Thesis Report
On
Attitude towards Internet Marketing in Bangladesh: Special focus on Social Network Websites

Submitted For the partial Fulfillment of the degree of Executive Masters of Business Administration

Submitted By

Kazi Fahad

ID No: EMBA2102023006

Program: EMBA, Major: Marketing

Semester: Summer 2022

Department of Business Administration

Sonargaon University (SU)

Submitted To

Department of Business Administration

Sonargaon University (SU)

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Date of Submission: 6 September, 2022

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Submitted To

Sharmila Sikder

Lecturer

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Date of Submission: 6 September, 2022

Letter of Transmittal

Date: 06/09/2022

To
Sharmila Sikder
Lecturer
Department of Business Administration
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Sub: Submission of Thesis Report.

Dear Sir

I am submitting my Thesis report on the topic **Attitude towards Internet Marketing in Bangladesh: Special focus on Social Network Websites** to you within the given time allowed to me by you. I just tried my level best to participate, observe. It has written it down in this report from my own experience. For preparation of this report I collected as much information as possible from the books, journal & internet. During the course of my practical orientation I have tried to learn the practical activities to realize it with my theoretical knowledge, which I have greathearted and going to acquire from various courses of my EMBA program.

Yours Sincerely,

.....

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Students Declaration

I am Kazi Fahad (ID No: EMBA2102023006) hereby declare that the report titled '**Attitude towards Internet Marketing in Bangladesh: Special focus on Social Network Websites'** is uniquely prepared by me under the supervision of Sharmila Sikder, Lecturer, Department of Business Administration, Sonargaon University (SU).

The work I have presented does not breach any existing copyright and no portion of this report is copied from any work done earlier for a degree or otherwise.

.....

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Letter of Authorization

Certified that this Thesis paper titled **"Attitude towards Internet Marketing in Bangladesh: Special focus on Social Network Websites"** is the Bona fide work of Kazi Fahad (ID No: EMBA2102023006) who carried out the research under my supervision. Certified further that in the best of my knowledge the work reported herein dose not from part of any other Thesis Paper or dissertation on the basis of which degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder
Lecturer
Department of Business Administration
Sonargaon University (SU)

Acknowledgement

First of all, I am very much grateful to almighty Allah, who enables me to complete the report without any harassment. I am also very much grateful of my Parents because they always help & support for my study.

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I am thankful to all teachers of the university who helped me in all ways possible and provided with all the necessary information. Finally I would like to thank all of my friends who have helped in all possible ways in making this thesis presentable.

Abstract

This paper proposes a framework for enhancing our understanding of consumers' attitudes toward online marketing. In line with many e-marketing researches concerning the factors contributing to consumer satisfaction of online shopping experiences, this paper reports that utilitarian online shopping orientation, hedonic online shopping orientation, convenience, customer service, wider selection and price are dominant factors which influence consumer's attitude toward online shopping.

The first chapter of this paper contains introduction and problems discussion for this report, which contains different aspects of internet marketing. The second chapter contains the research methodology for doing this survey. The third chapter contains the literature review for this thesis paper. And the forth chapter contains the findings of the study.

As the social networking websites are focused in this report, the findings from the survey reveals that, in Bangladesh 94% people have access to the internet and 90% of then have got a social networking websites, of which 58% of the people use these websites to keep in touch with their friends and family. 68% people have access to their social network account from their home and facebook turns out to be the most popular among all other social websites used by 78% people. Although the security is not thought to be very high but yet people use these websites quite as much as 5-6 times a week mostly.

In choosing a social networking site, popularity is given the first preference as per the survey. But unfortunately, the advertises need to be more intensified since, people tend to notice the advertises less and they are not viewed as much as expected by the people of Bangladesh as well. Therefore, to develop the internet marketing strategies in Bangladesh, a social networking website can be a big opportunity but the advertises should be more intensified, attractive and easy to access so that people find more interest and the objective of internet marketing fulfills.

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Chapter - 1

Introduction

1.1 Introduction

The first chapter in this thesis provides an introduction and a background of the selected area. First some information/statistics on Internet marketing growth internationally, overview of internet access in Bangladesh, customer skeptism and inadequate internet infrastructure because the success of internet marketing is critically dependent on the infrastructure. Then an in depth analysis has been incorporated on the current ways of internet marketing like search engine, social networking etc. Subsequently, it narrows down to the research problem and specific research questions. In the end of this chapter, the outline of this thesis presents.

This paper proposes a framework for enhancing our understanding of consumers' attitudes toward online marketing. In line with many e-marketing researches concerning the factors contributing to consumer satisfaction of online shopping experiences, this paper reports that utilitarian online shopping orientation, hedonic online shopping orientation, convenience, customer service, wider selection and price are dominant factors which influence consumer's attitude toward online shopping. This study resulted in the development of an instrument for measuring attitude toward online shopping that eventually could be used among variant consumer groups in Bangladesh because the study demonstrated acceptable levels of internal consistency reliability, content validity and construct validity (factor analysis) of the instrument, according to previous studies quoted in the literature. Therefore the evidence warrants a large-scale administration of the similar instrument to determine consumer's attitude toward online shopping. When designing a marketing plan, online retailer must identify potential shoppers. Therefore the survey instrument specified the consumer characteristics (consumers' shopping orientations and perceived benefits) of online shoppers. In terms of these characteristics, online business would identify their target market easily and act. ordinal cares for prosperity of their e-business. It is clear that consumer engaged in online shopping are affecting by different motivators than consumer engaged in traditional shopping. The extent to which internet shopping is perceived or believed to offer relative benefits over traditional face-to-face encounters is significant (Mick and Fournier, 1998; Meuter et al., 2000; Dabholkar and Bagozzi, 2002; Walker et al., 2002). This research provides evidence regarding to main significant perceived benefits in the area of purchasing continence. In addition, consumers' shopping orientations was shown to affect their attitude toward online shopping.

1.2 Objective of the Study

The objective of the study can broadly be classified under two branches as main objectives and specified objectives. Achievements of the specified objectives will automatically lead to the achievement of main objectives and the study has been completed keeping in mind.

Main objective:

The main objective of this report know that what is online sales promotion and how can social media websites help in advertising and how can it generate user.

Specific objectives:

The specific objectives of my thesis are listed below,

- To understand the role of online advertising in market.
- To identify the strategies that aids business use of social media to interact with consumers.
- To gain insight how the business uses social media to engage consumers.
- To understand how social media marketing make product cost effective.
- To know what role internet marketing has within a modern marketing context
- To understand the benefits of internet marketing to customers
- To understand the opportunities offered to businesses by internet marketing
- To understand the challenges faced by businesses using internet marketing.

1.3 Scope of the Study

When my supervisor of this study gave me this topic, I was really happy. Because that's time I realized that as marketing student I have to know anything of the current market place and the internet market place is newly introducing in our country. So here is a big opportunity to know many thing about the internet marketing through this study. And I hope it will increase my knowledge about the internet marketing in Bangladesh. Not only in Bangladesh, but also for the whole world internet marketing activities.

1.4 Methodology of the Study

In this section, a brief discussion regarding methodology will be presented. It is including research philosophy, research purpose, research approach and research strategy which is used in this research and it is also explained about designing of questionnaires. The sample selection, data collection method and validity and reliability of collected data and data analysis method are also described.

1.4.1 Research Philosophy

The research philosophy depends on the way that researcher think about the development of knowledge. This seems rather profound and not something to which researcher normally give much thought. Yet the way the researcher think about the development of knowledge affects the way researcher goes doing research. Three views about the research process dominate the literature: Positivism, Interpretive and Realism. All three have an important part to play in business and management research.

1.4.2 Research Purpose

The purpose of academic research can be exploratory, descriptive, or explanatory. Exploratory studies as a valuable means of finding out "what is happening; to seek new insights; to ask questions and to assess phenomena in a new light descriptive studies with an object "to portray an accurate profile of persons, events or situations" and may be an extension of, or a forerunner to, a piece of exploratory research; and explanatory studies to establish causal relationship between variables. The emphasis here is on studying a situation or a problem in order to explain the relationship between variables. The classification most often used is the threefold one of exploratory, descriptive and explanatory, but in some way researcher can have more than one purpose and the purpose may change over time (Bell, 1999). Exploratory studies aim for basic knowledge within the research purpose. The purpose with this type of study is, according to Bell (1999), to decide and demonstrate the character of a problem by collecting information through exploration. Furthermore, exploratory studies are conducted in order to create a basic understanding of conditions, events, courses of events and actions. An explorative investigation is appropriate when a research problem is unstructured and difficult to delimit (Robson, 2002). Explanatory research is useful when studies involve relations between causes and symptoms (Robson, 2002). The researcher investigate however, a certain stimuli or factor affects one another. It is

this identification of factors, which together cause a certain phenomena. According to Yin (1994) an explanatory research approach could 39 also be used when the study aim to explain certain phenomena from different perspectives or situations with given set of events.

1.4.3 Research Approach

The research project will involve the use of theory. That theory may or may not be made explicit in the design of the research, although it will usually be made explicit in the presentation of the findings and conclusions. The extent to which researcher is clear about the theory at the beginning of the research raises an important question concerning the design of the research project. This is whether the research should use the deductive approach, in which researcher develop a theory and hypothesis (or hypotheses) and design a research strategy to test the hypothesis, or the inductive approach, in which researcher would collect data and develop theory as a result of data analysis. Insofar as it is useful to attach these approaches to the different research philosophies, the deductive approach owes more to positivism and the inductive approach to interpretive. Major differences between deductive and inductive approaches to research are: Deduction emphasizes scientific principles, moving from theory to data, the need to explain causal relationships between variables, the collection of quantitative data, the application of controls to ensure validity of data, the realization of concepts to ensure clarity of definition, researcher independence of what is being researched and the necessity to select samples of sufficient size in order to generalize conclusions. Induction emphasizes a close understanding of the research context, the collection of qualitative data, a more flexible structure to permit changes of research emphasis as the research progresses, a realization that the researcher is part of the research process and less concern with the need to generalize. When conducting a research there are different ways to address the matter. There are two main research approaches to choose from when conducting research in social science: qualitative or quantitative method (Yin, 1993; Holme& Solvang, 1991). There is one significant difference between these two approaches. In the quantitative approach, results are based on numbers and statistics that are presented in 40 figures. 'Whereas in the qualitative approach where focus lies on describing an event with the use of words. Which approach to choose depends on the problem definition together with what kind of information that is needed? The two approaches can in cases where it is suitable also be combined. (Holme& Solvang, 1991) Quantitative research approach transform the information to numbers and amounts that later gets analyzed statistically. Quantitative studies tend to be more structured and formalized (Holme and Solvang, 1997).The quantitative

approach is also characterized by being study few variables on a large number of entities. To find answers to its research problem this is normally done in a broad sense by using surveys with already set answering alternatives. Furthermore, this approach is considered especially useful when conducting a wide investigation that contains many units (Holme and Solvang, 1991). Qualitative research approach aims at reaching a better understanding of the phenomenon being studied, they also tend to be relative flexible. Using this approach the researcher tries to separate the specific or odd and strives to create a complete understanding of the situation. Characteristics of qualitative studies are that they are based largely on the researcher's own description, emotions and reactions (Yin, 1994). The qualitative approach also includes a great closeness to the respondents or to the source that the data is being collected from. The qualitative approach is characterized by gather abundant information and to investigate several variables from a few numbers of entities. To take use of the possibility to gather high quality data the most common way to do this is with the use of case studies and interviews where no set answering alternatives are being offered (Holme and Solvang, 1991). The qualitative approach was found to be most suitable for the purpose of this thesis, as the purpose is to gain a deeper understanding of the role of website in the Internet banking. Hence, the aim is not to make any generalizations, but instead establish a closer contact with the studied objects, which intend to provide us, the researchers with a deeper understanding of the participants' attitudes, and perceptions. Finally, as the intention with this thesis is to describe and explore, and find as complete and detailed information as possible, the qualitative approach is the most suitable method. Now we have described that the research is focused on a qualitative research approach, and then the research strategy will be presented in the next section.

1.4.4 Research Strategy

The research strategy is a general plan of how researcher will go about answering the research question(s) which has set. It will contain clear objectives, derived from research question(s), specify the sources from which researcher intend to collect data, and consider the constraints that researcher will inevitably has (for example access to data, time, location and money, ethical issues, etc.). Crucially, it should reflect the fact that researcher has thought carefully about why is employing the particular strategy. At this point researcher should make a clear distinction between strategy and tactics. The former is concerned with the overall approach researcher adopts; the latter is about the finer detail of data collection and analysis

methods. Decisions about tactics will involve researcher being clear about the different data collection methods.

1.4.4 Data Collection Method

Data collection for case studies and survey can rely on many sources of evidence. Six important ones are discussed by Yin (1994)-

Six Sources of Evidence:

a) **Documentation**
b) **Archival records**
c) **Interviews**
d) **Direct observations**
e) **Participant Observations**
f) **Physical artifacts**

Collecting Primary Data Using Interviews Data collection through interviews is most commonly used with a descriptive purpose. Yin (1994) stated that one of the most significant sources of case study information is the **interview**. He further clarified that positive aspects with the interview are that it is targeted because it concentrates directly on the case study topic. It is also insightful because it gives perceived causal conclusions. Interviews can be defined as the collection of information from respondents. An interview is a purposeful discussion between two or more people (Kahn and Cannell, 1957). The use of interviews can help researcher to gather valid and reliable data that are relevant to research question(s) and objectives. This fact is significant since nature of any interview should be consistent with research question(s), the purpose of research and research strategy that researcher has adopted.

- **Collecting Primary Data Using Questionnaires**

The greatest use of questionnaires is made by the survey strategy. However, both experiment and case study research strategies can make use of these techniques. Some authors (for example Kervin, 1999) reserve questionnaire exclusively for surveys where the person answering the questions actually records their own answers. Others use it as a more general term to include all techniques of data collection in which each person is asked to respond to the same set of questions in the predetermined order (for example deVaus, 2002) or to include interviews that are administrated either face to face or by telephone (Bell, 1999).

The design of the questionnaire will affect the response rate and the reliability and validity of the data which collect. The researcher needs to ensure that it will be collect the precise data that requires answering research question and achieving the objectives. This is of paramount importance, as researcher is unlikely to be able to go back to people and collect additional data using another questionnaire.

- Type of Questionnaire

a) Self-administrated
b) On-line questionnaire;
c) Postal questionnaire;
d) Delivery and collection questionnaire;
e) Interviewer administrated
f) Telephone questionnaire;
g) Structured interview.

Responses to interviewer administrated questionnaires are recorded by the interviewer on the basis of each respondent's answers. A considerable number of surveys and case studies, particularly in the area of market research, contact respondents and administer questionnaires using the interview where interviewers physically meet respondents and ask questions face to face. These make a schedule of questions which interviewers can not deviate. Dillman (2000) distinguishes between three types of data variable that can be collected through questionnaires: Opinion; Behavior and Attribute. Initially the researcher needs to consider the type of questions including open-ended questions which allow respondents to give answers in their own way (Fink, 1995) or closed ended or forced-choice questions which provide a number of alternative answers from which the respondent is introduced to choose. Youngman (1986) identifies six types of forced-choice question: list, category, ranking, scale or rating, quantity and grid.

Rating or Scale Questions:

These kinds of questions are often used to collect opinion data. The most common approach is the **Likert-style** rating scale, usually on a four, five, six or seven point rating scale. Scaling questions design to collect data on respondents' opinions of the subject of research and use to measure a wide variety of concepts such as customer loyalty and service quality. 4.5.6

Collecting Secondary Data Using Documentation Documentary secondary data are often used in research projects that also use primary data collection methods. It is includes written documents such as notices, brochures, minutes of meeting, reports to shareholders and administrative and public records (Bell, 1999). Documentary secondary data also include non-written documents such as tape/video recording (Robson, 2002). These data can be analyzed both quantitatively and qualitatively. I addition, they can be used to help to triangulate findings based on other data such as primary data collected through interviews or questionnaires.

1.4.5 Research Methodology in This Study:

This study adopted an Inductive approach and for this reason has used Structured Standardized Interview typology, i.e. it has used questionnaire based on predetermined and standardized or identical set of questions. This kind of interview uses in case study research to gather data, which will be then, be the subject of quantitative analysis.

1.4.6 Testing the Reliability of the Questionnaire:

The reliability of the questionnaire concerned with the consistency of responses to the questions. Based on the three common approaches: test re-test, internal consistency and alternative form (Mitchell 1996) in order to assessing reliability, this study used internal consistency which involves correlating the responses to each question in the questionnaire with those to other questions in the questionnaire. It is clear that the analysis for this method was undertaken after data collection.

1.4.7 Questionnaire Design:

The main measure instrument used in this research is the questionnaire. How the questionnaire developed is clearly described in this section. The questionnaire was originally based on research questions and emerged framework of reference. The logical structure of the questionnaire followed the order of the customer attitude toward multiple factors. Besides, researcher adjusted the subsequence based on the kind of questions. There are two kinds of questions included in the questionnaire. One kind of question is phrased in descriptive statements. As recommended by **Paraguayan (1991**), a **5-point Likert-scale (1=strongly disagree, 5=strongly agree)** was used. Another ismultiple choices question and consumer can choose one or more that are applicable forthem. Questions belong to demographic and multiple choices belong to 5-point scale questions.

1.4.8 Data Presentation and Data Analysis:

When data has been collected, it must be present and analyzed in the meaningful way. There are also a number of options for analyzing the data. Since the questionnaire based interviews is used for both parts of the research, the collected data will be used for descriptive and explanatory purposes (Quantitative Study). One important issue about the collected data through the questionnaire based interviews which has been conducted by the researcher is that the unfinished questionnaires or questionnaires with the same answer without careful consideration have been rejected. The finding for second part of in this research is based on the quantitative methods of analysis on the large sample of respondents, in order to describe and explain about the managerial approaches and customer attitudes. Statistical tools of Microsoft Excel and SPSS are used for data inputs and analysis. Then the statistics results have been presents and analyzed. Finally a comparison has been conducted with the previous literature for drawing conclusions.

1.4.9 Validity and Reliability

Validity and reliability are two useful measures when defining the quality of a research. Validity is defined as the instrument's ability to measure exactly what concepts it is supposed to measure (Robson, 2002). According to Yin (1994) there are three forms of validity: construct validity, internal validity, and external validity. For construct validity it is important to establish correct operational measures for the concepts that are being studied and that objective judgment is used to collect the data. Internal validity means to establish a casual relationship, which is showing that specific conditions lead to other conditions. The internal validity should though, according to Yin (1994), not be used in a descriptive or exploratory study and therefore it will not be used in this study. External validity refers to establishing the field to which the findings can be generalized. The findings of a case study should be 51 generalized analytically and not statistically. The researcher should take care to ensure that the results are valid and reliable. This is aptly summarized by Rogers (1961, cited by Raymond 1993): "scientific methodology needs to be seen for what it truly is, a way of preventing me from deceiving myself in regard to my creatively formed subjective hunches which have developed out of the relationship between me and my material". The reducing possibility of getting the answer wrong means that attention has to be paid to two particular emphases on research design: Reliability and Validity.

1.5 Limitation of the Study

- The study was solely completed by me. So there is a chance of misinterpretation of the facts related to the report.
- Information was available but it was scatter in many different sites.
- The sample size does not represent the total population.
- The scope of study was little bit of limited.
- Normally people do not want to give any kind of information or there time.
- Because a variety of companies exist, it was unfeasible for the scope of this research to cover every industry.
- The limitations of the collected data make it difficult to make Generalizations across industries, companies, and locations.
- The research lacks a comparison between the practices of a Company recognized for using social media marketing successfully and a company using it less successfully.

Chapter - 2

Literature Review

2.1 Literature Review

This chapter brings up relevant literature to research questions. First present vital literatures about Internet marketing, so that it becomes easier to understand the research area. In continue the literature about customer behavior on internet marketing presents in respect of customer's attitude perspective. Finally, the literature about relation between customer attitude and other parameters shows the way how this study is designed way forward.

Despite the need to understand what drives Internet consumers, much of the empirical research of the Web as a retail channel has been descriptive, focusing on estimating the current Internet and Web user base, understanding what the users are buying, and how much they are spending (e.g., Georgia Institute of Technology, 1995; Gupta and Chatterjee, 1997). Emerging from this is a somewhat homogeneous picture of Web users and their buying behavior. For example, Hoffman, Kalsbeek and Novak (1996) found that those who actually buy on the Web use the Internet at least once a week and are frequent Web users. Further, retailers are encouraged to target stereotypical Web users: "college educated in their early thirties, earning higher than average incomes and employed in the computer, education, and other professional fields" (Quelch and Klein, 1996; p. 61).

However, the attention focused on this high-tech male user tends to be somewhat limiting and ignores other potentially important user segments. First, the Web population doubles every six months suggesting that, at a given point in time, nearly half of the users are inexperienced (Borenstein, 1996). Second, recent reports report a steadily growing female Internet population. It was noted that only 21% of the Web user base was female in 1995 (Fram and Grady 1995), 27% was estimated to be female in 1996 (Hoffman, Kalsbeek and Novak 1996), and that by 1997 41% of the Web population are women (Business Week, May 1997). Clearly women represent an important and growing segment of the Web user base. They are disproportionately more important in terms of potential retail activity. Women do the majority of shopping for most households and are the primary buying decision maker in a household (Dholakia et al, 1995).

Thus, in many ways, the Web user base has transformed itself significantly from the stereotypical view of the 18-24 year old male computer nerd that dominated only a few years ago. The increased diversity of Web users suggests different market segments which may

respond to commercial opportunities on the Web in various ways. Thus, it is important to explore how individual consumer attitudes, intention and acceptance influence Web-based retailing.

Factors influencing peoples' online shopping attitude have been researched and documented in the context of traditional consumer literature. A review of empirical studies in this area shows that the theories of Reasoned Action (Fishbein and Ajzen, 1975) and Acceptance Model (Davis, 1989) are among the most popular theories used to explain online shopping behavior (Limayem et al., 2003). Therefore, the theoretical framework of this studyis based on this theories. Online shopping orientations Consumers have different personalities, which may influence their perception and how they perceive their online shopping behaviors (Wolfinbarger and Gilly, 2001). Consumers' personalities that lead to different shopping behaviors can be classified in two main orientations, that is, utilitarian and hedonic. According to previous studies, consumers' characteristics and goals have been found to influence their behaviors such as purchasing, revisiting intentions and attitudes toward a website (Shwu-Ing, 2003; Wolfinbarger and Gilly, 2001). Utilitarian shopping orientations Consumers who are utilitarian have goal-oriented shopping behaviors. Utilitarian shoppers shop online based on rational necessity which is related to a specific goal (Kim and Shim, 2002). They look for task-oriented, efficient, rational, deliberate online shopping rather than an entertaining experience (Wolfinbarger and Gilly, 2001). Their most important anxiety in online shopping is to purchases in an efficient and timely way to achieve their goals with least amount irritation (Monsuwe et al., 2004). Convenience orientation mentioned the utilitarian value of shopping, as a task-related, rational, deliberate and efficient activity (Babin et al., 1994). Therefore, shoppers with convenience orientations try to minimize their search cost as much as possible to save time or energy for activities other than shopping. In terms of the effect of utilitarian shopping orientation, Shim et al. (2001) posited that consumers who highly evaluate the utilitarian aspect of shopping will more likely use the Internet for an information source.

Furthermore, Moe (2003) argued that consumers' underlying objectives of visiting a web site will have an effect on their attitude of purchase on the web site. Results from her study also indicated a positive effect of a utilitarian orientation mode on purchase attitude. There is positive relationship between utilitarian orientation and Attitude. Hedonic shopping orientations Consumers who are hedonist have experiential shopping behavior. Hedonists not

only gather information to shop online but also seek fun, excitement, arousal, joy, festive, escapism, fantasy, adventure, etc. (Monsuwe et al., 2004). These experiential shoppers want to be immersed in the experience rather than to achieve their goals by shopping online (Wolfinbarger and Gilly, 2001) and their perceived experiences also depend on the medium characteristics that induce enjoyable experiences (Sorce et al., 2005). Hedonic (or experiential) shoppers were found to exist in the online environment for information gathering purposes such as ongoing hobby-type searches, involvement with a product category, positive sociality and surprise and bargain hunting (Wolfinbarger and Gilly, 2001). They were more attracted to well-designed online shopping sites that were easy-to-navigate and visually appealing. Such Web sites offer great relationship building tools to establish a sense of community for consumers. The degree of interactivity that a Web site offers is a strong factor in support of establishing this relationship, because experiential shoppers usually find more enjoyment in interactive environments than in pure text environments (Childers et al., 2001). For hedonic shoppers, a retailer can inform and influence their choices, because they do not have a specific goal in mind when visiting an online shopping site. Generally, when hedonists are satisfied, the possibility of impulse purchases and frequency of visiting the website will increase (Wolfinbarger and Gilly, 2001). Therefore, the design of a website to attract experiential shoppers merits special attention to insure the conversion of shoppers' product navigation into purchases. Childers et al. (2001) have confirmed that hedonic orientations for online shopping are important predictors of attitudes toward online shopping. Some research findings have shown hedonic motivations to have powerful influences on shopping behavior in both traditional and online shopping environments (Menon and Kahn, 2002). Thus, for systems that are hedonic in nature, researcher can expect hedonic orientations provide to be significant with attitudes toward online shopping.

Online shopping perceived benefit Perceived benefits are advantageous results derived from attributes. The benefits can be physiological, psychological, sociological or material in nature (Gutman, 1982). Within the online shopping context, the consumers' perceived benefits are the sum of online shopping advantages or satisfactions that meet their needs or wants (Shwu-Ing, 2003). There are many differences between a physical store and its electronic counterpart (Lohse et al., 2000; MohdSuki et al., 2006). Most of the previous online shopping research has focused on identifying the attributes of online stores that promote success (Davis, 1989; Liu and Arnett, 2000; Muylle et al., 2004; Shih, 2004). Previous study found

that internet shopping benefits was signifycantly associated with attitude toward online shopping and intentions to shop online (Jarvenpaa and Todd, 1997; Vijayasarathy and Jones, 2000). In addition, Koivumaki (2001) reported a positive relationship between the online shopping benefits and the frequency of purchases made. Findings by Forsythe et al. (2002) showed a positive and highly significant relationship between perceived benefits of Internet shopping and both frequency of shopping and amount spent online. Previous studies of online shopping have established two categories of benefits; intrinsic and extrinsic. Both are important in customers' selections to patronize the online stores (Liu and Arnett, 2000; Muylle et al., 2004; Shih, 2004). Extrinsic benefits include features such as wide selection of products, competitive pricing, easy access to information and low search costs. Intrinsic benefits include features such as design and color (Shang et al., 2005). Consumers' shopping benefits may similarly impact shopping behaviors in the virtual environment. Moreover, Shwu-Ing (2003) found consumers' benefits perception comprised convenience, selections freedom, information abundance, homepage design and company name familiarity has a significant relationship with attitude toward online shopping. Consumers' shop on the Internet because they find benefits over the Internet. Consumers usually compare the perceived benefits between shopping channels. The main motivation to shop online is that it is more convenient than to shop in-store. Convenience is the most prominent factor that motivates consumers to shop through the internet. Besides that, ease of search, good price/deal, good selection/availability, fun, impulse, customer service, and wider selection of retailers are additional reasons why people shop online (Delhagen, 1997; Khatibi et al., 2006).

Attitude towards a behavior refer to "the degree to which a person has favorable or unfavorable evaluation of the behavior of the question" (Grandom and Mykytyn, 2004). Attitudes toward online shopping are defined as a consumer's positive or negative feelings related to accomplishing the purchasing behavior on the internet (Chiu et al., 2005; Schlosser, 2003a, b). Buying trends and internet adoption indications have been seen as the overall electronic commerce value in Malaysia rising from US$18 million in 1998 to US$87.3 million in 1999 (MohdSuki et al., 2006). In order to investigate consumer attitudes, we need to know what characteristics of consumers typically online shopping is and what their attitude in online shopping is. In simple terms, this means that there is no point having an excellent product online if the types of consumers who would buy it are unlikely to be online. In a situation of appropriate e-shopping environment if the product characteristics have electronic

appeal and the consumers are familiar and feel confident in buying, e-shopping potential may still suffer from other setbacks. In a greater sense, this may be caused by consumers' preference to use traditional shopping modes rather than shopping online. Alternatively, they may switch from ever visiting the store and their shifting tendency may ultimately reduce the profit margin of the physical stores. Therefore, evaluating attitudes of target consumers towards online shopping is critical. Consequently, the group with the higher attitude score should be the target market (Shwu- Ing, 2003). According to the study by Armstrong and Kotler, (2000), a person's shopping choices are influenced by four major psychological factors: motivation, perception, learning and beliefs and attitude. That means that, through motivation and perception, attitudes are formed and consumers make decisions. Attitudes serve as the bridge between consumers' background characteristics and the consumption that satisfies their needs. Therefore, it is thus important to recognize that numerous factors precede attitude formation and change. Consumers' characteristics such as personality nature, online shopping benefits and perceptions have also been found to influence consumers' online shopping behaviors and online shopping rate (Cheung and Lee, 2003; Goldsmith and Flynn, 2004; Shwu-Ing, 2003; Wolfinbarger and Gilly, 2001). Therefore, understanding consumer attitudes help marketing managers to predict the online shopping rate and evaluate the future growth of online commerce. Most of the direct-response measures administered to consumers have assessed consumers' perceptions and usage of the Internet and its services. For instance, research has explored consumers' attitudes toward on-line services (Miller, 1996) and purchasing online (Gupta, 1995; GVU, 1999); Web usage (Gupta, 1995; GVU, 1999; Hammonds, 1997; Hoffman, Kalsbeek and Novak, 1996) and recall of the sites visited (Diaz, Hammond and McWilliam, 1996); actions taken toward intrusive advertising or SPAM (GVU, 1999); effect of banner ads on brand judgments (Briggs and Hollis, 1997); attitudes toward Internet advertising policies (Gordon and De Lima-Turner, forthcoming); and awareness of the Internet itself (Fawcett, 1995).

In an important exception, Mehta and Sivadas (1995) assessed Internet user's attitudes toward advertising on newsgroups and through e-mail. They found that consumers held negative attitudes toward newsgroup and e-mail advertising, even when the message was directly relevant to the special interests of the group. However, their sample was limited to those who posted messages to the group. Those who merely read messages were not included in the sample. As a result, it is possible that these unfavorable attitudes are due to this vocal sample's perception that they are competing with electronic advertisements for the group's

attention. In addition, attitudes toward newsgroup/ e-mail advertising may not generalize to all forms of IA, including less intrusive ads (such as Web sites). Consequently, it is unclear whether the results would generalize to the entire Internet population's attitudes toward IA in its many forms. Another notable exception is research conducted by Ducoffe (1996) studying the antecedents of consumer's attitudes toward Web advertising. It was found that a sample of 318 business executives in New York City perceived Web advertising to be generally informative and entertaining, although more informative than entertaining. This is consistent with findings regarding people's perceptions of the Web in general (Diaz et al., 1996).

Ducoffe demonstrated that entertainment, informativeness, and irritation influenced attitudes toward Web advertising. The idea that affective (entertainment, irritation) and cognitive (informativeness) experiences with Web advertising contribute to people's judgments of Web advertising is consistent with other attitudinal models such as the tripartite theory of attitudes. Yet the tripartite theory proposes a third factor, behavioral experiences, which may contribute to people's attitudes (Katz and Stotland, 1959; Rosenberg and Hovland, 1960; see Eagly and Chaiken, 1993, for a theoretical and historical overview of this model).

The concept of attitude has been used so often in consumer studies that it can be considered as a key element in most consumer models. One of the most a popular and traditional definition of attitude is that of Fishbein&Ajzen (1975, p. 6): "a learned predisposition to respond in a consistently favourable or unfavourable manner with respect to a given object". As it can be seen, there is a clear emphasis on the affective dimension of attitude in this definition. Other attitude definitions that emphasize the affective dimension can be found, for example, in Ajzen&Fishbein (1980) or Oskamp (1991). In any case, these are general definitions, requiring a more specific approach to define attitude towards the Internet. In this way, we would previously like to point out that, in keeping with both the spirit of Fishbein&Ajzen's definition and later attitude definitions, whose specific objective was more related with the Internet –i.e. Computers–, this same academic trend have been followed in our study. For instance, Igbaria&Chakrabarti (1990) relate attitude with "affective reactions of individuals toward the use of computers in general". Moreover, Whitley (1997) developed a meta-analysis in which numerous computer attitude studies were compared. One of his main conclusions was that the applied dimension for computer attitude was mainly the affective; i.e. emotional responses towards the use of computers. Therefore, considering the above, we suggest two definitions for attitude towards the Internet, the essence of which is

basically the same. Firstly, following the spirit of Fishbone &Ajzen, it can be defined as a predisposition to respond in a consistently favourable or unfavorable manner to the Internet. Secondly, a more free definition is the overall opinion or evaluation that the consumer has of this communications medium. We firmly believe that considering this variable is necessary in any study which endeavours to understand consumer behavior in the marketplace, because, as we have already mentioned, said attitudes will be determinants of the user's cyber-behaviour.

Furthermore, we can develop an analogous reasoning to that other carried out by those studies focused on the advertising hierarchy-of-effects; i.e. the individual's attitude towards advertising determines his attitude towards a specific advertisement, which, in turn, influences his brand attitude (e.g.: Brown &Stayman 1992; Durvasula et al. 1993; Mehta 2000). Hence, the consumer's attitude towards the Internet can be considered as an antecedent of his attitude towards both his attitude towards a certain website and a specific online brand (see Bruner & Gordon 2000; Chen & Wells 1999; Stevenson, Bruner & Kumar 2000). In this way, we feel that researchers who are more interested in modellingconsumers'evaluations towards a particular online brand should be aware, before analyzing other variables more directly related with a virtual brand, that a previous treatment of the concept considered here is important in order to better understand those cognitive and affective responses of certain consumers towards said online brand.

Ever since the Internet was adopted for commercial use, several studies have highlighted that, due to the special characteristics distinguishing the transactions in digital markets from those traditionally carried out in physical markets, there is a need for online companies to generate trust and brand equity so that consumers may develop purchasing processes on the websites (e.g., Barwise, Elberse & Hammond 2000; Butler & Peppard 1998; Cheskin Research and Studio Archetype/Sapient 1999; Reynolds 12 2000; Rowley 2000). Thus, Hoffman, Novak & Peralta (1999b) state that the lack of consumer trust in this medium is one of the principal inhibiting factors of electronic transactions. Moreover, it is expected that online shoppers will not get involved in a transaction on the Internet unless the perceived level of trust exceeds the minimum level acceptable to the shopper (e.g., Castelfranchi & Tan 2002; Tan &Thoen, 2000); i.e. the trust-level threshold beyond which the consumer is determined to make an online purchase. But, first of all, what do we understand by trust? The trust concept has traditionally been difficult to define. In fact, McKnight, Choudhury &

Kacmar (2002, p. 335) note that researchers have named the state of trust definitions as a "confusing potpourri", a "conceptual confusion", and even a "conceptual morass". In general terms, although consumer trust is a multifaceted or multidimensional construct, we can quote Sirdeshmukh, Singh &Sabol (2002, p. 17) to simply define it as "the expectations held by the consumer that the service provider [in general, the object of trust] is dependable and can be relied on to deliver on its promises". To refer more specifically to the Internet domain, what do we understand by trust in Internet shopping? There are several related definitions that can be analyzed. For instance, Urban, Sultan & Qualls (2000) define the trust in the medium to engage in purchases as the opinion held regarding security, clarity in the transactions carried out with companies on the Internet, and in their commitment to respect what has been agreed with the consumers. Secondly, Lee & Turban (2001) note that trust in shopping through the Internet is a bidimensional construct formed by (1) trust in the online businesses and (2) trust in the Internet as a purchasing medium. Lastly, we would like to highlight the Web trust model posed by McKnight, Choudhury & Kacmar (2002). This model is based on the interdisciplinary model of high-level trust concepts defended by McKnight &Chervany (2001), and proposes a multidisciplinary and multidimensional model of trust in e-commerce. In this sense, this model includes four high-level constructs: (1) disposition to trust; (2) institution-based trust, i.e. perceptions of the Internet shopping environment; (3) trusting beliefs, i.e. perceptions of certain Web vendor attributes; and (4) trusting intentions, i.e. intention to engage in trust-related behaviors with a specific Web vendor. Thus, the essence of trust in Internet shopping is mainly related to the second construct of McKnight et al. (2002). In sum, we define trust in Internet shopping as the consumer's perceptions regarding the credibility or reliability of shopping over the Internet (the Web). Therefore, based on the above, we believe that consumers' overall evaluation towards the Internet communications medium, inasmuch as it gathers the opinion toward this public electronic infrastructure which supports their online commercial exchanges, should have an influence on trust in Internet shopping. This, in turn, will determine a more specific level of trust, such as trust in certain Web vendors and, finally, shopping through said vendors. In any case, these latter relations are not studied in this paper. H5: the more positive the consumer's attitude towards the Internet, the higher the consumer's willingness to trust in

Chapter - 3

Profile of the organizations

3.1 Most Popular Internet Market Profile

3.1.1 About of Bikroy.com

The Largest Marketplace in Bangladesh. Bikroy is a platform on which you can buy and sell almost everything! We help people buy and sell vehicles, find properties, get jobs or recruit employees, buy and sell mobile phones, purchase electronic products, and much more. With more than 50 categories our solutions are built to be safe, smart, and convenient for our customers.

Buy, Sell, Rent, or Find Jobs in Bangladesh

Every month, hundreds of millions of people use Bikroy to find and sell mobiles, musical instruments, cars, houses, jobs, and more through classified ads. To sell new items or sell used items quickly, Bikroy offers Ad Promotion features. Bikroy.com has an extensive collection of new and used goods, making it easier for users to quickly buy new items or buy used items at their desired location. To buy online, users easily can reach their desired products through filtering options. Doorstep Delivery is the e-commerce service of Bikroy.com, serving necessary appliances with a 100% guarantee of safety and saving valuable time for buyers and sellers in online shopping.

For businesses, Bikroy.com has introduced the 'Membership' service, which helps them expand their businesses online. Members will have their virtual shop with a Bikroy URL with free promotions of their goods. With different membership categories, businesses can flourish as verified members and authorized dealers. With millions of unique monthly visitors, thousands of interested buyers, and thousands of active dealers on our platform, Bikroy.com is the Largest Marketplace in Bangladesh.

Benefits of Trading at Bikroy.com

At Bikroy, we make it so easy to connect people to buy, sell or rent goods and services as other classified sites.

- Fast & Easy Experience: Navigated buying and selling experience in Bangladesh which is simpler, faster, and easier. Shop and sell on the go and get your desired products in just a few clicks.
- Post Ads Free: As a free classified website, we offer free ad posting features in many categories for the convenience of the users based on their locations.

- Safe & Secure Shopping: We have listed our verified members and authorized dealers to create a safe shopping experience for our users.



3.1.2 About of Daraz.com.bd

Experience Personalized Online Shopping in Bangladesh with Daraz.com.bd. Online Shopping BD has never been easier. Daraz.com.bd is best online shopping store in Bangladesh that features 10+ million products at affordable prices. As bangaldesh's online shopping landscape is expanding every year, online shopping in dhaka, chittagong, khulna, sylhet and other big cities are also gaining momentum. Daraz is among best websites for online shopping in bangladesh that promises fast, reliable and convenient delivery of products to your doorstep. Daraz being the trusted online shop in Bangladesh aims to provide a trouble-free shopping experience for the people of Bangladesh but is also providing ample opportunity for international online shopping from Bangladesh. Daraz aims to make online shopping accessible to all parts of the country. Everyone is encouraged to shop with confidence at Daraz.com.bd as our strict buyer’s protection policies ensure no risks while shopping online.

Among tons of online stores in Bangladesh, Daraz aims to strictly adhere to international quality standards ensuring trust and reliability in customer service and originality in product delivery. Realizing the surge in ecommerce platform in bangladesh, Daraz aims to redefine online shopping experience with home delivery, cash on delivery and installment facility for shoppers across country. Our assortment includes 100% original products from leading electronics, fashion, beauty, and lifestyle brands. Especially for shoppers who do not have debit cards or credit cards, Daraz provides a facility of online shopping with cash on delivery to your home. To enhance your online shopping experience, we encourage you to download Daraz app for Android & IOS and have a taste of personalized shopping experience based on your interest and shopping needs.

Trending

Valentine's Day Sale , Daraz Flash Sale , Grand Eid Fest , Electronics Week Sale , Deals Under 999 , Top Up & eStore , 10.10 Sale , 11.11 Sale , Fatafati Friday , 12.12 Sale , Daraz EMI Partners , Daraz Payment Partners , Daraz Mall , Online Grocery Shop , Mega Deals , Daraz Voucher , Gorur Haat , Anniversary Sale , Hot Deals , Happy Hour , bKash Offers , Shake Shake , BD Cricket Live , Big Home Makeover , Bengali New Year Sale , Ramadan Bazar , Eid Shopping Fest , Online Bill Payment , Online Air Ticket , Daraz Mall Fest , Daraz Shopamania Sale , Daraz Cares , Daraz Becho Bacho

3.1.3 About of Monarchmart.com

Experience Monarch Mart Limited is a committed marketplace eCommerce company, launched in 2021, which offers varieties of products ranging from fashion to electronics, educational packages, smartphones, computing & accessories items, health, and hygiene, etc. Monarch Mart Ltd believes in “Changing Experience” with excellent customer service and satisfaction so that customers get a hassle-free product delivery at their nearest location all over Bangladesh. Customers also get facilities free returns, quick refunds, and various payment methods including Cash on delivery, Online Payments, and bKash, Nagad, and Upay to order our products. Follow us on Facebook, Twitter, Instagram, and LinkedIn to stay updated about our latest pro motions, campaigns, and happenings.

3.2 When world internet marketing was started

The history of search-based online advertising began in 1995 when an early search-engine, **InfoSeek**, began to target banner-ads towards keywords entered into their system. In 1996, Proctor and Gamble, introduced the "pay-per-click" model of online advertising when they were able to convince Yahoo! that they would only pay for ads that users clicked on. At the same time, another search engine, **OpenText**, tried to target text-based ads to user search queries. However there was considerable backlash from their user community. It seemed users were not ready for their search engine to become commercialized. Other search engines observed this user response and decided to hold back on any similar initiatives they had planned.

In 1998, Idea Lab! developed **GoTo.com** which introduced clearly labeled text-ads which correlated to the keywords typed in by users. GoTo.com later changed their name to **Overture**. **Yahoo!** eventually acquired and incorporated Overture into their system. **Google** also introduced their system, **AdWords**, which also sells keyword targeted ads for their search-engine. Overture (now Yahoo Search Marketing) and AdWords control a vast majority of the market revenue for search-based advertising.

However, due to the complexity and vast potential of managing keyword advertising, many smaller and specialized search marketing firms have recently been formed and become players in this market. These firms address specialized needs for companies and their search-based advertising programs. One of the major firms in this area is Double-click with their Performers division and DART Search program which specialize in tracking and evaluating the ROI of advertising in various search sites.

3.3 Internet marketing in Bangladesh

3.3.1 Evolution of the internet:

Starting in the early 1990s, Bangladesh had dialup access to e-mail using the Bulletin Board Systems (BBSs) of a few local providers, but the number of users did not total more than 500. Users were charged by the kilobyte and email was transferred from the BBS service providers to the rest of the world by international dialup using UUCP. In June 1996 the first VSAT base data circuit in the country was commissioned and the Bangladesh Telegraph and Telephone Board (BTTB) granted licenses to two Internet Service Providers (ISPs). In subsequent years more liberal government policies led to a rapid expansion of the industry, resulting in over 180 registered ISP's by 2005. ISPs are currently regulated by the Bangladesh Telecommunication Regulatory Commission (BTRC) through the Bangladesh Telecommunications Act.

In May 2006 Bangladesh inaugurated new submarine optic fiber connectivity as part of the 16 country consortium SEA-ME-WE 4 project. The landing station is in Cox's Bazar, the southern city near the Bay of Bengal. In July 2008 the Submarine Cable Project was transformed into the company Bangladesh Submarine Cable Company Limited (BSCCL), which is now responsible for all services related to the submarine cable.

Between June and August 2012 international Internet service in Bangladesh was slowed following a cable cut on the eastern leg of the SEA-ME-WE 4 optical fiber cable and the fact that Bangladesh does not have an alternative submarine cable or other high-speed international connections. In 2014 the new SEA-ME-WE 5 cable is expected to provide an alternative operating at 100 Gbit/s, roughly 10 times faster than the current connection.

3.3.2 Users of usage of internet:

The number of Internet subscriptions in Bangladesh grew from 186,000 in 2000 to 617,300 in 2009. However, only 0.4% of the population used the Internet in 2009 giving Bangladesh one of the lowest usage percentages in the world, ahead of only North Korea, Myanmar, and Sierra Leone. This limited Internet penetration is due to many factors, including: high costs, little local content, limited or poor service quality, lack of infrastructure with the last mile often limited to dial-up, too many providers competing in a relatively small market, and low literacy rates. By 2011 however, the number of Internet users in Bangladesh had seen

phenomenal growth of over 900% bringing the total number of users to 5,501,609 (3.5% of the total population) mainly due to wide availability of mobile Internet access.

In April 2010, Akhtaruzzaman Manju, president of Internet Service Providers' Association of Bangladesh, said "we've estimated that nearly 10 million people in the country are using 800,000 Internet connections on sharing basis", adding the number of Internet users in the country is increasing roughly 15-16 percent a year. “This increased Internet penetration will result in a 2.6 per cent contribution to the country’s GDP by 2020, while creating 129 thousand more jobs by the same year” the research added.
The main obstacle to using the Internet in Bangladesh is its distribution. The Internet is still an urban privilege because telephone connections are more concentrated in urban areas, particularly in and around Dhaka. Mobile operators are providing substantial services in and outside urban areas using EDGE/GPRS or EVDO.

3.3.3 Service quality

The Internet’s speed in Bangladesh is not among the fastest in the world but it has significantly developed in the recent past.[11] As of April 2014, Bangladesh ranked 138th out of 190 countries on the Household Download Index by Net Index. Internet connectivity with acceptable quality and reliability is generally quite expensive in Bangladesh. Since connecting to the SEA-ME-WE 4 cable in 2006, the country has seen Internet bandwidth prices drop significantly. In 2008, the Bangladesh Telecommunication Regulatory Commission (BTRC) slashed wholesale Internet bandwidth prices drastically, from BDT 80,000 (approximately US$1,125) per Mbit/s to BDT 18,000 (approximately US$250) per Mbit/s. In 2009, after complaints that retail prices were still too high for slow, unreliable connections, the BTRC indicated that they were going to begin monitoring ISPs to ensure that retail prices reflected the reduced wholesale prices.

The government sees information and communication technologies (ICTs) as a key driver of socioeconomic development. This is reflected in the government's "Digital Bangladesh" plan as well as the National Information and Communication Technology Policy. Bangladesh is slowly moving up in the world-wide ICT rankings, rising from 130th in 2009 to 113th in 2012 in the "networked readiness index". But, while its ITC ranking has improved, Bangladesh still lags behind other low-income countries of its stature. Progress is limited due

to deficiencies in the regulatory framework and infrastructure development. And ICT leaders are concerned that the annual budget does not support the government's ICT goals.[15]

3.3.4 Current status of Internet marketing in Bangladesh

Internet marketing in Bangladesh has been started few years ago and it was not popular at all but now it is persuading people to get the Internet marketing. I have attached some graphs on running companies statistics while they are marketing and they have been benefited day by day

The Customer Analysis section of the business plan assesses the customer segments that the company serves. In it, the company must

1. Identify its target customers
2. Convey the needs of these customers
3. Show how its products and services satisfy these needs

The first step of the Customer Analysis is to define exactly which customers the company is serving. This requires specificity. It is not adequate to say the company is targeting small businesses, for example, because there are several million of these types of customers. Rather, an expert business plan writer must identify precisely the customers it is serving, such as small businesses with 10 to 50 employees based in large metropolitan cities on the West Coast.

Once the plan has clearly identified and defined the company's target customers, it is necessary to explain the demographics of these customers. Questions to be answered include:

1. How many potential customers fit the given definition and is this customer base growing or decreasing?
2. What is the average revenues/income of these customers?
3. Where are these customers geographically based?

After explaining customer demographics, the business plan must detail the needs of these customers. Conveying customer needs could take the form of past actions (X% have purchased a similar product in the past), future projections (when interviewed, X% said that they would purchase product/service Y) and/or implications (because X% use a

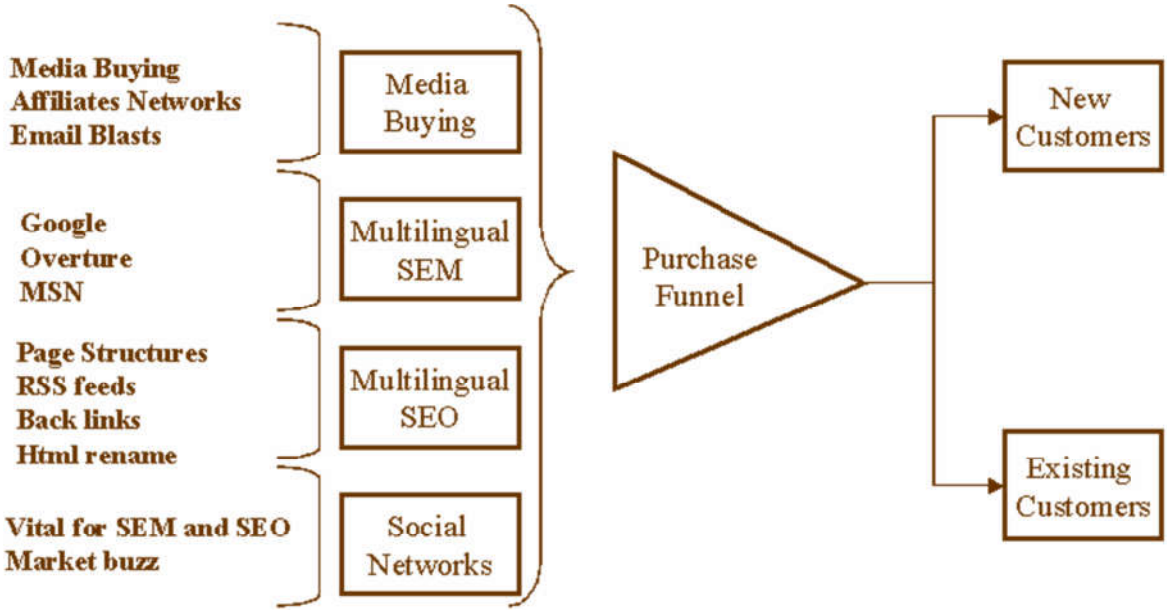
product/service which our product/service enhances/replaces, then X% need our product/service).

The business plan must also detail the drivers of customer decision-making. Sample questions to answer include:

1. Do customers find price to be more important than the quality of the product or service?
2. Are customers looking for the highest level of reliability, or will they have their own support and just seek a basic level of service?

There is one last critical step in the Customer Analysis -- showing an understanding of the actual decision-making process. Examples of questions to be answered here include:

1. Will the customer consult others in their organization/family before making a decision?
2. Will the customer seek multiple bids?
3. Will the product/service require significant operational changes (e.g., will the customer have to invest time to learn new technologies and will the product/service cause other members within the organization to lose their jobs? etc.)



3.4 Background of the Internet Marketing

The twenty-first century is the age of the Internet. The World Wide Web has changed many aspects of life considered inconceivable prior to its arrival a mere twenty years ago. The pace of its acceptance, preference, and profits grow exponentially each year. Entire industries such as real estate, education, personal finance and consumer music are in the midst of change because of the perceived benefits and predilection of consumers to this new form of communication and commerce.

Today Internet is not only a networking media, but also as a means of transaction for consumers at global market. Internet usage has grown rapidly over the past years and it has become common means for delivering and trading information, services and goods (Albarq, 2006). According to ACNielsen, more than 627 million people in the world have shopped online (ACNielsen, 2007). Forrester (2006) research estimates e-commerce market will reach $228 billion in 2007, $258 billion in 2008 and $288 billion in 2009. By 2010 e-commerce will have accounted for $316 billion in sales, or 13% of overall retail sales.

No industry is feeling the pressure of this shift more than print media. Circulation of traditional print publications – newspapers and magazines continue to dwindle as consumers turn to online sites and PDA's for news and entertainment. As consumers' preference moves towards online media instead of the printed form, publishers have little choice but to follow the movement or fall to the wayside. Industry reports flood in daily (ironically via website) of massive shifts of strategy and resources to online publication models. The Society of Publishers in Asia has issued a call to arms in 2006 for print media to shift their business online, or perish (Anonymous, Media 2006)

WORLD INTERNET USAGE AND POPULATION STATISTICS						
World Regions	**Population (2009 Est.)**	**Internet Users Dec. 31, 2018**	**Internet Users Latest Data**	**Penetration (% Population)**	**Users Growth 2000-2019**	**Users % of Table**
Africa	997,269,930	4,514,400	**64,153,900**	6.4 %	1,321.1 %	3.9 %

Asia	3,822,428,903	114,304,000	**700,863,930**	18.3 %	513.2 %	42.1 %
Europe	803,490,338	105,096,093	**402,380,474**	50.1 %	282.9 %	24.2 %
Middle East	202,138,516	3,284,800	**47,964,146**	23.7 %	1,360.2 %	2.9 %
North America	340,831,819	108,096,800	**251,735,500**	73.9 %	132.9 %	15.1 %
Latin America/Caribbean	588,614,046	18,068,919	**175,834,439**	29.9 %	873.1 %	10.6 %
Oceania / Australia	34,853,867	7,620,480	**20,838,019**	59.8 %	173.4 %	1.3 %
WORLD TOTAL	**6,789,627,419**	**360,985,492**	**1,663,770,408**	**24.5 %**	**360.9 %**	**100.0 %**
NOTES: (1) Internet Usage and World Population Statistics are for June 30, 2009. (2) Internet usage information comes from data published byNielsen Online, by theInternational Telecommunications Union, byGfK, local Regulators and other reliable sources.						

The first high profile magazine to fold traditional publication in 2007 is Hachette Filipacchi Media's Premiere magazine, announcing that the April issue will be its last. The third incarnation of Time Inc's Life, as well as Meredith publication Child announced plans to stop traditional print formats. These three magazines joins a list of prominent titles that ceased print operations in 2006 such as Teen People, Elle Girl, FHM (U.S), Budget Living, Cargo, Weekend, Shop Etc., For Me, Celebrity Living and Shape en Espanola. Although Premiere, Life and Child were deemed unprofitable in print the three magazines along with Elle Girl, Teen People, and FHM will continue being published on the Internet (Ives, 2007). The idea to simply switch publication to a virtual model makes sense; these titles have history and brand recognition. Websites that incorporate the brands People, Elle, Life and Premiere instantly have a leg up on the plethora of unknown websites rolling out daily.

To point out which way the advertisers are going, 2006 forecasts called for online marketing to grow 19%, six times the growth rate of print. Online mediums are being used by 80% of advertisers, a massive adoption rate that is set to hit 90% by 2008. The Internet's World Wide Web (or Web) provides the promise of a new direct interactive shopping channel that is not bounded by time or geography. Consumers around the world can have nearly instantaneous, 24 hour a day access to these store fronts using Web browsers. They can search for information about products and services, place an order for a product, receive follow-up service and in some cases, such as for information based products, actually take delivery over the Web. Individual retail store fronts can be grouped to form clusters of electronic malls.

Web retailing is an innovation that many predict will experience phenomenal growth, with total sales ranging from $2 to $20 billion by Year 2000 (Hoffman and Novak, 1996; Ives, 1997). Given these expectations, many businesses feel compelled to develop a Web presence (Champy et al, 1996; Economist, 1997). Others, however, are less enthusiastic about the commercial potential of the Web, pointing out the many challenges that the new retail form faces in terms of user acceptance (Alba et al, 1996). Past forecasts on many other home information technology and services targeted at supporting retailing have suffered from over-optimism, technology determinism, and faulty assumptions of potential user communities (Klopfenstein, 1989). Thus, while it is clear that many see significant potential in the Web as a sales and marketing tool, much more needs to be understood about what drives commercial activity on the Web. In particular, “the need to understand Internet consumers is vital for both existing businesses and those who are considering a shop in cyberspace" (Fram and Grady, 1995, p. 63).

Considering that Internet shopping, is still at the early stage of development, little is known about consumers’ attitudes towards adopting this new shopping channeland factors that influence their attitude toward (Haque et al., 2006). The consumers’ attitude towards online shopping is known as the main factor that affects e-shopping potential (Michieal, 1998). Attitudinal issues are also thought to play a significant role in e-commerce adoption. That means that, through motivation and perception, attitudes are formed and consumers make decisions. Thus, attitudes directly influence decision making (Haque et al., 2006). Attitudes serve as the bridge between consumers’ background characteristics and the consumption that satisfies their needs (Armstrong and Kotler, 2000; Shwu-Ing, 2003). Because attitudes are

difficult to change, to understand consumers' attitudes toward online shopping, can help marketing managers predict the online shopping intention and evaluate the future growth of online commerce. The proliferation of online shopping has stimulated widespread research aimed at attracting and retaining consumers from either a consumer or a technology-oriented view. The two views do not contradict but rather reinforce each other. Because the success of an electronic market largely depends on consumers' willingness to accept it.

Due to this, we adopted the consumer-oriented view of online shopping in this study.
The consumer-oriented view focuses on consumers' attitude about online shopping. **For example**, online consumer behavior has been examined from the perspectives of perceptions of benefits toward online shopping (Bhatnagar and Ghose, 2004a, b; Garbarino and Strabilevitz, 2004; Huang et al., 2004; Liao and Cheung, 2001; Pavlou, 2003). The potential benefits of online shopping for consumers include convenience, various selection, low price, original services, and easy access to information, among others. Moreover, shopping orientation (Korgaonkar and Wolin, 1999; Li et al., 1999; Safavi, 2007; Swaminathan et al.,1999). Therefore, it is important to recognize that numerous factors precede attitude formation and change. In addition, understanding consumer attitude toward online shopping helps marketing managers to predict the online shopping rate and evaluate the future growth of online commerce (Shwu-Ing, 2003).

3.4.1 A Brief History of Search-based Online Advertising

The concept behind search-based online advertising is fairly simple: advertisers bid on keywords and when a user types in that keyword as a query in a search engine, their advertisements show up along with the organic search results. The amount the advertisers bid determines the position and ranking of their ads; the higher the bid, the better their position. Advertisers pay fees only when their ads are clicked upon ('pay-per-click' model). The interesting aspects of this market are the auction system determining ad position as well as in predicting users' behavior around search-engine and potential ad-clicks.

The history of search-based online advertising began in 1995 when an early search-engine, **InfoSeek**, began to target banner-ads towards keywords entered into their system. In 1996, Proctor and Gamble, introduced the "pay-per-click" model of online advertising when they were able to convince Yahoo! that they would only pay for ads that users clicked on. At the same time, another search engine, **OpenText**, tried to target text-based ads to user search

queries. However there was considerable backlash from their user community. It seemed users were not ready for their search engine to become commercialized. Other search engines observed this user response and decided to hold back on any similar initiatives they had planned.

In 1998, Idea Lab! developed **GoTo.com** which introduced clearly labeled text-ads which correlated to the keywords typed in by users. GoTo.com later changed their name to **Overture**. **Yahoo!** eventually acquired and incorporated Overture into their system. **Google** also introduced their system, **AdWords**, which also sells keyword targeted ads for their search-engine. Overture (now Yahoo Search Marketing) and AdWords control a vast majority of the market revenue for search-based advertising.

However, due to the complexity and vast potential of managing keyword advertising, many smaller and specialized search marketing firms have recently been formed and become players in this market. These firms address specialized needs for companies and their search-based advertising programs. One of the major firms in this area is Double-click with their Performers division and DART Search program which specialize in tracking and evaluating the ROI of advertising in various search sites.

3.4.2 Market Potential

Online advertising spending, in general, is the fastest growing sector among the different advertising media. Advertising on a whole, across media, is estimated to have grown from $187 Bn in 2000 to $197 Bn in 2004, as per conservative estimates, from Universal McCann. Of this amount, 2.3% of spending was internet-based in 2000 while in 2004 it was 3.6%. This represents an increase of nearly 53%, from $4.3 billion to $7.1 billion for online advertising. Other estimates, from PWC/IAB, see online advertising in 2004 as high as $9.6 billion. Within this range of $7.1-$9.6 billion of online advertising, PWC/IAB estimate that 40% of it is spent on search-based advertising. This means anywhere from $2.8 billion - $3.8 billion was spent on search-based advertising in 2004. Experts predict that it will only increase rapidly from here on. The trend of increased spending on online advertising is predicted to continue in the coming years, from $11.5 billion in 2005 all the way to $17.6 billion in 2008. And even if search-based advertising spending looks to remain at 40% of this spending, it can be conservatively predicted that in 2008, search-based advertising will generate over $7.0

billion, a nearly 85% increase from today's numbers. Forrester research estimates $11.5 Billion in search engine marketing will be spent in 2010.

3.4.3 Major Players in Online Advertising

The huge market of search based advertising has become a battleground for the three main search engines, namely Facebook, Google, Yahoo!, and MSN (with 39.3%, 36.5%, 30.5%, and 15.5% based on volume of search respectively in July 2005). The market share for search-based advertising is correlated to the popularity of each company's search engine. This difference in popularity and design of these companies' flagship websites and search engines has led to a different market and pricing strategies to generate revenue from search-based advertising. According to The Economist, Google is the clear leader of Internet search as "the most technological existing and profitable end of business" (The Economist, 2005). It offers two main search-based advertising products, **AdWords** and **AdSense**; both of which depend heavily on their search engine data repository. The price of services is flexible in that it is determined by an auction system. Google essentially prices their services on "how much [the advertisers] are willing to pay and how well [they] know [their] audience" (Google, 2005.) The cost of the products is based on the concept of "pay-per-click", charging a fee for each user click on the advertisement (ranging from from $0.01 - $100) after a one-time activation fee is paid ($5.00).

While Google is the leading search engine, the Yahoo! portal is considered the most popular website visited in America (The Economist, 2005). It is often the first site people go to when surfing the World Wide Web. Yahoo! leverages a vast array of services ranging from web-hosting, web-based mail to personalized portal sites to promote their advertising potential. The company currently offers three products related to search based advertising called Sponsored Search, Local Sponsored Search and Search Submit Express. All of them basically apply a combination of cost-per-click and monthly payment scheme after an initial fee.

Microsoft, traditionally a major player in the software industry, is the latest, of the three, into this market. Their main commercial website, MSN, is considered the last in the rankings of these three companies, in terms of search-based advertising. Their products, MSN AdCenter and MSN Paid Search Solution, are late competitors to Google and Yahoo!'s products. Microsoft used to rely on the Overture service owned by Yahoo! to place text advertisements on the result pages of the MSN search service. But with the release of MSN AdCenter, the MSN search engine has become independent. Microsoft/MSN, along with AOL/TimeWarner,

has begun to enter the realm of general online advertising, leveraging their dominance in other markets, to gain a foothold in this one. AOL/TimeWarner is known for its dominance in the media (cable television, magazine, etc.) while Microsoft/MSN has dominance in the desktop applications. Because of this they can be considered competitors to Yahoo! and Google in terms of general online advertising. The enthusiastic response to their recent release of search-based advertising application which rely on user demographics and contextual characteristics such as time and day the queries are made serves as an indication of their formidable presence in this market.

3.4.4 Network Effects and Its Influence

Much like the other exploits based on the Internet explosion, search-based online advertising's value hinges on the critical mass of users brought about by network effects. The more popular a search site becomes, the higher the interest of advertisers in investing their marketing dollars in the search site. This in turn leads to more relevant search results to users who are looking for some commercial solution to a problem or need. This self-reinforcing positive feedback loop explains the recent heightened interest to channel marketing investment into the online arena instead of more conventional means of media such as print and television.

Despite the recent impressive expansion, the growth path of search-based online advertising does not follow an exponential pattern. Instead, it resembles the S-shaped growth path common to most industries that experience positive feedback effects. One of the field's pioneers, GoTo.com which eventually changed its name to Overture and was acquired by Yahoo!, had a tough time selling this model of mixing paid-search into a routine search result. Online search is often perceived as a free public good and users resisted the idea of a for-profit model. Furthermore, the online shopping experience requires a paradigm shift in mindset for customers to become comfortable with spending money online. Security issues, privacy invasion, lack of broadband connectivity and the necessary online payment infrastructure all led to the early lackluster response for consumers and thus paid advertisers. However, once sufficient volume of online purchase was achieved, the industry pushed beyond the tipping point of the S-shaped growth path and now shows remarkable expansion at the expense of spending of advertising dollars in other media.

While search sites do not face the kind of negative feedback faced by other traditional economies-of-scale based manufacturing, their ability to continue expanding is limited by competition. Indeed, one might argue that the entry cost for a new search company is not as high as a conventional manufacturing company which requires a substantial fixed cost. While Google is gaining all the limelight in this arena, it faces strong competition from Yahoo!, MSN and other specialty-search sites. There is also the possibility of search sites of 'foreign' origins such as **baidu.com** from China to gain entry into the market just as Google has done with its Chinese site. In addition, the limited supply of online advertising space provided by these few major players may not meet the growing demand from advertisers. This could potentially drive up bidding prices and hence create additional market room for new search sites to meet this demand or spread the demand to other forms of online advertising.

3.4.5 Complements to Online Advertising

To overcome the competition, various search companies have attempted to differentiate their product by throwing in complementary add-ons to entice and keep users. Yahoo! was the first to expand from a simple search site into a diverse portal and now boasts over 150 million email users. While Google only has about 5 million Gmail subscribers, they are following along a very similar site diversification strategy of email accounts, online messenger software, and mapping services. Recently, they have branched out in a different direction in their bid to build a city-wide Wi-Fi network in San Francisco. Each of these tactics is part of the larger growth strategy that search sites are attempting to draw more users and eventually more advertising revenue.

One service, complementary to Google and Yahoo! that is being performed externally is search engine optimization (SEO). These firms serve as guides to offline players that want to take maximum advantage of search's ability to reach customers. Their services fall into two main buckets: website optimization and keyword bidding. Website site optimizers review website construction and give advice on how to alter its structure in order to make it easier for Yahoo! and Google's web crawlers to document the relevant information on their site. Since this can increase the page rank in the free, un-sponsored listings, this is the biggest "low hanging fruit" for many new advertisers.

After opportunities to improve free advertising are depleted, companies typically turn their attention to sponsored links. SEO often serves the role as the guide to this new type of

advertising and advice firms on their key word bidding strategy. Thus, by making web information easier to crawl and advertisers more comfortable that they are investing smartly in search advertising, SEO pave the path for future growth of search-based advertisers.

3.4.6 Lock-In Effects in Search-based Advertising

Unlike most software products, the switching cost of search site is minimal. Firstly, it does not take much training for the user to learn how to navigate or do his search in a new search site. In addition, it is extremely easy for an Internet user to open several browser windows and do the same search on different search sites. Similarly, the switching cost for advertisers who decide how much to bid for their keywords for which search sites is also minimal. Hence, search sites provide many free add-on services to increase this switching cost.

Yahoo! has recently taken on a novel approach by entering the world of social networking in order to increase the lock-in effects of their search engine. In their My Web product currently in Beta, they encourage you to log in with your Yahoo! ID when you are using Yahoo! products or search feature. Because of this tracking capability, you can go over your search history of past websites you found regardless of what computer you are on. In addition, they encourage you to share your good results with your friends. Their Friendster-like networking site, Yahoo360, allows you to recommend good sites to anyone in your circle of connected friends. Thus, when you input a key word into the search box, you will get a few extra "personalized" results that are favorites of your friends. Although this service is not widely used at this point, if it becomes popular, it could dramatically increase the switching cost of moving over to a new search engine.

In addition, an email account serves as a vital connection between the Internet user and the search site. At the same time, the email account provides the search site with important personal information that is valuable to advertisers who may be looking for better targeted advertising based on certain demographics. While these added features help garner customer loyalty, the switching cost involved is not a significant competitive advantage that any search site can claim to. Rather, management of customers' expectations might be a more crucial factor. Google has done extremely well based on its reputation to generate the fastest and most relevant search results. A continued effort either through technological advancement or marketing strategy to maintain this perception would be crucial for a search company like Google to continue to stay ahead of the game

3.4.7 Future of Search-based Online Advertising

'Pay-per-click' model has driven efficiency and lowered the customer acquisition cost of advertisers but it is far from perfect. There is "click fraud"- bogus clicks generated by software-powered websites set for just this purpose. Furthermore, people who search and click often stop short of buying. Hence, the next step: 'pay-per-call' advertising. Most people first heard this term last month, when eBay, the world's largest online auction site, bought Skype, which makes free software that lets people, make free computer-to-computer phone calls. Meg Whitman, eBay's CEO, explained that one rationale for the deal was to "monetize" Skype's internet telephony by placing little Skype buttons on the web pages instead of sponsored text links. A potential customer might actually click on such a button and talk live to the advertiser's salesperson, at which point eBay would charge the advertiser.

A San Francisco company called 'Ingenio' pioneered this approach in 1999 by placing toll-free numbers of local businesses on the result pages of search engines. This April, AOL, one of the big four internet portals, signed up as Ingenio's largest partner. The other three- Google, Yahoo! and MSN- will also launch pay-per-call programs sooner or later, according to Greg Sterling at The Kelsey Group, a market research company, because small businesses and service providers like lawyers or plumbers find it much easier to close deals on phone (many do not even have a website) as faking calls is harder than faking clicks. Mr. Sterling reckons that pay-per-call will be worth between $1.4Bn and $4Bn by 2009, on top of pay-per-click revenues.

But even the pay-per-call model may turn out to be only an intermediate step to the ultimate in advertising efficiency - the 'pay-per-sale' model. This is what Bill Gross has recently started offering at SNAP, a search engine that he founded. United Airlines, for example, places text links on SNAP's search pages, but it pays (about $10) not when somebody clicks or calls, but only when somebody buys a ticket. Eventually, argues Mr.Gross, 100% of the advertising will follow such a pay-per-sale approach-although he won't guess how soon-because this is the "holy grail of advertising."

A bold claim, but credible, since it was Mr. Gross who incorporated the pay-per-click model in 1997, by launching the company that would become Overture, now a part of Yahoo!, and whose business model Google imitated with spectacular success. According to Mr. Gross, his first innovation, merely liberated advertisers from the old "cost per thousand" model, in

which they targeted audiences and then blindly threw their money in their general direction. In the future, with the 'pay per sale' model advertisers would be liberated off all wasteful spending, by tying their costs directly to real sales. Different techniques are used in internet marketing. They are as follows affiliate marketing, viral marketing, email marketing.

3.4.8 Affiliate Marketing

An affiliate marketing scheme is also known as associate marketing scheme. This establishes a relationship in which a merchant pays the affiliate for links that are generated from the affiliate site to the merchant site. A simple example for this would be a merchant wanting to sell his products through affiliate marketing. He would offer an affiliate marketing program say X affiliate marketing program. They would provide a link or a banner advertisement to an affiliate who becomes their member. Once the affiliate is a member he can put up that link on his website. Once somebody makes a sale through his website, the merchant can track which affiliate was responsible for that sale and pay a suitable commission to them. This is the most common affiliate marketing scheme available. This is typically called pay per sale or pay per action. But some of the companies want results for survey or want leads generated for them. They take the help from affiliates and pay them a commission whenever an affiliate gets a survey form filled through his site or generates a lead. This is typically called pay per lead. (Libai Barak et al 2003) in his publication compared why these schemes pay per lead and pay per action prevail and under what conditions one is advantages over the other. The authors find that pay-per lead is more profitable when a merchant and affiliate have a separate deal with each other. Merchant negotiates the deal in this case. In such a scenario, pay-per-conversion is not optimal for the affiliation alliance because it leads to suboptimal pricing by the merchant. On the other hand, pay per lead is less profitable than pay-per-conversion for a merchant if he works with a large number of affiliates such that all of them are under the same terms. It is less profitable because of the problems encountered due to fraud referrals that cannot be converted to customers. Some of the companies want their presence felt and this is possible through clicks on their websites generated for them through affiliates. Pay per click is when companies pay affiliate who generate traffic for them thru clicks. Companies believe that clicks could result in potential sales. This is the reason why companies pay affiliates who generate clicks. Sometimes companies like to pay affiliates who can generate banner impressions for them. This is called pay per impression. Companies believe that banners once displayed by the affiliate can generate potential leads so they pay them for the banner impressions. Some companies provide direct affiliate programs and reach out to

consumers directly. Some companies don't directly provide affiliate programs. Instead some of them hand over that responsibility to a affiliate junction which takes care of doing the same. The affiliate marketing junctions are responsible in match making between merchants and affiliates. They charge companies a suitable amount for running their marketing companies and provide services like pay per click or pay per lead or pay per sale as requested by the companies. They share an amount of the commission they charge companies to the affiliates. Affiliate junctions act as a bridge between companies and consumers.

Advantage for merchant:

The primary cost involved in the merchants campaign is the percentage commission paid to an affiliate, and the merchant only does this when a purchase is actually made. On comparing this to banner advertising or click based advertising the merchant pays whether or not any purchase occurs. In the case of banner advertising the cost for the merchant is actually in terms of cost per 1000 banner views, CPM. The chances that the customer will stick on to Amazon are also bright so the customer is retained for life. In addition to this Amazon gets the benefit of selling products no matter which affiliate generates sales for them.

Advantage for affiliate:

As long as the affiliate who is a website owner has decent traffic in his site, he has the chance to make revenue using affiliate programs. He does not have to invest his time, effort and money to actually setup up payment options. That is managed by the company itself and is more cumbersome for the user.

An example of direct affiliate marketing

We specify the following steps that are involved in junction based affiliate marketing. We take Linkshare.com to be an example for this.

STEP 1: We need to sign up as an affiliate on their website. On signing up an affiliate id is provided to the user.

STEP 2: The affiliate is provided with different options such as pay per click, pay per lead, and pay per sale. There are several companies that provide one of these options. There is a duration after which some of these options expire. The affiliate can select different banner sizes place these on his website.

STEP 3: Whenever a user visits the affiliate's website and makes a purchase, link share pays a commission to this affiliate. The affiliate also gets paid for clicks generated through him and also leads generated through them. It is the responsibility of the affiliate to ensure that he replaces the banners (offers that have expired) with newer offers. The affiliate is paid in what certain currencies available as soon a minimum amount is reached. The user is given an option to set that minimum amount.

3.4.9 Social Networking based Marketing

Many sites have been responsible for creating social networks where people post their information and also connect to each other either for business networking or dating. Some of the prominent web-sites are tribe.net, myspace.com, orkut.com, linkedin.com. Initially they all started as sites which connect people. Some of them have make revenues through marketing. Linkedin.com provides banner based advertising which focuses on specific targets. Youtube.com can be treated as social media based advertising trendsetter. (Fernando Angelo, 2007) in his publication explains how social media marketing schemes are getting popular. He emphasizes the fact that consumer based content has importance which can be exploited by marketing personnel. Social media advertising in his perspective means intersection of software marketing, media, information and entertainment. I agree to his view. For example Youtube.com allows users to capture their videos and put it up on the site for sharing with others. Unregistered users can watch most videos on the site. It provides features to rate videos and also keep track of number of times the video has been watched. But only Registered users have the ability to upload an unlimited number of videos. (NaímMoisés**,** 2004) claims how Youtube.com has had an effect on the mindsets of people. He claims how a few individuals posted certain videos which were related to political systems. The power of individuals could easily overpower journalists because millions could post their videos. I think approach is interesting because individuals can sometimes bring out information which journalists would not like to share with the public. This may either have a positive or negative effect in the society.

At the most basic level social networking sites are sites which allow users to set up online profiles or personal homepages, and develop an online social network. The profile page functions as the user's own webpage and includes profile information ranging from their date of birth, gender, religion, politics and hometown, to their favorite films, books quotes and what they like doing in their spare time. In addition to profile information, users can design

the appearance of their page, and add content such as photos, video clips and music files. Users are able to build a network of connections that they can display as a list of friends. These friends may be offline actual friends or acquaintances, or people they only know or have met online, and with whom they have no other link. It is important to note that the term 'friend', as used on a social networking site, is different from the traditional meaning given to the term in the offline world. In this report we will use the term as it is used on a social networking site: anyone who has invited, or been invited by, another user, to be their 'friend'. In many ways the ideas behind social networking sites are not new. It has been possible since the early days of the internet to do many of the things which social networking site users do now, such as creating personal web pages and communicating with others through interfaces such as chat rooms, internet forums, message boards, web communities and blogs. Several sites combining functions of today's social networking sites appeared in the late 1990s. In worldwide terms many people see Friendster as the first to make a serious impact. It launched in 2002 before falling back relative to other sites in 2004 (Boyd, D and Ellison, N, 'Social Network Sites, Definition, History and Scholarship', Journal of Computer Mediated Communication (October, 2007). In the UK many people first heard about social networking sites through the media coverage of Friends Reunited (launched in 2000), and especially ITV's decision to buy the site for £120m in 2005.9 A wave of other sites soon followed, and this has continued up to the present, as following Figure shows:

Simplified timeline of select social networking sites (2000-2007)[10]



As the number of sites grew, so they have diversified in terms of focus. Alongside more general sites such as MySpace, Bebo and Facebook, other niche sites have sprung up. Examples include LinkedIn, which was founded in 2003 and is based on developing business and employment networks, and Flickr, which is based on photo-sharing. New sites continue to emerge. In October 2007 Saga announced that it was launching Sagazone, a social networking site aimed exclusively at the over-50s. There are several factors that help to explain the recent growth of today's social networking sites and the mainstream use of similar technologies. The following is a brief outline of some of the biggest changes; it is by no means an exhaustive list. Social networking sites can be accessed through any internet

connection; however, having the internet at home, and, in particular, broadband access, increases participation in social networking sites. Research by Boyd (2008) showed that young people (16 or younger) were more likely to access social networking sites on the internet at home than anywhere else. Media reports have suggested that some schools, libraries and work places have banned access to these sites. If these reports reflect widespread practice, it is likely that access to the internet at home will become an increasingly important factor in use of social networking sites. MySpace, Facebook and Bebo are the most popular sites Consistent with numerous media reports, the top three sites in Ofcom's quantitative and qualitative research were Facebook, MySpace and Bebo. The majority of adults who had used a social networking site had a profile on Facebook (62%) and this was the most mentioned main social networking site (49%).

Facebook Marketing Facts:

1. About 132 million users on Facebook are aged 21 and above. This represents about 66% of all users
2. There are more females (55.7%) than males (42.2%) - 2.2% are of unknown gender.
3. Largest demographic concentration is the college crowd of 18-24 year olds (40.8%)
4. About 70% of Facebook users are outside the United States
5. Ads Average CTR is 0.04%
6. 850 million photos uploaded to the site each month
7. 10 million videos uploaded each month
8. 1 billion pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each week
9. 1% of apps account for 77% of volume, 2% account for 86% of volume, 10% account for 98% of volume

All in all, Facebook marketing is about communicating to the users, rather than just exposing them to advertising. Facebook creates the platform for communication, so make full use of it. Focus more on your content over passive advertising and think about why and what do friends share on Facebook to create your content.

Blog based Marketing

A blog is a website that provides an individuals opinion on a particular subject. Some of the blogs act as personal diaries. A typical blog consists of text, images, and links to other blogs, web pages, and other media related to its topic. Some of the blogs consist of photos, video, audio, podcasts. The power of blog in the words of (Dawson Ron et al 2007) shows how the trend of blogging will be. ”39% of American adults (57 million) are blog readers”. This is based on statistics of 2006.11 million people, or one out of every 17 American citizen, have created a blog. Every 7.4 seconds a new blog is created. These statistics revealed by the author show how blog marketing is going to grow. His paper also claims that video blogging is immensely popular and video blogging is bound to increase with youtube.com being the trendsetter. Every individual given an opportunity would like to express his feeling uninhibited given a chance. Today even a common man could become popular by bringing out his views through blogging. Blogs encourage this. So in my opinion it is bound to grow. In the past only celebrities or selected few who have access to media could express their views.

There are several types of blogs:

BLOGS	FUNCTION
Vlog	Blogs that contains videos.
Linklog	Blogs that contain url to several links.
Sketchblog	Blogs that contain portfolio of sketches..
Photoblog	Blogs that contain photos.
Tumbleblog	Blogs that contain shorter posts and mixed media types.
Phlog	Blogs that uses gopher protocol is known as Phlog.
Moblog	Blogs that are written using mobile devices.
Splog	Blogs used for spamming purposes.
Slog	Blogs that are used for business purposes.
Corporate blogs	Blogs that are used to enhance the communication and culture in a

	corporation.
Miscelleneous types of blogs	There are various blogs such as political blogs, travel blogs, fashion blogs, project blogs or legal blogs.

Companies can advertise on blogs through banner ads or with the help of third party blog advertising networks (such as Pheedo.com or Blogads.com). Either the company or the 3rd party agency must ensure that these banners are regularly replaced so as to always convey relevant content. The advertisements can be target for a specific group or sector based on requirement. An example for this is Payperpost.com which provides an opportunity for advertisers to decide what feedback they want from the bloggers. The bloggers on providing feedback get paid by Payperpost. In addition to companies even advertisers also get benefited.

How companies can exploit the power of blogs

Market perspective of products:

Several personalized blogs mention the reasons what kind of products they prefer and why. Some of them also discuss competitor products. Companies referring to these blogs can get an idea about how consumers view their products and then launch marketing campaigns based on this.

Recruiting bloggers to carry on conversation:

A company can recruit bloggers to continuously communicate with other bloggers. This can help other bloggers in understanding true worth of the product.

Encouraging corporate blogging:

Companies can allow the CEO's and senior management people to participate in blogging within limitations so that consumers will be able to understand the transparency in a company. But this is not possible in all organizations as they may not want any opinion on the company to be made public. (Marken G A, 2005) in his publication claims "blogs provide management a fast,effective and economic means of carrying out two-way communications with firm's many audiences". He also claims that blogs would work when they emphasize on candor,pithiness,urgency,utility,timelessness.

RSS Marketing

RSS basically refers to web a feed which is used for publishing latest information used to publish frequently updated content which could be blog entries or podcasts or news. An RSS document which is called a feed helps users always keep up with latest information without they having to go and check again. All that the user has to do is to subscribe feeds. RSS content would be the latest summary of the site. RSS content can be read using an RSS reader. RSS readers come integrated with the browser. For example Firefox browser has an integrated RSS reader built with it. The reader checks the user's subscribed feeds regularly for new content, downloading any updates that it finds.

RSS is an acronym for Really Simple Syndication or Rich Site Summary. Essentially, an RSS feed can be used to distribute content to subscribers or other websites. According to a Microsoft Canada report, the RSS technology varies from e-mail where it allows subscribers to ensure the content goes directly to them instead of them having to get it. Subscribers can easily subscribe and unsubscribe to RSS feeds with much less complication than unsubscribing to e-mails. Below are a few of a many examples of icons that are displayed on websites or blogs where visitors can subscribe to an RSS feed are indicated below.



When customer subscribe to an RSS feeds, they can use an RSS Reader to read the feeds as they are updated on a regular basis without having to go back to the original website to check for updated content. This does in turn save the subscriber time.

RSS advantages:

According to Microsoft Canada there are a few advantages to RSS feeds:

- To distribute press releases more efficiently
- Announce new products
- To inform users of content or product updates
- To recycle old information that has already been produced but remains current
- To announce events, campaigns or contests
- Missing person alerts, lottery numbers, weather information, job postings and any other kind of content
- With the adoption of blogs and podcasting, the adoption of RSS will increase as well
- It's a great add-on to the marketing mix in order to increase customer reach

How RSS can be used for Marketing:

TECHNIQUE USED AND THEIR BENEFITS	
Coupon feeds	Coupons are provided with the help of RSS feeds. Some provide customizable coupon feeds.
Affiliate marketing	Some of the companies prefer affiliate marketing to actually promote their rssfeed instead of directly dealing with consumers.
Press release and Press announcements	Most multinational companies like Microsoft, IBM use RSS to feed their press announcements, press releases.
Product feeds	Latest updates in products, services are fed to customers. For example Amazon.com provides such schemes.
Podcasting	Companies such as GM, Audi provide podcasts as feeds to consumers.

Email Marketing

This is a form of marketing which exploits the power of electronic mail. Emails are sent primarily to improve the relationship with the old/new consumers or other old/new customers. Emails could include advertisements/newsletters which are meant to tempt new or older consumers to make purchases or inform them of new products/services.

Advantages of using email marketing:

- Email marketing campaigns are cost effective when compared to campaigns such postal campaigns or printed newsletters.
- Email arrives quicker than post.
- The companies can do mass mailing with the help of mailing list. This helps distribute quality information to a specific range of consumers/customers.
- Companies can easily track their returns when they use this scheme. They can also track how many campaigns were successful or how many failed etc with the help of read receipt, un-subscribed or messages that bounced on failure.

- Advertisers are able "push" the message to consumers where as website marketing has to attract customers to come to the advertiser. So reach is better.
- Companies that use html based email can provide other links which can generate further leads for them.
- Companies can also know the tastes of consumers by sending emails which ask for opinions from consumers.
- Companies can target based on consumers interest i.e. only after taking consumers interest when he signs up for a particular email service.
- Email marketing does not take up paper so it is environmental friendly.

Disadvantages of using email marketing:

Spamming is one of the biggest problems and it is very difficult to distinguish between genuine email marketing and spamming. Many of the companies install spam filters but filters end up preventing even genuine emails from reaching. Most of the companies are taking all efforts to prevent Spam. Email marketing needs to be done carefully in order to be not treated as spam.

Viral Marketing

Viral marketing also termed as viral advertising consist of marketing techniques that that use already existing social networks to increase brand image with help computer virus like techniques. It is also called word of mouth marketing. This technique encourages consumers to pass on marketing message in voluntary way. Viral promotions could involve video clips, interactive flash, images, or even mobile messaging such as SMS. It works on the belief that consumers who are impressed would tell people what they like and also tell people what they would not like. This basic behavior can be exploited to encourage viral marketing. (Dobele Angela et al 2007) in their publication explain how emotions could play a vital role in making viral marketing a success. Emotions such as joy, surprise, sadness, anger, fear and disgust are considered for their research. Gender's roles in viral marketing campaigns are also given importance. They have drawn their conclusion based on 9 successful and failed viral message campaigns. Their main conclusions suggest that companies cannot rely on emotions alone in their viral marketing campaigns. Their campaigns should be effective in capturing the imagination of the recipient in order to make it successful. What authors consider important is how successfully companies can achieve message forwarding. I agree to their view that

only targeted viral marketing campaigns based on brand, product or service can succeed in convincing the audience. I also agree to their view that viral marketing offers other advantages such as low cost, reduced response time and increased potential for impact on the market.

7 P's of Marketing on the Internet

The four P's - Product, Price, Place and Promotion have long been associated with marketing, but things have changed on the Internet. So along with a change in the nature of the four P's there are three new P's which are relevant to the internet marketer.

1.The Product on the Internet usually changes form online, and the user experiences it electronically, in the form of text, images and multimedia. Physical goods are usually presented in the form of a detailed online catalogue that the customer can browse through. Technology allows the user to virtually touch and feel the product on the Internet - rotate it, zoom in or zoom out and even visualize the product in different configurations and combination. The example of the above can be seen at dell.com where the company offers the user to virtually feel every aspect of their product before they go into a buy decision. Content and software are two avatars of digitized products that can be even distributed over the Internet. On the Internet, E-marketing will be based more on the product qualities rather than on the price. Every company will be able to bring down the cost of its products and hence competition will not be on price. It will rather be on the uniqueness of the product. To be able to attract the customers and retain them, the company will have to provide nouvelle and distinct products that forces the net users to purchase and come back for more.

2. The Price has been drastically changed over the Internet. It lets the buyer decides the price. Also it gives the buyers information about multiple sellers selling the same product. It leads to best possible deal for the buyers in terms of price. A website named Priceline.com is extremely popular as its compares the price of many airlines and offers the least price to the buyer. The very famous bazee.com now known as ebay.in follows the same principles. Pricing is dynamic over the Internet.

3.The Place revolves around setting up of a marketing channel to reach the customer. Internet serves as a direct marketing channel that allows the producer to reach the customer directly. The elimination of the intermediate channel allows the producer to pass the reduced

distribution cost to the customer in the form of discounts. Dell Computers have used this strategy very effectively and hence they have been able to reduce their prices of their laptops drastically and reaped huge profits.

4. Promotion is extremely necessary to entice the customer to its website, as there are currently more than one billion web pages. Promoting a website includes both online and offline strategies. Online strategies include search engine optimization, banner ads, multiple points of entry, viral marketing, strategic partnership and affiliate marketing. Presently, the cyberspace is already cluttered with thousands of sites probably selling similar products. For the customers to know of the Company's existence and to garner information on the kind of products or services that the company is offering, promotion has to be carried out. There can be traded links or banner advertisements for the same. Also the traditional mediums like print, outdoor advertising and television can be used to spread awareness. Email campaigns and spamming the Chat rooms on almost every server has been exploited to the maximum for the cause of promoting their website.

5. Presentation The presentation of the online business needs to have an easy to use navigation. The look and the feel of the web site should be based on corporate logos and standards. About 80% of the people read only 20% of the web page. Therefore, the web page should not be cluttered with a lot of information. Also, simple but powerful navigational aids on all web pages like search engines make it easy for customer to find their way around. The principle of K.I.S.S (Keep it simple stupid) is the most important factor that has to be considered while presenting the online business.

6. Processes Customer supports needs to be integrated into the online web site. A sales service that will be able to answer the questions of their customers fast and in a reliable manner is necessary. To further enhance after sales service, customers must be able to find out about their order status after the sale has been made. For e.g. FedEx (www.fedex.com), the overnight Courier Company allows its customers to keep track of the parcel and they are well informed about the present whereabouts of their package. Similar variants have been used by the Govt of India for its Speed post and Registered Ad services where you can keep a track of your post by entering the code that has been issued to you.

7. Personalization using the latest software from Broad-Vision and others, it is possible to customize the entire web site for every single user, without any additional costs. The mass customization allows the company to create web pages products and services that suit the requirement of the user. A customized web page does not only include the preferred layout of the customer but also a pre selection of goods the customer may be interested in. For e.g. Yahoo! (www.yahoo.co.in) entered the Indian cyberspace and started its personalized services. A registered user of Yahoo can now personalize the front page with all the information he needs. He can read the news of the world, add a tax calculator, see the weather forecasts of his city and listen to his favorite songs and all this simultaneously.

Internet Access for Households in Dhaka

Internet access in for households in Dhaka, Bangladesh is characterized by high cost and slow connections. Customers suffer due to the weak infrastructure, limited bandwidth and costly service provisions. There is interest, especially among the urban young, for Internet access. This segment is well aware of the potential of using the Internet for information, communication and entertainment. Despite this interest, growth in Internet access among households has been limited by the cost of getting the services. Until recently the country connected to the web exclusively through VSAT and this has contributed both to the high service charges and the limited bandwidth availability. Now that the country has been connected to the submarine fiber optic cable the situation is improving slowly. The market is characterized by a large number of service providers serving a relatively small market. Although the competition has driven down the price of access the cost of service compared to the purchasing power of a household is still high. Interestingly, many households in Dhaka have graduated to cable modem connections, partly due to the weak land line infrastructure. However, the speed of most of these connections is no better than dial up modem connections. Service providers contend that the cost of providing access is still relatively high. They have brought down their prices by selling a limited amount of band width to a relatively large number of households. This has resulted in low speeds for the Internet connections. The end result has been frustration for both the customers and the service providers. Households contend that the service they get is substandard. The service providers counter that households want fast connections at prices that are uneconomical. Internet access therefore remains fraught with challenges and problems. This paper is based on a survey of Internet access among households in Dhaka and examines the issues facing households who need to access the Internet.

The number of users of the Internet in Bangladesh was estimated at 0.45 million in 2006, according to the International Telecommunication Union (ITU). This translates into a mere 0.31% of the population. The number of subscribers is even lower, at 0.1% of the population (0.15 million) (ITU). However, there are plenty of Internet Service Providers (ISP) in Bangladesh, mostly based in the capital city Dhaka. The first group of ISP started their operations in 1996, and since then there has been a proliferation of ISPs. In August 2007 there were 209 ISP listed as operators by the Bangladesh Telecommunication Regulatory Commission (BTRC). Customers can therefore choose from a plethora of ISPs and yet they are confronted with confusing and conflicting claims regarding the quality of service. On the ISP side there are issues of high costs and high expectations, which cause frustration for both the ser service provider and the customer. This paper looks at the situation of Internet access in Bangladesh with particular reference to households in Dhaka.

a. Computer Base

Computer penetration in Bangladesh is very low, with an estimate of 12 computers for every 1000 persons, in 2005 (World Bank). On the other hand the rate of expansion of computer purchase in Bangladesh is relatively high. According to research conducted by Springboard Research of Singapore, the Bangladesh PC market registered a growth of 19.2% in 2006 as compared to 2005, with 193,600 units shipped in 2006 as opposed 162,400 units in 2005. The growth in the economy and the higher spending on IT coupled with the low penetration base powered this growth. The expansion in the PC purchases is likely to lead to an expansion in demand for Internet access. As remarked earlier the number of ISPs has increased dramatically since the Internet came to Bangladesh in 1996. There is a lot of competition among the ISPs for customers but as yet no ISP dominates the market. The well known players who have been offering their services for many years are well established, but have not been able to consolidate their positions allowing new entrants to come into the market. The competition is particularly keen among the high end market segment that makes up a lucrative portion of the earnings of the ISP.

c. Customer Skepticism

In Bangladesh in that the price for Internet access is very high, but the customers are able to only pay a relatively small amount. This has resulted in ISPs offering relatively cheap solutions that are low in speed and quality. ISPs have compounded the problem by making inflated claims about the speed and quality of the deals that they are providing. Now there is

general skepticism among the customers, because of the inconsistent record among the ISP in providing connections. In this market so many ISP have promised and not delivered, that it is difficult for any ISP to be taken seriously when it claims to provide good connections.

b. Quality of Service Problems

There is a tremendous amount of variation in the quality of service that is provided to the customer. At the household level the term "broadband" refers mainly to services where the customer is using a cable modem and does not rely on dial up i.e. it does not necessarily refer to the speed of the connection. In the local market the term "shared broadband" is used. This essentially means that a limited amount of bandwidth is being shared among several customers. The speed of the connection for a particular consumer is therefore, dependent on how many households are "sharing" the connection, at that particular moment. This leads to ambiguity about the speed of the connection.

Unfortunately the companies that are offering Internet services have in many instances failed to provide an adequate solution to their customers. The most common complaints are low connection speed, unreliable connections and high prices. All these prevent the customer from getting a high quality Internet connection. Each problem has its origins in some of the early constraints faced by ISPs. One of the most insidious problems has been that of promising too much and delivering too little. This was especially true when the Internet started in Bangladesh because of the limitations on the available bandwidth and the high cost of providing service. ISP needed to sign up as many customers as they could with all types of incentives. However, keeping the price low meant that they had to cut back on service. When broad band came in there was a similar problem. Many ISP did not have adequate bandwidth to provide the kind of bandwidth to their customers that they promised. In many cases instead of providing dedicated connections they sacrificed connection quality in order to serve as many customers as possible. For many customers the initial speed of the connection would be satisfactory but as more and more customers start sharing the same connection, the speed and quality dropped dramatically. The problems with quality are compounded by the slow or inadequate response to customer complaints. As a result although many ISP have entered the market, it has proved difficult for them to consolidate their positions and satisfy their increasingly skeptical customers.

c. VOIP

Another issue is the evolving status of Voice over IP (VOIP) services. Various companies had been operating call termination services for many years, even in the absence of clearly defined legal status of VOIP. In 2003 the cabinet gave approval to VOIP service but there have been numerous delays in handing out licenses for this operation. When BTRC issued an invitation for licenses in 2006, the process was caught up in legal wrangling. In the first quarter of 2007 the government undertook a drive to close illegal VOIP operations, confiscating equipment and imposing penalties on the companies involved. The government has been taking steps to legalize the use of VOIP. A committee of experts recommended that all phone, mobile and Internet operators should be eligible to apply for licenses for VOIP (Daily Star, March 5, 2007). The government has announced that it would auction VOIP licenses to private operators in October 2007 (Daily Star, Aug 21, 2007). Legal VOIP operations would benefit the Internet market, by increasing demand.

d. Infrastructure Constraints

Until last year when Bangladesh finally got connectivity to the submarine fiber optic cable (SEA-MEWE 4 cable), ISPs had to rely on the more costly VSAT connections to provide Internet connectivity. The introduction of the submarine cable for connectivity was a welcome development. In May 2006, the Bangladesh Telegraph and Telephone Board (BTTB) announced their tariff structure for the submarine cable and this was one fourth of the older tariff structure that ISPs had been paying until that stage for VSAT connectivity. Although there has been a decrease in ISP tariffs since then, it has not been proportional to the reduction in BTTB rates. The ISP market also suffers from multiple infrastructure constraints. For customers who rely on dial up connections the low prevalence and quality of land lines result in unsatisfactory service to the customer. On the other hand, when an ISP provides a cable modem wired connection it lays out the line in a haphazard manner using whatever poles are available along roadside. Rather than consolidating the connection along one cable each ISP lays its own cables, resulting in a patchwork of cables along the roads tied to each other and to the utility poles on the roads. Sometimes this leads to disruptions in the service because of breaks in the cable.

e. Prevalence of Internet Connections

The survey showed that the prevalence of computers and Internet connections among the households is roughly evenly divided among those who only have computers, those who have computers and Internet connections and those who have no computers. The households are getting their Internet connections from a variety of ISP. The leading ISP among households had 22% of the connections surveyed. The next most prevalent ISP had 13% of the connections. The top nine ISPs account for 76% of the connections in the sample. (The "ISP (10-47)" category in the figure lumps together 48 ISP who had 1% or less, of the connections in the sample). Use of Internet use followed a predictable pattern.

Most prevalent use of the Internet is for Email (99%) and browsing (94%) followed by chatting (54%). Households are also using the Internet for online news (24%), job search (22%), music downloads (17%) and m video downloads (16%). Internet access for households in Dhaka is a very challenging issue. On the one hand the cost of providing the service is relatively high; on the other hand the purchasing power of households is relatively limited. The net result is a mismatch between what the customers are willing to pay and what the ISPs are able to provide. This has resulted in inflated claims from the service providers and dissatisfaction on the part of the customers.

Competition has driven down the price of connections but this has been done by compromising on the speed and quality of the connections. Rather than saying that connections are going to be slow if the service charge is low, the ISPs have inflated claims of speed in order to compete. Customers are unwilling to accept that their speeds will be compromised if they go for cheap connections. The dissonance between the expectations and actual service has resulted in customers being skeptical of the claim of ISPs.

Ultimately better infrastructure and the availability of more bandwidth at lower prices is required in order to improve the situation. Even then, there has to be better communication between the customers and the ISPs. On the ISP side there has to be more realistic marketing of products. There must be less hype and more deliverables. On the customer side there has to be a realistic assessment of what they can buy at a certain price. It is no use asking for a connection at a price that is uneconomical for ISPs to provide.

3.5 Internet Marketing Objectives

Create Awareness, Create Desire, Motivate Transactions

The objective of Internet marketing is to create clear value for the profit organization. With this focus the value proposition of the Internet is not limited to profitable transactions; partially it might be rather sufficient to raise awareness for new product launches or to support offline events with additional Internet activities.

This chapter describes a set of 3 objectives: **awareness, attraction and transaction.** Those three objectives are on a generic level and weighted differently for different scenarios. The Internet marketing of price inflexible commodity products has certainly other approaches than price flexible products with a dominating USP.

3.5.1 Awareness [AAT-O1]

Market transparency enables potential or existing customers to choose from a larger selection of reachable vendors. Scanning the available sources the person searches for the best offer. No matter if the transaction itself is performed via the Internet the profit organization has to create awareness for its company, brands or products and services. For medium online shops with price inflexible commodity products awareness is the key success factor. For a pharmaceutical enterprise awareness is simply required to communicate with potential partners, customers or multipliers and not to sell products itself. Awareness can even be created totally without traffic of potential partners, customers or multipliers on the Web site.

The existing Internet marketing environment largely concentrates on the generation of targeted Web site traffic in combination with a high conversion rate. In case of the targeted traffic the core objective is primarily to create awareness for products, services or the company itself. If awareness could be created without targeted traffic, an alternative approach would be totally feasible. Targeted traffic therefore describes already a possible technical implementation of the objective awareness.

The business value of AAT-O1 reaches from raising interest for products and services to support offline sales activities. More examples are listed below:

- Company establishment or product introduction
- Generic products or competitive markets

- Services / Consultation
- Offline sales strategy
- No offline representation

The Internet marketing activities of the previous 3-4 years focused largely on search-engine ranking optimization (SERO) which is a rather simple strategy to generate targeted awareness. Additionally the revenues for awareness activities via super-banner or rectangles rose by 123% in 2005, affiliate marketing, focusing on products and services sold via the Internet, rose by 75% (Heise Website, 2005).

3.5.2 Create Desire / Attraction [AAT-O2]

The awareness for a company, brand, product or service is idealistically free of a judging evaluation. The process of the following evaluation and development of an opinion is structured in the area of attraction [AAT-O2]. Within the implementation of Internet marketing activities both objectives are strongly interdependent (a text-banner on a high-traffic Web site firstly creates awareness but simultaneously initiates a first evaluation), even though from the business perspective it makes sense to differentiate the two aspects as both objectives create value for the profit organization.

Efforts spent to generate awareness might be completely useless for established company, brands or products and services, e.g. fast food chains. A business case for an established brand is for example to shift bad reputation with open and comprehensive public relations. Enhancing the opinion about the brands, products and services of the sales organization has a large impact on customer satisfaction. Improving customer service is determined by perception of potential new or existing customer. Similarly to awareness, attraction can be created even totally without a Web site.

The business value of AAT-O2 is mainly to convince potential or existing customers, partners or multipliers of favorable product or services attributes. Additional examples are mentioned below:

- Market unknown product types
- Build brand image
- Change bad reputation
- Promote private products
- Support offline sales
- Establish public relation channel
- Enhance customer service

3.5.3 Motivate Transaction [AAT-O3]

The scope of discussed Internet transactions is generally reduced to purchases or orders. As this approach excludes a large spectrum of alternative strategies, the objective transactions is considered from a generic perspective. A profit organization which wants to steer their customer interaction maybe considers an entry in an online forum as a valuable transaction. A platform for dating or email-services maybe seeks for registrations. Even though awareness and attraction are partially sufficient objectives for Internet marketing activities, some profit organizations have to convert the two first aspects into financial transactions. Marketers want to induce a favorable action from the potential or existing partner, customer or multiplier.

The business value of AAT-O3 covers many aspects from generating revenues, enhancing the margin or enforcing customer relationship management. Some further examples are listed below:

Generate direct revenues

- Avoid intermediates
- Gain flexibility in sales volumes
- Limit distribution channels
- Collect customer and partner information
- Reduce service desk requests
- Facilitate customer feedback

Chapter - 4

Analysis and Interpretation

4.1 Analysis and interpretation of the data

In this chapter, the analysis and interpretation of the data will present and analyzed based on the empirical data that has been collected through **in-depth interviews** with … person selected randomly. At the first the qualitative data will be present according to the research questions and after that quantitative data which gathered through the survey will be present regarding with research questions and the variables identified in the frame of reference.

1. Do you have access to the Internet?			
Options	**Count**	**Percentage%**	Highest = 94% Lowest = 6%
Yes	47	94%	
No	3	6%	
Total	50	100%	

Most of the respondents from the survey have confirmed that they have access to the internet at their houses or offices or both. Only 6% of the respondents do not have any internet connection. This result tells us that though internet connection in the country is still not an easy thing due to cost and availability factor, a lot of people in Dhaka city are availing the facility.

2. Do you have any account on a social networking website?			
Options	**Count**	**Percentage%**	Highest = 90% Lowest = 10%
Yes	45	90%	
No	5	10%	
Total	50	100%	

90% of the respondents have account in a social networking site like Facebook. This shows the growing presence of social network in the life of the young and the professional generation in the country.

3. Why do you like social networking websites?			
Options	**Count**	**Percentage%**	
To keep in touch with friends and family	29	58%	Highest = 58% Lowest = 8%
To share updates	4	8%	
To keep up with latest technology	0	0%	
To pass time	5	10%	
To be in touch with friends and family living abroad	7	14%	
Not applicable	5	10%	
Total	50	100%	

Most of the people surveyed have answered that they are keeping in touch with their friends and family through social networking websites. Today life is becoming more faster for the young and professional generation of Dhaka city. So they have now less time to interact directly with the friends and families. A social networking site is a convenient way to achieve the same through in a convenient way sitting at home. 14% of the respondents have also said that they use a social network to keep in contact with their friends and relative living abroad. 10% of the respondents have said that they use a social network site just to pass time.

4. Which social network website do you use?			
Options	**Count**	**Percentage%**	
Facebook	38	76%	Highest = 76% Lowest 4%
Hi5	5	10%	
Orkut	0	-	
My Space	0	-	
Twitter	2	4%	
Others (Please mention)	0	-	
Not applicable	5	10%	
Total	50	100%	

Facebook has been identified as the most preferred social network site by this survey. An overwhelmed number 76% of the respondent have preferred Facebook as their social network site. On the other hand some people (i.e- 10%) also are using other social network like Hi5 as their preferred network. Twitter is comparatively very new in the field and a few people are using Twitter also.

5. Why do you prefer it?			
Options	**Count**	**Percentage%**	
Better Layout	15	30%	Highest = 34% Lowest = 12%
High quality	0	-	
Good Network	0	-	
Most Popular	17	34%	
Easy to upload photos	0	-	
Easy to communicate	7	14%	
Easy to trace people	6	12%	
Easy to operate	0	-	
Others (Please mention)	0	-	
Not applicable	5	10%	
Total	50	100%	

The reasons for Facebook popularity as have been identified as most popular and better layout. The worldwide statistics has also shown that the Facebook is the most popular social network website. At the same time it is very easy to manage. The layout of Facebook is also preferred over other network as a reason for popularity.

6. How do you consider the overall performance of your preferred social networking website?			
Options	**Count**	**Percentage%**	
Very Good	8	16%	Highest = 66% Lowest = 8%
Good	33	66%	
Moderately Good	4	8%	
Acceptable	0	-	
Below Average	0	-	
Low	0	-	
Not applicable	5	10%	
Total	50	100%	

Most of the respondents have ascribed a good rating on the performance of social network site. This means that people are not too happy or not too unhappy over the performance. Therefore it can be deduced that there are still a lot of room for the improvement of these network sites.

7. How do you consider the security of your preferred social network website?			
Options	**Count**	**Percentage%**	
High	0	-	Highest = 78% Lowest = 12%
Medium	39	78%	
Low	6	12%	
Not applicable	5	10%	
Total	50	100%	

The surveyed populations' opinion on the security of social network is somewhat medium. This means people generally do not have a strong sense of security (i.e. - they do not generally feel much secured) over their preferred network.

8. How many times do you browse your preferred social network in a typical week?			
Options	**Count**	**Percentage%**	
Daily	13	26%	Highest = 36% Lowest = 6%
5 - 6 times a week	18	36%	
4 – 5 times a week	0	-	
3 – 4 times a week	5	10%	
2 – 3 times a week	6	12%	
Less than 2 time a week	3	6%	
Not applicable	5	10%	
Total	50	100%	

The survey reveals that most of the surveyed people browse their preferred network 5-6 times a week. That means, social networks are quite popular among the people as they frequently use it in a period of a week only. This also implies that, social networks can be a great way to communicate with people regarding marketing promotions.

9. At which place do you usually browse your social network account?			
Options	**Count**	**Percentage%**	
Home	34	68%	Highest = 68% Lowest = 4%
Office	4	8%	
Cyber Cafe	5	10%	
Other place (Please mention)	2	4%	
Not applicable	5	10%	
Total	50	100%	

It seems from the survey that most of the people surveyed have internet access at their home. This means, internet is also becoming very popular within people Bangladesh compared to that of before. Having an internet connection at home means access to the internet anytime which improves the scope of internet marketing.

10. What kinds of problems do you face using your social network account?			
Options	**Count**	**Percentage%**	
Network Trafficking	8	16%	Highest = 42% Lowest = 14%
Slow Internet Speed	21	42%	
Disruption in Internet Connection	9	18%	
Feelings of insecurity)	7	14%	
Not applicable	5	10%	
Total	50	100%	

Most people have complained that slow internet connection/disruption in internet etc are the frequent problems they face while they surf on social network site.

11. If any, what would you like to change in your social network account?			
Options	**Count**	**Percentage%**	
Appearance	27	54%	Highest = 54% Lowest = 10%
Links to other websites	5	10%	
Advertisements	7	14%	
Nothing	6	12%	
Not applicable	5	10%	
Total	50	100%	

It seems people are not content over the layout of the social network websites and they think there are rooms for improvement. While from an earlier question we have seen that people generally have identified a better layout is the reason why they like Facebook over other social network, they are still not fully happy on the layout.

12. What do you feel when you do not have access to your social networking account?			
Options	**Count**	**Percentage%**	
Restless	18	36%	Highest = 36% Lowest = 8%
Lonely	14	28%	
A little upset	9	18%	
No feelings	4	8%	
Not applicable	5	10%	
Total	50	100%	

This is very interesting as most people have answered that it is very important for them to have regular access to their social network website. Most of the surveyed people feel restless where as the other mostly feel a little upset if they do not have access to their social networks. A little portion of the population says it do not affect them much if they do not have access to their account.

1**3. Have you ever noticed any advertise on your social network website?**			
Options	**Count**	**Percentage%**	
Yes	38	76%	Highest = 76% Lowest = 14%
No	7	14%	
Not applicable	5	10%	
Total	50	100%	

Most people have noticed the advertisement in the social network and it means the advisements done in the network is highly visible and are successful to gain the visitors attention.

14. If yes please mention the name of some of the products/services/persons advertised on your social network website:			
Options	**Count**	**Percentage %**	
Not answered	19	38%	Highest = 38% Lowest = 8%
Mentioned One advertise	12	24%	
Mentioned two advertise	4	8%	
Do not remember any	10	20%	
Not applicable	5	10%	
Total		100%	

The survey reveals that most of the surveyed people have not answered the question. 20% of the population surveyed says they do not remember the advertises in their preferred social networks. That means, the impact of the advertises is not enough that the users can recall it. A very few, indeed the lowest percent of the surveyed population have mentioned two advertises and others could mention one only.

15. Have you ever browse any of these advertises?			
Options	**Count**	**Percentage%**	
Yes	14	28%	Highest = 62% Lowest = 28%
No	31	62%	
Not applicable	5	10%	
Total	50	100%	

It is however, interesting to see that most of the people haven't browsed through the advertisement done in the social network. The advertises should be more interesting to attract a considerable number of users so that they browse it.

16. If yes, how many times do you browse them?			
Options	**Count**	**Percentage%**	Highest = 62% Lowest = 10%
1 – 2 times	9	18%	
3 – 4 times	5	10%	
4 – 5 times	0	-	
More than 5 times	0	-	
Never	31	62%	
Not applicable	5	10%	
Total	50	100%	

Out of the 50 person those who have been surveyed 18% have said that they browsed the advertisement in a social network 1-2 times and 10% have said that they have done it for 3-4 times. 62% of the respondents have said that they have never browsed through the advertisement done in the social network.

17. Do you think advertises on social network websites should be intensified?			
Options	**Count**	**Percentage%**	Highest = 76% Lowest = 14%
Yes	38	76%	
No	7	14%	
Not applicable	5	10%	
Total	50	100%	

Though most of our respondents have not browsed through the advertisement in a social media network, they have an opinion that advertisement in this kind of social network should be intensified or people should make more use of it.

18. How did you come to know about the social network website that you are using?			
Options	**Count**	**Percentage%**	
From Word of Mouth	31	62%	Highest = 62% Lowest = 4%
Internet	9	18%	
Advertises on Electronic Media	0	-	
Advertises on Print Media	2	4%	
Outdoor advertising	0	-	
Others (please mention)	3	6%	
Not applicable	5	10%	
Total	50	100%	

62% of the respondents have said that they came to know about a social network they are using through word of mouth. That means, in case of social networking websites, any kind of advertises for the site os not very useful than that of word of mouth.

19. If it is from word of mouth, from which source did you get the information about the website?			
Options	**Count**	**Percentage%**	
Friends	21	42%	Highest = 42% Lowest = 6%
Family Members	4	8%	
Colleagues	7	14%	
Class mates	10	20%	
Neighbors	0	-	
Others (please mention)	3	6%	
Not applicable	5	10%	
Total	50	100%	

While most of the people came to know about a social network through words of mouth, 42% of them responded that it was their friends who have told about the network to them. Also classmates/colleagues were the second important group who has spread the word. A few people also came to know about it through their family members.

20. Are you satisfied with browsing your social network account?			
Options	**Count**	**Percentage%**	
Strongly Satisfied	2	4%	Highest = 64% Lowest = 4%
Satisfied	32	64%	
Neither Satisfied nor Dissatisfied	11	22%	
Dissatisfied	0	-	
Strongly Dissatisfied	0	-	
Not applicable	5	10%	
Total	50	100%	

Most of the surveyed population seems to be satisfied with their preferred social networking account. A few of the social networking websites user are strongly satisfied with a considerable number of people having no satisfaction nor any dissatisfaction.

21. Do you recommend others to use social networking websites?			
Options	**Count**	**Percentage%**	
Yes	41	82%	Highest = 82% Lowest = 8%
No	4	8%	
Not applicable	5	10%	
Total	5	100%	

Because most of the people are satisfied with the social network they have also responded that they will suggest others to have account in social network.

22. Which of the following criteria do you expect from a social network site?			
Options	**Count**	**Percentage%**	
Quality Service	23	46%	Highest = 46% Lowest = 18%
Network service	13	26%	
More fun items	9	18%	
Others (please mention)	0	-	
Not applicable	5	10%	
Total	50	100%	

From a social network service most people expect a quality service (46%) followed by a network service (26%) and more fun items (18%).

23. From your viewpoint, what are the harmful components of a social network website?			
Options	**Count**	**Percentage %**	
None	23	46%	Highest = 46% Lowest = 4%
Did not answer	13	26%	
Answered One	7	14%	
Answered two	2	4%	
Not applicable	5	10%	
Total	50	100%	

The survey reveals that major percentage of the population stated that there are no harmful sides of using a social networking website. Although a large number of people did not answer the question. A very few number of people mentioned some harmful sides too.

Respondent's Information:

Respondents Gender :			
Options	**Count**	**Percentage %**	
Male	35	70%	Highest = 70%
Female	15	30%	Lowest = 30%
Total	50	100%	

Most of the surveyed population is male. This reveals that most of the internet users are male in gender.

Respondents Occupation :			
Options	**Count**	**Percentage %**	
Students	29	58%	
Service holder	8	16%	Highest = 58%
Business person	4	8%	Lowest = 8%
Housewife	5	10%	
Others	4	8%	
Total	50	100%	

The survey reveals that mostly the social network users are students in profession. Whereas, people from other occupation also use internet and social network website.

Respondents Age Group :			
Options	**Count**	**Percentage %**	
=< 20	6	12%	
21 – 25	27	54%	Highest = 54%
26 – 30	6	12%	Lowest = 2%
31 – 35	7	14%	
36 – 40	1	2%	
41 – 45	2	4%	
45 >	1	2%	
Total	50	100%	

The concentration of the users of social networks is in the age group of 21 to 25. That means, the youth of Bangladesh is the main user of internet and therefore social networking websites.

Respondents Highest level of education:			
Options	**Count**	**Percentage %**	
SSC or equivalent	3	6%	Highest = 62% Lowest = 6%
HSC or equivalent	4	8%	
Bachelor degree or equivalent	31	62%	
Masters degree or equivalent	12	24%	
PhD	0	-	
Total	50	100%	

It is not surprising to know that the concentration users of social networks are the graduated people or the people studying graduation.

Respondents Monthly Income :			
Options	**Count**	**Percentage %**	
< TK 10000	31	62%	Highest = 62% Lowest = 4%
TK 10001 – 20000	4	8%	
TK 20001 – 30000	6	12%	
TK 30001 – 40000	0	-	
TK 40001 - 50000	4	8%	
TK 50001 - 60000	2	4%	
TK 60000 >	3	6%	
Total	50	100%	

Most of the surveyed people have an monthly income which is less than 10000tk. But yet 6% of the population holds income more than tk 60000, which means that people from high end of the society, also uses social networking websites and therefore, can be an opportunity for marketing.

Chapter - 5

Findings, Recommendations and Conclusion

5.1 Findings of the Study

Here are the findings through my study:

- **Availability of the internet:** In Dhaka city internet is very available and the people who live in Dhaka they get internet excess very easily, coz Dhaka is the capital city of Bangladesh and the people who live in Dhaka they are educated. But in others areas of the country internet availability is very limited and the people of rural areas they are not much educated and the internet availability is quit tough. But in recent years mobile operator companies providing internet service in everywhere through their network.
- **Costing of net browsing:** In our country only big cities people get the advantage of using broadband connection. Because broad band connection is not available in everywhere in our country, that's why people have no choice. In that case, if they want to browse internet then they have to do it by mobile operator service. And in that case they give the facility but they charge more and our government overlook it.
- **Challenges of internet marketing:** Business man's giving advertisement in various types of social networking websites for the users of that's sites but it's very interesting or by others words we can say that it's very sad, coz people see the advertisement but they do not browse it. So it is very confusing why they don't go that sites. So internet marketer should change their traditional way of presenting advertisement.
- **Time saving:** Now this day's many people involve in various types of social networking websites not only for keeping touch with their friends and family but also they are doing virtual shopping through their sites. Because it's very time consuming to go malls to find attractive product in that case internet shopping is very much helpful, because within this time people can do another important work.
- **Promotion of product:** Now these modern days, it is very difficult to catch people. Because now these day's there is various types of way to spend times. People don't stay just one place so internet is very interesting place to promote their products and service. Now these days there have also an interesting way to promote where investors no need to spend money but they can give there advertise.
- **Users of internet:** We think that, may be students are the main users of the internet or active users of internet but this prediction is almost wrong, because business person or service holders are mostly use internet and we can say that they are the active users of internet.

- **Security of the users:** When people do internet shopping most of the time they shop through the credit card. But in these case the users or buyers feel lake of security. And this is very important factors for the virtual market or internet market.
- **Price and Quality:** When people do shopping through virtual market or internet market they feel tense about the product price and there quality. Sometime people think that price is comparatively high and the product quality is low or moderate.
- **Freedom of choice:** Now this days people have lots freedom to choice their product and along with this if they don't like any product after buying then they can return the product. Because marketer giving this opportunities to their customer.

5.2 Recommendation

Our future recommendation on this area is as follows:

- Make sure the availability of the internet in all over the country.
- Reducing the cost of net browsing.
- To investigate more on the type of buyers from internet, i.e. buyer with purpose Vs buyers by chance and to link their attitude towards their favorite websites.
- To have a pilot study on comparison between the electronic media i. e. radio and TV and internet advertising on customers mind set i.e. how long they can hold the information.
- To have a detailed analysis on the sense of people security towards internet shopping through credit cards as it will be the primary media for transactions.
- A further segmentation on income group and profession to find out the relation between peoples income and internet shopping.

5.3 Conclusion

Internet marketing is a very recent phenomenon in Bangladesh. As we have seen from the statistics only a small percentage of the population mostly living in Dhaka city are participating in this phenomenon. The objective of the advertise study was to see the relationship between peoples attitude towards the social networking websites and advertising. As we have seen, a significant portion of the students and professionals as well as people from different ages are very much interested in social networking through use of internet. And they are regular visitor also in these social network websites. However, we have also seen from the findings that all these people are not used to the advertisements that is done in these websites.(i.e. facebook) so, while there is a ample opportunity to use the social websites as an advertisement media, there is a lack of knowledge in our part also. So, we conclude from the study that, dissemination of knowledge among people that the internet advertisements in social websites I s a very convenient and cheaper way to get useful information on product and services is very important to grow the internet advertising in Bangladesh and to start with social website can be a primary opportunity.

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- **Flickr** http://www.flickr.com/
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- **Wikipedia** http://en.wikipedia.org/wiki/Main_Page
- **Windows Live** http://home.live.com/?mkt=en-gb
- **Wordpress**http://wordpress.org/
- **Yahoo! Podcasts** http://podcasts.yahoo.com/
- **YouTube** http://www.youtube.com/

Appendix

Questionnaire

SURVEY FORM

This survey is conducted as a part of my BBA thesis titled "Attitude toward Internet Marketing in Bangladesh" completing at Stamford University of Bangladesh. Details provided by you in the survey will be used for academic purposes only. In advance I sincerely thank you for your time. **Information will be kept strictly confidential**.

PLEASE GIVE [√] FOR YOUR ANSWER: ----------

1. Do you have access to the Internet?

☐ Yes

☐ No

2. Do you have any account on a social networking website?

☐ Yes

☐ No

3. Why do you like social networking websites?

☐ To keep in touch with friends and family

☐ To share updates

☐ To keep up with latest technology

☐ To pass time

☐ To be in touch with friends and family living abroad

4. Which social network website do you use?

☐ Facebook

☐ Hi5

☐ Orkut

☐ My Space

☐ Twitter

☐ Others (Please mention) _____

5. Why do you prefer it?

- ☐ Better Layout
- ☐ High quality
- ☐ Good Network
- ☐ Most Popular
- ☐ Easy to upload photos
- ☐ Easy to communicate
- ☐ Easy to trace people
- ☐ Easy to operate
- ☐ Others (Please mention) _____

6. How do you consider the overall performance of your preferred social networking website?

- ☐ Very Good
- ☐ Good
- ☐ Moderately Good
- ☐ Acceptable
- ☐ Below Average
- ☐ Low

7. How do you consider the security of your preferred social network website?

- ☐ High
- ☐ Medium
- ☐ Low

8. How many times do you browse your preferred socail network ina typical week?

- ☐ Daily
- ☐ 5 - 6 times a week
- ☐ 4 – 5 times a week
- ☐ 3 – 4 times a week
- ☐ 2 – 3 times a week
- ☐ Less than 2 time a week

9. At which place do you usually browse your socail network account?

- ☐ Home
- ☐ Office
- ☐ Cyber Cafe
- ☐ Other place (Please mention) _____

10. What kind of problems does u face using your social network account?

- ☐ Network Trafficking
- ☐ Slow Internet Speed
- ☐ Disruption in Internet Connection
- ☐ Feelings of insecurity

11. If any, what would you like to change in your social network account?

- ☐ Appearance
- ☐ Links to other websites
- ☐ Advertisements
- ☐ Nothing

12. What do you feel when you do not have access to your social networking account?

- ☐ Restless
- ☐ Lonely
- ☐ A little upset
- ☐ No feelings

13. Have you ever noticed any advertise on your social network website?

- ☐ Yes
- ☐ No

14. If yes please mention the name of some of the products/services/persons advertised on your social network website:

15. Have you ever browse any of these advertises?

- ☐ Yes
- ☐ No

16. If yes, how many times do you browse them?

- ☐ 1 – 2 times
- ☐ 3 – 4 times
- ☐ 4 – 5 times
- ☐ More than 5 times
- ☐ Never

17. Do you think advertises on social network websites should be intensified??

- ☐ Yes
- ☐ No

18. How did you come to know about the social network website that you are using?

- ☐ From Word of Mouth
- ☐ Internet
- ☐ Advertises on Electronic Media
- ☐ Advertises on Print Media
- ☐ Outdoor advertising
- ☐ Others (please mention):_____

19. If it is from word of mouth, from which source did you get the information about the website?

- ☐ Friends
- ☐ Family Members
- ☐ Colleagues
- ☐ Class mates
- ☐ Neighbors
- ☐ Others (please mention):_____

20. Are you satisfied with browsing your social network account?

- ☐ Strongly Satisfied
- ☐ Satisfied
- ☐ Neither Satisfied nor Dissatisfied
- ☐ Dissatisfied
- ☐ Strongly Dissatisfied

21. Do you recommend others to use social networking websites?

- ☐ Yes
- ☐ No

22. Which of the following criteria do you expect from a social network site?

- ☐ Quality Service
- ☐ Network service
- ☐ More fun items
- ☐ Others (please mention):_____

23. How many page or site you've seen in your account?

- ☐ 05-10 sites.
- ☐ many sites.

24. Do you ever shopped in any sites form them?

- ☐ yes.
- ☐ no.

25. From your viewpoint, what are the harmful components of a social network website?

_____

_____

_____

Respondent information:-

Name: _____

Gender:

☐ Male

☐ Female

Occupation:

☐ Student

☐ Service Holder

☐ Business person

☐ Housewife

☐ Others (please mention) _____

Age group:

☐=<20

☐21 - 25

☐26 - 30

☐31 - 35

☐36 - 40

☐41 - 45

☐> 45

Highest level of education:

☐ SSC or equivalent

☐ HSC or equivalent

☐ University Degree (Honors) or equivalent

☐ University Degree (Masters) or equivalent

☐ PhD

Monthly income:

☐<TK 10,000

☐ TK 10,001 – 20,000

☐ TK 20,001 – 30,000

☐ TK 30,001 – 40,000

☐ TK 40,001 – 50,000

☐ TK 50,001 – 60,000

☐> TK 60,000