

An Analysis of Impact of Various Tools and Techniques Across Firms was Conducted on Online Marketing through Consumers

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Abstract: *This study examines how various online marketing methods, including Word of Mouth (WOM), online chat support, and email advertising, have an impact on customers' opinions of brands and their choice to buy them. Its goal was to investigate the interactions between various online marketing tools and strategies, including WOM, online chat, and email, and their impacts on customer perception of brands and purchase behaviour. There are many other influencing aspects that go into a customer's choice to buy something and form an opinion about a certain brand, but WOM is the most crucial component and is dependent on these three variables in order to change consumer brand perception and purchase decisions. Our findings indicate that Karachi people who use the internet often prefer WOM above the other two factors, email advertising and online chat. Various businesses use the WOM service as part of their internet marketing strategies to draw in new consumers, influence their purchase behaviour, and shape how they see their brands. In Karachi, there are no universal characteristics that influence consumers' decisions to buy or form an opinion of a brand. WOM is generated by customers, and it's one of the least expensive forms of web marketing that many businesses use because it works.*

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