CUSTOMER PERCEPTION TOWARDS ONLINE PURCHASES IN FARRUKHABAD

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1. EXECUTIVE SUMMARY

In the recent past Internet has got a precious place in the economic activities. It makes the life of customers prosper and smooth. Now-a-days people show their interest on internet. They now feel satisfied by purchasing the products online. It is expected to contribute in a big way in knowing the hidden power and benefit of e-commerce as a marketing tool and of course a medium. It will also give an idea of low cost vis-à-vis traditional and current marketing techniques. In addition to this will help the potential consumers or purchasers on the web to know what strategies are being employed by the marketers to woo the consumers through the use of web based information technology. So, this is an attempt on study of customer perception towards online purchase.

The study aimed to establish the relation between customers and retailers and show how online shopping becomes a source of making a strong relationship between them. And which kind of strategies a retailers can choose to attract maximum number of customers toward his website and along with it trying to analyses whether online shopping becomes successful in changing the traditional style of shopping or still customers believe in it. So, with this study we just try to see the changing attitude and perception of customers towards their purchasing style. The result of this study reveals that customers are intake in the future online shopping in the way of intention for getting a products through internet websites such as

EBay, amazon.com, Flipkart.com etc,. The study suggested that the advertisers need to focus on their every customer's effort to tab the market assuming that the influence of the television ads in the online shopping behavior.

2. INTRODUCTION

Online retailers have access to a large number of technological innovations. While information technology is used extensively for managing back end processes, some devices have also been developed to enhance the customer shopping experience at the store. These technologies can be classified as instore technologies and electronic retailing. These help customers in choosing the merchandise, comparing it, and knowing the prices and promotions for the basket of products bought them. These devices help improve the shopping process by reducing the time and effort spent by the shoppers. Many of these help in shopping without the help of salespeople. In some cases, the devices connect to the website of the store, where the customers can order even that merchandise which is not available at the store and get it delivered at home. The adoption of these technologies has been slow due to high costs. The slow rate of adoption is also attributed to the orientation of customers towards technology. Some customers are wary of using technology. Retailers need to segment their customers accordingly and make an effort to communicate with their customers through a programme that helps them use the technology and find out the benefits of the same.

The online purchasing behavior of online shoppers and factor influencing online shopping behavior and its future perspective. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets.

Companies also use the Internet to convey, communicate and disseminate information to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use

the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if the purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

Until recently, the consumers were mainly visiting online to reserve hotel rooms, buy air, rail or movie tickets, for buying books and electronic gadgets, but now more and more offline product like apparels for all segments, cosmetics, accessories, shoes and, consumer durables are now being purchased online. At present the market is estimated at Rs.50,000 crores and is growing at 100 % per year. At present there are with so many online shopping websites such as ebay, yebhi.com, shopping. rediff, futurebazaar.com, flipkart.com, Indian gifts portal, 20North, fashionandyou.com and 99labels.com EBay andAmazon.com both are US-based Companies, they have taken online shopping to an entirely new level and they are the largest online retailing corporations. In India Internet Shopping trend is still in its Evolutionary stage. But now a days increasing numbers of people are inclining towards more serious use of the internet due to the accessibility of technology, the availability of information online, convince of making order, delivery of products on their door steps, various offers and discounted price offers and the ability to interact. Internet is making online shopping more popular among consumers. Better coverage of technology has enlarged the prospect of developing favorable attitudes of consumer towards this new shopping channel. With the help of internet, consumer found that they no longer need to accept the fixed prices for the products and services because with just a click on button, they can get goods and services at the lowest price with higher quality. Consumers can also do comparison between products with online as well as offline stores and after sale service facilities they will receive after purchasing the product from a particular store. They get different product specifications and features and easily analyze them. This will make them to compare the products very easily. Consumer perception towards online shopping has been broadly researched by various researchers and scholars withthe wide range of methods to compare consumer behavior in online shopping to that of traditional offline shopping behavior. They have observed that consumers' shopping behavior in online shops is fundamentally different from that in the traditional environment. People having high level of education, income and occupation correspond to more favorable perception of shopping online. Many of their studies have factors or assumptions which are based on the traditional models of consumer behavior, and then examine their validity in the online consumer behaviour context.

Even the internet shopping has been rapidly developed, especially in retail industry, but there still have a big difference between traditional and online stores. Referred to sales in the US book industry above, the online sales occupied at a very low percentage rate. That could be caused by many reasons, but the most

importance is the advantages exist in both traditional stores and online stores; both of them have specific characteristics. For example, the traditional store can provide convenience in parking and shopping, it allows customers come to read and check the printing quality of goods before they purchase, and the after service is more directly to customers. However, the traditional store has limited number of items, and the selling cost is higher than online store. By comparison, we can find out the limitations of traditional store are more likely as the advantages of online store, in contrast, the weakness of online store is also seems as the advantages of traditional store.

1. Scope of the study

At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the Internet, a company that is interested in selling products from its web site will constantly has to search for an edge in the fierce competition. Since there are so many potential consumers, it is of the out most importance to be able to understand what the consumer wants and needs. The importance of analyzing and identifying factors that influence the consumer when he or she decides to purchase on the Internet is vital. Since the Internet is a new medium for there have been new demands set by the consumer. That is why it is crucial for the online retailers to know what influences.

The online consumer. Analyzing consumer behavior is not a new phenomenon. The renowned marketing expert Philip Kotler has published several works on the topic of consumer behavior theories. These theories have been used for many years not only to understand the consumer, but also create a marketing strategy that will attract the consumer efficiently Hence, understanding and identifying the consumer is closely related to the directions a company will take with their marketing strategy. These theories can also be applied to identify the online consumer and to create certain consumer segments. However, some distinctions must still be made when considering traditional consumer behavior and online consumer behavior.

Since online retailing is a new retailing medium and online consumer behavior is diverse from traditional consumer behavior, one must identify what influences the online consumer. Analyzing the process that the online consumer goes through when deciding and making a purchase over the Internet, shows some factors that consumers consider these factors need to be identified and taken into account by online

retailers in order to satisfy consumer demands and compete in the online market.

3. RESEARCH OBJECTIVES AND METHODOLOGY

4.1. Research Objectives

- To determine consumer behavior in online environment
- To identify the main influencers in online buying process
- To identify people's attitude towards benefits and risks of online purchase.
- To find out the preferences of the consumer regarding the attributes of online shopping website.

The importance of this study is to identify and get insight into what main factors the online consumer takes into consideration when most the goods on internet what affects their shopping behavior, basic need of this research is to find out what are the main factors affect the online consumer when considering and making a purchase over Internet.

4.2. Research Strategy

When collecting data to approach the purpose of a research there are two ways in which the data can be collected. In order to acquire a General knowledge about the topic, secondary data is primarily used and is one of the ways by which data can be collected. The second way to collect data is the primary data collection. Usually when a study is conducted, secondary data is not sufficient enough and needs to be completed with primary data which is collected by the research.

4.3. Research Design - Descriptive Research Method

In this research in order to collect primary data to confirm the findings of secondary data and reach the objective of this study. We will also be discussing which different types of Methodologies that were used. Since our research is of descriptive character our primary intention was to collect primary data and secondary data to analyze it. By doing so we found the factors Price, Trust and Convenience. We then collected primary data through a survey. The main purpose of the survey was to collect data about Online Consumer Behavior and the significance of the established factors, Price, Trust, and Convenience In order to be able to find and establish Online Consumer Segments, Consumer Traits and Online Behavior had to

be identified.

4.4. Research Methodology

Data for this study was collected by means of a Survey conducted in FARRUKHABAD. The sample size was 200.The Questionnaire was used Mainly to test the model proposed for Attitude towards online shopping. The type of research was both exploratory as well as Descriptive. Like five point scales ranging from Strongly Agree to strongly disagree was used as a basis of Questions. We took around eleven different factors by studying the existing models of consumer attitudes that play an important role in online purchase, and then proposed a model leading to online shopping. This model was then tested in our research by the percentage analysis in MS- excel & SPSS.

4.4.1. Sample Design

The factors that we intended to examine can be applied to and investigated at any population that uses the Internet and buys online products Online. Since there are time and resource restraints, a specific Population had to be identified in order to generalize and create relevant segments. We decided that the sample size should contain over 200 respondents and we collected answers from 200 respondents. The populations for this research are professionals & students at Farrukhabad region. The city was chosen on a convenience basis. Convenience sampling involves using samples that are the easiest to obtain and is continued until the sampling size that is need is reached.

The study will attempt to collect as many respondents as possible but since we will be studying students & professionals we assume that there will be little variation in the population making it more approved to generalize the response rates.

4.5. Type of Research:

Descriptive Research Sample Size:-200.

4.6. Limitations

- The survey was confined to the area of Farrukhabad only.

- There are some aspects which cannot be reduced to numerical figures.

- Some of the consumers and manufacturers were not willing to part with the personal information.

- The project may not offer exact conclusive information because it involves attitudes, behavior and impression of respondents who may be biased at the time of interview.

- The sample size only 200 consumers. As a result, the proportions might not seem to be practically correct but technically they are correct.

- It happens that some respondents are aware of sites and organizations but at that time of interview they are not able to recall.

5.   LITERATURE REVIEW

The rise of the Internet has led to some phenomenal changes in the way business is conducted in various industries. In retail, it has opened up a new avenue for retailers to reach out to customers and suppliers in markets where they do not have a physical presence. It has presented opportunities for deepening customer relations, streamlining operations, cutting costs and discovering new sources of revenue (Kannaiah, 2015).

"Electronic commerce includes the online trading of goods and services and encompasses various trading steps such as online marketing, ordering, payment and delivery. E-commerce has been termed as a generic title that describes a range of technologies and practices that are available to potentially improve the efficiencies of trading relationships". (Misra, 2011)

Customer's perception equities are built over a period of moment in time by hitech innovations, consistent high quality, hostile advertisement and encouragement and accessibility of the products is another influential success factor, as commodities are of small value, frequently purchased daily use items. So, there is always a chance of customer's discernment switching due to whim buying. (Prerna Kumar 2013) author pointed that the Organisations have long used the traditional media like television, cinema, radio and newspapers for promotional purposes of online shoppers in the mind of customers. Advertisements

have been existent in various forms such as print, radio, outdoor are prefer to influence the online or internet shopping.

Joseph (2009) argues that "the internet is a worldwide network of computers that gives customers access to information and documents from distant sources. Internet has the capability to transform society. With the advent of the internet, distance is not that big an obstacle for commerce. Internet is the most important communication medium to have come along in the last few decades, and businesses have to make wise use of this medium".

The value of internet lies in the connections it enables. The Internet enables three types of networks. The simplest is the one-to-many or broadcast network through which a central supplier broadcasts information to a large number of users. A web portal delivers news and other contents to a number of visitors. More complex and more valuable is the one-to-one or transactional network, which connects individual users with other individual users to exchange information or complete other transactions (Awad, 2006). Common examples are e-mail and instant messaging. The third type of network is the many-to-many or group-forming network, which allows network members to form and maintain communicating groups.

6. Consumer behaviour in online marketing

Kannaiah, D. (2015) found that internet marketing of products failed as economics of transfer of information and economics of transfer of products were different, and at this point in history the difference was irreconcilable. Companies should have stayed content with providing information to their customers on their websites and through e-mails and get some efficiencies. Deconstruction of value chain of product markets has not happened and it will require a technological leap in methods of transfer of products for this to happen. But markets for information products should have seen deconstruction of their value chains as the economies of transfer of the information product and the information about it are the same. A piece of news and e-mail asking for subscription for the newspaper can be sent in similar manner and at similar cost. But people have not been very enthusiastic about information products being provided on the internet. People access news websites to know about particular story they might be interested in subscribing at that time. Most likely news items to be accessed may be linked to fortunes of one's favourite team or one's presidential candidate and that too when a television set is not around. Deconstruction of value chain of newspapers has not happened because people do not buy newspapers only for the informational content. With a newspaper in hand, people probably feel that they are still in

some control of events in the world or are in hand, people probably feel that they are still in some control of events in the world or are at least aware of them.

So far the internet retailers were focused on finding out the feasibility of marketing a particular product via the internet, and as soon as feasibility was established they went ahead to launch an internet version of the product with disastrous results. The appropriate strategy will be to revisit the market as novices and learn minute details of motivations of their prospective customers. Since doubts about feasibility have been erased, it is time to go back to the basics of marketing and find out the conditions of accessibility of information products. Internet marketers had been assuming the accessibility of their products so far (Puranik& Bansal, 2014).

Doyale (2014) in his study on Analysis of consumer behavior online explained that **the most relevant** behavioral characteristics of online consumers and examine the ways they find, compare and evaluate product information. Comparison of the newly collected survey data with the existing consumer behavior theory resulted in detection of a number of issues related to a specific consumer group. The purpose of this report is to translate these findings into a set of implementation activities on strategic and technological level. Execution of these recommendations will result in better conversion of visitors into customers and encourage customer loyalty and referrals. The focus group of this study will be young adults aged between eighteen and thirty-four interested in buying a mobile phone or a related product

Shun &Yunjie (2006) in their study showed that there are product types, which are more likely to be sold online such as software, books, electronics and music. Reason for this is that when purchasing these types of products, one does not require personal inspection and most, if not all features, can be outlined in the product description and images. Most products in the mobile phone family belong to this category. According to the recent research on consumer behavior on the Internet users, there are four distinct consumer groups with different intentions and motivations: Exploration, Entertainment, Shopping and Information

Awad (2007) in their study they showed that developed into a new distribution channel and online transactions are rapidly increasing. This has created a need to understand how the consumer perceives online purchases. The purpose of this dissertation was to examine if there are any particular factors that influence the online consumer. Primary data was collected through a survey that was conducted on

students at the University of Kristianstad. Price, Trust and Convenience were identified as important factors. Price was considered to be the most important factor for a majority of the students. Furthermore, three segments were identified, High Spenders, Price Easers and Bargain Seekers. Through these segments we found a variation of the different factors importance and established implications for online stores.

 Harris Interactive (**2009**) **in** their study of online customer experience. The survey found that online customer experience reached an inflection point in 2009. The percent of consumers who have experienced problems when conducting transactions online showed its first substantial decrease in five years -- from approximately 87% in all previous Tealeaf surveys to 80% in 2009. While the percent of consumers experiencing online transaction problems, at 80%, remains high (the potential online shopping dollars impacted by transaction problems rings up at $47.6 billion), this improvement points to a growing business focus on delivering better customer experiences. The survey sheds light on forces driving this accelerated online customer experience focus, including the down economy and increased consumer power due to experience-sharing via social media. It also examines consumer behavior when transacting online, call center behavior related to online issues and mobile commerce. Verticals represented in the findings include retail, insurance, travel and financial services.

Bikramjit Rishi (2010) in their study on online shopping is an innovative option of distribution available in the hands of marketers. It is innovative and creative because marketers can experiment with it in form, content, visibility and availability. In India online shopping is considered as a relevant alternative channel for retailing and it is now an important part of the retail experience. This research study is an empirical study to find out the motivators and decisional influencers of online shopping. The sample has been selected from the youth population as this group of people actually use internet to buy online. The study highlights that reliability; accessibility and convenience are the major motivator factors which motivate the Indian consumer to buy online. Similarly, reluctance and preference are the two decisional factors which influence the decision.

 Ruiliang Yan, John Wang (**2009**) in their research it provides a useful framework to help business marketers identify the effect of consumer online purchase costs on firm performances in online and traditional channel competition. A game theory model is developed to determine the optimal strategies for online and traditional retailers. We demonstrate that consumer online purchase costs always have a valuable impact on firm profits, and further show that consumer online purchase costs always have a

much more valuable impact on firm profits whenever the traditional retail transaction costs and the product web-fit change. We also find that consumer online purchase costs have a greater impact on the retailer's profits in a Stackel berg competitive system than in a Bertrand competitive system. Based on our results, managerial implications are discussed and probable paths of future research are identified.

Scott M. Smith, Chad R. Allred, William R. Swinyard (2008) in their research paper they discusses online shopping in context of diffusion of innovation theory. It proposes that online shopping is a discontinuous innovation whose adoption rate is influenced by several of Rogers' (2004) diffusion deterrents. A new 12 -item 'Computer Competence Index' (CCI) is proposed and tested using data from an internet - administered US probability study of 1800 online users. EShoppers are profiled using a tertile split of the CCI. Each tertile's demographics, computer activities, computer - oriented lifestyles, and online purchase activities are reported. Evidence is presented that concepts related to the diffusion of innovation may explain resistance in the growth of online shopping.

A.M. Sakkthivel (2009) in their research paper aims to identify the impact of demographics on consumer buying behavior towards online purchase of different products based on the involvement and investment (High, Medium and Low). It attempts to unearth the impact of the demographics on online purchase which is at present relatively limited. It would help the marketers to identify the demographic profile of consumers which is otherwise not known due to the intangible nature of internet. The findings would help the marketers to design their offerings based on the demographic profile of online consumers and would help the online marketers to identify and segment the online consumers which will enhance their focus and eventually leads to financial growth.

Jianwei Hou, Cesar Rego (2007) in their study in traditional auctions, it is often assumed that bidders are a homogenous group. However, since most online bidders are average consumers instead of professional bidders, we suspect that online bidders are a heterogeneous group. The purpose of this paper is to explore the types of online bidders based on their real bidding behaviour in the context of consumer-to-consumer online auction market. A cluster analysis is employed and four types of online bidders are finally identified in a private value auction, namely, goal-driven bidders, experiential bidders, focused bidders, and opportunistic bidders. The profile and performance of each group are also discussed.

Berman & Evans **(2009)** in their study to investigate what kind of information contributes to trust formation in online shopping. Twenty-seven female undergraduate students were recruited and asked to

evaluate the trustworthiness of 20 online shopping websites. All the online shopping websites dealt with branded products where there is greater emphasis on the trustworthiness of online shops or products. The results show that information described on the websites was classified into two categories, firstly, information about the shop and its procedures and services. Secondly, the concrete information necessary for the consumption process, such as payment information and return information, which heightens the reliability of these shops. The term "brand" originally refers to a "description or trademark which indicates a type of product made by a particular company." However, in modern Japanese society it refers to those branded products that are perceived to have a higher quality than other similar products. Thus, the term "brand" authenticates that its products belong to a high-class, and the people who possess these branded products are regarded as "exclusive people" through the "basking-in-reflected glory process" (Cialdini, Borden, Thorne, Walker, Freeman, & Sloan, 1976). The branded products interest female young people and recently they have been more inclined to purchase them via online shopping. However, they tend to refrain from purchasing these products via online shopping due to their distrust of it. Consequently, it becomes more and more important to analyse what kind of information contributes to trust formation in online shopping. Female Undergraduat Students" Attitudes toward Branded Products First, we introduce several surveys for determining the attitude towards, and ownership of, branded products among female young people, especially female undergraduate students in Japan, who are the target group of this study. Infoplant showed that nearly half of all people are interested in some branded products. Although branded products generally attract the attention of various kinds of people, young females are especially interested in branded products. Infoplant (2007) revealed that more than 60% of females under 20 years of age and nearly 80% of females in their twenties have purchased some branded products. Furthermore, the percentage of people who usually buy new branded products is about 20% among females under 20 years of age and more than 10% in females in their twenties.

7. Business model of Amazon.com

Amazon.com is the pioneering bookstore on the Internet that first opened in July 1995 by Jeff Bezos. The firm offers online shopping services and partnership opportunities such as online search for books, music and video items. In 2006, Amazon.com sells a lot more than books and has sites serving seven countries, with 21 fulfillment centers around the globe totaling more than 9 million square feet of warehouse space (Layton, 2006). The products that they sell include an array of audio, video and book titles. Amazon has one of the widest selections and employs international shipping to virtually every corner of the globe in just a few days.

Amazon's focus is having the biggest selection of free-electronic greeting cards, online auction and millions of books, CDs, videos, DVDs, toys and electronics. They have expanded to different areas of the world, such as Amazon.co.uk and Amazon.de, to service consumers outside of the United States. They aim to be a Cost leader in which their firm has lower costs than the competitors. They have employed different Amazon branches in different parts of the world to lower costs. This allows Amazon to ship their products at a lower price from each point of shipment to the consumer.

In recent years, Amazon.com has expanded from being just an online store to an all around online shopping experience. They have coined the tag line "Earth's biggest selection". Amazon has diversified into different websites. These are the Internet Movie Database (www.imdb.com), LiveBid.com, amazon.livebid.com, drugstore.com (an online retail and information about health and wellness), gear.com (online sporting goods company), homegrocer.com (online grocery shopping and delivery), pets.com (largest pet supply online shopping site), ashford.com (online luxury and premium shopping) and eZiba.com (online retailer of handcrafted products).

7.1. Sourcing and distribution

Amazon purchased products from a network of distributors, publishers, labels and manufacturers. It invested heavily in internal systems to develop automated sorting and organization of stock acquisition to enable it to achieve rapid economic purchase and delivery. Amazon's Proprietary procurement software identified orders that could be completed via electronic interfaces with vendors, and forwarded the orders to its special order groups. As the company carried a limited inventory, it relied on its distributors and wholesalers for the timely delivery of broad selection of titles. It purchased the majority of its products

from just three suppliers: Ingram Book Group, Baker & Taylor Inc. and Valley Media Inc. Ingram accounted for 40% of company's inventory purchases in 1998.

Amazon grew at a steady pace in the late 1990s, while other Internet companies appeared out of nowhere and grew at a raster pace. The stockholders were not happy about Amazon's "slow" growth. When the Internet "bubble" busted many e-companies closed down their shops, but Amazon endured. It was finally rewarded with first-ever $5 million profit, on revenues of over $1 billion in the fourth quarter of 2002.. It had since remained profitable and maintained revenues of over $1 billion per fiscal quarter. In 2003, Amazon posted its first full-year net profit. Its profits were $35.3 million on revenues of $5.65 billion. Much of the growth of the company was due to its international division.

In 2002, Amazon added clothing to its line-up, through partnerships with hundreds of retailers, including The Gap, Nordstrom, and Land's End. Amazon shared its expertise in customer service and online order fulfillment with other vendors through co-branded sites, such as Borders and Toys 'R Us, and through its Amazon Services subsidiary. In 2003, Amazon announced the formation of A9, a new venture aimed at developing a commercial search engine that focused on e-commerce web sites.

At the same time, Amazon launched an online sporting goods store, offering 3,000 different brand names. Amazon introduced a new feature in 2003, called Search Inside the book. It allowed customers to search for keywords in the full text of many books in the catalog. The feature started out with 120,000 titles (or 33 million pages of text).

In 2004, Amazon purchased Joyo.com, a Chinese e-commerce Web site. By the end of 2004, Amazon.com offered retail sales of music CDs, videos and DVDs, software, consumer electronics, kitchen items, tools, lawn and garden items, toys, apparel, sporting goods, gourmet food, jewelry, watches, health and personal-care items, beauty products, musical instruments, and more. The Amazon site allowed users to submit reviews to the web-page of each product. As part of their review, users had to rate the product on a scale from one to five stars.

In 2005, Amazon announced a new feature called Amazon Connect, which allowed authors to post remarks at the bottom of the detail pages for each of their books and on the Amazon home page of those who had bought their books.

At the end of 2005, after the catastrophic earthquake and tsunami in the Indian Ocean, Amazon set up an online donation channel to the American Red Cross, waiving its processing fee. By January 3, 2005, over 162,000 individuals had donated over $13.1 million in this way. The same week, Amazon created similar channels for the British, Canadian, French, German and Japanese Red Cross organizations via its international sites. Over 7,000 Britons donated over $350,000; over 900 Canadians, over $56,000; over 660 French, over $23,000; over 2,900 Germans, over $145,000; and over 1,900 Japanese, over $66,000. Amazon reactivated its Red Cross donation channel when Hurricane Katrina struck at the end of August, 2005. By September, 2005, over 98,000 payments had been made totaling over $10.7 million.

7.2. Competitive Landscape

Amazon's main competitors were eBay, Yahoo and Google. eBay was the closest of them all in terms of nature of services provided. All these companies grew inorganically by acquiring companies to build their capabilities in technological development. Yahoo marketed private portals to large companies; e-bay was preferred by small and medium businesses. Amazon had tied up with Toys R* us, where Toys R' us used Amazon's software to sell its products.

Following Amazon's online success even the traditional brick and mortar stores like Barnes & noble, general retailers like Wal-Mart and Costco began online retailing aggressively.

According to (Gopal, 2005) every online fulfilment operation, large or small, faces four main challenges:

Controlling Customer Data - As outsourcing arrangements proliferate and delivery services become more expert using information technology, retailers risk losing their lock on consumer data. This knowledge, ranging from the socioeconomic status of customers to their buying patterns and preferences, helps intermediaries and shippers reduce costs, but they can also use it to compete with retailers.

Integrating Online and Offline Orders - From an operations perspective, the easiest route for companies with a foot in both the real and the virtual worlds might be to enter electronic orders manually into the offline order management system. This option makes most sense when the volume of online orders is higher; companies must decide how much integration they need.

In a totally integrated system, Internet orders would be automatically transmitted through a processing center and transferred to the shipper's manifest. Savings up to 30 percent are possible if the cost of long-

distance telephone calls, data entry, teleserve operations, and error correction is reduced or eliminated and the cycle time between order and delivery is cut significantly. An integrated system with full ERP (enterprise resource planning) capabilities, for e.g., can ensure that surges in demand don't retard key fulfillment operations such as data entry, inventory, and packing (Gopal, 2005).

Delivering the Goods Cost-effectively - At present, every single transaction challenges e-tailers to deliver the goods quickly, cheaply and conveniently. The existing model for home delivery works well for letters and flat packages but not for e-tailing's high volumes and wide variety of package shapes and sizes. But this is largely a technical and logistical problem, and it will be possible to solve it by developing new sorting and scanning equipment and by deploying larger delivery vehicles.

8. The Strategic Foundation of Customer Relationship Management

As is the case with category management, customer relationship management is highly dependent on the type of strategy used by the individual retailer and on the conditions prevalent on the individual market. Retailers first have to ask themselves what the company stands for, what the target markets are, how the company operates within these markets and what the relevant customer requirements in its specific industry segment are. These factors determine (Enders, A. & Jelassi, 2000):

1. The degree of differentiation a retailer uses to look at his customers and the way he approaches these differences.

2. The criteria used to group customers.

3.   The criteria used to analyze customer groups.

4.   The form of customer care and the necessary level and nature of individualizing the contact between the company and its customers.

Based on these strategic issues, companies with innovative, marketing-oriented approaches to retailing will take a more systematic approach to customer -relationship management and put it on a strategic level. A move in this direction is already evident.

9. Strategies for Consumer Integration

Chhabra, Suri and Verma (2006) argue that supply Chain Management and the efficient management of "back-end" processes form the basis for strategic retail marketing. If these processes suffer from insufficient merchandise flow and poor merchandise availability, thus preventing retailers from reacting quickly to market conditions, this will inhibit strategic, customer-oriented retail marketing from the outset. Category management represents the first step towards shaping a retail company that is capable of fulfilling customer requirements. However, category management alone will only allow retailers moderate success in achieving a dearer profile that distinguishes them from their competitors and in increasing growth. After all, it is still the product and the assortment that are at the center of their attention.

Category management enables retailers to plan their product and assortment management strategically. The authors as well as numerous retail managers believe that customer relationship management has been, and in part still is, lacking this clear strategic direction.

When we consider the current retailing situation, we can see that d. certain potential for differentiation does exist, thanks to private labels and assortment bundling, yet it is still the same A grade brand names that are to be found on the shelves next to the private labels.

Thus, retail managers believe that having a strategic focus for customers and their requirements will be a decisive factor in ensuring growth, even in saturated markets. The interviews clearly showed that focusing on customer requirements -ill be the key factor for success in the future.

This analogy can only be applied to process steps and the basic questions to which they relate. Implementation of the individual steps, however, in particular, the strategy measures, will differ greatly from company to company.

9.1. Target Group Checks Defining Customer Groups

Before systematic customer relationship management can be implemented, the following questions must be posed: who are my customers and which characteristics can be used to describe them?

First of all, it is important that customers are grouped according to criteria considered relevant to the company in question and that the defined groups have different requirements according to the various merchandise categories of the company, as only in this case can a differentiated discussion of these groups reap real gains for the company concerned.

Secondly, a step-by-step segmentation process should be used, starting with a relatively small number of broad customer clusters and with segmentation criteria that are easy to evaluate.

Common practice shows that socio-economic criteria normally allow retailers to group (segment) customers more easily early in the process. The segmentation scale can be 'personalized' to fulfill individual company criteria by adding or removing certain criteria. A gradual transition from socio-economic characteristics to behavioral or attitude characteristics can then take place, depending on sector requirements and the company in question. While apparel retailers may aim to group customers using attitude or lifestyle criteria, grocery retailers can, for example, restrict selections to basic socio-economic characteristics.

Purchases can also be grouped according to the circumstances under which customers shop and the intended use of the chosen merchandise: regular purchases for example, milk and fresh bread), everyday-use bulk purchases (for example, monthly shopping trip for groceries), additional purchases (for example, buying 31ft-wrap when purchasing a greeting card), same-day purchases (for example, food bought in the morning for the evening meal), and entertainment shopping. Naturally, customer behavior and expectations differ according to the purchases that are made.

9.1.1. Target Group Roles

The next stage in systematic customer relationship management is analyzing the importance of individual customer segments and focusing on customer segments that are significant or critical for the success of the company. These criteria can be used to rank customer segments according to their strategic importance in the future. One possible segmentation method would be to use core target groups, additional target groups and other customer segments. Most companies believe that defining customer groups and then analyzing the importance of the resulting segments for them can considerably increase the efficiency of retail marketing in general (Gopal, 2005).

Departing from the normal procedure of defining standard marketing measures for all customers, focusing on customer groups leads to a reallocation of marketing budgets in favor of those measures that are especially attractive to the core customer groups.

9.1.2. Target Group Evaluation

Having identified target groups, the current relationship between the groups and the company can be analyzed in detail. The aim is to examine the general purchasing behavior of the target groups in the retailer's merchandise categories in general, as well as the purchasing behavior of the target group within the company itself.

Internal key figures are not, however, sufficient for this analysis. In particular, if a retailer believes that an important customer group is not frequenting its stores regularly enough, the use of external data is also essential. It becomes even more apparent here that it is not enough to simply identify the companies' own customers and their purchasing behavior. Companies also need to know which customer groups are not shopping in their stores and why, in order to improve the strategic direction of their marketing measures.

9.1.3. Target Group Analysis

Once the current status has been determined, the next step is to define the objectives in terms of a particular customer group. These objectives must build on previously defined roles and the importance of target groups, while also illustrating what can be gained by including external factors (for example, the impact of target groups on competitors, competitor behavior, the company image within the target group) as well as external and internal restrictions (Calking, et al, 2001). For example, budgetary restrictions, store loyalty amongst target groups (Gopal, 2005).

9.1.4. Target Group Strategies

Strategies can be defined for particular target groups according to Berman & Evans (2004) depending on the results of the analysis of the preceding steps. These strategies relate to the manner in which individual groups are handled and the manner in which they are implemented. It is becoming increasingly important for strategy tactics for specific target groups to be developed.

The following points represent a selection of possible strategy options for achieving the objectives defined during the analysis phase:

a)   Increase and maintain customer loyalty

b)   Increase the frequency of visits

c)   Influence shopping behavior

After having selected basic strategy options, the next paper looks at their implementation.

Consequently, before defining tactics, an exact knowledge of customer behavior within the target groups as well as the requirements of the target groups is necessary. This knowledge enables the different target groups to be positioned in a portfolio according to their basic emotional and rational needs. Predefined basic strategies for each section of the matrix can then be used to determine the fundamental direction of the specific marketing measures that are targeted to specific customer groups.

Calking et al (2001) explained that companies then have to ascertain which target group requirements have already been fulfilled using the marketing tools that are currently employed. By comparing the total requirements with those already fulfilled, the companies can estimate the degree to which they have to reconfigure their marketing measures in order to meet the requirements of their target customers in a more accurate way.

9.1.5. Target Group Tactics

Tactical customer relationship management can take a number of approaches In meeting the requirements of the target group. This step represents the implementation phase of the customer relationship management process. In addition to this, customer loyalty programs will be introduced as a specific tool used in the relationship management process, as the interviews revealed that retail managers still anticipate a great potential in this field. Moreover, these loyalty schemes represent a measure for comprehensive targeted marketing as an individualized customer approach that cannot be realized to a comparable extent through classic marketing measures (Enders, A. & Jelassi, 2000).

Target group management activities can therefore be divided into three core areas: marketing mix activities, buying phase integration, and customer loyalty programs. Target Group-specific Influences Using Customized Marketing Mix Techniques

9.1.6. Marketing Mix Activities

Target group-oriented relationship management can be implemented in all areas of the marketing mix. Interviews with retailing managers have shown that retailers already use a variety of approaches. In all marketing-mix-areas there are tendencies towards focusing on target groups and on individuals. Figure below shows a few of the possibilities for focusing on target groups from a marketing mix perspective:

10. Integrating Buying Phases

The second basic strategy for tactical customer relationship management is focusing on comprehensively satisfying customer requirements at all stages of their buying processes. This means that the marketing mix activities that come into play when a product is purchased are insufficient. Retail experts would therefore welcome more intense contact with customers in all phases of the buying process. Customers have an increasing number of possibilities to buy merchandise without actually entering "brick and mortar" stores and, therefore, retailers can no longer rely on in-store customer contact. The traditional, store-based perspective, where all buying activities take place in stores, must be called into question.

As a result of this development, after-sales marketing in its broadest sense is increasing in importance. This includes customer loyalty programs that - according to retail managers - become extremely significant when considering the situation of saturated markets in many retail segments and also - as a consequence of this situation - the increasing importance of securing the loyalty of existing customers. The various loyalty programs, customer card systems, customer clubs, and other after-sales marketing activities that already exist are indicative of this increasing trend. Loyalty programs are one of the most widely-discussed aspects of customer relationship management in recent times (Calking, Farello and Shi, 2001).

11. Customer Loyalty Programs

As mentioned before, customer cards in association with loyalty programs are becoming an increasingly popular retail marketing tool.

Today's customer loyalty programs mostly involve financial benefits for customers. Interviews have also shown that 'personalized' services, where customers can decide how to best redeem loyalty benefits, only

playa minor role. Widespread immediate discount systems, for example coupons, offer the customer standard benefits and offer individual customers no possibility of 'personalizing' their benefits. This situation is, however, showing signs of change. Companies are increasingly beginning to use non-financial customer incentives in customer loyalty card systems. There is also a move towards implementing customer loyalty point systems in which customers can choose the incentives that best match their requirements. Consequently, a shift towards the individualization of customer relationships is starting to become more and more apparent in this area. Gopal (2005) explained that in India, there is increasing support for a general overhaul of customer relationship management strategies connected to customer loyalty cards, as it is believed that existing programs concentrate too greatly on pricing. They are also too rigid and unimaginative, and are so homogeneous that the competitive nature and advantages related to market positioning which such systems are intended to enhance are in fact reduced. There is a clear trend towards more value and service-oriented concepts, rather than pure financial benefits (Chaffey, 2007).

Target Group Monitoring

Stephen Chen and Fiona Leteney (2012) argues that monitoring customer groups is of utmost importance, as this means measuring the success and efficiency of customer management processes and the effectiveness of the marketing tools involved in these processes. Current and historic customer data plays a key role in analyzing the efficiency of marketing tools. Targets can also be examined by comparing the target and actual values of criteria in the evaluation and analysis phases. This feedback, based on current sales and customer data, is then integrated in the customer management process which is introduced and provides an impetus for possible improvements at all levels of the process.

12. Impact of electronic commerce on traditional retailing systems

Turban et al (2006: 95) found that a key impact is disintermediation of traditional distribution channels and electronic reinter mediation. By using internet, manufacturers can sell directly to customers and provide customer support online. In this sense, the traditional intermediaries are eliminated. However, new electronic intermediaries – e-malls and product selection agents – are emerging instead. In response to this change, traditional intermediaries like department stores are joining the bandgaon of the new opportunity but still keeping their traditional way of doing business. However, the traditional distribution business can never be the same again, because it has to provide something that the electronic intermarries

cannot provide. On the other hand, some manufacturers like automakers still need to cooperate with dealers in a different way. These phenomena are another evolution towards reintermediation rather than intermediation.

A logical alternative to disintermediation is reintermediation, which actually points to the shifting or transfer of the intermediary function, rather than the complete elimination of it. In the electronic commerce era, the intermediaries such as e-mails, directory and search engine services, and comparison-shopping agents can create the role of re-intermediation. These new intermediaries replace the role of traditional intermediary layers. Another intermediation can emerge by differentiating service of traditional intermeairies from online intermediation. This can be realized, for instance, by offering entertainment during shopping and by upgrading the shopping as pleasant as hobby

12.1.Analysis

Most sectors of the retail business are now clearly moving towards target group-oriented marketing. In many service sectors, this trend is not new. However, it is also being introduced increasingly in traditional market areas. In grocery retailing, In particular, new approaches for achieving differentiated marketing can be seen. Tactical approaches to systemizing customer relationship management in retailing already exist in many companies. Many areas - customer loyalty programs in particular - have experienced a marked move from financial to service-oriented benefits. This move is a very welcome one, as until now these tools have rarely been integrated in a strategic customer relationship management process and they are thus rarely included in global concepts for professional customer group management. The interviews showed that customer relationship management will certainly gain .n importance in the future, though how it will be implemented still remains, somewhat unclear. The customer relationship management process discussed in this research paper document therefore represents a comprehensive basic concept rather than a specific strategy that can be implemented uniformly

13. MARKETING MODEL OF EBAY

In recent times, the E commerce segment has not just grown, but has even given tough competition to organised retail. The last 2 decades has seen a phenomenal rise in E commerce sector. The industry has risen directly in correlation to the fact that when more people are online, the purchase would be online too.

There is a lot of comfort in ordering things which are home delivered, things which will take hours to buy in a show room and you still might not be able to compare one to another. This industry grew manifold due to an ever increasing number of internet and web users, and the name which emerged as one of the top competitors, is that of EBay.

13.1.1. Marketing mix of Ebay

EBay began its operation in the year 1995, in San Jose, California and was founded on an experimental basis by Pierre Omidyar. The idea of buying online soon caught attention of the online populace at large, and within some time, became a common rage among the market. EBay has grown along with the growth of the E commerce segment. It is a multi billion dollar industry, that has changed the way people shop and buy daily utilities, and EBay has had a fair share of this industry for many years now. What started in local areas of California, slowly expanded throughout USA and within a couple of years expanded horizons across the world, with operations and deliveries in major countries.

The marketing mix of Ebay is one of the reasons that the online E commerce giant is so powerful in the E commerce sector. We will discuss the Ebay marketing mix in detail below.

13.1.2. product in the marketing mix of Ebay

Bay is a prominent online player because of the vast portfolio of products that are offered on its online portal. From the very beginning the study and research of EBay has been focused on the needs of those people, who were busy and tied to a desk, and preferred to save their time by buying online. However, soon this attitude of buyers changed, and now besides convenience, price and comparisons are some of the reasons that consumers buy online.

Ebay's analysis revolved around the fact most people have a very limited time to go to market places, thus it started selling electronics, home appliances, white goods, brown goods, fitness equipments, so on and so forth online. Slowly but surely, Ebay became to be known THE online portal for all things electronics. Where Amazon differentiated itself with books, Ebay differentiated itself with Electronics. Soon, it received rave reviews and high response from the market in general. Within a couple of years the product portfolio increased in size, and the portal grew as an all in one stop for shopping of any kind, and now offers products across segments, range, categories and types.

13.1.3. Price in the marketing mix of E-bay

Price is a major function in deciding the fate of a particular business, and is undoubtedly considered one of the most important factors. The complete E commerce industry operates on Competitive pricing because customer switching is very high and purchases can happen in minutes. The advantage that EBay has in this direction is that it gives a detailed analysis of a particular product, availability in market, and the best price on its portal. In this function, where customer is buying online, it is understood that the individual has access to other online retailers who also make prices and specifications available and are easily accessed. Thus, the prices have to be kept in a rational range, and EBay has been doing the same till now.

A low price means the customer stays with you, a high price means that the customer might move on to another portal. Thus, Ebay has had to keep a sharp eye on price at all times. However, the advantage of online portals is that due to the nature of business, expenses and overheads are generally lesser than returns on investment. Thus, online retailers are often seen to drop prices and attract customers. Ebay too, at all times has sales promotions and trade promotions as well as offers to attract and retain customers.

Salient features of price in the marketing mix of Ebay.

- Competitive pricing
- Good margins for Ebay
- Attractive price offers always in place on the site.
- Place in the marketing mix of Ebay

As discussed before, one of the advantages of Online portals is on the cost because they do not have to spend on retail setup or real brick and mortar setup. Ebay is practically present on any computer which has an internet connection. Thus, the distribution of products is optimum. Customers can use the site to compare products, specifications, price and looks of the product. Thus, customers get everything that can be obtained in a retail showroom.

Another part of distribution where online retailers are really competing in the market is delivery time. Ebay has distribution centres located strategically and it can distribute within 2-3 working days anywhere. In metros, Ebay even offers single day delivery at some extra cost. Most importantly, just by entering your pin code, it will give you the precise time when you can expect your delivery. What more do you require from a distribution setup?

The word of mouth for Ebay has been built over time, because even after shipping lacks of orders every month, the packing of orders is such that there is hardly any complaint from the customer. They even offer replacement guarantees so that the customer is happy at all time. Thus, the distribution is a strong point for Ebay marketing mix.

13.2. Promotions in the marketing mix of E-bay

13.2.1. E-bay marketing mix

Although given its worldwide popularity, E-bay does not take much part in above the line promotions, but in today's scenario, it is important to remain in customers mind. Thus, promotions via ads, on websites, blogs, and even social networks are done commonly to attract customer's attention. Apart from this, Search Engine Optimization techniques, commonly known as SEO, is also used so that when a customer searches for a product online, the search engine first throws the name of Ebay above everyone else.

Another form of promotion is self promotion where most of the money is spent by Ebay. By dropping margins and giving discounts to customers and sellers, Ebay is known to penetrate the market better and faster and thereby leave less margin for competition to survive. In the online market, economies of scale is very important and only the large retailers survive. Ebay has a lot of buying and holding power due to which it is able to outperform other online E commerce portals. At the same time, as it is dealing in very high quantities with companies, it gets the best rates out of them.
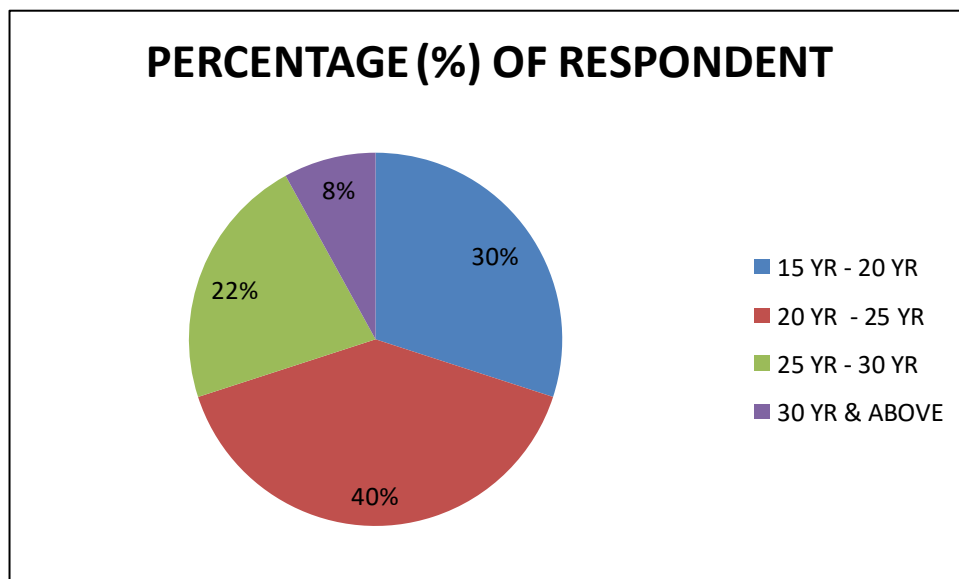
14. DATA ANALYSIS AND INTERPRETATION

Q 1. S.No of Respondents ?

Q 2. Contact Number Of Respondents ?

Q1 AND Q2 are only to know the identity of the Respondents.

Q 3. To know the Age of Respondents ?

AGE	PERCENTAGE (%) OF RESPONDENT
15 YR - 20 YR	**30 %**
20 YR - 25 YR	**40 %**
25 YR - 30 YR	**22 %**
30 YR & ABOVE	**08 %**

INTEPRETATION

The above diagram shows us the percentage in the age groups of respondents. As it shows that age group of 15-20 Yr the number of respondents are 30 % and from the age of 20 -25 Yr it is 40 % and from the age group of 25-30 Yr it is 22 % and from the age group of 30 Yr & above it is 08 % this is the above

data which is shown by the this pie chart.

Q 4 . To know the Gender of the Respondents ?

GENDER	PERCENTAGE(%) OF RESPONDENTS
MALE	74 %
FEMALE	20 %
TRANSGENDER	6 %
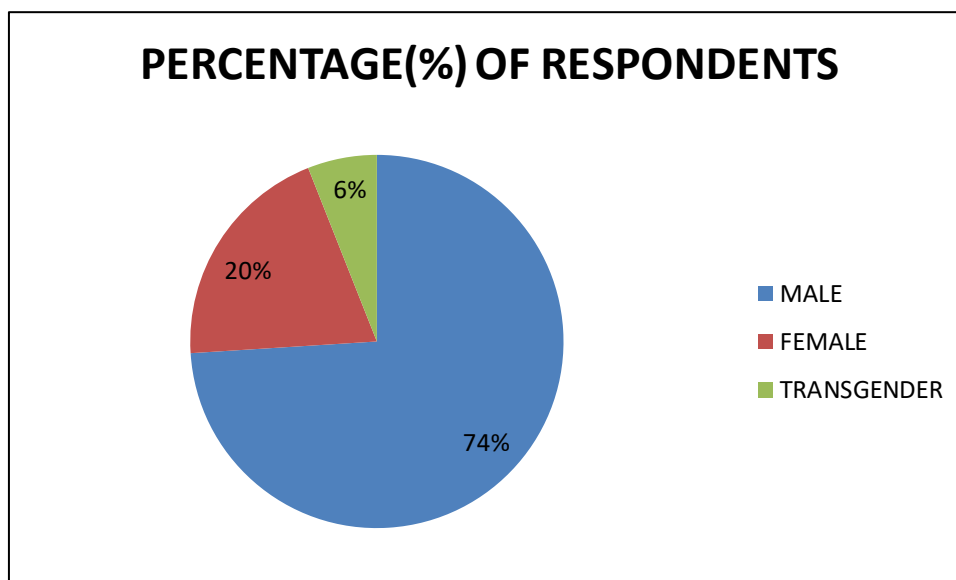
INTEPRETATION

As our respondents are mostly only from Farrukhabad . I use to get more data from males as they were ready to give their experiences, but due to small town mostly females are not allowed to move out of the house every time as this graph itself is showing more percentage of males rather than females and Trans-genders, the percentage of male respondents is 74 % and percentage of female respondents is 20 % and percentage of Trans Genders is only 6 %.

Q 5 . TO KNOW THE DEMOGRAPHY WEATHER THE RESPONDENT IS FROM RURAL AREA OR URBAN AREA

DEMOGRAPHY	PERCENTAGE (%) OF RESPONDENTS
RURAL	35 %
URBAN	65 %

PERCENTAGE (%) OF RESPONDENTS
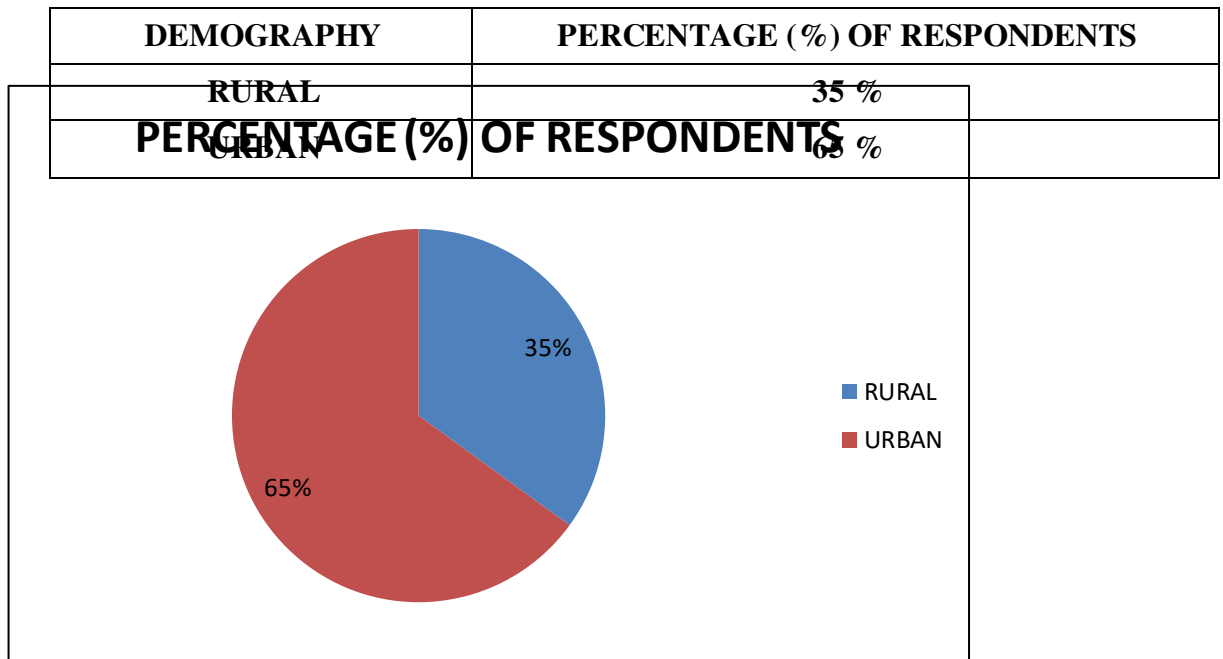
INTEPRETATION

The above diagram is showing the percentage of demography of respondents and what is the percentage of respondents who lives in Rural or Urban region, the above diagram is showing that 65 % of the respondents are from urban areas and 35 % of the respondents are from rural area. As Farrukhabad is a District Headquarter of many small villages so it comes in Urban area so that's the reason we can see many are from Urban region only as compared to Rural area.

Q 6. TO KNOW THE OCCUPATION OF THE RESPONDENT ?

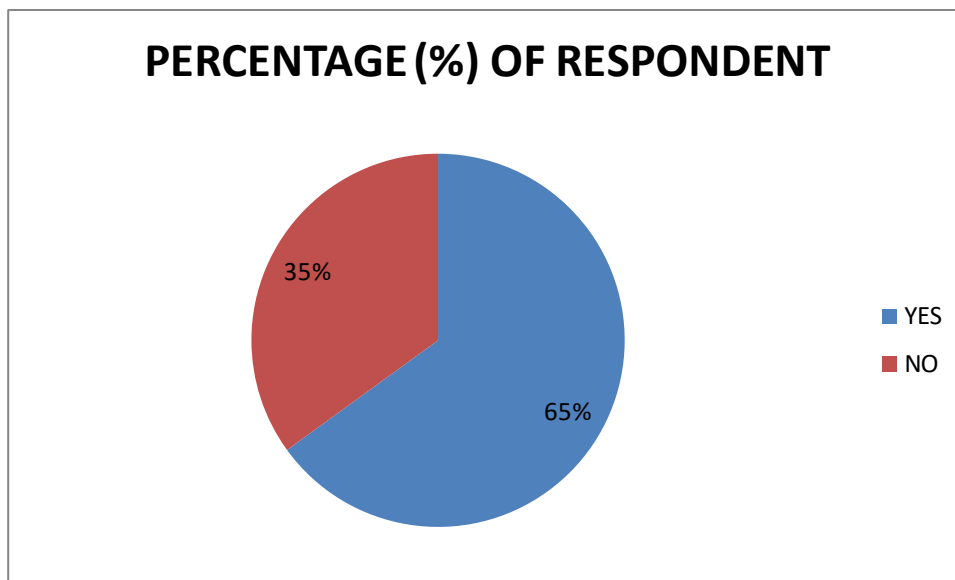| OCCUPATION	PERCENTAGE (%) OF RESPONDENT
STUDENT	60 %
PROFESSIONAL	20 %
GOVT. EMPLOYEE	2 %
SELF EMPLOYEED	15 %
OTHER	03 %
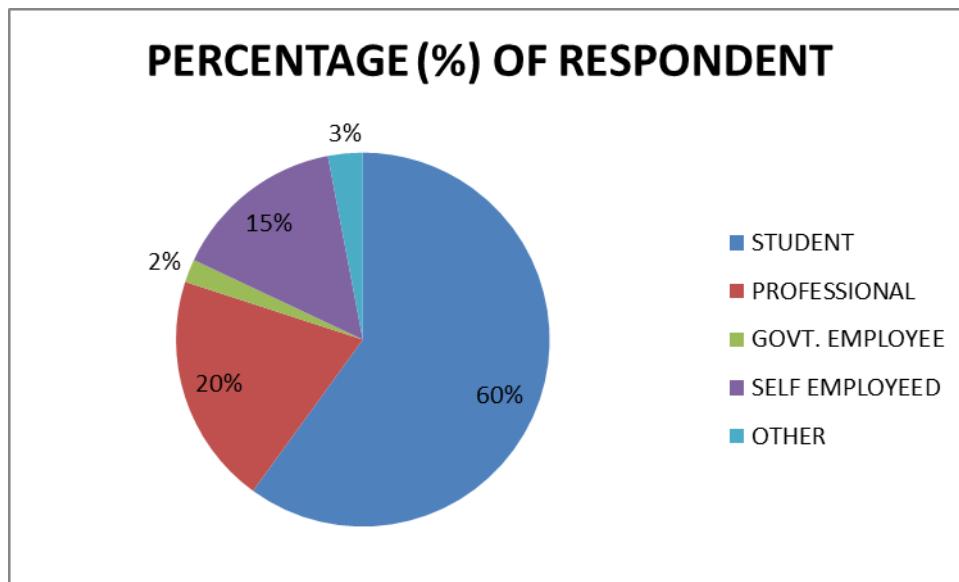
INTEPRETATION

This graph help us to know the occupation of the respondents, this is to know that which segment of people are buying more products on the internet whether they are the segment of students, professionals government employees, self-employed & others, the above graph shows that the segment of the students i.e. 60 % of the students are using internet and use to buy online products.

Q 7. TO KNOW THE MONTHLY INCOME OF THE RESPONDENTS.

MONTHLY INCOME	PERCENTAGE (%) OF RESPONDENTS
LESS THEN 10,000	49 %
10,000 TO 20,000	23 %
20,000 TO 30,000	16 %
30,000 TO 40,000	04 %
40,000 & ABOVE	06 %
NO INCOME	02 %
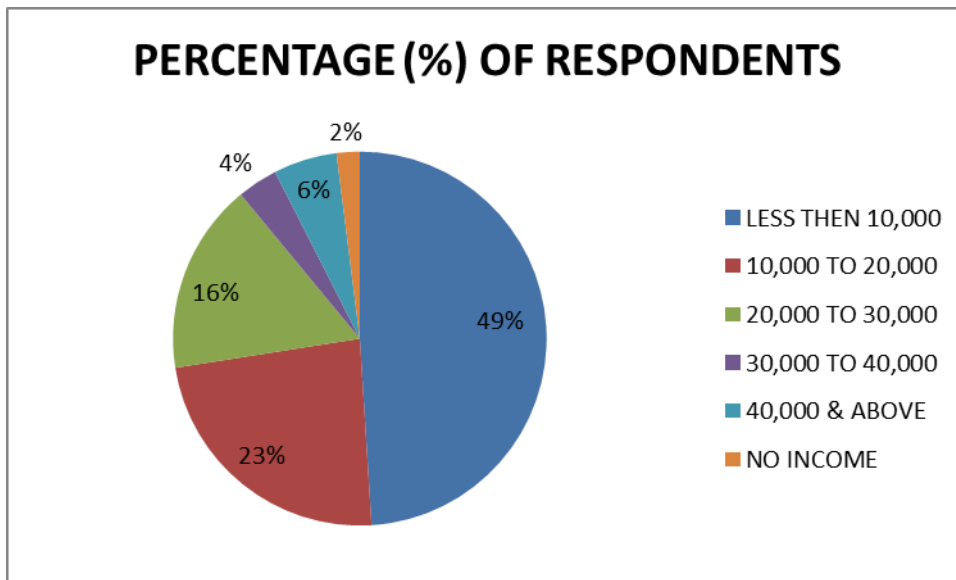
INTEPRETATION

This above graph shows the percentage of monthly income of the different respondents, and it show that less than 10000 income respondents have buy more online products because most of them are students and they use to buy gadgets, clothes, accessories .

Q 8. TO KNOW THE EDUCATION QUALIFICATION OF THE RESPONDENTS

EDUCATION QUALIFICATION	PERCENTAGE (%) OF RESPONDENTS
10TH AND ABOVE	**40 %**
BACHELORS DEGREE	**45 %**
MASTERS DEGREE	**10 %**
PROFESSIONAL DEGREE	**03 %**
NO SCHOOLING COMPLETED	**01 %**
ILLITERATE	**01 %**
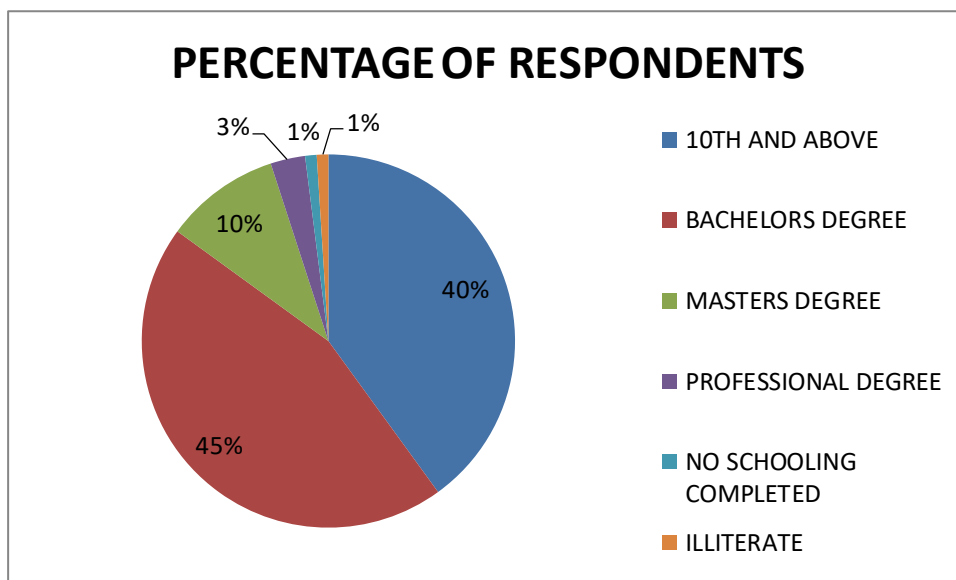
INTEPRETATION

This graph help us to know the education qualification of the respondents, this is to know that which segment of people are buying more products on the internet whether they are from the segment of 10th and above, bachelor , professional etc, the above graph shows that the segment of the bachelors i.e. 45 % and 10th And Above i.e. 40 % are using internet and use to buy online products.

Q 9. TO KNOW WEATHER THE RESPONDENT HAVE THERE OWN INTERNET CONNECTION AT HOME

INTERNET CONNECTION	PERCENTAGE (%) OF RESPONDENT
YES	65 %
NO	35 %

INTEPRETATION

This graph shows us the percentage of respondents who have their own internet connections at home, its shows that 65% of respondents have their own internet connections and 35% people don't have their own internet connection.

Q 10. WHAT MOTIVATES THE RESPONDENT TO PURCHASE THROUGH ONLINE.

MOTIVATION OF PURCHASE	PERCENTAGE (%) OF RESPONDENTS
EASY PAYMENT	37 %
NO HIDDEN COST	05 %
WIDE RANGE OF PRODUCTS	10 %
NO TRAVEL TO SHOP	45 %
OTHER	03 %
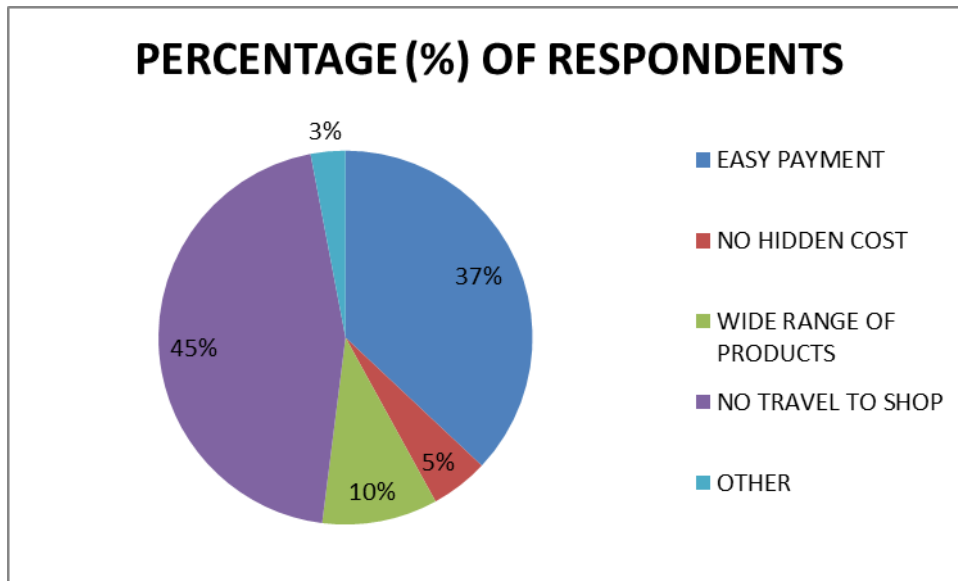
INTEPETATION

This graph shows us what motivates the people to buy goods through internet, as from above result we found out that no travel to shop is the main thing which motivates the people to buy online.

Q 11. TO KNOW WETHER THE RESPONDENTS ARE GETTING COMPETETIVE PRICE OVER ONLINE PURCHASE

| COMPETITIVE PRICE	PERCENTAGE (%) OF RESPONDENTS
YES	70 %
NO	30 %
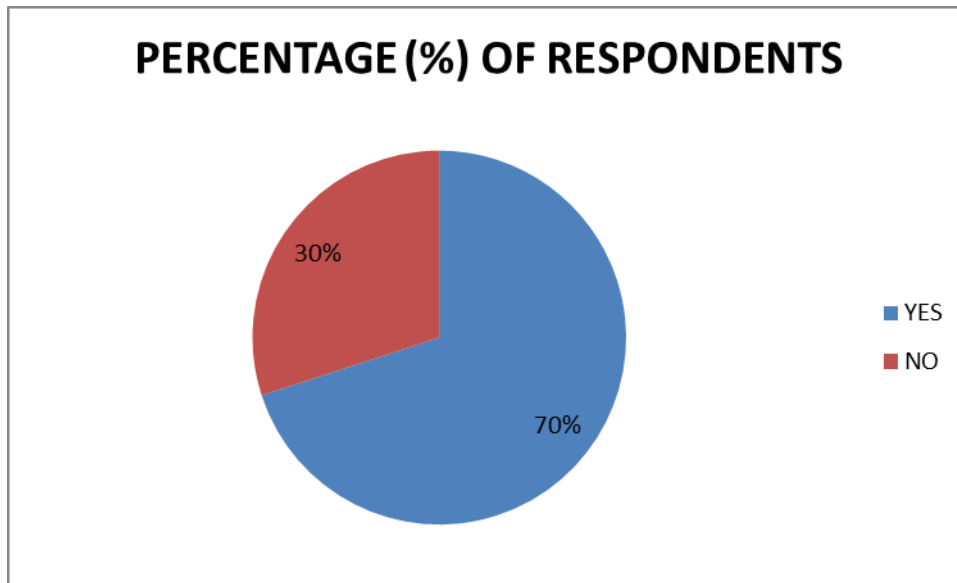
INTEPRETATION

This diagram shows us that whether online marketers are giving competitive price or not and result which is came is that most of the people thought that online marketers are providing competitive prices than physical stores. And result shows 70 % of people says that it provides competitive prices and only 30 % people says no.

Q 12. TO KNOW THE FEEL OF RESPONDENT IS THAT BUYING TROUGH ONLINE IS BETTER THEN PHYSICAL STORE OR NOT ?

BUYING THROUGH ONLINE OR PHYSICAL	PERCENTAGE (%) OF RESPONDENT
YES	55 %
NO	45 %
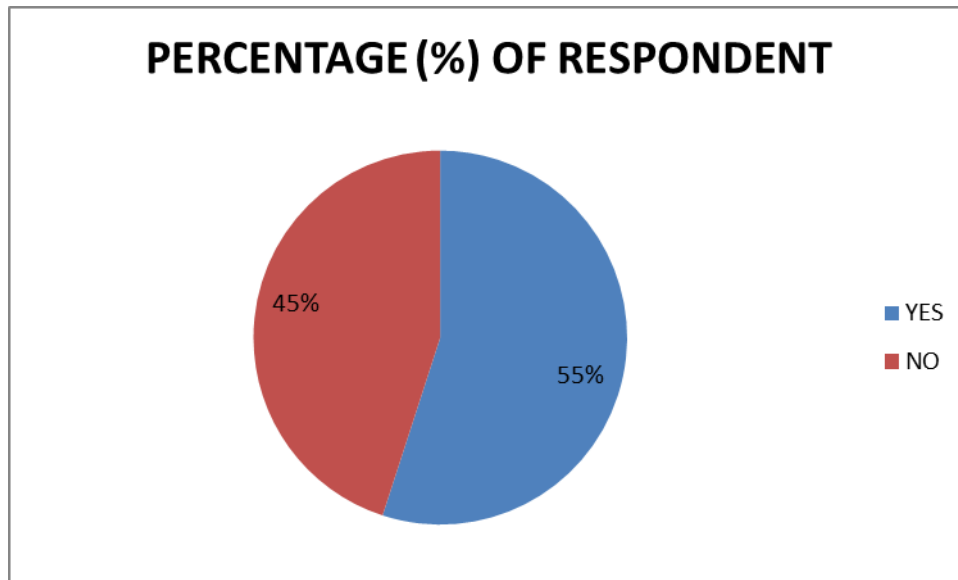
INTEPRETATION

After analyzing the above graph shows that the people are in favor of that online shopping is better than physical store, The percentage of people who says online shopping is better are 55% and the people who says it not good is 45 %. Still the percentage of people who says yes is more than other who says no.

Q 13. TO KNOW WHICH ONLINE STORES VISITED BY RESPONDENTS ?

STORE VISITED	PERCENTAGE (%) OF RESPONDENTS
E-BAY	20 %
FLIPKART	36 %
AMAZON	40 %
OTHER	04 %
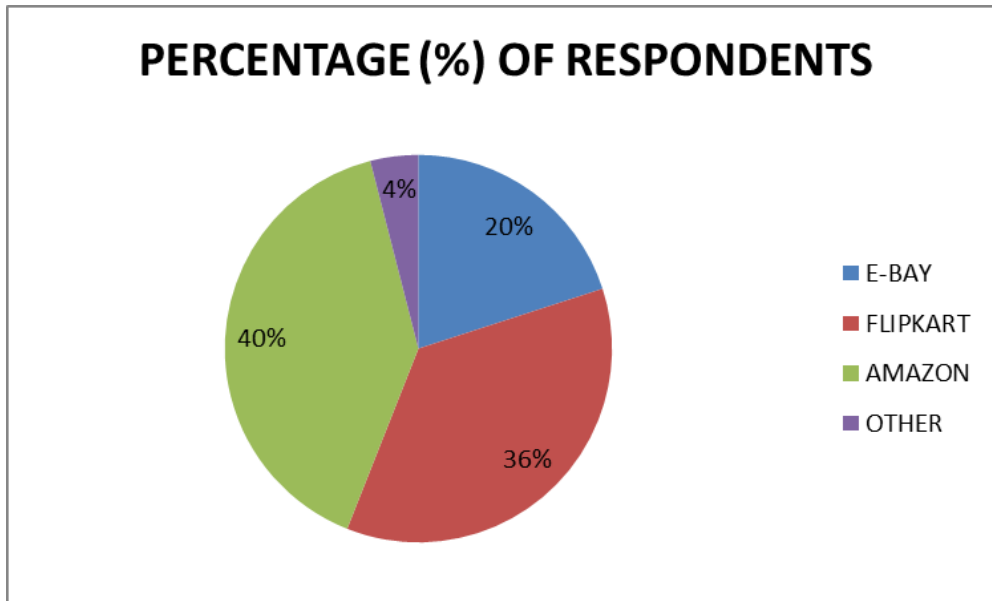
INTEPRETATION

This graph shows that 40 % of people use to visit Amazon.com for online shopping, 36 % of people use to go at flipkart.com, 20 % people do at E-bay shopping and for other 4 % of people use to visit other stores. This variation is because more percentage of people who buys goods mostly visits amazon.com and flipkat.com as they are the leading online stores because of there policies and services provide by them.

Q 14. TO KNOW THE WHAT FACTORS ARE CONSIDERED BY RESPONDENTS TO VISIT ONLINE STORES ?

FACTORS TO VISIT SITE	PERCENTAGE (%) OF RESPONDENT
SEARCH ENGINE	18 %
PERSONAL RECOMMENDATION	10 %

| SPECIAL OFFERS ON SITE	20 %
SOCIAL MEDIA	32 %
TV ADVERTISING	17 %
OTHER	03 %
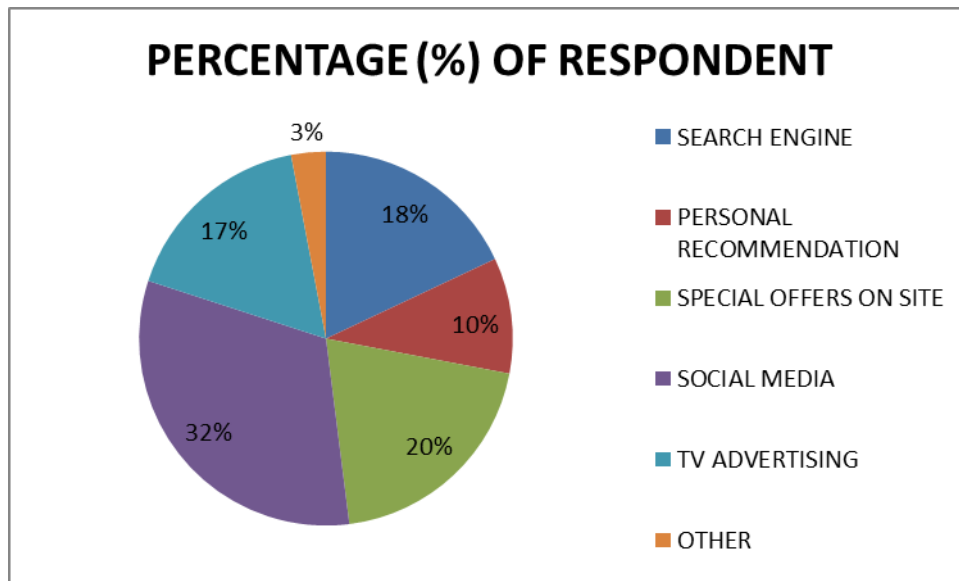
INTEPRETATION

This diagram shows us what affects people to buy products on internet and it shows that 32% people came to know about shopping sites through Social Media. And they attracted towards it and start getting products from there. And 20% people decision is affected by special offers by the offers and the discounts given by the sites.18 % of respondents came to know about sites from there search engine,17 % of them came to know about these from TV Advertising, 10 % of them have there Personal recommendation for the usage of site and remaining 3 % are having other factors for the same.

Q 15. TO KNOW THE PAYMENT METHOD USED BY THE RESPONDENTS

PAYMENT METHOD USED	PERCENTAGE (%) OF RESPONDENT
CREDIT CARD / DEBIT CARD	50 %
BANK TRANSFER	05 %

UPI	20 %
CASH ON DELIVERY	15 %
OTHER	10 %
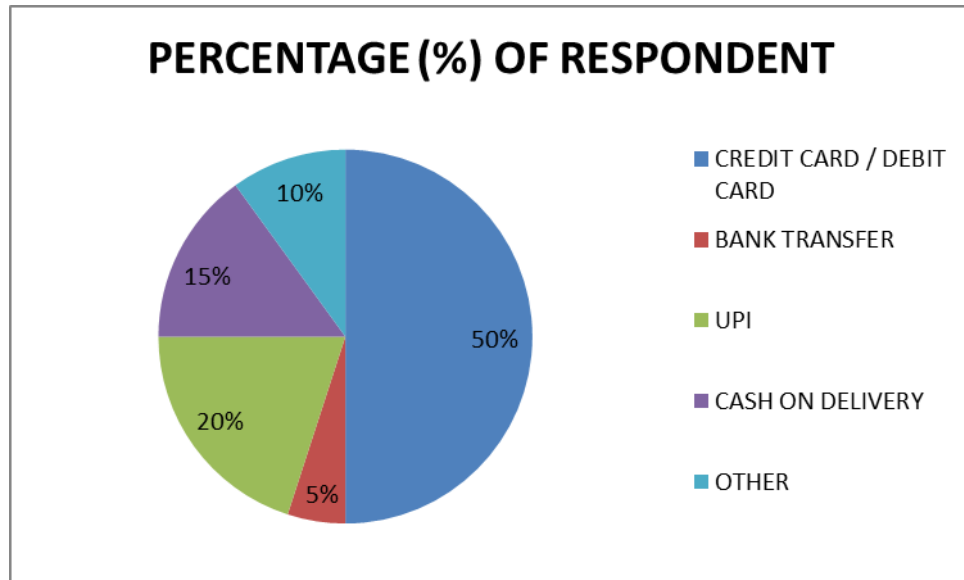
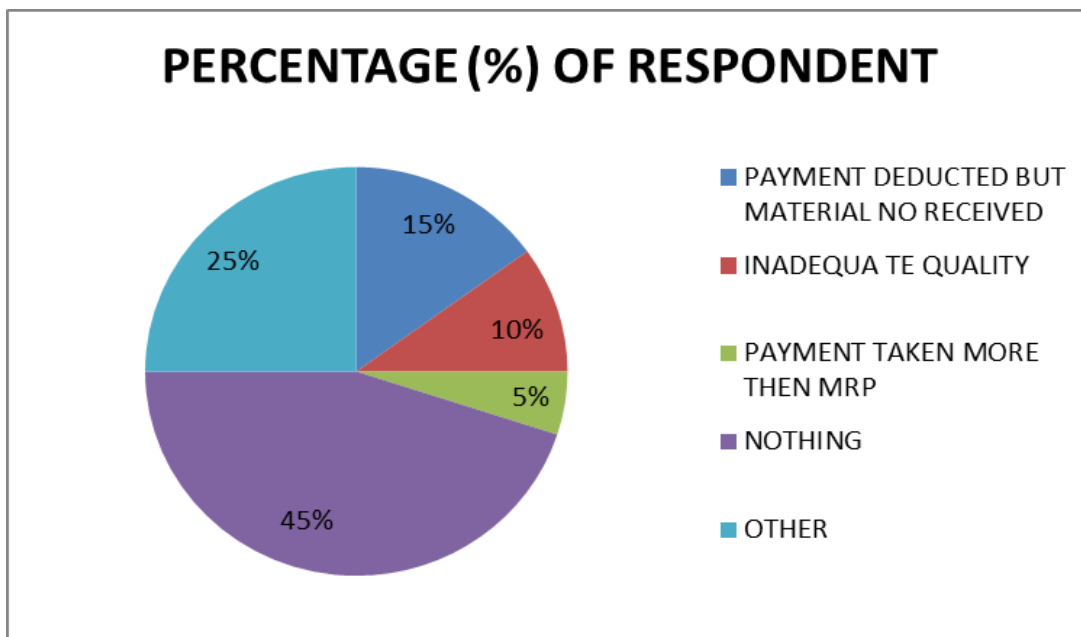INTEPRETATION

This diagram shows that mostly people uses to pay their payments i.e. 78% people use to pay by credit/debit card, 20 % by U.P.I, 15 % by Cash On Delivery and 5% through bank transfer and 10 % by other method.

Q 16. TO KNOW THE PROBLEMS FACED BY THE RESPONDENTS THROUGH ONLINE SHOPPING

PROBLEM FACED IN ONLINE SHOPPING	PERCENTAGE (%) OF RESPONDENT
Payment deducted but material no received	15 %
Inadequate quality	10 %
Payment taken more then MRP	05 %

| Nothing	45 %
Other	25 %

INTEPRETATION

This diagram shows the problem faced by respondents through online shopping , 45 % i.e. most of the respondents hadn't face any problem in online shopping, then 15 % of respondent faces the problem of Payment deducted from there respective payment option but they hadn't received there purchased item, 10 % of respondent told me that they are getting inadequate quality over online purchase, 5 % of respondent faced the problem that they Had pay more then MRP on item, and lastly 25 % of Respondent have other problems in online purchasing.

Q 17. TO KNOW HOW OFTEN RESPONDENT SHOP ONLINE

OFTENLY SHOP ONLINE	PERCENTAGE (%) OF RESPONDENT
Mostly	37 %
Sometime	33 %

|	
Rarely	**20 %**
Never	**10 %**
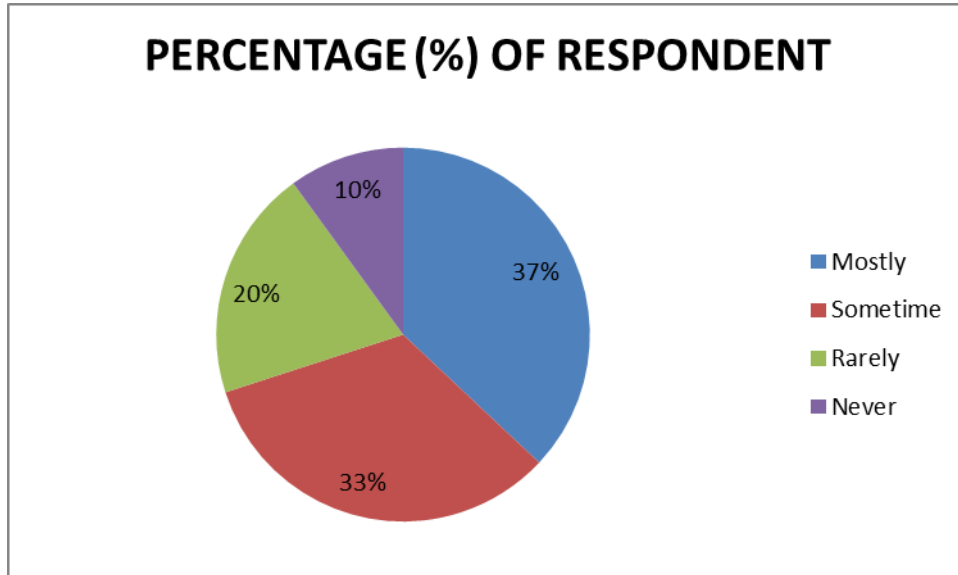
INTEPRETATION

This diagram shows that 37 % of respondents are mostly doing the online shopping, 33 % of respondents are sometime doing the online shopping, 20 % of the respondents are rarely doing the online shopping and there are 10 % of the respondents are also there who never do online shopping.

Q 18. TO KNOW THAT WEATHER THE RESPONDENTS ARE RECOMMENDING PEOPLE TO SHOP ONLINE OR NOT

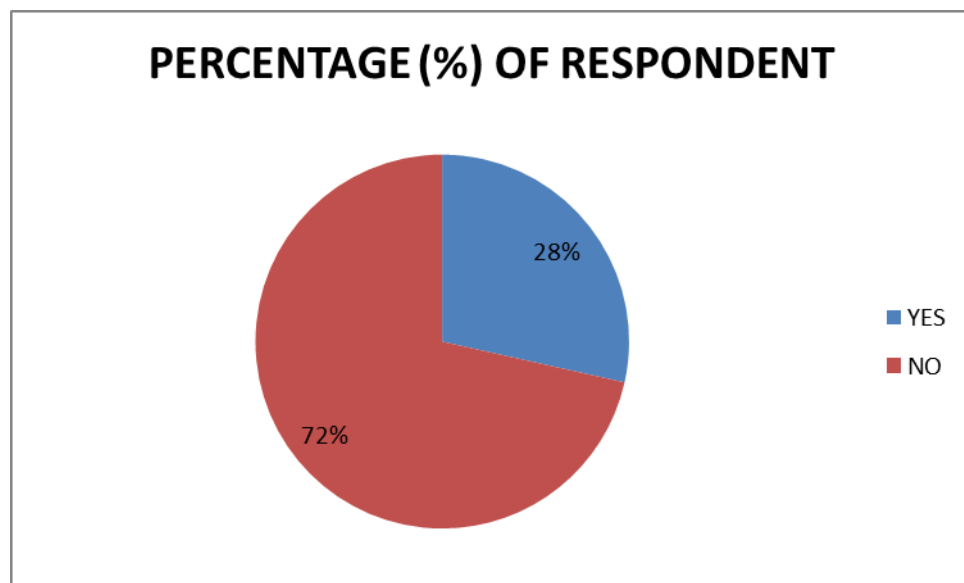| RECOMMENDATION TO SHOP ONLINE	PERCENTAGE (%) OF RESPONDENT
YES	**67 %**
NO	**33 %**

PERCENTAGE (%) OF RESPONDENT

- YES
- NO

33%

67%
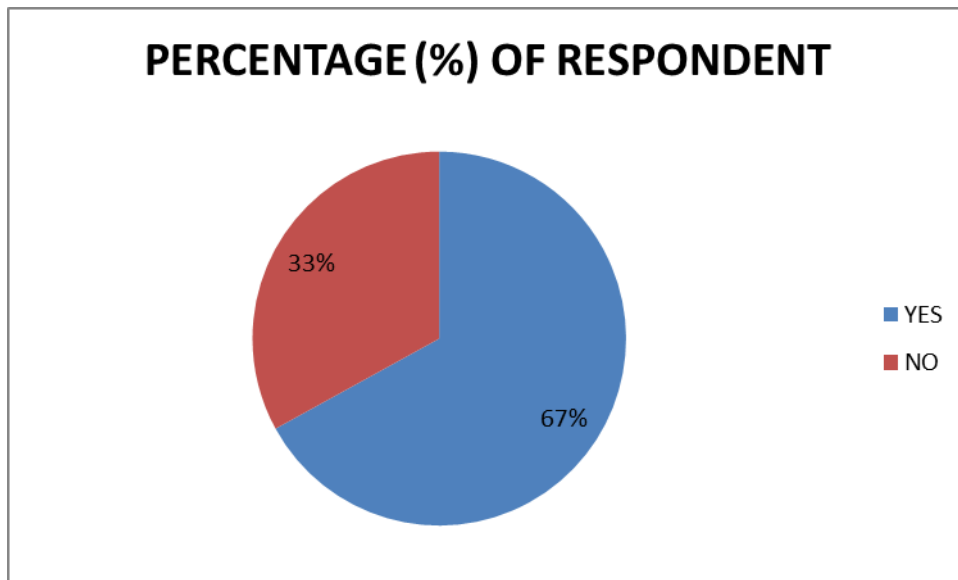
INTEPRETATION

The above diagram shows the percentage of respondents who are Recommending the people to do or not to shop online, so the results are like 67 % of respondents are Recommending the people to shop online, but 33 % of people are also there who are not recommending to shop online.

Q 19. TO KNOW WEATHER THE RESPONDENTS HAD EVER BEEN FRAUDED BY ONLINE SHOPPING.

FRAUDED BY SHOP ONLINE	PERCENTAGE (%) OF RESPONDENT
YES	28 %
NO	72 %

PERCENTAGE (%) OF RESPONDENT

INTEPRETATION

The above diagram shows the percentage of respondents who had got fraud by online shopping the results are good as 72 % of respondent had never been got frauded by online shopping but 28 % of people got frauded by online shopping.

15. Findings

- ➢ Research indicates that Internet shoppers are likely to be less price or brand conscious as they are exposed to a lot of information on the net. Consumers can have a customized product with accessories and attachments.

- ➢ Researcher found that most of the time youngster who are from the age of 20-25 shops and a lot on the net rather than other age limits. People used to do online shopping because of its convenience.

- ➢ The three factors that were found show a significant in influencing online shoppers and consumers. The general distribution showed that the price was the primary factor for the entire sample population, and that second factor was trust was closely followed by convenience.

- ➢ Researcher segments the respondents through different variables found that a segment were mainly trust oriented and the respondents had a high positive attitude towards purchasing online.

- ➢ Other was mainly price and convenience oriented therefore took the most consideration to the opinions and experiences of the Reference groups. As they low disposable income and were somewhat convenience

oriented when acquiring information about low prices, chose to label them price easers.

➤ The main thing which is very common in the most of the people about online shopping is its risk of privacy i.e. hacking of account number getting passwords and all.

16. RECOMMENDATIONS

People in India are not used to the online shopping system and moreover the online payment system through the credit card is also totally alien to them. Most of them do not avail of the transaction facilities offered by the credit cards. They are also dubious regarding the online payment system through the credit cards. Hence different payment options should be made available to them like the credit card, cash on delivery and net banking to give them further assurance.

The customers using the online shopping channel should be assured that the products that they have ordered would reach them in due time. For this the retail companies have resorted to private guaranteed courier services as compared to postal services.

As came to know after researching on this topic researcher recommend that, the online sellers have to make their payment transparent, and as people are coming on their sites and they are buying their products.

Retailers have to give more discounts to their customers so that they can visit again and again to their site and it also helps to make people more aware about the low rick shopping of the net.

Transaction of money is very slow they have to make it fast so that customer don't have to face much problem to pay for the product, if customer is going to face some problem he is not going to visit our site and buy products. The online advertisement must made for products in other website must have direct link for purchasing site.

The barriers to Internet commerce have included concern about the security, reliability and poor performance often experienced by consumers form Internet congestion, slow modems, the use of large of graphic files and others. So, to over come these barriers, the organizations should take care of features like - security, Reliability, Internet traffic congestion's, slow moderns and the use of large graphic files.

Selling online in not as easy as seems to be. So pricing, customer service, logistic, infrastructure investment and marketing are the major issues.

The retailers should have a delivery system in and outside the country, which ensures timely distribution of goods and services. The delivery system should be amongst the Primary concern of the retailers.

The objective of retailers should be to provide a platform for business-to-business communication and business-to-consumer transaction processing where the organization would generate revenue with each business transaction. This segment is to witness the highest growth as well as provide the highest margins.

The driving force behind the strategy should be to look into the future of the Internet World and to give the customers a competitive advantage in the cost and the way of doing business over what is being done today.

17. CONCLUSION

Internet is emerging as an efficient marketing tool and is spreading it wings all over the globe. To be effective and beneficial it has to be used in a truly professional and ideal manner so that marketers and consumers both can exploit its potential in positive manner.

Increased Internet penetration, a hassle free shopping environment and high levels of Net savings see more and more Indians shopping online. But at the same time the companies need to reduce the risks related to consumer incompetence by tactics such as making purchase websites easier to navigate, and introducing Internet kiosk, computers and other aids in stores. The goal is not to convert all shoppers to online purchasing, but to show them its an option. In addition to above, efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Moreover, the feedback of an online buyer should be captured to identify flaws in service delivery. This can be done through online communities and blogs that serve as advertising and marketing tools and a source of feedback for enterprises. I found that it is a challenge for E-marketers to convert low frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance. Thus, the online retailing raises more issues than the benefits it currently offers. The quality of products offered online and procedures for service delivery are yet to be standardized. Till the same is done, the buyer is at a higher risk of frauds.

Impulse buying may be of interest to marketers. Consumers may indulge in impulse buying in response to advertisements and this segment can place orders over the net. A database of these consumers would help the marketer develop a relationship with consumer by monitoring the preferences and variety sought by them. Categories such as, confectionery and fashion apparel may also qualify for impulsive buying over the Internet. The marketer should keep the excitement alive by introducing a number of variants in these categories (some of them could be exclusive to the net). Amazon was forced to compete on price as it lacked the physical infrastructure of stores that offered instant purchase option. The rising shipping costs began to put pressure on Amazon's pricing policy. Analysts opined that Amazon did not have any single big advantage over current or potential competitors, so it had to constantly introduce small but innovative features to lure the customers.

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