

# An Investigation on the Efficacy of Different Tools and Strategies in the Field of Online Marketing Focusing on Consumer Behavior

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**Abstract:** *This study investigates the influence of different online marketing strategies, such as Word of Mouth, online chat assistance, and email advertising, on customers' brand perceptions and purchase decisions. The objective was to examine the correlations among different online marketing tools and methods, such as word-of-mouth (WOM), online chat, and email, and their effects on customer perception of brands and purchasing behavior. While there are various factors that might influence a customer's decision to purchase a product and develop an opinion about a particular brand, word-of-mouth (WOM) is the most essential element. The effectiveness of WOM in altering consumer perceptions and purchase choices relies on three key characteristics. Our research suggests that residents of Karachi who frequently utilize the internet tend to choose word-of-mouth (WOM) over email advertising and online chat. Many organizations employ the Word-of-Mouth (WOM) service as a component of their online marketing strategies to attract new customers, impact their buying behavior, and mold their perception of their brands. In Karachi, there is no discernible set of factors that universally impact people's purchasing decisions or brand perceptions. Word-of-mouth (WOM) is a form of web marketing that is generated by customers. It is highly cost-effective and widely utilized by businesses due to its effectiveness*

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