

Bijay Parkash Task 7: How Internet Marketing Benefits Customers

In this task, I will be explaining how Internet marketing benefits to customers. I will be describing three different business and explaining about them.

As a broad summary of benefits we could say that customers get the benefits of a mass (global) market together with the benefits of very personalised service. The benefits of large scale business and small scale business.

The benefits are:

- Greater choice
- Lower Marketing Costs
- Convenience and speed
- Customer complaints
- Customer can share experiences
- Customer Power
- Customisation and Individualisation
- High Response
- Highly targeted audiences

Greater Choice

Over the Internet you have a greater choice, because

Lower Marketing Cost

Lower Marketing Cost this is due to 'disinter mediation', which basically means removing the middleman. The term is a popular buzzword used to describe many Internet -based businesses that use the World Wide Web to sell products directly to customers rather than going through traditional retail channels. By eliminating the middlemen, companies can sell their products cheaper and faster. Many people believe that the Internet will revolutionize the way products are bought and sold, and disinter mediation is the driving force behind this revolution.

Convenience and Speed

Using the Internet is very useful because unlike going out to shop and driving to the destination or need to do is to connect to the Internet and the website you wish to visit or shop at and because it is so fast that will not have to worry about long queue to purchase the goods. It's a straightforward operation, but the only downfall is that you have to wait a couple of days for the products to come from the shop.

Customer complaints

On the websites that you visit you are able to complain about if you are not completely satisfied with the products that you have purchase, a good thing about this is that when they reply to you it will be totally focused on your problem that you had, and some of these shopping website they will offer a replacement product to make you happy with them.

Customer can share experiences

On some websites for example like Amazon, customers can rate each product when they purchase it this will help other users so that they will some idea what the product is like and how good is it.

Customer Power

On the Internet customer have the most influence on business and how well they do in sales because if a customer is very happy and overwhelmed with business and the products that person will spread good things about them to other people which will convince them to have a look at the business. But if the customer is totally disgusted with business and the service the customer will say bad things to other people, which will not convince them to have a look at there websites. That why people from the business will try to keep all their customers happy with great service and great products.

Customisation and Individualisation

On many shopping websites on the Internet, as soon as you log on to their website the business are able to build up a customer profile through the use of cookies and response to customer questionnaires. The website will the present you with offers relating to what you are interested in and they will also contact you via e-mail with information relating to the products that you are interested in which are relevant to your needs, also customers can personalise products or services to their personal needs. For example: answering questions about a preferred holiday destination, climate, activity, accommodation and cost.

Highly targeted audiences

By having a website that is on the Internet, you are automatically expanding your business globally and you are targeting your business to millions of people.

Over the Internet E-Marketing offers customers greater freedom of choice because for example Foxtons estate agents website holds on 20.000 properties for sale and rent, but if you go to their show I would really doubt it if their show would have that many house for sale on their windows, so basically over the internet customers have a greater choice of freedom on what they want.

The three business that I am going to be investigating which have used E-Marketing are:

www.foxtons.co.uk

www.virgin.co.uk

www.sainsburys.com



www.foxtons.co.uk



Foxtons is a young company, founded in 1981 in Notting Hill, with two members of staff. They steadily expanded throughout the 80's and 90's, opening well-located offices around the capital and attracting some truly exceptional sales, administration and managerial people.

Their business is the sale and letting of central London property. In this market place they take in excess of 20,000 instructions, that's 400 new properties per week, all within a 10-mile radius of Mayfair

Now because Foxtons are both an Internet business and a bricks and mortar business they have the benefit of both types of customers because they have their customer locally who are looking to purchase and they also have their customer globally looking to purchase a nice property in London.

Foxtons internet customer are benefiting more than the local customer, because Foxtons estate agents website holds on 20,000 properties for sale and rent, but if you go to their show room I would really doubt it if their show would have that many houses for sale on show in their windows, so basically over the internet customers have a greater choice of freedom on what they are looking for to suit their particular needs.

Also on the Foxtons website you can have a 360* interactive tour of the house or apartment that you choose also they will show you the aerial view of the apartment and also a map to the apartment, also it will give you a great detailed specification on the house or apartment giving the number of bedrooms and how big each one is, it will also give you a plan layout of the house or apartment.

So basically when customer visit www.foxtons.com they will benefit from several things such as:

- Greater choice – customer get greater choice with over 20,000 properties online.
- Convenience and speed – customer can narrow their search to what ever they want such as 3,4,5 bedroom houses.
- Customer can share experiences – customer leave past experience of what they had to go through with Foxtons.
- Customisation and Individualisation – online customers can narrow their search to that particular person, with again weather they would like to buy a house or rent an apartment.

www.sainsburys.com

Sainsbury's



Sainsbury's is a leading U.K and U.S food retailer store with interests with finance and property. The group consist of Sainsbury's supermarkets and Sainsbury's Banks in the U.K and Shaw supermarkets in the U.S.

The group's objective is to meet their customer's needs effectively and thereby provide shareholders with good, sustainable financial returns. Its aims too ensure all colleagues have opportunities to develop their abilities and are well rewarded for they're there contribution to the success of the business. Its policy's is to work with all of its suppliers fairly, recognising the mutual benefit of satisfying customer's needs. It also aims to fulfil its responsibilities to the communities and environments in which it operates

Sainsbury's are both an internet business and a bricks and motor business this is also a great advantage in the department of supermarkets this shows that Sainsbury's (just like other supermarkets) are one step ahead of the game, because customers can now shop online and have there food delivered to their home, I feel that if this will progress and be one of chores in families homes (to do there shopping over the internet and them delivered) if this does progress it will not be an advantage for may of Sainsbury's supermarkets outlets because it will mean that less customers will visit the stores providing the internet shopping will succeed.

By ordering your groceries online, it gives you more freedom and relaxation if you will, because it will give you more time to spend on what you buy from there, basically what you have to do is become a member free of charge on Sainsbury's website (in order of doing this you have to be willing to give personal information such as home address and payment details) this will give Sainsbury's a chance to keep you information secure and confidential so that the next time you log back onto the Sainsbury's website and would like to purchase something all you details will be stored in the database so it will save you time.

So when you visit www.sainsburys.com customers can benefit a lot from here, which will save them time and money both at the same time.

- Saves time and money on the customers behalf because it cuts out travelling cost on petrol.
- There are a lot more special offers and discounts on the Internet, so that they can encourage more and more people to use the Internet.
- You can have your shopping delivered to you home, at any time of the day of your choice.
- There are Banking services provided for the customers
- Sainsbury's also have gas and electricity bill saving which can also be a big time saving for customers of Sainsbury's.
- Also they can save customers on home calls on their telephones bill.



www.virginmegastores.com

Virgin began in the 1970s with a student magazine and small mail order record company. Their growth since then has not only been impressively fast, it has also been based on developing good ideas through excellent management principles, rather than on acquisition.

Virgin Megastores is one the many businesses own by Richard Branson (the multi-billionaire) Virgin - the third most respected brand in Britain - is now becoming the first global brand name of the 21st century. There are involved in planes, trains, finance, soft drinks, music, mobile phones, holidays, cars, wines, publishing, bridal wear - the lot! What tie all these businesses together are the values of their brand and the attitude of their people. They have created over 200 companies worldwide, employing over 25,000 people. Their total revenues around the world in 1999 exceeded £3 billion (US\$5 billion).

They believe in making a difference. In customers' eyes, Virgin stands for value for money, quality, innovation, fun and a sense of competitive challenge. They deliver a quality service by empowering their employees and they facilitate and monitor customer feedback to continually improve the customer's experience through innovation.

Virgin began in the 1970s with a student magazine and small mail order record company. Their growth since then has not only been impressively fast, it has also been based on developing good ideas through excellent management principles, rather than on acquisition.

They look for opportunities where they can offer something better, fresher and more valuable, and they seize them. They often move into areas where the customer has traditionally received a poor deal, and where the competition is complacent. And with their growing e-commerce activities, they also look to deliver 'old' products and services in new ways. We are pro-active and quick to act, often leaving bigger and more cumbersome organisations in their wake.

So when you visit the website www.virgin.com or www.virginmegastores.com customers can benefit from these two website which will just like Sainsbury's will save you money and time both at the same time:

- Saves time and money on the customers behalf because it cuts out travelling cost on petrol.
- There are a lot more special offers and discounts on the Internet, so that they can encourage more and more people to use the Internet.
- You can have your product delivered to you home, at any time of the day of your choice.
- There are a lot more products made available to the customer over the internet.
- You are able to register online o save you even more money off products that are on the Internet