

# **A Study on Growth of Online Marketing and Realization of 4C's**

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## **Abstract**

The advances in technology has led to one of the most dynamic and revolutionary changes in the history of marketing, the dramatic changes in communication using interactive media such as internet. The rapid development of the information and communication technologies has led to establishing a new discipline - the Internet marketing, in which an emphasis is placed on the interaction between customers and companies, with an ultimate goal of delivering the products that provide value to consumers. It is important to understand the role of modern marketing and customers buying behavior of products have created a revolution in the society. The power of ideas and the integration across all technological development leads to the replacement of the P's of the marketing mix with four C's of promotion in market. This paper analyses and compares the traditional and modern marketing mix and the attitudes of the online buyers. This customer oriented marketing philosophy entirely focuses on the customers and decide to offer a services according to the needs and values of customers.

**Keywords:** marketing mix, internet, customer, service, attitudes