C commerce. Gartner estimates that by 2005 more than 500,000 enterprises will participate in e-markets as buyers, sellers or both. These firms are using B2B auction sites, Spot exchanges, online product catalogues, barter sites, and other online resources to obtain better prices . Many major enterprises, including Chevron, Ford Motor Company, GE, And Merck, have invested millions in web procurement systems.

E-Bay:-

E-Bay is a person-to-person online trading community with more than 23 million registered users. The company's Web site hosts more than two million auctions each month for items in ·more than 1,000 categories, from jewelry' to stamps,· and from antiques to electronics. eBay also maintains auction sites in several foreign . Countries, including Japan, the United Kingdom, and Germany.

WebMD:-

This online health network provides a wealth of B2B and B2C Service linking patients, doctors, and healthcare industry companies. Aside from these services, an important aspect of its consumer-health homepage is a network connecting consumers who have interests in similar health issues. WebMD hosts a variety of daily chats on topics such as prostate cancer and nutrition, offers health journal forums, and finds "diet buddies" for weight-conscious consumers.

Internet domains C2B (consumer to business)

Consumers are also finding it easier to communicate with companies. Companies often encourage communication by inviting prospects and customers to send in questions, suggestions, and even complaints via 'e-mail. Some sites even include a call'-me button-the customer clicks on it and his or her phone rings with a customer representative ready answer a question. Customer service representatives can in principle respond quickly To these messages. Yet many online merchants are guilty of considerably slow responses to consumer mail. Smart online marketers will answer quickly, by sending out newsletters special product or promotion offers based on purchase histories, reminders of service requirements or warranty renewals, or announcements of special events.

How· marketing practices are changing: Setting up web sites

Clearly all companies need to move into e-marketing and e-purchasing. In deciding to set up ' and operate their own Web sites, they face many questions, Many of these questions will be answered throughout the book. Here we address only three: Designing an attractive Web site; placing ads and promotion online; and building a revenue and profit model.

Designing an attractive web site

A key challenge is designing a site that is attractive on first viewing and interesting enough to encourage repeat visits. Early text-based Web sites have increasingly been replaced by sophisticated sites that provide text, sound, and animation

Context: Layout and design.

Content: Text, pictures, sound, and video the site contains.

Community: How the site enables user-to-user communication.

Customization: - Site's ability to tailor it self to different users or to allow users to personalize the site.

Communication :- How the site enables site to user, user to site, or two way communication

Connection :- Degree that the site is linked to other sites

Commerce: Site 's capabilities to enable commercial transactions.

To encourage repeat visits, companiesneed to pay attention to context and content factors.

Attracting and Keeping Visitors

How can we get more prospects to know and visit our site?

How can we use marketing to spread word-of-mouth?

How can we convert visitors into repeaters?

Howdowemakeoursitemoreexperientialandreal?

Howcanwe build a **Strong**relationshipwithour customers?

Howcanwebuild acustomercommunity?

Howcanwecaptureandexploitcustomer, dataforup-sellingandcross-selling?

Transactioncommission andfees: Dot-comschargecommissionfeesontransactions betweenotherparties.Forexample,eBayputsbuyersint ouchwith sellersandtakesfroma1. . 25to 5 percent commissiononeachtransaction.

Market research/information: Companies can charge for special market information or intelligence. NewsLibrary charges a dollar or two to download copies of archived news: stories. LifeQuote provides price comparisons from approximately 50 different life insurance companies and gets a commission of 50 percent of the first year's premium from the company chosen by the consumer.

Referral income: Companies can collect revenue by ref erring customers to others. Edmund's receives a finder 's fee every time a customer fills out an Auto-By-Tel form at Edmund 's Web site, regardless of whether a deal is consummated. Marketplace.comcharges a 'fee for the names of corporate customers who want to sell or buy a business.

How marketing practices are changing: customer relationship marketing

In addition to e-marketing, companies are becoming more skillful in customer relation ship marketing and database marketing. Customer relationship marketing (CRM) enables companies to provide excellent real-time customer service by developing a relationship with each valued customer through the effective use of individual account information. based on what they know about each customer, companies can customize market offerings, services, programs, messages, and media .

Reducing the rate of customer defection.

Increasing the longevity of the customer relationship.

Enhancing the growth potential of each customer through "share-of -wallet, " cross selling, and up selling.

Making low-profit customers more profitable or terminating them.

Focusi.rig disproportionate effort on high value customers

Mass Marketing	One-to-one Marketing
Average customer	Individual customer
Customer anonymity	Customer profile
Standard product	Customized Market Offering
Mass Production	Customized production
Mass Distribution	Individualized message
Mass Advertising	Individualized Distribution

Mass promotion	Individualized incentives
One way message	Two way messages
Economies of scale	Economics of scope
Share of Market	Share of Customers
All customers	Profitable customers
Customer attraction	Customer retention

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