

ONLINE MARKETING THROUGH CONSUMERS

MARTHALA SAGAR REDDY

Malla Reddy University

(Masters of Business Administration-MBA)

ABSTRACT

This study is being carried out to determine how diverse online marketing tactics utilised across industries, such as Word of Mouth (WOM), online Chat assistance, and Email advertising, influence consumers' brand impression and purchasing decisions. Its goal was to investigate the interaction between various online marketing tools and strategies, such as word-of-mouth, online chat, and email, and their influence on brand perception and customer purchasing decisions. There are many other influencing factors in a consumer's decision to purchase and develop 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 findings suggest that Karachi internet users favour WOM over the other two factors, online chat and email advertising. Various businesses use the WOM online marketing strategy to attract new customers and impact their purchasing decisions and brand perception. In Karachi, there are no generalised elements that influence customer purchase decisions or the development of brand perception. WOM is done by customers, and it is one of the cheapest forms of online marketing that many businesses use and has proven to be effective.

KEY WORDS: word of mouth, online marketing, referral marketing, relationship marketing

INTRODUCTION

Traditional marketing is dwindling in the modern day due to the penetration of internet marketing, which has spread too many various branches such as social media, blogs, chat forums, and general troubleshooting forums. The pace of information exchange has never been faster than it is now, and online marketing may help to support this flood of new and changing information. Online marketing enables customers to promote things they believe are worthy of purchase, as well as thorough conversations on the features, quality, durability, design, and usefulness of numerous products across industries. Marketing managers are increasingly utilising online marketing for a variety of reasons, including eliminating geographical constraints, ease of accessibility, consolidation of a large volume of information into a compact online website, high margin for customization, and intensity of reach to potential and actual consumers worldwide.

Online marketing has the ability to impact consumer purchasing decisions and change brand perceptions of various items from various industries. The goal of this research is to investigate the many methods and techniques that marketing managers can employ to influence consumer purchase decisions and brand perception by using people as a marketing asset.

DEFINITION

Consumer Purchasing Decision: A consumer purchasing decision is the final decision a consumer makes after evaluating all aspects such as the person's income, the quality of the goods, the company's brand equity, and so on, to pay for the purchased product and complete the transaction. **Brand Perception:** This is the set of traits that a potential consumer associates with a specific product/company/brand in order to form associations with it. A brand's perception may be influenced by factors such as marketing, social campaigns carried out by that brand, consumer satisfaction/dissatisfaction with that brand after consuming that brand, and word of mouth image that brand has established.

LITERATURE REVIEW

In today's world, people not only buy but also market things. They disseminate information such as product quality, dependability, pricing, convenience of use, and warranty claim procedures through word of mouth as well as online forums and social groups. This research aims to investigate in depth the factors that influence consumers' ability to market products online, and then to develop and focus on the most productive marketing measures to assist marketing managers across industries in developing new tools and techniques to harness consumers' marketing potential.

According to Chaffee (1986), the greater the interaction between people on mass media, the greater the likelihood of them sharing this information to create opinion change and so social change. This suggests that indirect actors, in this case, consumers, are less successful than direct agents. Encouraging consumers to participate in the marketing process boosts the trustworthiness of the message provided.

Furthermore, consumers' attitudes regarding direct-to-consumer marketing can be substantially influenced by media integrity (Huh, Delorme, and Reid, 2004). When involving consumers as promotional agents, it's also crucial to keep the pharmaceutical industry's ethical issues in mind, as inappropriate attempts can have negative consequences. Merck's irresponsible practises with Vioxx, for example, damaged many patients and caused enormous economic loss (Mercola, 2005).

Apple Newton, a discontinued product that was discontinued over 9 years ago, has the potential to resurface as people seek to use vigilante marketing as a tool to modify, repair, and develop this device. Newton trade name population "homebrew advertising" (Kahney, 2004), "Folk advertising" (O'Quinn, 2003), open source "branding (which goes by many names, including the recent proliferation of customer evangelism with a nice dovetails Garfield, 2005), and "vigilante marketing" (Ives, 2004).

In this century, online chatting has shown to be a powerful promotion and marketing hub. According to Teenage Research Unlimited, 81% of young people utilise the Internet, with chatting being the most popular activity (Brown, 1999; Porterfield, 1999). The research in this area is still in its early stages, but the prospects appear promising because such a huge number of young brains in a single location has a wealth of knowledge to give, including their experiences with various goods.

Creating ethical customer value entails more than simply satisfying the customer's wants through a product manufactured by a company that adheres to a number of ethical norms and ideals. Rather, it entails involving customers in sharing their product utilisation experience against the experience of using competitors' products and then publishing these blocks of information online of social blogs or relevant forums, allowing enterprises with a competitive advantage to come forward. Jerry Lin and Grace Tyng-Ruu Lin (2006). The survival of a freely controllable pool of apparent contacts, according to David Godes and Dina Mayzlin (fall,

2004), is unparalleled. This investigation establishes the existence of evidence in these interactions as well as its recovery at the lowest possible cost. The relationship between quantity plus diffusion and sales should be investigated. Furthermore, if the relationship exists, the challenge of dealing with dispersion is motivating.

RESEARCH METHODS

METHOD OF DATA COLLECTION

The data used in this study is entirely primary data acquired from respondents. Personal interviews were done, and questionnaires were distributed.

SAMPLING TECHNIQUE

The technique and procedure used are unrestricted, non-probability sampling.

SAMPLE SIZE

75 respondents were drawn from various parts of Karachi, including offices and retail centres.

INSTRUMENT OF DATA COLLECTION

Closed-ended questions, multiple choice, and liker scale questionnaires.

STATISTICAL TECHNIQUE

To compare the hypothesis's reliance, a one-sample T-test was employed.

CONCLUSION, DISCUSSIONS, IMPLICATIONS AND FUTURE RESEARCH

CONCLUSION

According to the 75-respondent sample size research, there is no direct relationship between the researched variables (Consumer Purchasing Decision, Brand Perception, and Online Marketing through Consumers). Consumers either strongly agree or agree that a brand's presence on social media is critical to growth. Almost every manager feels that marketing by word of mouth has a greater impact than marketing through chat sections or email advertising. Consumers choose word of mouth as a primary method for online marketing. Furthermore, this research adds to the work of other theorists who have studied on the same topic. The paper's conclusion also supports Sheath's (1971) finding. According to him, word of mouth is a more important tool than advice in spreading awareness of an innovation and ensuring the decision to try the product. The research adds to the work of other theorists who have worked on the same topic. WOM is a superior marketing tactic than any other, presumably because personal sources are perceived as more reliable (Murray, 1991).

DISCUSSIONS

Word of mouth may be a highly useful strategy for getting first-hand feedback on the various sorts and degrees of possibilities and risks that customers encounter. Customers openly communicate their issues and opinions about a particular product through word of mouth. Word of mouth has also proven to be a very successful approach for influencing consumer behaviour about buying decisions. Furthermore, word of mouth has evolved as a strategy to compete with traditional advertising tactics in terms of cost, time, and spread. Consumers rely on existing user input

and expert judgements. In the short run, this reliance tends to be static. Once a perception is formed about a product, it cannot be changed overnight, and this also applies to other methods such as email advertising and the discussion area. So, in order to retain positive word of mouth about a specific product, it should be established and maintained from the beginning of the product's life-cycle.

IMPLICATIONS

According to the findings, online marketing through customers via word-of-mouth platforms is the most successful method across industries for influencing consumer purchasing decisions and brand perception.

FUTURE RESEARCH

Future research in the area of internet marketing via social media, notably Facebook, since its goal reach is the greatest, is potential. Further research on internet access and wireless networking access in urban and rural regions can be conducted to supplement this field of study.

REFERENCES

Alan L. Montgomery, Interfaces (Mar. - Apr., 2001), Applying Quantitative Marketing Techniques to the Internet, Journal of Marketing, Vol. 31, No. 2, pp. 90-108.

George M. Zinkhan, Hyokjin Kwan, Michelle Morrison and Cara Okleshen Peters, (2003), Society for Consumer Psychology Web-Based Chatting: Consumer Communication in Cyberspace, Journal of Consumer Psychology, Vol. 13, No. 1/2, Consumers in Cyberspace, pp. 17-27.

Robert V. Kuznets, Kristine de Vick, Andrea C. Wernicke, Sarah J.S. Wilmer (2010), Understanding word-of-mouth marketing in online communities, Journal of Marketing, Vole 72, No. 2, Page 71-89.

Venkatram Ramaswamy, Hubert Gagnon and David J. Rubinstein, (Apr., 1994), Journal of Marketing, Vol. 58, No. 2, pp. 45-55.