

WEBSITES AN EFFECTIVE MARKETING PROMOTIONAL TOOL FOR ORGANIZATIONS W.R.T. BUSINESS TO BUSINESS

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ABSTRACT

Marketing has various tools for product promotions one of them is websites of the organization which is also one of the proof of authenticity of the company existence. Websites are also known as one of the platform where customers and company interact directly or indirectly. Use and effectiveness of websites can be seen in e-retailing now a days. Websites can be called as need of hour but a comprehensive and simple web page means a lot for an organization today. Objective of the research paper is to understand about an effective web page from customer's point of view. Relevant data collected is further analyzed by using SPSS 21.0 package.

KEY WORDS: Websites, consumer behaviour, web-marketing.

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