



**GLOBAL MARKETING AND E-BUSINESS WITH ITS IMPACT ON CONSUMER BEHAVIOUR AND CUSTOMER SATISFACTION**

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**ABSTRACT:** Marketing is a crucial function in all businesses and organizations, and is becoming increasingly crucial to success in our modern global economy. Management philosophy according to which a firm's goals can be best achieved through identification and satisfaction of the customers' stated and unstated needs and wants. The techniques used in marketing include choosing target markets through market analysis and market segmentation, as well as understanding methods of influence on the consumer behaviour.

A consumer's behaviour at any given point in time is distinctly related to personal characteristics of self-control and impulsivity. The degree of magnitude in which these actions exist is dependent upon one another. The same is true with the amount and extent to which a decision process takes place. Consumers treat decision making as a means-end chain of problem solving where goals are sought to be achieved or satisfied. The greater the need or desire for accomplishment is, the greater increase in motivation to succeed.

### **INTRODUCTION**

The primary objectives of global marketing and e-business are to enhance the quality of the decision making of marketing managers as well as consumers. It can reduce business risk and same time the quality of the products available in the market off lie or online through the acquisition of relevant data and information.

Market research is 'the process of collecting, analysing and presenting useful information about consumers' whilst marketing research takes a wider perspective incorporating the elements of the marketing mix and the wider marketing environment including competitor and supplier/distributive environments and finally consumers.

Electronic business, or E-Business, is the application of Information and Communication Technologies (ICT) in support of all the activities of business. Commerce constitutes the exchange of products and services between businesses, groups and individuals and can be seen as one of the essential activities of any business.

The contents of the thesis are underpinned by the question: Is it worth ? Is it good ? Are they getting the money refunded or getting exchanged if they are not satisfied ? Is the company is authentic ? The thesis examines issues faced by the consumer behaviour and their satisfaction while doing marketing in this globalization.

### **OBSERVATIONS AND FINDINGS**

Consumer behaviour and their Satisfaction study the consumer response pattern on a continuous basis. So, a marketer can easily come to know the changes taking place in the market. Based on the current market trend, the marketer can make necessary changes in marketing programme to adjust with the market. Consumer behaviour can also aid in projecting the future market trends. Marketer finds enough time to prepare for exploiting the emerging opportunities, and/or facing challenges and threats.

Consumer behaviour and their satisfaction study assists in facing competition, too. Based on consumers' expectations, more competitive advantages can be offered. It is useful in improving competitive strengths of the company.

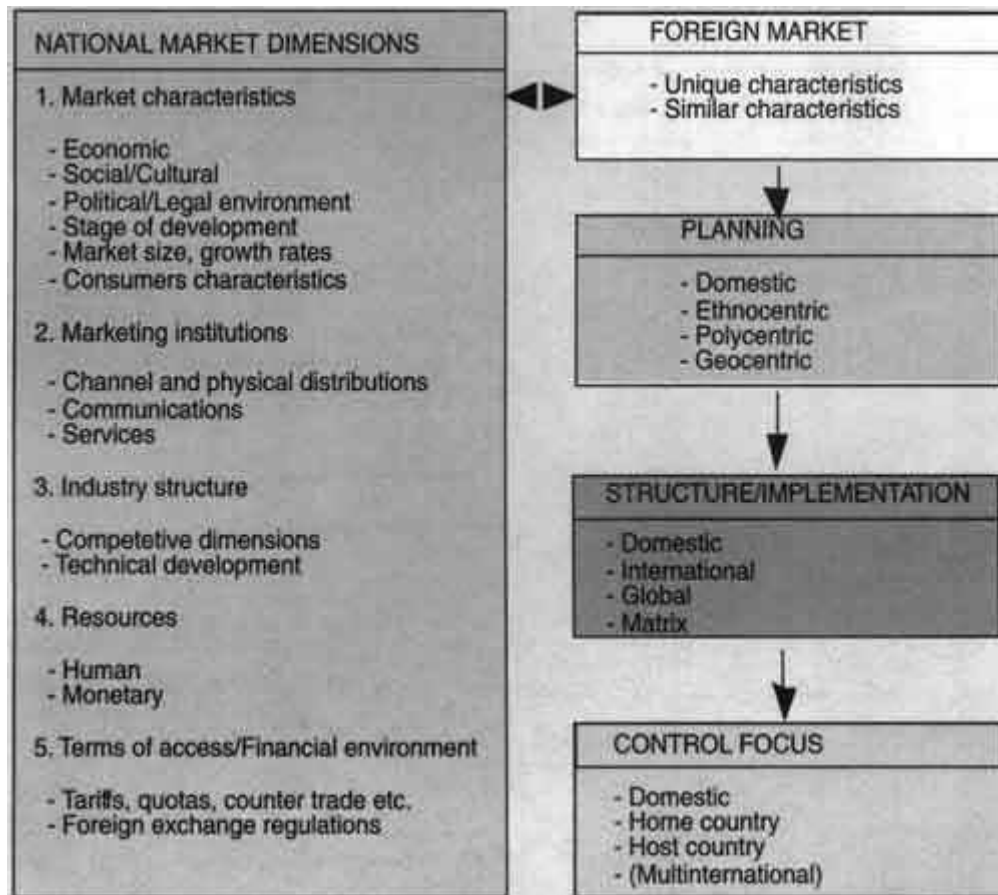
New product is developed in respect of needs and wants of the target market. In order to develop the best-fit product, a marketer must know adequately about the market.

The consumer behaviour and their satisfaction give an insight into the various factors which prompt him to purchase and like a particular product. If it is known that it is the packing which attract the buyer then the producer will pay special attention to the packing of his products. The buyers of some products purchase only because particular articles are cheaper than the competitive articles available in the market. In such a case the price of such products cannot be raised. On the other hand, some other articles are purchased because it enhances the prestige and social status of persons. The price of such things can easily be raised.

The goods which are sold and purchased solely on the basis of low price must have cheap and economical distribution channels. Thus decision regarding channels of distribution is taken on the basis of consumer behaviour. A study of consumer behaviour is also vital in making decisions regarding sales promotion. It enables the producers to know what motive prompts buyers to make purchases and the same are utilized in advertising media to awaken desire to purchase.

Web analytics were born out of the need to track the behaviour of site visitors and, as the popularity of e-commerce and web advertising grew, businesses demanded details on the information created by new practices in web data collection, such as click-through and exit rates. As the Internet boomed, websites became larger and more complex and the possibility of two-way communication between businesses and their consumers became a reality.





Consumer behaviour in global market is the primary focus of the marketing research. It helps to plan correctly and execute the ideas right from conception, quality control, production and distribution of products available in global marketing or on e-marketing, which will satisfy consumers as well as their satisfaction, and also meet the their organizational objectives. Today, the business around the world recognizes that "the customer is king". The players in the global market also have to learn why and how the consumer identify the particular product for their use; and thus knowledge helps the marketers to understand how to improve the existing products, what types of innovative products are needed in the market and how to attract consumers to buy their products.

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