



ISSN NO. 2320-5407

Journal homepage: <http://www.journalijar.com>

INTERNATIONAL JOURNAL
OF ADVANCED RESEARCH

RESEARCH ARTICLE

CUSTOMER PERCEPTION TOWARDS ON-LINE SHOPPING

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Manuscript Info

Manuscript History:

Received: 15 July 2015

Final Accepted: 22 August 2015

Published Online: September 2015

Key words:

e-commerce, online portals, EDI

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Abstract

In this paper we are checking the perception of consumers on online portals in relation with their type of services offered, different type of products, price, within time delivery etc., In addition to this, we are briefing the importance e-commerce which stands for electronic commerce. We are briefing how E-commerce supports EDI, Electronic Data Interchange (EDI), the business-to-business exchange of data.

INTRODUCTION

Over view about E – Commerce:

Full form of E-commerce is electronic commerce. In its simplest form, electronic commerce means that business transactions are being handled electronically.

In a more elaborate definition of concept there is a game of one up man ship to see who can create the quickest, highest quality and the most exiting venture of conduction business. In fact major growth in electronic commerce is and will be in business to business electronic process.

There are many E-commerce sites which are the medium of communication to perform the business. These websites are called custom developed software. These sites of software are dived into three parts-storefront, the manager, and logistics. The storefront what is a visitor to the sites gets to see. Logistics deals with consolidating the individual orders, tracking delivery and so on. The manager mangers the whole package including MIS.

Orders placed during the day get consolidated at one place-the logistics module of the software. This is currently processed two to three times a day. Orders get consolidated according to vendor or distributor from whom the material is picked up. Logistic operator, who picks up the ordered items in bulk form the respective vendor's godowns, also receives the order statement along with the packing list for individual orders. He then breaks the lot up and makes packages according to each individual order. blue dart picks up the packages each day at 8 p.m. for delivery.

There are four functions of E-commerce. They are:

- Communication
- Process Management
- Service Management

- Transaction Capabilities

The communication function is basically the delivery of information and or documents to facilitate business transaction. Email is an example. The process management includes process improvement functions, which covers the automation and improvement of business processes networking two computers together so that they could share and transfer data rather than have a person to take data from one machine to another. service management is the application of technology to improve the quality of service federal express website is an example of service management. It permits customers to track shipments and schedule pick-ups 24 hours a day world-wide without having to talk to a customer service representative.

There are three types of E-commerce. They are inter-organizational intra-organizational and retail. Inter-organization electronics commerce is between different business entities. It could be on the Ethernet or an extranet which just lets a selected few participate intra-organizational electronic commerce occurs within a business entity. The goal is to link the constituents together and increase the flow of information within the organization. Retail electronic commerce as the name implies, is directed at the consumer. It can be used for any business to consumer interaction.

Electronic commerce, commonly known as ecommerce, is a type of industry where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices social media, and telephones as well.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions.

E-commerce can be divided into:

- E-tailing or "virtual storefronts" on websites with online catalogs, sometimes gathered into a "virtual mall"
- The gathering and use of demographic data through Web contacts and social media
- Electronic Data Interchange (EDI), the business-to-business exchange of data
- E-mail and fax and their use as media for reaching prospective and established customers (for example, with newsletters)
- Business-to-business buying and selling
- The security of business transactions

Some common applications related to electronic commerce are the following:

- Document automation in supply chain and logistics
- Domestic and international payment systems
- Enterprise content management
- Group buying
- Automated online assistants
- Instant messaging
- Newsgroups
- Online shopping and order tracking
- Online banking
- Online office suites
- Shopping cart software
- Teleconferencing
- Electronic tickets

Top 10 Indian E-commerce players:

- Flipkart.com
- Snapdeal.com
- Fashionandyou.com
- Inkfruit.com
- Dealsandyou.com
- Homeshop18.com
- Indiangiftportal.com
- Yebhi.com
- Caratlane.com

A BRIEF OVERVIEW OF ONLINE PORTALS:**MY DEAL:**

MyDeals247 E-Commerce Pvt. Ltd is the world's first personalized ecommerce platform which was started in the year 2009 and based in Bangalore having Global headquarters at California(USA).MyDeals247 is different from other ecommerce players in today's market. MyDeals247 brings the lowest offers from the sellers based on buyer's request in the local markets MyDeals247 acts as a facilitator between Seller and the Buyer and make sure that the buyer would be getting the best product/service for the best price by creating healthy competition among the sellers who are associated with MyDeals247.

MyDeals247 has three unique business models:

- 1. A Real-Time Market Place (Buy / Sell Model)**
- 2. Volume Based Discounts**
- 3. Personalized Ad display and 'Pay-Per Lead' model**

MyDeals247.com offers revolution technology in the e-commerce industry which identifies individual's preferences, interests, then delivers on-the-fly adjustments that make each customer feel the site was built just for him/her. MyDeals247 brings the lowest offers from the sellers based on buyer's request in the local markets - all the bids from sellers happens real time. Also, MyDeals247.com provides the current need analytics (on daily basis) to the sellers in the local markets.

MyDeals247 has won awards for its innovative business model all over the world

- Online Retail Awards, UK
- Finn-ovate Asia Awards, Singapore

Different competitors for MYDEALS247 are

- Flip kart
- EBay
- Amazon
- Jabong
- Snap deal
- Yebhi

Flip kart

Flip kart is an [Indian e-commerce](#) company headquartered in [Bangalore, Karnataka](#). It was founded by Sachin Bansal and Binny Bansal in 2007. In its initial years, Flip kart focused on online sales of books, but it later expanded to electronic goods and a variety of other products. Flip kart offers multiple payment methods like [credit card](#), [debit card](#), [net banking](#), e-gift voucher, and the most important of all [Cash on Delivery](#). The cash-on-delivery model adopted by Flip kart has proven to be of great significance since credit card and net banking penetration is very low in India.

Flip kart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the [Indian Institute of Technology Delhi](#). They worked for [Amazon.com](#) before quitting and founding their own company. Initially they used [word of mouth](#) marketing to popularize their company. A few months later, the company sold its first book on flipkart.com—John Woods' [Leaving Microsoft to Change the World](#). Today, as per Alexa traffic rankings, Flip kart

is amongst the top 20 Indian Web sites and has been credited with being India's largest online bookseller with over 11 million titles on offer. Flipkart claims to have had at least 100% growth every quarter since its founding. The store started with selling books and in 2010 branched out to selling CDs, DVDs, mobile phones and accessories, cameras, computers, computer accessories and peripherals, and in 2011, pens & stationery, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products etc. Further in 2012, Flipkart added A.C, air coolers, school supplies, office supplies, art supplies & life style products to its product portfolio. As of today, Flipkart employs more than 4500 people.

EBay

eBay, American [multinational](#) internet [consumer-to-consumer](#) corporation, headquartered in [San Jose, California](#). It was founded in 1995, and became a notable success story of the [dot-com bubble](#); it is now a multi-billion dollar business with operations localized in over thirty countries. The company manages eBay.com, an [online auction](#) and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. In addition to its auction-style selling, the website has since expanded to include "Buy It Now" standard shopping; shopping by [UPC](#), [ISBN](#), or other kind of [SKU](#) (via [Half.com](#)); online classified advertisements (via [Kijiji](#) or [eBay Classifieds](#)); online event ticket trading (via [Stub Hub](#)); online money transfers (via [PayPal](#)) and other services.

History

Auction Web was founded in [San Jose, California](#), on September 5, 1995, by French-born [Iranian-American](#) computer programmer [Pierre Omidyar](#) (born on June 21, 1967) as part of a larger personal site that included, among other things, Omidyar's own tongue-in-cheek tribute to the [Ebola virus](#). One of the first items sold on eBay was a broken [laser pointer](#) for \$14.83. Astonished, Omidyar contacted the winning bidder to ask if he understood that the laser pointer was broken. In his responding email, the buyer explained: "I'm a collector of broken laser pointers." The frequently repeated story that eBay was founded to help Omidyar's fiancée trade [Pez](#) candy dispensers was fabricated by a [public relations](#) manager in 1997 to interest the media, which were not interested in the company's previous explanation about wanting to create a "[perfect market](#)". This was revealed in Adam Cohen's 2002 book, *The Perfect Store*, and confirmed by eBay. Chris Agarpao was hired as eBay's first employee and [Jeffrey Skoll](#) was hired as the first president of the company in early 1996. In November 1996, eBay entered into its first third-party licensing deal, with a company called Electronic Travel Auction to use Smart Market Technology to sell plane tickets and other travel products. Growth was phenomenal; in January 1997 the site hosted 2,000,000 auctions, compared with 250,000 during the whole of 1996. The company officially changed the name of its service from Auction Web to eBay in September 1997. Originally, the site belonged to Echo Bay Technology Group, Omidyar's consulting firm. Omidyar had tried to register the domain name echobay.com, but found it already taken by the [Echo Bay Mines](#), a gold mining company, so he shortened it to his second choice, eBay.com.

Amazon

Amazon.com, Inc. is an American [multinational electronic commerce](#) company with headquarters in [Seattle, Washington](#), United States. It is the world's largest [online retailer](#). Amazon.com started as an online [bookstore](#), but soon diversified, selling [DVDs](#), [CDs](#), [MP3](#) downloads, [software](#), [video games](#), [electronics](#), apparel, furniture, food, toys, and jewelry. The company also produces [consumer electronics](#)—notably the [Amazon Kindle e-book reader](#) and the [Kindle Fire tablet computer](#)—and is a major provider of [cloud computing](#) services.

[Jeff Bezos](#) incorporated the company (as Cadabra) in July 1994, and the site went online as Amazon.com in 1995. The company was renamed after the [Amazon River](#), one of the largest rivers in the world, which in turn was named after the [Amazons](#), the legendary nation of female warriors in [Greek mythology](#).

Amazon has separate retail websites for the following countries: United States, Canada, United Kingdom, France, Germany, Italy, Spain, Brazil, Japan, and China, with international shipping to certain other countries for some of its products. It is also expected to launch its websites in Poland, Netherlands, and Sweden.

History

The company was founded in 1994, spurred by what Bezos called his "regret minimization framework", which described his efforts to fend off any regrets for not participating sooner in the Internet business boom during that time. Amazon was originally founded in Bezos' garage in Bellevue, Washington.

The company began as an online [bookstore](#). In the first two months of business, Amazon sold to all 50 states and over 45 countries. Within two months, Amazon's sales were up to \$20,000/week. While the largest [brick and mortar](#) bookstores and [mail order](#) catalogs might offer 200,000 titles, an online bookstore could "carry" several times more, since they had an almost unlimited virtual (not actual) warehouse: those of the actual product makers/suppliers. Bezos wanted a name for his company that began with "A" so that it would appear early in alphabetic order. He began looking through the dictionary and settled on "Amazon" because it was a place that was "exotic and different" and it was one of the biggest rivers in the world, as he hoped his company would be. Since 2000, Amazon's logotype has been an arrow leading from A to Z, representing that they carry every product from A to Z.

Amazon was incorporated in 1994, in the state of [Washington](#). In July 1995, the company began service and sold its first book on Amazon.com: [Douglas Hofstadter's Fluid Concepts and Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought](#). In October 1995, the company announced itself to the public. In 1996, it was reincorporated in [Delaware](#). Amazon issued its [initial public offering](#) of [stock](#) on May 15, 1997, trading under the [NASDAQ](#) stock exchange symbol AMZN, at a price of [US\\$18.00](#) per share (\$1.50 after three [stock splits](#) in the late 1990s).

YEBHI

Yebhi, which began as BigShoeBazaar.com, has a registered user base of about 1.5 million people, of who about half a million have transacted on the site.

Nexus Venture Partners and [N. R. Narayana Murthy's](#) Catamaran Ventures invested Rs 40 crore in Agarwal's company in mid-2011.

On July 10th 2012, Big Shoe Bazaar India Pvt Ltd. owner of Brand Yebhi.com announced that it has raised INR 100 Cr in Series C round of funding led by Fidelity Growth Partners India and Qualcomm. Subsequently, in April 2013, its site was revamped, along with a new logo.

On 27th May 2012 Yebhi.com declared that they shortly introduce "try and buy" where the shoppers can actually try the clothes and shoes they buy on the portal when it is delivered to them and return it if they are not satisfied.

JABONG

Jabong.com is one of India's leading fashions and lifestyle ecommerce portals. It retails apparel, footwear, accessories, beauty products, fragrances, home accessories and other fashion and lifestyle products.

The site started operations in January 2012. It was co-founded by Arun Chandra Mohan, Praveen Sinha and Lakshmi Potluri. Currently it is spearheaded by Arun Chandra Mohan, Praveen Sinha, and Manu Jain & Mukul Bafana.

The company headquarters is in Gurgaon, Haryana. The company has launched its mobile site recently and is said to have estimated revenues to the tune of 100-150 mn USD.

Jabong.com follows both inventory model and a controlled marketplace model. In inventory model, products are sourced from brands and stored in the Jabong warehouse. In controlled marketplace model, Jabong doesn't store the inventory but takes care of the Fulfillment, Customer Service, and Returns if any.

Jabong has used the internet widely to promote its brand. However, Jabong launched its first TV campaign in March 2012. A similar campaign was launched in September 2012. In Feb 2013 Jabong launched a new TVC with tagline "Fashion Nikla Mann Fisla". The e-store at present carries over 700+ brands and over 50,000 products.

SNAPDEAL

Snapdeal.com is a online retail website, headquartered in New Delhi, India. The company was started by KunalBahl, a Wharton graduate and Rohit Bansal, alumnus of IIT Delhi, in February 2010.

Snapdeal.com was started in February 2010, as a daily deal platform, but later expanded into product retailing across various categories. Snapdeal claims to have a subscriber base of more than 20 million and has a presence across 4000+ towns and cities.

In January 2011, Snapdeal received a funding of \$12 million from Nexus Venture Partners and Indo-US Venture Partners. Subsequently, in July 2011, the company raised a further \$45 million from Bessemer Venture Partners, along with existing investors Nexus Venture Partners and Indo-US Venture Partners, taking the total investment in the company to \$52 million. In June 2010, Snapdeal acquired Bangalore-based group buying site, Grabbon.com. In April 2012, Snapdeal acquired esportsbuy.com, an online sports goods retailer based out of Delhi. **RESEARCH DESIGN**

Statement of the Problem

The problem of the study is to find out whether Flipkart.com, has been successful in satisfying their customers with their online marketing techniques.

Scope of the Study

This study examines the success of Flipkart.com in utilizing 7P's of products and services to satisfy its online customers. It also focuses on the techniques of Segmentation, Targeting and Positioning (STP) by online marketers in India.

Objectives of the Problem

- To know the level of customer preference towards the purchase of products and services through Flipkart.com.
- To study the quality of both products and services offered by Flipkart.com.
- To study the overall level of satisfaction of the customers from their purchase of products and services through Flipkart.com.
- To study the contribution of Flipkart.com in online marketing.

Methodology

The research methodology used here is an exploratory research, through a structured questionnaire which is being given to the target audiences for their specific response

Exploratory Research

Exploratory research helps to determine the best research design, data collection method and selection of subjects. The main purpose of this research is to formulate a problem for more precise investigation.

Sample Design

The Sample design consists of 100 respondents from various places of Bangalore.

Convenience Sampling

Convenience sampling is a non-probability sampling technique where the subjects are selected because of their convenient accessibility and proximity to the researcher.

Sources of Data

➤ **Primary Data**

The data that comes from primary source is called primary data. The data from the respondents, that is from the IT Professionals are collected with the help of structured questionnaire, telephone calls, communicating face to face and through E-mails.

➤ **Secondary Data**

Secondary data is referred to the information of facts, which are already available. The sources of secondary data mainly include websites, books, magazines and journals.

Tools and Techniques for Data Collection

The primary data is collected through questionnaire, telephone calls, E-mails and face to face communication.

The Secondary data is collected from the company website, books, magazines and journals for analytical purpose.

Plan of Analysis

The data collected is segregated and tabulated in a proper manner. The collected data will be analyzed by using Microsoft Excel and bar graphs, pie charts are the statistical tools which will be used to represent the analyzed data.

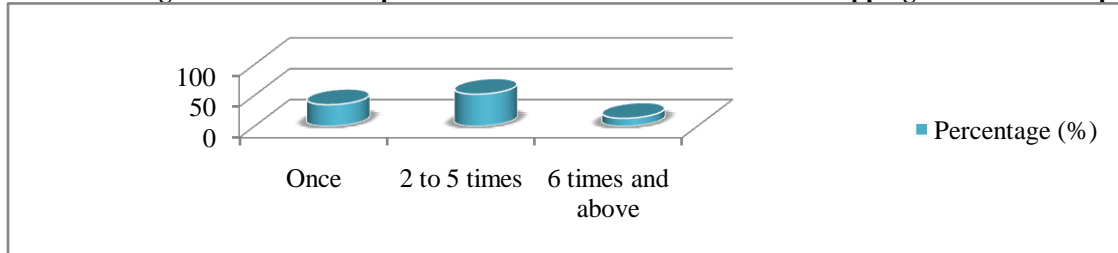
Limitations of the Study

- This study is limited to only the professionals, students who are working at various places in Bangalore.
- This study is limited for only those who purchase online products.
- This study does not include customers who prefer tangibility of product prior to purchase.
- This study also does not hold good for the people, who are illiterate.

The risk pertaining to online shopping is not covered in this study

Data Analysis

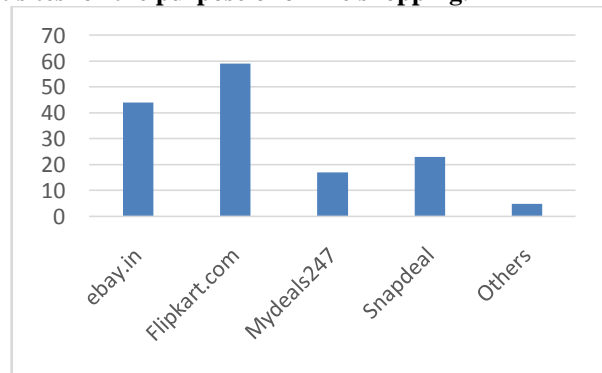
Chart showing the number of respondents who uses internet for online shopping in one month’s period.



From the above chart it can be interpreted that majority of the respondents use internet approximately two to five times for the purpose of online shopping in a month’s period.

Table showing the number of respondents visiting different sites for the purpose of online shopping.

| Attributes | Number of Respondents |
|--------------|-----------------------|
| ebay.in | 44 |
| Flipkart.com | 59 |
| Mydeals247 | 17 |
| Snapdeal | 23 |
| Others | 5 |

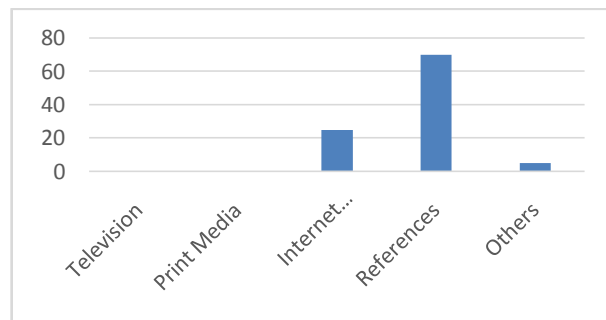


Interpretation:

The above chart shows that majority of the respondents visit Flipkart.com for online shopping.

Table showing the sources through which the respondents came to know about online shopping

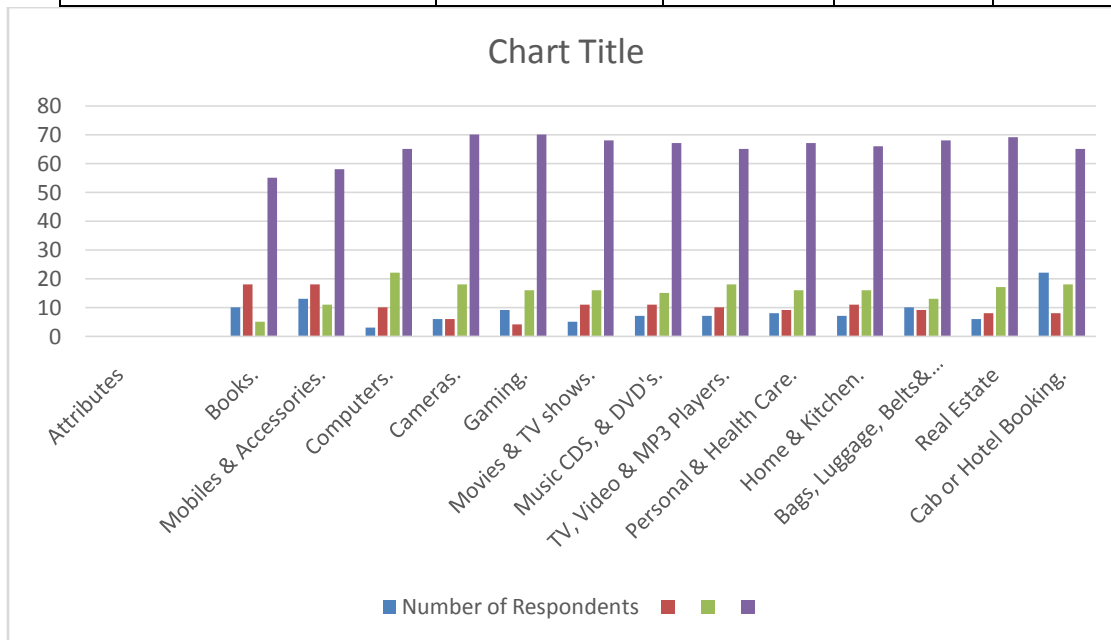
| Attributes | Number of Respondents |
|-------------------|-----------------------|
| Television | 0 |
| Print Media | 0 |
| Internet Browsing | 25 |
| References | 70 |
| Others | 5 |



The above chart shows that majority of the respondents came to know through individual references followed by internet browsing and finally other sources. There are no respondents who came to know through television and print media as the company does not use advertising as a promotional technique.

Table showing the products purchased by the respondents

| Attributes | Number of Respondents | | | |
|-------------------------------|-----------------------|-----------|-------|-------------|
| | Most of the times | Sometimes | Never | No Response |
| Books. | 22 | 18 | 5 | 55 |
| Mobiles & Accessories. | 13 | 18 | 11 | 58 |
| Computers. | 3 | 10 | 22 | 65 |
| Cameras. | 6 | 6 | 18 | 70 |
| Gaming. | 10 | 4 | 16 | 70 |
| Movies & TV shows. | 5 | 11 | 16 | 68 |
| Music CDS & DVD's | 7 | 11 | 15 | 67 |
| TV, Video & MP3 Players. | 7 | 10 | 18 | 65 |
| Personal & Health Care. | 8 | 9 | 16 | 67 |
| Home & Kitchen. | 7 | 11 | 16 | 66 |
| Bags, Luggage, Belts& Wallets | 10 | 9 | 13 | 68 |
| Real Estate | 6 | 8 | 17 | 69 |
| Cab or Hotel Booking. | 9 | 8 | 18 | 65 |

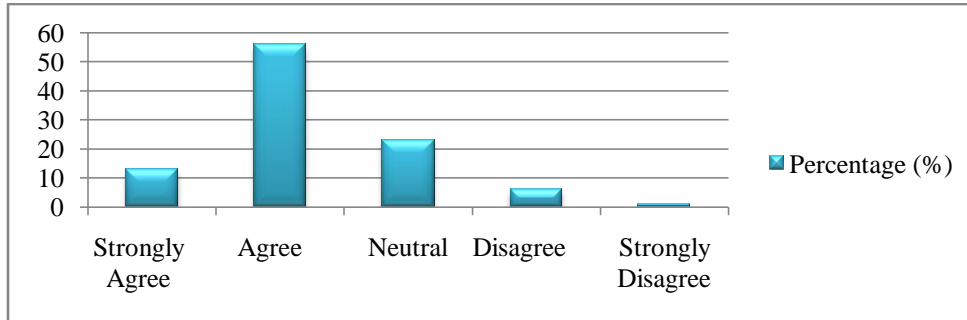


The above chart shows that majority of the respondents visit for Cab and Hotel bookings. Whereas the other majority of the respondents never purchase computers, on line shopping offers a wide variety of products in the field of music, gaming, electronic goods, health care etc., which are most of the times, sometimes and never purchased by the respondents as shown above.

Table showing the view of the respondents regarding the variety in Brands offered by different online shopping like other offline retail stores.

| Attributes | Number of Respondents | Percentage (%) |
|----------------|-----------------------|----------------|
| Strongly Agree | 13 | 13 |

| | | |
|-------------------|------------|------------|
| Agree | 56 | 56 |
| Neutral | 23 | 23 |
| Disagree | 6 | 6 |
| Strongly Disagree | 1 | 1 |
| No Response | 1 | 1 |
| Total | 100 | 100 |

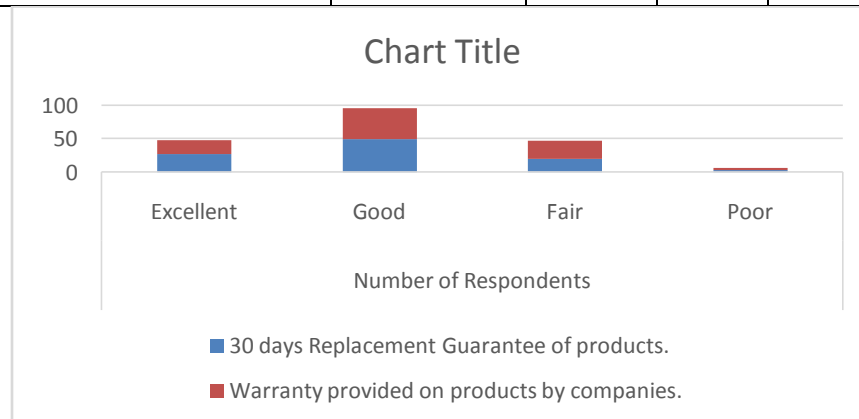


Interpretation:

The above chart shows that majority of the respondents agree offer various product brands which are similar to that of the offline retail stores

Table showing the view of respondents regarding the Guarantee and Warranty policies offered at MyDeals247.com

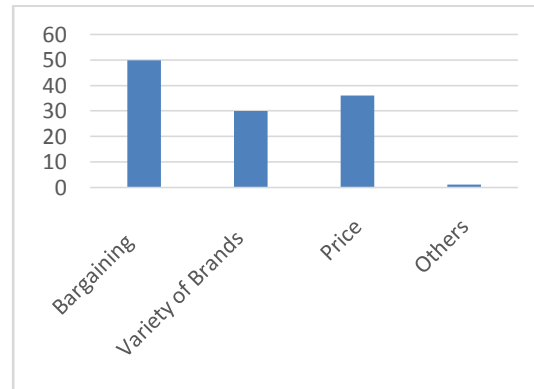
| Attributes | Number of Respondents | | | |
|---|-----------------------|------|------|------|
| | Excellent | Good | Fair | Poor |
| 30 days Replacement Guarantee of products. | 27 | 49 | 20 | 3 |
| Warranty provided on products by companies. | 21 | 46 | 27 | 3 |



The above chart shows that majority of the respondents have rated the Guarantee policies provided is good.

Table showing the purpose of the respondents behind visiting Mydeals.com.

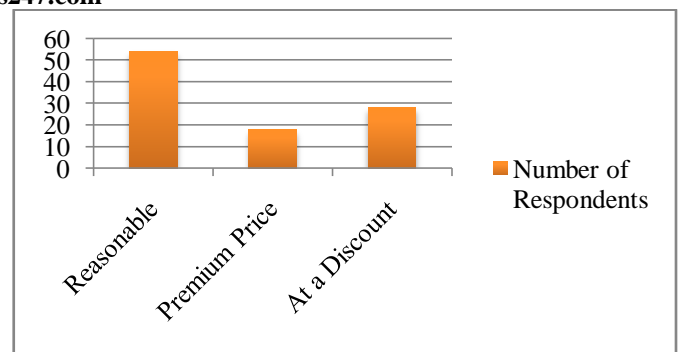
| Attributes | Number of Respondents |
|-------------------|-----------------------|
| Bargaining | 50 |
| Variety of Brands | 30 |
| Price | 36 |
| Others | 1 |



From the above chart it is clear that majority of the respondents visit because of the bargaining facility provided on the products and services

Table showing the prices of the products offered at Mydeals247.com

| Attributes | Number of Respondents |
|---------------|-----------------------|
| Reasonable | 54 |
| Premium Price | 18 |
| Low price | 28 |

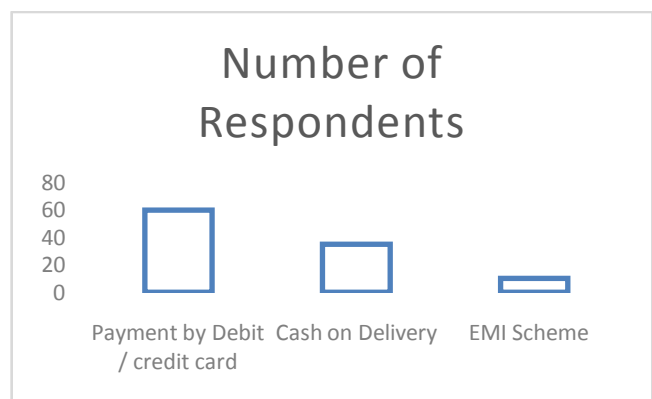


Interpretation:

In the above chart, majority of the respondents state it offers reasonable prices for the products, which in turn will make the customers to purchase or buy frequently.

Table showing the mode of payment preferred by the respondents to purchase products from Mydeals247.com

| Attributes | Number of Respondents |
|--------------------------------|-----------------------|
| Payment by Debit / credit card | 60 |
| Cash on Delivery | 35 |
| EMI Scheme | 10 |



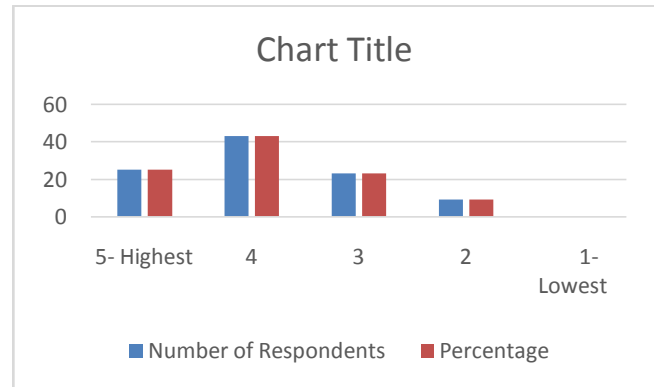
Interpretation:

The above chart shows that majority of the respondents prefer payment by debit / credit card in order to purchase products. In other words, the preference of payment by debit / credit card is more when compared to the other modes of payment.

Table showing the view of respondents regarding the Delivery of Products within the time period mentioned.

| Attributes | Number of Respondents | Percentage (%) |
|------------|-----------------------|----------------|
| | | |

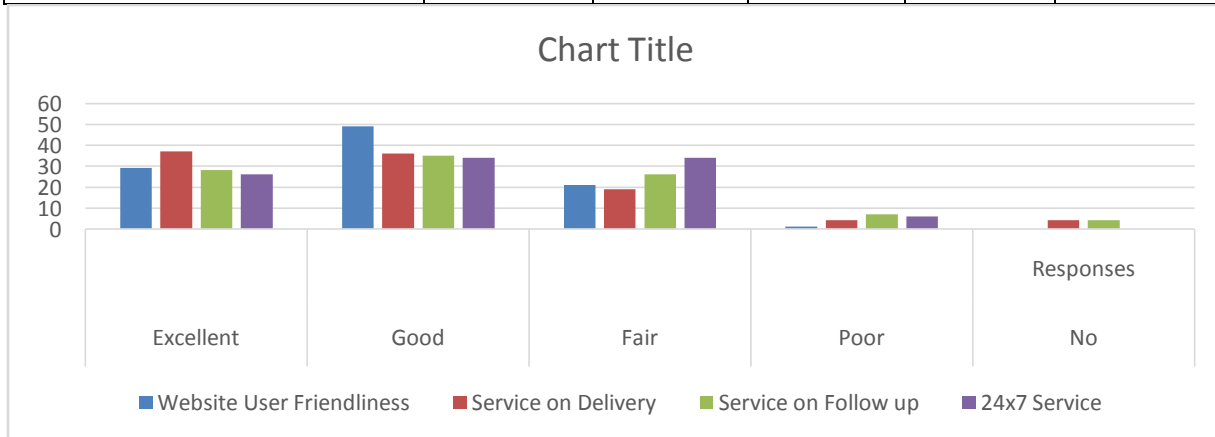
| | | |
|--------------|------------|------------|
| 5- Highest | 25 | 25 |
| 4 | 43 | 43 |
| 3 | 23 | 23 |
| 2 | 9 | 9 |
| 1- Lowest | 0 | 0 |
| Total | 100 | 100 |



The above chart shows that majority of the respondents have rated the delivery of products as 4. It means that the delivery of products is being done to the customers within the time period as mentioned.

Table showing the respondents view on the Customer Service provided by

| Attributes | Number of Respondents | | | | |
|---------------------------|-----------------------|------|------|------|--------------|
| | Excellent | Good | Fair | Poor | No Responses |
| Website User Friendliness | 29 | 49 | 21 | 1 | 0 |
| Service on Delivery | 37 | 36 | 19 | 4 | 4 |
| Service on Follow up | 28 | 35 | 26 | 7 | 4 |
| 24x7 Service | 26 | 34 | 34 | 6 | 0 |

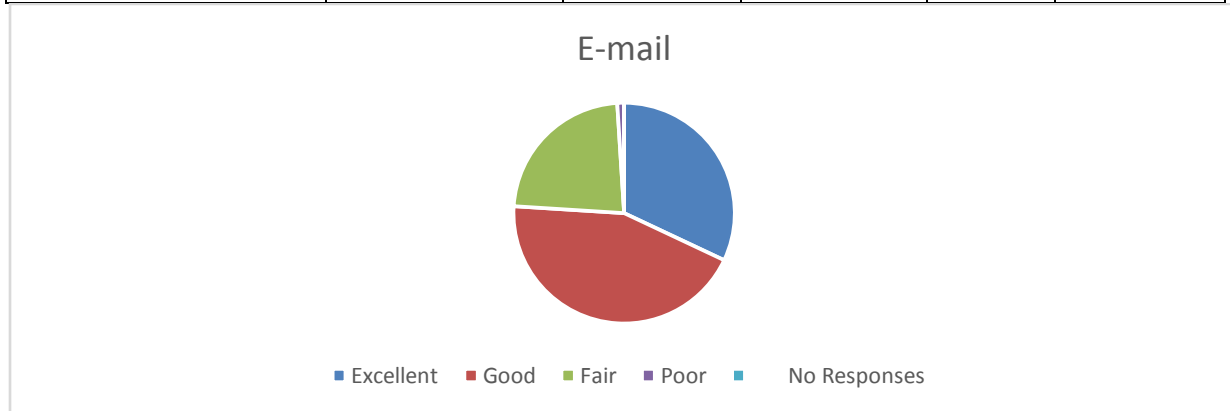


The above chart shows that majority of the respondents have rated the website’s user friendliness as good. It provides a user friendly website which is easy to access by the customers for placing an order.

Table showing the respondents view on follow up services offered by

| Attributes | Number of Respondents | | | | |
|-------------------|-----------------------|------|------|------|--------------|
| | Excellent | Good | Fair | Poor | No Responses |
| Follow up through | | | | | |

| | | | | | |
|----------------|----|----|----|---|---|
| E-mail | 32 | 44 | 23 | 1 | 0 |
| Telephone Call | 25 | 34 | 28 | 7 | 6 |
| Mobile Message | 24 | 35 | 29 | 8 | 4 |



The above chart shows that majority of the respondents have rated the follow up through E-mail as good. It offers the follow up services to the customers for the purpose of confirming the order placed before delivering and after delivering of the final product to the customers. It should also leverage the follow up service through telephone call and mobile message in order to meet up with the expectations of the customers.

Table showing the respondents view regarding safe and secure shopping

| Attributes | Number of Respondents | Percentage (%) |
|-------------------|-----------------------|----------------|
| Strongly Agree | 23 | 23 |
| Agree | 45 | 45 |
| Neutral | 28 | 28 |
| Disagree | 4 | 4 |
| Strongly Disagree | 0 | 0 |
| Total | 100 | 100 |

The above chart shows that majority of the respondents agree that it provides a safe and secure shopping experience.

CONCLUSION

On line shopping uses various effective and efficient marketing techniques. The use of these marketing techniques has made the online shopping process very simple and has attracted many new customers. It is observed that the features like reasonable prices, free home delivery of products, follow up services etc., provides have made the customers to purchase from it very often.

It is also observed that the wide variety of products and various brands of products offered, detailed information about the products and its user friendliness has made the customers to have multiple options of purchasing. Apart from the above all aspects provides the customers with a safe and secured environment for shopping online.

Thus, to sum up in a nutshell, it is now is the fast growing online marketing portals and the marketing techniques used by these companies leads to enhancing the satisfaction level of the customers.

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