



IMPROVEMENT OF TECHNOLOGY IN IMPROVING MARKETING SYSTEM

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ABSTRACT:

In contemporary situation, administration, information communication technology is playing vital and significant role in terms of strengthening, integrating and addressing various social, political, economical and other consumer issues. In many ways it has been addressing and redressing all social, economical and political issues of the various communities and citizens, unless information communication technology has been introduced nothing development would have occurred in the Indian society as well as western society. Through this aspects how fare information communication technology is helping and addressing consumers oriented issues without failure because, many cases are received and inducted through communication technology for resolve and address in short span of times. This study is aimed at analysis of role and play of the information and communication technology in resolving and redressing consumers and customers issues and problems. As it is increasing benefits, gains and success to costumers, additionally it brings consumers problems through information communication technology because Consumers have been receiving and getting so many doubts, ambiguity and suspicions in delivered customers services, goods and materials, regarding to this what extend information communication technology is helping to customers and consumers would be major concern of this study. Many of online shopping is cheating the consumer's money and delivering adulterate, filthy materials against to its mentioned details of fees and procedures.

KEYWORDS:

SOCIAL SECURITY, SAFETY, CUSTOMERS BENEFITS, TECHNOLOGY ROLE.

INTRODUCTION

Despite consumers have been facing all these problems what is the role of communication technology in redressing of consumers problems would be analysed. In many complicated and simple cases information communication technology has been playing an admirable and appreciating role toward unravelling and disentangling of various social, economical, political, military, navy and other India's important sectors for people happiness and social development. In this aspects how is information communication technology resolving consumer's complicated and entangled problems in Indian administration would be a sincere work of this study. At present in Indian administration numerous social changes have been occurred in terms of strengthening of local and territorial infrastructures with sound help of the information communication technology. Without its helps nothing would be possible to perform in Indian administration because it is doing speedily all works in a moment while which is done by manual labours for a year and many month thereby many issues of many elements in the socials system have been accomplished rapidly without mistakes, bias and delay.

WHY TECHNOLOGY IS IMPORTANT IN CONSUMER'S ISSUES

Their grievances and grief would be resolved in a moment and short period without any mistakes and bias while it is

resolved with mistakes, bias and lately by manual forces, through its past remedial measures their needs are able to get and derive from concern authority and clients without delay and procrastinations, on this aspects all clients and companies are applying and using information communication technology toward resolving amicably all types of consumers issues in Indian administrations. In this process all unknown online and fraudulent activities and cheating attitudes of the corporate company, medium range company, cosmetic making company and other so many sectors' are easily analysed, diagnosed and explored by the information communication technologies without any hidden intentions.

Through this methods culprits, cheaters, online gambling people and other misdemeanour characterised people are explored and traced in short period to help to affected people, it creates fear among the employees in various companies as to realises their mistakes if they do wrong things in sales, marketing and online shopping therefore, all big and even small medium company also have been using information communication technology to advance, ameliorate and amplify customer's service in a excellent ways than any other systems.

USAGES OF INFORMATION COMMUNICATION TECHNOLOGIES

Consumers are feeling quit easy to lodge complain through online system

Feel much more happier receiving their results very soon

from the moment of they have lodged complaints'

Computers helping to them all messages as to how to lodge complaints for resolve their grievances

It seems to be quite easy to update their grievances instantly

They able to see and receive quickly their responses from computers

Customers are able to trace out who have cheated and exploited their money and materials

Automated computerised feedback messages are helping to the customers to get happy about their money and materials went to missing would be safer and resend into days and 24 hours

Sending computerised codes and login passwords have been more safety to customers than worrying about money would be stolen and problems would not be redressed.

In this contemporary world all types of problems from admini to army has been dealt and redressed by the information communication technologies without failure.

Obviously consumers believe confidently without any frustration and demotivation that they cannot be cheated by technology since they are using authenticated website to order their desired goods and things.

All details of both and buyers and sellers are updated into cobweb of the computers to do business and also find out correct person if some unethical incident is happened.

Consumers in present days are able to trace, find and see their liked materials and goods in online with precautions and safety messages for the benefits of customers and consumers.

In present days smart phone is helping to even uneducated and educated people to order things and receive things from on line without delay, they are ordering from workplace and home itself what do they like to eat, use and wear.

In many ways technology is playing significant role to protect and customers and to trace out people who have violated and forfeited their money either knowingly or unknowingly.

ROLE OF TECHNOLOGY IN CONSUMER'S ISSUES

Consumers are protected, fostered and facilitated by technology in many ways since they are searching, browsing, looking and ordering their needs in online, its role has been motivating and encouraging the consumers to order their needs in online without fear and panic of insecurity of the technology because all its process are having login and password system which helps to customers and users to login properly and rightly for order their needs in online system. cause of using technology in ordering their needs and necessities they are able to save time, reduce fuel expenditures and get easily at right time their demands, despite they do get easily are used to worry about security and safety of their money which they pay on

online first time with fear anyhow finally they do pay by believing information technology is certified and ratified thereby consumers are believing and trusting ordering their needs in online websites.

If anybody commits and orchestrate online cheating and fraudulent activities they shall be traced out by cyber crime forces and police authorities and computers operators, by their help nobody will escape from those mistakes and criminal activities thereby consumers believe this online transactions and business. To help to customers and consumers as to imbibing confident and security when they order and receive their needs from online, cyber crime, computers technicians, technological inventions and devices are being much helpful to give safety and security to them, when they order online products must be careful and vigilant whether they pay correct fees or accessing correct website. Additionally, safety online transactions are encouraging and motivating them to have business, transaction and orders in online mode. Through their confidents and motivation they are able to get strong and efficient feedback and benefits from global website

Information technology is deducting names and details of who logins websites passwords

It gathers full details of who want to orders in online

Technology helps to consumers to understand futures and prospects of the online system

It refuses and informs to customers if they give wrong input and password

Website is not allowing consumers if they put wrong password to pay money

Online system is working person to person in login process when they order for get something.

Online system will not work when consumer give wrong information and identity details ,if customers attempt there times by putting wrong password their id will be blocked up to 24 hours,

Perhaps customer's money is wrongly transferred and deposited into other customer's account it would be recovered easily and traced out easily with the help of technology system.

According Google system it is having well supported and protected websites for the purpose of consumer's purposes and benefits.

Technology is not only used for the purpose selling online products but also used to protect customer's interest and giving reliable safety service to them as they able to like and order again and again.

Technology is advancing, advocating and attracting the customers as to which they want to order and access in line with safety and security.

CONCLUSION AND SUMMARY OF THE STUDY

Role of information communication technology has been playing, functioning and running much more effectively

and efficiently than other system toward protecting, preserving and promoting consumer's concern and needs. It helps to them to order, access and acquire at short period their desired articles and goods from online, if any misdemeanour and fraudulent and cheating attitudes are found against their welfare, reliable information communication technology involves at trace out producing in consumers court forget punishment to those offenders and criminals. In strong and steady ways, information technology has been invented and made by the global communities with an interest to protect their welfare and promote their service through online services without flaw and drawbacks. At same time, protects customer's value and respects without stealing, cheating and allowing others to cheat the customer's interest because all technology is verified and tested thoroughly by the government of India and global authorities as to giving best reliable services to be believed and beloved customers.

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