

Customer Relations and Use of Online Shopping Sites

Authors : Bahar Urhan Torun, Havva Nur Tarakci

Abstract : At the present time, online marketing has become the common target of small and full-scale organizations. Today's human being who has to spend most of their time in front of the computer because of his job, prefers to socialize by internet due to the easy access to technology. So online marketing area expands day by day. All business organizations from the smallest to the biggest are in a race in order to get a cut from the virtual market share in an extreme competitive environment. However these organizations which use the internet to reach more consumers cannot determine their target group accurately, so this is the biggest handicap of online marketing sales nowadays. The aim of this study is to determine some significant elements about need for communicating efficiently with the consumer on the internet on online marketing. The strategies that can be used in order to increase sales and the limitations of virtual environment where cannot be communicated with the consumer face to face are argued in this study's scope. As a consequence it is thought that to study on this subject because of lacking and also being limited efficiency of researches and outputs. Within this scope suggesting some proposals about how to communicate efficiently with the consumer and also offering the consumers' demands efficiently is the essential objective of this study.

Keywords : online marketing, competition, consumer, communication

Conference Title : ICPSIR 2014 : International Conference on Political Science and International Relations

Conference Location : Copenhagen, Denmark

Conference Dates : June 12-13, 2014