























**a) Consumer Behavior:**

Consumer behavior in E-markets has little been studied.

Modeling the nature of consumer behavior in E-markets as has little been investigated.

Literature review of research on intelligent behavioral pattern (advanced client) shows that although this concept is a familiar concept, but fewer researchers have been operated and even measured this behavioral pattern.

**b) E-marketing Strategies**

Despite that, many studies have been done about E-marketing strategies; However, Fewer researchers have modeled a variety of E-marketing strategies. VIBER and BIOTECHNOLOGY Models are such modeled E-marketing strategies. However, it should also be noted that in the biotechnology model, strategies are taken into account from the view of e-maturity angle.

**c) Relationship between Consumer Behavior & E-marketing Strategy**

This research has been attempted to establish compatibility between consumer behavior and E-marketing strategy.

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