Paper –CONSUMER BEHAVIOUR   **Dr. James Hussain**

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Topic- Role of Internet in E-Commerce

The rapid growth of the Internet, the popularity of personal computers and broadband all over the world have been making marketers scramble to determine how best they can use information technology profitably and to understand what technology means for their business strategies. Marketers want to understand which of their time-tested conducts will be enhanced by the Internet, databases, wireless mobile devices and other technologies.

E-marketing is the application of a broad range of information technologies in marketing functions, to achieve the following

• Transform marketing strategies to create more customer value through more effective segmentation, targeting, differentiation and positioning strategies.

• More efficient planning and execution of conception, distribution, promotion, and pricing of goods and services and ideas

• Create exchanges that satisfy individual consumer and business customer's needs and wants.

E-marketing is the result of information technology applied to traditional marketing. It increases efficiency in all traditional marketing functions. The technology of e-marketing transforms many marketing strategies resulting in business models that add customer value and increase company profitability.

E-commerce evolves from the company's overall e-business strategies and selected business models. It starts from the business environment, where legal, technological, competitive, market-related and other environmental factors extremal to the company create both opportunities and threats. Companies perform SWOT (Strength, Weakness, Opportunity and Threats) analyses to discover what strengths they have to deploy against threats and towards opportunities. This SWOT analysis leads to e-business and e-marketing strategies. Companies select e-business strategies and e-business models, and create e-marketing plans that will help the company accomplish its overall goals. The final step is to determine the success of the strategies and plans

by measuring the results. Performance metrics are specific measures designed to evaluate the effectiveness and efficiency of the e-business and e-marketing operations.

The Internet is a global network of interconnected networks. This includes millions of corporate, government, organizational, and private networks forming the World Wide Web (www). Many of the computers in these networks hold files such as Web pages that can be accessed by all other networked computers. Every computer, mobile phone, or other networked device (like laptops) can send and receive data in the form of e-mail or files over the Internet. These data move over phone lines, cables and satellites from sender to receiver. The Internet, therefore, consists of computers with data, users who send and receive the data files and a technology infrastructure to move create and view or listen to the content. Three important types of networks form part of the Internet.

1. Intranet - A network that runs internally in a company but uses the Internet standards such as HTML and browsers. An intranet is like a mini-Intemet but only for internal corporate consumption and use.

2. Extranet - An intranet to which value chain partners have admission for strategic reasons. Here, the access is with a browser

normally only partial and restricted.

3. Web - The portion of the Internet that supports a graphic user interface for hypertext navigation such as Netscape or Internet Explorer. The Web is what most people think about when they think of the Internet.

Evolution of the Internet