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&

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BUSINESS DEPARTMENT

GRADUATION PROJECT

SUBJECT: THE CUSTOMER SATISFACTION AND THE ONLINE SUPPORT IN THE INTERNET MARKETING

SUBMITTED BY: BEHÇET ILGIN ÖZMEN

SUBMITTED TO: M.r. AHMET ERTUGAN

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ABSTRACT

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The subject of this study is the relationship between the customer satisfaction and internet marketting also, this study include the importances of internet for public and companies.

The researcher of this study found that few researches have describe and verified the relationship between customuer satisfaction and internet. The methodology of this study consist of two major parts; case and survey method. More than one hypoteses are researched and peresented. But researcher focused only Lele's hypoteses.

Lele considers four indepented variables ; products , sales activity , after sales , company culture. The indepented variables include some online method. The online methods affect the customer satisfaction on online shopping.

The web sites of the four big companies are researched, and measured of customer satisfaction and online support situations of them and the results of measurements and conclusions are presented.

A reader can understand the importants of the onlkine methods for customer satisfaction on the online marketting.

Conclusions reached:
- Internet is a reality.
- Internet is a new business chanell.
- The online shopping explosion in near future.
- Companies can provide the ease of communication with customers.
- The independent variables affect the customer satisfaction.
- A reader can take the answers of some important questions."How does a company's web site provide the customer satisfaction?". "How does a company apply the online methods on website?".

I. INTRODUCTORY SECTION

1.1. Introduction

In the early 21 ceuntry, the internet has become the most discussed topic in business and in the media more generally. The speed of development of electronic marketing has been extremely fast by any standards, and especially compared with the slow process of academic research and publication in marketing and other social sciences.

Hoffman (2000) described the Internet as " the most important innovation since the development of the printing press", with the potential to "radically transform not just the way individuals about conducting their business with each other, but also the very essence of what it means to be a human being in society".

However, the extent to which digital media such as the internet will revolutionize business, home life, and the relationship between marketer and consumer is still controversial. Earlier innovations such as the electric telegraph, the railroad, electricity, the telephone, the automobile, the airplane, radio, and television have all had widespread impact on both business and everyday life. (Barwise and Hammon, 1998).

The internet population has been exploding. The World Wide Web (WWW) users have been multiplying so rapidly and have widely spread into all steps of life. The electronic commerce is a term, and the this term first used by Kalakota and Whinston (1996), has become the most important trend for doing business in the 21. century.

Since 1993, the internet has been used to support conventional sales and marketing activities. The buyer and seller occured effective in the internet marketing. While transactions are taking place on the internet, the current level of commerce is small relative to overall commerce in the United States. The trade of between buyers and sellers, and the structure of distribution are changed.

In this study, the efficacy of the internet in enhancing customer satisfaction is investigated.

1.2. Brief Literature Survey

This study explores the relationship between customer satisfaction and online methods.

The customers want to be satisfied during the sales activity and after the sales. The customer satisfaction problem starts with the needs, wants, and demands of the customers. Satisfaction can provide with to remove the customer's expectations. If the product' s performance falls short of the consumer expectations, the buyer is dissatisfied. (Churchill and Surprenant, 1982).

The internet is a very popular communication instrument, and companies use it for their marketing strategies. It is a natural reason, because the number of internet users is increasing. Today, each online user is a potential customer.

Lele (1987) designated the independent variables and dependent variable. Independent variables affect the customer satisfaction, and they are interrelated.

This research is a guide about the interaction independent variables and dependent variables. Lele (1987) considers four independent variables; product, sales activity, after-sales, and company culture and one dependent variable; customer satisfaction.

The literature survey and theorical framework of this study includes more information about customer satisfaction and online support models.

1.3. Problem Statement

The main problem of the study is; how does a company provide the customer satisfaction in internet market?

1.4. Methodology

The researcher of the study found that few researches have described and verified the relationship between customer satisfaction and Internet.

1. Literature review will be carried out in order to identify the components of satisfaction drivers, and how they lead to customer satisfaction.

2. Literature review will also be carried out to identify the online methods that assist the tasks involved in designing satisfaction drivers.

3. Companies will be selected with similar products marketed and web site to study the relationship between satisfaction drivers and online methods.

II. LITERATURE SURVEY

The internet (the Net) and the World Wide Web (the Web) offer a new disribution and a communication channel for marketing and markets themselves.The electronic shopping has become more popular, and marketers are increasingly interested in Web technologies.

Satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance in relation to the person's expectations.(Kotler,1994) The subject of this project is customer satisfaction in the internet marketing. Customer satifaction results from creating value for customers and by meeting or exeeding their expectations. Satisfaction can occur for even very simple products if expectations are exceeded. Wonderful offerings can dissappoint if expectations were wildly unrealistic. Managing both value and customer satisfaction drivers are important aspects of a top customer support site.

Customer satisfaction is a very important point in the marketing, and customer satisfaction depends on a product's perceived performance in delivering value relative to a buyer's expectations. The satisfaction level is a function of the difference between perceived performance and expectations. A customer could experience one of three broad levels of satisfaction. If the product's performance falls short of the customer's expectations, the buyer is dissatisfied. If performance matches expectations, the buyer is stisfied. If performance exceeds expectations, the buyer is highly satisfied, pleased, or delighted.(Kotler,1994) Outstanding marketing companies go out of their way to keep their customers satisfied. Satisfied customers make repeat purchases, and they tell others about their good experiences with the product. The key is to match customer expectations with company performance. Smart companies aim to delight customers by promising only what they can deliver, than delivering more than they promise.(Kotler,1994)

But how do buyers form their expectations? Expectations are formed on the basis of the buyer's past buying experience, statements made by friends and associates, and marketer and competitors information and promises.(Kotler,1994). If the company sets expectations too low, it won't attract enough buyers although it will satisfy those who buy.(Kotler,1994)

Some of today's most successful companies are raising expectations and delivering performances to much. These companies are aiming for TCS – Total Customer Satisfaction. For eample; Xerox, guarantees " total satisfaction " and will replace at its expense any dissatisfied customer's equipment for a period of three years after purchase with the some or comparable product. Cigna advertises " We'll never be 100% satisfied until you are, too." And Honda's ad says: " One reason our customers are so satisfied is that we aren't."(Kotler,1994)

The marketers should be understand the customer needs, wants, and demands for effective selling in the market.

The internet is the one of the most popular and effective communication instrument. Also it is a big opportunity for marketers of the companies.

The concept of customer satisfaction occupies a central position in marketing through and practice. (Churchill and Surprenanr,1982). Satisfaction is important to the individual consumer because it reflects a positive outcome from the outlay of scarce resources and / or the fulfillment of unmet needs.(Bearden and Tell,1983). Hence, the researchers have focused on discussions of the determinants of customer satisfaction. Churchill and Surprenant urged disconfirmation as an intervening variable affecting satisfaction and that the effect of disconfirmation is adequately captured by expectation and perceived performance. The experimental procedures and processed two types of products; a durable and a nondurable good. The results suggested the effects are different for the two products. Rather, that satisfaction was determined solely by the performance of the durable good.(Churchill and Surprenant, 1982).

Tse and Wilton followed the results proposed by Churchill and Surprenant, and investigated customer satisfaction formation. Results of a laboratory experiment suggested that perceived performance exerted direct significant influence on satisfaction in addition to those influences from expected performance and subjective disconfirmation. However, expectation and subjective disconfirmation seem to be the best conceptualization in capturing customer satisfaction formation. Besides this, there is a two-measure instrument of customer

satisfaction. They include the ratio and difference between perceptions and expectations.(Tse and Wilton, 1982).

Lele (1987) considers four fundamentals essential for creating customer satisfaction. Each represents a product or process where a company interacts with a customer and provides a useful for frame for understanding how the Net can enhance customer satisfaction.

As the model suggests, product, sales activity, after sales, company culture, and after sales are business activities that affect the enhancement of customer satisfaction. The use of the internet, on the other hand, can be viewed as a moderating variable as it will have an effect on the degree of impact that the satisfaction drivers will have on customer satisfaction.(Hanson, 2000).

Products are the goods or services on the marketing. Customer and marketer make relation for buying and / or selling the products in the market. They are the base instruments of marketing because seller sells them and buyer buys them. Customers have got individual needs, wants, demands, and they can to remove their needs, to extinguish their wants, and to reach their demands with buying the product from market. The other important point of product is product concept; consumers will favor products that offer the most quality, performance, and innovative features. (Kotler,1994).

The Design of a product is fluid. Improvements in communication with users have allowed early user to provide valuable insights and suggestions. Usenet groups and chat discussions allow feedback on preliminary version. Target e-mail surveys can pinpoint problem areas and options that will have high benefits from improvement. Collaborative design with supplier allows a much faster turnaround of new design. This causes the earlier introduction of products, generating much higher satisfaction and feelings of getting state-of-the-art products.

The next stage where the Net is improving customer satisfaction is the actual sales activity. Important aspects of satisfaction include the messages sent by the sales activity to customers, the attitudes represented by the sales force or the online site, and the many role played by intermediaries. (Hanson, 2000).

There are both over and covert messages that affect customer satisfaction. Overt messages are statements of purpose, commitment, and resources of the firm toward customer. In the traditional world, the number of sales clerks, the number of branches, and the willingness to spend time solving problemd reflects these. Covert messages are the more subtle messages of quality and commitment reflected by the interaction. (Hanson, 2000).

Web site positioning and editorial content send messages. The target audience is often young and computer savvy. If Web site positioning and content matches the users accessing the site, the message is reinforced. If the site is personalized, it reflects a commitment of resources and time to individualized service. On the other hand, the lack of capability can also send a message. (Hanson, 2000).

The Net can be a valuable tool for ensuring proper training of the sales force. In –debt products information, specialized databases of solutions, sales force support FAQs, and a rich set of internal information on the Net can reinforce the capabilities of the sales force.(Hanson, 2000).

When the sales force is not present and when the sale directs through the site, there are many avenues for improving or damaging customer satisfaction. Is it easy to find product information? Is the information current? Does the system remember basic customer information and automatically fill in details in order form? These and a wide range of other implementation variables can strongly determine how satisfied consumers are with the site as a mechanism of purchase.(Hanson, 2000).

Traditional after-sales support gets very little effort by many companies. Lacking a mechanism to connect to customers directly, and wanting to avoid the expense of a direct sales force, many companies have done little beyond extending a warranty and maintaining a technical support cell center. This does little to maintain contact with customers and to build loyalty for future purchases. The inexpensive communication possibilities of the Web are changing this dramatically. (Hanson, 2000).

The final area cited by Lele (1987) as driving customer satisfaction is the culture of the company. Do customers understand where the company wants to go? Are there important mission statements online showing social commitments? The Web is especially useful for

providing a social face to a company. The most companies apply the Lile's foresight on marketing department. (Hanson, 2000).

III. THEORICAL FRAMEWORK

The main variable of interest to the study is dependent variable of providing of customer satisfaction. The Four most important independent variables that influence the dependent variable are product, sales activity, after-sales, and company culture. It should be noted that the four independent variables are also interrelated as explained below.

The product is the start of customer satisfaction. Product includes the core items and the entire package of offerings. Important satisfaction drivers include the design of the product.

People satisfy their needs and wants with goods and services. A product is anything that can be offered to a market to satisfy a need or want, so anything capable of satisfying a need can be called a product. The design of product is very important factor for customer satisfaction. Firms can provide the customer satisfaction with use the web site. If the company's web site includes the information about product and communication links, company provides the satisfaction. The communication should be improved and company's customers can send messages for to transmit their ideas and suggestions. If the firm can be understand the ideas and suggestions of customers, it will be change or develop the product design for provide the customer satisfaction.

The other important state is the actual sales activity. The most important point of sales activity is the messages sales activity to customer. There are overt and covert messages. The customer can give the information or ideas from messages about the state of purpose, commitment, and resources of the firm and they will approach the satisfaction.(Overt messages).Also the messages to obtain the trust of customer.(Covert messages).

The companies can provide the satisfaction by using the clerks and tellers in their branches. For example; banks. They use the clerks and tellers, and they can help to customers. Also online activities in sales are very important factors for customer satisfaction. Because the firms take online service to customer while the customer giving the messages from sales activity.

The seller force is another important factor of the impacts of sales activity on customer satisfaction. When the sales force is not present and when the sales is direct through the site,

there are many avenues for improving or damaging customer satisfaction, because it is easy to find product information, and messages of activities are direct impact to the customer mind.

The after-sales activity includes the contact with customers, and to build loyalty for future purchases. If we provide the self-help problem solving, giving the technical support online and provide the users groups in our company' s web site, our customer will be satisfy about our activities.

The after-sales activity includes the feedback and restitution. The company's web site should be include the warranty explanations, customer include the customer service-mail links, and repair tracking, warranty explanations. A company should be feedback to customer after the messages of customers. All of these influence the customer satisfaction. A company can build loyalty for future purchases with use the after-sales activity.

The impacts of the company culture are the messages from all of company's activities. The company culture includes the formal and informal symbols. The formal symbols are the mission statements and the performance standards. The informal symbols are the beliefs and values of the company. If the customers know and understand the company's mission statement, they will be trust the company, because the mission statement can online show social commitment of the company.

The web site of company should be including the online image and branding for the understanding of symbols. The informal symbols are the social face of the company.

A web site should be including the formal and informal symbols of the company; because of they reflect the image and social face of the company. The only trust can bring the customers to company, and the company culture is the one of important factor with image and social position of the company for customer trust.
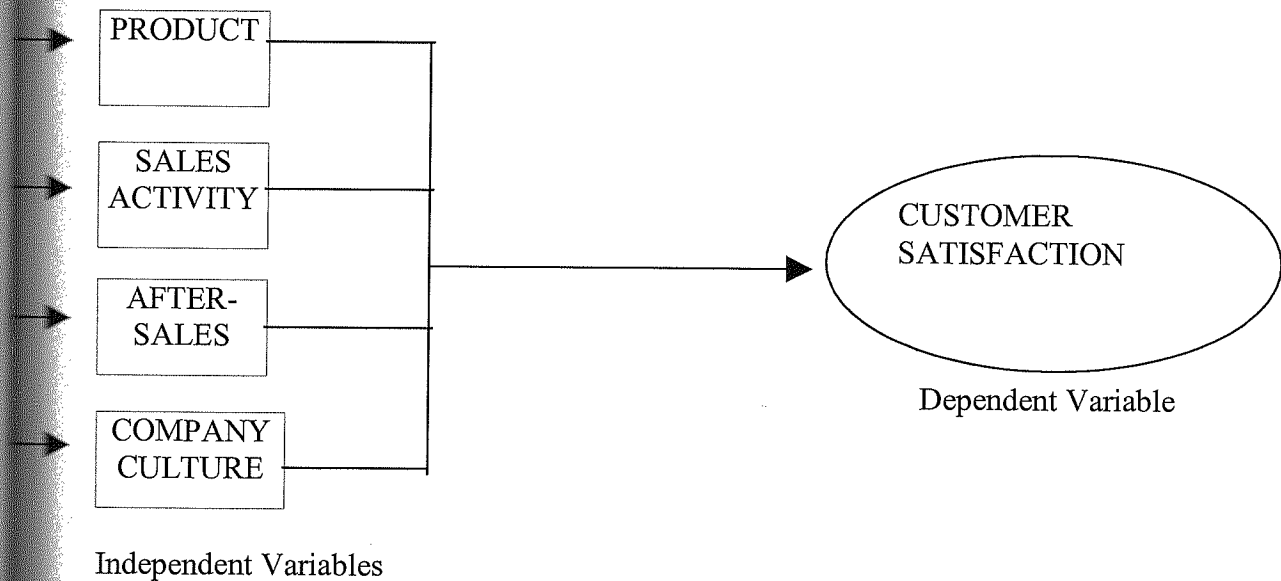
Independent Variables

Figure3. 1. The relationship with independent variables and customer satisfaction.

All of independent variables are very important and interrelated. The customer satisfaction cannot occur with use the one independent variable. The real customer satisfaction can occur with apply the all of four independent variables. (Figure3.1.).

Products are the goods or services. Companies must be get hold the customer satisfaction for selling (or profit). Companies develop the product design, set price (or cost) of products for customer needs, wants, demands. After companies apply the effective sales activities. Companies send the message to customer on sales activity. Companies declare the warranty explanations, feedback to customer customer after the sales, and give the restitution alternative and win the customer trust, and lastly, declare beliefs and values of them. So, the culture of company influence the product of company. Sales activities change for based product. For example: sales activities of BMW different from Mc Donald's. Also, after-sales changes for based product. For example: warranty explanations of BMW different fom Mc Donald' s. Company culture affect the others. Because of mission statement and other messages refers to others independent variables.

IV. FINDINGS

4.1. Cases Selected

4.1.1. Adidas

For over 80 years Adidas has been part of the world of sports on every level, delivering state-of-the-art sports footwear, apparel and accessories. Today, with total net sales of 6.5 billion euros and net income of 229 million euros, Adidas-Salomon is a global leader in the sporting goods industry and offers the broadest portfolio of products. Adidas-Salomon products are available in virtually every country of the world. Our strategy is simple: continuously strengthen our brands and products to improve our competitive position and financial performance. The company's share of the world market for sporting goods is estimated at around 15 percent.

Activities of the company and its 114 subsidiaries are directed from Adidas-Salomon AG's headquarters in Herzogenaurach, Germany. Also located in Herzogenaurach are the strategic business units for Running, Soccer and Tennis as well as the Research and Development Center. Additional key corporate units are based in Portland, Oregon in the USA, the domicile of Adidas America Inc. and home to the strategic business units Basketball, Adventure and Alternative Sports. The strategic business unit Golf is based in California. The business unit Winter Sports is in Annecy, France. The company also operates design studios and development departments at other locations around the world, corresponding to the related business activity. (www.adidas.com).

4.1.2. Nike

The World Headquarters is in Beaverton, Oregon. The Pacific Northwest is Nike's hometown, but like so many ambitious souls, we have expanded our horizons to every corner of the world. Nike employs around 22,000 people, and every one of them is significant to our mission of bringing inspiration and innovation to every athlete in the world.

A decade later, Nike's Reuse-A-Shoe is expanding internationally. Collection and recycling programs are being established in Australia, Asia, and parts of Europe.

In 2004, Nike UK will begin a RAS collection pilot to collect sports shoes from several different sources across England. These are likely to include Nike shops, sports events such as Run London, high profile sports clubs, and possibly schools. (www.nike.com).

4.1.3. Puma

Puma's virtual headquarters are comprised of decentralized core competency centers located within Germany, the U.S. and Hong Kong. Dispersed amongst these core competency centers are Puma' s seven corporate functions consisting of Product, Product Supply, Brand, Growth, Structure, Brand Value and Culture. Each of these functions represents several sub-functions, which are managed comprehensively with a "big picture" perspective. These functions have also been strategically positioned where specialization and management know-how is optimal. Through its matrix organization, Puma achieves further geographical focus through its subsidiaries, as those in Germany, USA, Hong Kong, Austria and Australia are also regional hubs. The hubs were created to oversee PUMA distributors, licensees, as well as some subsidiaries within the respective regions. Germany is responsible for Western Europe, USA for the Americas, Austria for Eastern Europe, Africa and the Middle East, Hong Kong for Asia, and Australia for the Pacific Region. This structure places Puma in a dynamic position to capture regional differences and local variances, enabling the company to fine-tune and incorporate them into its global brand initiatives. (www.puma.com).

4.1.4. FILA

Fila is a global sports brand with a rich Italian heritage that understands the relationship between performance and style.

Established in 1911 in Biella, where the company is still located with R&D in Montebelluna and offices in New York and Sparks, MD, Fila has remained faithful to its Italian origins, and style, passion and creativity, the essence of being Italian, are deeply embedded in its genetic code.

Fila began life in the textiles business before going on to specialize in knitwear production. The company only entered the world of sport in 1973, after consolidating its expertise in the Italian textiles industry and assimilating the tradition of know-how that permeates it. It is no

coincidence that Fila was the first company to populate the tennis courts with its mythical cotton rib, manufactured using a tubular process that until then was only used for other products. And it was once again Fila that brought about the demise of the white only tradition on the courts by creating a line of colored tennis apparel.

As a global sports brand, research, elegance and innovation combined with a strong Italian identity remain the driving values behind the company's development. This is demonstrated by successful partnerships and product development initiatives with leading luxury brands and international ambassadors of the Italian way of life like Ferrari, Ducati and Pininfarina.

The company has always been more concerned with the person rather than the champion, from tennis players and skiing champions of the recent past like Bjorn Borg, Boris Becker, Monica Seles, Ingemar Stenmark, Alberto Tomba and Deborah Compagnoni, to present day heroes like marathoner Margareth Okayo, tennis stars Jennifer Capriati, Kim Clijsters and Jelena Dokic, who mark Fila's return in grand style to the sport with its sponsorship of the US Open.

4.2. Methods Used :

The following table was adapted from Lele (1987) in order to rate the online systems and customer satisfaction created by the above case companies.

4.2.1. Measurement Of Customer Satisfaction And Online Support

	Satisfaction Components	Online Methods	Points*
Product	Design	-Product information	
		-New product information	
	Feedback	-E-mail from users	
Sales Activity	Messages	-Information and editorial content	
	Attitudes	-Ease of use	
		-Responsiveness	
	Intermediaries	-Guide to dealers	
		-Effective transaction system & delivery	
		-Online product & service information	
After-Sales	Support services	-Technical support online	
	Feedback	-Warranty explanations	
Culture	Formal symbols & systems	-Online image branding	
		-Performance measures	
	Informal symbols & systems	-Mission statements and public works involvement	
		-Social activities	
TOTAL			

(* Each online method gives 1 point).

Table 4.1. Rating Customer Satisfaction And Online Support

The customer satisfaction is very important point in web sites of companies, because customers and companies cannot meet each other face- to- face. A Company' s manager should measure the customer satisfaction about web site of the company. This study includes only one of the measurement methods of customer satisfaction and online support, and the Table 4.1. shows this method.

4.3. Measuring And Conclusions of The Customer Satisfaction And Online Support of Selected Cases

● **For Adidas**

	Satisfaction Components	Online Methods	Points
Product	Design	-Product information	1
		-New product information	1
	Feedback	-E-mail from users	1
Sales Activity	Messages	-Information and editorial content	1
	Attitudes	-Ease of use	1
		-Responsiveness	1
	Intermediaries	-Guide to dealers	1
		-Effective transaction system & delivery	1
		-Online product & service information	1
After-Sales	Support services	-Technical support online	1
	Feedback	-Warranty explanations	1
Culture	Formal symbols & systems	-Online image branding	1
		-Performance measures	1
	Informal symbols & systems	-Mission statements and public works involvement	1
TOTAL		-Social activities	1
			15

● **Conclusion:**

The web site of Adidas is a modern site which gives enough information that satisfies the customer desire. The site includes all of the online methods that have important role in the occuring consumer satisfaction. The web site of Adidas, that is a global leader in the sporting goods industry, provides the easiest and the fastest reaching of consumers to the goods and services of Adidas. The successful relationship between customers and companies is very important point for selling (or profit), and Adidas has completly achieved it in web site conditions. The mail links are very useful. This characteristic is big opportunity for providing communication with customer, and providing feedback.

●For Nike

	Satisfaction Components	Online Methods	Points
Product	Design	-Product information	1
		-New product information	1
	Feedback	-E-mail from users	1
Sales Activity	Messages	-Information and editorial content	1
	Attitudes	-Ease of use	1
		-Responsiveness	1
	Intermediaries	-Guide to dealers	1
		-Effective transaction system & delivery	1
		-Online product & service information	1
After-Sales	Support services	-Technical support online	1
	Feedback	-Warranty explanations	1
Culture	Formal symbols & systems	-Online image branding	-
		-Performance measures	1
	Informal symbols & systems	-Mission statements and public works involvement	1
		-Social activities	1
TOTAL			14

●Conclusion:

The Nike has got a effective image on the consumers' s mind, but the company could not reflect to customers in the web site. The web site of Nike includes online methods without online image branding. The company was a global leader of sporting industry, but lossed the leader position to Adidas in recent years. The reason of the lossing of leader position can be lossig the image on the customer mind. The bigest competitor of Nike is Adidas, because the image and value of competitor are rapidly growing in the global market. Also, internet is a new channel, and it is very popular marketing insturument for global marketing. Nike could not apply the image support on web site.

•For Puma

	Satisfaction Components	Online Methods	Points
Product	Design	-Product information	1
		-New product information	1
	Feedback	-E-mail from users	1
Sales Activity	Messages	-Information and editorial content	1
	Attitudes	-Ease of use	-
		-Responsiveness	1
	Intermediaries	-Guide to dealers	
		-Effective transaction system & delivery	1
		-Online product & service information	1
After-Sales	Support services	-Technical support online	1
	Feedback	-Warranty explanations	1
Culture	Formal symbols & systems	-Online image branding	1
		-Performance measures	1
	Informal symbols & systems	-Mission statements and public works involvement	1
		-Social activities	1
TOTAL			14

•Conclusion:

The Puma is a German brand. The biggest competitor of Puma is Adidas in the domestic market.. The symbol of Puma is an animal and called Puma. The web site of company is a modern site and the home page of web site reflects the image of company. The home page includes the symbol of Puma. Company' s web site is successfull, but one element of online model is nonexistent. This is the ease of use. The site can be boredom for online customers. This is negative effect for customer satisfaction. The Puma' s web site includes the effectiveness, but the ease of use not incleded. The reaching products can be difficult for online customers during the shopping. This is a disadvantage on online competition.

•For Fila

	Satisfaction Components	Online Methods	Points
Product	Design	-Product information	1
		-New product information	1
	Feedback	-E-mail from users	1
Sales Activity	Messages	-Information and editorial content	1
	Attitudes	-Ease of use	1
		-Responsiveness	1
	Intermediaries	-Guide to dealers	1
		-Effective transaction system & delivery	1
		-Online product & service information	1
After-Sales	Support services	-Technical support online	1
	Feedback	-Warranty explanations	1
Culture	Formal symbols & systems	-Online image branding	1
		-Performance measures	1
	Informal symbols & systems	-Mission statements and public works involvement	1
		-Social activities	1
TOTAL			15

•Conclusion:

The company has got a perfect web site. It contains all of the elements of online methods. Specially, the home page is very good. The hom page of company' s web site includes too many product models and enough informations about products. A customer can show the models of Fila on home page. The product searching is unnecessary in the web site. This is providing the ease of use. The formal and informal systems & symbols are clearly determined. A online customer can understand the image, mission, and vision of the company. These are the important elements of customer satisfaction for online customers. The Adidas, Nike, Puma, and Reebok are the dominant firms in the global marketing. This is a big disadvantage for Fila.

V. CONCLUSION

The use of the internet for business marketers is a reality. Television, print, neawspepar, and other traditional marketing avenues will continue to be used but those who ignore the internet will lose the race for competitive advantage. Electronic commerce through online shopping transactions is growing rapidly. Based on the experience of internet growth in recent years, the researchers expect to see a online shopping explosion in near feature. Soon it will become a part of our life. Businesses and researchers as well can no longer afford to ignore it. Many researchers believe that we have only seen the beginning of a technological leap.

Marketing on the internet is a new business channel, yet in many ways it remains the same as traditional marketing. But companies need to learn to what works on web site, how to communicate their message and how to differentiate their web site.

The internet is very important for companies in the domestic and / or global market. It is important, because internet has an effect on consumers about changing their shopping cultures. People want to use the online shopping for removing their needs. But, why does a company establish the web site? Because, providing the customer satisfaction. But, how does a company provide the customer satisfaction in internet marketing? A company can provide the customer satisfaction with use the online methods.

Customer satisfaction is very important point in the marketing. The satisfaction level is function of the difference between perceived performance and expectations.

When I was making this research, I saw that some independent variables affected customer satisfaction. They are product, sales activity, after –sales, and company culture. Also the independent variables are interrelated. Each independent variable influences the others. I learned the answers of some important questions: How should be a web site of a company? How does a company provide the customer satisfaction? How does a company apply the online methods on its web site?

The discussion of customer satisfaction in the literature is based toward traditional channels, and there has been little research to explore and examine customer satisfaction on the Net.

This study can be contributed to this area by building a research model of customer satisfaction for online shopping and the relation between independent variables (product, sales activity, after – sales, and company culture) and dependent variable (customer satisfaction).

Adidas, Nike, Puma, and Fila use the internet as a marketing channel which have unique characteristics. These characteristics are:

- The ability to store, to search a vast amount of information about online customers.

- They provide shopping activities.

- They declare the their formal and informal symbols (missions, visions, beliefs, values, online image branding).

- They provide the effective transaction system and delivery.

- They provide the ease of communication with customers.

- The ability to provide the ease of reaching the customers' s needs, wants, demands on online market.

- The ability to give information about their products to online customers.

- The ability to create easily updated virtual catalogs of their products.

- The ability to create online customer support easily.

- The ability to create worldwide distribution of their product announcements.

The internet gives business a better way to do the things they do. Automated functions and instant data information can reduce human resources costs, and lower costs for suppliers,

When further the cost reductions, there is increased efficiency. Online functions for customer service, product information, product ordering and order-tracking functions are available to customers 24 hour a day of the year. These are value-added services that serve to differentiate the products they compliment.

Global competition has intensified with the introduction of new technologies. Those who can exploit the opportunities of this new technology will win. Internet marketing enables a large company to be responsive, innovative, and fast and a small company to compete internationally with the big companies. Information technology changes on a day -to- day. The pace of change is accelerating.

Today, the companies should be thinking seriously about the importance of customer satisfaction on the internet marketing. Because, today' s the most effective marketing style is the global marketing. If a company don't want to lose the market share, it should establish or develop the its web site. The different companies can come together on same area on same time; internet. Adidas is a German company and Nike is an American company, but they are competitors and they are racing on every area, every time. Nike has losing image on online market, and Adidas won the leader position of the market by means of growing image on online market.

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