

## A STUDY ON ONLINE MARKETING STRATEGIES USED BY E- ENTREPRENEURS IN INDIA

S.Vivin Richard\*

Ms. Sri Jothi\*\*

### **Abstract:**

This research analyses E-Entrepreneurs like flipkart.com, Amazon.com, Naaptol.com etc, and the characteristics of online marketing strategies used by new media Entrepreneurs. This research helps to understand the nature and extent of business strategies used by successful online Entrepreneurs. Nowadays, most people prefer to get first-hand information from the internet. Being a terrific medium of communication, internet not only helps people to stay informed but gives them a fair idea about the consumer market as well. Hence, it is important to analyze and utilize the power of internet technology in the best possible manner. The need is to analyze and research needs of customers who come online to satisfy their wants.

**Keywords:** Entrepreneur, Online marketing, New media, Strategies, Indian Entrepreneurs.

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\* M.Sc Electronic Media, Department of Media Sciences, College of Engineering, Anna University, Guindy, Chennai.

\*\* Lecturer, Department of Media Sciences, College of Engineering, Anna University, Guindy Chennai.

## 1. Introduction

Internet is primarily a source of communication, information and entertainment, but increasingly, it also acts as a vehicle for commercial transactions. Since the explosion of the web as a business medium, one of its primary uses has been for marketing. Soon, the web could become a critical distribution channel for the majority of successful enterprises (Thompson 2002).

Internet is a large repository of information, ever expanding database and a true knowledge hub. The impact of internet over people has grown over a period of time and people started trusting internet and they bank over the internet for major activities, be it personal, official and business related. Therefore this presents the perfect scenario for the entrepreneurs to market their products across the globe, to a large customer base that their sales force cannot even dream of identifying. Getting on the wings of internet technologies, organizations can easily enhance their overall worth by reaching to new heights of success. Online companies can engage in fruitful marketing activities by using effective new media marketing strategies to boost their product offering in the online market.

Thus, the study is done to analyse the importance of online marketing as one of the strategy for the E- Entrepreneurs to develop their business globally to enlarge their marketing segment among Indian E-Entrepreneurs. Also the role of internet has various purposes and needs amongst its users since the E-entrepreneurs use internet as one of the marketing tool to expand their business communication, from b to b and to other customers to maintain good relationship and interactive business.

### 1.1. Online marketing

Advertising in internet provides a major contribution to brand competition in the market. Advertising here not only provides information about a product or service but also promotes innovation. Besides it also facilitates consumer satisfaction. Big and small companies, individuals of all walks of life, major and minor events, concepts, etc., nowadays lay their base on online marketing to get recognized in the market (Zarrella, 2010).

According to Pierre Omidiyar of eBay “When eBay was started, it was just a hobby, an experiment to see if people could use the Internet to be empowered through access to an efficient

market. It was really about helping people connect around a sphere of interest so they could do business.”

## 1.2 Objectives

- To study the new media marketing strategies used by E-Entrepreneurs in India.
- To analyse the new media marketing strategies used by E-Entrepreneurs.
- To identify the different marketing strategies of business enterprises using new media as a technology to enlarge their business market.
- To determine the effectiveness of new media marketing.

## 2. Literature Review

The various study related to the research were, Scott (2009) states the reasons for brand promoters preferring online web for marketing is that the tools, techniques and content are constantly evolving. The buyers reward creativity by responding to the online efforts like:

*“If you are open to trying out new things, you can be first in your industry to use something new to communicate to your buyers”.*

The rules of marketing had to change and the web has proved a catalyst in bringing the changes forward and amplifying their scale. The sudden emergence of the Web 2.0 marketing techniques demand additional approaches, while most marketers are still wrestling with the first generation, savvy brands are exploring the landscape that social media and social networks create for marketers. These techniques are allowing much deeper drivers in social change to be unleashed, with a profound impact on planning customer connections. The new generation of relationship in marketing responds to the additional challenges of digital media literacy and in the right hands can trigger a rebuild of the entire marketing mix through different strategies. Relationship marketing for the Face book generation demands both thinking and acting differently (Chaffey 2003).

Stroud (2007) says that the ability of social networking sites to generate these huge volumes of web traffic is proof of their huge popularity. Google, Yahoo and News International have bought themselves a presence in the social networking arena. The detailed rationale for these acquisitions differs but all have a common theme of wanting access to the enormous audiences.

Visitors to online websites as well as social networking sites are significantly more likely than average to visit leisure-oriented retail site categories, such as music, jewelry/luxury goods/accessories, consumer electronics and apparel. People typically enjoy sharing their experiences with these products, whether it is to talk about their new iPhone or the pair of designer jeans they just bought. Social networking sites offer the venue for those conversations to occur. Online media advertising is ideal for promoting brand recognition. Still, there is no doubt that advertising via online media sites is an effective way to increase your overall revenue stream (Brinlee, 2007).

### 3.1 Research Methodology

To analyze and find the effective use of online marketing strategy in developing a business online, and to find the effective marketing strategy used online by E- Entrepreneurs. This research study adopted survey and content analysis in order to find the effectiveness and the impact of the marketing strategies used in branding any product or the service among the target market through Flipkart.com, Futurebazaar.com and Naaptol.com with respect to international market group Amazon.com and ebay.in.

#### 3.1.1 Methods of Data Collection

The content analysis is another method used to analyse the different kind of communication strategy and marketing strategy used by the online entrepreneurs with certain parameters among Indian E-commerce websites with respect to top international E-commerce websites. And the survey method helped in finding out the reach of the websites with their advertisements and marketing strategies which they use online to promote their business, and the ways of impact of the online marketing strategies.

### 3.2 Content Analysis

In Content analysis the three online e-commerce websites among the top ten in India was selected to find the effective online marketing strategies they use for the brand communication building. (Flipkart.com, Futurebazaar.com, Naaptol.com) with respect to the marketing strategies used by top international e-commerce websites amazon.com and ebay.in and find out the difference in strategies they use. Content analysis on these websites was done during the period from March 1 till March 12 and these websites were viewed for a time of 7 hours per day.

#### 3.2.1 Parameters and units of analysis

1. **Type of website:** The technical category of the site where it belongs to.
2. **Target group:** Category of audience who visit these sites.
3. **Website management**
  - i) **Navigation:** The type of navigation of menus used in the website.
  - ii) **User interface- Design (UI):** The design structure of the website
  - iii) **User Interaction:** The amount of interactivity created with the website to the user.
  - iv) **Accessibility:** The amount of ease of accessibility for the user.
  - v) **Content:** The content used in terms of ambiguity and understanding.
  - vi) **Security:** The security methods incorporated with the website.
4. **Communication strategy:** Tools of communication used for promoting the brand.
5. **Advertising strategy**
  - a. **Business type:** Type of business they are involved with.
  - b. **Promotional strategy:** The brands which they tend to promote.
  - c. **Other strategies:** other 360` marketing which they do if so.
6. **Social Media:** Their usage of social media market.
7. **Links:** The rss feed updates and their regular updates about the company.
8. **Deals/offers:** The online deals and offers these websites provide.

### 3.3 Survey Analysis

Survey was conducted randomly among young adults community, by sending questionnaire through online to collect the individual opinion from the respondents.

### 3.3.1 Sampling Method

Non probability sampling was used to collect the opinion from the online respondents. Purposive sampling method in non-probability sampling was used to get the results. Questionnaire is used as a tool and online media is being planned to be taken as the medium of the findings. The total population is online media user community, but to collect the effective data the sampling is constrained to the target population like young adults, graduates within the age of 16 years to 40 years. There is no gender discrimination; the target audience is middle and upper class. The sampling size is 100.

## 4 Findings and Discussions

Data analysis was done on 5 online commercial buying websites and their online marketing strategies used for the profit and branding of their online website. The methodologies used in finding the data are Content analysis method and Survey method.

### 4.1 Content Analysis and Interpretation

The data analysed from the 5 E-commerce websites with respect to the parameters are listed below in a tabulation.

#### 4.1.1 Tabulation of Content analysis on flipkart.com, futurebazaar.com and Naaptol.com

S.no	Parameters	Flipkart	Futurebazaar	Naptol
1.	Type of Website	Dynamic	Dynamic	Dynamic
2.	Target group	Young Adults 16-40 Graduates and students of all age	Age groups >30: Adults and Family are targeted.	Target age group <30: Youth and lifestyle
3.	Website management			
	i) Navigation	Vertical navigation system, Hierarchical	Horizontal navigation system, usage of breadcrumbs	Vertical and horizontal navigation system, Hierarchical



		navigation system.	navigation method.	navigation
	ii) User interface - Design	The UI is clear, can be easily discriminated, concise, and consistent in design and conventional.	The user interface is clear, consistent in design, convenient and unique in design and conventional.	Information is not legible, clustered, users attention is captured by many things around except for the users need. Not a conventional design
	iii) User interaction	Highly interactive in terms of product pictures in different dimensions, user reviews and comments for each product separately also with user rating method.	A zoom in version of the product when the mouse hovers on the image, also an option called chat is available where the user can chat with the live assistance of bigbazaar.	A similar interaction with the user as in bigbazaar.com with product image zooming in while mouse hovers on the image, user review available with not many users reviewing it.
	iv) Accessibility	Easily accessible with a simple UI.	Very simple with less information to access. Leads to a long way in sorting out a product which is necessary.	Complex design and clustered information.
	v) Content	Clear, legible, highly comprehensible, self descriptive and very apt to the product.	Mediocre comprehensibility.	Lack of comprehensibility, hence time consuming.
	Vi) Security	a) Does not mention security certification through SSL, VeriSign, Thawte Technologies. Probably	a) secured by Thawte latest SSL Technology b) They build a trust for clients with the help of their Bigbazaar family.	a) Does not specify authentication of privacy through certification through SSL, VeriSign or thawte.

		because of pay at doorstep. b) Customer tracking system where even if the product doesn't reach the customer or if any problems are there the customer is being called and informed regarding it.		
4.	Communication strategy	Email, banner ads, tv ads, paper ads, pop ups. Youtube ads, through blogs.	Email, banner ads, paper ads, pop ups, SEO,blogs.	Email, banner ads, pop ups, SEO,blogs.
5.	Advertising Strategy			
	a) Business type	B2b type, All brands available.	Home business, supermarket	B2B type, Marketing of all brands.
	b) Promotional Strategy	i) Promotes brands online through offers but majorly books. ii) Flyte Digital music store promotion	Promotes all bigbazaar home products with deals and offers.	a) Promotes all brands online with banner ads exclusively for certain ads on the homepage.
	c) Other Strategies	Crossmedia marketing throughout and 360 degree marketing is done for flipkart	Home marketing that is bigbazaar paper ads will have a weblink to this.	Only online media marketing done.



		books.		
6.	Social media	<p>a) Extensive use of facebook with testimonials, ads, new technologies available updated with interaction to fans and giving feedback.</p> <p>b) Other social media like twitter, linked n, youtube as well as blogs are updated.</p> <p>c) Social media ads not that frequent one ad for 20 mins comes up on facebook.</p>	<p>a) Very active on facebook and twitter where interaction with customer as well as games, offers for customer are listed.</p> <p>b) Deals come on facebook ads once in 14 mins after refreshing.</p>	<p>a) Product updates and information about offers etc are exclusively marketed through facebook, twitter as well as google plus but the name of the facebook page is shop right. Shop more which does not market the brand name as such.</p> <p>b) Facebook ads with lots of deals and offers comes up once in 6 mins after refreshing.</p>
7.	Links	<p>a) Intense SEO done for flipkart where even when just a book is searched in google and if the book is available in flipkart.com the first list shows the option to go to the website.</p> <p>b) Rss feed maintained and updated</p>	<p>a) Less SEO done for the website where only the brand name is mentioned in the Search engines.</p> <p>b) Blog links maintained and updated regularly</p>	<p>a) Naaptol has given much importance to SEO but still the search terms are much diverse.</p> <p>b) Blog links maintained properly.</p>

		properly.		
8.	Deals/ offers	Offers like reduced rates are given here	Deals, percentage off on products are given here	Deals, percentage off, clearance sale are given here

#### 4.1.2 Tabulation of content analysis on Amazon.com and eBay.in

S.no	Parameters	Amazon.com	Ebay.in
1.	Type of Website	Dynamic	Dynamic
2.	Target group	Age groups ranging from 16 – 50 years	Young Adults 16-40
3.	Website management		
	i) Navigation	Vertical navigation system, Hierarchical navigation system. Bread crumbs navigation method.	Horizontal navigation system, usage of breadcrumbs navigation method.
	ii) User interface - Design	The UI is clear, can be easily discriminated, concise, and consistent in design and conventional.	The user interface is clear, consistent in design, convenient and unique in design and conventional.
	iii) User interaction	Interactive in terms of product pictures in different dimensions, Product description, specifications and user reviews for each product separately also with user rating method.	Various dimensions of the product picture, Product description and star rated rating method.
	iv) Accessibility	Easily accessible with a simple UI. Very simple with less information to access. Leads to a long way in sorting out a product which is time consuming.	Easily accessible with a simple UI and accessibility
	v) Content	Clear, legible, highly comprehensible, self	Clear, legible, highly comprehensible, self

		descriptive and very apt to the product.	descriptive and very apt to the product.
	Vi) Security	a) mentions security certification through SSL, b) Customer tracking system where even if the product doesn't reach the customer or if any problems are there the customer is being called and informed regarding it.	a) Mentions ebay guarantee system for security of the products.
4.	Communication strategy	Email, banner ads, tv ads, paper ads, pop ups. Youtube ads, through blogs.  i) In google SEO any search for a book returns amazon.com as the top results.	Email, banner ads, tv ads, paper ads, pop ups. Youtube ads, through blogs.
5.	Advertising Strategy		
	d) Business type	Majorly books, All brands available.	All brands available
	e) Promotional Strategy	a) Promotes brands online through offers but majorly books. b) Affiliate marketing called "Amazon associates".	Promotes all products with deals and offers.
	i) Other Strategies	Crossmedia marketing throughout and 360 degree marketing is done.	Crossmedia marketing is done as well as 360 degree marketing.
6.	Social media	a) Product updates and information about offers etc are exclusively marketed through facebook, twitter as well as google plus. b) Facebook ads for books comes up with	a) Extensive use of Facebook and other social media like twitter, linkedin, youtube as well as blogs b) Ebay ads on facebook comes

		respect to any book related search.	up once in 2 mins while refreshing.
7.	Links	a) Intense SEO done for Amazon where even when just a book is searched in google the first few links are from Amazon.com  B ) Rss feed maintained and updated properly.	a) Intense SEO done for Amazon where even when just a book is searched in google the first few links are from Amazon.com  b) Rss feed maintained and updated properly.
8.	Deals/ offers	Offers like reduced rates are given here, inclusive with deals.	Deals, percentage off on products are given here as well as auction sale is added here.

#### 4.2 Survey analysis and interpretation

The collected data from the respondents were analysed in a tabulation below.

##### 4.2.1 Tabulation of awareness about online shopping websites

S.No	YES (%)	NO (%)
1.	90	10

From the results of data analysis found in above table, 90% of youngsters have the awareness of online shopping websites which helps them buy from home place and only 10% of the respondents does not have awareness of such websites.

##### 4.2.2 Tabulation of shopping done through online e-commerce sites

S.No	YES (%)	NO (%)
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1.

60

40

Though majority of surveyed crowd has awareness of online shopping websites, from the above table the data shows that only 60% of the respondents use these online e-commerce sites for shopping whereas 40% of them do not prefer shopping through these online shopping sites as on the table above.

#### 4.2.3 Tabulation of marketing strategy which brought awareness to these e-commerce websites

S.No	Banner Ads (%)	E-mail (%)	Ad links (%)	Social media (%)	Pop up ads (%)	Flash Ads (%)	Google search (%)
1.	13	10	15	45	2	8	5

There are various marketing strategies which are used to bring awareness about these e-commerce websites, as enlisted in the above table. The surveyed results clearly bring an understanding, which marketing strategy is effective in bringing customers to interact with the online shopping websites. Classifying the results hierarchically, it is found that social media influences 45% of the respondents to hit on the website for purchase of products, whereas only 13% of the surveyed respondents were brought in awareness by banner ads, 10% was reached through e-mails, 15% through ad links through other websites, 2% get influenced by unexpected popup ads, 8% flash ads that swirl along while browsing through any website and 5% by intentional lookout for products online through search engines like Google search.

#### 4.2.4 Tabulation of impact of Online marketing strategies

S.No	YES (%)	NO (%)	NEUTRAL (%)
1.	55	11	34

The results show the online marketing strategies on the table above, it is evident that these strategies influence at least 55% of the respondents prefer to shop online than walking to a nearby retail stores, 11% of the respondents are not influenced by the online marketing strategies mentioned above and 34% show neutral response towards online shopping cause they find retail shops more reliable for shopping due their higher preference on touch and feel experience in choice of products.

#### 4.2.5 Tabulation of interest shown by people if an offer is provided

S.No	YES (%)	NO (%)	MAY BE (%)
1.	56	13	31

The above data reveals that, 56% of the respondents choose to visit a website only if an offer is provided, 13% of the respondents choose not to visit a website even if an offer is provided simply because of sense of non-reliability on online offers which they clearly understand the promotional strategy behind in making online shoppers to visit their website and 31% of the respondents may show interest in visiting the website if the offers make a better deal than the retail shops.

#### 4.2.6 Tabulation of factor which makes people to buy in the website

S.No	Security (%)	Marketing or Ads seen about the site (%)	Heard about the site (%)
1.	27	48	25

From the results 25% of the respondents said that they rely on security as a factor to buy through a website, in that 48% of the respondents said online advertisements make them to buy in



particular website and 25% of the respondents said that they hear information by word of mouth which influences them to buy in a website.

#### 4.2.7 Tabulation of interest preferred to view or click through to the website

S.No	Banner Ads (%)	E-mail (%)	Ad links (%)	Social media (%)	Pop up ads (%)	Flash Ads (%)	Google search (%)
1.	6	12	8	51	4	10	6

The various marketing strategy which are used to bring awareness about these e-commerce websites, as enlisted in the above table. Only 6% of the surveyed respondents click through banner ads to visit a website, 12% prefer e-mails and from there they get into a website, 8% say that they go to a website by clicking through ad links, but around 51% of the respondents gets to know about the online shopping websites through social media, and 4% of the population clicks through popup ads, 10% flash and 6% by Google search engine respectively.

## 5 Results

- The main inference from the survey analysis was that online marketing strategies play a major role in the minds of the public.
- Around 55% of the surveyed respondents use online shopping websites to purchase products.
- 45 % of the respondents arrive to a particular ecommerce website through the ads which they see on social media.
- Even though 27 % of the respondents look on for security for buying a product in a particular website 48% say that online marketing of a product is more than enough in making them buy the product.
- 56% of the respondents visit a website if an offer is provided.

- From the Content analysis, it was observed all the online media marketing strategies are required for effective communication of the product, but Social media communication method stands out from all the other media marketing strategies.
- The majority of the users prefer in a website are
  - Navigation of the website must be simple and clear.
  - Easily accessible in terms of finding a product.
  - The design and layout must be colorful and attractive.
  - Content must be simple and self-explainable.
- Where Flipkart.com and Amazon.com has excelled in bringing out the above said things.
- Ebay.com has done good social media marketing through ads and deals which comes up on social media like Facebook, twitter, YouTube. Etc
- Futurebazaar is the only website among the chosen website for content analysis has an authentic security system (THWATE – an authenticated German security system).
- Naaptol even though the website is clumsy, the deals which they have shown and highlighted gives an added advantage for people to visit the website.

### 5.1 Conclusion

From the findings, online media marketing plays a major role in bringing out a product to lime light. One among the best online media marketing strategy an E-Entrepreneur uses is social media marketing. Not just marketing plays a major role in making the people buy a product, website management also plays a major role in bringing people and making them stay in the website. Earlier, users were very careful in security issues in buying a product online but now the dimensions has changed regarding that and the users are ready to buy products online. It is also concluded that, in this research it has been found that the International websites are well ahead in terms of customer relationship building as well as in the usage of online media marketing strategies. So Indian companies are building their brand identity by adapting to some of the strategies which the international websites use for betterment of the website.

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