

**E-MARKETING AND ITS APPLICATIONS IN SELECTED
INDUSTRIES IN MUMBAI REGION: AN ANALYTICAL STUDY**

**A Thesis submitted to
Tilak Maharashtra Vidyapeeth, Pune
For the Degree of Doctor of Philosophy (Ph.D.)**

Department of Management

**Submitted By
Amit Vithal Rane**

**Under the Guidance of
Dr. Arvind S. Luhar**

August 2017

DECLARATION

I hereby declare that the thesis entitled “**E-marketing and its applications in selected industries in Mumbai region: An analytical study**” completed and written by me has not previously formed the basis for the award of any Degree or other similar title upon me of this or any other Vidyapeeth or examining body.

Place: Mumbai

Date:

Amit Vithal Rane.

PRN: 15811001108

Research Scholar

CERTIFICATE

This is to certify that the thesis entitled “**E-marketing and its applications in selected industries in Mumbai region : An analytical study**” which is being submitted herewith for the award of the Degree of Vidyavachaspati (Ph.D.) in **Management** of Tilak Maharashtra Vidyapeeth, Pune is the result of original research work completed by **Shri Amit Vithal Rane** under my supervision and guidance. To the best of my knowledge and belief the work incorporated in this thesis has not formed the basis for the award of any Degree or similar title of this or any other University or examining body upon him.

Place: Mumbai

Date:

Dr. Arvind S. Luhar

Research Guide

ACKNOWLEDGEMENT

I would like to express my sincere appreciation and deepest gratitude to my Guru and research guide Dr. Arvind S. Luhar, who the motivating force in my doctoral research endeavour. He has been a constant source of support right from the selection of topic till the final draft. As my mentor, he has constantly stimulated me to remain focused on achieving my goal. His meticulous observations and supervision has helped me pursue my research in right direction without deviating from my goal.

I am grateful to numerous local and global “peers” and authors whose works helpful in writing this thesis. I would like to thank each and every person whoever has helped me to complete this task successfully. I am also thankful to those organizations which shared their resources that are utilized appropriately to complete this thesis.

I am also obliged to all the respondents forming part of data collection of this research for sparing their valuable time while filling the questionnaire/ depth interviews and for giving honest and unbiased feedback.

I would like to acknowledge the unconditional help and support by teaching and non - teaching staff of Tilak Maharashtra Vidyapeeth, Pune.

Last but not the least, I would like to dedicate this thesis to my family members, Father - Mr. Vithal Rane, Mother - Mrs. Asha Rane, Wife - Mrs. Nihali Rane, Daughter - Dovya and Brother - Dr. Bhupesh Rane for their support, love, patience and understanding for allowing me to spend most of the time in my research studies.

Place: Mumbai

Date:

Amit Vithal Rane.

PRN: 15811001108

Research Scholar

ABSTRACT

INTRODUCTION

- **E-Marketing:**

It is rapidly rising and most exhilarating division of marketing today. With Online marketing boom at its peak every products and services are taking the route of online industry. Marketing is an action of an organization associated with buying and selling of a product or service.

The skill and discipline of trading products or services through digital networks like Internet and cellular phone networks is called E-Marketing. **Immediacy, Personalization, Relevance** are three Keystone Principles of Internet Marketing.

RESEARCH METHODOLOGY

- **Problems tackled in the present Study:**

1. Inability to get an actual experience of the merchandise.
2. Entire system is depending on internet therefore both the parties cannot do the interactive deal.
3. E-marketing can become one of the reasons for unemployment in Indian society.
4. Lack of awareness in the society about the e-marketing activity.
5. Unethical users are creating barriers in between online process.
6. The major hurdle in between users and companies is slow internet connections or no network connectivity.
7. Improper e-market mix will lead to failure of online business activity.

1. **Objectives of the Study:**

1. To understand importance and uses of e-marketing tools.
2. To study various reasons of adopting e-marketing.
3. To understand nature & behavior of online customer.
4. To study effectiveness of e-marketing and basic expectations from the society.
5. To know about online shopping security related issues.
6. To understand various mediums and techniques of e-marketing and their utilization.
7. To study utility of the e-marketing resources

2. **Null Hypothesis:**

1. Opinion of respondents for online shopping has no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
2. Opinion of respondents for online shopping is independent of (not associated with) Gender, Education, Income and Occupation.
3. Features of online shopping have no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
4. Features of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
5. Issues of online shopping are independent of (not associated with) frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
6. Issues of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
7. There is no significant dissimilarity between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E- Marketing Strategies of the Company.

A) **Universe of the current study:**

Researcher has selected 20 selective companies from various industries on the basis of feasibility to get an authentic data.

B) **The sample size:**

The study used size of 410 respondents (350 customers and 60 company executives among 10 Companies) living in Mumbai.

C) **Data Sources:**

Primary data sources - Questionnaire

Secondary data sources -Books, Magazines, Company reports, Web Sites, Search Engine, Journals etc.

D) **Sampling techniques:**

Probability- Simple random sampling

E) **Researcher applied different parametric as well as non parametric tests.**

Details of which are given below.

1. chi-square test of independence (non-parametric test)

2. Levene's test for testing Homogeneity of Variances.
3. parametric test ANOVA for testing Equality of Means
4. Parametric test Welch and Brown-Forsythe for testing Robust Tests of Equality of Means.

3. Analysis of data of the present study:

1. Descriptive Analysis:

A) Objective one is to understand importance and uses of Emarketing tools.

The research findings are shown below

1. E-marketing tools are very important in company business and the top management gives sufficient support for the adoption of E-marketing
2. Marketing team within venture utilizes E-marketing devices as an exceptionally helpful apparatus and company has good technological infrastructure.
3. Use of E-marketing tools has nothing to whether Company work on the local level or not. Also it does not depend on size of company.
4. Every Company has an access to internet.
5. Customers are aware about the online shopping.
6. Online purchase product/service would be beyond customer's financial means and thorough computer knowledge is required for the same.

B) Second objective is to study various reasons of adopting E-marketing.

The research findings are shown below

1. The Companies would apply E-marketing despite of the types of item produced.
2. The Company adopted E-marketing because of following reasons:
 - a) It is useful for their international business.
 - b) Competitive pressure is one of the reasons.
 - c) To avoid losing their market share to competitors who are already using E-marketing
 - d) As a response to market trends
3. Enterprise associates with its clientele through newsletters, registration forms and email accounts.

4. Customer prefers shopping through a retail store and they also like the method of computerized shopping.
 5. Customer's shopping over the World Wide Web fits into their shopping style and would increase their shopping frequencies. Also it would give them latest update about the fashions/trends.
- C) Third objective is to understand nature & behavior of online customer.

The research findings are shown below

1. Customers like purchasing through the Internet and are able to utilize the technology. It has nothing to whether literacy level.
 2. The Customers preferring online shopping are Graduates in majority and they belongs to the income group of Rs. 2 - 5 Lacs p.a. Their occupation is Service and generally they purchase approx in the range of Rs. 500-5000.
 3. Customers are satisfied with the products that they have purchased online.
 4. Customers feel easy to find their vendors online for the products which they wish to buy and they are ready to recommend or suggest online shopping to others.
- D) Forth objective is to study effectiveness of E-marketing and basic expectations from the society.

The research findings are shown below

1. Size of enterprise does not affect management decision to adopt E-marketing.
 2. E-marketing enables company executives to accomplish tasks more quickly. E-marketing improves the quality & productivity of the work they do. Also gives them greater control over the work.
 3. Employees interaction with customers related to E-marketing is clear and understandable.
 4. Company executives feel that there is very less influence of on the decision of adopting E-marketing.
 5. E marketing saves manpower and money.
- E) Fifth objective is to know about online shopping security related issues.

The research findings are shown below

1. Customers do not prefer to pay in cash. They have trust on Emarketing tools.
 2. Customer believes that online shopping is safe.
- F) Sixth objective is to understand various mediums and techniques of E-marketing and their utilization.

The research findings are shown below

1. Company uses traditional marketing techniques, but ready to adopt E-marketing.
 2. Company uses the internet in accessing other company's sites and it has a computerized customer database that uses to perform marketing activities.
 3. Customers pay through Debit card and it has nothing to whether using EMI options are available or not.
 4. Customers do online shopping annually.
 5. It is easy to observe others product over the World Wide Web and shopping over the same allow Customers to have better item selection.
- G) Seventh objective is to study utility of the E-marketing resources.

The research findings are shown below

1. Company uses E-marketing resources;
 - a. To communicate with customers,
 - b. To advertise products,
 - c. To support traditional commercial activities,
 - d. To conduct commercial transactions

2. Inferential Analysis:

- **Hypothesis : 1**

Opinion of respondents for online shopping does not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

The research Conclusion are shown below

1. From the analysis we may conclude that out of 10 cases in 6 cases the result is significant. It means online shopping is associated with Frequency of Shopping.

2. From the analysis we may conclude that out of 10 cases in 7 cases the result is insignificant. It means online shopping is not associated with Buying of the different range of products.
3. From the analysis we may conclude that out of 10 cases in 9 cases the result is insignificant. It means online shopping is not associated with satisfaction of customer's purchases.

- **Hypothesis : 2**

Opinion of respondents for online shopping is not associated with Gender, Education, Income and Occupation.

The research Conclusion are shown below

1. From the analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Gender.
2. From the analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Education.
3. From the analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Income.
4. From the analysis we may conclude that out of 10 cases in 8 cases the result is not significant. It means online shopping is not associated with Occupation.

- **Hypothesis : 3**

Features of online shopping do not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

The research Conclusion are shown below

1. From the analysis we may conclude that out of 18 cases in 14 cases the result is not significant. It means features of online shopping do not have significant association with frequency of shopping.
2. From the analysis we may conclude that out of 18 cases in 16 cases the result is not significant. It means features of online

shopping do not have significant association with frequency of the different range of products.

3. From the analysis we may conclude that out of 18 cases in 16 cases the result is not significant. It means features of online shopping do not have significant association with satisfaction w.r.t. purchases.

- **Hypothesis : 4**

Features of online shopping are not associated with Gender, Education, Income and Occupation.

The research Conclusion are shown below

1. From the analysis we may conclude that out of 18 cases in 17 cases the result is not significant. It means features of online shopping are not associated with Gender.
2. From the analysis we may conclude that out of 18 cases in 15 cases the result is not significant. It means features of online shopping are not associated with Education.
3. From the analysis we may conclude that out of 18 cases in 17 cases the result is not significant. It means features of online shopping are not associated with Income.
4. From the analysis we may conclude that out of 18 cases in 13 cases the result is not significant. It means features of online shopping are not associated with Occupation.

- **Hypothesis : 5**

Issues of online shopping are not associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

The research Conclusion are shown below

1. We may infer that Issues of online shopping are not associated with Frequency of shopping.
2. We may infer that Issues of online shopping are not associated with Shopping Range.
3. We may infer that Issues of online shopping are not associated with Satisfaction of customer.

- **Hypothesis : 6**

Issues of online shopping are not associated with Gender, Education, Income and Occupation.

The research Conclusion are shown below

1. We may infer that Issues are not associated with Gender.
2. We may infer that Issues are not associated with Education.
3. We may infer that Issues are not associated with Income.
4. We may infer that Issues are not associated with Occupation.

- **Hypothesis : 7**

There is no significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E- Marketing Strategies of the Company.

The research Conclusion are shown below

On the basis of analysis it may be concluded that there is significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related E- Marketing Strategies of the Company and everybody is of opinion that E- Marketing Strategies are used in proper manner in their Company.

Overall Conclusion:

E-marketing campaign and strategies have dynamic potential to reach customers not only at a jet speed but also at low cost. It also provides golden opportunity to collect data about their consumer base which in the past was not available in the orthodox convectional marketing. MIS or Management Information Systems Report is one of the tools for the E Marketing. Besides businessmen E-marketing also empowers displeased consumers to satisfy their yearning by going to any extent which was not accessible in the past. E-marketing is on the entire positive growth for businesses and in spite of few hazards its impact upon businesses has been basically encouraging.

TABLE OF CONTENTS

SR. NO.	PARTICULARS	PAGE NO.
1.	DECLARATION	II
2.	CERTIFICATE	III
3.	ACKNOWLEDGEMENT	IV
4.	ABSTRACT	V - XII
5.	TABLE OF CONTENTS	XIII
6.	CHAPTER INDEX	XIV - XVI
7.	TABLE INDEX	XVII - XXI
8.	GRAPH INDEX	XXII - XXIII

CHAPTER INDEX

CHAPTER NO.	CHAPTER NAME	PAGE NO.
1.	INTRODUCTION	1 - 19
	1.1 Understanding of E-Marketing	1
	1.2 Explanation Of Important Terminology	1 - 3
	1.3 E- Marketing	3 - 5
	1.3.1 Three keystone principles of Internet marketing	4
	1.3.2 Why is it Imperative?	4 - 5
	1.4 E-trust and Online Shopping	5
	1.5 A brief history of the Internet	5 - 9
	1.6 Indian and Global Scenario of E-marketing	9 - 13
	1.6.1 Specialized Areas of Internet Marketing	10 - 11
	1.6.2 Current trends of Internet marketing	11 - 13
	1.7 Need of E-marketing	13
	1.8 Problems in Online Trading from the Viewpoint of Companies	14
	1.9 Problems from the Point of View of Consumers	15
	1.10 Advantages of E-marketing	15 - 16
	1.11 Disadvantages of E-marketing	16
	1.12 Opportunities of E-marketing	16 - 18
	1.12.1 Benefits to Organizations	16 - 17
	1.12.2 Benefits to Consumers	17 - 18
	1.13 Online Equivalents of Traditional Techniques	18 - 19
2	REVIEW OF LITERATURE	20 - 47
	2.1 Introduction	20 - 38
	2.2 E-marketing in Banking	38 - 39
	2.3 E-marketing in Automotive	39 - 40
	2.4 E-marketing in Education	40
	2.5 E-marketing in Insurance	40 - 41

	2.6	E-marketing in Telecommunication	41 - 42	
	2.7	E-marketing in Health	42 - 43	
	2.8	E-marketing in Food & Beverages	43	
	2.9	E-marketing in Furniture	43 - 44	
	2.10	E-marketing in Pharmaceutical	44 - 45	
	2.11	E-marketing in Service Industry	45	
		Conclusion	46 - 47	
3	RESEARCH METHODOLOGY		48 - 72	
	3.1	Introduction	48 - 49	
	3.2	Research Design	50 - 51	
	3.3	Methodology of the Study	51 - 62	
		3.3.1	Problems tackled in the present Study	52
		3.3.2	Objectives of the Study	52
		3.3.3	Hypotheses of the Study	52 - 55
		3.3.4	(Type) I and (Type) II errors	55 - 56
		3.3.5	Period of the Study	57
		3.3.6	Population and Sample	57 - 62
		3.3.7	Data collection and measuring instrument	62
	3.4	Analysis of Data	62 - 72	
		3.4.1	Descriptive Statistics	63 - 65
		3.4.2	Inferential statistics	65 - 72
	3.5	Scope and Limitations of the Study	72	
4	ANALYSIS AND INTERPRETATION OF DATA		73 - 219	
	4.1	Introduction	73	
	4.2	Analysis of data of the present study	73 - 219	
		4.2.1	Descriptive Analysis	73 - 148
		4.2.2	Inferential Analysis	149 - 219
5	FINDINGS, CONCLUSIONS AND SUGGESTIONS		220 - 235	
	5.1	Introductions:	220	
	5.2	Importance of the Study	220 - 221	
	5.3	Hypotheses of the Current Study	221 - 222	

	5.4	Findings based on Descriptive Analysis	222 - 225
	5.5	Findings based on Inferential Analysis	226 - 233
	5.6	Suggestions of the study	233 - 234
	5.7	Suggestion to Community and Government for policy implications	234 - 235
	5.8	Suggestion for Practical Applications to the Current Research in Other Areas	235
	REFERANCES		236 - 248
	BIBLIOGRAPHY		249 - 255
	ANNEXURE– I (Profiles of The Respondent Companies)		256 - 292
	ANNEXURE – II (Questionnaires)		293 - 301

TABLE INDEX

Chap. No.	Table No.	Table Title	Page No.
3	RESEARCH METHODOLOGY		
	3.1	Tabular Representation of Type I and type II errors	55
4	ANALYSIS AND INTERPRETATION OF DATA		
	4.1	Frequency distribution responses related to importance of Internet and other E-marketing tools in business	76
	4.2	Responses from company executives related to sufficient support from the top management for the adoption of E-marketing	77
	4.3	Responses related to marketing team within their enterprise uses E-marketing tools as a very useful tool	78
	4.4	Responses from Company executives related to Company's good technological infrastructure (e.g. hardware, networks, Internet access)	79
	4.5	Responses from company executives related to no need to adopt E-marketing because the Company works on the local level	80
	4.6	The Company is too small to adopt E-marketing	81
	4.7	Responses from company executives related to access to the Internet or any Electronic Marketing means	82
	4.8	Descriptive parameters related to understand importance and uses of E-marketing tools	83
	4.9	Education-wise distribution of responses related to understand importance and uses of E-marketing tools.	85 - 86
	4.10	Online shopping	88
	4.11	Opinion related to requirement of financial means and computer knowledge for online shopping	89
	4.12	Responses from company executives related to implementation of E-marketing regardless of the types of product produced	91
	4.13	Responses from company executives related to adoption of E-marketing because it is useful for their international business	91

	4.14	Responses from company executives related to competitive pressure is one reason for their adoption of E-marketing	92
	4.15	Responses from company executives related to adoption of E-marketing to avoid losing their market share to competitors who are already using E-marketing	92
	4.16	Responses from company executives related to adoption of E-marketing as a response to market trends	93
	4.17	Responses from company executives related to interaction with its customers through registration forms, newsletters and e-mail accounts	93
	4.18	Education-wise distribution of responses related to study various reasons of adopting E-marketing.	94
	4.19	Responses from customers related to their preference of shopping at a	96
	4.20	Responses from customers related to likening of the idea of online, computerized shopping	97
	4.21	Opinion related to shopping style, frequency and latest update of trends	98
	4.22	Age Group (Years)	101
	4.23	Gender	101
	4.24	Descriptive parameters related to nature & behavior of online customer.	102
	4.25	Responses from company executives related to their customers dislike towards purchasing through the Internet	103
	4.26	Responses from company executives related to utilization of technology by majority of their customers	104
	4.27	Responses from company executives related to thinking of Company illiteracy will not affect their online activity	104
	4.28	Education-wise distribution of responses related to nature & behavior of online customer.	105
	4.29	Responses from company executives related to Age Group	106
	4.30	Responses from company executives related to Gender	107

	4.31	Responses from company executives related to Education	107
	4.32	Responses from company executives related to Income Group Distribution	108
	4.33	Responses from customer related to Occupation	109
	4.34	Responses from customer related to the approx. price range of the products that they buy	110
	4.35	Responses from customer related to their satisfaction with the products that they have purchased online	111
	4.36	Responses from customer related to their easy feeling to find a web-based vendor that sells the product they wish to purchase	112
	4.37	Opinion related to online shopping suggestions to others	113
	4.38	Responses from company executives related to effect of the size of their enterprise on their decision to adopt E-marketing	114
	4.39	Responses from company executives related to use of E-marketing to enable them to accomplish tasks more quickly	115
	4.40	Responses from company executives related to use of E-marketing to improve the quality of the work they do	115
	4.41	Responses from company executives related to use of E-marketing to increases their productivity	116
	4.42	Responses from company executives related to use of E-marketing to get greater control over their work	116
	4.43	Responses from company executives related to their interaction with E-marketing is clear and understandable	117
	4.44	Responses from company executives related to non influence of the government on their decision of adopting E-marketing	117
	4.45	Responses from company executives related to The Company's saving manpower and money due to E-marketing	118

	4.46	Descriptive parameters related to effectiveness of E-marketing and basic expectations from the society.	118 - 119
	4.47	Education-wise distribution of responses related to effectiveness of E-marketing and basic expectations from the society	121 - 122
	4.48	Responses from customer related to online shopping	124
	4.49	Opinion related to requirement of thorough computer knowledge for online shopping	125
	4.50	Responses from company executives related to customer's preference to pay in cash instead of electronic payment methods (credit cards, debit cards)	126
	4.51	Responses from company executives related to customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues	127
	4.52	Descriptive parameters related to online shopping security related issues	127
	4.53	Education-wise distribution of responses related to online shopping security related issues	128
	4.54	Responses from customer related to safety of Online Shopping	129
	4.55	Customers Opinion related to safety of online shopping	130
	4.56	Responses from company executives related to conducts of marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing	133
	4.57	Responses from company executives related to uses the internet in accessing other company's sites	133
	4.58	Responses from company executives related to availability of computerized customer database and its use to perform marketing activities	134
	4.59	Descriptive parameters related to various mediums and techniques of E-marketing and their utilization.	134

	4.60	Education-wise distribution of responses related to various mediums and techniques of E-marketing and their utilization.	136
	4.61	Responses from customers related to Mode of payment	137
	4.62	Responses from customers related to use of EMI option	138
	4.63	Responses from customers related to frequency of online shopping	139
	4.64	Opinion related to easy access to observe other products and better item selection	140
	4.65	Responses from company executives related to use of E-marketing resources (such as the web site and e-mail) to communicate with our customers	142
	4.66	Responses from company executives related to use of E-marketing resources (such as web site and e-mail) to advertise our products	143
	4.67	Responses from company executives related to use of E-marketing resources to support their enterprises traditional commercial activities	143
	4.68	The Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site).	144
	4.69	Descriptive parameters related to utility of the E-marketing resources	144 - 145
	4.70	Education-wise distribution of responses related to utility of the E-marketing resources	146 - 147
	4.71	Significant p values of Levene's test, ANOVA, Welch test and Brown-Forsythe test	216
	4.72	Significant p values of namely Least Significant Difference method (LSD) test	217
	4.73	Descriptive parameters for different educational qualifications of Company Executives	218

GRAPH INDEX

CHAP. NO.	GRAPH NO.	GRAPH TITLE	PAGE NO.
4	ANALYSIS AND INTERPRETATION OF DATA		
	4.1	Graphical representation of responses related to importance of Internet and other E-marketing tools in business	76
	4.2	Graphical representation of responses related to sufficient support from the top management for the adoption of E-marketing	77
	4.3	Graphical representation of responses related to marketing team within enterprises uses E-marketing tools as a very useful tool	78
	4.4	Graphical representation of responses related to the Company has good technological infrastructure (e.g. hardware, networks, Internet access)	79
	4.5	Graphical representation of responses related to the company does not need to adopt E-marketing because the company works on the local level.	80
	4.6	Graphical representation of responses related to the company is too small to adopt E-marketing.	81
	4.7	Graphical representation of responses related to the company does not have any access to the Internet or any Electronic Marketing means	82
	4.10	Graphical representation of responses related to online shopping	88
	4.19	Graphical representation of responses related to preference of shopping at a...	96
	4.20	Graphical representation of responses related to likening of the idea of online, computerized shopping	97
	4.22	Graphical representation of responses related to Age Group	101

4.23	Graphical representation of responses related to Gender	102
4.29	Graphical representation of responses related to Age Group	106
4.30	Graphical representation of responses related to Gender	107
4.31	Graphical representation of responses related to Education	108
4.32	Graphical representation of responses related to Income Group Distribution	109
4.33	Graphical representation of responses related to Occupation	110
4.34	Graphical representation of responses related to the approx. price range of the products that they buy	110
4.35	Graphical representation of responses related to satisfaction with the products that they have purchased online	111
4.36	Graphical representation of responses related to their easy feeling to find a web-based vendor that sells the product they wish to purchase	112
4.48	Graphical representation of responses related to online shopping	124
4.54	Graphical representation of responses related to know about safety of online shopping.	130
4.61	Graphical representation of responses related to know which payment option they prefer.	138
4.62	Graphical representation of responses related to use of EMI option	139
4.63	Graphical representation of responses related to frequency of online shopping	140

CHAPTER - 1

INTRODUCTION

1.1 Understanding of E-Marketing

The aim of the chapter is to illuminate the theoretical relationship and provide explanations and categorizations of basic ideas used in the study. The chapter begins with elucidation of basic terms that relate to the study like Online Marketing, Trust, Perceived perils and Consumer Behavior etc and concludes with explaining basic definitions and classifications of the subject under study that is types of 'Perceived Peril' in online shopping.

Internet marketing is the rapidly rising and most exhilarating division of marketing today. Ever since the globe has become ever more connected, in tune with progresses and trends; it has become imperative for advertisers who attempting to contact new groups of onlookers – who are extra shrewd, divided and cynical like never before. With Technology and software varying at every flip of a second it has become practically difficult to cope with the trends. With Online marketing boom at its peak every products and services are taking the route of online industry.

The web is relentlessly changing, growing and revolutionizing everything in nutshell^[1]

1.2 Explanation Of Important Terminology

a. **Market:**

It is any place where retailers of a particular good or service can assemble with the consumers of that goods and service and there is a possibility of transaction between them. The consumers must have something they can render in exchange for there to be a potential business deal. ^[2]

b. **Marketing:**

Marketing is an action of an organization associated with buying and selling of a product or service. It comprises of advertising, selling and delivering products to people. Employees who are engaged in marketing

departments of companies attract target audiences using multiple strategies like mottos, bundling plan, superstar supports and general media Presentation. The basic principal for generating business includes focusing on four 'Ps' viz. Product, Place, Price and Promotion^[3]

c. Traditional Marketing:

Traditional marketing is quite a wide class that consolidates numerous types of publicizing and showcasing. It is the largely familiar types of marketing, consisting of routine advertisements. Basically majority of traditional marketing is classified into four broad categories viz. Print, Broadcast, Direct Mail, and Telephone.^[4]

d. Business:

- (i) A business is a group or enterprising body engaged in commercial, industrial or professional action. Commerce can be a successful entity, like a publicly traded company, or a non-profit group involved in business activities, such as an agricultural cooperative.
- (ii) Any commercial, industrial or professional occupation undertaken by an individual or a group.
- (iii) A reference to a specific region or type of economic activity.
- (iv) Businesses can be anything from a small proprietor worked organization, for example, a family readymade garment business, to a multinational company such as Pepsi.
- (v) To "do trade" with another firm, a business should connect in some kind of business deal or substitute of value with that company^[5]

e. E-business:

Vital business transaction done through the use of Internet technologies is called E-business. An E-business is an organization that can adjust to steady and recurrent change.^[6]

f. E-commerce:

Electronic commerce or E-commerce consists of a verity of online business activities for products and services. It also relates to "any type of business exchange in which the gatherings cooperated electronically as opposed to by physical trades or direct physical contact."^[7]

g. Internet or Web Marketing:

It can be defined as generating marketing objectives using digital technologies.^[8]

h. Digital marketing:

It is a kind of marketing being extensively employed to encourage products or services and to conquer customers using digital channels. Digital marketing has no limits as it expands further than internet marketing including channels that do not necessitate the exercise of Internet. It consist of mobile phones (both SMS and MMS), social media advertising, Exhibition advertising, search engine marketing and various other kinds of digital media.^[9]

i. Customer:

He can be termed as client, buyer, or purchaser, who is the beneficiary of a good, service, product, or idea, acquired from a retailer, vendor, or supplier for a financial or additional valuable purpose.^[10]

j. Customer Service:

It is an art through which organization delivers its services or products that are most efficient, fair, cost effective and makes the customer humanly satisfying and pleasurable manner. Excellent customer service is the key to success.^[11]

1.3 E- Marketing

The skill and discipline of trading products or services through digital networks like Internet and cellular phone networks is called E-Marketing. Here the art of online marketing relates to determining the right E- marketing mix of strategies which attracts the target market for actually converting into sales. By science it means selecting E- marketing policies to be employed and evaluating the achievement of those E- marketing strategies through research and study.

I-marketing, Web marketing, Internet marketing etc. are some other similar terms of E-marketing. E-shopping is the process where shoppers go through to buy services or items over the Internet.^[12]

Internet marketing generally termed as Online marketing or E-marketing is basically any marketing activity that is operated online through the use of internet technologies. It consists of not simply promotion on websites but on different platforms like email and social networking. Every feature of internet promotion is digital, i.e. it is electronic information which is broadcast on a computer or alike appliances, although logically it can connected in with conventional offline advertising and sales too.

1.3.1 Three keystone principles of Internet marketing

- a. **Immediacy:** The web changes at a jet pace and online viewers, whose attention spans are little, look forward on minute information and updates. To remain the goodwill and attention of this group, you must react to online messages and interact with communities as swiftly as possible.
- b. **Personalization:** Customers online are no longer anonymous members of a broad target audience – they are folks who want to be addressed personally. Utilizing the wealth of personal information available online a company can benefit by targeting the relevant people specifically and personally.
- c. **Relevance:** Communication online must be appealing and related to the reader, otherwise it will simply be overlooked. Further to confront the challenges arising out of rival companies seeking consumer's attention a company must adopt innovative approach to stand out and engage readers. The best option to excel is to offer them precisely what they need, when they need it. All through this course, management will get guidelines and skills for enhancing all their online communication more instantaneous, personal and relevant^[13]

1.3.2 Why is it Imperative?

When applied properly, the ROI (return on investment) from E-commerce can go beyond traditional marketing strategies. Whether companies are bricks and mortar businesses or firm

operating purely online the Internet is extremely valuable and it can't be overlooked. It can be a way to reach actually a great many individuals in every nook and corner of the globe. It is leading and a redefinition of method organizations associates with their clients.^[14]

1.4 E-trust and Online Shopping

Trust is an intricate and abstract notion and is frequently used interchangeably with related concepts such as trustworthiness, reliability or buoyancy. Thus it is not easy to define trust and to categorize the elements that construct it. The Oxford English Dictionary defines trust as “confidence in or dependence on few attribute or quality of a individual or thing, or the genuineness of a declaration”. Trust generally means to “a reliance on the truthfulness, ability or temperament of a person or a thing”. Almost each facet of a person’s life is based on some form of conviction. Trust has been extensively studied in diverse disciplines with each discipline having its own explanation of the notion and diverse customs of operationalizing it. E-trust refers to “customers faith directed towards E -commerce web sites or mercantile on the Internet and simply pertains to Business – to Consumer (B2C) E-commerce transactions” .Trust in perspective of Internet or E-shopping is described as “the conviction that the Internet customer has in an Internet trade and is willing to connect in an Internet shopping business, even with the likelihood of loss, based on the expectation that the mercantile will adopt usually satisfactory performance, and will be proficient to deliver the assured products or services^[15]

1.5 A brief history of the Internet

The internet has evolved into an all important part of human life replacing orthodox Method of communication technologies like Telephone, TV or Radio into a rapid mode of communication.

The birth of Internet can be traced with the inception of Second World War when Soviet Union and USA were at loggerheaded. After Russia invented

Sputnik satellite in 1957, America developed Defence Advanced Research Projects Agency to counter Russia. After DARPA the other technology that came into existence was 'Galactic Network'

The USAF wanted to know the greatest ways to produce a decentralized system of interchanges keeping in mind the end goal to run their branch of the military amid also, after an atomic strike. The novel study was specially made and supervised by Beran Paul. He recommended that one method to achieve decentralization and achieve the goals put forward by the USAF is to establish a kind of innovation named packet switching in a net.

a. The Packet Switching Theory

At MIT in 1961; Packet Switching Theory enlarged by Leonard Kleinrock also done a massive part in the early origins. One of the differentiation in said innovation than what was being used was if a packet of records was misplaced at any given point in its ride, the packet could be simply resent by the originator.

In an experiment in 1965 TX-2 computer located in Massachusetts were connected with a Q-32 computer in California. This research was successful and it's considered to this day to be the 1st time a link of 2 PCs was made utilizing a low speed dial up telephone line. Though the experiment was successful it failed to establish that telephone circuits were not convenient and that packet switching technology would be required to advance this technology.

b. The First Internet- ARPANET

The first internet was ARPANET. It was much the first configuration of a network of computers initially. The actual construction of the ARPANET took place in 1968. It took a network of four Honeywell minicomputers to construct the first ARPANET.

c. The Internet Progresses Into the 1970's

Plenty of experiment were conducted 1970's. By 1972, the rundown of PCs guided into ARPANET totality twenty three host computers that

made up the spine of the network. And while lots of PCs were snared, the line speed still kept on being fifty kbps. The first host protocol created called NCP or Network Control Protocol in 1972 was a banner year for the internet because Ray Tomlinson created Email, which gave the ARPANET an extraordinary application, as well as included a social measurement to this rapidly increasing network.

d. A New Protocol Is Created

In 1973 a new protocol was developed TCP/IP furthermore, it was initially used to impart between PCs in 1974.

e. ARPANET Grows Beyond the United States

The ARPANET extended without the help of a fixed line for the 1st time, rather utilizing satellite-radio waves to send out information parcels. This 1st satellite link was called SATNET.

f. Making the Connection Easier and Quicker

Though ARPANET and SATNET extended the reach of the first internet, linking PCs to the web was still a mishmash of links and very disorderly. This prompts to the formation of the Ethernet cable.

g. In 1980's , the Internet Continues to Grow.

Throughout 1980's the internet altered drastically due to invention of more smaller, faster and affordable computers and hardware's. In addition PCs got to be distinctly typical and were effortlessly moderate to colleges, organizations and at last people.

h. Big Events in 1985

From 1985 to 1989, traffic rose from a few thousand computers (hosts), to about two lakhs hosts. In addition, individuals and organizations could communicate much sooner, while the primary T-1 line offered rates of 1.5 Mbps, before the decade's over T-3 line was in workings and when it was at long last applied in 1991, it permitted for data transfer speeds of 45 Mbps.

i. The Internet as We Recognize It

In 1990's, the internet continued to grow up leaps and bounds beyond anyone's knowledge. It was transformed from a tool used by mainly tech savvy and research persons to a domestic appliance it was found

in more or less anyone's home and which turned into financial boom that fueled the economy to develop.

j. The Internet and the Early 1990's

By the drop of CSNET, a fresh system rose, it was National Research and Education Network (NREN). It was developed to perform high speed networking study. In the mid 1990's, the web had about three lakhs host computers and now the amount of computers connected to the internet is likely in the billions.

k. The World Wide Web

World Wide Web or WWW is one of the most significant innovations that the internet has seen in its comparatively small life. The WWW is attractive platform which makes it simple to access data on the internet. The World Wide Web or WWW was in fact created in 1989 by Sir Sam Walker, Sir Tim Berners-Lee and Robert Caillau. However the World Wide Web was introduced in public on August 6, 1991. This is when finally the Internet took off.

Microsoft was tremendously effective in promoting their Internet Explorer (IE) browser. Today, Internet Explorer (IE) is still the leading browser utilized by Window's PCs, however different browsers are presently accessible i.e. Safari, Google's Chrome, Mozilla browser Firefox and more.

l. Google, Today's Ultimate Search Engine

A couple of years after the fact Google assumed control over the joystick and turned into the de facto web search engine and one of the biggest companies in the world. Google produced what is now known as Page Rank. The more a web page connected with topics, the more pertinent a page would be and this page would be positioned higher for that particular hunt term.

m. Email- the Internet's Killer App

In recent times email has developed to incorporate an instant message, as well as a wide range of hypertext links, media etc. When this was originally conceived, user required his own server; however these days

there are bounty of free email services online where user can access his own email account.

n. The Innovation of the Forum

Nowadays, user can visit a wide diversity of forums to discuss health, cars, sports, music, etc. Not only user can create a thread or topic to talk about, but he can read others comments or counter to other threads.

o. Economic Influence on the History of the Internet

The internet grew exponentially, after the US government permitted it to incorporate business sites which conveyed to the web based business. The US allowed the green light in the year 1991. However, many in the business world started to observe a couple of years after the fact when a (IPO) Initial Public Offering of Netscape started the Boom of Dot.com. Throughout the 1990's lots of development in the overall world economy was credited to the internet and computers and it continues to this day.

p. Business has Changed Due to the Internet

The Internet's facility to communicate with simplicity from practically any place has changed the life of people. They can easily work from house or become tech nomads operating from either a coffee's shop or most of the way around the globe when on holidays. ^[16]

1.6 Indian and Global Scenario of E-marketing

Snap Deal an E-market place wants to be India's first commercial E-commerce company and leading mobile business company. This implies that mobile industry will be a major force to reckon in future. Others in the race are eBay, Flipkart and Amazon.

Though E-trading is lucrative business but there are certain drawbacks from the perspective of suppliers and purchasers. Cybercrime and nonappearance of assurance of individual information are two major problems. The online retail companies have difficulty of profitability and absence of sustainable development.

Data innovation has gotten an ocean change the way individuals work. Electronic trade has unleashed an extra insurgency which is changing the way organizations purchase and offer items and services. After the E-commerce Framework was declared by the U.S. Government in 1997; during that phase internet was permissible to be employed by business organizations. It was the U.S. administration's declaration that all federal procurements would be made paperless and that gave momentum to this innovative style of conducting trade and commerce. The internet enhanced E-commerce to great heights. Internet marketing or E-showcasing alludes to publicizing and advertising procedure that utilizes the utilization of Web and Email to drive coordinate deals by means of electronic business, other than produce deals leads from Web locales or messages. Web promoting and web based publicizing endeavours are ordinarily utilized as a part of mix with routine sorts of promoting like radio, TV, daily papers and magazines.

1.6.1 Specialized Areas of Internet Marketing :

- a. Internet marketing can likewise be ordered into additional specific areas such as Web marketing, E-mail marketing and Social Media marketing.
- b. Web marketing includes E-commerce Web sites, associated with promotion Web sites, informative Web sites, online marketing on search engines, and natural search mechanism results via SEO (Search Engine Optimization)
- c. Email marketing is a combination of advertising and promotional marketing endeavor via e-mail post to existing and potential customers
- d. Social media marketing is also a blend of advertising and marketing (including viral marketing) endeavour utilizing a variety of other media like public networking sites like Twitter, Digg, YouTube and Facebook.
- e. E- marketing is growing swiftly in global and local market in India. The Indian E-commerce market too is witnessing an increase in growth.

- f. Flipkart is an Indian E-commerce company established in 2007. It is credited as an E-business organization that made online shopping very effective in India. It manages offering of assortment of things. It started with books and now has propelled a few more items like home and kitchen apparatuses, digital cameras, mobile telephones, watches, dress and others. Flipkart India, the discount cash and carry substance of the online retail firm revealed a misfortune. Interestingly the organization asserts that their business is mounting at 100% every year. The business focus for 2015 is to reach \$ 1 billion or about Rs. 6200 cr. Right now, it is making great business and witnesses \$1 billion deals. It is Indian adaptation of U.S. online monster Amazon. It is truly an achievement in nation's detonating E-business advertise. It is required to achieve the E-stock retailing deal at \$14 billion by 2018 and \$60 billion by 2023.
- g. Amazon, the world's leading most online retailer has never been profitable since its origin. The mission was to use the internet to revolutionize book purchasing into the easiest, fastest and the most pleasurable shopping experience possible. The eBay website claims to be universe's online marketplace giving phenomenal platform to give boost to commerce at all levels of trade ranging from local, countrywide and global basis with a varied and fervent group of individual and small businesses. It offers an online platform where a huge number of things are exchanged every day. These are couple of cases of budding online marketing companies. ^[17]

1.6.2 Current trends of Internet marketing :

The Internet Marketing field is yet to develop. Here are few of the current trends:

- a. **Social media marketing.** Whether it is a craze or here to stay, social media has unleashed an incredible mark on the web industry and, in tandem, on marketing strategies. Social media marketing engages utilizing fellow friend's recommendation, sharing,

creating trademark persona and addressing the marketplace as a varied group of individuals. It also distinctively promotes consumers to produce content and endorse around a product themselves.

- b. **Viral marketing.** This kind of advertising utilizes exponential extension of a marketing message by online verbal publicity (in E-commerce language “Word of Mouse”). A key element of viral communiqué is the meme – a note that spreads virally and implants itself in the conscience of every internet user. For instance the popular song ‘Don’t touch me on my studio’ went viral in South African countries. Viral promotion is strongly associated to public media; since public media stages and their contributing functionality are the prime source that a message is capable of ‘going viral’ online. However, it must be remembered that viral marketing is not able to make a holistic online marketing drive and is just one of the means used to generate awareness and encourage interaction.
- c. **Brand as product.** Unlike in the past, brands these days are creating their personas and distinctiveness of their own rather than the products they trade. The online space permits consumers to interrelate and communicate with the brand personally and directly.
- d. **Ad fatigue.** Web users have become acquainted with online marketing and have discovered to tune it away – or have even mastered the art of installing programs like Ad Block Plus to obstruct it completely. Marketers today have to think of out of the box ideas and eye-catching strategies to tempt wary viewers.
- e. **Targeting.** Apparently each and every on-line marketing product is targeted to reach explicit viewers. Unlike the broad-strokes targeting done in customary marketing (placing an advert in an appropriate magazine, for instance), web targeting can be exceptionally accurate. With the huge amount of personal and usage data presently exist, targeting can be done robotically and tremendously profitably.

- f. **Golden oldies.** Despite all the exhilarating novel strategies, Email and website marketing remain among the most valuable and successful techniques. These tactics generally employ novel devices and tactics (like superior tracking, amalgamation with social networks and consume-generated material), but their quintessence remaining the identical^[18]

1.7 Need of E-marketing

- a. With the market and competitors at loggerheads it is essential to extend our strategy to include the internet, if we have to sell products or services to a middle-class clientele.
- b. Web users expect to acquire information that is easily available at their fingertips. Every company aims at having their website at pivotal position to attract viewer's attention. If the company fails to appear in web search, it will be overlooked.
- c. Customers are fickle minded. They will not apply a lot of energy to find us online. Even worse, if our opponent is effortless to find online, our potential customers will gladly turn to them.
- d. As South Africans are frequently socializing and purchasing on the web – and particularly because present advertising spend is still not much – now s an excellent moment to move our marketing into the online sphere and bank upon a new and connected audience.
- e. Audiences want to interact with and discuss about our brand and products. Give them the liberty to do it in an arbitrated space, and turn into component of the conversation.
- f. Online marketing is almost always economical and more targeted than conventional. We can achieve the best clients at the most minimal cost. At the point when done cleverly our online marketing plan will integrate flawlessly with our conventional plans, won't be much expensive and will expose us to a market that we had earlier been not aware about.^[19]

1.8 Problems in Online Trading from the View Point of Companies

The drawbacks confronted by companies employing online business in retailing are here under:

- a. Commerce and trade on signed paper document has been in practice since long but with the invention of electronic documents and messages, devoid of recognizable signatures and marks have altered the scene and trade wants to be guaranteed that the electronic world is secure. The E-commerce system must therefore tender at least the same level of credibility as that which achieves in the document world. Thus the organizations should perform with utmost reliability.
- b. The legitimate issues of E-commerce have generated remarkable fascination among technologists, businessmen and legal specialist. Hence in 2000 the Indian parliament approved the Information Technology Act. The legal obligation is to establish the legitimacy of message or an electronic document. This contains privacy, integrity and non-repudiation of source and receipt of electronic document in case of conflict.
- c. In E-commerce, there is an anxiety that in the lack of accurate controls, it is comparatively simple to alter the digital record. Accurate controls want to be imposed in E-commerce transactions.
- d. Likewise the problem of service provider accountability cannot be overlooked. Many ISPs offer user access to shared websites. Generally the fears incorporate slander and criticism, risk for encroachment of outsider rights, and the obligation for facilitating of illegal materials. The increase of E-commerce on the internet relies largely on the assurance of traders in forming legally enforceable agreements online. However, there are problems linked with jurisdiction during a clash between parties and the website because it is the jurisdiction which decides the laws that would be applicable in case of a clash. Then there are issues associated with the personality of gatherings and part of advanced structures on the web.
- e. Most of these retailers believe that the success relies on upon the size of operations. They additionally feel that they need to make an option between sales at any cost or sustainable development.
- f. More up to 6-7 years is the break even period. ^[20]

1.9 Problems from the Point of View of Consumers

- a. With the internet making invasion into almost all aspects of daily life; besides business information, a huge quantity of personal information is also now digitized and accumulated on computers connected to the internet. Systems linked to internet are prospective targets for devastation or fiddling of data stored in them. There is a threat of cyber-attacks.
- b. There are difficulties of hacking which implies programmers (hacker) can ruin websites and rob precious information from systems. Phishing is one more difficulty which refers to establishment of E-mail messages referencing web pages that are duplications of existing sites to make users deem that they are genuine sites.
- c. Web clients are probably going to face more protection hazards as marketers belligerently use invasive tools to gather information. Promoters who were previously hunting the social media marketing are nowadays focusing their attention back on understanding populace and their behavior on the internet. ^[21]

1.10 Advantages of E-marketing

- a. One of the most imperative benefits is the quick accessibility of the information. The clients/users can effortlessly get information, by steering the web, regarding the goods that they wish to buy, and additionally, they can also verify the information at anytime of the day.
- b. It permits the companies to save money, an aspect that huge quantity of investment.
- c. The earlier mentioned aspect, gives less significance to the differentiation between small and large organizations in some way, thus growing the rivalry and giving advantages to the customers.
- d. Deployment of Internet can boost the company's status from a local market to countrywide and global markets simultaneously, contributing almost unlimited expanding potential.
- e. On the Internet everything can be calculated, thus it's easier for the

companies to identify almost instantly if their campaign is effective or not, which user or company is interested in their goods, from which cities or countries etc. ^[22]

1.11 Disadvantages of E-marketing

- a. Slow internet connections can cause several problems. If the companies build too complicated or too large websites, it will take much time for users to open or download which could result in customers losing interest and ultimately moving away from the site.
- b. The E-trade doesn't permit the user 'to handle' the merchandise before procuring hence to attain customer's satisfaction few have started the trend of guaranteeing the possibility of returning the product, if not pleased. In Germany, where a law that controls E-commerce and pledges the customers entire reimburse of the funds exists from 2000, the electronic trade is quite popular.
- c. Other drawback of E-commerce is the payment issue as many customers still don't have faith in the electronic methods of paying hence they distance themselves from online marketing.
- d. One of the foremost shortcomings of E-commerce is the lack of trust of the customers because of the regular practical promotions that come into view to be frauds. This feature that depreciates the image and status of quality and honest companies.
- e. Another hurdle is the cash on delivery system as it does not promise the 100% purchase of the product. Similarly there are several users who offer themselves to daily ridicule big companies by ordering on the internet using fake identification. ^[23]

1.12 Opportunities of E-marketing

1.12.1 Benefits to Organizations

- a. Tracing customers and/or suppliers globally, at rational cost and fast.
- b. Economical cost of information processing, storage, distribution.

- c. Limit delay, inventories, and expense through distribution cycle enhancements.
- d. Business round the clock (24/7/365); no over time or other cost.
- e. Customization/personalization at a realistic cost.
- f. Seller can specialize in small business, yet earn profits.
- g. Helps innovation and permits unique business models.
- h. Swift time-to-market and improved pace.
- i. Lower communication charge.
- j. Saves time and diminishes cost by enabling E-procurement.
- k. Enhances customer service and rapport through direct interactions with customers.
- l. Requires less permits in business and be able to shun sales tax.
- m. Every distributed material is state-of-the-art.
- n. E-commerce may assist small organizations to fight against big ones by using extraordinary commerce models.
- o. Using customization inventories can be reduced.
- p. Decreases distributing cost by deliver online. ^[24]

1.12.2 Benefits to Consumers

- a. Being ubiquity customers can shop any time from any place.
- b. Wide selection to opt from an array of channels (e.g., vendor, products, styles)
- c. Can adapt many products and/or services
- d. Can evaluate and shop for lowest prices
- e. Digitized products can be downloaded instantaneously upon payment
- f. Effortless hunting of desired product with particulars, demos, etc.
- g. Do sale any time and from any place
- h. Occasionally no sales tax
- i. Can work or study at abode
- j. Can intermingle online in communities yet be at home
- k. Can find inimitable products/items. ^[25]

1.13 Online Equivalents of Traditional Techniques

- a. **Physical office > Website:** Ever thought a website as the public face of the company, where consumers would shop or inquire the office to know the details of the products or to conduct business planning? Well, this can now all be done on the official site. A site can offer extra features like valuable resources, online shopping and customer support.
- b. **Direct postal mail > Email:** Email is targeted and a personalised equivalent of conventional posted direct mail. It has numerous advantages. Firstly, it is much easier for the consumer to act on the information if added into a link or fill-in form for a contest. Secondly, it is effortless for the buyer to opt out of the promotion, making it less disturbing – or they can share it further if they find the product worthy. Thirdly, it is much easier to create an exclusively targeted list online, due to the extensive accessibility of demographic information. And last but not the least, Email marketing is reasonable and faster, since there is no printing or posting involved – which also adds another feature of follow-up and answering questions of customers easy.
- c. **Traditional advertising > Online advertising.** Radio, television and print advertising usually engage large funds upfront for formation, and a second huge sum for appointment. Online advertising also has lesser risk, since it can be totally controlled, altered, retracted and modified at any time. The more precise the advertisement, the more probability it will generate for qualified leads and higher returns.
- d. **Surveys, polls and market research > Web analytics.** The customary style of measuring the success of a marketing campaign was to take review and opinion poll of consumers and to calculate the result on the company's revenue; both quite blunt and subjective measures. Web analytics are poles apart – they allow complete and accurate measurement of every activity that our marketing material is involved in, giving us the optimum idea of people's choice.
- e. **Traditional PR > Web PR.** Conventional PR is typically practiced behind closed doors, as individual tribulations and grievance can be

managed in private, or on the huge scale, through unoriginal communicate media. On the web, PR goes up against absolutely differing aspect, since anybody can read what truly matters to others company. If the message is awful, a sizeable damage can occur. Brand management and PR are exceptionally vital on the web, because even single dissident verdict can have a distinct consequence on the company's reputation.

- f. **Word of mouth > Viral.** Akin to conventional marketing web marketing too demands vigorously on verbal exchange to spread mottos, recommendations and brand names. However, the only risk on online marketing is that here word of mouth has the likelihood to go viral, as each agent is connected to extremely expanding quantities of individuals down the line. On the off chance that each Facebook user has a normal of 100 companions, then every profile is only little away from 1 million. Figures of such huge scale point to how a remark can go virally on the web. ^[26]

Besides this, detailed review from different angles have presented in next chapter.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 **Introduction**

Review of Literature is an imperative integral division of the research process, especially the present subject of research i.e. emergence of E-marketing. E-marketing has today become a buzz word internationally that has multiple angles and arenas to be studied. Taking into account the significance of the topic the researcher referred available literature that range from books on E-marketing, research journal, magazines, news papers, research papers, seminars proceedings and web sites. Following are the major details of the ROL.

Quirk Marketing Agency (2006): According to Quirk Marketing Agency E-marketing or electronic marketing means utilization of promoting standards and procedures by means of electronic media, especially the Internet. The terms E-marketing, Online marketing and Internet marketing, are regularly substitutions, and can frequently be viewed as synonymous. E-marketing is the way toward advancing a brand utilizing the Internet. It incorporates both direct reaction showcasing and backhanded promoting components and utilizations an assortment of abilities to cause associate organizations to their clients. E-marketing incorporates every one of the exercises a business conducts through the overall web with the objective of drawing new business, holding existing business and developing its brand identity. ^[1]

Vangie Beal: She defines internet marketing, or online marketing as an advertising and marketing endeavor that employs the Email and Web to impel direct sales via electronic trade, in addition to produce sales leads from emails or Web sites. Online advertising and Internet marketing efforts are characteristically used in combination with conventional types of advertising such as television, radio, magazines and newspapers. Business through Internet marketing can also be characterized into more focused areas such as Email Marketing, Social Media Marketing and Web marketing.

She also states that web promotion includes affiliate marketing Web sites, E-commerce Web sites, informative or promotional Web sites, online promotion on organic search engine and search engines results via search engine optimization (SEO). Email marketing utilizes both promotional marketing and advertising efforts via E-mail messages to present and potential clientele. Social medium marketing engages both marketing and advertising (including viral marketing) efforts through social networking place like Twitter, YouTube, Facebook and Digg.^[2]

Dave Chaffey (2015) stated that E marketing can be regarded similar to Internet advertising and Digital Marketing. Most in the business trusted this theory. However, E showcasing is once in a while considered to have a more extensive territory contrasted with Internet advertising since it alludes to computerized media, for example, web, E-mail and remote media, and furthermore incorporates administration of advanced client information and E-CRM systems (Electronic Customer Relationship Management systems).^[3]

According to **Chaffey (2015)** Digital marketing is yet an additional term alike to E-marketing. It's a term widely employed by expert digital marketing groups and the new media commerce publications. The Direct Marketing Institute has also taken up the term to refer to its expert proficient credentials. Digital marketing engages applying these mechanisms which form online paths to market, that's E-mail, Web, plus mobile/wireless, databases & digital TV.^[4]

Faile Ireland, National Tourism Development Authority (2012) states E-marketing is the procedure of marketing a brand or product using the Web. It contains both direct rejoinder marketing and indirect marketing fundamentals and uses a variety of technologies to help bond businesses to their clientele. By such a meaning, E Marketing covers all the actions a business conducts via the global web with the objective of luring new business, maintaining current business and growing its brand identity. There are different tools to market business online that are Search Engine Optimization, On Page Optimisation, Off page optimization, Social Media, Twitter, LinkedIn, Facebook, Google+, Blogging, Social Bookmarking, Podcasting, Video, Alerting Applications, E-mail

marketing, Online Advertising, Banner Advertisements, Affiliate Marketing, Website and Online PR^[5].

Kirthi Kalyanam & Shelby McIntyre (2002) defined that one of the most omnipresent feature of the promoting scene is the idea of an advertising blend. The marketing blend has existed more than 4 decades as the 4P's of Product, Place, Price and Promotion. Be that as it may, in the post website explosion, marketing managers are gaining knowledge of how to handle with an entire host of new marketing components that have outside from the on-line universe of the web. In some ways these new advertising components have strong competitors in the off-line world, and yet from a different perception they are innovatory and commendable of a new characterization into what we term as the E-marketing mix. Today, hardly any marketing plans can be complete without a combination of the E-marketing mix into the conventional mix to form an successful marketing strategy. The current work try to recognize and distinguish the E-marketing mix, catalog it's developing tool-kit of elements and categorize them into a scientific classification for researchers and marketing managers.^[6]

Gandolfo Dominici (2009) observed that the growth of business background has created the necessity to analysis the "controllable components" which frame the advertising blend. The computerized business speaks to the later of the business settings and the one with the bigger necessity for a separation of the blend. All through this transformative course, specialists have dependably been estranged between the "conservatives", who think the 4 Ps worldview can adjust to the environmental change by including new components inside every "P", and the "revisionists", who assert that the 4 Ps paradigm is old-fashioned and recommend novel paradigms.^[7]

Jim Davidson (2015), feels in modern times, retailers and consumers have redefined the meaning of shopping. Customers now have steady and quick access to the Internet, and they are aware a superior arrangement might be only a couple taps away on their cell phone. Purchasers no longer recognize shopping on the web and shopping in a store as two discrete approaches to purchase items. They shop when they need, where they need, on a scope of

gadgets. These developing client desires have constrained retailers to respond by connecting holes between channels with administrations, for example, in-store get and applications that makes simple discovering things in stores. The inbox and the shopping basket generally act as link between devices and these multi-channel trails to buy. He also highlights on shopping frequency and discloses 60% of online customers are shopping on the web in any event once every month. Assist examination of the information delineates that 24% are shopping on the web at any rate once every week. Retailers have developed the ways purchasers can draw in with their image. From the customer's perspective, activities, for example, observing new item recordings, perusing a blog entry or downloading an application may not appear like shopping, however the advertiser will plausible depict these collaborations as ventures toward a buy. A few activities, for example, seeing picture displays on an item page or an offer in an Email, might be viewed as preshopping exercises in the shopper's psyche. In any case, these connections display rendezvous with the brand and the potential for a purchase. ^[8]

Vangie Beal defined internet marketing, or online marketing, to advertising and marketing endeavour that utilization the Email and Web to drive coordinate deals by means of electronic trade, in addition to create deals leads from Web locales or Emails. Web promoting and internet publicizing endeavours are when all is said in done utilized as a part of conjunction with ordinary sorts of promoting, for example, radio, TV, daily papers and magazines. ^[9]

Jen Williams (2012) stated that the Internet has the prospective to connect millions of people from around the globe. Thus, it also has the ability to carry business to millions of target market worldwide. What makes this method a best inclusion to promotional endeavour is the reality that doesn't require shelling out lot of finance. In addition, the success of campaign can be easily calculated using web analytics and cost-volume-profit analysis tools. However, it require to study the many aspects of Internet marketing so that owner is aware that his efforts are giving the return on investment that he wants for his business ^[10].

According to **Margaret Rouse** Electronic commerce or EC (E-commerce) is the selling and buying of services and goods, or the transmitting of finances or data, over an electronic network, mainly the Internet. These business transactions take place in many ways viz. business-to-consumer or business-to-business, consumer-to-business or consumer-to-consumer. The terms E-business and E-commerce are often used interchangeably. In addition the term E-tail is used to refer transactional processes around online retail. ^[11]

According to **Mark S. Ackerman and Donald T. Davis, Jr. (1998)** the FTC discovered that the most of the online organizations "had neglected to receive even the most basic components of reasonable data rehearses". Indeed, relatively few consumers deem that they have a great deal of control above how revealed online, personal information is sold or used by businesses. The blending of current business practices, consumer fears, and media strain has combined to make privacy a powerful hazard for electronic commerce. ^[12]

Hemant Sharma & Sahiba Sachdev (2015) studied India and found a great drive in E-trade today, with players like Flipkart, Myntra and Snapdeal the India Ecommerce has seen 77% development from a year ago and now remains at USD 3 billion. IRCTC increase their deals to 10,000 tickets booked in a moment from 2,000 tickets booked every moment in 2012, timing a 500% acceleration. In (November 2014) a review by Google India, it is evaluated that the Indian E-trade industry will achieve USD 15 billion by 2017. Thus, a McKinsey examine predicts that Indian Digital BFSI industry will achieve USD 70 billion in 2020 (from USD 8 billion in 2014). ^[13]

José Fernandes (2014) illustrates that there are 6 basic types of E-commerce i.e. (B2C) Business-to-Consumer, (B2B) Business-to-Business, (C2B) Consumer-to-Business, (C2C) Consumer-to-Consumer, (C2A) Consumer-to-Administration, (B2A) Business-to-Administration. The major benefit of E-commerce is its capacity to reach a global market, without necessarily involving a large monetary investment. The limits of this type of business are not restricted geologically, which allows customers to make a worldwide choice, acquire the essential information and evaluate bids from all potential suppliers,

regardless of their locations. E-commerce permits providers to be nearer to their clients, bringing about expanded yield and intensity for organizations; subsequently, the shopper is profited with an enhancement in superiority service, resulting in greater immediacy, as well as a more proficient pre and post-sales support. With these recent forms of electronic business, customers now have virtual provisions that are open round the clock. However the key disadvantages associated with E-commerce are strong reliance on ICT (information and communication technologies), short of of legislation that effectively controls the new E-commerce activities, both nationally and internationally, anxiety in the conduct of online business transactions etc. ^[14]

According to **Andy Grove (1999)** yet, almost 5 years since the Internet created mass-advertise potential with the disclosure of an easy to-utilize program for surfing the Internet, it is anything but difficult to overstate its impact on the day by day lives of ordinary individuals. Indeed, even in the United States, the most wired nation on the planet, a great many people still not have, or lean toward not to have, web access. Also, notwithstanding for a large portion of the individuals who have admittance both at home and in the workplace, the Internet has demonstrated a greater amount of an expansion to their lives at times valuable, sometimes enjoyable. ^[15]

According to **Monica D. Guillory; Ritu Lohtia; Naveen Donthu (2016)** consumers become shrewd in their consumption process, they seek out sources of information that will facilitate them in their decision-making. Online reviews have become an imperative part of this process. Shoppers explore the internet for product information, which includes professional or editorial reviews and user-generated content in this scenario-based experimental study. ^[16]

Dr. Rohtash Kumar Garg (2015) examined that internet marketing is becoming quite popular in every business sector, and gradually plays a truly significant part in any company's multi-channel marketing policy. However, how to apply Internet marketing particularly how to utilize it to draw more visitors to a certain website is still a giant issue for a number of advertisers. The two main idea of his revision are to carry a general image of web marketing to

its readers and dig into how to compel traffic or entice customers to the Flashgame4fun.com website. ^[17]

According to **Dr. Hatem El-Gohary proposed (2010)**, implementing E-marketing by small business enterprise can transform together the contour and temperament of its business all over the world as the expansion utilization of the Internet and other Electronic Marketing apparatuses (i.e.: Intranets, E-mail, Mobile telephones and Extranets) in electronic exchanges may create not just a considerable measure of pioneers for independent venture undertakings additionally can kill a great deal of its dangers. From this forthcoming, it is watched that the Internet, other electronic media devices and Electronic Marketing apparatuses are playing a crucial and vital part in conducting marketing activities within business enterprises irrespective of its class or dimension. ^[18]

Dr. Renuka Sharma (2014) observed that during the past few years, on-line shopping is wide spreading in the field of E-commerce and is unquestionably going to be the eventual fate of shopping in mankind. The expanding customer base, essentially adolescents are assuming a significant part in the internet shopping. Through this implies, the customer can purchase the item from wherever he needs. Because of wide correspondence arrange E-trade has turned into the new go between the organizations/producers and their clients. The development pace of India's E-commerce industry is enthralling. It was reported as 88% in 2013 which is an obvious contrast picture of the snail speed economic growth of India. ^[19]

Ruchi Nayyar stated that Internet has made a momentous role in changing our lifestyles on account of its abundance and diversity of information. Its accessibility is mounting noticeably in India which has fuelled the growth of e-commerce in the economy. The term E-commerce or electronic commerce refers to shopping on the web. It incorporates a lot of other activities such as B2B transactions, and various internal procedures that corporations use to support their selling, buying, hiring and planning. In terms of enormity, e-commerce market has developed radically from 2007 to 2010. Broadband connectivity and increased usage of credit cards have provided a constructive

infrastructure for the expansion of online shopping in India^[20]

Dr. Payal Upadhyay (2013) examined that speedy expansion of cybercafés across India, access to Information; the boost in number of computer users has come to net services through broadband working class populace and consumption power is developing. There are around 200 million of working class populaces with fantastic spending powers. These individuals have almost no opportunity to spend for shopping. A considerable lot of them have begun to rely on upon web to fulfil their shopping wishes because of time crunch. There are a considerable measure of examines about web based shopping. Most reviews proposed to investigate components influencing customers' obtaining conduct on the Web. Swaminathan, Lepkowska-White, and Rao (1999) alludes seller uniqueness, security of exchanges, substance for protection, and customer qualities as components impacting electronic trade. Wolfinbarger and Gilly prescribed that customers buy and shop online with both reasons: objective situated and experience-arranged. Miyazaki and Fernandez (2001), trusted hazard variables required in internet shopping influenced buyer's purchasing conduct adversely. They likewise found that Internet experience is adversely identified with the presence of misgivings about the protection and security of online buy and saw the dangers of directing on the web buys. Donthu and Garcia (1999) recommended that hazard peril, ingenuity, mark cognizance, value mindfulness, significance of comfort, assortment looking for penchant, hastiness, mentality toward adverting, viewpoint toward shopping, and state of mind toward direct showcasing would impact web based shopping conduct. What's more age, pay, and demeanor toward publicizing were variables impacting web based shopping conduct. Li, Kuo, and Russell (1999) found that "Customers who enjoy online buy see the Web to have more noteworthy administrations in correspondence, dispersion, and openness than the individuals who don't make online buys. Conversely normal online purchasers see higher utility than intermittent online buyers" and "Customers who make online buys view themselves as to be more astute. As indicated by Jarvenpaa, Tractinsky, and Vitale (1999), perceived status, perceived estimate, faith in store, attitude, and risk awareness would be factors affecting online purchasing behavior^[21]

According to **Sam Kin Meng (2012)** E-marketing policy is generally based and built upon the conventional (4 P's) Price, Promotion, Product and Place that forms the typical marketing mix; E-marketing's exclusivity is produced using a chain of precise and relational functions that are joint with the 4P's to shape the E-marketing mix elements, each of which include linked E-marketing mix apparatus that are offered on business web sites to assist sales transactions. His research analyses the significance of each E-marketing tool associated to its supporting E-marketing mix element. ^[22]

C. Jeevana (2015) examined Indian market is dominated by unorganized players but there is potential room for retail players as well. Most of the Internet users are youth and middle aged and educated people who hunt for newer trends in marketing and there is an extreme boost in the middle class income people and upper middle class population. We see big players like Amazon, Flipkart, Snapdeal, Ebay, Walmart, Shopclues, Limeroad, Myntra, Jabong, Fashion and You etc are the foremost E-marketing sites. In addition he found branded companies selling their products under their individual websites, irrespective, of the above websites doing good business. E-Commerce has given growth in turn to e-marketing and e-purchasing. E-Purchasing means corporations decide to buy goods, information and services from assorted online suppliers. E-Marketing explains organization labour to update purchasers, communicate, sell and promote its services and products over the internet. ^[23]

Dave Chaffey and PR Smith (2008) described that neither E-commerce marketing nor the back office management processes are required to really run a business but E-business has a broader outlook. It involves the computerization of all the business forms in the esteem chain – from obtainment or acquiring of crude materials, to generation, stock holding, appropriation and coordinations, deals and advertising, in the wake of sales, invoicing, obligation accumulation and that's only the tip of the iceberg. Organizations like Covisint and Ariba, who we alluded to before, give E-business services. E-business makes the bent to maintain a business on the web. This incorporates E-advertising and E-trade. ^[24]

Afrina Yasmin (2015) proposed that Digital channel in marketing has become vital part of policy of numerous companies. Nowadays, even for small business owner there is a very economical and proficient way to market his/her products or services. Digital marketing has no limitations. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and anything under the sun to promote company itself and its products and services. Digital marketing may succeed more if it gives top priority to its user requirements. Companies should craft path-breaking customer experiences and detailed strategies for media to identify the best path for driving up digital marketing performance.^[25]

Mohammad Hossein (2012) described that web based shopping conduct (additionally called web based purchasing conduct and Internet shopping/purchasing conduct) alludes to the pattern of purchasing items or services by means of the Internet. The procedure comprises of five stages akin to those related with conventional shopping behavior. In the characteristic online shopping process, when likely consumer desires for some service or merchandise, they go to the Internet and explore for need-related information. However, rather than searching enthusiastically, at times potential consumers are fascinated by data about items or services related with their craving. They then assess alternatives and select the one that best suits their necessities and spending plan. At long last, an exchange is led and post-deals administrations gave. Web based shopping approach likewise alludes to buyers' mental state as far as making buys on the Internet.^[26]

Anupama Nerurkar (2014) analyzed Flipkart, an Indian E-commerce company founded in 2007. It is regarded as the first E-commerce company that made online shopping admired in India. It deals in selling a range of items. It started with books and now deals in marketing of kitchen and home appliances, digital cameras, mobile phones, clothing, watches and much more. Reports show Flipkart India; the wholesale cash-and-carry body of the online trade firm went into losses. However the company denies and claims that their business is growing annually at 100% success rate. The sales target for 2015 arrived at \$ 1 billion or about Rs. 6200 cr. Now, it is producing good business and anticipates

\$1 billion sales. The company is India's version to U.S. online giant Amazon. It is a pride for country's exploding E-trade market. It is likely to reach the E-merchandise trading sale at \$14 billion by 2018 and \$60 billion by 2023. ^[27]

Ravi R. Kosgi has examined that Individual or business required in E-trade whether purchasers or dealers rely on Internet-based innovation so as to accomplish their business. Web based business is perceived for its bent to allow business to convey and to frame exchange whenever and wherever. Regardless of whether an individual is in India or abroad, business can be bring out through the web. The force of E-trade permits geophysical hindrances to vanish, making all purchasers and organizations on earth potential clients and providers. Numerous perspectives have added to the extension of E showcasing in India. There is a boundless change in the way of life of the prospering white collar class. Web and 3G invasion has changed the advertising situation for both shoppers and the advertisers. Rising way of life has not just grown the level of consumption but has also altered the model and excellence of consumption. Demanding urban lifestyles, time crunch for shopping, craving for range and convenience and comfortable disposable income has altered the way Indian consumers prefer to shop today. Additional factors helping the online retail industry witnessing excellent growth include smart phones offering accessibility to online shopping, ambitions of tier II & III cities, women becoming more techno savvy, growing awareness around branded products, spontaneous buying and logistical convenience. ^[28]

Ayan Saha (2014) believes there is a noteworthy and dynamic growth of E-Marketing in recent days. There are many small units of business enterprises that have an significant part in the global economy. In the recent era of globalization and progress of technology, there is a huge revolution in communication among people. These changes are also enhancing the business strategies among the countries. Internet and the electronic media are giving these companies huge opportunities and development in E-Marketing. E-Commerce includes all business directed by method for PC systems. Progresses in media communications and PC advancements in current circumstances have made PC arranges a basic component of the financial framework. An ever increasing number of organizations are encouraging

exchanges over web. There has been fantastic competition to focus on every single PC proprietor who is associated with the web. All firms believe that internet and e-mail is indispensable for business in the 21st century. It provides the services platform, which facilitates to enter new markets, reducing the investment and resources required to work globally. For one to one contact email and group discussion is the best method to generate rapport between the customers. Most of the firms are actively using the internet as a marketing medium. Basically firms were using the internet for three main purposes i.e. Marketing channel, Sales transactions and Fulfillment. E-business could be described as buying and selling of goods and services, collaborating with business partners, servicing customers, conducting E-learning and carrying out electronic transactions in the business. ^[29]

Richa Devgun (2014) explained that E-marketing alludes to the utilization of the Internet and computerized media potential to encourage offer of items or administrations. These computerized advancements are an imperative expansion to customary advertising approaches paying little mind to the size and sort of your business. E-showcasing is additionally characterized as Internet promoting (I-advertising), web based showcasing or web-advertising. Likened to conventional promoting, E-showcasing is making a technique that helps organizations convey the right messages and item/administrations to the intended interest group. It comprises of all exercises and procedures with the reason for discovering, drawing in, winning and holding clients. What has changed is its more extensive territory and alternatives contrasted with routine advertising techniques. E-marketing is accepted to be wide in degree, since it not just alludes to advertising and advancements over the Internet, additionally involves promoting done through email and remote media. E-showcasing likewise grasps the administration of advanced client information and Electronic Customer Relationship Management (ECRM) and a few different business administration capacities. E-promoting joins imaginative and specialized parts of the Internet, including: outline, advancement, publicizing and deals. It incorporates the utilization of a site in amalgamation with online special strategies, for example, web index promoting (SEM), social average showcasing, intelligent online advertisements, online registries, email promoting, subsidiary showcasing, viral promoting etc. ^[30]

Ms. Shraddha Singhal and Ms. Radhika Tomar (2015) stated that due to the development of e- marketing in every single area, the rustic India is likewise taking the activities and using its utilization for the upside of agro-division. Prior rustic India was without the benefits which urban region was appreciating yet now with country populace being presented to advancements like PDA, PCs and so on they too are prepared for change. Henceforth to profit provincial India ITC has thought of the possibility of E-choupal which made a win-win circumstance for both the ranchers and the organization. ^[31]

Dr. Hatem El-Gohary (2010) explains executing E-marketing by private venture undertaking can upset both the shape and nature of its business all over the globe. Because of increment use of the Internet and other Electronic Marketing apparatuses (i.e.: E-mail, Intranets, Extranets and Mobile telephones) in electronic exchanges may create not just a considerable measure of prospects for private venture undertakings additionally can take out the vast majority of its dangers. From this planned, it is seen that the Internet, other electronic media devices and Electronic Marketing devices are having a fundamental and imperative influence in directing showcasing exercises inside business endeavors paying little heed to its sort or size. ^[32]

David R. Fortin, Ruby Roy Dholakia, Nikhilesh Dholakia (2002) concluded that the evolution of the Internet parallels the progress of other communication technologies, such as radio, broadcast television, cable TV, and cellular phones. The early mode to access the new services generally come with a hefty price tag attached. Finally the hardware and the service become quite reasonable and may even become totally free. Lately, we observe computers and even full Internet access offered without fees in exchange for advertising exposure. This is exactly the equivalent model what we observed in broadcast media and are currently monitoring in cellular telephony. ^[33]

Irissappane (2004) has documented the key customer activities in B2C E-commerce are Product search, Comparison Shopping, Product selection, Negotiation of terms, Placement of orders, Payment authorization, Receipt of product and eventually after Sales Customer Support. Major E-service tools that can be useful in pioneering ways

to offer online services to customers in E-commerce are Personalized Web Pages, FAQs, Chat Room, E-mail and Automated response, Help desks and call centers. ^[34]

Jensen, Bach, Morten (2006) tackles the key subject whether there is a necessity for enhanced online marketing communication planning and prioritization methods, chiefly for B2B companies. It explains the outcome of an empirical study among larger Danish companies. The research studies differentiations between B2C and B2B companies, concerning the hugeness of Offline and Online marcom disciplines, internet spending and use of techniques for online correspondence prioritization. It conveys home because of lifted internet spending, a less committed need of online orders and extremely constrained use of existing techniques, B2B organizations should be on guard for innovative systematic methods for online communication planning. Though the research do not give a lucid overall discrimination between B2B and B2C companies approach towards the significance of marcom disciplines yet it establishes noteworthy distinction in individual disciplines. Where B2C companies find offline advertising notably more imperative, B2B companies favor targeted and personalized disciplines like events and exhibitions, relationship marketing and sales support activities. As regards online communication, B2C companies focus considerably on mass communication disciplines like display advertising, sales promotion and games. However, B2B companies focus primarily on online events such as product demonstrations. Individual and targeted disciplines like E- learning, mobile location-based services, communities and personalization did not show noteworthy differentiation between B2C and B2B. ^[35]

Ramalingam (2008) has made an attempt to study the behavior of buyers towards online shopping. The samples of 150 respondents were chosen from a variety of centres around Madurai. It was established that majority of respondents, who were attracted towards online shopping fell in the age group of 25-40. Male respondents dominated in online shopping while comparing with females. The principal purchasers had a monthly income of less than Rs. 10,000. Majority of respondents purchases are made for their personal use. CD/DVDs are the frequently purchased by most of the respondents. Occasional shoppers are more in the numbers. Time reduction is the chief motive for purchasing through online. The most influencing peer group for online

shopping is the 'friend'. Most of the respondents employed the 'Yahoo' website in the study. The level of contentment of most of the respondents is neither contented nor disappointed. Certain issues that need to be addressed include safety of data transmission, privacy guard and enhancement of the legal infrastructure in the country. If solutions are found out for these issues, then there is the likelihood of doing heavy volume in the Indian e-commerce market especially in online shopping. ^[36]

Reddy (2003) analyzed that "Electronic Marketing in India as a 'Study on Opportunities and Challenges'" and concluded that the key features attributing to the looming triumph of E-marketing are - the high level of interactivity, the 24 hours/7days/365(a year) functionality and the unlimited boundaries. However, there are few obstacles to overcome before E-marketing becomes a practicable commerce model in India. First and foremost is building faith and reliability, rather than promoting it as a cost effective option. People go to a dot.com for ease, comfort, trust, security and savings. With the gaining prominence of E-marketing management and implementation of strategic marketing programs for customer attainment, customer retention and cross selling will come into play. This will require a strategically distinct and developed eCRM strategy, to optimize consumer buying habits and increase the net conversion ratio of 'prospects' to 'advocates'. It is thought that the fundamental potency of the medium and its exclusive advantage will make E-marketing a big reality in India very soon. ^[37]

Sheth (2005) examined two issues E-marketing in a worldwide setting and build up a structure that will assign analysts and supervisors to grasp the effect of nation level consequences for E-marketing methodologies. It recommends that the development of E-marketing systems depends on the nation's framework and marketing institutional growth. It is found that international E-marketing strategies are primarily altering, and will continue to change, marketing notions and applications in international markets. It suggests that the E-markets of future may have very less similarities to the markets of today. Hence it recommends that firms need to better monitor their international environments to establish the sort of policy that they have to take after. The proposed systems are – brick and click methodologies, digitization, disintermediation, purchasing gatherings and option framework, firm determined e- marketing procedures, and corporate trades. ^[38]

Sumanjeet (2006) proposed that E-marketing has power to develop any product or service of a company beyond the global boundaries and gives them cutthroat benefit in the global market place. It gives the business novel tactics to conduct market research, product planning, promotion, marketing mix and pricing etc. E-Marketing allowing companies to get closer to customers through Customer Relationship Management. (CRM). Though E-marketing offers a lot of opportunities, it is also loaded with number of problems, which need to be tackled. These hurdles are more complicated and herculean in nation like India where computing itself is taking roots step by step. India's legal system is also obsolete for the growth of E-marketing. There are many problems like online payment system, consumer protection, e-taxation and Intellectual Property Rights (IPRs), which are not covered by IT Act, 2000. Among all these, the most vital concern is providing a protected, secure and reliable mode of payment. Unless all these issues and problems are dealt with, strategies of E-marketing cannot be fruitfully applied in the business. ^[39]

Iftikhar Ahmad and Aatur Rahman Chowdhary (2008) examined that customers' view of value from e-CRM features on airline E-ticketing Websites. Results of the study depicts that all the features were not important for customer satisfaction, at the same time, websites were not offering all the attributes discussed by theory. In contrast customers' showed their enthusiasm to use those features, if provided. In nutshell according to customers, 'site customization', 'site information' features were most hated features, customers on the other hand are in the favor reading 'online forums', 'complaining ability', 'email', 'loyalty programs' and 'feedback channels'. Customers currently were only happy with single feature FAQs. Study also shows that there is a great rivalry online among travel organizations in light of the fact that for the client's nearness of eCRM components is the indistinguishable on every site and they are hunting down conservative tickets. Be that as it may, then again when clients proved unable resolve their difficulties after purchasing tickets they become frustrated and this frustration can cause customer defection. Therefore after sale services, which can cause customer retention, were not provided efficiently. ^[40]

Alba (1997) contends that a major advantage of online pursuit and shopping is the boundless number of choice accessible to buyers without physical strain in a physical

retail environment. For instance, it takes far less time and push to visit a virtual store than a neighbourhood retail outlet. ^[41]

According to **Badnjevic (2006)** the blast of data and correspondence innovation (ICT) in India is a well known wonder with a positive effect on the economy. As tourism industry and little organizations are of enormous noteworthiness for India's economy, this review analyzes the ICT mindfulness in little travel specialists and visit administrators, as far as ICT mindfulness definition, its level, and the influencing variables. Seven weeks in length field study was made in 4 noteworthy Indian urban communities. The mindfulness was characterized as far as cognizance about ICT points of interest and snags, and mechanical and key issues. The ICT level was observed to be relatively high for a creating nation yet low while considering the open doors in India. The variables with a beneficial outcome on the ICT mindfulness level were the national prudent and mechanical extension improvement, and the inspirational state of mind towards ICT. The disadvantages incorporate absence of training inside the organizations, administration, physical foundation issues and the social and social standards. The level could be raised by following up on business and administrative levels. ^[42]

Chary and Christopher (2003) stated that E-commerce is today providing the infrastructure to connect and distribute information between the buyers and sellers. But the main disadvantage in India is that most of the Indian consumers are from the rural, backward areas and they are not aware of the electronic transactions. In addition there are few urban areas too where the consumers are yet to be aware of E-commerce. Hence due to these factors added with emotional factors, they concluded that e-commerce in India is going to influence the beliefs, values, culture, preferences and fashions of the consumers. The key challenges are technology component, internet infrastructure and payment related issues. The answer to the challenges posed by the Indian market fundamentally lies in cyber retail networks (networks of retail outlets on the net) connected through the very small aperture terminals (VSATs). The three big advantages of E-commerce- vast choice, economy in transactions and a wealth of information tend to set the mind of consumer to move into electronic market and so the enthusiasm of e-commerce will be building up away from the metros shifting towards rural India. ^[43]

Haque (2007) in a study tried to establish relationship between the potential sales and customer outlook towards online shopping, product characteristics, and familiarity and confidence as objective of the study. He studied six attributes to construct overall consumer outlook toward online shopping. The results discovered a positive relationship between power of online marketing and consumer approach, awareness and assurance based on the positive coefficient values. In addition, results also displayed the measuring overall consumer attitude toward online shopping and highlighted the target customers who have higher attitudes towards online shopping; selling online is more likely to be succeeded. The negative value of the product type pointed out that more the dependence of a product on human senses then involvement in physical inspection causes to lower potential for online sales of that product. ^[44]

Yasir Kazmi and Abdul rehman (2007) examined in the study on “Information search and evaluation of alternatives in internet airline ticket purchase” that diverse aspects effect consumer decision making process. With the basis of analysis and findings for research; the following conclusions have been identified:

- i. Ease of use of websites and User contentment were seen as a matter of anxiety in online airline information search.
- ii. The aptitude to search factors (knowledge, education and experience) are interconnected and with escalating knowledge, education and experience, ability to perform efficient search increase, and it also led to increased enthusiasm to use online medium.
- iii. The situational factors decrease internet airline tickets data search time and led to faster decision.
 - (a) Evoked set (importance of brands and prominent products) and role of the internet as compare of price and price itself are important factors for valuation of option in online airline ticket purchase as compared to customer interaction. ^[45]

Sita Mishra (2007) examines the demographic characteristics of online consumers and their stance towards web based shopping conduct for apparel. This review is based on an example of 200 web clients in NCR Delhi. The discoveries displays that customers have uplifting disposition towards web based shopping yet low demeanor towards online buy of garments. The examination demonstrates that city and sex

don't influence shopper's approach yet age and wage bring up a critical relationship. The issues of trust appreciate capacity and trial approach is by all accounts chief apprehension for the consumers but convenience and technological development play a major role in online shopping. ^[46]

Parker (2007) analyzes the web based advertising practices of commonplace and regional tourism specialists inside Canada. As opposed to inspecting routes in which the elected Canadian government embraces the country, this review investigates the tourism site landing pages of the areas and domains. Center to landing page outline, format and data gave to potential guests of a region inside Canada is given prime importance. In a rapid assessment of the websites 12 items were chosen as important for identification and information provision to visitors. These items were: languages, photos, intro page, survey, hyperlinks, travel services, second official site, cultural info, nature info, search engine, map and flag. While obvious dissimilarity exists regionally within Canada, are these differences adaptable to the internet? The cultural and highlights of Canada, as borne out in each province and territory, are adaptable in so far as symbols allow them to be. Images and words are the symbols by which culture is translated over the medium known as the internet. Sounds and moving pictures are also transmitted symbols of culture, yet none of the homepages examined included sound and very rarely did images change. Only through the use of photograph and words will the Canada's different culture be brought to the world via the internet. The attempt to divide Canada from its natural environment will not work in the endorsement of tourism. Canada's environment is invariably linked to the culture and character of the nation. ^[47]

2.2 E-marketing in Banking

Swapnali Vadke (2015) noted that in the past many private sector banks had already adopted social media channels for promotion but posting product offers and services is not enough. There is abundant online content available in finance and banking sector. The way Digital banking in India is getting viral and making its control, conventional financial organizations and banks can't overlook mobile and digital banking for too long. They must rapidly clinch it or before it become irrelevant. Potential customers carry out a research; take reviews about particular bank, before setting foot in a branch. So bank marketers should also research to identify with the customers' needs and how

they can boost their online presence influencing new customers. ^[48]

Sumit Kamra in his research discovered that data is acquired from client posts on long range interpersonal communication stages, sites, past buys, and perusing history. Information accumulated by following email ids that clients use to sign into and get to interpersonal interaction locales is associated with the email ids they use to enlist on the site. Multiple investing options browsed and liking behaviour towards any explicit segment or company should also be taken into account. Using huge information investigation, this information is prepared and used to make references for clients when they sign into the site/versatile application/computerized show. Software, which has ability to attract product reviews from social networking sites or review given by financial experts, is used to exhibit analysis in the review section of the website. Database management software is necessary to trace data obtained about customer movement/association and handled information. This product is connected with the cloud, so that the information can be gotten to at whatever time from wherever. The cloud server additionally needs to store data about the accessibility of products and their locations. ^[49]

2.3 E-marketing in Automotive

Sahil (2015) reported Consumer Behaviour and explained how few years back consumers treated Internet only as a tool to research vehicle types and features. Having made the choice about the make and model of the vehicle, typically these consumers then went about conducting the rest of their car's purchase in the more conventional style. A complete sale over the Internet was happening at an incredibly squat pace and so were the automobile services such as insurance, finance additional warranty etc. But the trends are changing and consumers are opting for new technologies and mobile apps for automobile too. The economy growth and boost in necessity of mobility are some of the other factors why this space will boom. ^[50]

Teena Bagga & Deepak Gupta (2014) concluded that Internet Marketing is a exceptionally imperative tool for the promotions. Although the number of people checking official websites of the companies for the product detail was found to be fairly few, hence it makes companies to adopt better promotion strategies through Internet Advertisements and use of Social Media Pages. The brands promoting

through diverse social sites maintain the interest of the followers intact through various activities performed through real time updates. Frequent updates are an essential practice required by the companies for collecting the feedbacks and ideas of the people which will thus assist them to produce their product superior. Moreover to deliver the information to the masses outside social media, online advertisement plays a critical part with over 154 million and growing Internet users in India. Hence it is an additional tool that the Automobile companies are required to invest their money for enhanced promotions and better reach to the masses. ^[51]

2.4 E-marketing in Education

According to **Rohit Aggarwal (2014)** LVC (Live Virtual Classrooms) or Online learning have opened entryways for contemporary training in India. With the advancement of innovations, for example, the Cloud, Data Centers and Virtualization, there is a huge idle for innovation to be incorporated into instruction industry. Notwithstanding, this area is for the most part undiscovered. Less embrace rate is one reason since innovation empowering agents in rustic India are still deficient. The imperative Infrastructure and Security must be set up keeping in mind the end goal to set the ball moving for advanced instruction. Openness of web in unavailable areas that permits two-way communication and execution input are a portion of the basics required to dispatch a more broad stage for LVC showcase in India. Besides, India is yet to set out far to move the viewpoint of individuals from separation instruction to online training. ^[52]

According to **Kirti (2014)** innovation based training organizations in India are attempting to handle the signs appeared by the market as opposed to taking care of the issue to get a profound jump comprehension of the center issues. Numerous edu-tech items nowadays don't satisfy any center need that innovation can meet superior to a disconnected arrangement. They are quite recently attempting to bring clients on the web. These products end up being trivial and decline rapidly. ^[53]

2.5 E-marketing in Insurance

Yogesh Bhandari (2014) proposed the insurance companies should pay particular focus on E-marketing as a new tool for sales growth, achieving the apex place among rivals, and conquering unexplored markets; also, they should

expand suitable marketing and promotional strategies to achieve a sensible share in the market of life and investment insurance. ^[54]

Dr.R.Karthi identified that the insurance companies offer the worth to the customers through on-line marketing. Unlike conservative promotion, Customers learn about the product details, exceptional attractions, market conditions, competitive products, vision, mission, objective of the company can be comprehended. Customer delivered value should be done better by the company in online insurance marketing. E-insurance kindles the customers to generate desire and to recognize those needs, search for alternative information about insurance industry, estimates those options from the digital information has given in the insurance websites, making decisions to buy and providing the post purchase support to the customers. Companies have to guide the customers about the usage of online insurance by efficient style of communication. They should assert the customers to study the usage of online insurance and if possible countrywide promotion have to be arranged through IRDA in all the states and the districts and persuade the customers to use e-insurance for the more rapidly and enhanced communication. Finally the online insurance marketing creates new inroads to the companies to yield larger profits. ^[55]

2.6 E-marketing in Telecommunication

Jayanth Kolla (2015) analyzed the growth of the Indian wireless telecom industry, estimated major landmark, draws parallel between the adoption curves and growth cycles of mobile and e-commerce industries in India and offers suggestion and course-corrections for the e-commerce industry by remarking upon the major teaching from the growth of Indian telecom industry. Wireless telecom (mobile) services industry was the first technology-based industry to scale speedily in the consumer space in India. It is the original “**growth hacker**” of the Indian consumer-technology space. ^[56]

Pankaj Dhaundiyal (2012) examined that telecommunication sector is inching towards maturity, additional union is a reality and this will prompt to the survival of more beneficial players in this division. Keeping in mind the end goal to additionally underwrite the usage of Internet in the nation the administration is finding a way to enlarge this segment with the assistance of the

different players in this fragment. Thus, the usage of broadband innovation is being mooted and this will go far in upgrading the yield of the Indian economy and end up being the following gigantic open door for telecom organizations after the versatile interchanges division. Non-voice services and VAS are the gold mines. The huge departure is unsurprising with the arrival of 3G services in mid 2007, once the range issues are dealt with. Web clients base quick coming to close to the English talking populace base. Nearby dialect and substance required for extra expansion Infrastructure gear cost is down to a small amount of what existed only a couple of years back. Administrators can arrange better development arrange now enhanced achievability for the administrators to grow to semi-urban and provincial markets, thus, hurry extension further it's not without reason that India is tipped to be the world's third-biggest economy by 2050. ^[57]

2.7 **E-marketing in Health**

Manu Grover (2015) stated that looking at patterns; online wellbeing retailing will meet the dynamic requests of the quickly adjusting innovative and dimensional requirements of the Indian buyers in the coming years. The medicinal services part holds colossal potential and with E-business thriving at present, it will engage the market players to contact a huge number of Indians living in urban and additionally rustic territories. The possibility of the wellbeing business is by all accounts splendid and will be one of the drivers for development of the Indian economy. Web based business/Retail medicinal services will undoubtedly blast, sooner rather than later. ^[58]

Aparajita Choudhury (2015) stated that online healthcare space is quite huge and it is only escalating day by day with the development in innovation and versatile web/applications. Highlights like Video Conferencing, Telemedicine, Online Consultancy, Elderly Care Givers, and Palliative Care Givers are a portion of the new open doors/oddity in the human services part, which is shifting the whole situation of human services in India. Eventual fate of eCommerce in human services is the brightest. Medicinal services eCommerce today is similar to the season of phone landlines period, the mobiles administration was going to hit India. In the wake of taking a comprehensive

perspective of the business patterns, medicinal services eCommerce is balanced for an invigorating time of blast advancement in a time of 3-5 years. This is relied upon to prompt to generous interests in supporting foundation, creative and diversion changing plans of action. ^[59]

2.8 E-marketing in Food & Beverages

Letizia Gallacci (2005) examined that distinguished with other industries, E-business activity in the Food and Beverages sector is very less, except for the large international companies. On the whole, the bulk of companies from the sector rarely take part in e-commerce and electronic B2B marketplaces. The major factor limiting the growth of Ecommerce in the sector is a cultural one. Conventional purchasing behaviours don't fit neatly into E-procurement models as the need for individual communication with suppliers is still strong. Further the amount of providers who really offer online is still restricted because of the way that not each item in this segment is appropriate for online selling. ^[60]

Sarah E Samuels (2003) advocated advertisers and marketers have begun to target the swiftly mounting number of children using the Internet with a range of new interactive techniques that can effortlessly integrate advertising and Web site content. All of the real organizations that promote and market to youngsters have made their individual Web sites, designed as "branded environments" for children. New technologies and software can gather data about the viewing habits and explicit liking of children without the consent or knowledge of either the children or their parents. ^[61]

2.9 E-marketing in Furniture

According to the article contributed by **Redseer (2015)** the furniture and furnishings market in India is an enormous marketplace pegged at \$ 20 billion in size and positioned as the fifth real market in the globe. Be that as it may, on a for every capita premise, the market is still under entered contrast with more developed markets. Furniture in India entered the online space around 2011 and today best players like Pepperfry, Urban Ladder and FabFurnish are quickly expanding given the support from universal financial specialists, developing web entrance and moves in shopper

conduct towards web based shopping. Be that as it may, while major web based business players in mold and gadgets have watched immense client appropriation in the course of recent years, the furniture market is yet to achieve such a heavenly position in the online space.^[62]

Priyanka Pani (2014), stated that consumers in both small towns and metros are preferring to purchase furniture and decorations on the web, for the concession as well as for the more extensive decision and after-deals benefit. Expanded Internet entrance and expansion in smart-phone usage are also driving growth. The rapid growth has also encouraged Snapdeal to penetrate the class. Flipkart and Amazon.in already have strategy in place for the segment.^[63]

2.10 E-marketing in Pharmaceutical

According to **Usha Sharma (2015)**, with the developing utilization of Internet-based shopping, we are seeing a monstrous lift in deals by means of the Internet. Be that as it may, offers of medications is not allowed since the law requires the deal to occur in a licensed store, deal to be affected by a drug specialist and deal to be affected in light of a remedy by specialists. A few organizations have as of now discovered proviso in the law and have begun to offer meds once again the Internet, understanding the requirement for Internet-based sales of medicines. Government of India (GoI) needs to proactively legislate this to manage deceitful elements while ensuring that the new medium of sales is accessible to all customers.^[64]

Rinkesh Shah (2015), documented that for the past five years sites have been giving a considerable measure of therapeutic substance to specialists. We have Knowledge Genie from Abbott managing in Journal distributions and articles, E-memberships and related space, Univadis from MSD giving access to Lancet, Pubmed, Video Interviews, e-CMEs and everything under the sun. This will quickly begin moving towards an end. In spite of the fact that an exceptionally intense procedure till now, online substance is expanding in quantum and in this manner guarantying hard to seek. Organizations will now begin concentrating on more customized substance,

which will happen by changes in way they code their destinations to appreciate client conduct and route. Highlights like online networking joint efforts and what our district peruses will get to be distinctly useful. ^[65]

2.11 E-marketing in Service Industry

Delmar José (2014) stated that Management of e-Commerce and Online Channels is one of the key tools for endorsing and enhancing sales in the current hotel businesses. It consists essentially of a fortunate sales channel, available in many hotels. Nevertheless there are others, who do not give due significance to this channel.

Over the last decade the population of Internet users has enlarged swiftly. The tourism and hospitality sector has always been among the primary businesses, to exploit on new technologies. Customers are continuously looking for new sources of information, to help them make choice before buying services.

Online sales play a critical part in your hotel business, therefore you can, by no means, overlook this procedure. The budding significance of e-commerce in the contemporary tourism and hospitality industry has created an urgent need for easy decision focused on managing companies' online presence precisely. ^[66]

Kahini Chakraborty (2015) stated that India is in the throes of a business enterprise upset with online new companies receiving the thumps-up of both consumers and venture capitalists. Over the years a vast amount of online travel new companies have entered the shred to take advantage of the internet business blast that has to an expansive degree been driven by travel sector in the country. One of the major challenges in the online travel space is rivalry, both from other online service providers and from conventional travel agencies. Make MyTrip has gone into the travel area and today it is one of India's first travel organizations. ^[67]

Conclusion :

From above total 67 reviews the researcher has noticed following fissures:

Existing data has discussed about the Internet and other E-marketing tools associated to their significance to conduct business, also discussed about adequate support from the senior management for the acceptance of E-marketing in private sector but none of the data has attempted to link the Government into giving impetus to E –Marketing. The Researcher hereunder has emphasized that Government needs to take E-Marketing seriously and extend wholehearted support related to e-marketing.

Researcher has focused on such issues that are usually neglected by existing data i.e. size of the organization, influencing factors, functional area or level of the organizations with regards to adoption of E-marketing.

Since Indian society believes in convention style of purchasing like physical feel of merchandise etc. therefore this study has focused on such options which should satisfy all necessary doubts of the customers and the same time provide solution and create awareness among the users.

The existing data has discussed about hackers, crackers and everyone associated with the knowledge of exploiting loopholes in the system but none has mentioned any appropriate solution for the same. This research has focused on such issues along with befitting remedies.

Existing data discusses about multiple problems affecting overall activity of E-marketing but none of the data handles the negative impact of E-marketing which, if not handled efficiently, in future could become burning issue in Indian society. This Researcher hereunder has tried to come up with the alternatives solution for such issues.

There are abundance of research conducted on online marketing where they have discussed about web page which plays the mediator role between users and the companies. Secondly lack of human communication and trust is another

drawback because web marketing is made via the internet solely, it has a saturated market, so it's imperative to have tools that help to stand out from the competition but very few or none of the studies have emphasized on the solutions of such issues like up-gradation of company's web site or overall presentation of the sites, FAQ's etc. In this study Researcher discusses on such vital issues in detail.

This study has also focused on precise Market Mix through internet and how entrepreneur can exploit E-market mix for their efficient ROI.

In order to justify above research gaps the researcher has framed the Problem, Objectives and Hypotheses (for more detail please see the Chapter – 3)

Hence the researcher has justified the linkage between ROL, Research Methodology and Questionnaires.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 **Introduction:**

The art and science of satisfying a target market through cleverly exploring, creating, and delivering value by generating profit after identifying their unfulfilled needs and desires is called Marketing. It suggests measure and specifies the volume of the identified market and the revenue prospective also directs which section of the company is proficient of serving paramount and promotes the befitting products and services. Opportunity identification, new product development, customer attraction, order fulfillment and maintaining faithfulness of employees are the major processes of marketing. A company that handles all of these processes exceptionally generally triumphs. But when a company falls short at any one of these processes, it will find difficult to sustain. The hidden aspect of process is the widespread market exploration, the research and development of suitable goods, the difficulty of pricing them correct, of opening up delivery system, and creating awareness about the product in market. Thus, Marketing unlike selling is a more comprehensive process and it sense the unfulfilled needs of community and produces novel and striking solutions.^[1]

In the current scenario, practice of marketing has altered and enhanced vastly. E-marketing is the result of brilliant combination of modern communication technologies and the orthodox advertising standard that has been practiced since decades. The amazing combination of the two is the outcome of contemporary E-Marketing via electronic medium and more explicitly through the Web. The terms Internet marketing, Online Marketing and E-marketing are often substitution or mere identical terms that comprise both direct feedback marketing and indirect advertising module and employs an array of technologies to assist link businesses to their clientele.^[2]

Companies must understand that the customers are no longer illiterate. They are getting more informed and have superior technology at their disposal like Internet. Hence now they have wide verity to choose and can buy as per their desire. In nutshell now customer is King and the power of manufacturer and the distributor has taken a backseat.^[3]

The investment return exceed tremendously from E-marketing in comparison to conventional marketing strategies. Businesses these days have justly developed global reach. While conventional media has financial constrains to such magnitude of reach to huge multinationals, E-marketing surprisingly provides accessibility to potential consumers across the globe at a comparatively much less budget. It has opened new avenues and is truly a boon for smaller businesses. E- Marketing has opened doors for the marketer to achieve buyers in an extensive variety of ways and helps businessmen to sale any merchandise or service under the sun ranging from as diverse as consumer service and sales, public relations, information administration and many more. With the variety of new technologies becoming accessible round the clock helps in growing the scope. The major limitation of conventional marketing is that while it is mostly limited to promoting its brand's message in contrast e-marketing facilitates communication between consumers and companies. With 2 way communiqué channel, organizations can attract other customers with the responses of their consumers, making marketing more vibrant and adaptive. Thus E marketing, in ways never before imagined, offers an instantaneous impact. Since E-marketing offers service 24 x 7 for 365 days it closes the gap between providing information and extracting a consumer's response, the customers purchasing routine gets a huge momentum and advertising expense can give a major boost in developing immediate leads. Today the 'internet' has become a productive platform for the business community because the audience on internet is a 'crowd' which has better purchasing potential and is looked upon as a population cluster that is mostly drawn from the middle class. Shrewd business people who know where to look can without much of a stretch discover access to the specialty markets they wish to target. Marketing posts are most helpful when they are presented directly to the target customers most likely to be interested. The Internet creates the ideal ambience for niche marketing to targeted groups.

Closed Loop Marketing depends upon regular measurement and review of the results of marketing initiatives. By incessantly tracking the reaction and success of a promotion, the seller can be far more active in adapting to consumers' needs and wants. With E-marketing, reactions can be examined concurrently and campaigns can be tweaked persistently. The combined effect of E-marketing with the immediacy of the Internet as a medium, results into nominal advertising expenditure, less wastage of time and effective campaigns. ^[4] Hence, research in this area is of paramount significance in the era of Google and globalization.

3.2 **Research Design:**

Research is essentially conducted within the guidelines of conceptual structure of investigation. It gives the outline to conduct data collection, measurement and analysis of data. Research is a systematic activity and hence such a guideline becomes a vital aspect of the methodology.

Planning is a significant feature in regard to the commencement of any type of research assessment. Before commencing any research investigation, the researcher has to sketch out a suitable action plan comprising of vital aspects that includes the aim of the investigation, the hypothesis of study and the diverse techniques to be adopted for gathering primary data is needed. Such a plan provides an outline of the research work to be commenced. In addition it gives guidelines about the kind of data to be collected that needs to scrutinized. A design of such type is termed as research design.

A research design provides the specifications for the watchful collection of relevant data and a befitting study that accomplishes the aim of research with accuracy, economy and excellence.

A research design, as a result, consists of three important aspects: plan, structure and strategy.

- (i) The plan is just a guideline of research format on which the researcher performs his task.
- (ii) The structure of the research is an extremely accurate guideline or the format.
- (iii) The strategy elucidates the researcher about the direction of research spelling out the techniques.

In nutshell the research design can be easily called as blueprint of research.

Conceptual Framework:

Research may be described as documented prose work. The purpose of the research work is to determine replies to the quires applying scientific approach. Hence initially conception chart is made. Based on this new data is collected in relation to the research study. On the foundation of the new information gathered research procedure is prepared.

This design focuses on:

1. Defining and redefining a research problem.
2. Formulating objectives and hypothesis of the study.
3. Developing a research plan.
4. Collection of primary and secondary data.
5. Analyzing and interpretation of data.
6. Preparation of report.

3.3 Methodology of the Study:

Methodology can be defined as the technique in which a particular research assignment is carried out. It is a complicated process that engages numerous elements like the backdrop in which the research has to be performed, meeting with multiple people, employing different devices, procedures and an appropriate organization skill. The study explores equally the frequency of design together with growth of plan support. It intends at escalating the understanding of the frequency of design with all its intricacy and also at the progress and validation of knowledge, methods and tools to enhance the investigated circumstances in design. Research methodology is adopted only after taking into account several factors like aim of research, kind of research, kind of data involved, type of devices to be employed, sample of the study and variables used in study.

Researches categorized by methodology are: Qualitative and Quantitative.

Qualitative Research: Qualitative research investigates attitude, conduct and experiences. It follows an inductive research process that engages the compilation and study of huge narrative information so as to pick up bits of knowledge into marvels of intrigue. Data analysis contains code of information and synthesis of spoken data. The contents included in general qualitative research are theoretical or content investigation, interviews, remarks in the form of description or comments, focus groups, and open ended review.

Quantitative research: Quantitative research means an organized empirical analysis of quantitative properties and phenomena and their associations. It follows a priori investigation procedure and uses the compilation and analysis of quantitative or statistical information in order to clarify, forecast, and/or manage phenomena of interest. The endeavor of quantitative

research is to develop and utilize numerical models, theories and/or hypotheses relevant to phenomena. The procedure of calculation is vital to quantitative research because it provides the basic relationship among empirical observation and numerical expression of quantitative associations. Data investigation is mostly arithmetical. The factors included in General quantitative research methods consist of investigation of content or relational, experiments and conclusions drawn from scaled ratings, checklists analysis conducted applying closed-ended, validated scales.

Present study is based on quantitative research.

3.3.1 Problems tackled in the present Study:

1. Inability to get an actual experience of the merchandise.
2. Entire system is depending on internet therefore both the parties cannot do the interactive deal.
3. E-marketing can become one of the reasons for unemployment in Indian society.
4. Lack of awareness in the society about the e-marketing activity.
5. Unethical users are creating barriers in between online process.
6. The major hurdle in between users and companies is slow internet connections or no network connectivity.
7. Improper e-market mix will lead to failure of online business activity.

3.3.2 Objectives of the Study:

1. To understand importance and uses of e-marketing tools.
2. To study various reasons of adopting e-marketing.
3. To understand nature & behavior of online customer.
4. To study effectiveness of e-marketing and basic expectations from the society.
5. To know about online shopping security related issues.
6. To understand various mediums and techniques of e-marketing and their utilization.
7. To study utility of the e-marketing resources

3.3.3 Hypotheses of the Study:

A well-formulated hypothesis provides an essential basis for a researcher to begin

the inquisitive enquiry without wastage of much time and energy.

Scientific questions are always guided by the directional force of an appropriate hypothesis, for providing the right answers.

Testing of hypothesis:

The idea of factual derivation is to reach inferences about a populace on the premise of information gathered from a sample of that population. Hypothesis examination is the procedure used to analyze the strength of evidence from the sample and give an outline for making determinations related to the populace. It provides a method for understanding how dependably one can deduce observed results in a sample under scrutiny to the bigger populace from which the sample is haggard. The researcher formulates an explicit theory, evaluates data from the sample, and utilizes this information to choose whether they support the specific hypothesis.

The procedure of testing hypothesis is briefly described as follows:

1. Setting up a hypothesis:

The hypotheses are often statements about population parameters. Setting up a hypothesis is a basic piece of factual induction. Generally a few theories are advanced, either in light of the fact that it is accepted to be valid or on the grounds that it is to be utilized as a reason for contention, however has not been demonstrated. The two types of hypotheses are as follows.

- a. **Null hypothesis: (Ho)** The hypothesis of no difference or of equality. It is an extremely helpful tool in testing the importance of difference. It states that there is no factual difference in the sample and population in the particular matter under observation and that the difference found is just accidental and insignificant arising out of fluctuation of sampling. The denial of Null hypothesis signifies that the differences have only statistical significance and the acceptance of null hypothesis proves that the differences are due to coincidence.
- b. **Alternative Hypothesis: (H1)** It is the hypothesis which challenges the null hypothesis. It denotes those values that the investigator deems

to hold accurate and anticipate that sample data leads to acceptance of this hypothesis are true. It is the assumption that indicates the direct relationship among the variables.

For each null hypothesis there is a substitute hypothesis.

2. Setting up the level of significance:

The confidence with which the investigator discards or retains the null hypothesis depends upon the noteworthy level adopted. The significant difference is usually denoted as a percentage, such as 5%. It is the probability of declining the null hypothesis, if it is authentic. By rejecting the hypothesis at the same level the researcher is in the danger of discarding the true hypothesis in 5 out of every 100 occasions. By examining at least 1 per cent level, the researcher turns down the possibility of making a false judgment but some elements of threat still persists (1 out of 100 occasions) that the wrong decisions are being made, i.e. the hypothesis may be accepted where it has to be discarded or conversely.

3. Setting test criteria:

The third step in hypothesis examining process is to construct a test criterion. This engages choosing an appropriate probability distribution for application. Some probability distributions that are frequently used in testing procedures like z, t, f, and chi-square distribution and the equivalent statistic. The kind of distribution makes the decision about the required test to be conducted.

4. Doing computation:

The hypothesis is examined utilizing befitting test statistic. A test statistic is a magnitude computed from the information gathered. Its value is used to choose whether the null hypothesis is to be discarded or retained. The selection of the test is based upon the implied probability model and the assumptions under inquiry.

5. Making decisions:

The final and fifth step is to express the results and declare accurate statistical conclusions in an easy to understand method. The conclusions consist of two statements;

1. Describing the results of the (null hypothesis) and
2. Describing the results of the (alternative hypothesis).

The first declaration affirms the acceptance or rejection of the null hypothesis for the specific value of alpha or p-value for the test statistic. The second statement retorts the research queries affirming the sample statistic collected estimated the parameter hypothesized.

The conclusion depends upon the calculated value of the test paradigm falling in the locale of rejection or acceptance.

3.3.4 (Type) I and (Type) II errors:

In the testing of the hypothesis, there is a likelihood of two types of errors.

Discarding null hypothesis when it is true is type I error. Blunder to reject null hypothesis when it is false is called type II error.

The two errors may be represented in the tabular form as follows.

Table No. 3.1

Tabular Representation of Type I and type II errors

	Decision	
	Accept H_0	Reject H_0
H_0 (true)	Correct decision	Type I error
H_0 (false)	Type II error	Correct decision

The probability of type I one error is generally detected in advance and is understood as the level of significance of testing of the hypothesis. Type I error may be fixed at 5% or 1%. But in a fixed sample size (say n), dropping the risk of type I error inevitably amplifies the risk of type II error. Hence it is impossible to decline both types of errors concurrently.

For the present study the researcher formulated null hypothesis to test the level of significance due the following reasons:

- a. The researcher aspired to refute the hypothesis regarding diverse features of online shopping. The refutation of hypothesis regarding relationship of online

shopping with regularity of shopping, buying of variety of products and satisfaction in connection to buying and with changeable gender, education, earnings and profession. Also association of features of online shopping and problems of online shopping with above mention variables when it is really correct involved greater risk and hence it was taken as null hypothesis because then the likelihood of rejecting it when it was true would have been very small.

- b.** The researcher opted for a null hypothesis over the alternative hypothesis because using the null hypothesis decreases the hazards of errors in evaluation and there by the probability of deducing an incorrect conclusions. Hence, the researcher formulated the following null hypothesis to be tested statistically to draw inferences related to online shopping.

The researcher formulated the following null and alternative hypothesis to be tested statistically to draw inferences on online shopping.

Null Hypothesis:

1. Opinion of respondents for online shopping has no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
2. Opinion of respondents for online shopping is independent of (not associated with) Gender, Education, Income and Occupation.
3. Features of online shopping have no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
4. Features of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
5. Issues of online shopping are independent of (not associated with) frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
6. Issues of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
7. There is no significant dissimilarity between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E- Marketing Strategies of the Company.

3.3.5 Period of the study:

Seven financial years of data was considered for the purpose of the study i.e. from April 2009 to March 2016.

3.3.6 Population and Sample:

The researcher is trying to acquire information from population, which are valid, precise and which allows prediction. A sample from the largest group under study includes all individuals meeting and their distinct characteristics. Sample is a segment or division of the population. In case of a set consisting of all probable items in a massive population becomes too expensive or time consuming to do a comprehensive investigation of all of the items. Assessing or estimating traits or characteristics of the complete structure, method, scheme through representative example can be more resourceful while still providing the required information. The aim of sampling is to make an overview about the population that should have two significant characteristics.

1. It should be ample
2. It should be representative

Universe of the current study:

For the reason of proposed study, researcher has selected selective companies from various industries which are having offices in Mumbai region that is from Colaba to Mulund and Chuchgate to Dahisar the same time they have selected on the basis of feasibility to get an authentic data for desire study.

	Industry	Segment	Name of Companies
1	Manufacturers	Automobile	Mahindra & Mahindra Ltd.
2	Manufacturers	Automobile	Tata Motors Ltd.
3	Manufacturers	Furniture	Godrej Interio
4	Manufacturers	Furniture	Durian Industries Ltd
5	Service	Insurance	ICICI Prudential Life Insurance Company
6	Service	Insurance	Kotak Life Insurance
7	Manufacturers	Food & Beverage	Parle Agro Pvt. Ltd
8	Manufacturers	Food & Beverage	Nestlé India Ltd.

9	Service	Education	K.J.Somaiya College of Arts and Commerce
10	Service	Education	Nagindas Khandwala Collage
11	Service	Telecommunication	Idea Cellular Ltd
12	Service	Telecommunication	Vodafone India
13	Service	Health Care	P.D. Hinduja Hospital
14	Service	Health Care	Lilavati Hospital
15	Manufacturers	Pharmaceuticals	Cipla Ltd
16	Manufacturers	Pharmaceuticals	Sun Pharmaceutical Industries Ltd
17	Service	Banking	HDFC Bank Ltd.
18	Service	Banking	Axis Bank Ltd.
19	Service	Infrastructure	GVK Power and Infrastructure Ltd
20	Service	Infrastructure	GMR Infrastructure Limited

Source: www.google.com

To legitimately be able to use a sample to extrapolate the outcomes to the entire populace requires the use of proper sampling techniques.

The sampling frame

Companies within Mumbai were used as the sampling frame. Moreover, the researcher achieved the representative sample by ensuring that respondents are involved in online shopping.

The sample size

The study used a representative sample size of 410 respondents from which there are 350 customers and 60 company executives involved in online shopping living in Mumbai.

Sampling techniques:

Sampling techniques can be grouped under two noteworthy sorts: Probability and Non-probability. The fundamental distinction between the two sorts is, in probability sampling, each unit has an equivalent shot of being chosen, and that possibility can be to a great extent evaluated, while in non-probability sampling it is not so.

a. Probability Sampling Techniques:

A probability sampling method is any technique of sampling that employs some form of arbitrary choice. The samples are assembled in a procedure that gives every one of the people in the population identical probability of being selected. The researcher employs arbitrary technique for the end result to be negligible or nonexistence of methodical and sampling bias and the sample is as a result representative of the complete population. The major types of probability sampling techniques are;

- (i) Simple random sample
- (ii) Stratified random sample
- (iii) Cluster sample
- (iv) Systematic sample
- (v) Multi-stage sample

(i) Simple Random Sampling:

It is the easiest type of probability sampling. It is appropriate where population is comparatively diminutive and where sampling frame is complete and state-of-the-art. It is performed utilizing a table of random numbers, a PC generator of random number, or any other mechanical machine but it is usually hard to get a complete sampling frame to classify each member of the population. This technique is theoretically the easiest to understand but quite difficult to execute in a practical research project.

(ii) Stratified Random Sampling:

In this technique, the total population is bifurcated into strata or sections that have at least one familiar characteristic. Random sampling is then used to select a number credibly representing the population from each stratum.

(iii) Cluster Sampling:

In this technique the entire population of interest is split into clusters, or groups, and these clusters a random sample is chosen. Each cluster is mutually unique and collectively the clusters comprise the complete population. Then all units inside the selected clusters are selected. There is a little variability within clusters and huge variation between clusters. In reality, clusters tend to be found in terms of geographic areas.

(iv) Systematic Sampling:

Systematic sampling is very identical to simple random sampling and easier to execute. It is conducted through a few ordered measure by picking components from an arbitrarily orchestrated sampling frame such as every k^{th} element ($k = N/n$) where the population size is N and the sample size is n .

(v) Multi-stage Sampling

Multi-stage sampling is a sort of intricate sample design in which two or more levels of units are affixed one in the other. At each stage, a sample of the corresponding units is chosen. Initially a sample of primary unit is chosen, later, in each of those chosen; a sample of secondary unit is picked, and so on. All eventual units selected at the final stage of this process become the final sample.

b. Non- Probability Sampling:

In reality, because of the range of hurdles in obtaining an absolute sampling frame, it is risky to use probability sampling method. As a result, a few understandings could be made or roughly probability-type of sampling methods may be used. Non-probability sample is any sampling strategy where a few components of the populace have no probability of determination or where the probability of determination can't be correctly determined. It includes the choice of components in view of supposition concerning the populace of interest, which outlines the standards for choice. Hence, because the choice of elements is non-probability, non-random sampling doesn't permit the valuation of sampling errors. These conditions give rise to eradication prejudice, putting limits on how much data a sample can contribute about the population.

Information concerning the link among sample and population is restricted, making it to arduous to extrapolate from the sample to the population.

The major types of non-probability sampling techniques are :

- (a) Quota sampling
- (b) Judgment sampling
- (c) Convenience sampling
- (d) Snowball sampling

(a) Quota Sampling:

In quota sample, the populace is initially divided into mutually exclusive sub-divisions, similarly as in stratified sample. At that point finding is utilized to choose the subjects or units from every portion in view of a specific proportion Sampling is done until a particular number of units (quotas) for a scope of sub-populaces have been chosen. Since there are no guidelines as to how these quota's are to be packed, quota sampling is really a means for fulfilling sample size purpose for select few sub-populations.

(b) Judgment sampling:

This method depends on the finding of the researcher concerning who ought to be included in the sample. There is an unknown likelihood of inclusion in the sample for any given case. This is not practiced frequently, as it is tricky to justify.

(c) Convenience Sampling:

Non-probability sampling technique means Convenience sampling where subjects are selected because of their suitable accessibility and closeness to researcher.

The subjects are chosen since they are effortlessly accessible. It is sometimes referred to as disorganized or accidental sampling. This method is generally employed amid preparatory research endeavours to get a gross estimate of the outcomes, without bringing about the cost or time required to choose a random sample.

Now we give details of population, sample, sample techniques etc, as below.

The sampling method:

A probability random sampling procedure was used. This sampling method was adopted, because it was economical and less time-consuming for the researcher to collect the data.

Sample of data:

Random sampling technique is used in order to draw 10 samples from the universe.

S.N.	Industry	Segment	Name of Companies
1	Manufacturers	Automobile	Mahindra & Mahindra Ltd.
2	Manufacturers	Furniture	Godrej Interio
3	Service	Insurance	ICICI Prudential Life Insurance Company
4	Manufacturers	Food & Beverage	Parle Agro Pvt. Ltd
5	Service	Education	K.J.Somaiya College of Arts and Commerce
6	Service	Telecommunication	Idea Cellular Ltd
7	Service	Health Care	P.D. Hinduja Hospital
8	Manufacturers	Pharmaceuticals	Cipla Ltd
9	Service	Banking	HDFC Bank Ltd.
10	Service	Infrastructure	GVK Power and Infrastructure Ltd.

Source: www.google.com/Company detailed profiles are mentioned in Annexure-I

3.3.7 Data collection and measuring instrument

The researcher used a self-administered survey to conduct the study. The study used structured questionnaires to collect data. This method was chosen for its versatility, as well as the accuracy of the data, since all respondents were asked the same questions.

(a) **Primary Data Sources :**

Questionnaire.

(b) **Secondary Data Sources**

Books, Magazines, Company Reports, Websites, Search Engines, Journals etc.

(c) **Pre- Testing Questionnaire**

Pre-tested the questionnaire with 50 (40 customers+10 executives) respondents. Thereafter changes were made to the questionnaire with specific reference to wording, sequence and language.

3.4 Analysis of Data:

- (a) Analysis of data can also be described as the procedure of transforming data with the objective of extracting helpful information and formulating conclusion. Application of statistical methods depends upon the type of data and the question included.

‘Analysis’ means the process of computation of certain measures along with exploring for examples of relationship that exist among information bunches.

“Thus analysis is a process where relationships or differences favoring or contrasting with original or new hypothesis; should subject to statistical tests of importance in order to establish with what legitimacy information can be said to demonstrate any conclusions.”

Examination, primarily in case of reviews, engages estimating the values of unidentified parameters of the population and testing of hypothesis for portraying inferences. Analysis thus may be classified as descriptive analysis and inferential analysis which is generally called as statistical analysis.

In statistical applications, data analysis is segmented into descriptive statistics and inferential statistics.

For the purpose of analysis researcher used statistical package SPSS version 21. Plus excel add-in MegaStat is also applied.

3.4.1 Descriptive Statistics:

The term ‘Descriptive’ statistics means to depict the essential elements of the information in a study. They offer easy synopsis about the sample and the measures. In addition with straightforward illustrations investigation, they outline the commence of in every way that really matters each quantitative examination of data.

Descriptive analysis is mostly the study of distribution of one variable. This study helps us to locate profiles of organizations, work groups, people and different subjects on any of complex qualities, for example, estimate, pieces, effectiveness, inclinations and so on.

Descriptive analysis is more precisely targeted at a particular aspects or dimensions of research. Such studies disclose latent relationship between variables, thus setting the stage for more elaborate research later. The analysis with one variable is called ‘One-Dimensional’ analysis, where as two variables are known as ‘Bivariate’ analysis and for

more than two variables is termed as 'Multivariate' analysis. For descriptive analysis we use following statistical tools:

Measures of central tendency: These are distinctive examples of depicting the focal position of a recurrence conveyance for a gathering of information. Focal inclination is measured in 3 ways: Mean Median and Mode. The mean is basically the normal score of dissemination. The Median is the inside, or center score inside a dissemination. The Mode is the most continuous score inside a circulation. In a typical conveyance, the Mean, Median and Mode are similar.

There are three noteworthy sorts of evaluations of middle tendency which are used in this study.

- (i) **Mean:** The **Mean** or average is perhaps the most frequent method used for relating middle tendency. To calculate the mean every value are added and at that point divided by the figure of values.
- (ii) **Median:** The **Median** is an additional method of central location for a variable. It is the value in the centre when the information is gathered in rising order. With an odd figure of notes, median is the centre value. An even number of observations has no single value. In this matter the median is definite as the common average of the values of middle two observations.
- (iii) **Mode:** The **Mode** is the recurrently happening value in the arrangement of scores. To conclude the mode, the scores are ordered as in case of median, and then count each one. The most repeatedly occurring value is the mode.

Measures of Variation: Measures of variation assist us to sum up how spreads out these scores are spread out. To explain this spread, a number of statistics are on hand, includes the quartiles, range, variance, standard divergence and absolute deviation.

Measures of variation decide the scope of the dispersion, with respect to the measures of middle tendency. Where the measures of middle tendency are express information focuses, measures of variety are lengths between different focuses inside the dissemination. Variety is figured as far as mean deviation, range,

standard deviation and variance.

There are four kinds of Measures of Dispersion used in the research study

- (i) **Range:** Range is the difference between the biggest and smallest observation.
- (ii) **Mean Deviation:** Mean deviation is the net sum of deviations of the items of a given data from one of the averages of that data divided by numbers of item.
- (iii) **Variance:** Variance is described as the total of squared deviations around the mean divided by the population size.
- (iv) **Standard Deviation:** The standard deviation is identified as a positive square root of the variance.

Multivariate Analysis: Researchers generally are interested in relationship between two or more variables. Covariance and correlation are descriptive methods of the association between 2 variables. Covariance is described as the total of the products obtained by multiplying the deviation each value from its mean of two data divided by number of values minus 1. For given data, the product moment correlation coefficient is defined as follows:

$$r_{xy} = (S_{xy} / S_x S_y)$$

Where, r_{xy} : correlation coefficient, S_y : standard deviation of y, S_x : standard deviation of x, S_{xy} : covariance.

3.4.2 Inferential statistics:

The inferential statistics is used to make inferences from the given data to more common circumstances; while descriptive statistics is basically employed to describe the data.

Inferential analysis is applied to generalize the results achieved from a random sample (probability) back to the populace from which the specimen was drawn. This examination is just vital when: a specimen is drawn by procedure of random; and the reaction rate is high. Henceforth, this sort of examination is most certainly not suitable when: non-probability methods of selection are used; inferential

statistics happen from the fact that sampling naturally incurs sampling blunder and thus a sample is not expected to flawlessly stand for the population. The procedures of statistics of inferential are (1) parameter(s) estimation and (2) statistical hypotheses testing.

Inferential analysis is employed to generalize the results derived from a random sample (probability) back to the populace from which the specimen was haggard. Inferential statistics are commonly used to respond cause-and-effect questions and make forecasts. In the present study researcher used this analysis for hypothesis testing.

Statistics plays a key role in research as it works as a device in designing study analyzing its information and representing conclusions there from. Most research studies result in a huge quantity of raw data which must be condensed so that the same can be read with ease and can be utilized for further analysis.

Descriptive statistics is concerned with the expansion of certain indices from raw data, whereas inferential statistics is concerned with the process of generalization. Sampling statistics are also recognized as inferential statistics and are chiefly focus on 2 major types of problems:

1. The estimation of population parameters and
2. Testing of hypothesis.

Inferences on population parameters are generally drawn on the basis of sample observations, particularly when the population is large; hence it becomes practically impossible to enumerate all the sampling units belonging to such huge population. Such hypothesis about the population is termed as statistical hypothesis and hypothesis is tested on the basis of sample values. This hypothesis is tested with in-hand evidence and a decision is made whether to accept this hypothesis or discard it.

In the context of statistical analysis we generally speak regarding null hypothesis and alternate hypothesis.

Null hypothesis (H0) and alternate hypothesis (H1) are usually symbolized respectively.

Researcher has used these measures of statistical analysis according to the prerequisite of data analysis. For testing hypothesis or test of significance we use both parametric and non-parametric tests. Parametric tests presume within properties of the population from which we draw samples. Such assumptions may be regarding population parameters, sample size etc. In this type of research parametric tests are used. Important parametric tests are as follows:

- (i) chi-square test of independence (non-parametric test)
- (ii) Levene's test for testing Homogeneity of Variances.
- (iii) parametric test ANOVA for testing Equality of Means
- (iv) Parametric test Welch and Brown-Forsythe for testing Robust Tests of Equality of Means.

In our study researcher applied different parametric as well as non parametric tests. Details of which are given below.

Chi-Squared Test:

A Chi-Squared test, also called test or Chi-Square test, is one statistical hypothesis test in which the sample distribution of the examination measurement is a chi-squared distribution when null hypothesis is accurate, or any in which this is asymptotically accurate, denoting that the sample distribution; (if null hypothesis is precise) can be made to estimated a chi-squared distribution as closely as preferred by making the sample size large enough.

Pearson's Chi-Squared test is utilized to survey two sorts of examination: tests of **independence** and **goodness of fit**

- a. A test of **goodness of fit** found whether or not an experimental frequency distribution varies from a theoretical division.
- b. A **test of independence** considers whether paired notes on 2 variables, articulated in a contingency table, are independent of other.

Calculate the test-statistic:

The test-statistic value is

$$X^2 = \sum_{i=1}^n \frac{(O_i - E_i)^2}{E_i}$$

where

χ^2 is statistic of Pearson's cumulative test ,

O_i is frequency of an observed;

E_i is (theoretical) an expected frequency, asserted by null hypothesis;

N = the number of cells in the table.

Analysis Of Variance – ANOVA:

The ANOVA test is parametric test used to ascertain the effect independent factors (variables) have on the dependent factor (variable) in a fading analysis. The ANOVA test is the first step in recognizing factors that are influencing a given data set. ANOVA test results can then be used in an F-test on the importance of the regression formula overall.

The presumptions of the one-way ANOVA for independent specimens are:

1. The scale on which the dependent factor (variable) is measured has the properties of an equivalent interim scale
2. The k samples are independently and randomly drawn from the basis population(s);
3. The source population(s) can be rationally supposed to have a normal distribution; and
4. The k samples have approximately equivalent factors (variances)

The aim to examination of variance is to establish whether population means differs. The null and alternative hypotheses are stated: H_0 is $\mu_1 = \mu_2 = \dots = \mu_k$

H_1 : is at least one population mean differs where μ_i represents the mean of population i .

A more generalized form of the null and alternative is:

H_0 : s^2 Between $\leq s^2$ Within

H1: s^2 Between $>$ s^2 Within

Where s^2 Between represents the variance between groups in the population and s^2 Within represents the variance within groups. When the variance between groups is considerably larger than the variance within groups, the null hypothesis will be rejected.

ANOVA Table and F statistic

It is conventional to organize ANOVA statistics into a table as follows:

Source	Sum of Squares	Degrees of freedom	Mean Squares
Between	SSB	$df_B = k - 1$	$S^2_B = SSB / df_B$
Within	SSW	$df_W = N - k$	$S^2_W = SSW / df_W$
Total	$SST = SSB + SSW$	$df = df_B + df_W$	

F stats = S^2_B / S^2_W . The ratio of Mean Square Between and Mean Square Within is the F statistic.

If F table is greater than F stats we do not reject null hypothesis. Similarly if the p value is the region under the arc to the left of the F statistic then we do not reject null hypothesis.

Below the null hypothesis, this statistic test has an ' F ' sample distribution with df_1 and df_2 degrees of freedom. The test is one-tailed, concentrating on the upper extent of the sampling distribution. The ' p ' value is the region under the arc to the right of the ' F ' statistic.

Kolmogorov - Smirnov

In insights, the (K-S test) Kolmogorov–Smirnov test is a nonparametric trial of the equity of relentless, one-dimensional likelihood disseminations that can be utilized to recognize an example with a reference likelihood dispersion (one-specimen K–S test), or to complexity two examples (two-example K–S test). The Kolmogorov–Smirnov measurement evaluates a space between the observational appropriation capacity of the specimen and the aggregate conveyance capacity of the specified dissemination, or between the experimental dispersion elements of two examples. The invalid circulation

of this measurement is assessed under the invalid theory that the examples are drawn from a similar dissemination (in the two-specimen case) or that the example is drawn from the specified appropriation (in the one-specimen case). For every situation, the disseminations considered under the invalid theory are determined dispersions yet are generally unhindered.

The two-example K–S test is a standout amongst the most valuable and general nonparametric techniques for recognizing two specimens, as it is delicate to separate in both area and state of the observational total circulation elements of the two specimens.

The Kolmogorov–Smirnov test can be improved to give as an integrity of fit test. In the unique instance of testing for ordinariness of the appropriation, tests are institutionalized and recognized with a standard typical conveyance. This is like setting the mean and fluctuation of the reference dissemination identical to the example appraisals, and it is realized that utilizing these to characterize the particular reference dispersion changes the invalid conveyance of the test measurement: see underneath. Various reviews have found that, even in this adjusted frame, the test is very little solid for testing ordinariness than the Shapiro–Wilk test or Anderson–Darling test. In any case, different tests have their individual disadvantages. For example the Shapiro-Wilk test is known not to function admirably with many ties (numerous indistinguishable values).

Welch's t test:

In insights, Welch's t test is an adjustment of Student's t -test got ready for use with two examples having conceivably unequal differences. In that capacity, it is an inexact answer for the Behrens–Fisher issue. It is sometimes referred to as the "Two-sample unpooled t -test for unequal variances" but "Welch's t -test" is favored for brevity.

Welch's t -test describe the statistic t by the formula below:

$$t = \frac{\bar{X}_1 - \bar{X}_2}{\sqrt{\frac{s_1^2}{N_1} + \frac{s_2^2}{N_2}}}$$

where \bar{X}_i , s_i^2 and N_i are the i^{th} sample mean, variance and size, respectively. Not at all like in Student's t -test, the denominator is not in light of a pooled difference

assess. The degrees of opportunity related with this change gauge.

The degrees of opportunity ν related with this fluctuation gauge is approximated utilizing the Welch–Satterthwaite condition:

$$\nu \approx \frac{\left(\frac{s_1^2}{N_1} + \frac{s_2^2}{N_2} \right)^2}{\frac{s_1^4}{N_1^2 \nu_1} + \frac{s_2^4}{N_2^2 \nu_2}}$$

Here $\nu_i = N_i - 1$ the degrees of freedom associated with the i^{th} variance estimate.

Brown-Forsythe test:

In measurements, when a typical one-way ANOVA is performed, it is expected that the gathering fluctuations are factually equivalent. On the off chance that this supposition is not legitimate, then the subsequent F-test is invalid. The Brown–Forsythe test is a factual test for the fairness of gathering differences in view of playing out an ANOVA on a change of the reaction variable. The Brown–Forsythe test measurement is the F measurement coming about because of a conventional one-way examination of change on the supreme variations from the median.

The changed reaction variable is developed to quantify the spread in every gathering. Let

$$z_{ij} = |y_{ij} - \tilde{y}_j|$$

Where \tilde{y}_j is median of cluster j . The Brown–Forsythe experiment statistic is the replica F statistic from a one way ANOVA on z_{ij} :

$$F = \frac{(N - p) \sum_{j=1}^p n_j (\bar{z}_j - \bar{z}_.)^2}{(p - 1) \sum_{j=1}^p \sum_{i=1}^{n_j} (z_{ij} - \bar{z}_j)^2}$$

Where ‘ p ’ is the no. of clusters, n_j is the number of interpretation in cluster j , and ‘ N ’ is the sum number of interpretation. Also \bar{z}_j are the group means of the z_{ij} and $\bar{z}_.$ is the overall mean of the z_{ij} .

In the event that the fluctuations are in fact heterogeneous, strategies that take into account this, (for example, the Welch one-way ANOVA) might be utilized rather than the standard ANOVA. Great [1994, 2005], taking note of that the deviations are directly reliant, has altered the test in order to drop the excess deviations.

Levene's Tests:

Factual tests more often than not include making different suspicions about the attributes and parameters of the populace being inspected. For your situation, you are playing out the "t-test" to test theories around 2 inspected bunches. One of the suppositions made by the standard "t-test" is that the 2 populaces being inspected have EQUAL VARIANCES. The motivation behind the Levenes Test is to test and confirm that this equivalent difference supposition is sensible.

3.5 Scope and Limitations of the Study

A) Scope of the Study:

This study is focusing on:

- a. Studying and analyzing origin, present practice, challenges and future prospects of E-marketing.
- b. Comparison between traditional and online marketing.
- c. To develop security solutions.
- d. Studying consumers behaviour and impact of E-marketing on their decision making process.

B) Limitations of the Study:

Being a social science research the study is not free from limitations. Certain limitations are enlisted as follows:

- a. The time period considered for the study is quite short.
- b. The survey of consumers has been restricted to Mumbai region only.
- c. Primary data is much depending upon the co-operation of respondents.
- d. Authenticity of data is much dependent on honesty and willingness.
- e. The sample size could have been increased for a more accurate analysis of data.
- f. Whatever efforts have been made to cross check and verify the accuracy of data, the possibility of some errors still remaining cannot be entirely ruled out.

Conclusion:

The data collected by using the methodology described in this chapter laid to the foundation for the next step of the research process.

CHAPTER - 4

ANALYSIS AND INTERPRETATION OF DATA

4.1 Introduction:

In the chapter 3, the methodology of conducting this research is discussed in a detail. The data was subjected to appropriate statistical procedures to test the hypothesis with which the study is initiated. Data was collected by conducting Sample survey with questionnaire. Specimen of questionnaires is given in the annexure.

In this chapter we provide the detailed statistical analysis of various aspects of **E-marketing And Its Applications in Selected Industries in Mumbai Region**. The results obtained through analysis and decisions regarding the acceptance or rejection of the hypotheses are presented.

In the present study researcher used both descriptive and inferential statistical tools. Both, primary as well as secondary data is used while analyzing. The study is divided in two parts

1. Descriptive analysis
2. Inferential analysis

4.2 Analysis of data of the present study:

In the present study, the researcher studied various aspects of **E-marketing And Its Applications In Selected Industries In Mumbai Region**. Analysis of data collected is as below

4.2.1 Descriptive Analysis:

This part of study is mainly focused on verifying main objectives of study. Researcher used statistical tools like mean, standard deviation and graphs for analysis of primary and secondary data. The details of which are given below.

4.2.1a. To understand importance and uses of E-marketing tools.

Every marketer faces different challenges. Although they

typically share similar goals, teams are stuck on various issues like measuring the ROI (return on investment) of marketing activities, Securing Enough Budget, Managing website, identifying the Right Technologies for customer's Needs, training of team, targeting Content for an International audience, finding an executive sponsor, hiring top talent, problem of integrity, lack of face-to-face contact, Security and privacy, lack of trust etc.

Whatever the case may be, there's always at least one area that we can stand to improve. In other words, there's always room to optimize the various components of our strategy and turn our marketing into an *even more* effective revenue generator.^[1]

To understand importance and uses of E-marketing tools researcher has collected primary data to obtain opinion of respondents. There are two types of respondents, namely company executives and customers. Opinions of these respondents are considered based on importance and uses of E-marketing tools.

The detail of which is given below.

Importance and uses of E-marketing tools in business:

E-marketing is the method of marketing a brand using the Internet. The fields of marketing and advertising have experienced dramatic changes because consumers have changed the way they research and shop for goods and services. As more people turn to the Internet, businesses increase their chances for success by building an online presence through E-marketing, or marketing online. Marketing in the digital world is crucial for entrepreneurs and small-business owners and can significantly impact business growth. By such a definition, E-marketing encompasses all the activities a business conducts via the

worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. Internet and marketing is the interlink process because marketing tools are as important to Internet businesses as they are to any other type of business. After all, marketing is marketing. Marketing that takes place online follows the same basic principles as any other types of marketing--and also enjoys a few significant benefits.

There are different tools to market business online that are Search Engine, On Page Optimization, Off page optimization, Social Media, Twitter, LinkedIn, Facebook, Google+, Blogging, Social Bookmarking, Podcasting, Video, Alerting Applications, E-mail marketing,

Online Advertising, Banner Advertisements, Affiliate Marketing, Website, Online PR.^[2]

Key benefits of E-marketing over traditional marketing are:

- (i) **Reach:** The nature of the internet means businesses now have a truly global reach in a much smaller budget.
- (ii) **Scope:** Internet marketing allows the marketer to reach consumers in a wide range of ways and enables them to offer a wide range of products and services.
- (iii) **Interactivity:** E-marketing facilitates conversations between companies and consumers.
- (iv) **Immediacy:** Internet marketing is able to, in ways never before imagined, provide an immediate impact.
- (v) **Demographics and targeting:** The Internet creates the perfect environment for niche marketing to targeted groups.
- (vi) **Adaptively and closed loop marketing:** Closed Loop Marketing requires the constant measurement and analysis of the results of marketing initiatives.^[3]

The details of responses from company executives are tabulated as below:

Table No. 4.1
Frequency distribution responses related to importance of Internet and other E-marketing tools in business

	Frequency	Percent
Agree	21	35.0
Strongly Agree	39	65.0
Total	60	100.0

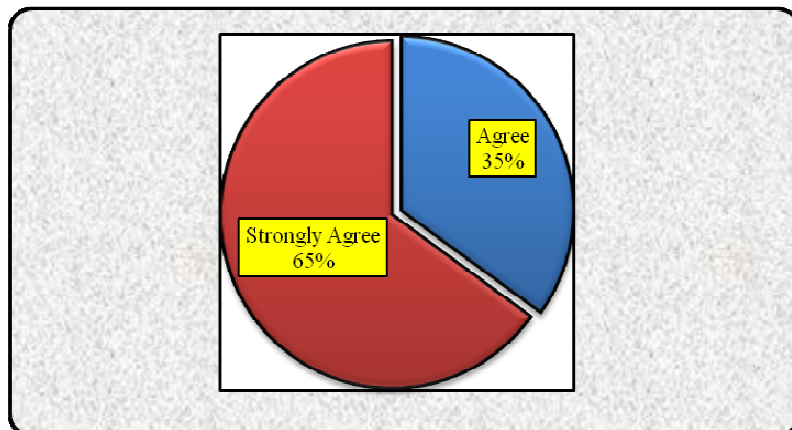
**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 65% company executives are Strongly Agree and 35% agree that Internet and other E-marketing tools are very important in their business.

For further analysis graphical representation of above data is given below.

Graph No. 4.1
Graphical representation of responses related to importance of Internet and other E-marketing tools in business



**Source : Information collected through Primary Data*

The details of responses from company executives are tabulated as below:

Table No. 4.2

Responses from company executives related to sufficient support from the top management for the adoption of E-marketing

	Frequency	Percent
Neutral	12	20.0
Agree	33	55.0
Strongly Agree	15	25.0
Total	60	100.0

**Source : Information collected through Primary Data*

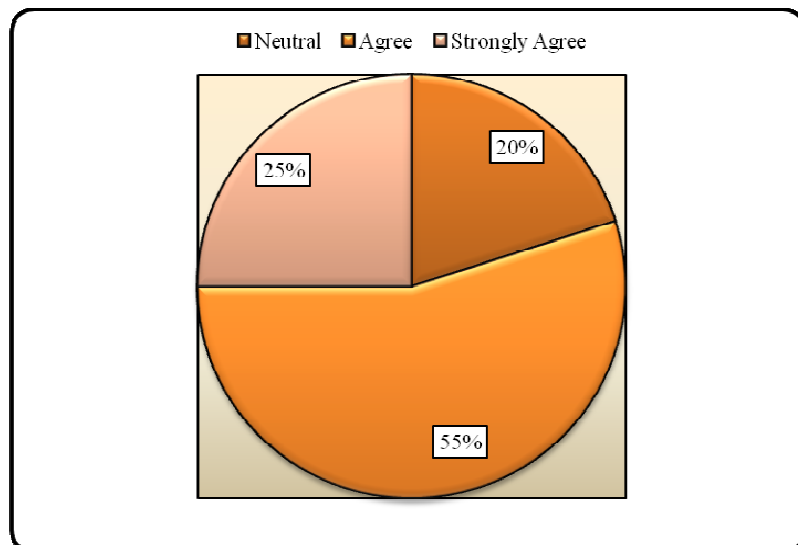
Interpretation:

From the above table it is observed that 25% company executives are Strongly Agree, 55% agree and 20% Neutral regarding opinion of sufficient support from the top management for the adoption of E-marketing.

For further analysis graphical representation of above data is given below.

Graph No. 4.2

Graphical representation of responses related to sufficient support from the top management for the adoption of E-marketing



**Source : Information collected through Primary Data*

The details of responses from company executives are tabulated as below:

Table No. 4.3

Responses related to marketing team within their enterprise uses E-marketing tools as a very useful tool

	Frequency	Percent
Disagree	3	5.0
Neutral	15	25.0
Agree	27	45.0
Strongly Agree	15	25.0
Total	60	100.0

**Source : Information collected through Primary Data*

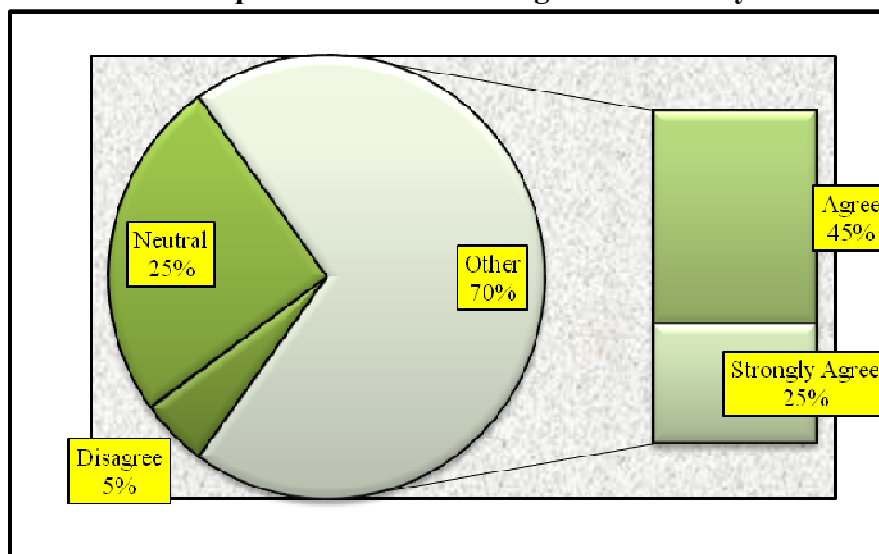
Interpretation:

From the above table it is observed that 25% company executives are Strongly Agree, 45% agree, 25% Neutral and 5% Disagree that marketing team within enterprise uses E-marketing tools as a very useful tool.

For further analysis graphical representation of above data is given below.

Graph No. 4.3

Graphical representation of Responses related to marketing team within their enterprise uses E-marketing tools as a very useful tool



**Source : Information collected through Primary Data*

The details of responses from company executives are tabulated as below:

Table No. 4.4

Responses from Company executives related to Company’s good technological infrastructure (e.g. hardware, networks, Internet access)

	Frequency	Percent
Neutral	9	15.0
Agree	24	40.0
Strongly Agree	27	45.0
Total	60	100.0

**Source : Information collected through Primary Data*

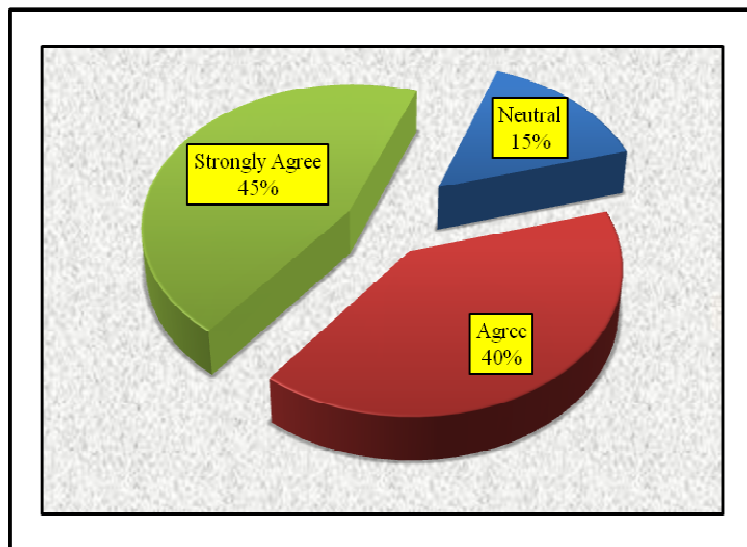
Interpretation:

From the above table it is observed that 45% company executives are Strongly Agree, 40% agree, and 15% Neutral that their Company has good technological infrastructure (e.g. hardware, networks, Internet access).

For further analysis graphical representation of above data is given below.

Graph No. 4.4

Graphical representation of responses related to the Company has good technological infrastructure (e.g. hardware, networks, Internet access)



**Source : Information collected through Primary Data*

The details of responses from company executives are tabulated as below:

Table No. 4.5

Responses from company executives related to no need to adopt E-marketing because the Company works on the local level.

	Frequency	Percent
Strongly Disagree	12	20.0
Disagree	33	55.0
Neutral	6	10.0
Agree	6	10.0
Strongly Agree	3	5.0
Total	60	100.0

**Source : Information collected through Primary Data*

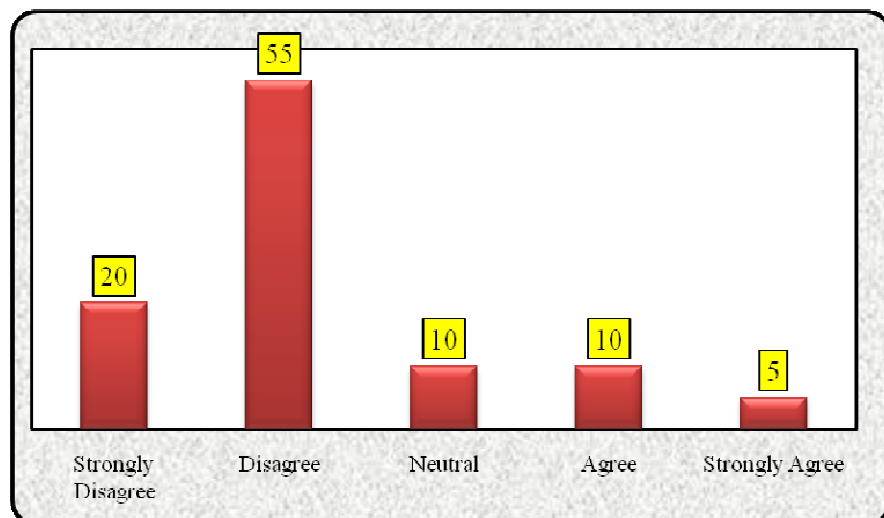
Interpretation:

From the above table it is observed that 5% company executives are Strongly Agree, 10% agree, 10% Neutral, 55% Disagree and 20% Strongly Disagree that the Company does not need to adopt E-marketing because the Company work on the local level.

For further analysis graphical representation of above data is given below.

Graph No. 4.5

Graphical representation of responses related to the company does not need to adopt E-marketing because the company works on the local level.



**Source : Information collected through Primary Data*

The details of responses from company executives are tabulated as below:

Table No. 4.6

The Company is too small to adopt E-marketing

	Frequency	Percent
Strongly Disagree	18	30.0
Disagree	30	50.0
Neutral	6	10.0
Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

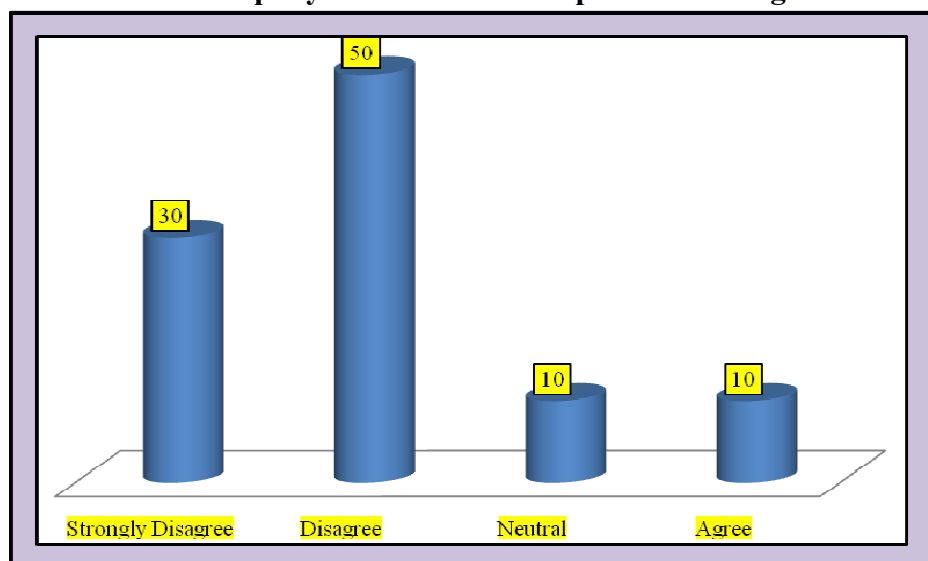
Interpretation:

From the above table it is observed that 10% company executives are Agree, 10% Neutral, 50% Disagree and 30% Strongly Disagree that the Company is too small to adopt E-marketing.

For further analysis graphical representation of above data is given below.

Graph No. 4.6

Graphical representation of responses related to the company is too small to adopt E-marketing.



**Source : Information collected through Primary Data*

The details of responses from company executives are tabulated as below:

Table No. 4.7
Responses from company executives related to access to the Internet or any Electronic Marketing means

	Frequency	Percent
Strongly Disagree	24	40.0
Disagree	27	45.0
Neutral	6	10.0
Strongly Agree	3	5.0
Total	60	100.0

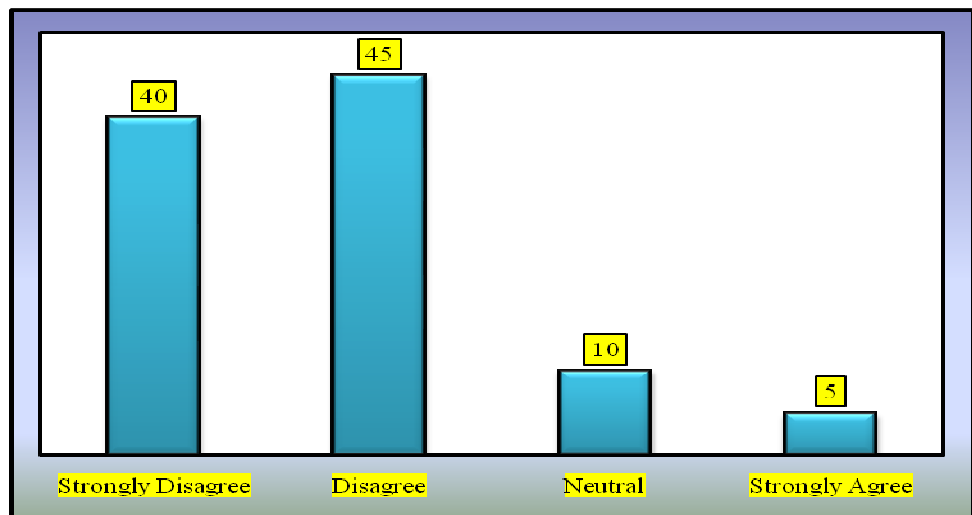
**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 5% company executives are Strongly Agree, 10% Neutral, 45% Disagree and 40% Strongly Disagree that the Company does not have any access to the internet or any Electronic Marketing means.

For further analysis graphical representation of above data is given below.

Graph No. 4.7
Graphical representation of responses related to the company does not have any access to the Internet or any Electronic Marketing means



**Source : Information collected through Primary Data*

For in-depth analysis, following table give details of descriptive parameters related to above data. Note that for study purpose following codes is used

-Strongly Disagree, 2- Somewhat Disagree, 3-Neither Agree nor Disagree, 4- Somewhat Agree and 5- Strongly Agree

Table No. 4.8
Descriptive parameters related to understand importance and uses of E-marketing tools

	N	Mean	Median	Mode	Std. Deviation
I think that the Internet and other E-marketing tools are very important to conduct business.	60	4.65	5	5	0.489
There is a sufficient support from the top management for the adoption of E-marketing.	60	4.05	4	4	0.686
Marketing team within my enterprise uses E-marketing tools as a very useful tool.	60	3.9	4	4	0.852
The Company has good technological infrastructure (e.g. hardware, networks, Internet access)	60	4.3	4	5	0.733
The Company does not need to adopt E-marketing because The Company works on the local level.	60	2.25	2	2	1.07
The Company is too small to adopt E-marketing.	60	2	2	2	0.918
The Company does not have any access to the internet or any Electronic Marketing means.	60	1.85	2	2	0.988

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. The mean value for responses related to **Importance of Internet and other E-marketing tools in business** is 4.65 with low standard deviation 0.489 indicates that majority respondents strongly Agree with this statement. The value of mode is 5 and median is also 5 which support the same. Hence we may infer that majority of *company executives* feel that the Internet and other E-marketing tools are very important to conduct business.
2. The mean value for responses related to **sufficient support from the top management for the adoption of E-marketing** is 4.05 with low standard deviation 0.686 indicates that majority respondents strongly Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of *company executives* feel that **there is sufficient support from the top management for the adoption of E-marketing.**
3. The mean value for responses related to **Marketing team within enterprise uses E-marketing tools as a very useful tool** is 3.9 with low standard deviation 0.852 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of *company executives* feel that the **Marketing team within enterprise uses E-marketing tools as a very useful tool.**
4. The mean value for responses related to **the Company has good technological infrastructure (e.g. hardware, networks, Internet access)** is 4.3 with low standard deviation 0.733 indicates that majority respondents strongly Agree with this statement. The value of mode is 5 and median is also 4 which support the same. Hence we may infer that majority of *company executives* feel that **the Company has good technological infrastructure (e.g. hardware, networks, Internet access)**
5. The mean value for responses related to **The Company does not need to adopt E-marketing because The Company works on**

the local level is 2.25 with High standard deviation 1.07 indicates that majority respondents Neither Agree nor Disagree with this statement. The value of mode is 2 and median is also 2 which support the same. Hence we may infer that majority of *company executives do not* feel that **The Company needs to adopt E-marketing because The Company works on the local level.**

6. The mean value for responses related to **The Company is too small to adopt E-marketing** is 2 with low standard deviation 0.918 indicates that majority respondents - Somewhat Disagree with this statement. The value of mode is 2 and median is also 2 which support the same. Hence we may infer that majority of *company executives do not* feel that **The Company is not too small to adopt E-marketing**
7. The mean value for responses related to **The Company does not have any access to the internet or any Electronic Marketing means** is 1.85 with low standard deviation 0.988 indicates that majority respondents Somewhat Disagree with this statement. The value of mode is 2 and median is also 2 which support the same. Hence we may infer that majority of *company executives do not* feel that **The Company does have access to the internet or any Electronic marketing means.**

As education is one of the important characteristic influencing e-marketers decisions making, we further give education-wise details of responses.

Table No. 4.9
Education-wise distribution of responses related to understand importance and uses of E-marketing tools.

	Education				
		Graduate	Post-Graduate	Doctorate	Total
I think that the Internet and other E-marketing tools are very important to conduct business	Agree	3	18	0	21
	Strongly Agree	15	18	6	39
	Total	18	36	6	60

There is a sufficient support from the top management for the adoption of E-marketing	Neutral	3	9	0	12
	Agree	12	15	6	33
	Strongly Agree	3	12	0	15
	Total	18	36	6	60
Marketing team within my enterprise uses E-marketing tools as a very useful tool	Disagree	0	3	0	3
	Neutral	3	6	6	15
	Agree	3	24	0	27
	Strongly Agree	12	3	0	15
	Total	18	36	6	60
The Company has good technological infrastructure e.g. hardware, networks, Internet access)	Neutral	0	6	3	9
	Agree	6	15	3	24
	Strongly Agree	12	15	0	27
	Total	18	36	6	60
The Company does not need to adopt E-marketing because The Company work on the local level	Strongly Disagree	0	12	0	12
	Disagree	9	21	3	33
	Neutral	0	3	3	6
	Agree	6	0	0	6
	Strongly Agree	3	0	0	3
	Total	18	36	6	60
The Company is too small to adopt E-marketing	Strongly Disagree	0	18	0	18
	Disagree	9	15	6	30
	Neutral	3	3	0	6
	Agree	6	0	0	6
	Total	18	36	6	60
The Company does not have any access to the internet or any Electronic Marketing means	Strongly Disagree	9	15	0	24
	Disagree	6	15	6	27
	Neutral	0	6	0	6
	Strongly Agree	3	0	0	3
	Total	18	36	6	60

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. Out of total respondents, 65% strongly agree and remaining 35% agree with the statement that the Internet and other E-marketing tools are very important to conduct business. It means all respondents feel that Internet and other E-marketing tools are very important to conduct business.
2. Out of total respondents, 25% strongly agree, 55% agree and remaining 20% Neutral with the statement that **there is a sufficient support from the top management for the adoption of E-marketing**. It means all respondents feel that **there is a sufficient support from the top management for the adoption of E-marketing**.
3. Out of total respondents, 25% Strongly Agree, 45% Agree, 25% Neutral and remaining 5% Disagree with the statement that the **Marketing team within enterprise uses E-marketing tools as a very useful tool**. It means all respondents feel that the **Marketing team within enterprise uses E-marketing tools as a very useful tool**.
4. Out of total respondents 45% strongly agree, 40% Agree and remaining 15% Neutral with the statement that **the Company has good technological infrastructure (e.g. hardware, networks, Internet access)**. It means all respondents feel that **the Company has good technological infrastructure (e.g. hardware, networks, Internet access)**.
5. Out of total respondents 5% Strongly Agree, 10% Agree, 10% Neutral, 55% Disagree and remaining 20% Strongly Disagree with the statement that **the Company does not need to adopt E-marketing because The Company work on the local level**. It means all respondents feel that **the Company does not need to adopt E-marketing because The Company work on the local level**.
6. Out of total respondents 10% Agree, 10% Neutral, 50% Disagree and remaining 30% Strongly Disagree with the statement that **the Company is too small to adopt E-marketing**. It means all respondents feel that **the Company is too small to adopt E-marketing**.
7. Out of total respondents 5% Strongly Agree, 10% Neutral, 45% Disagree and remaining 40% Strongly Disagree with the statement that **the Company does not have any access to the internet or any Electronic Marketing means**. It means all respondents feel that **the Company does not have any access to the internet or any Electronic Marketing means**.

Customer's responses:

The details of responses from customers are given below

Initially respondents were asked if they ever shopped online. The details are tabulated as below:

**Table No. 4.10
Online shopping**

	Frequency	%
Yes	206	58.9
No	119	34.0
Can't say	25	7.1
Total	350	100

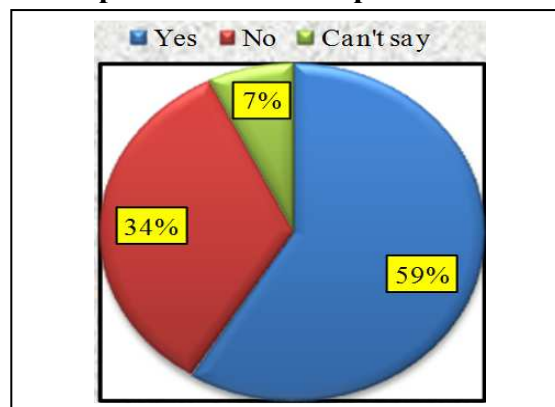
**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 58.9% respondent said that they shopped online whereas 34% said they do not shop online and 7.1% were undecided.

For further analysis graphical representation of above data is given below.

**Graph No. 4.10
Graphical representation of responses related to online shopping**



**Source : Information collected through Primary Data*

Interpretation and Discussion:-

The above chart & depicts that 59% of the respondents have done shopping through online. 34% have never done online shopping and only 7% of the population is not aware about the online shopping.

For further analysis customers were asked to give their opinion on 5 point agreement scale. First statement was related to requirement of financial means for online shopping and second related to computer knowledge. The details are tabulate below

Table No. 4.11
Opinion related to requirement of financial means and computer knowledge for online shopping

	SD		D		N		A		SA		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Shopping over the World Wide Web would require me to purchase product / service which would be beyond my financial means.	26	7.4	74	21.1	27	7	195	55.7	28	8	350	100
Thorough computer knowledge is required for online shopping	32	9.1	81	23.1	21	6.0	180	51.4	36	10.3	350	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. 55.7% respondents agreed and 8% respondents strongly agreed with the statement that **online purchase product/service would be beyond their financial means.**
2. 51.4 % respondents agreed and 10.3% respondents strongly agreed with the statement that **thorough computer knowledge is required for online shopping**

Findings: 1

1. E-marketing tools are very important in company business and the top management gives sufficient support for the adoption of E-marketing
2. Marketing team within enterprise uses E-marketing tools as a very useful tool and company has good technological infrastructure.
3. Use of E-marketing tools has nothing to whether Company work on the local level or not. Also it does not depend on size of company.
4. Every Company has an access to internet.
5. Customers are aware about the online shopping.
6. Online purchase product / service would be beyond customer’s financial means and thorough computer knowledge is required for the same.

4.2.1b. Various reasons of adopting E-marketing:

E-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the Internet. The terms E-marketing, Internet marketing and online marketing, are frequently interchanged, and can often be considered synonymous. E-marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. E-marketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. When implemented correctly, the return on investment (ROI) from E-marketing can far exceed that of traditional marketing strategies.^[4]

To study various reasons of adopting E-marketing researcher has collected primary data to obtain opinion of respondents. There are two types of respondents, namely *company executives and customers*. Opinions of these respondents are considered based on various reasons of adopting E-marketing. The detail of which is given below.

Implement of E-marketing regardless of the types of product produced by the organization:

Regular communication between organization and consumer reinforces organizational image and product messages, builds brand awareness and strengthens brand recall. By creating meaningful brand encounters, the Consumer - Brand relationship can be strengthened. Consumers who have greater expected benefits and utility from an ongoing relationship are more likely to commit to it. Having a regular touch point to interact with the customer results in learning related to the brand and generates a positive attitude by creating a Brand Association.^[5]

The details of responses from company executives are tabulated as below:

Table No. 4.12

Responses from company executives related to implementation of E-marketing regardless of the types of product produced

	Frequency	Percent
Neutral	15	25.0
Agree	27	45.0
Strongly Agree	18	30.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 30% company executives are Strongly Agree, 45% agree and 25% Neutral that **the Company would implement E-marketing regardless of the types of product produced.**

The details of responses from company executives are tabulated as below:

Table No. 4.13

Responses from company executives related to adoption of E-marketing because it is useful for their international business

	Frequency	Percent
Disagree	9	15.0
Neutral	15	25.0
Agree	21	35.0
Strongly Agree	15	25.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 25% company executives are Strongly Agree, 35% agree, 25% Neutral and 15% Disagree that Company adopted E-marketing because it is useful for their international business.

The details of responses from company executives are tabulated as below:

Table No. 4.14

Responses from company executives related to competitive pressure is one reason for their adoption of E-marketing

	Frequency	Percent
Disagree	9	15.0
Neutral	9	15.0
Agree	27	45.0
Strongly Agree	15	25.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 25% company executives are Strongly Agree, 45% agree, 15% Neutral and 15% Disagree that Competitive pressure is one reason for their adoption of E-marketing.

The details of responses from company executives are tabulated as below:

Table No. 4.15

Responses from company executives related to adoption of E-marketing to avoid losing their market share to competitors who are already using E-marketing

	Frequency	Percent
Disagree	6	10.0
Neutral	21	35.0
Agree	18	30.0
Strongly Agree	15	25.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 25% company executives are Strongly Agree, 30% agree, 35% Neutral and 10% Disagree that Company adopted E-marketing to avoid losing their market share to competitors who are already using E-marketing.

The details of responses from company executives are tabulated as below:

Table No. 4.16

Responses from company executives related to adoption of E-marketing as a response to market trends

	Frequency	Percent
Neutral	6	10.0
Agree	33	55.0
Strongly Agree	21	35.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 35% company executives are Strongly Agree, 55% agree and 10% Neutral that the Company adopted E-marketing as a response to market trends

The details of responses from company executives are tabulated as below:

Table No. 4.17

Responses from company executives related to interaction with its customers through registration forms, newsletters and e-mail accounts

	Frequency	Percent
Disagree	3	5.0
Neutral	6	10.0
Agree	36	60.0
Strongly Agree	15	25.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 25% company executives are Strongly Agree, 60% agree, 10% Neutral and 5% Disagree that their enterprise interacts with its customers through registration forms, newsletters and e-mail accounts.

The details of responses from company executives are tabulated as below:

Table No. 4.18
Education-wise distribution of responses related to study
various reasons of adopting E-marketing.

	Education				
		Graduate	Post-Graduate	Doctorate	Total
The Company would implement E-marketing regardless of the types of products produced	Neutral	3	9	3	15
	Agree	6	18	3	27
	Strongly Agree	9	9	0	18
	Total	18	36	6	60
The Company adopted E-marketing because it is useful for our international business	Disagree	0	9	0	9
	Neutral	3	9	3	15
	Agree	6	12	3	21
	Strongly Agree	9	6	0	15
	Total	18	36	6	60
Competitive pressure is one reason for our adoption of E-marketing	Disagree	0	6	3	9
	Neutral	3	6	0	9
	Agree	9	15	3	27
	Strongly Agree	6	9	0	15
	Total	18	36	6	60
The Company adopted E-marketing to avoid losing our market share to competitors who are already using E-marketing	Disagree	0	3	3	6
	Neutral	6	12	3	21
	Agree	6	12	0	18
	Strongly Agree	6	9	0	15
	Total	18	36	6	60
The Company adopted E-marketing as a response to market trends.	Neutral	0	6	0	6
	Agree	9	18	6	33
	Strongly Agree	9	12	0	21
	Total	18	36	6	60
Our enterprise interacts with its customers through registration forms, newsletters and e-mail accounts	Disagree	0	0	3	3
	Neutral	0	6	0	6
	Agree	12	21	3	36
	Strongly Agree	6	9	0	15
	Total	18	36	6	60

*Source : Information collected through Primary Data

Interpretation:

From the above table it is observed that

1. Out of total respondents, 30% strongly agree, 45% agree and remaining 25% Neutral with the statement that **the Company would implement E-marketing regardless of the types of products produced**. It means all respondents feel that **the Company would implement E-marketing regardless of the types of products produced**.
2. Out of total respondents, 25% strongly agree, 35% agree, 25% Neutral and remaining 15% Disagree with the statement that the Company adopted E-marketing because it is useful for their international business. It means all respondents feel that the Company adopted E-marketing because it is useful for their international business.
3. Out of total respondents, 25% strongly agree, 45% agree, 15% Neutral and remaining 15% Disagree with the statement that Competitive pressure is one reason for our adoption of E-marketing. It means all respondents feel that Competitive pressure is one reason for our adoption of E-marketing.
4. Out of total respondents, 25% strongly agree, 30% agree, 35% Neutral and remaining 10% Disagree with the statement that the Company adopted E-marketing to avoid losing their market share to competitors who are already using E-marketing. It means all respondents feel that the Company adopted E-marketing to avoid losing their market share to competitors who are already using E-marketing.
5. Out of total respondents, 35% strongly agree, 55% agree and remaining 10% Neutral with the statement that the Company adopted E-marketing as a response to market trends. It means all respondents feel that the Company adopted E-marketing as a response to market trends.
6. Out of total respondents, 25% strongly agree, 60% agree, 10% Neutral and remaining 5% Disagree with the statement that their enterprise interacts with its customers through registration forms, newsletters and e-mail accounts. It means all respondents feel that their enterprise interacts with its customers through registration forms, newsletters and e-mail accounts.

The details of responses from customers are given below

Table No. 4.19
Responses from customers related to their preference
of shopping at a....

	Frequency	Percentage
Retail store	216	61.7%
Buying online	99	28.3%
Can't say	35	10.0%
Total	350	100.0%

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.19
Graphical representation of responses related to
preference of shopping at a....



**Source : Information collected through Primary Data*

Interpretation and Discussion:-

As shown in the above table & chart, it can be observed that majority i.e. 61.7% of the respondents prefers shopping through a retail store, only 28.3% preferred buying through online mode and 10.0% are of no opinion.

The details of responses from customers are given below

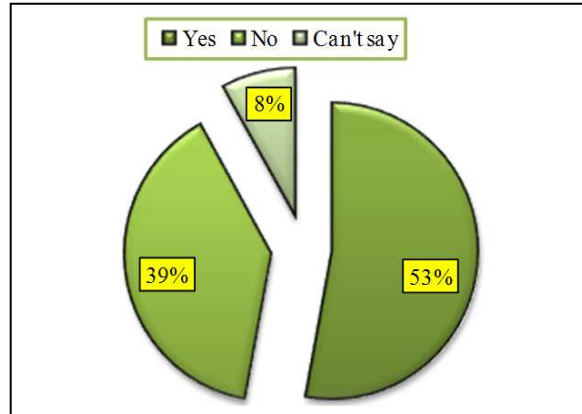
Table No. 4.20
Responses from customers related to likening of the idea of online, computerized shopping

	Frequency	Percentage
Yes	185	52.9%
No	137	39.1%
Can't say	28	8.0%
Total	350	100.0%

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.20
Graphical representation of responses related to likening of the idea of online, computerized shopping



**Source : Information collected through Primary Data*

Interpretation and Discussion:-

As shown in the above table & chart, it can be observed that majority i.e. 53% of the respondents like the method of computerized shopping as they are graduates and tech-savvy too, 39% are not happy with the computerized shopping and rest of the respondents are of no opinion.

The details of responses from customers are given below

Table No. 4.21
Opinion related to shopping style, frequency and latest update of trends

	SD		D		N		A		SA		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Shopping over the World Wide Web fits into my shopping style	32	9.1	77	22.0	24	6.9	188	53.7	29	8.3	350	100.0
Shopping over the World Wide Web would increase my shopping frequencies.	29	8.3	98	28.0	18	5.1	172	49.1	33	9.4	350	100.0
Shopping over the World Wide Web would gives me latest update about the fashions/trends	29	8.3	82	23.4	28	8.0	189	54.0	22	6.3	350	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. 53.7% respondents agreed and 8.3% respondents strongly agreed with the statement that shopping over the World Wide Web fits into their shopping style.
2. 49.1% respondents agreed and 9.4% respondents strongly agreed with the statement that shopping over the World Wide Web would increase their shopping frequencies
3. 54.0% respondents agreed and 6.3% respondents strongly agreed with the statement that shopping over the World Wide Web would give them latest update about the fashions/trends.

Findings: 2

1. The Company would implement E-marketing regardless of the types of product produced.
2. The Company adopted E-marketing because of following reasons:
 - a) It is useful for their international business.
 - b) Competitive pressure is one of the reasons.
 - c) To avoid losing their market share to competitors who are already using E-marketing
 - d) As a response to market trends
3. Enterprise interacts with its customers through registration forms, newsletters and e-mail accounts.
4. Customer prefers shopping through a retail store and they also like the method of computerized shopping.
5. Customer's shopping over the World Wide Web fits into their shopping style and would increase their shopping frequencies. Also it would give them latest update about the fashions/trends.

4.2.1c. Nature & behavior of online customer:

There are a lot of researches about online shopping. Most studies intended to investigate factors affecting consumers' purchasing behavior on the Web. Swaminathan, Lepkowska-White, and Rao (1999) referred vendor characteristics, security of transactions, content for privacy, and customer characteristics as factors influencing electronic exchange. Wolfinbarger and Gilly suggested that consumers purchase and shop online with both reasons: goal-oriented and experience-oriented. According to Miyazaki and Fernandez (2001), perceived risk affected consumer online purchasing behavior negatively. They also found that Internet experience is negatively related to the existence of concerns regarding the privacy and security of online purchase and the perceived risks of conducting online purchases. Donthu and Garcia (1999) proposed that risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward adverting, attitude toward shopping, and attitude toward direct marketing would influence online shopping behavior and found that among them, age, income, importance of convenience, innovativeness, risk aversion, impulsiveness, variety-seeking propensity, attitude toward direct marketing, and attitude toward advertising were factors influencing online shopping behavior. Li, Kuo, and Russell (1999) found that "Consumers who make online purchase perceive the Web to have higher utilities in communication, distribution, and accessibility than those who do not make online purchases, and frequent online purchases perceive higher utility than occasional online purchasers" and "Consumers who make online purchases consider themselves more knowledgeable about the Web as a channel than those who do not make online purchases, and frequent online buyers consider themselves more knowledgeable than occasional online buyers." According to Jarvenpaa, Tractinsky, and Vitale (1999), perceived size, perceived reputation, trust in store, attitude, and risk perception would be factors affecting online purchasing behavior. ^[6]

The details of responses from company executives are tabulated as below:

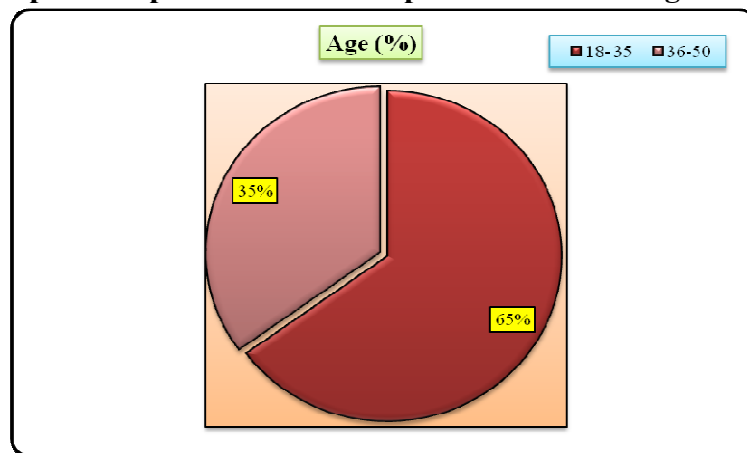
Table No. 4.22
Age Group (Years)

	Frequency	Percent
18- 35	39	65.0 %
36-50	21	35.0 %
Total	60	100.0 %

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.22
Graphical representation of responses related to Age Group



**Source : Information collected through Primary Data*

Interpretation and Discussion:-

As shown in the above table & chart, it can be observed that majority i.e. 65% respondents are from the age group of 18-35 and remaining 35% from the age group of 36-50

The details of responses from company executives are tabulated as below:

Table No. 4.23
Gender

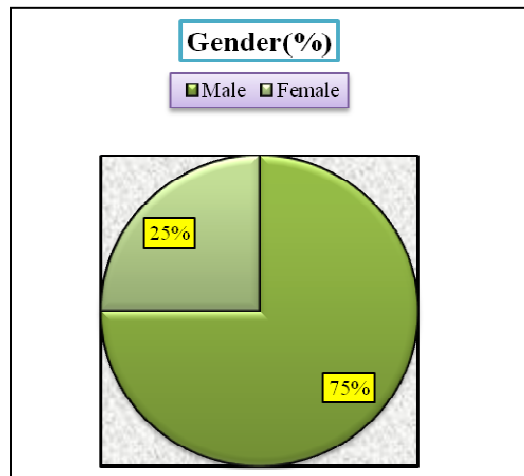
	Frequency	Percent
Male	45	75.0 %
Female	15	25.0 %
Total	60	100.0 %

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.23

Graphical representation of responses related to Gender



**Source : Information collected through Primary Data*

Interpretation and Discussion:-

As shown in the above table & chart, it can be observed that majority i.e. 75% respondents are Male and remaining 25% are Female.

The details of responses from company executives are tabulated as below:

The codes for responses are as below

1-Strongly Disagree, 2- Somewhat Disagree, 3-Neither Agree nor Disagree, 4- Somewhat Agree and 5- Strongly Agree

Table No. 4.24

Descriptive parameters related to nature & behavior of online customer.

	N	Mean	Median	Mode	Std. Deviation
Our customers do not like purchasing through the Internet.	60	2.6	2	2	0.94
The majority of our customers are able to utilize technology.	60	3.9	4	4	0.788
The Company does not think illiteracy will affect our online activity	60	3.35	3	3	0.875

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that,

1. The mean value for responses related to their customers do not like purchasing through the Internet is 2.6 with low standard deviation 0.94 indicates that majority respondents Neither Agree nor Disagree with this statement. The value of mode is 2 and median is also 2 which support the same. Hence we may infer that majority of company executives do not feel that their customers do not like purchasing through the Internet.
2. The mean value for responses related to the majority of their customers are able to utilize the technology is 3.9 with low standard deviation 0.788 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the majority of their customers are able to utilize the technology.
3. The mean value for responses related to the Company does not think illiteracy will affect their online activity is 3.35 with low standard deviation 0.875 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 3 and median is also 3 which support the same. Hence we may infer that majority of company executives feel that the Company does not think illiteracy will affect their online activity

The details of responses from company executives are tabulated as below:

Table No. 4.25
Responses from company executives related to their customers dislike towards purchasing through the Internet

	Frequency	Percent
Strongly Disagree	3	5.0
Disagree	30	50.0
Neutral	18	30.0
Agree	6	10.0
Strongly Agree	3	5.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 5% company executives are Strongly Agree, 10% agree, 30% Neutral, 50% Disagree and 5% Strongly Disagree that their customers do not like purchasing through the Internet

The details of responses from company executives are tabulated as below:

Table No. 4.26
Responses from company executives related to utilization of technology by majority of their customers

	Frequency	Percent
Disagree	3	5.0
Neutral	12	20.0
Agree	33	55.0
Strongly Agree	12	20.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 20% company executives are Strongly Agree, 55% agree, 20% Neutral and 5% disagree that the majority of their customers are able to utilize the technology.

The details of responses from company executives are tabulated as below:

Table No. 4.27
Responses from company executives related to thinking of Company illiteracy will not affect their online activity

	Frequency	Percent
Disagree	9	15.0
Neutral	27	45.0
Agree	18	30.0
Strongly Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 10% company executives are Strongly Agree, 30% agree, 45% Neutral and 15% Disagree that the Company does not think illiteracy will affect our online activity.

The details of responses from company executives are tabulated as below:

Table No. 4.28
Education-wise distribution of responses related to
nature & behavior of online customer.

	Education				
		Graduate	Post-Graduate	Doctorate	Total
Our customers do not like purchasing through the Internet	Strongly Disagree	3	0	0	3
	Disagree	9	18	3	30
	Neutral	0	18	0	18
	Agree	3	0	3	6
	Strongly Agree	3	0	0	3
	Total	18	36	6	60
The majority of our customers are able to utilize technology	Disagree	0	3	0	3
	Neutral	0	9	3	12
	Agree	9	21	3	33
	Strongly Agree	9	3	0	12
	Total	18	36	6	60
The Company does not think illiteracy will affect our online activity	Disagree	3	3	3	9
	Neutral	3	24	0	27
	Agree	6	9	3	18
	Strongly Agree	6	0	0	6
	Total	18	36	6	60

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. Out of total respondents 5% Strongly Agree, 10% Agree, 30 % Neutral, 50% Disagree and remaining 5% Strongly Disagree with the statement that their customers do not like purchasing through the Internet. It means all respondents feel that their customers do not like purchasing through the Internet.
2. Out of total respondents 20% Strongly Agree, 55% Agree, 20% Neutral and remaining 5% Disagree with the statement that the majority of their

customers are able to utilize technology. It means all respondents feel that the majority of their customers are able to utilize technology.

3. Out of total respondents 10% Strongly Agree, 30% Agree, 45 % Neutral and remaining 15% Disagree with the statement that the Company does not think illiteracy will affect their online activity. It means all respondents feel that the Company does not think illiteracy will affect their online activity.

Customers:

The details of responses from customers are given below

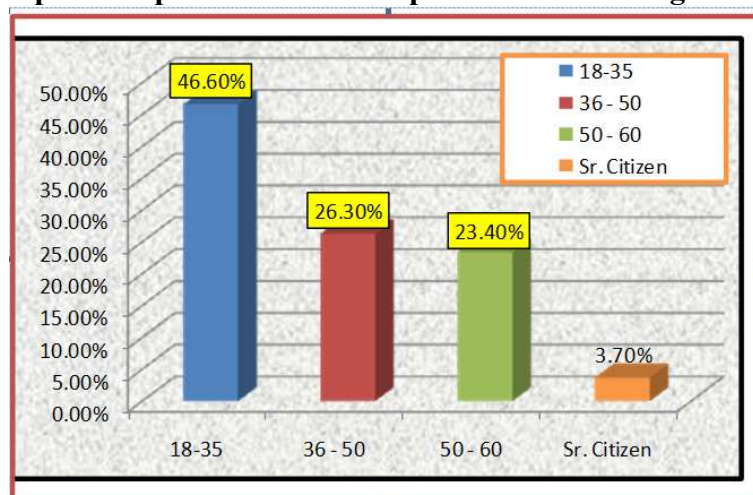
Table No. 4.29
Responses from company executives related to Age Group

	Frequency	Percent
18-35	163	46.6
36 – 50	92	26.3
50 – 60	82	23.4
Sr. Citizen	13	3.7
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.29
Graphical representation of responses related to Age Group



**Source : Information collected through Primary Data*

Interpretation:

As shown in the above table and chart, it can be observed that 46.6% respondents are from the age group 18-35years, 26.3% from 36-50years, 23.4 % fall in the category of 50-60, and the last category i.e. senior citizens are only 3.76%.

The details of responses from customers are given below

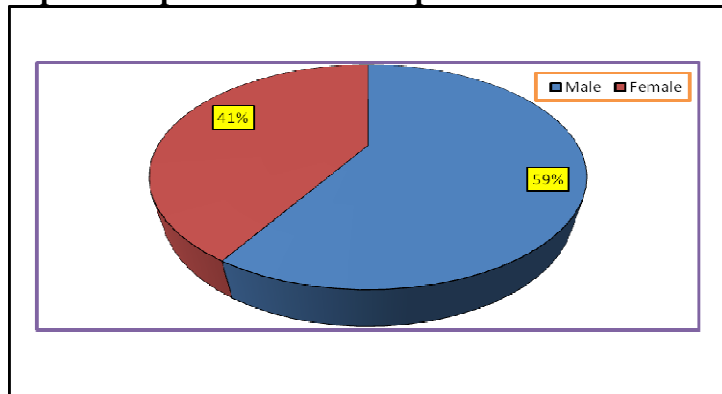
Table No. 4.30
Responses from company executives related to Gender

	Frequency	Percent
Male	206	58.9
Female	144	41.1
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.30
Graphical representation of responses related to Gender



**Source : Information collected through Primary Data*

Interpretation and discussion:

As shown in the above table and chart, it can be observed that 58.9% respondents are Male and rest 41.1% are Female.

The details of responses from customers are given below

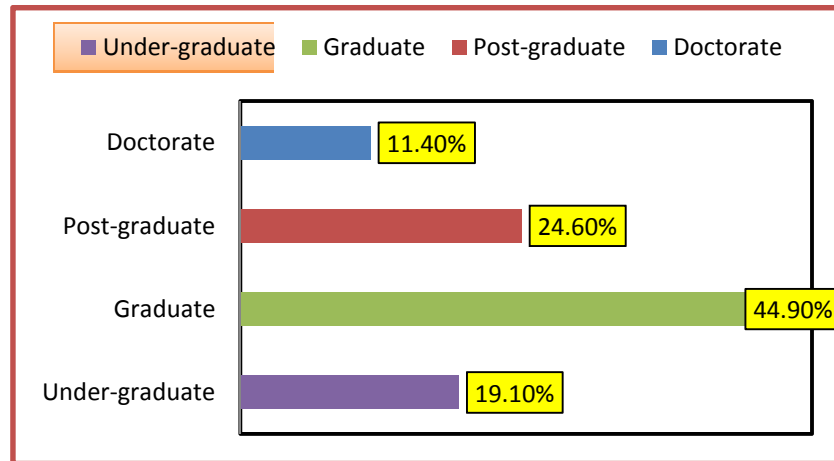
Table No. 4.31
Responses from company executives related to Education

	Frequency	Percent
Under-graduate	67	19.1
Graduate	157	44.9
Post-graduate	86	24.6
Doctorate	40	11.4
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.31
Graphical representation of responses related to Education



**Source : Information collected through Primary Data*

Interpretation and discussion:-

In this sample size majority of responses is given by the graduate masses i.e. 44%. 19% of the data collected from Under-graduates, 24% from Post-graduates and rest 11.4% from Doctorates.

The details of responses from customers are given below

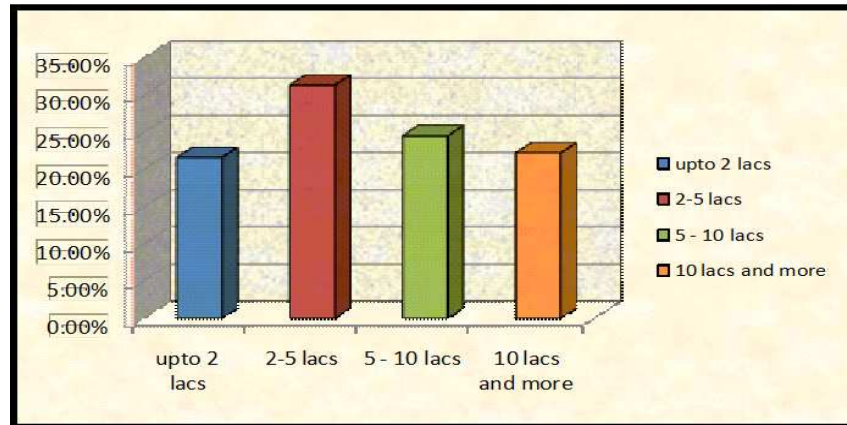
Table No. 4.32
Responses from company executives related to
Income Group Distribution

	Frequency	Percent
Upto 2 lacs	76	21.7
2-5 lacs	110	31.4
5 - 10 lacs	86	24.6
10 lacs and more	78	22.3
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.32
Graphical representation of responses related to
Income Group Distribution



**Source : Information collected through Primary Data*

Interpretation:

As shown in the above chart & table, 21.7% of the respondents are under the income level of 2lacs, 31.4% are between 2-5lacs, 24.6% are between 5-10lacs and above 10lacs it was 22.3%.

The details of responses from customer are given below

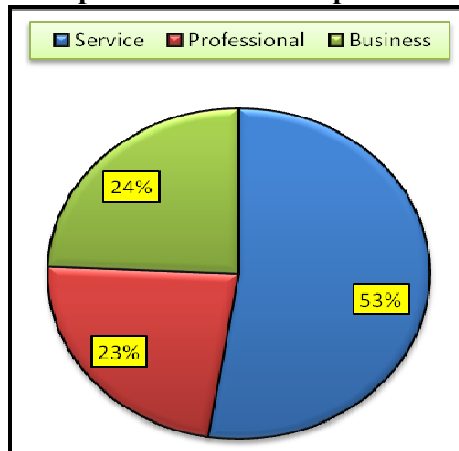
Table No. 4.33
Responses from customer related to Occupation

	Frequency	Percent
Service	184	52.6
Professional	81	23.1
Business	85	24.3
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.33
Graphical representation of responses related to Occupation



**Source : Information collected through Primary Data*

The details of responses from customers are given below

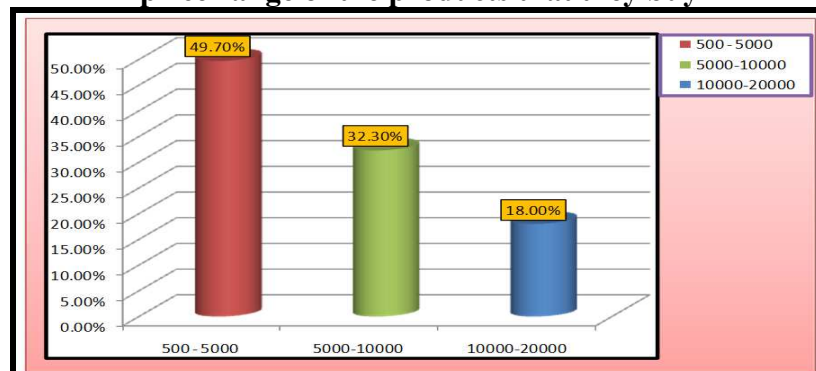
Table No. 4.34
Responses from customer related to the approx. price range of the products that they buy

	Frequency	Percent
500 - 5000	174	49.7
5000-10000	113	32.3
10000-20000	63	18.0
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.34
Graphical representation of responses related to the approx. price range of the products that they buy



**Source : Information collected through Primary Data*

Interpretation and discussion:

As shown in the above table & chart, it can be observed that 49.7% of the population does online shopping of approx range of 500-5000, 32.3% for rs.5000-10000, and 18.0% for 10000-20000.

The details of responses from customer are given below

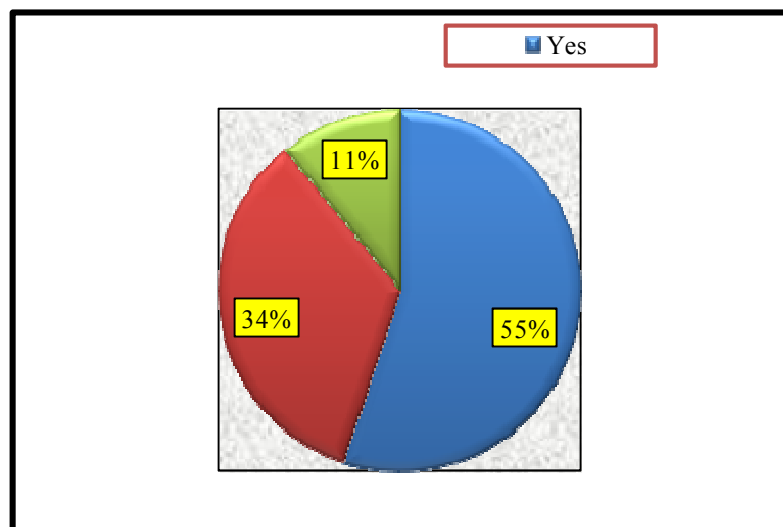
Table No. 4.35
Responses from customer related to their satisfaction with the products that they have purchased online

	Frequency	Percent
Yes	193	55.1
No	119	34.0
Can't say	38	10.9
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.35
Graphical representation of responses related to satisfaction with the products that they have purchased online



**Source : Information collected through Primary Data*

Interpretation:

As shown in the above table & chart, it can be observed that majority i.e. 55.1% of the respondents are always satisfies with the products purchased online, 34.0% are not happy and 10.9% are of no opinion.

The details of responses from customer are given below

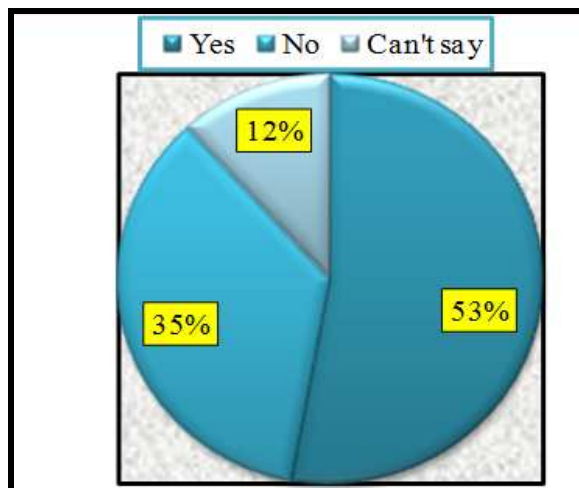
Table No. 4.36
Responses from customer related to their easy feeling to find a web-based vendor that sells the product they wish to purchase

	Frequency	Percent
Yes	185	52.9
No	124	35.4
Can't say	41	11.7
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.36
Graphical representation of responses related to their easy feeling to find a web-based vendor that sells the product they wish to purchase



**Source : Information collected through Primary Data*

Interpretation:

As shown in the above table & chart, it can be observed that the majority i.e. 53% of the respondents feel easy to find their vendors online, 35%

are not able to find their vendors online for the products which they wish to buy and 12% are of no opinion as they are not vendor specific buyers.

The details of responses from customers are given below

Table No. 4.37

Opinion related to online shopping suggestions to others

	SD		D		N		A		SA		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Can you recommend or suggest online shopping to others?	26	7.4	113	32.3	18	5.1	176	50.3	17	4.9	350	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 50.3% respondents agreed and 4.9% respondents strongly agreed with the statement that they can recommend or suggest online shopping to others.

Findings:3

1. Customers like purchasing through the Internet and are able to utilize the technology. It has nothing to whether literacy level.
2. The Customers preferring online shopping are Graduates in majority and they belongs to the income group of Rs. 2–5 Lacs p.a. Their occupation is Service and generally they purchase approx in the range of Rs.500-5000
3. Customers are satisfied with the products that they have purchased online.
4. Customers feel easy to find their vendors online for the products which they wish to buy and they are ready to recommend or suggest online shopping to others.

4.2.1d. Effectiveness of E-marketing and basic expectations from the society:

Internet Marketing now a days has become an integral part of people's life. When internet was first introduced not a single business corporation have recognized or realized the huge potential it had in store as a marketing tool. As early as 1990 it was just a medium used for emailing & data transfer. The best of the business organizations had declared it unfit for marketing purposes.^[7]

E-marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. When it implemented correctly, the **return on investment (ROI)** from E-marketing can far exceed that of traditional marketing strategies^[8]

As broadband penetration increase in the Indian homes and also the mobile devices become more internet friendly, web/wap publishing companies would develop more content on the Internet. This would make online advertising more relevant, more creative and more informative.^[9]

The details of responses from company executives are tabulated as below

Table No. 4.38
Responses from company executives related to effect of the size of their enterprise on their decision to adopt E-marketing

	Frequency	Percent
Strongly Disagree	6	10.0
Disagree	18	30.0
Neutral	12	20.0
Agree	24	40.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 40% company executives are Agree, 20% Neutral, 30% Disagree and 10% Strongly Disagree that the size of their enterprise did affect their decision to adopt E-marketing.

The details of responses from company executives are tabulated as below

Table No. 4.39
Responses from company executives related to use of E-marketing to enable them to accomplish tasks more quickly

	Frequency	Percent
Neutral	15	25.0
Agree	39	65.0
Strongly Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 10% company executives are Strongly Agree, 65% agree, and 25% Neutral that using E-marketing enables them to accomplish tasks more quickly

The details of responses from company executives are tabulated as below

Table No. 4.40
Responses from company executives related to use of E-marketing to improve the quality of the work they do

	Frequency	Percent
Neutral	12	20.0
Agree	42	70.0
Strongly Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 10% company executives are Strongly Agree, 70% agree, and 20% Neutral that using E-marketing improves the quality of the work they do.

The details of responses from company executives are tabulated as below

Table No. 4.41
Responses from company executives related to
use of E-marketing to increases their productivity

	Frequency	Percent
Neutral	27	45.0
Agree	27	45.0
Strongly Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 10% company executives are Strongly Agree, 45% agree, and 45% Neutral that using E-marketing increases their productivity

The details of responses from company executives are tabulated as below

Table No. 4.42
Responses from company executives related to use of
E-marketing to get greater control over their work

	Frequency	Percent
Neutral	18	30.0
Agree	30	50.0
Strongly Agree	12	20.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 20% company executives are Strongly Agree, 50% agree, and 30% Neutral that using E-marketing gives them greater control over their work

The details of responses from company executives are tabulated as below

Table No. 4.43

Responses from company executives related to their interaction with E-marketing is clear and understandable

	Frequency	Percent
Neutral	15	25.0
Agree	36	60.0
Strongly Agree	9	15.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 15% company executives are Strongly Agree, 60% agree, and 25% Neutral that their interaction with E-marketing is clear and understandable

The details of responses from company executives are tabulated as below

Table No. 4.44

Responses from company executives related to non influence of the government on their decision of adopting E-marketing

	Frequency	Percent
Strongly Disagree	3	5.0
Neutral	12	20.0
Agree	36	60.0
Strongly Agree	9	15.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 15% company executives are Strongly Agree, 60% agree, 20% Neutral and 5% Strongly Disagree that there was no influence of the government on their decision of adopting E-marketing

The details of responses from company executives are tabulated as below

Table No. 4.45

Responses from company executives related to The Company's saving manpower and money due to E-marketing

	Frequency	Percent
Disagree	6	10.0
Neutral	18	30.0
Agree	24	40.0
Strongly Agree	12	20.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 20% company executives are Strongly Agree, 40% agree, 30% Neutral and 10% Disagree that the Company saves manpower and money due to E marketing

The details of responses from company executives are tabulated as below along with the following codes

1-Strongly Disagree, 2- Somewhat Disagree, 3-Neither Agree nor Disagree, 4- Somewhat Agree and 5- Strongly Agree

Table No. 4.46

Descriptive parameters related to effectiveness of E-marketing and basic expectations from the society.

	N	Mean	Median	Mode	Std. Deviation
The size of our enterprise did affect our decision to adopt E-marketing.	60	2.9	3	4	1.071
Using E-marketing enables me to accomplish tasks more quickly.	60	3.85	4	4	0.587

Using E-marketing improves the quality of the work I do.	60	3.9	4	4	0.553
Using E-marketing increases my productivity.	60	3.65	4	3	0.671
Using E-marketing gives me greater control over my work.	60	3.9	4	4	0.718
My interaction with E-marketing is clear and understandable.	60	3.9	4	4	0.641
There was no influence of the government on our decision of adopting E-marketing.	60	3.8	4	4	0.894
The Company save manpower and money due to E marketing	60	3.7	4	4	0.923

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. The mean value for responses related to the size of their enterprise did affect their decision to adopt E-marketing is 2.9 with high standard deviation 1.071 indicates that majority respondents Neither Agree nor Disagree with this statement. The value of mode is 4 and median is also 3 which support the same. Hence we may infer that majority of *company executives do not* feel that the size of their enterprise did affect their decision to adopt E-marketing.
2. The mean value for responses related to using E-marketing enables them to accomplish tasks more quickly is 3.85 with low standard deviation 0.587 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that using E-marketing enables them to accomplish tasks more quickly.

3. The mean value for responses related to using E-marketing improves the quality of the work they do is 3.9 with low standard deviation 0.553 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that using E-marketing improves the quality of the work they do
4. The mean value for responses related to using E-marketing increases their productivity is 3.65 with low standard deviation 0.671 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 3 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that using E-marketing increases their productivity.
5. The mean value for responses related to using E-marketing gives them greater control over their work is 3.9 with low standard deviation 0.718 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that using E-marketing gives them greater control over their work.
6. The mean value for responses related to their interaction with E-marketing is clear and understandable is 3.9 with low standard deviation 0.641 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that their interaction with E-marketing is clear and understandable
7. The mean value for responses related to there was no influence of the government on their decision of adopting E-marketing is 3.8 with low standard deviation 0.894 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that there was no influence of the government on their decision of adopting E-marketing

8. The mean value for responses related to the Company save manpower and money due to E marketing is 3.7 with low standard deviation 0.923 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the Company saves manpower and money due to E marketing.

The details of responses from company executives are tabulated as below

Table No. 4.47
Education-wise distribution of responses related to effectiveness of E-marketing and basic expectations from the society

	Education				
		Graduate	Post-Graduate	Doctorate	Total
The size of our enterprise did affect our decision to adopt E-marketing	Strongly Disagree	0	6	0	6
	Disagree	3	15	0	18
	Neutral	3	6	3	12
	Agree	12	9	3	24
	Total	18	36	6	60
Using E-marketing enables me to accomplish tasks more quickly	Neutral	3	9	3	15
	Agree	15	21	3	39
	Strongly Agree	0	6	0	6
	Total	18	36	6	60
Using E-marketing improves the quality of the work I do	Neutral	0	9	3	12
	Agree	18	21	3	42
	Strongly Agree	0	6	0	6
	Total	18	36	6	60
Using E-marketing increases my productivity	Neutral	3	21	3	27
	Agree	12	12	3	27
	Strongly Agree	3	3	0	6
	Total	18	36	6	60

Using E-marketing gives me greater control over my work	Neutral	0	12	6	18
	Agree	12	18	0	30
	Strongly Agree	6	6	0	12
	Total	18	36	6	60
My interaction with E-marketing is clear and understandable	Neutral	0	9	6	15
	Agree	12	24	0	36
	Strongly Agree	6	3	0	9
	Total	18	36	6	60
There was no influence of the government on our decision of adopting E-marketing	Strongly Disagree	0	3	0	3
	Neutral	6	6	0	12
	Agree	9	24	3	36
	Strongly Agree	3	3	3	9
	Total	18	36	6	60
The Company saves manpower and money due to E-marketing	Disagree	0	6	0	6
	Neutral	6	9	3	18
	Agree	3	18	3	24
	Strongly Agree	9	3	0	12
	Total	18	36	6	60

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. Out of total respondents 40% agree, 20%Neutral, 30% Disagree and remaining 10% Strongly Disagree with the statement that the size of their enterprise did affect their decision to adopt E-marketing. It means all respondents feel that the size of their enterprise did affect their decision to adopt E-marketing
2. Out of total respondents 10% Strongly agree, 65% agree and remaining 25%Neutral with the statement that using E-marketing enables them to accomplish tasks more quickly. It means all

respondents feel that using E-marketing enables them to accomplish tasks more quickly.

3. Out of total respondents 10% Strongly agree, 70% agree and remaining 20%Neutral with the statement that using E-marketing improves the quality of the work they do. It means all respondents feel that using E-marketing improves the quality of the work they do
4. Out of total respondents 10% Strongly agree, 45% agree and remaining 45%Neutral with the statement that using E-marketing increases their productivity. It means all respondents feel that using E-marketing increases their productivity.
5. Out of total respondents 20% Strongly agree, 50% agree and remaining 30%Neutral with the statement that using E-marketing gives them greater control over their work. It means all respondents feel that using E-marketing gives them greater control over their work.
6. Out of total respondents 15% Strongly agree, 60% agree and remaining 25%Neutral with the statement that their interaction with E-marketing is clear and understandable. It means all respondents feel that their interaction with E-marketing is clear and understandable.
7. Out of total respondents 15% Strongly agree, 60% agree, 20% Neutral and remaining 5% Strongly Disagree with the statement that there was no influence of the government on their decision of adopting E-marketing. It means all respondents feel that there was no influence of the government on their decision of adopting E-marketing.
8. Out of total respondents 20% Strongly agree, 40% agree, 30%Neutral and remaining 10% Disagree with the statement that the Company saves manpower and money due to E marketing. It means all respondents feel that the Company saves manpower and money due to E marketing.

The details of responses from customer are given below

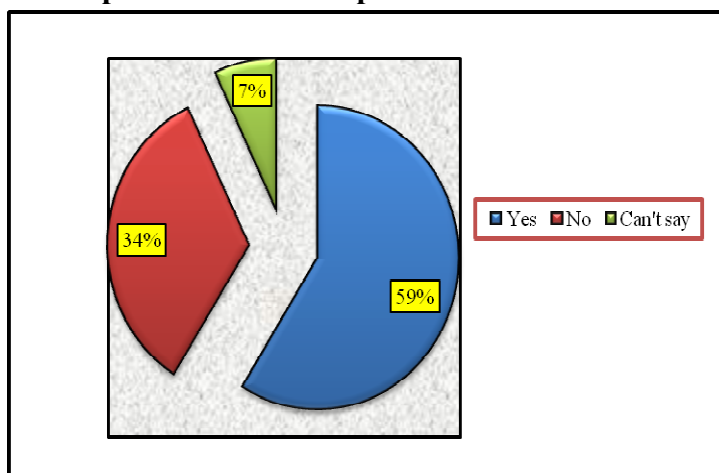
Table No. 4.48
Responses from customer related to online shopping

	Frequency	Percent
Yes	206	58.9
No	119	34.0
Can't say	25	7.1

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.48
Graphical representation of responses related to online shopping



**Source : Information collected through Primary Data*

Interpretation and discussion:

As shown in the above table & chart, that 59% of the respondents have done shopping through online. 34% have never done online shopping and only 7% of the population is not aware about the online shopping.

The details of responses from customers are given below

Table No. 4.49

Opinion related to requirement of thorough computer knowledge for online shopping.

	SD		D		N		A		SA		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
Do you think thorough computer knowledge is required for online shopping?	32	9.1	81	23.1	21	6.0	180	51.4	36	10.3	350	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. 51.4% respondents agreed and 10.3% respondents strongly agreed with the statement that thorough computer knowledge is required for online shopping.

Findings: 4

1. Size of enterprise does not affect management decision to adopt E-marketing.
2. E-marketing enables **company executives** to accomplish tasks more quickly. E-marketing improves the quality & productivity of the work they do. Also gives them greater control over the work.
3. Employees interaction with customers related to E-marketing is clear and understandable.
4. **Company executives** feel that there is very less influence of on the decision of adopting E-marketing.
5. E marketing saves manpower and money.

4.2.1e Online shopping security related issues:

Privacy and security are still ongoing research problems. There have been some interesting and significant findings, however, in the last five years that bear important consequences for e-commerce sites and consumers. Privacy is now understood, by many, to be a social construction with expectations the largest consideration. Yet, privacy is also considered a public issue by regulators, who have nonetheless largely allowed technology to unfold to date. Security is now understood to be largely imperfect, the continual cat-and-mouse game of security expert and hacker. Important technical developments have been deployed in the last five years; however, it is clear that organizational policies may play as an important a role in site security. Finally, detailed economics- and sociologically-based analyses are beginning to find their way into the published literature, and this studies will bring greater clarity and proficiency to admittedly murky areas^[10]

The details of responses from company executives are tabulated as below

Table No. 4.50

Responses from company executives related to customer's preference to pay in cash instead of electronic payment methods (credit cards, debit cards)

	Frequency	Percent
Strongly Disagree	9	15.0
Disagree	21	35.0
Neutral	24	40.0
Strongly Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 10 % company executives are Strongly Agree, 40% Neutral, 35% Disagree and 15% Strongly Disagree that their customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards)

The details of responses from company executives are tabulated as below

Table No. 4.51

Responses from company executives related to customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues

	Frequency	Percent
Strongly Disagree	12	20.0
Disagree	30	50.0
Neutral	15	25.0
Agree	3	5.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 5% company executives are Agree, 25% Neutral, 50% Disagree and 20% Strongly Disagree that the customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues

The details of responses from company executives along with codes are tabulated as below

1-Strongly Disagree, 2- Somewhat Disagree, 3-Neither Agree nor Disagree, 4- Somewhat Agree and 5- Strongly Agree

Table No. 4.52

Descriptive parameters related to online shopping security related issues

	N	Mean	Median	Mode	Std. Deviation
Our customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards.)	60	2.55	2.5	3	1.099
The customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues.	60	2.15	2	2	0.813

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. The mean value for responses related to their customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards.) is 2.55 with high standard deviation 1.099 indicates that majority respondents Neither Agree nor Disagree with this statement. The value of mode is 3 and median is also 2.5 which support the same. Hence we may infer that majority of company executives do not feel that their customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards).
2. The mean value for responses related to customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues is 2.15 with low standard deviation 0.813 indicates that majority respondents Neither Agree nor Disagree with this statement. The value of mode is 2 and median is also 2 which support the same. Hence we may infer that majority of company executives do not feel that their customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues

The details of responses from company executives are tabulated as below

Table No. 4.53
Education-wise distribution of responses related to online shopping security related issues

	Education				
		Graduate	Post-Graduate	Doctorate	Total
Our customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards.)	Strongly Disagree	6	3	0	9
	Disagree	0	18	3	21
	Neutral	6	15	3	24
	Strongly Agree	6	0	0	6
	Total	18	36	6	60
The customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues	Strongly Disagree	9	3	0	12
	Disagree	6	21	3	30
	Neutral	3	9	3	15
	Agree	0	3	0	3
	Total	18	36	6	60

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. Out of total respondents 10% Strongly Agree, 40% Neutral, 35% Disagree and remaining 15% strongly disagree with the statement that their customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards). It means all respondents feel that their customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards).
2. Out of total respondents 5% Agree, 25% Neutral, 50% Disagree and remaining 20% Strongly Disagree with the statement that the customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues. It means all respondents feel that the customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues.

The details of responses from customer are given below

Table No. 4.54

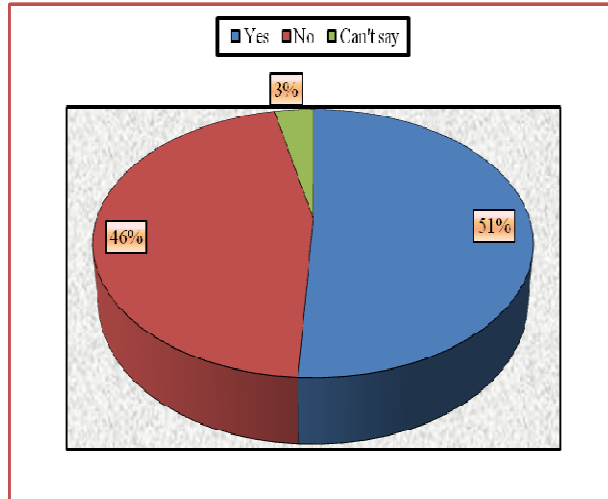
Responses from customer related to safety of Online Shopping

	Frequency	Percent
Yes	178	50.9
No	160	45.7
Can't say	12	3.4
Total	350	100.0

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.54
Graphical representation of responses related to know about safety of online shopping.



**Source : Information collected through Primary Data*

Interpretation and discussion:

As shown in the above table & chart, it can be observed that 51% of the respondents considered online shopping to be the safest, 46% are not agreeing the security system of it. 3% are of no opinion.

The details of responses from customers are given below

Table No. 4.55
Customers Opinion related to safety of online shopping

	SD		D		N		A		SA		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Do you consider online shopping safe?	21	6.0	98	28.0	22	6.3	185	52.9	24	6.9	350	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 52.9% respondents agreed and 6.9% respondents strongly agreed with the statement that they consider online shopping is safe.

Findings: 5

1. Customers do not prefer to pay in cash. They have trust on E-marketing tools.
2. Customer believe that online shopping is safe

4.2.1f. Various mediums and techniques of E-marketing and their utilization:

To reach their target market online, companies must take advantage of all the potential strategies. Let's see the major internet marketing strategies companies use to drive targeted traffic to their websites.

1. **Search Engine Optimization:** When you type a keyword into Google, two types of results come up: paid and unpaid.
2. **Pay Per Click Campaigns:** Search industry stats showed that paid ads accounted for 30 percent of search traffic click through.
3. **Social Media Marketing:** Facebook, Twitter, Flickr, and YouTube. They are the type of marketing tools that can reach millions of your target market.
4. **Affiliate Marketing:** Its for retail ecommerce. However, many merchants are unaware of the potential for performance-based marketing.
5. **Shopping Channel Management:** The recession and its economic challenges change the way people buy. Customers look for the lowest possible price, daily deals, coupons, and any other potential savings.
6. **Mobile Marketing:** Mobile marketing make its breakthrough. Still in its infancy, millions of smart phone users are clamoring to get the best applications and mobile technologies available.
7. **Video Marketing:** Billions of people share and view original videos at YouTube. YouTube stands as the third highest ranked search engine in the world, after Google and Facebook.
8. **Email Marketing:** When integrated with emerging marketing channels such as social media, email appears to have unlimited potential.
9. **Display Advertising:** Display advertising can be a great option for companies with a larger online marketing budget.
10. **Online PR and Article Marketing:** Maximum journalists like to get pitched via email. In addition to email, these journalists also use Facebook, LinkedIn and Twitter to search out potential stories.^[11]

The details of responses from company executives are tabulated as below

Table No. 4.56

Responses from company executives related to conducts of marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing

	Frequency	Percent
Disagree	6	10.0
Neutral	15	25.0
Agree	33	55.0
Strongly Agree	6	10.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 10% company executives are Strongly Agree, 55% agree, 25% Neutral, and 10% Disagree that the Company conducts marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing.

The details of responses from company executives are tabulated as below

Table No. 4.57

Responses from company executives related to uses the internet in accessing other company's sites

	Frequency	Percent
Disagree	3	5.0
Neutral	18	30.0
Agree	27	45.0
Strongly Agree	12	20.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 20% company executives are Strongly Agree, 45% agree, 30% Neutral, and 5% Disagree that the Company uses the internet in accessing other company's sites.

The details of responses from company executives are tabulated as below

Table No. 4.58
Responses from company executives related to availability of computerized customer database and its use to perform marketing activities

	Frequency	Percent
Disagree	3	5.0
Neutral	12	20.0
Agree	27	45.0
Strongly Agree	18	30.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 30% company executives are Strongly Agree, 45% agree, 20% Neutral, and 5% Disagree that the Company has a computerized customer database that the Company uses to perform marketing activities (e.g. inform customers about new products).

The details of responses from company executives along with codes are tabulated as below

1-Strongly Disagree, 2- Somewhat Disagree, 3-Neither Agree nor Disagree, 4- Somewhat Agree and 5- Strongly Agree

Table No. 4.59
Descriptive parameters related to various mediums and techniques of E-marketing and their utilization.

	N	Mean	Median	Mode	Std. Deviation
The Company conducts marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing.	60	3.65	4	4	0.813
The Company uses the internet in accessing other company's sites.	60	3.8	4	4	0.834
The Company has a computerized customer database that The Company uses to perform marketing activities (e.g. inform customers about new products).	60	4	4	4	0.858

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. The mean value for responses related to the Company conducts marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing is 3.65 with low standard deviation 0.813 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the Company conduct marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing.
2. The mean value for responses related to the Company uses the internet in accessing other company's sites is 3.8 with low standard deviation 0.834 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the Company uses the internet in accessing other company's sites.
3. The mean value for responses related to the Company has a computerized customer database that the Company uses to perform marketing activities (e.g. inform customers about new products) is 4 with low standard deviation 0.858 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the Company has a computerized customer database that the Company uses to perform marketing activities (e.g. inform customers about new products)

The education-wise details of responses from company executives are tabulated as below

Table No. 4.60
Education-wise distribution of responses related to various mediums and techniques of E-marketing and their utilization.

	Education				Total
		Graduate	Post-Graduate	Doctorate	
The Company conducts marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing	Disagree	3	0	3	6
	Neutral	3	9	3	15
	Agree	6	27	0	33
	Strongly Agree	6	0	0	6
	Total	18	36	6	60
The Company uses the internet in accessing other company's sites	Disagree	3	0	0	3
	Neutral	6	12	0	18
	Agree	3	18	6	27
	Strongly Agree	6	6	0	12
	Total	18	36	6	60
The Company has a computerized customer database that The Company uses to perform marketing activities (e.g. inform customers about new products)	Disagree	0	0	3	3
	Neutral	3	9	0	12
	Agree	9	15	3	27
	Strongly Agree	6	12	0	18
	Total	18	36	6	60

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. Out of total respondents 10% Strongly Agree, 55 % Agree, 25 % Neutral and remaining 10% Disagree with the statement that the Company conducts marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing. It means all respondents feel that the Company conducts marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing.
2. Out of total respondents 20% Strongly Agree, 45 % Agree, 30 % Neutral and remaining 5% Disagree with the statement that the Company uses the internet in accessing other company's sites. It means all respondents feel that the Company uses the internet in accessing other company's sites.
3. Out of total respondents 30% Strongly Agree, 45 % Agree, 20 % Neutral and remaining 5% Disagree with the statement that the Company has a computerized customer database that the Company uses to perform marketing activities (e.g. inform customers about new products). It means all respondents feel that the Company has a computerized customer database that the Company uses to perform marketing activities (e.g. inform customers about new products).

The details of responses from customers related to mode of payment are given below

Table No. 4.61

Responses from customers related to Mode of payment

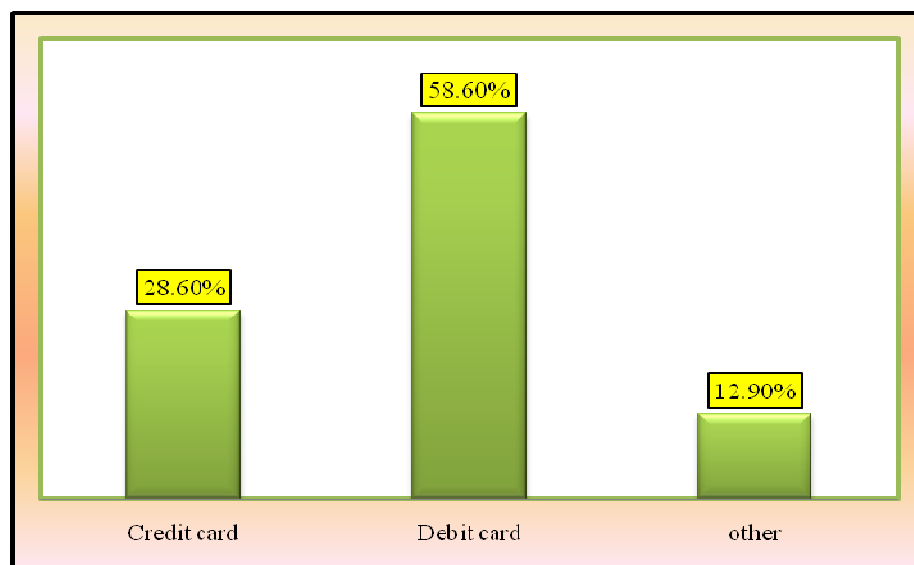
	Frequency	Percent
Credit card	100	28.6 %
Debit card	205	58.6 %
Other	45	12.9 %
Total	350	100.0 %

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.61

Graphical representation of responses related to know which payment option they prefer.



**Source : Information collected through Primary Data*

Interpretation:

As shown in the above table & chart, that 28.6 % respondents are paying through Credit card, 58.6 % through Debit card and remaining 12.9 % paying through other options.

The details of responses from customers are given below

Table No. 4.62

Responses from customers related to use of EMI option

	Frequency	Percent
Yes	171	48.9
No	144	41.1
Can't say	35	10.0
Total	350	100.0

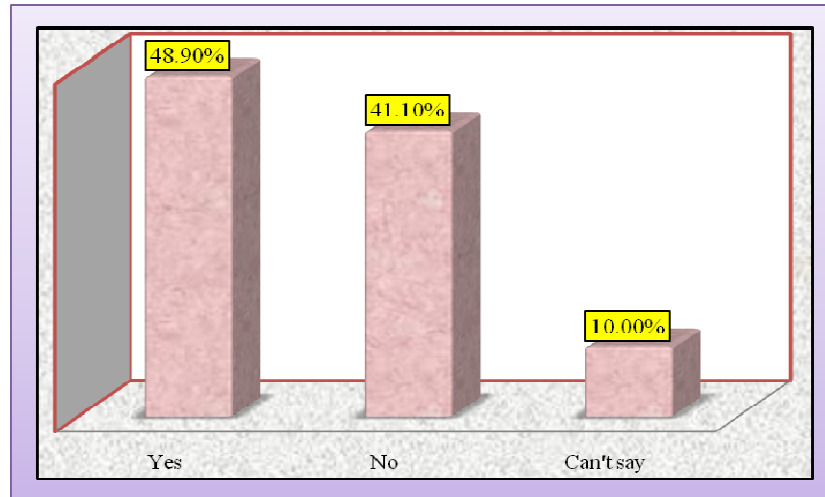
**Source : Information collected through Primary Data*

Interpretation:

For further analysis graphical representation of above data is given below.

Graph No. 4.62

Graphical representation of responses related to use of EMI option



**Source : Information collected through Primary Data*

Interpretation and discussion:

As shown in the above table & chart, it can be observed that 49% considered the option of EMI while shopping, 41% have never chosen the EMI option and 10% are of no opinion

The details of responses from customers are given below

Table No. 4.63

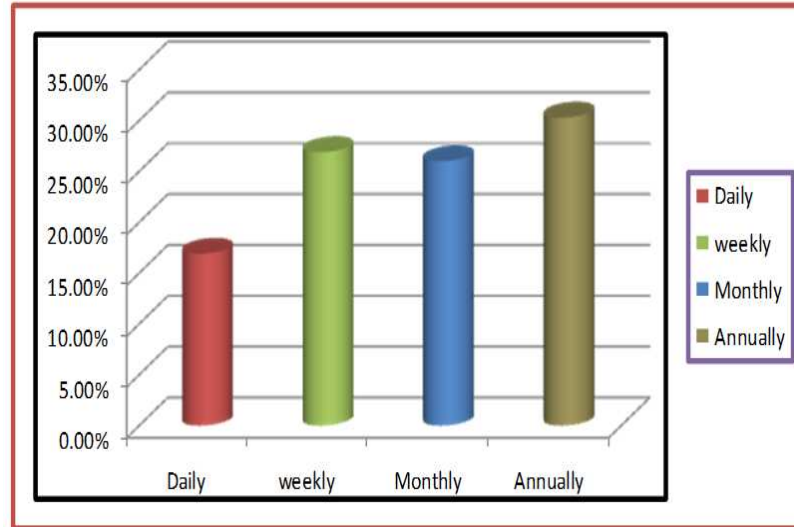
Responses from customers related to frequency of online shopping

	N	%
Daily	59	16.9%
weekly	94	26.9%
Monthly	91	26.0%
Annually	106	30.3%
Total	350	100.0%

**Source : Information collected through Primary Data*

For further analysis graphical representation of above data is given below.

Graph No. 4.63
Graphical representation of responses related to frequency of online shopping



**Source : Information collected through Primary Data*

Interpretation:

As shown in the above table & chart, the frequency of online shopping can be observe, it has analysed the 16.9% of the respondents do online shopping on daily basis, 26.9% on weekly basis, 26.0% on monthly basis and 30.3% does annually.

The details of responses from customers are given below

Table No. 4.64
Opinion related to easy access to observe other products and better item selection

	SD		D		N		A		SA		Total	
	N	%	N	%	N	%	N	%	N	%	N	%
It is easy for me to observe others product over the World Wide Web.	33	9.4	86	24.6	14	4.0	187	53.4	30	8.6	350	100.0
Shopping over the World Wide Web would allow me to have better item selection in my shopping.	30	8.6	99	28.3	18	5.1	178	50.9	25	7.1	350	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. 53.4% respondents agreed and 8.6% respondents strongly agreed with the statement that it is easy for them to observe others product over the World Wide Web.
2. 50.9% respondents agreed and 7.1% respondents strongly agreed with the statement that shopping over the World Wide Web would allow them to have better item selection in their shopping.

Findings:6

1. Company uses traditional marketing techniques, but ready to adopt E-marketing.
2. Company uses the internet in accessing other company's sites and it has a computerized customer database that uses to perform marketing activities.
3. Customers pay through Debit card and it has nothing to whether using EMI options are available or not.
4. Customers do online shopping annually.
5. It is easy to observe others product over the World Wide Web and shopping over the same allow Customers to have better item selection.

4.2.1g. Utility of the E-marketing resources:

E-marketing strategy is normally based and built upon the traditional 4 P's (Product, Price, Promotion, and Place) that forms the classic marketing mix; E-marketing's uniqueness is created using a series of specific and relational functions that are combined with the 4P's to form the E-marketing mix elements, each of which contain associated E-marketing mix tools that are provided on business web sites to facilitate sales transactions. This research analyses the importance of each E-marketing tool related to its supporting E-marketing mix element. E-marketing includes 4 P's with (1P) Personalisation Privacy, (2C) Customer Service, Community, (3S) Site, Security, Sales Promotion ^[12]

The details of responses from company executives are tabulated as below

Table No. 4.65

Responses from company executives related to use of E-marketing resources (such as the web site and e-mail) to communicate with our customers

	Frequency	Percent
Disagree	3	5.0
Neutral	3	5.0
Agree	33	55.0
Strongly Agree	21	35.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 35% company executives are Strongly Agree, 55% agree, 5% Neutral and 5% Disagree that the Company uses E-marketing resources (such as the web site and e-mail) to communicate with our customers.

The details of responses from company executives are tabulated as below

Table No. 4.66
Responses from company executives related to use of E-marketing resources (such as web site and e-mail) to advertise our products

	Frequency	Percent
Disagree	3	5.0
Neutral	9	15.0
Agree	24	40.0
Strongly Agree	24	40.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 40% company executives are Strongly Agree, 40% agree, 15% Neutral and 5% Disagree that the Company uses E-marketing resources (such as web site and e-mail) to advertise their products.

The details of responses from company executives are tabulated as below

Table No. 4.67
Responses from company executives related to use of E-marketing resources to support their enterprises traditional commercial activities

	Frequency	Percent
Disagree	3	5.0
Neutral	12	20.0
Agree	33	55.0
Strongly Agree	12	20.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 20% company executives are Strongly Agree, 55% agree, 20% Neutral and 5% Disagree that the Company uses E-marketing resources to support their traditional commercial activities (e.g. pricing information, customer service)

The details of responses from company executives are tabulated as below

Table No. 4.68

The Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site).

	Frequency	Percent
Disagree	6	10.0
Neutral	18	30.0
Agree	24	40.0
Strongly Agree	12	20.0
Total	60	100.0

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that 20% company executives are Strongly Agree, 40% agree, 30% Neutral and 10% Disagree that the Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site).

The details of responses from company executives along with codes are tabulated as below

1-Strongly Disagree, 2- Somewhat Disagree, 3-Neither Agree nor Disagree, 4- Somewhat Agree and 5- Strongly Agree

Table No. 4.69

Descriptive parameters related to utility of the E-marketing resources

	N	Mean	Median	Mode	Std. Deviation
The Company use E-marketing resources (such as The web site and e-mail) to communicate with our customers.	60	4.2	4	4	0.768

The Company use E-marketing resources (such as web site and e-mail) to advertise our products.	60	4.15	4	4	0.875
The Company use E-marketing resources to support our enterprise traditional commercial activities (e.g. pricing information, customer service).	60	3.9	4	4	0.788
The Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site).	60	3.7	4	4	0.923

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. The mean value for responses related to the Company uses E-marketing resources (such as The web site and e-mail) to communicate with their customers is 4.2 with low standard deviation 0.768 indicates that majority respondents strongly Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of *company executives* feel that the Company uses E-marketing resources (such as The web site and e-mail) to communicate with their customers.
2. The mean value for responses related to the Company uses E-marketing resources (such as web site and e-mail) to advertise their products is 4.15 with low standard deviation 0.875 indicates that majority respondents strongly Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of *company executives* feel that the

Company uses E-marketing resources (such as web site and e-mail) to advertise their products

3. The mean value for responses related to the Company uses E-marketing resources to support their traditional commercial activities (e.g. pricing information, customer service) is 3.9 with low standard deviation 0.788 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the Company uses E-marketing resources to support their traditional commercial activities (e.g. pricing information, customer service)
4. The mean value for responses related to the Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site) is 3.7 with low standard deviation 0.923 indicates that majority respondents Somewhat Agree with this statement. The value of mode is 4 and median is also 4 which support the same. Hence we may infer that majority of company executives feel that the Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site)

The details of responses from company executives are tabulated as below

Table No. 4.70
Education-wise distribution of responses related to utility of the E-marketing resources

	Education				
		Graduate	Post-Graduate	Doctorate	Total
The Company uses E-marketing resources (such as the web site and e-mail) to	Disagree	0	3	0	3
	Neutral	0	3	0	3
	Agree	6	21	6	33
	Strongly	12	9	0	21

communicate with our customers.	Agree				
	Total	18	36	6	60
The Company use E-marketing resources (such as web site and e-mail) to advertise our products.	Disagree	0	3	0	3
	Neutral	3	3	3	9
	Agree	6	15	3	24
	Strongly Agree	9	15	0	24
	Total	18	36	6	60
The Company uses E-marketing resources to support our enterprise traditional commercial activities (e.g. pricing information, customer service)	Disagree	0	0	3	3
	Neutral	0	12	0	12
	Agree	12	18	3	33
	Strongly Agree	6	6	0	12
	Total	18	36	6	60
The Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site).	Disagree	0	3	3	6
	Neutral	3	15	0	18
	Agree	9	12	3	24
	Strongly Agree	6	6	0	12
	Total	18	36	6	60

**Source : Information collected through Primary Data*

Interpretation:

From the above table it is observed that

1. Out of total respondents 35% Strongly Agree, 55% Agree, 5% Neutral and remaining 5% Disagree with the statement that the Company uses E-marketing resources (such as the web site and e-mail) to communicate with their customers. It means all respondents feel that the Company uses E-marketing resources

(such as the web site and e-mail) to communicate with their customers.

2. Out of total respondents 40% Strongly Agree, 40% Agree, 15% Neutral and remaining 5% Disagree with the statement that the Company uses E-marketing resources (such as web site and e-mail) to advertise their products. It means all respondents feel that the Company uses E-marketing resources (such as web site and e-mail) to advertise their products
3. Out of total respondents 20% Strongly Agree, 55% Agree, 20% Neutral and remaining 5% Disagree with the statement that the Company uses E-marketing resources to support their traditional commercial activities (e.g. pricing information, customer service). It means all respondents feel that the Company uses E-marketing resources to support their traditional commercial activities (e.g. pricing information, customer service).
4. Out of total respondents 20% Strongly Agree, 40% Agree, 30% Neutral and remaining 10% Disagree with the statement that the Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site). It means all respondents feel that the Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web site).

Findings: 7

1. Company uses E-marketing resources
 - a. To communicate with customers,
 - b. To advertise products,
 - c. To support traditional commercial activities,
 - d. To conduct commercial transactions.

4.2.2 Inferential Analysis:

Inferential analysis is used to generalize the results obtained from a random (probability) sample back to the population from which the sample was drawn. Inferential statistics are frequently used to answer cause-and-effect questions and make predictions. In the present study researcher used this analysis for hypothesis testing. The details of tests are given in the previous chapter.

Testing of Hypothesis

4.2.2.a Hypothesis : 1

H₀₁: Opinion of respondents for online shopping does not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

H₁₁: Opinion of respondents for online shopping has significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

This hypothesis is tested by considering the opinion of respondent on individual parameters and then by taking the average (Median) opinion of the respondents.

Frequency of Shopping:

Comparison of individual parameter:

		Daily		weekly		Monthly		Annually	
		N	%	N	%	N	%	N	%
Q.14.1	SD	10	16.90%	12	12.80%	5	5.50%	6	5.70%
	D	14	23.70%	25	26.60%	20	22.00%	27	25.50%
	N	3	5.10%	5	5.30%	2	2.20%	4	3.80%
	A	27	45.80%	46	48.90%	50	54.90%	64	60.40%
	SA	5	8.50%	6	6.40%	14	15.40%	5	4.70%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.2	SD	7	11.90%	9	9.60%	6	6.60%	4	3.80%
	D	10	16.90%	20	21.30%	15	16.50%	29	27.40%
	N	3	5.10%	4	4.30%	7	7.70%	13	12.30%
	A	29	49.20%	53	56.40%	57	62.60%	56	52.80%
	SA	10	16.90%	8	8.50%	6	6.60%	4	3.80%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%

Q.14.3	SD	11	18.60%	4	4.30%	9	9.90%	8	7.50%
	D	9	15.30%	11	11.70%	26	28.60%	31	29.20%
	N	3	5.10%	5	5.30%	6	6.60%	10	9.40%
	A	34	57.60%	63	67.00%	43	47.30%	48	45.30%
	SA	2	3.40%	11	11.70%	7	7.70%	9	8.50%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.4	SD	2	3.40%	5	5.30%	5	5.50%	9	8.50%
	D	14	23.70%	20	21.30%	26	28.60%	38	35.80%
	N	4	6.80%	4	4.30%	7	7.70%	7	6.60%
	A	37	62.70%	57	60.60%	44	48.40%	47	44.30%
	SA	2	3.40%	8	8.50%	9	9.90%	5	4.70%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.5	SD	4	6.80%	9	9.60%	3	3.30%	13	12.30%
	D	15	25.40%	24	25.50%	22	24.20%	37	34.90%
	N	4	6.80%	6	6.40%	3	3.30%	5	4.70%
	A	24	40.70%	46	48.90%	54	59.30%	48	45.30%
	SA	12	20.30%	9	9.60%	9	9.90%	3	2.80%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.6	SD	10	16.90%	5	5.30%	6	6.60%	9	8.50%
	D	11	18.60%	27	28.70%	30	33.00%	31	29.20%
	N	0	0.00%	4	4.30%	9	9.90%	5	4.70%
	A	34	57.60%	50	53.20%	40	44.00%	54	50.90%
	SA	4	6.80%	8	8.50%	6	6.60%	7	6.60%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.7	SD	12	20.30%	5	5.30%	6	6.60%	6	5.70%
	D	10	16.90%	23	24.50%	18	19.80%	31	29.20%
	N	7	11.90%	8	8.50%	6	6.60%	7	6.60%
	A	23	39.00%	54	57.40%	56	61.50%	56	52.80%
	SA	7	11.90%	4	4.30%	5	5.50%	6	5.70%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.8	SD	5	8.50%	9	9.60%	7	7.70%	5	4.70%
	D	16	27.10%	37	39.40%	29	31.90%	31	29.20%
	N	2	3.40%	2	2.10%	6	6.60%	8	7.50%
	A	33	55.90%	40	42.60%	46	50.50%	57	53.80%
	SA	3	5.10%	6	6.40%	3	3.30%	5	4.70%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%

Q.14.9	SD	13	22.00%	3	3.20%	6	6.60%	10	9.40%
	D	15	25.40%	21	22.30%	16	17.60%	29	27.40%
	N	5	8.50%	7	7.40%	4	4.40%	5	4.70%
	A	22	37.30%	57	60.60%	54	59.30%	47	44.30%
	SA	4	6.80%	6	6.40%	11	12.10%	15	14.20%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%
Q.14.10	SD	8	13.60%	9	9.60%	14	15.40%	11	10.40%
	D	11	18.60%	30	31.90%	15	16.50%	18	17.00%
	N	5	8.50%	2	2.10%	16	17.60%	14	13.20%
	A	31	52.50%	42	44.70%	39	42.90%	57	53.80%
	SA	4	6.80%	11	11.70%	7	7.70%	6	5.70%
	Total	59	100.00%	94	100.00%	91	100.00%	106	100.00%

**Source : Information collected through Primary Data*

Chi-square result:

	Test result		
	Chi-square test value	p-value	Interpretation
Q.14.1	18.825	0.093	Non-Significant
Q.14.2	22.265	0.035	Significant
Q.14.3	28.781	0.004	Significant
Q.14.4	14.368	0.278	Non-Significant
Q.14.5	24.437	0.018	Significant
Q.14.6	18.119	0.112	Non-Significant
Q.14.7	24.653	0.017	Significant
Q.14.8	10.226	0.596	Non-Significant
Q.14.9	28.734	0.004	Significant
Q.14.10	24.478	0.018	Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for Q.14.2 (Shopping over the World Wide Web would require me to purchase product/service which would be beyond my financial means), Q.14.3 (Shopping over the World Wide Web fits into my shopping style), Q.14.5 (Shopping over the World Wide Web would increase my shopping frequencies), Q.14.7 (Shopping over the World Wide Web would give me latest update about the fashions/trends), Q.14.9 (thorough computer knowledge is required for online shopping) and Q.14.10 (online shopping influences decision making process) is less than that of 0.05 indicates that we should reject null hypothesis for all the these opinion parameters. For all other parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 10 cases in 6 cases the result is significant. It means online shopping is associated with Frequency of Shopping.

Buying of the different range of products: (Customers Responses)

		Q.8					
		500 – 5000		5000-10000		10000-20000	
		N	%	N	%	N	%
Q.14.1	SD	18	10.3%	11	9.7%	4	6.3%
	D	44	25.3%	21	18.6%	21	33.3%
	N	9	5.2%	3	2.7%	2	3.2%
	A	88	50.6%	63	55.8%	36	57.1%
	SA	15	8.6%	15	13.3%	0	.0%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.2	SD	16	9.2%	6	5.3%	4	6.3%
	D	33	19.0%	27	23.9%	14	22.2%
	N	11	6.3%	11	9.7%	5	7.9%

	A	103	59.2%	58	51.3%	34	54.0%
	SA	11	6.3%	11	9.7%	6	9.5%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.3	SD	11	6.3%	9	8.0%	12	19.0%
	D	39	22.4%	24	21.2%	14	22.2%
	N	8	4.6%	12	10.6%	4	6.3%
	A	100	57.5%	57	50.4%	31	49.2%
	SA	16	9.2%	11	9.7%	2	3.2%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.4	SD	9	5.2%	9	8.0%	3	4.8%
	D	49	28.2%	29	25.7%	20	31.7%
	N	15	8.6%	5	4.4%	2	3.2%
	A	88	50.6%	64	56.6%	33	52.4%
	SA	13	7.5%	6	5.3%	5	7.9%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.5	SD	14	8.0%	10	8.8%	5	7.9%
	D	48	27.6%	36	31.9%	14	22.2%
	N	9	5.2%	3	2.7%	6	9.5%
	A	88	50.6%	55	48.7%	29	46.0%
	SA	15	8.6%	9	8.0%	9	14.3%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.6	SD	12	6.9%	11	9.7%	7	11.1%
	D	45	25.9%	33	29.2%	21	33.3%
	N	12	6.9%	2	1.8%	4	6.3%
	A	92	52.9%	57	50.4%	29	46.0%
	SA	13	7.5%	10	8.8%	2	3.2%
	Total	174	100.0%	113	100.0%	63	100.0%

Q.14.7	SD	13	7.5%	4	3.5%	12	19.0%
	D	35	20.1%	33	29.2%	14	22.2%
	N	13	7.5%	9	8.0%	6	9.5%
	A	106	60.9%	56	49.6%	27	42.9%
	SA	7	4.0%	11	9.7%	4	6.3%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.8	SD	16	9.2%	6	5.3%	4	6.3%
	D	56	32.2%	39	34.5%	18	28.6%
	N	6	3.4%	7	6.2%	5	7.9%
	A	85	48.9%	55	48.7%	36	57.1%
	SA	11	6.3%	6	5.3%	0	.0%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.9	SD	12	6.9%	13	11.5%	7	11.1%
	D	42	24.1%	25	22.1%	14	22.2%
	N	10	5.7%	10	8.8%	1	1.6%
	A	93	53.4%	53	46.9%	34	54.0%
	SA	17	9.8%	12	10.6%	7	11.1%
	Total	174	100.0%	113	100.0%	63	100.0%
Q.14.10	SD	15	8.6%	14	12.4%	13	20.6%
	D	47	27.0%	18	15.9%	9	14.3%
	N	10	5.7%	18	15.9%	9	14.3%
	A	87	50.0%	52	46.0%	30	47.6%
	SA	15	8.6%	11	9.7%	2	3.2%
	Total	174	100.0%	113	100.0%	63	100.0%

**Source : Information collected through Primary Data*

Chi-square result:

Pearson Chi-Square Tests			
		Value	Interpretation
Q.14.1	Chi-square	14.528	
	Df	8	
	p-value	.069	Not Significant
Q.14.2	Chi-square	5.405	
	Df	8	
	p-value	.714	Not Significant
Q.14.3	Chi-square	15.510	
	Df	8	
	p-value	.050*	Significant
Q.14.4	Chi-square	5.803	
	Df	8	
	p-value	.669 ^a	Not Significant
Q.14.5	Chi-square	7.294	
	Df	8	
	p-value	.505	Not Significant
Q.14.6	Chi-square	8.210	
	Df	8	
	p-value	.413	Not Significant
Q.14.7	Chi-square	21.685	
	Df	8	
	p-value	.006*	Significant
Q.14.8	Chi-square	8.722	
	Df	8	
	p-value	.366 ^a	Not Significant
Q.14.9	Chi-square	6.423	

	Df	8	
	p-value	.600	Not Significant
Q.14.10	Chi-square	21.569	
	Df	8	
	p-value	.006*	Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for all except Q.14.3 (Shopping over the World Wide Web fits into my shopping style), Q.14.7 (Shopping over the World Wide Web would give me latest update about the fashions/trends) and Q.14.10 (online shopping influences decision making process) is greater than that of 0.05 indicates that we should accept null hypothesis for all the opinion parameters except Q.14.3 (Shopping over the World Wide Web fits into my shopping style), Q.14.7 (Shopping over the World Wide Web would give me latest update about the fashions/trends) and Q.14.10 (online shopping influences decision making process) since p-value for these three opinion parameter is less than that of 0.05.

Conclusion:

From the above analysis we may conclude that out of 10 cases in 7 cases the result is insignificant. It means online shopping is not associated with Buying of the different range of products.

Comparison of opinion with satisfaction :

		Q. 9			
		Yes		No	
		N	%	N	%
Q.14.1	SD	13	6.7%	14	11.8%
	D	52	26.9%	27	22.7%
	N	8	4.1%	5	4.2%
	A	104	53.9%	61	51.3%
	SA	16	8.3%	12	10.1%

Q.14.2	SD	18	9.3%	6	5.0%
	D	35	18.1%	35	29.4%
	N	15	7.8%	8	6.7%
	A	114	59.1%	56	47.1%
	SA	11	5.7%	14	11.8%
Q.14.3	SD	20	10.4%	9	7.6%
	D	39	20.2%	28	23.5%
	N	11	5.7%	12	10.1%
	A	102	52.8%	63	52.9%
	SA	21	10.9%	7	5.9%
Q.14.4	SD	9	4.7%	8	6.7%
	D	52	26.9%	37	31.1%
	N	16	8.3%	6	5.0%
	A	105	54.4%	56	47.1%
	SA	11	5.7%	12	10.1%
Q.14.5	SD	14	7.3%	10	8.4%
	D	55	28.5%	38	31.9%
	N	13	6.7%	3	2.5%
	A	90	46.6%	59	49.6%
	SA	21	10.9%	9	7.6%
Q.14.6	SD	13	6.7%	13	10.9%
	D	55	28.5%	34	28.6%
	N	13	6.7%	4	3.4%
	A	97	50.3%	60	50.4%
	SA	15	7.8%	8	6.7%
Q.14.7	SD	19	9.8%	8	6.7%
	D	45	23.3%	33	27.7%
	N	11	5.7%	13	10.9%
	A	106	54.9%	57	47.9%
	SA	12	6.2%	8	6.7%
Q.14.8	SD	14	7.3%	11	9.2%
	D	66	34.2%	36	30.3%
	N	9	4.7%	8	6.7%

	A	94	48.7%	57	47.9%
	SA	10	5.2%	7	5.9%
Q.14.9	SD	24	12.4%	8	6.7%
	D	43	22.3%	30	25.2%
	N	11	5.7%	9	7.6%
	A	101	52.3%	56	47.1%
	SA	14	7.3%	16	13.4%
Q.14.10	SD	22	11.4%	16	13.4%
	D	38	19.7%	28	23.5%
	N	23	11.9%	11	9.2%
	A	92	47.7%	56	47.1%
	SA	18	9.3%	8	6.7%

**Source : Information collected through Primary Data*

Chi-square test result:

		Value	Interpretation
Q.14.1	Chi-square	3.038	
	df	4	
	Sig.	.552	Not Significant
Q.14.2	Chi-square	11.367	
	df	4	
	Sig.	.023*	Significant
Q.14.3	Chi-square	4.968	
	df	4	
	Sig.	.291	Not Significant
Q.14.4	Chi-square	4.808	
	df	4	
	Sig.	.308	Not Significant
Q.14.5	Chi-square	3.944	
	df	4	
	Sig.	.414	Not Significant

Q.14.6	Chi-square	3.199	
	df	4	
	Sig.	.525	Not Significant
Q.14.7	Chi-square	4.740	
	df	4	
	Sig.	.315	Not Significant
Q.14.8	Chi-square	1.363	
	df	4	
	Sig.	.851	Not Significant
Q.14.9	Chi-square	6.353	
	df	4	
	Sig.	.174	Not Significant
Q.14.10	Chi-square	1.854	
	df	4	
	Sig.	.763	Not Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for all except Q.14.2 (Shopping over the World Wide Web would require me to purchase product/service which would be beyond my financial means) is greater than that of 0.05 indicates that we should accept null hypothesis for all the opinion parameters except Q.14.2 (Shopping over the World Wide Web would require me to purchase product/service which would be beyond my financial means) for which p-value is less than that of 0.05.

Conclusion:

From the above analysis we may conclude that out of 10 cases in 9 cases the result is insignificant. It means online shopping is not associated with satisfaction of customer's purchases.

Overall Conclusion:

According to customers online shopping has significant association with frequency of shopping, but it does not have significant association with buying of the different range of products and satisfaction w.r.t. purchases.

4.2.2.b Hypothesis : 2

H₀₂: Opinion of respondents for online shopping is not associated with Gender, Education, Income and Occupation.

H₁₂: Opinion of respondents for online shopping is associated with Gender, Education, Income and Occupation.

Gender-wise comparison of Customers responses

		GENDER			
		Male		Female	
		N	%	N	%
Q.14.1	SD	20	9.7%	13	9.0%
	D	55	26.7%	31	21.5%
	N	8	3.9%	6	4.2%
	A	113	54.9%	74	51.4%
	SA	10	4.9%	20	13.9%
Q.14.2	SD	15	7.3%	11	7.6%
	D	48	23.3%	26	18.1%
	N	16	7.8%	11	7.6%
	A	112	54.4%	83	57.6%
	SA	15	7.3%	13	9.0%
Q.14.3	SD	18	8.7%	14	9.7%
	D	42	20.4%	35	24.3%
	N	16	7.8%	8	5.6%
	A	116	56.3%	72	50.0%
	SA	14	6.8%	15	10.4%
Q.14.4	SD	13	6.3%	8	5.6%
	D	62	30.1%	36	25.0%
	N	14	6.8%	8	5.6%
	A	100	48.5%	85	59.0%
	SA	17	8.3%	7	4.9%

Q.14.5	SD	17	8.3%	12	8.3%
	D	59	28.6%	39	27.1%
	N	14	6.8%	4	2.8%
	A	97	47.1%	75	52.1%
	SA	19	9.2%	14	9.7%
Q.14.6	SD	18	8.7%	12	8.3%
	D	58	28.2%	41	28.5%
	N	10	4.9%	8	5.6%
	A	109	52.9%	69	47.9%
	SA	11	5.3%	14	9.7%
Q.14.7	SD	22	10.7%	7	4.9%
	D	45	21.8%	37	25.7%
	N	22	10.7%	6	4.2%
	A	109	52.9%	80	55.6%
	SA	8	3.9%	14	9.7%
Q.14.8	SD	15	7.3%	11	7.6%
	D	66	32.0%	47	32.6%
	N	14	6.8%	4	2.8%
	A	102	49.5%	74	51.4%
	SA	9	4.4%	8	5.6%
Q.14.9	SD	17	8.3%	15	10.4%
	D	47	22.8%	34	23.6%
	N	14	6.8%	7	4.9%
	A	106	51.5%	74	51.4%
	SA	22	10.7%	14	9.7%
Q.14.10	SD	27	13.1%	15	10.4%
	D	39	18.9%	35	24.3%
	N	26	12.6%	11	7.6%
	A	100	48.5%	69	47.9%
	SA	14	6.8%	14	9.7%

**Source : Information collected through Primary Data*

Chi-square result:

Pearson Chi-Square Tests			
		Value	Interpretation
Q.14.1	Chi-square	9.242	
	Df	4	
	p-value	.055	Not Significant
Q.14.2	Chi-square	1.605	
	Df	4	
	p-value	.808	Not Significant
Q.14.3	Chi-square	3.255	
	Df	4	
	p-value	.516	Not Significant
Q.14.4	Chi-square	4.258	
	Df	4	
	p-value	.372	Not Significant
Q.14.5	Chi-square	3.188	
	Df	4	
	p-value	.527	Not Significant
Q.14.6	Chi-square	2.795	
	Df	4	
	p-value	.593	Not Significant
Q.14.7	Chi-square	13.199	
	Df	4	
	p-value	.010*	Significant
Q.14.8	Chi-square	2.990	
	Df	4	
	p-value	.560	Not Significant

Q.14.9	Chi-square	1.062	
	Df	4	
	p-value	.900	Not Significant
Q.14.10	Chi-square	4.573	
	Df	4	
	p-value	.334	Not Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for all except Q.14.7 (Shopping over the World Wide Web would give me latest update about the fashions/trends) is greater than that of 0.05 indicates that we should accept null hypothesis for all the opinion parameters except Q.14.7 (Shopping over the World Wide Web would give me latest update about the fashions/trends).

Conclusion:

From the above analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Gender.

Education category wise comparison:

		EDUCATION							
		Under-graduate		Graduate		Post-graduate		Doctorate	
		N	%	N	%	N	%	N	%
Q.14.1	SD	9	13.4%	12	7.6%	7	8.1%	5	12.5%
	D	11	16.4%	38	24.2%	27	31.4%	10	25.0%
	N	9	13.4%	4	2.5%	1	1.2%	0	.0%
	A	32	47.8%	88	56.1%	47	54.7%	20	50.0%
	SA	6	9.0%	15	9.6%	4	4.7%	5	12.5%
Q.14.2	SD	8	11.9%	9	5.7%	9	10.5%	0	.0%
	D	12	17.9%	32	20.4%	21	24.4%	9	22.5%

	N	6	9.0%	12	7.6%	6	7.0%	3	7.5%
	A	38	56.7%	90	57.3%	46	53.5%	21	52.5%
	SA	3	4.5%	14	8.9%	4	4.7%	7	17.5%
Q.14.3	SD	1	1.5%	11	7.0%	12	14.0%	8	20.0%
	D	16	23.9%	31	19.7%	19	22.1%	11	27.5%
	N	6	9.0%	11	7.0%	4	4.7%	3	7.5%
	A	37	55.2%	90	57.3%	43	50.0%	18	45.0%
	SA	7	10.4%	14	8.9%	8	9.3%	0	.0%
Q.14.4	SD	6	9.0%	6	3.8%	3	3.5%	6	15.0%
	D	17	25.4%	45	28.7%	29	33.7%	7	17.5%
	N	2	3.0%	11	7.0%	6	7.0%	3	7.5%
	A	38	56.7%	83	52.9%	43	50.0%	21	52.5%
	SA	4	6.0%	12	7.6%	5	5.8%	3	7.5%
Q.14.5	SD	7	10.4%	11	7.0%	6	7.0%	5	12.5%
	D	21	31.3%	45	28.7%	24	27.9%	8	20.0%
	N	1	1.5%	11	7.0%	5	5.8%	1	2.5%
	A	33	49.3%	72	45.9%	43	50.0%	24	60.0%
	SA	5	7.5%	18	11.5%	8	9.3%	2	5.0%
Q.14.6	SD	5	7.5%	11	7.0%	8	9.3%	6	15.0%
	D	14	20.9%	50	31.8%	28	32.6%	7	17.5%
	N	4	6.0%	6	3.8%	5	5.8%	3	7.5%
	A	38	56.7%	76	48.4%	42	48.8%	22	55.0%
	SA	6	9.0%	14	8.9%	3	3.5%	2	5.0%
Q.14.7	SD	5	7.5%	10	6.4%	10	11.6%	4	10.0%
	D	16	23.9%	38	24.2%	19	22.1%	9	22.5%
	N	6	9.0%	15	9.6%	4	4.7%	3	7.5%
	A	37	55.2%	86	54.8%	48	55.8%	18	45.0%

	SA	3	4.5%	8	5.1%	5	5.8%	6	15.0%
Q.14.8	SD	8	11.9%	14	8.9%	0	.0%	4	10.0%
	D	22	32.8%	47	29.9%	34	39.5%	10	25.0%
	N	4	6.0%	8	5.1%	6	7.0%	0	.0%
	A	29	43.3%	80	51.0%	43	50.0%	24	60.0%
	SA	4	6.0%	8	5.1%	3	3.5%	2	5.0%
Q.14.9	SD	3	4.5%	10	6.4%	14	16.3%	5	12.5%
	D	21	31.3%	30	19.1%	21	24.4%	9	22.5%
	N	3	4.5%	11	7.0%	3	3.5%	4	10.0%
	A	34	50.7%	89	56.7%	39	45.3%	18	45.0%
	SA	6	9.0%	17	10.8%	9	10.5%	4	10.0%
Q.14.10	SD	6	9.0%	20	12.7%	10	11.6%	6	15.0%
	D	17	25.4%	27	17.2%	23	26.7%	7	17.5%
	N	6	9.0%	23	14.6%	5	5.8%	3	7.5%
	A	32	47.8%	71	45.2%	45	52.3%	21	52.5%
	SA	6	9.0%	16	10.2%	3	3.5%	3	7.5%

*Source : Information collected through Primary Data

Chi-square result:

Pearson Chi-Square Tests			
		Value	Interpretation
Q.14.1	Chi-square	27.906	
	Df	12	
	p-value	.006 ^{*,a}	Significant
Q.14.2	Chi-square	14.684	
	Df	12	
	p-value	.259 ^a	Not Significant
Q.14.3	Chi-square	19.568	
	Df	12	
	p-value	.076 ^a	Not Significant

Q.14.4	Chi-square	13.443	
	Df	12	
	p-value	.338 ^a	Not Significant
Q.14.5	Chi-square	9.460	
	Df	12	
	p-value	.663 ^a	Not Significant
Q.14.6	Chi-square	11.561	
	Df	12	
	p-value	.482 ^a	Not Significant
Q.14.7	Chi-square	10.200	
	Df	12	
	p-value	.598 ^a	Not Significant
Q.14.8	Chi-square	16.032	
	Df	12	
	p-value	.190 ^a	Not Significant
Q.14.9	Chi-square	15.769	
	Df	12	
	p-value	.202 ^a	Not Significant
Q.14.10	Chi-square	12.949	
	Df	12	
	p-value	.373	Not Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for all except Q.14.1 (easy for me to observe others product over the World Wide Web) is greater than that of 0.05 indicates that we should accept null hypothesis for all the opinion parameters except Q.14.1 (easy for me to observe others product over the World Wide Web).

Conclusion:

From the above analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Education.

Comparison with respect to Income:

		INCOME GROUP							
		Upto 2 lacs		2-5 lacs		5 - 10 lacs		10 lacs and more	
		N	%	N	%	N	%	N	%
Q.14.1	SD	7	9.2%	8	7.3%	6	7.0%	12	15.4%
	D	17	22.4%	33	30.0%	22	25.6%	14	17.9%
	N	7	9.2%	2	1.8%	1	1.2%	4	5.1%
	A	39	51.3%	56	50.9%	49	57.0%	43	55.1%
	SA	6	7.9%	11	10.0%	8	9.3%	5	6.4%
Q.14.2	SD	8	10.5%	9	8.2%	5	5.8%	4	5.1%
	D	19	25.0%	19	17.3%	23	26.7%	13	16.7%
	N	3	3.9%	9	8.2%	6	7.0%	9	11.5%
	A	43	56.6%	63	57.3%	47	54.7%	42	53.8%
	SA	3	3.9%	10	9.1%	5	5.8%	10	12.8%
Q.14.3	SD	5	6.6%	13	11.8%	10	11.6%	4	5.1%
	D	12	15.8%	35	31.8%	16	18.6%	14	17.9%
	N	2	2.6%	2	1.8%	14	16.3%	6	7.7%
	A	49	64.5%	53	48.2%	36	41.9%	50	64.1%
	SA	8	10.5%	7	6.4%	10	11.6%	4	5.1%
Q.14.4	SD	3	3.9%	11	10.0%	5	5.8%	2	2.6%
	D	19	25.0%	33	30.0%	21	24.4%	25	32.1%
	N	6	7.9%	6	5.5%	6	7.0%	4	5.1%
	A	40	52.6%	54	49.1%	51	59.3%	40	51.3%
	SA	8	10.5%	6	5.5%	3	3.5%	7	9.0%
Q.14.5	SD	7	9.2%	13	11.8%	6	7.0%	3	3.8%

	D	23	30.3%	18	16.4%	27	31.4%	30	38.5%
	N	5	6.6%	4	3.6%	6	7.0%	3	3.8%
	A	38	50.0%	63	57.3%	36	41.9%	35	44.9%
	SA	3	3.9%	12	10.9%	11	12.8%	7	9.0%
Q.14.6	SD	5	6.6%	7	6.4%	9	10.5%	9	11.5%
	D	30	39.5%	31	28.2%	18	20.9%	20	25.6%
	N	1	1.3%	5	4.5%	6	7.0%	6	7.7%
	A	38	50.0%	56	50.9%	44	51.2%	40	51.3%
	SA	2	2.6%	11	10.0%	9	10.5%	3	3.8%
Q.14.7	SD	8	10.5%	10	9.1%	7	8.1%	4	5.1%
	D	20	26.3%	26	23.6%	19	22.1%	17	21.8%
	N	2	2.6%	13	11.8%	8	9.3%	5	6.4%
	A	41	53.9%	54	49.1%	45	52.3%	49	62.8%
	SA	5	6.6%	7	6.4%	7	8.1%	3	3.8%
Q.14.8	SD	10	13.2%	8	7.3%	5	5.8%	3	3.8%
	D	30	39.5%	34	30.9%	25	29.1%	24	30.8%
	N	5	6.6%	4	3.6%	6	7.0%	3	3.8%
	A	29	38.2%	57	51.8%	45	52.3%	45	57.7%
	SA	2	2.6%	7	6.4%	5	5.8%	3	3.8%
Q.14.9	SD	11	14.5%	9	8.2%	8	9.3%	4	5.1%
	D	15	19.7%	26	23.6%	22	25.6%	18	23.1%
	N	3	3.9%	10	9.1%	2	2.3%	6	7.7%
	A	37	48.7%	52	47.3%	46	53.5%	45	57.7%
	SA	10	13.2%	13	11.8%	8	9.3%	5	6.4%
Q.14.10	SD	4	5.3%	20	18.2%	11	12.8%	7	9.0%
	D	22	28.9%	24	21.8%	16	18.6%	12	15.4%
	N	5	6.6%	7	6.4%	11	12.8%	14	17.9%
	A	41	53.9%	48	43.6%	41	47.7%	39	50.0%
	SA	4	5.3%	11	10.0%	7	8.1%	6	7.7%

**Source : Information collected through Primary Data*

Chi-square result:

Pearson Chi-Square Tests			
		Value	Interpretation
Q.14.1	Chi-square	16.593	
	Df	12	
	p-value	.166 ^a	Not Significant
Q.14.2	Chi-square	12.849	
	Df	12	
	p-value	.380	Not Significant
Q.14.3	Chi-square	36.944	
	Df	12	
	p-value	.000 [*]	Significant
Q.14.4	Chi-square	11.674	
	Df	12	
	p-value	.472 ^a	Not Significant
Q.14.5	Chi-square	20.671	
	Df	12	
	p-value	.055	Not Significant
Q.14.6	Chi-square	17.082	
	Df	12	
	p-value	.147	Not Significant
Q.14.7	Chi-square	9.965	
	Df	12	
	p-value	.619	Not Significant

Q.14.8	Chi-square	13.042	
	Df	12	
	p-value	.366 ^a	Not Significant
Q.14.9	Chi-square	12.284	
	Df	12	
	p-value	.423	Not Significant
Q.14.10	Chi-square	20.444	
	Df	12	
	p-value	.059	Not Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for all except Q.14.3 (Shopping over the World Wide Web fits into my shopping style) is greater than that of 0.05 indicates that we should accept null hypothesis for all the opinion parameters except Q.14.3 (Shopping over the World Wide Web fits into my shopping style).

Conclusion:

From the above analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Income.

Comparison with respect to Occupation:

		OCCUPATION					
		Service		Professional		Business	
		N	%	N	%	N	%
Q.14.1	SD	22	12.0%	7	8.6%	4	4.7%
	D	50	27.2%	16	19.8%	20	23.5%
	N	7	3.8%	3	3.7%	4	4.7%
	A	91	49.5%	47	58.0%	49	57.6%
	SA	14	7.6%	8	9.9%	8	9.4%
Q.14.2	SD	14	7.6%	8	9.9%	4	4.7%
	D	38	20.7%	23	28.4%	13	15.3%

	N	14	7.6%	4	4.9%	9	10.6%
	A	102	55.4%	40	49.4%	53	62.4%
	SA	16	8.7%	6	7.4%	6	7.1%
Q.14.3	SD	22	12.0%	6	7.4%	4	4.7%
	D	39	21.2%	20	24.7%	18	21.2%
	N	14	7.6%	6	7.4%	4	4.7%
	A	95	51.6%	42	51.9%	51	60.0%
	SA	14	7.6%	7	8.6%	8	9.4%
Q.14.4	SD	9	4.9%	5	6.2%	7	8.2%
	D	50	27.2%	23	28.4%	25	29.4%
	N	11	6.0%	3	3.7%	8	9.4%
	A	102	55.4%	43	53.1%	40	47.1%
	SA	12	6.5%	7	8.6%	5	5.9%
Q.14.5	SD	16	8.7%	6	7.4%	7	8.2%
	D	50	27.2%	23	28.4%	25	29.4%
	N	11	6.0%	2	2.5%	5	5.9%
	A	88	47.8%	47	58.0%	37	43.5%
	SA	19	10.3%	3	3.7%	11	12.9%
Q.14.6	SD	18	9.8%	6	7.4%	6	7.1%
	D	56	30.4%	27	33.3%	16	18.8%
	N	6	3.3%	9	11.1%	3	3.5%
	A	97	52.7%	33	40.7%	48	56.5%
	SA	7	3.8%	6	7.4%	12	14.1%
Q.14.7	SD	18	9.8%	2	2.5%	9	10.6%
	D	47	25.5%	24	29.6%	11	12.9%
	N	12	6.5%	5	6.2%	11	12.9%
	A	97	52.7%	43	53.1%	49	57.6%
	SA	10	5.4%	7	8.6%	5	5.9%
Q.14.8	SD	12	6.5%	9	11.1%	5	5.9%
	D	58	31.5%	26	32.1%	29	34.1%
	N	9	4.9%	6	7.4%	3	3.5%
	A	97	52.7%	36	44.4%	43	50.6%
	SA	8	4.3%	4	4.9%	5	5.9%
Q.14.9	SD	16	8.7%	4	4.9%	12	14.1%

	D	55	29.9%	12	14.8%	14	16.5%
	N	9	4.9%	6	7.4%	6	7.1%
	A	89	48.4%	48	59.3%	43	50.6%
	SA	15	8.2%	11	13.6%	10	11.8%
Q.14.10	SD	28	15.2%	6	7.4%	8	9.4%
	D	37	20.1%	20	24.7%	17	20.0%
	N	23	12.5%	4	4.9%	10	11.8%
	A	86	46.7%	39	48.1%	44	51.8%
	SA	10	5.4%	12	14.8%	6	7.1%

**Source : Information collected through Primary Data*

Chi-square result:

Pearson Chi-Square Tests			
		Value	Interpretation
Q.14.1	Chi-square	6.339	
	Df	8	
	p-value	.609	Not Significant
Q.14.2	Chi-square	8.141	
	Df	8	
	p-value	.420	Not Significant
Q.14.3	Chi-square	5.869	
	Df	8	
	p-value	.662	Not Significant
Q.14.4	Chi-square	4.704	
	Df	8	
	p-value	.789	Not Significant
Q.14.5	Chi-square	7.684	
	Df	8	
	p-value	.465	Not Significant
Q.14.6	Chi-square	22.648	
	Df	8	
	p-value	.004*	Significant

Q.14.7	Chi-square	14.682	
	Df	8	
	p-value	.066	Not Significant
Q.14.8	Chi-square	4.390	
	Df	8	
	p-value	.820 ^a	Not Significant
Q.14.9	Chi-square	15.556	
	Df	8	
	p-value	.049 [*]	Significant
Q.14.10	Chi-square	13.921	
	Df	8	
	p-value	.084	Not Significant

**Source : Information collected through Primary Data*

Interpretation:

The p-value for all except Q.14.6 (Shopping over the World Wide Web would allow me to have better item selection in my shopping) and Q.14.9 (thorough computer knowledge is required for online shopping) is greater than that of 0.05 indicates that we should accept null hypothesis for all the opinion parameters except Q.14.6 (Shopping over the World Wide Web would allow me to have better item selection in my shopping) and Q.14.9 (thorough computer knowledge is required for online shopping).

Conclusion:

From the above analysis we may conclude that out of 10 cases in 8 cases the result is not significant. It means online shopping is not associated of Occupation.

Overall Conclusion:

According customers online shopping is not associated of Gender, Education, Income and Occupation.

4.2.2.c Hypothesis : 3

H₀₃: Features of online shopping do not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

H₁₃: Features of online shopping have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Here frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases are expected to change with respect to different features available with online shopping. In the study hypothesis is evaluated using chi-square test to test the association between frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases and features.

Comparison with respect to frequency of shopping:

		Daily		weekly		Monthly		Annually	
		N	%	N	%	N	%	N	%
Design User friendly	NI	7	11.9%	15	16.0%	14	15.4%	16	15.1%
	SI	25	42.4%	27	28.7%	31	34.1%	38	35.8%
	VI	27	45.8%	52	55.3%	46	50.5%	52	49.1%
Design Adequate search option	NI	3	5.1%	25	26.6%	24	26.4%	36	34.0%
	SI	18	30.5%	36	38.3%	32	35.2%	23	21.7%
	VI	38	64.4%	33	35.1%	35	38.5%	47	44.3%
Design Product assortments	NI	8	13.6%	19	20.2%	18	19.8%	23	21.7%
	SI	22	37.3%	30	31.9%	30	33.0%	42	39.6%
	VI	29	49.2%	45	47.9%	43	47.3%	41	38.7%
Colour/Test	NI	15	25.4%	17	18.1%	16	17.6%	35	33.0%
	SI	8	13.6%	34	36.2%	45	49.5%	43	40.6%

	VI	36	61.0%	43	45.7%	30	33.0%	28	26.4%
Packing & Packaging	NI	8	13.6%	14	14.9%	21	23.1%	21	19.8%
	SI	20	33.9%	31	33.0%	30	33.0%	38	35.8%
	VI	31	52.5%	49	52.1%	40	44.0%	47	44.3%
Market awareness about the product	NI	7	11.9%	17	18.1%	12	13.2%	18	17.0%
	SI	13	22.0%	26	27.7%	27	29.7%	36	34.0%
	VI	39	66.1%	51	54.3%	52	57.1%	52	49.1%
Market demand of the brand	NI	16	27.1%	24	25.5%	15	16.5%	20	18.9%
	SI	15	25.4%	27	28.7%	32	35.2%	37	34.9%
	VI	28	47.5%	43	45.7%	44	48.4%	49	46.2%
Availability of the product	NI	14	23.7%	17	18.1%	18	19.8%	19	17.9%
	SI	21	35.6%	41	43.6%	35	38.5%	39	36.8%
	VI	24	40.7%	36	38.3%	38	41.8%	48	45.3%
Cost of the product	NI	8	13.6%	12	12.8%	16	17.6%	19	17.9%
	SI	20	33.9%	30	31.9%	36	39.6%	32	30.2%
	VI	31	52.5%	52	55.3%	39	42.9%	55	51.9%
Past experience	NI	7	11.9%	32	34.0%	24	26.4%	31	29.2%
	SI	18	30.5%	21	22.3%	32	35.2%	39	36.8%
	VI	34	57.6%	41	43.6%	35	38.5%	36	34.0%
Cash on delivery	NI	10	17.2%	15	16.0%	9	9.9%	26	24.5%
	SI	18	31.0%	30	31.9%	36	39.6%	32	30.2%
	VI	30	51.7%	49	52.1%	46	50.5%	48	45.3%
Net banking	NI	10	16.9%	18	19.1%	12	13.2%	20	18.9%
	SI	17	28.8%	26	27.7%	33	36.3%	35	33.0%
	VI	32	54.2%	50	53.2%	46	50.5%	51	48.1%
Debit/ Credit Cards	NI	7	11.9%	23	24.5%	20	22.0%	18	17.0%
	SI	21	35.6%	29	30.9%	37	40.7%	38	35.8%
	VI	31	52.5%	42	44.7%	34	37.4%	50	47.2%

Offers & Discounts	NI	4	6.8%	23	24.5%	14	15.4%	20	18.9%
	SI	26	44.1%	25	26.6%	31	34.1%	32	30.2%
	VI	29	49.2%	46	48.9%	46	50.5%	54	50.9%
Free Shipping	NI	11	18.6%	20	21.3%	18	19.8%	16	15.1%
	SI	19	32.2%	32	34.0%	28	30.8%	38	35.8%
	VI	29	49.2%	42	44.7%	45	49.5%	52	49.1%
Id & password	NI	11	18.6%	17	18.1%	13	14.3%	21	19.8%
	SI	24	40.7%	18	19.1%	28	30.8%	31	29.2%
	VI	24	40.7%	59	62.8%	50	54.9%	54	50.9%
Order confirmation screen	NI	16	27.1%	16	17.0%	12	13.2%	14	13.2%
	SI	13	22.0%	34	36.2%	41	45.1%	32	30.2%
	VI	30	50.8%	44	46.8%	38	41.8%	60	56.6%
Tracking of items	NI	9	15.3%	16	17.0%	14	15.4%	25	23.6%
	SI	27	45.8%	32	34.0%	33	36.3%	35	33.0%
	VI	23	39.0%	46	48.9%	44	48.4%	46	43.4%

**Source : Information collected through Primary Data*

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	3.216	
	Df	6	
	p-value	.781	Not Significant
Adequate search option	Chi-square	25.872	
	Df	6	
	p-value	.000*	Significant
Product assortments	Chi-square	3.866	
	Df	6	
	p-value	.695	Not Significant

Colour/Test	Chi-square	33.078	
	Df	6	
	p-value	.000*	Significant
Packing & Packaging	Chi-square	3.948	
	Df	6	
	p-value	.684	Not Significant
Market awareness about the product	Chi-square	5.386	
	Df	6	
	p-value	.495	Not Significant
Market demand of the brand	Chi-square	4.758	
	Df	6	
	p-value	.575	Not Significant
Availability of the product	Chi-square	2.210	
	Df	6	
	p-value	.899	Not Significant
Cost of the product	Chi-square	4.202	
	Df	6	
	p-value	.649	Not Significant
Past experience	Chi-square	16.260	
	Df	6	
	p-value	.012*	Significant
Cash on delivery	Chi-square	8.338	
	Df	6	
	p-value	.214	Not Significant
Net banking	Chi-square	2.915	
	Df	6	
	p-value	.819	Not Significant

Debit/ Credit Cards	Chi-square	6.887	
	Df	6	
	p-value	.331	Not Significant
Offers & Discounts	Chi-square	10.582	
	Df	6	
	p-value	.102	Not Significant
Free Shipping	Chi-square	1.844	
	Df	6	
	p-value	.933	Not Significant
Id & password	Chi-square	10.442	
	Df	6	
	p-value	.107	Not Significant
Order confirmation screen	Chi-square	13.952	
	Df	6	
	p-value	.030*	Significant
Tracking of items	Chi-square	5.390	
	Df	6	
	p-value	.495	Not Significant
Results are based on nonempty rows and columns in each innermost subtable.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for adequate search option, Colour/Test, past experience and Order confirmation screen is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 14 cases the result is not significant. It means features of online shopping do not have significant association with frequency of shopping.

Comparison with respect to Buying Range of products:

		Buying Range of products					
		500 - 5000		5000-10000		10000-20000	
		N	%	N	%	N	%
Design User friendly	NI	18	10.3%	18	15.9%	16	25.4%
	SI	63	36.2%	39	34.5%	19	30.2%
	VI	93	53.4%	56	49.6%	28	44.4%
Design Adequate search option	NI	41	23.6%	21	18.6%	26	41.3%
	SI	63	36.2%	34	30.1%	12	19.0%
	VI	70	40.2%	58	51.3%	25	39.7%
Design Product assortments	NI	37	21.3%	15	13.3%	16	25.4%
	SI	64	36.8%	41	36.3%	19	30.2%
	VI	73	42.0%	57	50.4%	28	44.4%
Colour/Test	NI	36	20.7%	28	24.8%	19	30.2%
	SI	62	35.6%	40	35.4%	28	44.4%
	VI	76	43.7%	45	39.8%	16	25.4%
Packing & Packaging	NI	34	19.5%	19	16.8%	11	17.5%
	SI	61	35.1%	42	37.2%	16	25.4%
	VI	79	45.4%	52	46.0%	36	57.1%
Market awareness about the product	NI	22	12.6%	23	20.4%	9	14.3%
	SI	57	32.8%	22	19.5%	23	36.5%
	VI	95	54.6%	68	60.2%	31	49.2%

Market demand of the brand	NI	29	16.7%	20	17.7%	26	41.3%
	SI	61	35.1%	34	30.1%	16	25.4%
	VI	84	48.3%	59	52.2%	21	33.3%
Availability of the product	NI	35	20.1%	23	20.4%	10	15.9%
	SI	71	40.8%	45	39.8%	20	31.7%
	VI	68	39.1%	45	39.8%	33	52.4%
Cost of the product	NI	26	14.9%	19	16.8%	10	15.9%
	SI	60	34.5%	41	36.3%	17	27.0%
	VI	88	50.6%	53	46.9%	36	57.1%
Past experience	NI	51	29.3%	26	23.0%	17	27.0%
	SI	42	24.1%	44	38.9%	24	38.1%
	VI	81	46.6%	43	38.1%	22	34.9%
Cash on delivery	NI	31	17.8%	17	15.2%	12	19.0%
	SI	57	32.8%	40	35.7%	19	30.2%
	VI	86	49.4%	55	49.1%	32	50.8%
Net banking	NI	34	19.5%	16	14.2%	10	15.9%
	SI	55	31.6%	40	35.4%	16	25.4%
	VI	85	48.9%	57	50.4%	37	58.7%
Debit/ Credit Cards	NI	29	16.7%	22	19.5%	17	27.0%
	SI	70	40.2%	33	29.2%	22	34.9%
	VI	75	43.1%	58	51.3%	24	38.1%
Offers & Discounts	NI	33	19.0%	16	14.2%	12	19.0%
	SI	49	28.2%	41	36.3%	24	38.1%
	VI	92	52.9%	56	49.6%	27	42.9%
Free Shipping	NI	33	19.0%	25	22.1%	7	11.1%
	SI	63	36.2%	27	23.9%	27	42.9%
	VI	78	44.8%	61	54.0%	29	46.0%

Id & password	NI	33	19.0%	19	16.8%	10	15.9%
	SI	54	31.0%	34	30.1%	13	20.6%
	VI	87	50.0%	60	53.1%	40	63.5%
Order confirmation screen	NI	27	15.5%	18	15.9%	13	20.6%
	SI	66	37.9%	37	32.7%	17	27.0%
	VI	81	46.6%	58	51.3%	33	52.4%
Tracking of items	NI	30	17.2%	24	21.2%	10	15.9%
	SI	60	34.5%	41	36.3%	26	41.3%
	VI	84	48.3%	48	42.5%	27	42.9%

*Source : Information collected through Primary Data

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	8.447	
	Df	4	
	p-value	.076	Not Significant
Adequate search option	Chi-square	15.271	
	Df	4	
	p-value	.004*	Significant
Product assortments	Chi-square	5.369	
	Df	4	
	p-value	.252	Not Significant
Colour/Test	Chi-square	6.901	
	Df	4	
	p-value	.141	Not Significant
Packing & Packaging	Chi-square	3.506	
	Df	4	
	p-value	.477	Not Significant

Market awareness about the product	Chi-square	9.208	
	Df	4	
	p-value	.056	Not Significant
Market demand of the brand	Chi-square	18.874	
	Df	4	
	p-value	.001*	Significant
Availability of the product	Chi-square	3.623	
	Df	4	
	p-value	.459	Not Significant
Cost of the product	Chi-square	2.091	
	Df	4	
	p-value	.719	Not Significant
Past experience	Chi-square	8.911	
	Df	4	
	p-value	.063	Not Significant
Cash on delivery	Chi-square	.853	
	Df	4	
	p-value	.931	Not Significant
Net banking	Chi-square	3.405	
	Df	4	
	p-value	.492	Not Significant
Debit/ Credit Cards	Chi-square	6.696	
	Df	4	
	p-value	.153	Not Significant
Offers & Discounts	Chi-square	4.066	
	Df	4	
	p-value	.397	Not Significant

Free Shipping	Chi-square	9.079	
	Df	4	
	p-value	.059	Not Significant
Id & password	Chi-square	3.727	
	Df	4	
	p-value	.444	Not Significant
Order confirmation screen	Chi-square	2.987	
	Df	4	
	p-value	.560	Not Significant
Tracking of items	Chi-square	2.049	
	Df	4	
	p-value	.727	Not Significant
Results are based on nonempty rows and columns in each innermost sub table.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for adequate search option and Market demand of the brand is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 16 cases the result is not significant. It means features of online shopping do not have significant association with frequency of the different range of products.

Comparison with respect to Satisfaction w. r. t. purchase:

		Satisfaction w. r. t. purchase			
		Yes		No	
		N	%	N	%
Design User friendly	NI	18	10.3%	18	15.9%
	SI	63	36.2%	39	34.5%
	VI	93	53.4%	56	49.6%
Design Adequate search option	NI	41	23.6%	21	18.6%
	SI	63	36.2%	34	30.1%
	VI	70	40.2%	58	51.3%
Design Product assortments	NI	37	21.3%	15	13.3%
	SI	64	36.8%	41	36.3%
	VI	73	42.0%	57	50.4%
Colour/Test	NI	36	20.7%	28	24.8%
	SI	62	35.6%	40	35.4%
	VI	76	43.7%	45	39.8%
Packing & Packaging	NI	34	19.5%	19	16.8%
	SI	61	35.1%	42	37.2%
	VI	79	45.4%	52	46.0%
Market awareness about the product	NI	22	12.6%	23	20.4%
	SI	57	32.8%	22	19.5%
	VI	95	54.6%	68	60.2%
Market demand of the brand	NI	29	16.7%	20	17.7%
	SI	61	35.1%	34	30.1%
	VI	84	48.3%	59	52.2%
Availability of the product	NI	35	20.1%	23	20.4%
	SI	71	40.8%	45	39.8%
	VI	68	39.1%	45	39.8%
Cost of the product	NI	26	14.9%	19	16.8%
	SI	60	34.5%	41	36.3%
	VI	88	50.6%	53	46.9%

Past experience	NI	51	29.3%	26	23.0%
	SI	42	24.1%	44	38.9%
	VI	81	46.6%	43	38.1%
Cash on delivery	NI	31	17.8%	17	15.2%
	SI	57	32.8%	40	35.7%
	VI	86	49.4%	55	49.1%
Net banking	NI	34	19.5%	16	14.2%
	SI	55	31.6%	40	35.4%
	VI	85	48.9%	57	50.4%
Debit/ Credit Cards	NI	29	16.7%	22	19.5%
	SI	70	40.2%	33	29.2%
	VI	75	43.1%	58	51.3%
Offers & Discounts	NI	33	19.0%	16	14.2%
	SI	49	28.2%	41	36.3%
	VI	92	52.9%	56	49.6%
Free Shipping	NI	33	19.0%	25	22.1%
	SI	63	36.2%	27	23.9%
	VI	78	44.8%	61	54.0%
Id & password	NI	33	19.0%	19	16.8%
	SI	54	31.0%	34	30.1%
	VI	87	50.0%	60	53.1%
Order confirmation screen	NI	27	15.5%	18	15.9%
	SI	66	37.9%	37	32.7%
	VI	81	46.6%	58	51.3%
Tracking of items	NI	30	17.2%	24	21.2%
	SI	60	34.5%	41	36.3%
	VI	84	48.3%	48	42.5%

**Source : Information collected through Primary Data*

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	1.404	
	Df	2	
	p-value	.496	Not Significant
Adequate search option	Chi-square	.069	
	Df	2	
	p-value	.966	Not Significant
Product assortments	Chi-square	.580	
	Df	2	
	p-value	.748	Not Significant
Colour/Test	Chi-square	13.740	
	Df	2	
	p-value	.001*	Significant
Packing & Packaging	Chi-square	2.742	
	Df	2	
	p-value	.254	Not Significant
Market awareness about the product	Chi-square	3.592	
	Df	2	
	p-value	.166	Not Significant
Market demand of the brand	Chi-square	1.998	
	Df	2	
	p-value	.368	Significant
Availability of the product	Chi-square	.840	
	Df	2	
	p-value	.657	Not Significant

Cost of the product	Chi-square	1.255	
	Df	2	
	p-value	.534	Not Significant
Past experience	Chi-square	4.374	
	Df	2	
	p-value	.112	Not Significant
Cash on delivery	Chi-square	2.651	
	Df	2	
	p-value	.266	Not Significant
Net banking	Chi-square	3.603	
	Df	2	
	p-value	.165	Not Significant
Debit/ Credit Cards	Chi-square	1.135	
	Df	2	
	p-value	.567	Not Significant
Offers & Discounts	Chi-square	2.181	
	Df	2	
	p-value	.336	Not Significant
Free Shipping	Chi-square	.399	
	Df	2	
	p-value	.819	Not Significant
Id & password	Chi-square	1.824	
	Df	2	
	p-value	.402	Not Significant
Order confirmation screen	Chi-square	.345	
	Df	2	
	p-value	.842	Not Significant
Tracking of items	Chi-square	1.532	
	Df	2	
	p-value	.465	Not Significant
Results are based on nonempty rows and columns in each innermost sub-table.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for Market demand of the brand is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 16 cases the result is not significant. It means features of online shopping do not have significant association with satisfaction w.r.t. purchases.

Overall Conclusion:

Features of online shopping do not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

4.2.2.d Hypothesis : 4

H₀₄: Features of online shopping are not associated with Gender, Education, Income and Occupation.

H₁₄: Features of online shopping are associated with Gender, Education, Income and Occupation.

Here, Gender, education, income and Occupation of respondents are expected to have relation with different features available with online shopping. In the study hypothesis is evaluated using chi-square test to test the association between Gender, education, income and Occupation of respondents and features of online shopping.

Comparison with respect to Gender of respondents:

		Gender			
		Male		Female	
		N	%	N	%
Design User friendly	NI	29	14.1%	23	16.0%
	SI	73	35.4%	48	33.3%
	VI	104	50.5%	73	50.7%
Design Adequate search option	NI	57	27.7%	31	21.5%
	SI	62	30.1%	47	32.6%
	VI	87	42.2%	66	45.8%
Design Product assortments	NI	41	19.9%	27	18.8%
	SI	66	32.0%	58	40.3%
	VI	99	48.1%	59	41.0%
Colour/Test	NI	55	26.7%	28	19.4%
	SI	81	39.3%	49	34.0%
	VI	70	34.0%	67	46.5%
Packing & Packaging	NI	39	18.9%	25	17.4%
	SI	66	32.0%	53	36.8%
	VI	101	49.0%	66	45.8%

Market awareness about the product	NI	31	15.0%	23	16.0%
	SI	66	32.0%	36	25.0%
	VI	109	52.9%	85	59.0%
Market demand of the brand	NI	48	23.3%	27	18.8%
	SI	70	34.0%	41	28.5%
	VI	88	42.7%	76	52.8%
Availability of the product	NI	46	22.3%	22	15.3%
	SI	78	37.9%	58	40.3%
	VI	82	39.8%	64	44.4%
Cost of the product	NI	34	16.5%	21	14.6%
	SI	68	33.0%	50	34.7%
	VI	104	50.5%	73	50.7%
Past experience	NI	54	26.2%	40	27.8%
	SI	62	30.1%	48	33.3%
	VI	90	43.7%	56	38.9%
Cash on delivery	NI	39	19.0%	21	14.6%
	SI	63	30.7%	53	36.8%
	VI	103	50.2%	70	48.6%
Net banking	NI	37	18.0%	23	16.0%
	SI	57	27.7%	54	37.5%
	VI	112	54.4%	67	46.5%
Debit/ Credit Cards	NI	45	21.8%	23	16.0%
	SI	79	38.3%	46	31.9%
	VI	82	39.8%	75	52.1%
Offers & Discounts	NI	42	20.4%	19	13.2%
	SI	72	35.0%	42	29.2%
	VI	92	44.7%	83	57.6%

Free Shipping	NI	43	20.9%	22	15.3%
	SI	72	35.0%	45	31.2%
	VI	91	44.2%	77	53.5%
Id & password	NI	40	19.4%	22	15.3%
	SI	59	28.6%	42	29.2%
	VI	107	51.9%	80	55.6%
Order confirmation screen	NI	38	18.4%	20	13.9%
	SI	67	32.5%	53	36.8%
	VI	101	49.0%	71	49.3%
Tracking of items	NI	32	15.5%	32	22.2%
	SI	82	39.8%	45	31.2%
	VI	92	44.7%	67	46.5%

**Source : Information collected through Primary Data*

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	.314	
	Df	2	
	p-value	.855	Not Significant
Adequate search option	Chi-square	1.699	
	Df	2	
	p-value	.428	Not Significant
Product assortments	Chi-square	2.625	
	Df	2	
	p-value	.269	Not Significant
Colour/Test	Chi-square	5.929	
	Df	2	
	p-value	.052	Not Significant

Packing & Packaging	Chi-square	.862	
	Df	2	
	p-value	.650	Not Significant
Market awareness about the product	Chi-square	2.060	
	Df	2	
	p-value	.357	Not Significant
Market demand of the brand	Chi-square	3.460	
	Df	2	
	p-value	.177	Not Significant
Availability of the product	Chi-square	2.734	
	Df	2	
	p-value	.255	Not Significant
Cost of the product	Chi-square	.274	
	Df	2	
	p-value	.872	Not Significant
Past experience	Chi-square	.828	
	Df	2	
	p-value	.661	Not Significant
Cash on delivery	Chi-square	1.955	
	Df	2	
	p-value	.376	Not Significant
Net banking	Chi-square	3.797	
	Df	2	
	p-value	.150	Not Significant
Debit/ Credit Cards	Chi-square	5.326	
	Df	2	
	p-value	.070	Not Significant
Offers & Discounts	Chi-square	6.243	
	Df	2	
	p-value	.044*	Significant

Free Shipping	Chi-square	3.303	
	Df	2	
	p-value	.192	Not Significant
Id & password	Chi-square	1.035	
	Df	2	
	p-value	.596	Not Significant
Order confirmation screen	Chi-square	1.517	
	Df	2	
	p-value	.468	Not Significant
Tracking of items	Chi-square	3.848	
	Df	2	
	p-value	.146	Not Significant
Results are based on nonempty rows and columns in each innermost sub-table.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for Offers & Discounts is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 17 cases the result is not significant. It means features of online shopping are not associated with Gender.

Comparison with respect to Education of respondents:

		EDUCATION							
		Under-graduate		Graduate		Post-graduate		Doctorate	
		N	%	N	%	N	%	N	%
Design User friendly	NI	11	16.4%	21	13.4%	16	18.6%	4	10.0%
	SI	24	35.8%	54	34.4%	25	29.1%	18	45.0%
	VI	32	47.8%	82	52.2%	45	52.3%	18	45.0%
Design Adequate search option	NI	15	22.4%	41	26.1%	25	29.1%	7	17.5%
	SI	24	35.8%	47	29.9%	24	27.9%	14	35.0%
	VI	28	41.8%	69	43.9%	37	43.0%	19	47.5%
Design Product assortments	NI	15	22.4%	29	18.5%	18	20.9%	6	15.0%
	SI	20	29.9%	57	36.3%	33	38.4%	14	35.0%
	VI	32	47.8%	71	45.2%	35	40.7%	20	50.0%
Colour/Test	NI	16	23.9%	37	23.6%	23	26.7%	7	17.5%
	SI	24	35.8%	58	36.9%	32	37.2%	16	40.0%
	VI	27	40.3%	62	39.5%	31	36.0%	17	42.5%
Packing & Packaging	NI	10	14.9%	35	22.3%	14	16.3%	5	12.5%
	SI	27	40.3%	50	31.8%	26	30.2%	16	40.0%
	VI	30	44.8%	72	45.9%	46	53.5%	19	47.5%
Market awareness about the product	NI	13	19.4%	17	10.8%	12	14.0%	12	30.0%
	SI	19	28.4%	49	31.2%	24	27.9%	10	25.0%
	VI	35	52.2%	91	58.0%	50	58.1%	18	45.0%
Market demand of the brand	NI	10	14.9%	31	19.7%	27	31.4%	7	17.5%
	SI	12	17.9%	63	40.1%	21	24.4%	15	37.5%
	VI	45	67.2%	63	40.1%	38	44.2%	18	45.0%
Availability of the product	NI	16	23.9%	19	12.1%	22	25.6%	11	27.5%
	SI	25	37.3%	66	42.0%	33	38.4%	12	30.0%
	VI	26	38.8%	72	45.9%	31	36.0%	17	42.5%

Cost of the product	NI	12	17.9%	26	16.6%	10	11.6%	7	17.5%
	SI	22	32.8%	59	37.6%	28	32.6%	9	22.5%
	VI	33	49.3%	72	45.9%	48	55.8%	24	60.0%
Past experience	NI	16	23.9%	53	33.8%	14	16.3%	11	27.5%
	SI	23	34.3%	48	30.6%	26	30.2%	13	32.5%
	VI	28	41.8%	56	35.7%	46	53.5%	16	40.0%
Cash on delivery	NI	6	9.0%	30	19.2%	18	20.9%	6	15.0%
	SI	19	28.4%	54	34.6%	27	31.4%	16	40.0%
	VI	42	62.7%	72	46.2%	41	47.7%	18	45.0%
Net banking	NI	15	22.4%	26	16.6%	14	16.3%	5	12.5%
	SI	24	35.8%	46	29.3%	25	29.1%	16	40.0%
	VI	28	41.8%	85	54.1%	47	54.7%	19	47.5%
Debit/ Credit Cards	NI	11	16.4%	40	25.5%	11	12.8%	6	15.0%
	SI	19	28.4%	55	35.0%	37	43.0%	14	35.0%
	VI	37	55.2%	62	39.5%	38	44.2%	20	50.0%
Offers & Discounts	NI	8	11.9%	29	18.5%	19	22.1%	5	12.5%
	SI	16	23.9%	50	31.8%	36	41.9%	12	30.0%
	VI	43	64.2%	78	49.7%	31	36.0%	23	57.5%
Free Shipping	NI	11	16.4%	37	23.6%	13	15.1%	4	10.0%
	SI	17	25.4%	48	30.6%	31	36.0%	21	52.5%
	VI	39	58.2%	72	45.9%	42	48.8%	15	37.5%
Id & password	NI	8	11.9%	34	21.7%	17	19.8%	3	7.5%
	SI	20	29.9%	44	28.0%	22	25.6%	15	37.5%
	VI	39	58.2%	79	50.3%	47	54.7%	22	55.0%
Order confirmation screen	NI	9	13.4%	28	17.8%	11	12.8%	10	25.0%
	SI	26	38.8%	59	37.6%	22	25.6%	13	32.5%
	VI	32	47.8%	70	44.6%	53	61.6%	17	42.5%
Tracking of items	NI	14	20.9%	29	18.5%	15	17.4%	6	15.0%
	SI	20	29.9%	51	32.5%	34	39.5%	22	55.0%
	VI	33	49.3%	77	49.0%	37	43.0%	12	30.0%

**Source : Information collected through Primary Data*

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	4.321	
	Df	6	
	p-value	.633	Not Significant
Adequate search option	Chi-square	2.942	
	Df	6	
	p-value	.816	Not Significant
Product assortments	Chi-square	2.402	
	Df	6	
	p-value	.879	Not Significant
Colour/Test	Chi-square	1.461	
	Df	6	
	p-value	.962	Not Significant
Packing & Packaging	Chi-square	5.328	
	Df	6	
	p-value	.502	Not Significant
Market awareness about the product	Chi-square	10.194	
	Df	6	
	p-value	.117	Not Significant
Market demand of the brand	Chi-square	22.774	
	Df	6	
	p-value	.001*	Significant
Availability of the product	Chi-square	10.752	
	Df	6	
	p-value	.096	Not Significant
Cost of the product	Chi-square	5.392	
	Df	6	
	p-value	.495	Not Significant

Past experience	Chi-square	11.125	
	Df	6	
	p-value	.085	Not Significant
Cash on delivery	Chi-square	7.963	
	Df	6	
	p-value	.241	Not Significant
Net banking	Chi-square	5.080	
	Df	6	
	p-value	.534	Not Significant
Debit/ Credit Cards	Chi-square	10.809	
	Df	6	
	p-value	.094	Not Significant
Offers & Discounts	Chi-square	13.321	
	Df	6	
	p-value	.038*	Significant
Free Shipping	Chi-square	13.160	
	Df	6	
	p-value	.041*	Significant
Id & password	Chi-square	7.228	
	Df	6	
	p-value	.300	Not Significant
Order confirmation screen	Chi-square	9.616	
	Df	6	
	p-value	.142	Not Significant
Tracking of items	Chi-square	8.896	
	Df	6	
	p-value	.179	Not Significant
Results are based on nonempty rows and columns in each innermost sub-table.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for Market demand of the brand, Offers & Discounts and Free Shipping is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 15 cases the result is not significant. It means features of online shopping are not associated with Education.

Comparison with respect to distribution of income:

		INCOME GROUP							
		upto 2 lacs		2-5 lacs		5 - 10 lacs		10 lacs and more	
		N	%	N	%	N	%	N	%
Design User friendly	NI	15	19.7%	12	10.9%	18	20.9%	7	9.0%
	SI	22	28.9%	41	37.3%	30	34.9%	28	35.9%
	VI	39	51.3%	57	51.8%	38	44.2%	43	55.1%
Design Adequate search option	NI	14	18.4%	38	34.5%	21	24.4%	15	19.2%
	SI	24	31.6%	29	26.4%	26	30.2%	30	38.5%
	VI	38	50.0%	43	39.1%	39	45.3%	33	42.3%
Design Product assortments	NI	17	22.4%	20	18.2%	18	20.9%	13	16.7%
	SI	27	35.5%	38	34.5%	29	33.7%	30	38.5%
	VI	32	42.1%	52	47.3%	39	45.3%	35	44.9%
Colour/Test	NI	19	25.0%	22	20.0%	20	23.3%	22	28.2%
	SI	24	31.6%	41	37.3%	29	33.7%	36	46.2%
	VI	33	43.4%	47	42.7%	37	43.0%	20	25.6%
Packing & Packaging	NI	14	18.4%	17	15.5%	17	19.8%	16	20.5%
	SI	31	40.8%	38	34.5%	27	31.4%	23	29.5%
	VI	31	40.8%	55	50.0%	42	48.8%	39	50.0%

Market awareness about the product	NI	10	13.2%	19	17.3%	14	16.3%	11	14.1%
	SI	17	22.4%	38	34.5%	31	36.0%	16	20.5%
	VI	49	64.5%	53	48.2%	41	47.7%	51	65.4%
Market demand of the brand	NI	20	26.3%	13	11.8%	27	31.4%	15	19.2%
	SI	26	34.2%	44	40.0%	20	23.3%	21	26.9%
	VI	30	39.5%	53	48.2%	39	45.3%	42	53.8%
Availability of the product	NI	13	17.1%	15	13.6%	20	23.3%	20	25.6%
	SI	31	40.8%	46	41.8%	34	39.5%	25	32.1%
	VI	32	42.1%	49	44.5%	32	37.2%	33	42.3%
Cost of the product	NI	5	6.6%	20	18.2%	17	19.8%	13	16.7%
	SI	34	44.7%	36	32.7%	20	23.3%	28	35.9%
	VI	37	48.7%	54	49.1%	49	57.0%	37	47.4%
Past experience	NI	22	28.9%	30	27.3%	22	25.6%	20	25.6%
	SI	20	26.3%	39	35.5%	23	26.7%	28	35.9%
	VI	34	44.7%	41	37.3%	41	47.7%	30	38.5%
Cash on delivery	NI	16	21.1%	12	11.0%	16	18.6%	16	20.5%
	SI	29	38.2%	32	29.4%	33	38.4%	22	28.2%
	VI	31	40.8%	65	59.6%	37	43.0%	40	51.3%
Net banking	NI	13	17.1%	20	18.2%	12	14.0%	15	19.2%
	SI	29	38.2%	31	28.2%	29	33.7%	22	28.2%
	VI	34	44.7%	59	53.6%	45	52.3%	41	52.6%
Debit/ Credit Cards	NI	15	19.7%	22	20.0%	15	17.4%	16	20.5%
	SI	22	28.9%	38	34.5%	31	36.0%	34	43.6%
	VI	39	51.3%	50	45.5%	40	46.5%	28	35.9%
Offers & Discounts	NI	14	18.4%	14	12.7%	21	24.4%	12	15.4%
	SI	30	39.5%	38	34.5%	23	26.7%	23	29.5%
	VI	32	42.1%	58	52.7%	42	48.8%	43	55.1%
Free Shipping	NI	15	19.7%	15	13.6%	17	19.8%	18	23.1%
	SI	26	34.2%	42	38.2%	29	33.7%	20	25.6%
	VI	35	46.1%	53	48.2%	40	46.5%	40	51.3%

Id & password	NI	13	17.1%	15	13.6%	15	17.4%	19	24.4%
	SI	20	26.3%	34	30.9%	22	25.6%	25	32.1%
	VI	43	56.6%	61	55.5%	49	57.0%	34	43.6%
Order confirmation screen	NI	10	13.2%	20	18.2%	15	17.4%	13	16.7%
	SI	27	35.5%	34	30.9%	36	41.9%	23	29.5%
	VI	39	51.3%	56	50.9%	35	40.7%	42	53.8%
Tracking of items	NI	12	15.8%	25	22.7%	15	17.4%	12	15.4%
	SI	29	38.2%	37	33.6%	32	37.2%	29	37.2%
	VI	35	46.1%	48	43.6%	39	45.3%	37	47.4%

**Source : Information collected through Primary Data*

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	8.349	
	Df	6	
	p-value	.214	Not Significant
Adequate search option	Chi-square	9.824	
	Df	6	
	p-value	.132	Not Significant
Product assortments	Chi-square	1.398	
	Df	6	
	p-value	.966	Not Significant
Colour/Test	Chi-square	8.654	
	Df	6	
	p-value	.194	Not Significant
Packing & Packaging	Chi-square	3.469	
	Df	6	
	p-value	.748	Not Significant

Market awareness about the product	Chi-square	10.816	
	Df	6	
	p-value	.094	Not Significant
Market demand of the brand	Chi-square	16.566	
	Df	6	
	p-value	.011*	Significant
Availability of the product	Chi-square	6.209	
	Df	6	
	p-value	.400	Not Significant
Cost of the product	Chi-square	12.028	
	Df	6	
	p-value	.061	Not Significant
Past experience	Chi-square	4.138	
	Df	6	
	p-value	.658	Not Significant
Cash on delivery	Chi-square	10.205	
	Df	6	
	p-value	.116	Not Significant
Net banking	Chi-square	3.416	
	Df	6	
	p-value	.755	Not Significant
Debit/ Credit Cards	Chi-square	4.782	
	Df	6	
	p-value	.572	Not Significant
Offers & Discounts	Chi-square	7.948	
	Df	6	
	p-value	.242	Not Significant

Free Shipping	Chi-square	4.867	
	Df	6	
	p-value	.561	Not Significant
Id & password	Chi-square	5.764	
	Df	6	
	p-value	.450	Not Significant
Order confirmation screen	Chi-square	4.851	
	Df	6	
	p-value	.563	Not Significant
Tracking of items	Chi-square	2.315	
	Df	6	
	p-value	.889	Not Significant
Results are based on nonempty rows and columns in each innermost sub-table.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for Market demand of the brand is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 17 cases the result is not significant. It means features of online shopping are not associated with Income.

Comparison with respect to occupation of respondents:

		OCCUPATION					
		Service		Professional		Business	
		N	%	N	%	N	%
Design User friendly	NI	25	13.6%	13	16.0%	14	16.5%
	SI	60	32.6%	38	46.9%	23	27.1%
	VI	99	53.8%	30	37.0%	48	56.5%
Design Adequate search option	NI	54	29.3%	12	14.8%	22	25.9%
	SI	56	30.4%	29	35.8%	24	28.2%
	VI	74	40.2%	40	49.4%	39	45.9%
Design Product assortments	NI	40	21.7%	14	17.3%	14	16.5%
	SI	62	33.7%	28	34.6%	34	40.0%
	VI	82	44.6%	39	48.1%	37	43.5%
Colour/Test	NI	43	23.4%	19	23.5%	21	24.7%
	SI	66	35.9%	34	42.0%	30	35.3%
	VI	75	40.8%	28	34.6%	34	40.0%
Packing & Packaging	NI	38	20.7%	14	17.3%	12	14.1%
	SI	54	29.3%	30	37.0%	35	41.2%
	VI	92	50.0%	37	45.7%	38	44.7%
Market awareness about the product	NI	26	14.1%	18	22.2%	10	11.8%
	SI	48	26.1%	26	32.1%	28	32.9%
	VI	110	59.8%	37	45.7%	47	55.3%
Market demand of the brand	NI	51	27.7%	13	16.0%	11	12.9%
	SI	51	27.7%	32	39.5%	28	32.9%
	VI	82	44.6%	36	44.4%	46	54.1%
Availability of the product	NI	33	17.9%	19	23.5%	16	18.8%
	SI	75	40.8%	29	35.8%	32	37.6%
	VI	76	41.3%	33	40.7%	37	43.5%
Cost of the product	NI	39	21.2%	8	9.9%	8	9.4%
	SI	63	34.2%	22	27.2%	33	38.8%
	VI	82	44.6%	51	63.0%	44	51.8%

Past experience	NI	47	25.5%	27	33.3%	20	23.5%
	SI	49	26.6%	29	35.8%	32	37.6%
	VI	88	47.8%	25	30.9%	33	38.8%
Cash on delivery	NI	29	15.8%	11	13.6%	20	23.5%
	SI	53	29.0%	35	43.2%	28	32.9%
	VI	101	55.2%	35	43.2%	37	43.5%
Net banking	NI	30	16.3%	10	12.3%	20	23.5%
	SI	54	29.3%	25	30.9%	32	37.6%
	VI	100	54.3%	46	56.8%	33	38.8%
Debit/ Credit Cards	NI	35	19.0%	13	16.0%	20	23.5%
	SI	69	37.5%	39	48.1%	17	20.0%
	VI	80	43.5%	29	35.8%	48	56.5%
Offers & Discounts	NI	35	19.0%	14	17.3%	12	14.1%
	SI	60	32.6%	25	30.9%	29	34.1%
	VI	89	48.4%	42	51.9%	44	51.8%
Free Shipping	NI	34	18.5%	11	13.6%	20	23.5%
	SI	60	32.6%	37	45.7%	20	23.5%
	VI	90	48.9%	33	40.7%	45	52.9%
Id & password	NI	29	15.8%	12	14.8%	21	24.7%
	SI	51	27.7%	20	24.7%	30	35.3%
	VI	104	56.5%	49	60.5%	34	40.0%
Order confirmation screen	NI	31	16.8%	14	17.3%	13	15.3%
	SI	63	34.2%	31	38.3%	26	30.6%
	VI	90	48.9%	36	44.4%	46	54.1%
Tracking of items	NI	33	17.9%	14	17.3%	17	20.0%
	SI	71	38.6%	26	32.1%	30	35.3%
	VI	80	43.5%	41	50.6%	38	44.7%

**Source : Information collected through Primary Data*

Chi-square test result:

Pearson Chi-Square Tests			
		Value	Interpretation
User friendly	Chi-square	9.487	
	Df	4	
	p-value	.050	Significant
Adequate search option	Chi-square	6.775	
	Df	4	
	p-value	.148	Not Significant
Product assortments	Chi-square	1.979	
	Df	4	
	p-value	.740	Not Significant
Colour/Test	Chi-square	1.287	
	Df	4	
	p-value	.864	Not Significant
Packing & Packaging	Chi-square	4.527	
	Df	4	
	p-value	.339	Not Significant
Market awareness about the product	Chi-square	6.636	
	Df	4	
	p-value	.156	Not Significant
Market demand of the brand	Chi-square	11.128	
	Df	4	
	p-value	.025*	Significant
Availability of the product	Chi-square	1.395	
	Df	4	
	p-value	.845	Not Significant
Cost of the product	Chi-square	12.924	
	Df	4	
	p-value	.012*	Significant

Past experience	Chi-square	8.724	
	Df	4	
	p-value	.068	Not Significant
Cash on delivery	Chi-square	8.678	
	Df	4	
	p-value	.070	Not Significant
Net banking	Chi-square	7.869	
	Df	4	
	p-value	.096	Not Significant
Debit/ Credit Cards	Chi-square	14.889	
	Df	4	
	p-value	.005*	Significant
Offers & Discounts	Chi-square	1.145	
	Df	4	
	p-value	.887	Not Significant
Free Shipping	Chi-square	9.731	
	Df	4	
	p-value	.045*	Significant
Id & password	Chi-square	8.872	
	Df	4	
	p-value	.064	Not Significant
Order confirmation screen	Chi-square	1.625	
	Df	4	
	p-value	.804	Not Significant
Tracking of items	Chi-square	1.520	
	Df	4	
	p-value	.823	Not Significant
Results are based on nonempty rows and columns in each innermost sub-table.			
*. The Chi-square statistic is significant at the 0.05 level.			

**Source : Information collected through Primary Data*

Interpretation:

The p-value for User friendly, Market demand of the brand, Cost of the product, Debit/ Credit Cards and Free Shipping is less than that of 0.05 indicates significant association with frequency of shopping. For rest of the feature parameters the p-value is greater than that of 0.05 indicates no significant association.

Conclusion:

From the above analysis we may conclude that out of 18 cases in 13 cases the result is not significant. It means features of online shopping are not associated with Occupation.

Overall Conclusion:

Features of online shopping are not associated with Gender, Education, Income and Occupation.

4.2.2.e Hypothesis : 5

H₀₅: Issues of online shopping are not associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

H₁₅: Issues of online shopping are associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Here frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases are expected to change with respect to Issues of online shopping. In the study hypothesis is evaluated using chi-square test to test the association between frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases and Issues of online shopping.

Comparison with respect to Frequency of Shopping:

	Frequency of Shopping							
	Daily		Weekly		Monthly		Annually	
Issues	N	%	N	%	N	%	N	%
No guarantee	19	32.2%	36	38.3%	32	35.2%	34	32.1%
Possibility of forgery	4	6.8%	15	16.0%	12	13.2%	14	13.2%
Product highly priced	6	10.2%	12	12.8%	14	15.4%	15	14.2%
Too much clutter	12	20.3%	7	7.4%	5	5.5%	10	9.4%
Security issue	11	18.6%	20	21.3%	24	26.4%	30	28.3%
Physical examination	7	11.9%	4	4.3%	4	4.4%	3	2.8%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	21.436
Df	15
Sig.	0.123

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues of online shopping are not associated with Frequency of shopping.

Comparison with respect to Shopping Range:

	Shopping Range					
	500 - 5000		5000-10000		10000-20000	
Issues	N	%	N	%	N	%
No guarantee	60	34.5%	39	34.5%	22	34.9%
Possibility of forgery	22	12.6%	17	15.0%	6	9.5%
Product highly priced	24	13.8%	16	14.2%	7	11.1%
Too much clutter	19	10.9%	9	8.0%	6	9.5%
Security issue	41	23.6%	23	20.4%	21	33.3%
Physical examination	8	4.6%	9	8.0%	1	1.6%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	8.185
Df	10
Sig.	0.611

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues of online shopping are not associated with **Shopping Range.**

Comparison with respect to Satisfaction of customer:

	Satisfaction			
	Yes		No	
Issues	N	%	N	%
No guarantee	68	35.2%	40	33.6%
Possibility of forgery	25	13.0%	16	13.4%
Product highly priced	24	12.4%	19	16.0%
Too much clutter	17	8.8%	12	10.1%
Security issue	46	23.8%	28	23.5%
Physical examination	13	6.7%	4	3.4%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	2.405
Df	5
Sig.	.791

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues of online shopping are not associated with **Satisfaction of customer**

Overall Conclusion:

Issues of online shopping are not associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

4.2.2.f Hypothesis : 6

H₀₆: Issues of online shopping are not associated with Gender, Education, Income and Occupation.

H₁₆: Issues of online shopping are associated with Gender, Education, Income and Occupation.

Here, Gender, education, income and Occupation of respondents are expected to have relation with Issues of online shopping. In the study hypothesis is evaluated using chi-square test to test the association between Gender, education, income and Occupation of respondents and Issues of online shopping.

Comparison with respect to Gender:

		GENDER		Total
		Male	Female	
No guarantee	N	68	53	121
	%	33.0%	36.8%	34.6%
Possibility of forgery	N	32	13	45
	%	15.5%	9.0%	12.9%
Product highly priced	N	29	18	47
	%	14.1%	12.5%	13.4%
Too much clutter	N	20	14	34
	%	9.7%	9.7%	9.7%
Security issue	N	48	37	85
	%	23.3%	25.7%	24.3%
Physical examination	N	9	9	18
	%	4.4%	6.2%	5.1%
Total	N	206	144	350
	%	100.0%	100.0%	100.0%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	4.084 ^a
Df	5
Sig.	0.537

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues are not associated with Gender.

Comparison with respect to Education:

		EDUCATION				Total
		Under-graduate	Graduate	Post-graduate	Doctorate	
No guarantee	N	24	58	28	11	121
	%	35.8%	36.9%	32.6%	27.5%	34.6%
Possibility of forgery	N	3	24	14	4	45
	%	4.5%	15.3%	16.3%	10.0%	12.9%
Product highly priced	N	7	19	15	6	47
	%	10.4%	12.1%	17.4%	15.0%	13.4%
Too much clutter	N	7	17	7	3	34
	%	10.4%	10.8%	8.1%	7.5%	9.7%
Security issue	N	18	34	20	13	85
	%	26.9%	21.7%	23.3%	32.5%	24.3%
Physical examination	N	8	5	2	3	18
	%	11.9%	3.2%	2.3%	7.5%	5.1%
	N	67	157	86	40	350
	%	100.0%	100.0%	100.0%	100.0%	100.0%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	19.524 ^a
Df	15
Sig.	0.191

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues are not associated with Education.

Comparison with respect to Income:

		INCOME GROUP				Total
		upto 2 lacs	2-5 lacs	5 - 10 lacs	10 lacs and more	
No guarantee	N	30	38	27	26	121
	%	39.5%	34.5%	31.4%	33.3%	34.6%
Possibility of forgery	N	6	14	10	15	45
	%	7.9%	12.7%	11.6%	19.2%	12.9%
Product highly priced	N	8	13	15	11	47
	%	10.5%	11.8%	17.4%	14.1%	13.4%
Too much clutter	N	10	11	7	6	34
	%	13.2%	10.0%	8.1%	7.7%	9.7%
Security issue	N	17	28	25	15	85
	%	22.4%	25.5%	29.1%	19.2%	24.3%
Physical examination	N	5	6	2	5	18
	%	6.6%	5.5%	2.3%	6.4%	5.1%
Total	N	76	110	86	78	350
	%	100.0%	100.0%	100.0%	100.0%	100.0%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	11.773 ^a
Df	15
Sig.	0.696

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues are not associated with Income.

Comparison with respect to Occupation:

		OCCUPATION			Total
		Service	Professional	Business	
No guarantee	N	68	25	28	121
	%	37.0%	30.9%	32.9%	34.6%
Possibility of forgery	N	21	11	13	45
	%	11.4%	13.6%	15.3%	12.9%
Product highly priced	N	24	13	10	47
	%	13.0%	16.0%	11.8%	13.4%
Too much clutter	N	20	8	6	34
	%	10.9%	9.9%	7.1%	9.7%
Security issue	N	40	22	23	85
	%	21.7%	27.2%	27.1%	24.3%
Physical examination	N	11	2	5	18
	%	6.0%	2.5%	5.9%	5.1%
Total	N	184	81	85	350
	%	100.0%	100.0%	100.0%	100.0%

**Source : Information collected through Primary Data*

Chi-square test result:

	Value
Chi-square	5.398 ^a
Df	10
Sig.	0.863

**Source : Information collected through Primary Data*

Interpretation:

Since p-value for the chi-square is greater than that of 0.05. Hence null hypothesis is cannot be rejected.

Conclusion:

We may infer that Issues are not associated with Occupation.

Overall Conclusion:

Issues of online shopping are not associated with Gender, Education, Income and Occupation

4.2.2.g Hypothesis : 7

Null hypothesis (H₀₇): There is no significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E- Marketing Strategies of the Company.

Alternative hypothesis (H₁₇): There is significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company.

To test above null hypothesis, we use **Levene’s test** for testing Homogeneity of Variances, **ANOVA** for testing Equality of Means, **Welch and Brown-Forsythe** for testing Robust Tests of Equality of Means. The details of which are tabulated in the following table.

Table No. 4.71

Significant p values of Levene’s test, ANOVA, Welch test and Brown-Forsythe test

		Significant p value			
		Test of Homogeneity of Variances	Tests of Equality of Means	Robust Tests of Equality of Means	
Management		Levene’s	ANOVA	Welch	Brown-Forsythe
Company executives	Graduate	0.048	0.039	0.007	0.061
	Post-Graduate				
	Doctorate				

**Source : Information collected through Primary Data*

From the above table it is observed that all significant p value for Levene’s test (for testing homogeneity of variances) are less than 0.05 indicates that all groups are homogeneous (equal variance). This also indicates that standard ANOVA must be discarded. Hence Robust Tests of Equality of Means namely Welch and Brown-Forsythe tests are used. Significant p value for Welch (0.007) is less than 0.05 and Brown-Forsythe test (0.061) is greater than 0.05 indicating significant difference between all groups. It is also noted

that all significant p values for ANOVA are less than 0.5 supporting the above results. Hence we reject null hypothesis **Ho. Therefore it reveals that** there is significant difference between mean values responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company.

To analysis further, we use Post Hoc Test namely Least Significant Difference method (LSD) test to find pair wise difference between the groups.

The details are given below.

Table No. 4.72
Significant p values of namely Least Significant Difference method (LSD) test

(I) Education	(J) Education	Significant p value
		Company executives
Graduate	Post-Graduate	0.028*
	Doctorate	0.034*
Post-Graduate	Graduate	0.028*
	Doctorate	0.391
Doctorate	Graduate	0.034*
	Post-Graduate	0.391*

**Source : Information collected through Primary Data*

From the above table it is observed that most of the time difference between mean value of responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company is significant (*) at 5% level of significance. The figures without * (with red color) indicate insignificant difference. Hence on the basis of the above data we may conclude that there is significant difference between mean values responses of Graduate, Post-Graduate and Doctorate company executives related to E-marketing Strategies of the Company. Only responses of Post-Graduate executives are insignificant from Doctorate executives.

The details of descriptive parameters are given below.

Table No. 4.73
Descriptive parameters for different educational qualifications of
Company Executives

		N	Mean	Std. Deviation
Company executives	Graduate	6	3.8283	0.45218
	Post-Graduate	12	3.4621	0.22348
	Doctorate	2	3.2576	0.02143
	Total	20	3.5515	0.34796

**Source : Information collected through Primary Data*

From above table it is observed that mean values for Graduate executives is more than others with comparatively low S.D. all these mean values are higher than 3 indicates that everybody is of opinion that E-Marketing Strategies are used in proper manner in their Company.

Conclusion:

Hence on the basis of the above analysis it may be concluded that there is significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related E-Marketing Strategies of the Company and everybody is of opinion that E-Marketing Strategies are used in proper manner in their Company.

Overall conclusion:

The study has clearly shown that E-marketing impacts upon businesses in a number of significant ways. E-marketing campaign and strategies have the potential to reach customers in a speedy and low-cost manner. Even it is providing promotion for a wide range of products and services. E-marketing also offers businesses the opportunity to gather data about their consumer

base to an extent that has up till now been very difficult to achieve via traditional marketing methods. MIS is one of the tools for the same.

However, despite the global reach, speed and the extent of information that can be gained from E-marketing there may be number of important drawbacks to this type of marketing that businesses must bear in mind. The technology driven approach of E-marketing may leave certain businesses at risk and excessively dependent upon technology. However, despite these problems it is rational to conclude that E-marketing is on the whole a positive development for businesses and in spite of certain dangers its impact upon businesses has been largely positive. In the next chapter we have given summery and conclusion.

CHAPTER - 5

FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1 Introductions:

The main purpose of the research was to elucidate the theoretical relationship between e-marketer, customer and the society. This study was initiated with the basic explanation of frequent terms related to the study like Marketing, Online Marketing, E-commerce, Trust, Perceived Risk and Consumer Behavior etc and concluded with presenting explanations and classifications of the subject.

Today Internet marketing has turned into the most quickly developing and most exhilarating branch of marketing. With the global market becoming ever more connected, it has become essential for entrepreneurs to keep up with latest trends and development to reach new audiences who are more shrewd, divided and skeptical than ever. Technology and software are varying at such a rapid speed that it looks almost unfeasible to maintain with trends. Services and products are developing and adapting to the online sphere.

5.2 Importance of the Study:

Hence study was undertaken to know that consumers have too many choices these days and they have to be constantly respond to the products or services. The best way to reach them is where they spend a good bit of time which is online.

The key Objectives of the study are as below:

To understand E-marketing and Its Applications in Selected Industries in Mumbai Region which gave the brief idea about companies activities related to E-marketing and how it's influencing on the customers decision making process in new era.

In the present study, the researcher studied that companies have started to adopt E-marketing and those are yet to adopt are planning to do very soon. He has also studied the benefits of E-marketing and its impact on the customers.

Primary data is collected through questionnaire prepared by researcher. The data was collected using ‘**Random**’ sampling. The details of sample are as follows.

Objectives of the current study:

Objectives are:

1. To understand importance and uses of E-marketing tools.
2. To study various reasons of adopting E-marketing.
3. To understand nature & behavior of online customer.
4. To study effectiveness of E-marketing and basic expectations from the society.
5. To know about online shopping security related issues.
6. To understand various mediums and techniques of E-marketing and their utilization.
7. To study utility of the E-marketing resources

5.3 Hypotheses of the Current Study :

The study is based on the below hypotheses.

In the light of the framed objectives, the researcher has set up the following hypotheses for the present study

Null Hypothesis:

1. Opinion of respondents for online shopping has no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
2. Opinion of respondents for online shopping is independent of (not associated with) Gender, Education, Income and Occupation.
3. Features of online shopping have no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
4. Features of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
5. Issues of online shopping are independent of (not associated with) frequency of shopping, buying of the different range of products and

satisfaction w.r.t. purchases.

6. Issues of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
7. There is no significant dissimilarity between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company.

Statistical Analysis:

Analysis of data can also be termed as the act of transforming data with the objective of extracting essential information and facilitating conclusions. Application of statistical methods is sometimes included, contingent upon the kind of information and the question. In case of particularly surveys Analysis engages estimating the values of unidentified parameters of the population and examining of hypothesis for extracting inferences. Analysis consequently may be classified as descriptive analysis and inferential analysis, which is generally recognized as statistical analysis.

Collected data was analyzed thoroughly using statistical software's SPSS – version 21.0, Ms-Excel add-ins namely Data Analysis and MegaStat. Researcher used both descriptive and inferential statistical tools. Both, primary as well as secondary data is used while analyzing. The study is divided in two parts

1. Descriptive analysis
2. Inferential analysis

After analysis of data following conclusions are drawn

5.4 Findings based on Descriptive Analysis:

This portion of study is basically centred around checking fundamental targets of study. Researcher utilized statistical apparatuses like standard deviation, mean and graphs for analysis of primary data. Major conclusions are as follows:

5.4A) Objective number one is to understand importance and uses of E-marketing tools. The researcher studied importance and uses of E-marketing tools.

The research findings are shown below

1. E-marketing tools are very important in company business and the top management gives sufficient support for the adoption of E-marketing
2. Marketing team within venture utilizes E-marketing devices as an exceptionally helpful apparatus and company has good technological infrastructure.
3. Use of E-marketing tools has nothing to whether Company work on the local level or not. Also it does not depend on size of company.
4. Every Company has an access to internet.
5. Customers are aware about the online shopping.
6. Online purchase product/service would be beyond customer's financial means and thorough computer knowledge is required for the same.

5.4B) Second objective is to study various reasons of adopting E-marketing. The researcher studied various reasons of adopting E-marketing using primary data. The research findings are shown below

1. The Companies would apply E-marketing despite of the types of item produced.
2. The Company adopted E-marketing because of following reasons:
 - a) It is useful for their international business.
 - b) Competitive pressure is one of the reasons.
 - c) To avoid losing their market share to competitors who are already using E-marketing
 - d) As a response to market trends
3. Enterprise associates with its clientele through newsletters, registration forms and email accounts.
4. Customer prefers shopping through a retail store and they also like the method of computerized shopping.
5. Customer's shopping over the World Wide Web fits into their shopping style and would increase their shopping frequencies. Also it would give them latest update about the fashions/trends.

5.4C) Third objective is to understand nature & behavior of online customer. The researcher studied nature & behavior of online customer using primary data.

The research findings are shown below

1. Customers like purchasing through the Internet and are able to utilize the technology. It has nothing to whether literacy level.
2. The Customers preferring online shopping are Graduates in majority and they belongs to the income group of Rs. 2 – 5 Lacs p.a. Their occupation is Service and generally they purchase approx in the range of Rs. 500-5000.
3. Customers are satisfied with the products that they have purchased online.
4. Customers feel easy to find their vendors online for the products which they wish to buy and they are ready to recommend or suggest online shopping to others.

5.4D) Forth objective is to study effectiveness of E-marketing and basic expectations from the society. The researcher studied effectiveness of E-marketing and basic expectations from the society using primary data.

The research findings are shown below

1. Size of enterprise does not affect management decision to adopt E-marketing.
2. E-marketing enables company executives to accomplish tasks more quickly. E-marketing improves the quality & productivity of the work they do. Also gives them greater control over the work.
3. Employees interaction with customers related to E-marketing is clear and understandable.
4. Company executives feel that there is very less influence of on the decision of adopting E-marketing.
5. E marketing saves manpower and money.

5.4E) Fifth objective is to know about online shopping security related issues.

The researcher studied online shopping security related issues using primary data.

The research findings are shown below

1. Customers do not prefer to pay in cash. They have trust on E-marketing tools.
2. Customer believes that online shopping is safe.

5.4F) Sixth objective is to understand various mediums and techniques of E-marketing and their utilization. The researcher studied various mediums and techniques of E-marketing and their utilization using primary data.

The research findings are shown below

1. Company uses traditional marketing techniques, but ready to adopt E-marketing.
2. Company uses the internet in accessing other company's sites and it has a computerized customer database that uses to perform marketing activities.
3. Customers pay through Debit card and it has nothing to whether using EMI options are available or not.
4. Customers do online shopping annually.
5. It is easy to observe others product over the World Wide Web and shopping over the same allow Customers to have better item selection.

5.4G) Seventh objective is to study utility of the E-marketing resources. The researcher studied utility of the E-marketing resources utilization using primary data.

The research findings are shown below

1. Company uses E-marketing resources;
 - a. To communicate with customers,
 - b. To advertise products,
 - c. To support traditional commercial activities,
 - d. To conduct commercial transactions.

5.5 **Findings based on Inferential Analysis:**

Inferential analysis is employed to generalize the results achieved from a (probability) random sample back to the populace from which the specimen was drawn. Inferential statistics are commonly utilized to reply cause-and-effect queries and make forecasts. In the present study researcher used this analysis for hypothesis testing. The hypothesis of present study is as follows.

The researcher has set up seven hypotheses for the present study.

- (A) The **first hypothesis** tests if opinion of respondents for online shopping does not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that;

For **Frequency of Shopping** in 6 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 4 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **associated** with Frequency of Shopping.

For **Buying of the different range** of products in 3 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 7 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with Buying of the different range of products.

For **satisfaction of customer's purchases of products** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with satisfaction of customer's purchases of products.

It means online shopping has significant association with frequency of shopping, but it does not have significant association with buying of the different range of products and satisfaction w.r.t. purchases.

- (B) The **Second hypothesis** tests if opinion of respondents for online shopping is not associated with Gender, Education, Income and Occupation.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that;

For **Gender** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with **Gender**.

For **Education of respondents**, in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with **Education of respondents**.

For **Income of respondents** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with satisfaction of **Income of respondents**.

For **Occupation of respondents** in 2 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 8 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with satisfaction of **Occupation of respondents**.

It means online shopping has **no significant association** with Gender, education, income and Occupation of respondents.

- (C) **Third hypothesis** tests if Features of online shopping do not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that;

For **Frequency of Shopping** in 4 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 14 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with Frequency of Shopping.

For **Buying of the different range** of products in 2 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 16 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with Buying of the different range of products.

For **satisfaction of customer's purchases of products** in 2 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 16 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with satisfaction of customer's purchases of products.

It means Features of online shopping **does not have significant association** with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

- (D) **Forth hypothesis** tests if Features of online shopping are not associated with Gender, Education, Income and Occupation.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that

For **Gender** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 17 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with **Gender**.

For **Education of respondents**, in 3 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 15 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with **Education of respondents**.

For **Income of respondents** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 17 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with satisfaction of **Income of respondents**.

For **Occupation of respondents** in 5 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 13 cases p value is more than significant level 0.05. Hence we may infer

that Features of online shopping are **not associated** with satisfaction of **Occupation of respondents**.

It means Features of online shopping do not have **significant association** with Gender, Education, Income and Occupation of respondents.

- (E) **Fifth hypothesis** tests if Issues of online shopping are not associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that;

For **Frequency of Shopping**, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with Frequency of Shopping.

For **Buying of the different range** of products, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with Buying of the different range of products.

For **satisfaction of customer's purchases of products**, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with satisfaction of customer's purchases of products.

It means Issues of online shopping **do not have significant association** with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

- (F) **Sixth hypothesis** tests if Issues of online shopping are not associated with Gender, Education, Income and Occupation.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that;

For **Gender** p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Features of Issues of online shopping are **not associated** with **Gender**.

For **Education of respondents**, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with **Education of respondents**.

For **Income of respondents** p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with satisfaction of **Income of respondents**.

For **Occupation of respondents** p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with satisfaction of **Occupation of respondents**.

It means Issues of online shopping do not have **significant association** with Gender, education, income and Occupation of respondents.

- (G) **Seventh hypothesis** tests if there is no significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company.

To test above null hypothesis, we use **Levene's test** for testing Homogeneity of Variances, **ANOVA** for testing Equality of Means, **Welch and Brown-Forsythe** for testing Robust Tests of Equality of Means. After testing the null hypothesis it was observed that all significant p value for Levene's test (for testing homogeneity of variances) are less than 0.05 indicates that all groups are homogeneous (equal variance). This also indicates that standard ANOVA must be discarded. Hence Robust Tests of Equality of Means namely Welch and Brown-Forsythe tests are used. Significant p value for Welch (0.007) is less than 0.05 and Brown-Forsythe test (0.061) is greater than 0.05 indicating significant difference between all groups. It is also noted that all significant p values for ANOVA are less than 0.5 supporting the above results. Hence we reject null hypothesis **Ho. Therefore it reveals that** there is significant difference between mean values responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company. To analysis further, we use Post Hoc Test namely Least Significant Difference method (LSD) test to find pairwise difference between the groups. This analysis reveals that there is significant difference between mean values responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company. Only responses of Post-Graduate executives are insignificant from Doctorate executives.

Hence on the base of the above said analysis it was infer that there is significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company and everybody is of opinion that E-Marketing Strategies are used in proper manner in their Company.

Conclusion:

The study indisputably brings home the point that E-marketing has significant impact on businesses in a number of remarkable ways. E-marketing campaign and strategies have dynamic potential to reach customers not only at a jet speed but also at low cost. In addition they have the tremendous ability to promote a wide collection of products and services. It also provides golden opportunity to collect data about their consumer base which in the past was not available in the orthodox convectional marketing. MIS or Management

Information Systems Report is one of the tools for the E-Marketing.

The growth of E-marketing and Social Media Advertising have opened a new door to the business world in recent years which is a little more than to classify and filter information relating to services and products on the Internet and obtain a little profit from any deal that may happen as a result. Besides businessmen E-marketing also empowers displeased consumers to satisfy their yearning by going to any extent which was not accessible in the past.

On the negative side though E-marketing may have speed, global reach and the extent of information that can be achieved but it is infected with several drawback which businesses must bear in mind before taking a plunge.

Since E-marketing is driven by technology and is extremely reliant upon technology businesses may, at times, suffer risk. Nevertheless regardless of its handicaps it is rational to presume that E-marketing is on the entire positive growth for businesses and in spite of few hazards its impact upon businesses has been basically encouraging.

5.6 Suggestions of the study:

1. Focusing on reaching sizeable target audience through media network like radio and television must be priority of businesses. In fact the E-marketers are already focusing on reaching niche audiences through digital interfaces.
2. Companies must adopt various techniques to measure social media ROI.
3. Companies should establish Email Drop Drive for each customer segment based on customer's data with different content based on requirements. Care should be taken to address the internal content, subject line and calls for action within the email to be personalized based on customers group.
4. Since FAQ's (Frequently Asked Questions) are the backbone of a company and offers additional opportunity hence businesses must update their FAQ's page on other web destinations, social profiles or company's

website on a regular basis to incorporate new comments or questions.

5. Companies must emphasis on effective content strategy focusing on the wants, triggers and pain points of the targeted customers.
6. Headlines attract the attention of customers foremost. Hence Headlines must be astutely used more critical content. Further as headlines have limited character space hence companies should not waste its significance by highlighting 'Business Name' in the Ad's Headline.
7. Companies' websites are their passport to draw customers hence businesses must remember that website are more than just looks. A makeover every now and then is thus essential so that the website looks refreshing and enchanting. Further regular updates can surely enable a website to be the top of its game.
8. To catch the attention of customers; companies must post attractive, captivating and realistic photos of their products on their websites to influence customers' decision making process.
9. The key to generating high business is to offer selective products under one roof and to promote it effectively with efficient descriptions. Since you focus chiefly on fewer products hence you are in better position to answer customer's qualm effortlessly thus converting them into sales.
10. Extracting customer testimonials through authentic e-mails or letters and the knowledge how the product or service helped the customers solve the particular problem they faced; can help companies in a big way to alter their product and generate high sales.

5.7 Suggestion to Community and Government for policy implications:

1. The Government needs to urgently give impetus to E marketing by pioneering an arrangement structure to promote E-marketing of certain products so that promotion of certain segments gets a boost in general and it helps to reach the utmost clientele in particular.
2. Certain essential segments of promotion which are extremely important are a necessity for society must be 'Tax – Exempted' by the government so that more and more companies are attracted towards E marketing thus extending a helping hand to enhance the nation's economy at rapid speed.

3. The government must combat 'Red-tapism' and 'Corruption' in the performance of Government approved E-marketers and constantly maintain a hawk eye on them. In addition E-marketers doing exceptional business must be encouraged and their approvals should be extended solely on the past performance.
4. In case of promoting certain products on E-marketing government must be alert to review the policy framework periodically as per field necessities and the experience gained, for shielding the interest of the consumers.

5.8 Suggestion for Practical Applications to the Current Research in Other Areas:

1. Departments, predominantly, in colossal business houses must avoid following identical pendulum movements.
2. Since local channels play a lion's share in the driving the success of a company; E-marketers need to have some control over them.
3. Companies need to employ promotional manager with explicit accountability of all communication and coordination around the promotion and simultaneously make sure his directions are completely understood by all.
4. Success of E-marketing squarely depends on the implementation of E-marketing management. It should strictly sticks to deadlines, accountability, and checks that every staff is well versed with product / service details. In addition each staff must update on frequently about any alternation or upgradation.

REFERENCES

Chapter - I

1. Alex Trengove Jones, Anna Malczyk and Justin Beneke with contributions from Catherine Parker and Candice Winterboer, Internet Marketing, GetSmarter under the Creative Commons BY-NC 3.0
2. Principles of marketology, Volume – 1, Theory Hashem Aghazadeh, ISBN 978-1-137-38314-3 (vol. 1: alk.paper), (about.com, 2015 Market) page 49.
3. <http://www.investopedia.com/terms/m/marketing.asp>
4. <http://www.marketing-schools.org/about-us.html>
5. <http://www.investopedia.com/terms/b/business.asp>
6. Rana Tassabehji, Appling E-commerce in Business, ISBN: 0-7619-4874-0
7. Zorayda Ruth Andam, e-commerce and E –business , May 2003
8. Dave Chaffey, Internet Marketing: Strategy, Implementation and Practice (3rd Edition), ISBN- 978-81-317-2519-1, Pearson Education Ltd.2000, 2003, 2006
9. Afrina Yasmin, Sadia Tasneem, Kaniz Fatema Department of Business Administration, Northern University Bangladesh Department of Business Administration, Asian University of Bangladesh, I Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, International Journal of Management Science and Business Administration Volume 1, Issue 5, April 2015, Pages 69-80
10. <http://samee.co.uk/starting-points/customers/>
11. Carol I. Kallendorf, Ph.D., The Online Business News Source for what's adding value to organizations today. A Jack Speer Publication
http://www.bizwatchonline.com/BWJuly06/article3_0904.htm
12. <http://www.slideshare.net/lisamuqadasskakar/written-sample>
13. Shubham Wagh what is internet marketing ?, February 29, 2016
<http://techfavicon.com/2015/03/17/what-is-internet-marketing/>
14. <https://www.quirk.biz/cms/801.emarketingone-chapone.pdf>

15. Rutu Patel, Lisa Kakr, MBA Program 2013-15, A Study on B-School Student's Perception Towards The Online Shopping in Ahmedabad And Gandhinagar, Shenron, posted in Technology ,17th March 2009
<http://www.historyofthings.com/history-of-the-internet>
16. Anupama Nerurkar Head of the Department & Associate Professor, Department of Commerce, L.S. Raheja College, Mumbai, Maharashtra, India, International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL) ISSN(E): 2321-8878; ISSN(P): 2347-4564 Vol. 2, Issue 4, Apr 2014, 183-188, 'ONLINE MARKETING - CHALLENGES IN FUTURE'
17. <https://sites.google.com/site/internetmarketingnmv14/articles>
18. Mr.Parampal Singh, Ms.Anu, Mr.Manoj Gors, International Journal of Business Management, Vol. 1(1), 2014 Implications of Internet Marketing to Organizations,
<http://www.ijbm.co.in/downloads/parampal-singh.pdf>
19. <http://www.ijbm.co.in/downloads/parampal-singh.pdf>
20. Anupama Nerurkar Head of the Department & Associate Professor, Department of Commerce, L.S. Raheja College, Mumbai, Maharashtra, India International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL) ISSN(E): 2321-8878; ISSN(P): 2347-4564 Vol. 2, Issue 4, Apr 2014, 183-188, 'ONLINE MARKETING- CHALLENGES IN FUTURE'
21. Anupama Nerurkar, Head of the Department & Associate Professor, Department of Commerce, L.S. Raheja College, Mumbai, Maharashtra, India International Journal of Research in Humanities, Arts and Literature (IMPACT: IJRHAL) ISSN(E): 2321-8878; ISSN(P): 2347-4564 Vol. 2, Issue 4, Apr 2014, 183-188, 'ONLINE MARKETING- CHALLENGES IN FUTURE'
22. 27 July, 2013, Silvia <http://zeendo.com/info/advantages-and-disadvantages-of-online-marketing/>
23. 27 July, 2013, Silvia <http://zeendo.com/info/advantages-and-disadvantages-of-online-marketing/>

24. Shefali Saini Punjabi University, Patiala (Punjab), Research Paper, ICT and Impact of National Tourism in India : Challenges and Opportunities, Volume : 2 | Issue : 12 | Dec 2013 • ISSN No 2277 – 8160,
25. Shefali Saini Punjabi University, Patiala (Punjab), Research Paper, ICT and Impact of National Tourism in India: Challenges and Opportunities, Volume : 2 | Issue : 12 | Dec 2013 • ISSN No 2277 – 8160,
26. Alex Trengove Jones, Anna Malczyk and Justin Beneke with contributions from Catherine Parker and Candice Winterboer, Internet Marketing, Get Smarter under the Creative Commons BY-NC 3.0 file:///C:/Users/VIO/Downloads/ Internet_Marketing_textbook.pdf

Chapter – II

1. www.quirk.biz/cms/801.emarketingonechapone.pdf
2. www.webopedia.com/TERM/I/internet_marketing.html
3. **Dave Chaffey, June 22, 2015**
Available at: www.smartinsights.com/digital-marketing-strategy/online-marketing-mix/definitions-of-emarketing-vs-internet-vs-digital-marketing/
4. **Dave Chaffey, June 22, 2015**
Available at: www.smartinsights.com/digital-marketing-strategy/online-marketing-mix/definitions-of-emarketing-vs-internet-vs-digital-marketing/
5. **Failte Ireland, National Tourism Development Authority; 2 April 2012; Overview of Internet Marketing, Version 1.0,**
6. **Kirthi Kalyanam & Shelby McIntyre February 27, 2002; The E-marketing Mix: A Contribution of the E-Tailing Wars;** Department of Marketing Leavey School of Business Santa Clara University Santa Clara, CA 95053
7. **Gandolfo Dominici (PhD),** Assistant professor of Marketing and Management ,Dep. S.E.A.F, Faculty of Eco, nomics, University of Palermo, Viale delle Scienze (Parco D'Orleans), ed. 13 90128 Palermo, Italy,

- International Journal of Business and Management* , **September, 2009** From Marketing Mix to E-marketing Mix: a Literature Overview and Classification,
8. **Jim Davidson** , **April 30th, 2015** ,*The Evolution of Online Shopping Frequency*
 9. http://www.webopedia.com/TERM/I/internet_marketing.html
 10. **Jen Williams**, **May 23, 2012** *Search Engine Journal, Social Media*,
 11. **Margaret-Rouse**;
Available at: <http://searchcio.techtarget.com/definition/e-commerce>
 12. **Mark S. Ackerman and Donald T. Davis, Jr.** *Review chapter for the New Economy Handbook (Jones, ed.)*, in press, Privacy and Security Issues in E-Commerce ,
 13. Research Team: **Hemant Sharma | Sahiba Sachdev**, *THE DIGITAL DNA*, State of E-marketing India 2015
 14. **José Fernandes; 05 . October . 2014;** *Types of e-commerce*,
Available at: <http://bloomidea.com/en/blog/types-e-commerce>
 15. **Andy Grove, June 26 to July 2, 1999**, *The Net Imperative*
Available at: <http://crab.rutgers.edu/~goertzel/economistnetbusiness.htm>
 16. **Monica D. Guillory; Ritu Lohtia; Naveen Donthu**, *Journal: Int. J. of Electronic Marketing and Retailing*, 2016, Vol.7, No.1, pp.66 – 90
 17. Vol.03 Issue-10 (October, 2015) ISSN: 2321-1784 *International Journal in Management and Social Science (Impact Factor- 4.358) A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories International Journal in Management and Social Science*
Dr.Rohtash Kumar Garg, Asst.Prof.DIRD, New Delhi **Ms.Himani Goel**, Asst. Prof., Delhi Technical campus, Bahadurgarh, **Dr.Supreet Singh**, Associate Prof., Delhi School of Professional Studies and Research,New Delhi; Page 364 “THE EFFECTIVENESS OF ONLINE ADVERTISING ON CONSUMER BEHAVIOUR IN MODERN AGE”
Available at: <http://www.ijmr.net.in> email id- irjmss@gmail.com
 18. **Dr. Hatem El-Gohary** Birmingham City University Business School,

- Birmingham, UK Cairo University Business School, Cairo, Egypt E-marketing - *A literature Review from a Small Businesses perspective;2010,*
19. **Dr. Renuka Sharma, Dr. Kiran Mehta, Shashank Sharma,** Associate Professor, Chitkara Business School MBA Student, Chitkara Business School, ISSN : 2230-9519 (Online) | ISSN : 2231-2463 (Print) IJMBS, *1 July - Sept 2014 Understanding Online Shopping Behaviour of Indian Shoppers* Vol. 4, Issue 3, Spl- 1 July - Sept 2014
Available at: <http://www.ijmbs.com/Vol4.3/spl1/renuka-sharma.pdf>
 20. **Ruchi Nayyar** IILM Institute of Management Education S. L Gupta Birla Institute of Technology (Deemed Univ.), **2011**, Determinants of Internet Buying Behavior in India *Asian Journal of Business Research* Volume 1 ,Number 2, 2011
Available at: <http://www.magscholar.com/joomla/images/docs/ajbr/ajbrv1n2/ Determinants%20of%20Internet%20Buying% 20Behavior % 20in%20India.pdf>
 21. **Dr.Payal Upadhyay** -Principal, maharishi arvind international institute of management ,kota, Jasvinder Kaur - Lecturer, Maharishi Arvind International Institute of Technology, Analysis of Online Shopping Behavior of Customer in Kota City. *SHIV SHAKTI International Journal in Multidisciplinary and Academic Research (SSIJMAR)* Vol. 2, No. 1, *January-February 2013* (ISSN 2278 – 5973)
Available at: <http://ssijmar.in/vol2no1/vol2no1.5.pdf>
 22. **Sam Kin Meng,** University of Macau, China Chris Chatwin, University of Sussex, UK. *International Journal of E-Entrepreneurship and Innovation*, 3(3), 13-26, *July-September 2012-13*, Measuring E-marketing Mix Elements for Online Business
 23. **Mrs JEEVANA C.,** Asst. Professor Dept. of MBA Kuppam Engineering College, Kuppam- 517 425 Chittoor (Dist) A.P, Mr. M. SOMASUNDARAM, Associate Professor Dept of MBA Kuppam Engineering College, Kuppam, Chittoor (Dist) A.P, DR. P. SUBRAMANYAM, Associate Professor Dept of MBA Kuppam

- Engineering College, Kuppam, Chittoor (Dist) A.P. *MIJBR/Vol.2/Issue2/July-Dec2015,e-ISSN:2394-4161p-ISSN:2349-1701*,“ *INNOVATION OF ONLINE MARKETING IN GLOBAL SCENARIO*, Available at : <http://mba.mits.ac.in/MIJBR/8.Jeevana.pdf>
24. **Dave Chaffey and PR Smith, 2008**, ISBN 978-0-7506-8945-8, Butterworth-Heinemann is an imprint of Elsevier Linacre House, Jordan Hill, Oxford OX2 8DP, UK 30 Corporate Drive, Burlington, MA 01803, USA *eMarketing eXcellence Planning and optimizing your digital marketing* ,Third edition,
25. **Afrina Yasmin, Sadia Tasneem, Kaniz Fatema** Department of Business Administration, Northern University Bangladesh Department of Business Administration, Asian University of Bangladesh Corresponding author; ISSN 1849-5419 (print) *International Journal of Management Science And Business Administration* Vol 1. No 5. April 2015., pp. 69-80, Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, Available at: <http://researchleap.com/wp-content/uploads/2015/04/6.-Effectiveness-of-Digital-Marketing-in-the-Challenging-Age-An-Empirical-Study1.pdf>
26. **Mohammad Hossein Moshref Javadi , Hossein Rezaei Dolatabadi , Mojtaba Nourbakhsh, Amir Poursaeedi & Ahmad Reza Asadollahi**, Department of Management, University of Isfahan, Isfahan, Iran, An Analysis of Factors Affecting on Online Shopping Behavior of Consumers, *September 10, 2012, International Journal of Marketing Studies*; Vol. 4, No. 5; 2012 ISSN 1918-719X E-ISSN 1918-7203 Canadian Center of Science and Education
27. **Anupama Nerurkar**, Head of the Department & Associate Professor, Department of Commerce, L.S. Raheja College, Mumbai, Maharashtra, *ONLINE MARKETING- CHALLENGES IN FUTURE’ International Journal of Research in Humanities, Arts and Literature* (IMPACT: IJRHAL) ISSN(E): 2321-8878; ISSN(P): 2347-4564 Vol. 2, Issue 4, Apr 2014, 183-188
28. **Ravi . R.Kosgi** Asst. Professor, Dept. of BMS, S.K. Somaiya College of

Arts, Science and Commerce, Mumbai, GROWTH AND CHALLENGES IN E-MARKETING IN INDIA, *Tactful Management Research Journal*, ISSN: 2319-7943,

Available at : <http://tmgt.lsrj.in/SeminarPdf/152.pdf>

29. **Ayan Saha** Assistant Professor, Department of Business Administration, Institute of Computer & Information Science, Bankura, West Bengal EMERGING TRENDS IN E-MARKETING & IT'S SCOPE AND EFFECTIVENESS IN INDIA, SAMZODHANA– *Journal of Journal of Management Research*” ISSN 2347–4270 Vol-3, Issue-1, October 2014
30. **Ms. Richa Devgun Ph.d Scholar**, JECRC university, Jaipur, Dr. Parul Agarwal Professor and Director School of Management, JECRC University, Jaipur, *A Study on E-marketing – It's Impact on Consumers in Ajmer, Rajasthan, Research Paper* Volume : 4 | Issue : 5 May 2014 | ISSN - 2249-555X
31. **Ms. Shraddha Singhal and Ms. Radhika Tomar**, 5th year Integrated B.Tech+MBA In Gautam Buddha University, Broadening the Scope of Rural Marketing by Internet Technology, 5th year Integrated B.Tech+MBA In Gautam Buddha University. *Advances in Computer Science and Information Technology (ACSIT)* Print ISSN: 2393-9907; Online ISSN: 2393-9915; Volume 2, Number 3; *January-March, 2015* pp. 290-294
32. **Dr. Hatem El-Gohary** Birmingham City University Business School, Birmingham, UK Cairo University Business School, Cairo, Egypt, *E-marketing-A literature Review from a Small Businesses perspective International Journal of Business and Social Science*, Vol.1, No. 1; *October 2010*
33. **Irissappane, Aravazhi, D. (2004)**, “E-Services And Their Role In B2C E-Commerce” *Indian Journal of Marketing*, Vol. XXXIV, No.8 , pp. 18-21.
34. **Jensen, Bach, Morten (2006)**, “Characteristics of B2B Adoption and Planning of Online Marketing Communications” *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 14, No. 4, pp. 357.

35. **Ramalingam, L.P. (2008)**, “Buyers Behaviour Towards Online Shopping, Vol.8, No.12, pp.21-24
36. **Reddy, P. Bucha. (2003)** “Electronic Marketing in India: A Study on Opportunities and Challenges” *Indian Journal of Marketing*, Vol. XXXIII, No. 4, pp. 9-12.
37. **Sheth. N. Jagdish and Sharma Arun (2005)**, “International e-marketing: opportunities and issues” *International Marketing Review*, Vol.22,No.6, pp. 611-622.
38. **Sumanjeet. (2006)**, “E-marketing: Strategic Issues,” *Journal of Marketing & Communication*, Vol.2, No. 2.
39. **Ahmad, Iftikhar and Aatur, Rahman, Chowdhary (2008)** “Electronic Customer Relationship Management (Ecrm)” Examined Customers’ Perception Of Value From Ecrm Features On Airline E-Ticketing Websites” *Master Thesis. Lulea University of Technology*
40. **Alba, J.W., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. and Wood, S. (1997)**, “Interactive home shopping: consumer, retailer, and manufacturer incentives to participate in electronic marketplaces “*Journal of Marketing*, Vol. 61, No.7 , pp. 38-53.
41. **Badnjevic, Jasmina and Padukova, Lena (2006)**, " ICT Awareness in Small Entreprises in the Indian tourism Branch” *Master Thesis. Lulea University of Technology.*
42. **Chary, Satyanarayan T. and Christopher, Moses T. (2003)**, “E-commerce and Indian Consumer” *Indian Journal of Marketing*, Vol. XXXIII, No. 4, pp. 29-31.
43. **Haque, Ahasanul; Javad Sadeqzadeh and Ali Khatibi (2007)**, “Evaluating Potential of Online Sales by “Electronic Shopping Test”: A Conceptual Framework,” *Indian Journal of Marketing*, Vol. XXXVII, No. 1, pp. 8-15.
44. **Kazmi, Yasir and Rehman Abdul (2007)** “Information Search And Evaluation Of Alternatives In Online Airline Ticket Purchase” *Master Thesis. Lulea University of Technology.*
45. **Mishra, Sita (2007)**, “Consumers Attitude Towards Online Shopping for

- Clothing,” *The ICFAI Journal of Marketing*, Vol. 6, No.1, pp.32-39
46. **Parker, D. Richard (2007)**, “Provincial and Territorial On-line Tourism: How Canadian Provinces and Territories are Using the Internet for Travel Marketing and Promotion” *Academy of Marketing Studies Journal*, Volume 11, No. 2, pp. 39-55.
Available at: <http://ijbssnet.com/journals/20.pdf>
47. **David R. Fortin, Ruby Roy Dholakia, Nikhilesh Dholakia**, Department of Management, University of Canterbury, Private Bag 4800, Christchurch, New Zealand, Introduction to Special Issue Emerging issues in electronic marketing: thinking outside the square, b University of Rhode Island, Kingston, RI, USA, *Journal of Business Research* 55 (2002) 623 –627
Available at: <https://www.researchgate.net/publication/4966827>
Emerging issuesinelectronicmarketingThinkingoutsidethesquare

2.1 E-marketing in Banking

48. **Swapnali Vadke**, *October 26, 2015*, Digital Marketing for Banks and Financial Industry,
Available at: <http://www.sospm.in/digital-marketing-for-banks-and-financial-industry/>
49. **Sumit Kamra**, a Sr. Business Analyst in Digital Transformation & Enterprise Solutions business unit, Publisher Happiest Minds Technologies Pvt. Ltd DIGITAL TRANSFORMATION IN BANKING – THE FUTURE OF BANKING,

2.2 E-marketing in Automotive

50. **Sahil**, *June 02, 2015*, E-commerce waves lure the Indian Automotive Industry *Available at:* <http://retail.franchiseindia.com/article/multi-channel/eretail/eCommerce-waves-lure-the-Indian-Automotive-Industry.a3486/>
51. **Internet Marketing by Automobile Industry: Special Reference of Indian Counterparts**, *International Journal of Computer Applications* (0975 – 8887) Volume 97– No.6, *July 2014*, Teena Bagga Programme

Coordinator, Amity Business School & **Deepak Gupta B.Tech,**
Mechanical and Automation Engg. MBA

2.3 E-marketing in Education

52. **Rohit Aggarwal**, CEO & Founder, Koenig Solutions Ltd; How Digital India initiative can revive the education sector,
53. **Kirti Punia**, 5th June 2014, A quick overview of online education market in India, with Embibe & SimpliLearn

2.4 E-marketing in Insurance

54. **Yogesh Bhandari**, Student PGDM 2013-15, SDMIMD, Mysore
Scope of Internet and Mobile Marketing in Selling Insurance,
55. **Dr.R.Karthi**, Professor, Department of Management Studies,
E.G.S.Pillay Engineering College, Nagapattinam, Influences of online
marketing in the prospective Indian Insurance Industry, *IOSR Journal
of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-
ISSN: 2319-7668 PP 24-30,

2.5 E-marketing in Telecommunication

56. **Jayanth Kolla**, Founder & Partner at Convergence Catalyst, Jun 24,
2015 Key Lessons for Indian E-Commerce from its Telecom Industry.
57. **Pankaj Dhaundiyal, Dr. R.C. Purohit, Assistant Professor**,
Department of Business Administrations, Modern Girls College of
Professional Studies, Lucknow, Reader, Department of Commerce,
MD P.G. College, Haldwani, Uttarakhand, INDIA, *International
Journal of Engineering and Management Research*, E-BUSINESS
WITH TELECOM INDUSTRY IN INDIA Vol. 2, Issue-2, April
2012 ISSN No.: 2250-0758 Pages: 1-9

2.6 E-marketing in Health

58. **Manu Grover**, founder Healthgenie.in, Feb 12, 2015 Healthcare will
be the next big ecommerce sector in India
Available at: <http://www.bisinfotech.com/article/healthcare-will->

next-big-ecommerce-sector-india/

59. **Aparajita Choudhury** - *April 30, 2015*, eCommerce in healthcare industry & its growth potential in next 5 years
Available at: <http://www.franchiseindia.com/entrepreneur/article/growing-your-business/scaling-up/eCommerce-in-healthcare-industry-its-growth-potential-in-next-5-years-635/>

2.7 E-marketing in food & beverages

60. **Letizia Gallacci (ICE)**, eMarket Services Italy, *August 2005*, eMarket Services makes it easier for you to use electronic marketplaces for international business,
Available at: [http://www.emarketservices.com/clubs/ems/prod/report 050 801_food% 20 and%20beverage.pdf](http://www.emarketservices.com/clubs/ems/prod/report%20050%20801_food%20and%20beverage.pdf)
61. **Sarah E Samuels, Dr. P.H.Lisa Craypo, M.P.H, R.D.Lori Dorfman, Dr.P.H.Marnie Purciel, Marion B. Standish, J.D** , *November 2003*, food and beverage industry marketing practices aimed at children
Available at : <http://eps1.asu.edu/ceru/Articles/CERU-0311-208-OWI.pdf>

2.8 E-marketing in Furniture

62. **Redseer**, *July 21, 2015*, The article is contributed Online Furniture Market in India – Challenges And The Way Forward,
Available at : <http://techstory.in/online-furniture-market-india/>
63. **Priyanka Pani**, *November 25, 2014*, Turning the tables: the online furniture market is growing
Available at: [http://www.thehindubusinessline.com/info-tech/turning-the-tables-the-online-furniture-market-is-growing/article 6633544.ece](http://www.thehindubusinessline.com/info-tech/turning-the-tables-the-online-furniture-market-is-growing/article6633544.ece)

2.9 E-marketing in Pharmaceutical

64. **Usha Sharma**, on *September 1, 2015*, Online Pharmacies Revolution In The Making?
Available at: <http://www.financialexpress.com/article/pharma/management-pharma/online-pharmacies-revolution-in-the->

making/ 128881/

65. **Rinkesh Shah**, *December 22, 2015*, Pharma Digital Marketing in India in 2016,

Available at: <http://digitaldefynd.com/2015/12/22/pharma-digital-marketing-in-india-in-2016/>

2.10 E-marketing in Service Industry

66. **Delmar José Ribeiro Sábio** Marketing and Tourism Teacher at Ministério da Educação, *July 11, 2014*, E-Commerce for the Tourism and Hospitality Industry,

Available at: <https://www.linkedin.com/pulse/20140711182551-25743264-e-commerce-for-the-tourism-and-hospitality-industry>

67. **Kahini Chakraborty** Mumbai, *June 5, 2015*, Online travel start-ups join e-commerce fray,

Available at: <http://www.financialexpress.com/article/lifestyle/travel-tourism/online-travel-start-ups-join-e-commerce-fray/80727/>

Chapter - III

1. Marketing practice and attitudes of unsigned bands in Finland, Jesse Kämäräinen, October 2015 School of Business Degree programme in Music and Media Management, JAMK University of Applied Sciences.
2. <http://riteinfosolution.com/emarketing.aspx>
3. http://www.kotlermarketing.com/phil_questions.shtml
4. <http://www.coxec.com/what-is-emarketing-and-how-is-it-better-than-traditional-marketing/>

Chapter – IV

1. **Lindsay Kolowich** , **November 3, 2015**, *8 of the Top Marketing Challenges Marketers Face (And Their Solutions)*

2. <https://www.quirk.biz/resources/88/What-is-eMarketing-and-how-is-it-better-than-traditional-marketing>
3. <https://www.quirk.biz/cms/801.emarketingone-chapone.pdf>
4. <https://www.quirk.biz/resources/88/What-is-eMarketing-and-how-is-it-better-than-traditional-marketing>
5. **Neha Jain**, Jaypee Business School, Jaypee Institute Of Information Technology A-10, Sector-62, Noida, India, **April, 2014**, *E-marketing and The Consumer Decision Making Process*,
Available at : <http://www.jiit.ac.in/uploads/SynopsisNehaJain.pdf>
6. **Dr. Payal Upadhyay** - Principal, Maharishi Arvind International Institute Of Management ,Kota, *Analysis of Online Shopping Behavior of Customer in Kota City*. Jasvinder Kaur - Lecturer, Maharishi Arvind International Institute of Technology, *SHIV SHAKTI International Journal in Multidisciplinary and Academic Research (SSIJMAR) Vol. 2, No. 1, January-February (ISSN 2278 – 5973)*
Available at : <http://ssijmar.in/vol2no1/vol2no1.5.pdf>
7. <http://www.ukessays.co.uk/essays/management/internet-marketing-and-its-effectiveness.php>
8. www.quirk.biz/resources/88/0/What-is-eMarketing-and-how-is-it-better-than-traditional-marketing
9. ***History of internet marketing***, Posted by: *Mango Team on: February 15, 2009*
10. **Mark S. Ackerman and Donald T. Davis, Jr.** Review chapter for the New Economy Handbook (Jones, ed.), *in press, Privacy and Security Issues in E-Commerce*,
11. **Sarah V. Bundy, Feb 10, 2011**, ***The 10*** Internet Marketing Channels Crucial to Your Success in 2011,
Available at : <http://www.revenews.com/search-engine-marketing/the-10-internet-marketing-channels - crucial-to-your-success-in-2011/>
12. **Sam Kin Meng**, Measuring E-Marketing Mix Elements for Online Business, University of Macau, China Chris Chatwin, University of Sussex, UK. *International Journal of E-Entrepreneurship and Innovation*, 3(3), 13-26, **July-September 2012-13**

BIBLIOGRAPHY

1. Available at: <https://www.ukessays.com/services/example-essays/marketing/evaluating-e-marketing.php>
2. A. Parasuraman , Dhru Grewal, R. Krishan *Marketing research First Indian adaptation*
3. Anderson, Sweeney, Williams , *Statistics For Business And Economics*
4. A. Rajathi, P. Chandran , *SPSS For you*
5. Ahmad, Iftikhar and Aatur, Rahman, Chowdhary (2008) “*Electronic Customer Relationship Management (Ecrm) ’’ Examined Customers’ Perception Of Value From Ecrm Features On Airline E-Ticketing Websites*” Master Thesis. Lulea University of Technology,
Available at www.essays.se.
6. Alba, J.W and Hutchinson, J.W. (1987), “Dimensions of consumer expertise”, *Journal of Consumer Research*, Vol. 13, No.4, pp.411-54.
7. Alba, J.W., Lynch, J., Weitz, B., Janiszewski, C., Lutz, R., Sawyer, A. and Wood, S. (1997), “Interactive home shopping, consumer, retailer, and manufacturer incentives to participate in electronic marketplaces” *Journal of Marketing*, Vol. 61, No.7 , pp. 38-53.
8. Aldridge, A.; Forcht, K. and Pierson, J. (1997), “Get Linked or Get Lost, Marketing Strategy for the Internet”, *Internet Research*, Vol.7, No.3, pp. 161-9.
9. Athyaman, Adee (2002), “Internet Users Intention To Purchase Air Travel Online, An Empirical Investigation” *Marketing Intelligence & Planning*, Vol. 20, No. 4, pp. 234-242.
10. Best John, Kahn James;(1992). *Research in Education Presentice-Hall of Indian Private Limited* New Delhi.
11. Badnjevic, Jasmina and Padukova, Lena (2006), " *ICT Awareness in Small Entreprises in the Indian tourism Branch*” Master Thesis. Lulea University of Technology.
Available at www.essays.se.
12. Bakos, J.Y. (1991), “A strategic analysis of electronic marketplaces”, *MIS Quarterly*, No.3, pp. 295-310.
13. Bakos, J.Y. (1998), “The Emerging Role of EM on the Internet”, *Communications of*

the ACM, Vol.41, No. 8, pp. 35-42.

14. Bakos, J.Y. and Brynjolfsson, E. (1999), "Bundling Information Goods: Pricing, Profits And Efficiency", *Management Science*, Vol. 45, No. 12, pp.1613-30.
15. Bakos, J.Y. and Brynjolfsson, E. (2000), "Bundling and Competition on the Internet", *Marketing Science*, Vol.19, No. 1, pp.63-82.
16. Bakos, Yannis (1997), "Reducing Buyer Search Costs, Implications for Electronic Marketplaces" *Management Science*, Vol. 43, No. 12, 1676-1692.
17. Brown, M., Pope, N. and Voges, K. (2003), "Buying or Browsing? An Exploration of Shopping Orientations and Online Purchase Intention," *European Journal of Marketing*, Vol. 37, No. 11/12, pp. 1666-1685.
18. Buhalis, D. and Licata, M.C. (2002), "The Future of E-Tourism Intermediaries", *Tourism Management*, Vol. 23, No. 3, pp. 207-20.
19. Bhattacharyya D.K. (2003) *Research Methodology*, Excel Books, New Delhi
20. Chary, Satyanarayan T. and Christopher, Moses T. (2003), "E-commerce and Indian Consumer" *Indian Journal of Marketing*, Vol. XXXIII, No. 4, pp. 29-31.
21. Christian, R. (2001), "Developing an Online Access Strategy, Issues Facing Small-To Medium-Sized Tourism Hospitality Enterprises", *Vacation Marketing*, Vol.7, No.2, pp.170-78.
22. David P. Doane, Lori E. Seward , *Applied Statistics In Business And Economics*
23. Donald H Mc Burnet, Theresa L White (2007), *Research Methods*, Akash Press, Delhi
24. Davis, F.D. (1989), "Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology", *MIS Quarterly*, Vol.13, pp. 319-340.
25. Deng, Shengliang, "Travel Agents' Attitudes towards Automation and the Delivery of Service," *Asia Pacific Journal of Marketing and Logistics*, pp. 60-72. . Available at www.emeraldinsight.com.
26. Driver, J.C. (1999), "Developments in airline marketing practice", *Journal of Marketing Practice: Applied Marketing Science*", Vol. 5 No.5, pp. 134–150.
27. Guda, Neeraja (2005), "E-Business-Trends and Issues," *Indian Journal of Marketing*, Vol. XXXV, No.12, pp. 22-23.
28. Gilmore, Audrey; Gallagher, Damian and Henry, Scott (2007), "E-marketing and SMEs: Operational Lessons for the Future" *European Business Review*, Vol. 19 No.3, pp. 234-247,

Available at : www.emeraldinsight.com/0955-534X.htm.

29. Haque, Ahasanul; Javad Sadeqzadeh and Ali Khatibi (2007), "Evaluating Potential of Online Sales by "Electronic Shopping Test", A Conceptual Framework," *Indian Journal of Marketing*, Vol. XXXVII, No. 1, pp. 8-15.
30. Hoffman, D. (2000), "The Revolution Will Not Be Televised: Introduction to the Special Issue on Marketing Science and the Internet", *Marketing Science*, Vol.60, pp.50-68.
31. Hoffman, D. and Novak, T. (1996), "Marketing in Hypermedia Computer Mediated Environments, Conceptual Foundations". *Journal of Marketing*, Vol.60, No.2, pp.50-68.
32. Hoffman, D.L. and Novak, T., & Wan, F. (2004) "The Impact of Online Product Review Characteristics on Consumer Preferences" *Advances in consumer research*, Vo. 31.
33. Hoffman, D.L. and Novak, T.P. (1996), "Marketing in hypermedia computer-mediated environments, conceptual foundations", *Journal of Marketing* Vol. 60 No. 3, pp. 50-68.
34. Hoffman, D.L. and Novak, T.P. (1997), "A New Market for Paradigm for Electronic Commerce" *Information Society*, Vol. 13, pp. 43-54.
35. Hoffman, D.L. and Novak, T.P. (1997), "A New Marketing Paradigm for Electronic Commerce", *Information society*, Vol.13, No. 1, pp. 43-54.
36. Hoffman, D.L., & Yung, Y.F. (2000), "Measuring the Consumer Experience in Online Environments. A Structural Modeling Approach", *Marketing Science*, Vol. 19, pp. 22-42.
37. Irissappane, Aravazhi, D. (2004), "E-Services And Their Role In B2C E-Commerce" *Indian Journal of Marketing*, Vol. XXXIV, No.8 , pp. 18-21.
38. Jarvenpaa, S.L., and D.E.Leidner (1998) "Communication and Trust in Global Virtual Teams", *Journal of Computer Mediated Communication*, Vol. 3, No. 4.
39. Jarvenpaa, S.L. and Todd, P.A (1997), "Consumer Reaction to Electronic Shopping on the World Wide Web," *International Journal of Electronic Commerce*, Vol.1, No.2, pp.59-88.
40. Jarvenpaa, S.L., and Tractinsky, N. (1999), "Consumer Trust in an Internet Store: A Cross-Cultural Validation." *Journal of Computer Mediated Communication* Vol, 5, No. 2

Available at :<http://www.ascusc.org/jcmc/vol5/issue2/jarvenpaa.html>

41. Jayawardhena, C.; Wright L. T. and Masterson R. (2003), “An Investigation of Online Consumer Purchasing”, *Qualitative Market Research: An International Journal*, Vol. 6 No. 1, pp. 58–65.
42. Jensen, Bach, Morten (2006), “Characteristics of B2B Adoption and Planning of Online Marketing Communications” *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 14, No. 4, pp. 357.
43. Jha, Mishra (2008), “Understanding Internet Usage Pattern Among Students in a Northeastern State of India,” *The ICFAI Journal of Marketing*, Vol. 7, No.1, pp.22-36.
44. Kothari, C. R.; (1973). *Research Methodology methods and Techniques*. 2nd edition. Wiley Eastern Ltd. New Delhi.
45. Kothari, C. R.; (1973). *Research Methodology methods and Techniques*. 2nd edition. Wiley Eastern Ltd. New Delhi.
46. Karami, Mitra (2006), “*Factors Influencing Adoption of Online Ticketing*” Master Thesis. Lulea University of Technology.
Available at: www.essays.se.
47. Kazmi, Yasir and Rehman Abdul (2007) “*Information Search And Evaluation Of Alternatives In Online Airline Ticket Purchase*” Master Thesis. Lulea University of Technology.
48. Kimiloglu, Hande. (2004), “The “E-Literature”: A Framework for Understanding the Accumulated Knowledge about Internet Marketing” *Academy of Marketing Science Review*, No.6.
Available at: <http://www.amsreview.org/articles/kimiloglu06-2004.pdf>.
49. Kulviwat, S., Guo C., Engchanil, N. (2004), “Determinants of Online Information Search: A Critical Review and Assessment”, *Internet Research*, Vol.14 No. 3, pp.245-253.
50. Lewis, I.; Semeijn, J. and Talalayevsky, A. (1998), “The Impact of Information Technology on Travel Agents”, *Transportation Journal*, Vol. 37, No.4, pp. 20-25.
51. Manzari, Mohsen (2008), “*Intention to Use Internet Reservation Systems by Iranian Airline Passengers*”18-11-8. Master Thesis, Lulea University of Technology, retrieved as on November 18, 2008

Available at: www.essays.se.

52. Mishra, Sita (2007), "Consumers Attitude Towards Online Shopping for Clothing," *The ICFAI Journal of Marketing*, Vol. 6, No.1, pp.32-39
53. Naresh K. Malhotra, Satyabhushan Dash *Marketing research, An Applied Orientation*
54. Nicole Leinbach-Reyhle, (Servis, VP of Marketing with SnapRetail), June 16, 2015, The Single Most Important Reason Why Online Marketing Is More Important Than Ever,
Available at: <http://www.smartinsights.com/online-brand-strategy/international-marketing/7-recommendations-for-a-balanced-global-marketing-strategy/>
55. Parker, D. Richard (2007), "Provincial and Territorial On-line Tourism: How Canadian Provinces and Territories are Using the Internet for Travel Marketing and Promotion" *Academy of Marketing Studies Journal*, Volume 11, No. 2, pp. 39-55.
56. Patrick, J.F.; Morais, D.D. and Norman, W.C. (2001), "An Examination of the Determinants of Entertainment Vacationers, Intentions To Revision", *Journal of Travel Research*, Vol. 40, pp.41-48.
57. Poon, A. (2001), "The Future of Travel Agents", *Travel & Tourism Analyst*, Vol. 3, pp. 57-80.
58. Roa A B (2008), *Research Methodology*, Excel Books, New Delhi
59. Ramalingam, L.P. (2008), "Buyers Behaviour Towards Online Shopping, Vol.8, No.12, pp.21-24.
60. Reddy, P. Bucha. (2003) "Electronic Marketing in India: A Study on Opportunities and Challenges" *Indian Journal of Marketing*, Vol. XXXIII, No. 4, pp. 9-12.
61. Reddy, Suresh J. (2003), "Impact of E-commerce on Marketing" *Indian Journal of Marketing*, Vol. XXXIII, No. 5, pp. 18-20.
62. Reedy, J, Schullo, S and Zimmerman, K (2000), "*Electronic Marketing: Integrating Electronic Resources into the Marketing Process*", The Dryden Press, USA.
63. Rishi, Jit Bikram (2008), "An empirical study of online Shopping Behaviour: A Factor Analysis Approach," *Journal of Marketing & Communication*, Vol. 4, No. 4, pp.40-49.
64. Rogers, E.M. (1983), "*Diffusion of innovations*", The Free Press, New York, NY.
Rose, G, Khoo, H and Straub, DW (1999), "Current Technological Impediments to Business to Consumer Electronic Commerce", *Communications of the Association*

- for Information Systems*, Vol. 70, Summer, pp. 139-62.
65. Rowley, J. (1996), "Retailing and Shopping on the Internet", *International Journal Of Retail & Distribution Management*, Vol.24, No. 3, pp. 26-37.
 66. Rowley, J. (2000) "Product serch in e-shopping: A review and research propositions",
Journal of Consumer Marketing, Vol. 17, No. 1.
 67. Shaw, M.; Gardner, D. and Thomas, H., (1997), "Reserch Opportunities in Electronic Commerce", *Decisions Support Systems*, Vol.21, pp. 27-33.
 68. Sheth. N. Jagdish and Sharma Arun (2005), "International e-marketing: opportunities and issues" *International Marketing Review*, Vol.22, No.6, pp. 611-622.
 69. Smith, M.; Bailey, J. and Brynjolfsson, E. (1999), "*Understanding digital markets: review and assessment*".
Available at: <http://ebusiness.mit.eduresearch/papers/ude/index.html>.
 70. Smith, M.D. (2002) "The Impact of Shopbots on Electronic Markets", *Journal of the Academy of Marketing Science*, Vol. 30, No. 4.
 71. Smith, R., and Swinyard, W.R., "Attitude-Behavior Consistence: The Impact of Product Trial vs. Advertising", *Journal of Marketing Research*, Vol. 20, August, pp. 257-267.
 72. Smith, W. (1956), "Product Differentiation and Market Segmentation as Alternative Marketing Strategies", *Journal of Marketing*, Vol. 21, July, pp. 3-8.
 73. Sohn, Y.-S. and K. H. Ahn (1999). "Theoretical and Empirical Research on the Impacts of Consumer Knowledge on Adoption of E-Commerce Market", *Korean Marketing Review*, Vol. 14, No. 1, pp.75-91.
 74. Stroud, Dick (1998), "*Internet strategies: A Corporate Guide to Exploiting the Internet*", Macmillan Press Ltd, London, p.83.
 75. Sulaiman, Ainin, Ng Josephine and Mohezar, Suhana (2008) "E-Ticketing as a New Way of Buying Tickets: Malaysian Perceptions" *Journal of Social Science*, Vol.17, No.2, pp.149-157.
 76. Sumanjeet. (2006), "E-marketing: Strategic Issues," *Journal of Marketing & Communication*, Vol.2, No. 2.
 77. Tandon, Himanshu (2008), "B2C Offerings in India: A Critical Review" *Journal of Management and Social Sciences*, Vol.4, No.1, pp. 29-40.

78. Turban, E, King; D., Lee, J., Warkentin; M., Chung, H.M.C and Chung, M. (2002), "*Electronic Commerce- A Managerial Perspective*", Prentice Hall, Upper Saddle River, NJ.
79. Turban, E; Lee, J; King, D and Chung, HM (1999), "*Electronic Commerce: A Managerial Perspective*", Prentice-Hall, USA.
80. Turban, E; Mclean, E. and Wetherbe, J. (1999), "*Information Technology for Management- Making Connections for Strategic Advantage*", 2nd ed., John Wiley & Sons, New York, Ny.
81. Udo, G.J., and Marquis, G. P. (2001-2002), "Factors Affecting E-Commerce Web Site Effectiveness", *Journal of Computer Information Systems*, Vol. 42, No.2, pp. 10-16.
82. Varma, Gaytri (2005), "*On-Line Marketing: Principles and Current Practices*", New Century Publications, Delhi.
83. Venkatesh, J. and V. Balachadra (2004), "Planning Internet Marketing Strategy," *Indian Journal of Marketing*, Vol. XXXIV, No.10, pp. 3-9.
84. Vijayasarathy, L.R. (2001), "The Impact of Shopping Orientations, Product Types, and Shopping Aids on Attitude and Intention to Use Online Shopping", *Quarterly Journal of Electronic Commerce*, Vol. 2, No. 2, 99-113.
85. Vijayasarathy, L.R. (2002), "Internet Taxation, Privacy and Security: Opinions of the Taxed and Legislated", *Quarterly Journal of Electronic Commerce*, Vol. 3, No. 1, pp. 53-71.
86. Vijayasarathy, L.R. (2003), "Shopping Orientations, Product Types and Internet Shopping Intentions", *Electronic Markets*, Vol.13, No.1, pp. 67-80.
87. Vijayasarathy, L.R. and Jones, JM (2000), "Intentions To Shop Using Internet Catalogues: Exploring The Effects Of Product Types, Shopping Orientations, And Attitudes Towards Computers", *Electronic Markets*, Vol. 10, No. 1, pp. 29-38.
88. Wu, Shwu-Ing (2001), "Benefit segmentation: An empirical study for on-line marketing" *Asia Pacific Journal of Marketing and Logistics*, Vol. 13, No. 4, pp. 3-19.
89. Available at: http://en.wikipedia.org/wiki/Design_research.
90. Available at: <http://www.socialresearchmethods.net/kb/destypes.php>

ANNEXURE - I

PROFILES OF THE RESPONDENT COMPANIES

This data deals with the complete history of the sample companies. The basic objective of this data is to justify the study. The researcher hereunder studies India's top ten prominent companies from the Manufacturing and Service sectors. (*Source briefs of selected companies profiles which have taken from the site/ sources of the respective companies*)

1 MAHINDRA & MAHINDRA LTD.

1A) Introduction

Mahindra & Mahindra was founded on October 2, 1945 after K.C. Mahindra visited the United States of America as Chairman of the India Supply Mission. He met Barney Roos, creator of the rugged 'general purpose vehicle' or Jeep and was highly inspired and felt if a vehicle that had proved its invincibility on the battleground of World War II would surely be ideal for India's rugged environment and its kutcha rural roads. Swift act followed thought. The Mahindra brothers joined hands with a notable gentleman called Ghulam Mohammed. And, Mohammed & Mahindra was put up as a franchise for assembling jeeps from Willys, USA.

After India became an independent nation Mahindra & Mohammed changed its name to Mahindra & Mahindra because Ghulam Mohammed migrated to Pakistan post-partition and nominated the 1st Finance Minister of Pakistan.

Mahindra & Mahindra is the only Indian organization among the top three tractor companies in the globe. The Group has a leading existence in key sectors of the Indian financial system. The Group employs over fifty thousand people and has numerous state-of-the-art facilities in India and abroad.

Mahindra & Mahindra has an all-inclusive manufacturing facility with high level of vertical integration. The Group caters to the sector's diverse customer base ranging from spanning rural and semi urban clientele, defense requirements and comfortable urban utility vehicles or SUVs. These production plants keep abreast

with the most modern technology to meet the growing marketplace expectations. These manufacturing amenities have some of the best expertise and tools in India and provide for a very tough and enjoyable work environment. Its units in Mumbai and Nasik manufacture multi-utility motor vehicles and engines are created at the Igatpuri unit. Utility motor vehicles, Light commercial motor vehicles and 3 wheelers are produced at the Zaheerabad unit in Andhra Pradesh and three-wheelers at the Haridwar unit.

1B) The business area of the company spreads to

- a. Automotive sector
- b. Farm equipment
- c. Trade, Retail & Finance
- d. Infrastructure
- e. Information Technology
- f. Systech
- g. Specialty Business

1C) Products and services offered by the company-

- a. **Automotive**
Bolero, Maxx Range, Xylo, Naya Commander, Savari, Scorpio, Maxx Pic-up, Bolero Camper DLX, Winner collection of Three Wheelers, Farm Tools, Agri participations and services, Engines, Farm Implements, Tractors etc.
- b. **Financial Services**
Distribution, Insurance, Loans, Mutual Fund and Risk Management Services.
- c. **Information Technology**
Software Solutions, Facility Management, Dealership Management
- d. **Infrastructure Development**
Living Spaces and Working Spaces, Development of Infrastructure Projects, Integrated Business Cities, Lifetime holidays, Engineering consultancy
- e. **Systech**

Engineering Services, Composites, Forgings, Gears, Stampings and Steel, Sourcing of Auto Components

f. Specialty Business

Defense Vehicles, Ash Handling tools for Power Plants, Information Security Consultancy

1D) Major Milestones

- 1991** : Launching of Commander series of motor vehicles. Mahindra Financial Services Limited had established as a wholesale fund provider.
- 1992** : Merged into varied activities of Machine Tools, Steel and Graphics into Inter-trade Division.
- 1997** : Mahindra World City Developers Limited founded to build integrated townships. Launching of the Mahindra United World College of India.
- 1999** : Launching of Bijlee, a battery-driven environmental friendly 3-wheeler.
- 2000** : The Company selects a new logo
- 2006** : Publicized plans to set up a 3000 acres Special Economic Zone in Jaipur.
- 2007** : Mahindra initiated the (double cab) Mahindra Pik-Up in Chile.
- 2008** : Mahindra ventures into JV with TMI Pacific in Australia
- 2009** : Mahindra launches SUV by the name of Xylo- January 13
- 2013** : Mahindra XUV500 registers a new record in the Limca Book of Records
- 2014** : Mahindra Group increases its marks in the United States

1E) Key Achievements/ Recognition-

- a.** Awarded Golden Peacock for Occupational Health & Safety – 2009
- b.** ‘Top Gear Manufacturer of the Year’ award wins by Mahindra’s Auto Sector
- c.** Conference in Delhi on October 13–14.
- d.** Received CII Design Excellence award 2013 for Mahindra Reva
- e.** Keshub Mahindra honoured with ASSOCHAM Lifetime Achievement Award 2014 ^[1]

2. **GODREJ INTERIO**

2A) **Introduction**

Godrej Interio is India's leading furniture brand. From producing the humble Storwel cupboard 80 years back to being an exciting, innovative brand by a diverse portfolio – it's been a brilliant, exciting journey for them.

Organization loves bringing alive people dream space. Company stresses upon comfort and aesthetics as delivering well designed fun and functional furniture solutions to end user.

True to the company's mission to preserve the environment, Company designs products, set up procedure and use raw resources that are eco-friendly to do their little contribution to preserve natural resources.

Company offers a verity of products to customers from office and home furniture, along with proper solutions for hospitals and healthcare establishments, auditoriums and stadiums, education and training institutes, shipyards and navy, laboratories. Company dominates across India through fifty exclusive showrooms in eighteen cities and through eight hundred dealer outlets.

Godrej Interio is a big business unit of Godrej & Boyce Mfg. Co. Ltd. - part of the Godrej Group, one of India's leading engineering and customers or end users product groups.

a. Mission

Enriching life by transforming home and work spaces.

b. Vision

Godrej – the choice for home and work space solutions.

c. Values

Trust, Integrity, Respect, Environment, To Serve

2B) **Brighter Living**

At Godrej Interio, their team of experts encompasses qualified project management team members and designers at their corporate and branch offices

all across the nation, including vigilantly selected & well trained workmen. Company works intimately with their customers to understand the needs of their business.

a. Turnkey solutions

Company has the resources and potential to set up your office from scratch. To be prove their competency the company provides solutions, cover design and execution of everything includes interior designing, civil works and execution, HVAC, fire protection/alarm systems, electrical works, LAN and data cabling, access control, electronic scrutiny and Video Conferencing Equipment installations. Company also guarantees a ‘single window’ for customer to communicate and tracking during the term of the entire project. This saves team expensive hours that would otherwise have been spent in bringing together and communication.

b. Execution Services

Company comprehends that client may already has drawn up the plan for his office and just need it to be implemented. In such a case, the company offers implementation services on a agreement basis which covers all aspects of commercial interiors through a team of qualified project personnel and skilled staff.

c. Design Consultancy

The core team of the company consists of design professionals and associates who believe in ‘aesthetics that work’. In other words, their attractive & innovative design solutions meet up the highest standards in terms of modern-day appearance and functionality.

2C) Exports

Godrej INTERIO, biggest furniture Producer Company in India, is a flagship branch of Godrej & Boyce Mfg Co Ltd. Located at Mumbai; Company also has presence in SAARC Countries. Godrej INTERIO is a hugely admired Brand in Saudi & Middle East Countries. In order to meet up local demand from the close by markets, company have set-up 2 branches overseas, one in Saudi Arabia & the other in UAE and are doing roaring business for more in

the near future. Presently, Company is exporting in volume to France, Australia, Canada, UK, Caribbean, Africa, Saudi & UAE markets. Catering to demands related to

- a. **Retail Office Furniture** Company has a huge variety of Home & Office Furniture to choose from. With swift delivery and on time service, company helps their clients to realize sufficient ROI in a short timeframe.
- b. **Contract Manufacturing** Company has an In-house Industrial /Engineering Design unit for customization; State-of-the-art mass manufacturing provision for large quantity & customized product.
- c. **Projects** Organization offers clients and dealers dedicated software to facilitate them plan and finalize their office space layout.

Godrej Interio is a part of the Godrej conglomerate with group revenue beyond USD 2 Bn. Godrej Interio has Seventy thousand sq.mts. of dedicated furniture manufacturing amenities with the hottest equipment and technology to produce products conforming to BS / BIFMA standards.

- a. More than 60 years in the furniture manufacturing business
- b. Member of BIFMA / FIRA
- c. ISO 9001 – 2008 certified
- d. ISO 14001 certified
- e. OHSAS 18001 certified
- f. Green manufacturing facility

Godrej is dedicated to enriching lives of millions of their domestic clientele and at, Godrej INTERIO; Organization would like to guarantee the same for their overseas customers.

2D) **Storage**

- a) VFC (Vertical Filing Cabinet)
- b) LFC (Lateral Filing Cabinet)
- c) Storwel Cupboards
- d) PLU (Personal Locker Units)

- e)** TDU (Tambour Door Unit)
- f)** Steel & Glass Sliding Door Units
- g)** Pedestal
- h)** Slimline Cupboards ^[2]

3 ICICI PRUDENTIAL LIFE INSURANCE COMPANY

3A) Company Profile

ICICI Prudential Life Insurance Company is a joint venture in between ICICI Bank - one of India's leading financial services companies and prudential plc - a leading international financial services group based in the UK. Total resources infusion stands at Rs. 37.72 billion, with Prudential plc holding a stake of 26% and ICICI Bank holding 74%. Company started their operations in December 2000 after receiving sanction from Insurance Regulatory Development Authority. Today, nation-wide team include of over 954 branches in addition to over 296,000 advisors, 1,015 micro-offices and 21 banc assurance partners. ICICI Prudential was the 1st life insurer in India to obtain a National Insurer Financial Strength rating of AAA (Ind) from Fitch ratings. For 3 years in a row, ICICI Prudential has been voted as India's Most Trusted Private Life Insurer, by The Economic Times - AC Nielsen ORG Marg survey of 'Most Trusted Brands'. As Company develops its distribution, product variety and client base, Company continue to diligently uphold our promise to deliver world-class financial solutions to clientele all over India.

3B) Company Promoters ICICI Bank

ICICI Bank Limited (NYSE:IBN) is India's biggest private sector bank and the second biggest bank in the nation, with combined total assets of \$121 billion as of March 31, 2008. ICICI Bank's subsidiaries comprise India's leading private sector insurance companies and among its biggest securities brokerage firms, private equity and mutual funds firms. Currently ICICI Bank's presence spans 19 countries, includes India.

a. Prudential Plc

Established in London in 1848, Prudential plc, through its businesses in the Europe, UK, Asia, US and the Middle East, offers retail financial services products and services to more than 20 million clientele, unit holders and policyholder and manages over £267 billion of resources globally (as of December 31, 2007). In Asia, Prudential is the leading European life insurance company with life operations in Philippines, Hong Kong, India, China, Korea, Malaysia Japan, the Indonesia

Singapore, Thailand, Taiwan, and Vietnam. Prudential is one of the leading retail fund managers for Asian sourced assets ex-Japan. Its fund management business has extended into 10 markets, comprising of India, Malaysia, Singapore, Japan, Korea, Taiwan, China, Hong Kong, UAE and Vietnam.

3C) Vision and Mission Statement

Their vision is to make ICICI Prudential Life Insurance Company the leading new insurer in the life insurance sector. This Company expects to achieve through their promises to excellence, speed and innovation, focus on service and leveraging their technological proficiency. The success of the company will be founded on its major focus on values and clarity of purpose. This including Understanding the needs of clients and offering them better-quality products and service building long lasting relationships with their associates providing an enabling atmosphere to foster growth and learning for their staff and above all building lucidity in all our dealings. Organization believes that it can play a momentous role in redefining and reshaping the zone. Given the superiority of their parentage and the promises of their team, Company feels that there would be no limits to their expansion

3D) Major Awards

- a. Ms. Shikha Sharma, MD & CEO, ICICI Prudential Life Insurance Co. Ltd. was selected the Businesswoman of the year at The Economic Times Awards for Corporate Excellence, 2007-08.
- b. ICICI Prudential Life won the ICICI Group Marketing Excellence Award 2008 in 3 vital categories for its marketing initiatives.
- c. ICICI Prudential Life's website, www.iciciprulife.com was honored the best website amongst private life insurers at the Web 18 and Frost & Sullivan Genius of the Web Awards 2007 for laudable work in the online.

- d. Innovation Award for launching Diabetes Care Prudence Award 2006. People Award for distinction in training and people development - Prudence Award 2006
- e. Company with Innovative HR Practices Indira Group of Institutes Super brand 2003-04
- f. Company with Innovative HR Practices Asia-Pacific H R Congress Awards for HR Excellence.

3E) Recognitions

ICICI Prudential Life was renowned as the most loyalist brand among private life insurers in the Economic Times-Most Trusted Brand survey 2008. ^[3]

4 PARLE AGRO PVT. LTD.

4A) Introduction

Company is the biggest Indian food and Beverage Company. With brands that have won the hearts of customers universally, Company is in almost every house across the span and breadth of India.

Be it Frooti, India's 1st mango drink in a tetra pack, or Appy Fizz, the country's 1st sparkling apple drink, or Appy, India's 1st ever apple drink their beverages have, over the decades, gained iconic stature in one of the most competitive markets in the world. The newest beverage brand, Café Cuba, the carbonated coffee soft drink, and Frio, a range of deliciously flavored aerated drinks, have already made an impressive entry within the couple of months of their launch.

Their foray into the Foods category started with Hippo Baked Munchies being introduced in 2009. Now, Hippo offers an assortment of snacks in different formats. Bailley, their packaged drinking water brand popular for its purity, is one of the biggest water brands in the nation and one of the most extensively available. Backward integration witnessed setting up open company's own PET division, which makes them the only beverage organization in India to produce its own PET performs. With a notable presence in over 50 nations already, Company is ready to become the 1st Indian global Food & Beverage Company.

4B) History

Company has always been a pioneer. Be it producing products that have become iconic, or making change in market trends altogether.

Frooti, India's first mango drink, is one such example. In the past when people stood at stores and drinking beverages from glass bottles, Frooti came into a Tetra Pak, offering customers the option to take their drink along. It was the first instance an Indian brand used Tetra Pak technology of hygiene and

robustness to package its beverages. The launching of India's first apple nectar, Appy, was another landmark in the beverage segment.

Company also takes pride in being the 1st ever company worldwide to offer a single pack of beverage at a lowest price point as low as Rs.2.50. This market offering came in an inimitable triangular packaging (TCA). For the first time, a beverage was presented at the cost of confectionary.

4C) Statement

"We are in the business of refreshing India with our products, refreshing the market with new categories and refreshing ourselves through innovation."

4D) Vision

"To be the leaders in business. We will stand apart from the competition by being the first in the market to innovate."

4E) Mission

"We will be the leaders in our business by - maintaining high quality, introducing new and innovative products, reaching every part of India, remaining customer-centric, constantly upgrading our knowledge and skills."

4F) Business

Today Parle Agro is a '2,000 Cr organization'. Company is recognized as much for their diversification into the Foods segment as Company is for known for their leadership in the Beverages segment. Company operates under 4 business verticals Beverages (Nectars, Sparkling drinks and carbonated soft drink, Fruit drinks), Packaged Drinking Water, Foods and PET Preforms.

Over the last couple of years, Company has insistently grown their infrastructure to 76 production facilities both in India and abroad, and Company has developed a widespread net of 3,500 distributors that supply

to more than 6 lakh outlets in the nation.

a. Beverage Retail

The beverage business has conventionally been their stronghold. Company cater to the mass market with brands like Appy, Frio, Appy Fizz, Frooti, Dishoom and Café Cuba, and enjoy leadership place in majority of the categories. Frooti has been the pioneer in the fruit drinks sector and today take pleasure in market-share of 85% and 33% respectively in the Tetra Pak and PET categories.

b. Packaged Drinking Water

Bailley, the parceled drinking water brand, is amongst the foremost bottled drinking water players in the nation. Company has fifty plant operations strategically located across the nation to cater to customer demand with pace to market and an extremely cost efficient model.

c. Food Retail

Over the years, Organization has invested in building technical knowledge to develop exclusively differentiated SKU's in an otherwise cluttered snacking category. A completely sovereign business infrastructure, right from production to marketing, sales & distribution, takes care of the Food Division. This was a conscious effort to bring in focus and develop the division to a self-sustainable business unit.

d. PET Preforms

Today, Parle International, a Strategic Business Unit of Parle Agro Pvt. Ltd. offers complete packaging solution in PET preforms bottles and containers. Being one of the leading PET processors in India, this division has been catering to various industries like fruit drinks, packaged water, beverages, edible oil, confectionary, cosmetics, home care, pharma, liquor, food products, etc.

4G) Selected Highlights

- 1959** : Operations commenced as Baroda Bottling Company for carbonated beverages
- 1985** : Launched India's first fruit based drink - Frooti in an inimitable Tetra Pak Format
- 1986** : Introduced India's first Apple Nectar - Appy
- 1993** : Sold rights for carbonated beverages to Coco-Cola and ventured into the Packaged Drinking Water market along with the launch of Bailey
- 1996** : began preform (PET) department for backward integration.
- 2005** : Launched India's 1st sparkling Apple drink - Appy Fizz obtainable in a champagne shaped PET bottle.
- 2012** : Introduced India's 1st spice based soda.
- 2015** : Relaunched a totally new visual identity with a bold packaging design, and a new formulation for Frooti. ^[4]

5. K J SOMAIYA COLLEGE OF ARTS AND COMMERCE

5A) Introduction

Shri Karamshibhai Jethabhai Somaiya is a name to reckon. He was a philanthropist and visionary, who in September, 1959, started an inspired moment, envisaged the blending of spiritual education background along with Advanced Science Education which ultimately gave birth to Somaiya Vidyavihar.

In the next fifty years the Somaiya Vidyavihar campus grew to 34 institutions catering to the wants of students from primary to post graduate level. The educational multinational is located in a flourishing green campus admeasuring 60 acres of land at Vidyavihar and 35 acres at Sion Chunabhatti in the eastern suburb is an institute to be reckoned with Somaiya Vidyavihar is renowned both nationally and globally. Dr. S. K. Somaiya, the laudable son of the founder of Somaiya Vidyavihar has given a dynamic leadership which is sustained by present President, Shri Samir Somaiya for an exponential development and diversification of these institutions.

The K.J.Somaiya College of Arts & Commerce is one of the foremost institutions in the Somaiya Vidyavihar campus, has the advantage of a linguistic minority status and is lifelong affiliated to the University of Mumbai and recognized by UGC under 2(f) and 12(b) of U.G.C. Act.

To fulfill the institution's mission of empowering students, the college lays great prominence on the all-round development of all its students. While academic expertise is of course encouraged and rewarded, a range of extra-curricular activities conducted by the institutions helps the students to explore and bring out their aptitudes and potential and develop a forward looking and confident individuality. About 6,500 students of both the Senior and Junior College and about 150 Post Graduate and Research students contribute in academic and other activities of the college each & every year under the leadership of a caring and compassionate staff.

5B) International Linkages

Somaiya College Vidyavihar as a Trust has MoUs / international linkages in place with the Universities of New Castle, Vaza, Berkley, and Monash University-Australia. K. J. Somaiya College of Arts and Commerce has a letter of understanding given by Indian Council for Cultural Relations (ICCR) to send five students every year for level of Higher Education.

Quality Policy at Somaiya group swears to deliver to the students, parents and the community at large, an educational atmosphere constantly being tailored, monitored and adapted to their requirements through great devotion for incessant enhancement.

5C) Objectives of the College

- a. To provide excellent basis for learning.
- b. To guide and train young students to outshine and develop a spirit of competition.
- c. To give opportunities for the development of skills, aptitude and talents.
- d. To encourage student to be excellent through Participation in interdisciplinary activities Participation and inputs in extracurricular and co-curricular activities. Participation in Workshops, Seminars, Group Discussions, Debates etc. at the inter-collegiate and collegiate level. Exposure to notable and distinguished persons in different fields through talks and curriculums. Financial and other assistance to deserving students.
- e. To promote–Punctuality, Regularity & Discipline among students.

5D) Vision

To empower a cross-section of the society through Excellent Education based on sound value system.

5E) Mission

- a. To Impart qualitative and valuable service to all those who need it the most.
- b. To attain community and social development through Education.

- c. To aim overall personality development of the students through curricular, co-curricular and extra-curricular activities.

5F) Unique Features

- a. College is the Parent institute of Somaiya Vidyavihar
- b. Computer and Internet facilities with well-equipped Library
- c. Parents meeting arranged two times in a year
- d. Prominence on Value education through teaching of Gita/Ethics
- e. Remedial classes for SC and other weaker students.

5G) Extra-Curricular Activities

The prime objective is to enable students to keep abreast along with current affairs and to help them to build up critical thinking on all current issues whether it is social, economic, psychological, moral or political. The institution has thirteen associations for this purpose. Through involvement in the activities of these associations students discover avenues for knowledge and building self-confidence

5H) Co-Curricular Activities

NCC (National Cadet Corps.), NSS (National Service Scheme), Centre for Gandhian Studies, Manthan, Cultural Forum, Gyan Yagna, Somaiya Sahitya Gurjari and Somaiya Kuttchi Academy etc. ^[5]

6 IDEA CELLULAR LTD.

6A) Introduction

Idea Cellular is an Aditya Birla Group Company, India's first genuinely conglomerate corporate house. Idea is a pan-India integrated GSM operator offering 3G and 2G services, and has its own ILD and NLD operations, and ISP license. With income in excess of \$4 billion; income market share of almost 15%; and subscriber base of over 121 million in financial year 2013, Idea is India's 3rd biggest mobile operator. Idea ranks amongst the Top 10 nation operators in the globe with a traffic of over 1.5 billion minutes a day.

Idea's robust pan-India exposure is built on a network of over 100,000 2G and 3G cell sites, extends across over 55,000 cities in India.

Using the state-of-the art technology, Idea provides outstanding service delivery through the most widespread network of client touch points, comprising of nearly 4,500 elite Idea outlets, and over 7,000 call centre seats. Idea's consumer service delivery platform is ISO 90012008 certified, making it the solitary operator in the nation to have this standard certification for the corporate office and all 22 service areas.

Idea offers a variety of high-speed mobile broadband devices includes Android based dongles, 3G smartphones etc. Idea's broad portfolio of 3G smart phones offer the most up-to-date in 3G applications and high-end data services such as games, Idea TV, social networking etc. at most reasonably prices.

6B) Mission

"We will 'Delight our Customers' while meeting their individual communication needs anytime anywhere"

6C) Values

- a. Integrity - Honesty in Every Action.
- b. Commitment - Deliver on the Promise

- c. Passion - Energized Action
- d. Seamlessness - Without Boundaries in Letter and Spirit
- e. Speed - One Step Ahead Always

6D) Major Milestones

A few of major milestones.....

- 2014** : Won 4G LTE spectrum for 8 service areas and 3G spectrum for Delhi metro
- 2013** : Development Agency for a Green Telecom Project and received a USD 1 million Grant from US Trade
- 2012** : Base as on December 31, 2012 Subscribers 113,946,827
- 2011** : First operator to proclaim the introduction of Mobile Number Portability, have been the Top gainer ever since the service was introduced.
- 2010** : Usage crossed by Idea is 'One Billion' Minutes per day on the network, driving it amongst the Top 10 nation operators in the globe.

6E) Sustainability

a. Idea's Sustainability Initiatives

Idea Cellular, part of the Aditya Birla Group which is India's 1st truly universal conglomerate, is one of the veteran players in the Indian telecom businesses and has played a lion's share in the expansion of mobile telephony, particularly in rural India. As part of a socially responsible corporate group, Idea has and continues to adopt business strategies, and policies to efficiently integrate merging environmental, social and economic considerations.

b. Network Infrastructure initiatives

In its attempt to give back to the environment and decrease the collective carbon foot print of the telecom segment in India, Idea pioneered the notion of 'Shared Telecom Infrastructure' services,

along with a limited other industry leaders in the wireless space. This invention is committed towards constant innovation endeavors; optimization of future tower rollouts; and improved operational efficiencies leading to a substantial decline of carbon foot print.

Moreover, company is working on a variety of other projects all of which are aimed at researching alternate energy sources to fuel base stations and decrease operating expenses for the company.

c. Communication initiatives

Along with a subscriber base of almost 10 crore, company has chance to influence a huge mass of people by encouraging green initiatives through a range of communication programs and customer service schemes.

Another latest and ongoing initiative is e-Bill which is being constantly promoted by Idea to guarantee that maximum users opt for this service, and contribute towards less use of paper.

d. Employee Based Initiatives

Idea's Human Resource operations have all been facilitated online for it's over seven thousand employees, to make sure that there is least paper documentation. This has again helped us save huge quantity of paper that would have been used in day-to-day Human Resource related communication and transactions. ¹⁶¹

7 **P.D. HINDUJA HOSPITAL**

7A) **Introduction**

Established in the early 1950's under the leadership and guidance of the late Shri P.D. Hinduja, Hospital's vision is to usher-in excellence in healthcare. From beginning the best in international healthcare to India to pioneering in application of technology, expertise, their commitment towards quality can be affirmed by over thirteen million patients they have treated and the praise achieved in the journey to achieve 'Quality Healthcare for All'.

7B) **The Background**

The circumstance faced by Bombay in the consequences of India's partition was grim due to the influx of refugees. Cleanliness in the crowded camps was poor. Health problems had increased leaps and bound.

It was beyond the capacity of city's public hospitals to handle with the situation. Provision of indispensable healthcare facility to the ailing poor thus became the need of the hour. It was at this important juncture that a band of Sindhi philanthropists, under the leadership and guidance of the late Shri Parmanand Deepchand Hinduja, came together to extend a helping hand.

Mr. Parmanand Hinduja pooled capital and set-up an outdoor clinic the 'Seth Deepchand Gangaram Hinduja Health Care' in December 1951 at Dubash House, Cadell Road to cater principally, to the needs of the refugees. It had basic outpatient services and its own dispensary. Just a year later, in February 1953, the 'National Hospital' came into being with thirty beds; the bed strength steadily went up to seventy. To make the hospital's management at large based, it was given to the "National Health & Education Society" after the Society was established and registered under the Public Trusts Act.

7C) The Growth

In 1956, the society acquired a plot of land opposite Dubash House and the National Hospital was moved in 1963 to a new building along with 100 beds; in addition, extended outpatient facilities were made accessible. It was soon understood that the 100 beds hospital would not be sufficient along with the space for Medical Research Centre, which was the eventual aim. Accordingly, Dubhash House, along with the land on which it stood was bought in 1967.

Regrettably, Shri Parmanand Hinduja passed away in 1971 before concrete steps could be taken to realize his ideas. Thereafter his sons carried forward the heritage of their father, of transforming his dream into realism. In 1976, the society renamed the National Hospital as the "P. D. Hinduja Hospital and Medical Research Centre" as a modest homage to the Founder's pioneering hard work to introduce modern health care facilities within the reach of a common man. The Hinduja brothers ventured into a collaborative agreement with the world-renowned Massachusetts General Hospital in Boston, the oldest and biggest of the teaching hospitals allied with the Harvard Medical School for supportive in planning, staffing and equipping the new complex. Meticulous plans were invented to construct a sixteen storey building on the newly acquired plot and it was also decided to addition of two more floors to the east building. The year 1986 was a milestone in the record of the Hinduja National Hospital. On 16th August, the dream was realized with the commissioning of the new 300 beds tertiary care hospital complex.

The project financed by the family, had state-of-the-art equipment and was employed by a team of competent doctors, amongst whom maximum were qualified and veterans from abroad. The principle that all costs to consultants should be through the hospital was also laid down. In 1991, a new plot of land near to the east building was acquired and two new buildings were build to house the nursing school and provide housing quarters for doctors, nursing students and nurses, thus making available extra space for medical activities in the east building. Realizing the

requirement of intense supervision, the society had constituted a Board of management consisting of Mr. S. P. Hinduja, Mr. G. P. Hinduja, Mr. P. P. Hinduja, Mr. A. P. Hinduja, the late Mrs. Lalita G. Hinduja and the late Dr. R. K. Menda in 1985 to administer the management of the Hospital.

7D) Guiding Principles

- a. Work to Give
- b. Word is a Bond
- c. Act Local; Think Global
- d. Advance Fearlessly
- e. Partnership for Growth

7E) Major Milestones

- a. Over three million out patients successfully treated
- b. 175 thousand In-patients cured for high-end tertiary care
- c. Executives have undergone precautionary health checks
- d. In India, first time awake craniotomy for epilepsy surgery was done at the hospital
- e. In India, one of the first hospitals to execute laparoscopic gall bladder surgery
- f. P. D. Hinduja Hospital was the 1st multi disciplinary tertiary care hospital to have been awarded the esteemed ISO 9002 Certification from KEMA of Netherlands for Quality Management System.

7F) About the Doctor

Dr. Bhalerao is not only a prominent surgeon but also a multifaceted individual.

He is the Mentor to Trustees on Strategy & Liver Diseases & Medical Planning and Consultant Gastroenterology at P. D. Hinduja Hospital. He has formerly been Professor and Head of Department of Surgery, KEM Hospital. Besides he has the distinction of being the Founder Hospital Infection Society, India.

In addition to medicine he is also a legend in Marathi Theatre and has been honored as All India Marathi Natya Sammelan's President in 1999, which is an award for Life Time Achievement in the field of Marathi stage and dramatic activities.

He has distinguished himself in Selfless Service in boosting Marathi Stage Dramatics for two decades, Service to Artists, Backstage workers, Marathi Theatre, etc. ^[2]

8 CIPLA LTD.

8A) Introduction

Cipla is the brainchild of Dr. K.A. Hamied's vision to harness Indian proficiency for self-sufficiency in the pharmaceutical and chemical industry in India. Dr. K.A. Hamied was an commendable visionary who donned a variety of hats; he was an entrepreneur, chemist and pioneer, an active participant in India's independence fight, a close friend of Mahatma Gandhi, Dr. Zakir Hussain and many more, a legislator in the Bombay Presidency, Sheriff of Bombay, head of various associations, proactive supporter and sponsor of institutes of scientific distinction in India.

Be it the beginning of bulk drug production in India, the milestone Indian Patents Act of 1970, the several 'firsts' in India and the world, its historic worldwide stance on the price and accessibility of antiretroviral drugs for HIV treatment in 2000-01, its free of cost Palliative Care Centre for terminally-ill cancer patients, Cipla, under the guidance of its present Chairman Dr. Y.K. Hamied, has stood for audacity and sympathy. It is not for nothing that we say 'None Shall be Denied'.

Apart from its various nationwide and international landmarks, the story of Cipla's growth and development, its successes and challenges, ups and downs is also one that deserves to be chronicled. According to Dr Y K Hamied, in the 1960s, Cipla was ranked 56.

The Cipla Archives will bring collectively a treasure-trove of photographs, documents and oral history interviews, among added material. As the project progressed, Company decided to make information accessible through the Company site. With this invention and related activities, Company not only resolute to showcase Cipla's history but also donate to the growth of business archives in India, and serve up as a forum for discussions and debates on the history and historiography of science and the pharmaceutical industry in India.

8B) Quality

Cipla's Quality Control team guarantees the delivery of high standard products by taking step by step review. Quality Control, as a centre of superiority, ensures compliance and follows methodical interventions i.e. streamlining SOPs around critical quality parameters, bullet-proofing complex procedures and targeted competence building.

8C) The Company Quality benchmark is achieved by strict adherence to the following

- a. Company state-of-the-art manufacturing services are cGMP compliant in conformity with nationwide and worldwide standards. Company is prepared with hi-tech sophisticated machineries to accomplish a high level of accurateness and accuracy.
- b. Company's QC laboratories have the most modern high precision tools that build up quality at every stage of processing include inputs. Company has a devoted pool of talent who constantly ensure that the highest quality and security standards are built into their products.
- c. Cipla maintains world-class excellence for their services and products across overseas and domestic markets, thereby ensuring that every patient has access to the paramount medicines in the world.
- d. Company continuously upgrade their production facilities and adapt the technological modernization in their facilities to consistently outclass and create high quality medicines at reasonable price.
- e. Each & every product that rolls out of their industrial units has their assurance of world-class quality.

8D) Partnership

The core of their global business is the tactical alliance for product expansion, registration and distribution of their products. Further, Company also upholds long-standing relationships with non-government institution and institutions globally.

Their worldwide business continues to be the chief revenue driver for the organization. Their overseas sales have constantly grown and represent almost 53% of their total revenue. In order to meet the escalating demand, organization is continuously modernizing and expanding their manufacturing and research & development facilities.

Company has been collaborating with others in the businesses, academia, non-government and government institutions and healthcare providers as a tactics to develop a diversified worldwide commerce, and has been giving more products of value through Joint Ventures in Marketing and Distribution Collaborations, Manufacturing & Technology, Know-how transfer – Products, Process, Quality Management, New Developments, cGMP Training, Plant Engineering, Turnkey Projects, Contract Manufacturing & Consulting.

8E) Capacity

Capsules & Tablets 23 Billion units, Aerosols pMD I75 Million units, Form Fill Seal Eye Drops 60 Million units, Respules 400 Million units, UNIMS 60 Million units, Lyophilised Injections 5 Million units, Oral Liquids 35 Million units, APIs 800ns and Pre-filled Syringes 45 Million units

a. India

The dedication to towering excellence standards has made Cipla the most trusted brand amongst healthcare professionals. Company today has twelve divisions reaching out to more than twenty specialties from super-specialists to general practitioners. Cipla is a market leader in 3 therapies - Urology, Respiratory and Antiretroviral with 7 brands in the top 100 list.

In the ferociously cutthroat Indian pharmaceutical industry environment, Company scores over with strong product range, unique dosage forms, brand equity, pioneering work across therapeutic areas, abundant medico-marketing initiatives, strong supply network of distribution depots serving to a network of over

3,000 stockiest, reaching out to 7,00,000 chemists and more than 10,000 colleagues with positive outlook.

8F) Cipla's Research & Development (R&D)

The backbone of the company is arguably its In-house R&D units. With almost 5-6% of the company turnover being invested towards R&D annually, their strategy focuses on

- a. Enhancing processes for formulation products and existing API
- b. Tie-ups with strong independent research teams to innovate new products
- c. Intensification in their intellectual property, includes the drug delivery systems and medical devices, patenting of new products, mainly in the area of respiratory medicine
- d. Conducting bio-equivalence and clinical studies for attaining regulatory approvals for new services and products. ¹⁸¹

9 HDFC BANK LTD.

9A) Introduction

The HDFC Bank was integrated on August 1994 by the name of 'HDFC Bank Limited', with its registered office in Mumbai, India. HDFC Bank began functioning as a Scheduled Commercial Bank in January 1995. The Housing Development Finance Corporation was among the first to obtain 'in principle' consent from the RBI to set up a bank in the private segment, as part of the RBI's liberalization of the Indian Banking Industry in 1994.

HDFC Bank is based in Mumbai. The Bank currently has an enviable network of over 1416 branches stretched over 550 metropolitan across India. All branches are connected on an online real-time basis. Clientele in over 500 locations are also serviced through Telephone Banking. The Bank also has a network of about over 3382 networked ATMs across these towns.

HDFC has developed major expertise in retail mortgage loans to different market segments and also has a large corporate customer base for its housing related credit facilities. With its knowledge in the financial markets, a strong market status, large shareholder base and an exceptional consumer franchise, HDFC is ideally placed to promote a bank in the Indian scenario.

On May 23, 2008, the merger of Centurion Bank of Punjab with HDFC Bank was officially approved by RBI to complete the statutory and regulatory approval process. As per the scheme of incorporation, shareholders of CBoP received one share of HDFC Bank for every 29 shares of CBoP.

The merged entity now holds a strong deposit base of approximately Rs. 1,22,000 crs. and net advances of approximately Rs. 89,000 crs. The balance sheet size of the pooled entity would be over Rs.1,63,000 crs. The combination added momentous value to HDFC Bank in terms of increased geographic reach, customer base, branch network and a bigger pool of accomplished manpower. In a landmark deal in the Indian banking industry, Times Bank Ltd. was merged with HDFC Bank Ltd., effective 26th February, 2000.

9B) Key Business Segments

HDFC Bank offers a verity of transactional banking services and commercial and treasury products to retail and wholesale customers. The bank has 3 key business segments

- a. Wholesale Banking Services** – The Bank's target market varies from large, blue–chip manufacturing organizations in the Indian corporate to mid & small –sized corporate and Agri–based businesses.
- b. Retail Banking Services** – The objective of the Retail Bank is to offer its target market consumers a full range of banking services and financial products, giving the customer a one– stop window for all her / his banking needs.
- c. Treasury** – Within this business, the bank has 3 major product areas –Local Currency Money Market & Debt Securities, Foreign Exchange and Derivatives, and Equities. The Treasury business is responsible for managing the market risk and returns on this investment portfolio. HDB Financial Services and HDFC Securities are its subsidiaries.

9C) Services offered by the company

- a. Personal Banking includes** Loans, Cards, Accounts & Deposits, Investments & Forex & Insurance
- b. NRI Banking includes** Remittances, Investments & Insurance Loans Payment Services , Accounts & Deposits
- c. Wholesale Banking includes** Financial Institutions & Trusts & Government Sector, Corporate, Small & Medium Enterprises.

9D) Selected Major Achievements/ Recognition

HDFC Bank was the 1st bank in India to commence an International Debit Card in association with VISA and issues the Maestro debit, MasterCard card as well.

- 2013** : Best Customer Management Initiative – Winner, Best use of Mobility Technology in Banking, Best Internet Bank – Winner
- 2011** : Financial Express Best Bank Survey 2010 - 2011 - Best in Strength and Soundness and 2nd Best in the Private segment
- 2010** : Business world Best Bank Awards 2010 – Best Bank (Large), Outlook Money 2010 Awards – Best Bank

9E) Selected Major Awards

As in the previous years, awards and recognition were conferred upon Bank by leading publications and international and domestic organizations during the financial year ended March 31, 2015.

- a.** Best of Best Domestic Banks – India Asiamoney FX Poll 2014
- b.** Best Domestic Provider of FX products & services
- c.** Best Domestic Provider of FX research & market coverage
- d.** Best Domestic Provider for FX services Barron's List of World's Best CEOs

9F) Digital Banking Initiatives

The Bank has following key themes for Digital Banking are as follows

- a. Customer convenience** Making all communications flawless, straight through and enriched.
- b. Customer engagement** By altering channels into full service platforms that help out the client in the entire life cycle – from acquisition to on-boarding to cross sell / up sell to servicing and widening to relationship management.
- c. Comprehensive** By allowing the consumer to deal with the bank on the channel of their choice offering all promising transactions, forms/ sales capabilities and recommendations on an end to end basis.
- d. Innovation** by introducing new cutting edge modernization based solutions which will enhance and boost the consumer experience.
- e. Secure Banking** Constant and superior security while accessing banking services particularly from mobile devices by giving Multi-layer security, identity security , device mapping etc.

9G) International Operations

The Bank at present has 3 overseas branches a branch in Hong Kong, a wholesale banking branch in Bahrain and a branch at Dubai International Finance Center in Dubai. The DIFC branch was started in the current financial year. The abroad branches offer manifold banking services include trade finance, treasury products and loans to customers.

9H) Information Technology

Technology is a key facilitator and enabler to the key goals of the Bank and is acknowledged as one of the strategic pillars of the Bank. Since commencement the Bank has been at the front position of leveraging technology to give better services and products to its customers. The Bank keeps on heavily invest in its technology and extends its electronically connected branch network with state of the art IT enabled core banking services. It also implemented a Cloud Technology solution, Desktop Virtualization, to run core banking services, in rural or semi-urban branches. Over ten thousand such virtual desktops have been installed in the past 2 years, to make sure that the Bank is able to conquer the shortcomings of telecom networks and other infrastructure in such geography. ^[2]

10 **GVK POWER AND INFRASTRUCTURE LTD.**

10A) Introduction

GVK is a primary Indian multinational with diversified interests across multiple sectors include airports, energy, resources, transportation, life sciences and hospitality. It has taken pioneering inventiveness across many segments that it operates in and has conquered every challenge to provide dependable infrastructure to contribute to the nation's growth. Organization's greatest strength is its highly experienced and competent in-house talent pool. GVK's association with global infrastructure leaders has brought international proficiency to India reflecting distinction and expansion in all its endeavors.

GVK as an organization has developed 2 of the busiest airports in the nation namely, Kempegowda International Airport, Bengaluru and Chhatrapati Shivaji International Airport, Mumbai handling sixty mppa and is developing 2 airports in Indonesia as well.

The TAJGVK personifies the customary Indian warmth with its 7 properties across Chandigarh, Hyderabad, Mumbai and Chennai. It is also planning to expand its horizons to cater the 'value for money' segment with the 'Ginger' brand in Andhra Pradesh.

GVK Biosciences is one of Asia's leading Discovery Research and Development organizations. GVK BIO offers a broad spectrum of services, across the manufacturing value chain and R&D with a focus on momentum and quality. GVK BIO competences include Discovery Services, Integrated Programs, Contract Manufacturing, Clinical Development, Formulations and Informatics.

GVK is a socially accountable and an environmentally well aware organization that believes in sustainable expansion. It undertakes each and every infrastructure projects with a dedication to reduce environmental impact. It runs a range of social initiatives under the GVK Foundation for the by and large

development of the society.

10B) Vision

To be the world's premier infrastructure and utilities organization that constantly strives to provide the highest standard of products and services and a sustainable quality of life for all stakeholders.

10C) Mission

- a. We will develop state of the art infrastructure through innovation, quality and offer high productivity which enhance the lives of people.
- b. We will invest in our people so as to create future business leaders who espouse our core values and beliefs.
- c. We will be a socially responsible and environmentally conscious corporate citizen while creating a foundation of sustainable growth for business, stakeholders and the community.

10D) Core Values

- a. Honesty and Integrity
- b. Passion for Excellence
- c. Respect and care for People
- d. Team Spirit
- e. Innovation

10E) Mumbai Airport

Organization made its foray into the aviation segment when it bagged the consent to operate, manage and expand GVK Chhatrapati Shivaji International Airport in Mumbai. The objective of GVK is to transform GVK Chhatrapati Shivaji International Airport into one of the world's finest airports, Mumbai International Airport Limited has expanded a new integrated Terminal - II at GVK Chhatrapati Shivaji International Airport. The new iconic

Terminal–II, equipped with top-notch infrastructure and technologies, would now have improved capacity to manage passenger traffic of 40 million passengers p.a. (mppa), up from the present 30.03 mppa.

The year 2006 witnessed a historic change for the airports in India with the privatization of Mumbai's GVK CSIA. In January 2006, GVK led syndicate, consisting of Airports Company South Africa and Bidvest won the tender to operate and manage GVK Chhatrapati Shivaji International Airport. To realize this task, Mumbai International Airport Pvt. Ltd. (GVK CSIA) was made by GVK led Airports Authority of India (26%) and consortium (74%).

Modernization and renovations of GVK CSIA, Mumbai is a sign of India's speedy growth. Being in a key gateway and the financial capital of the country, re-development of GVK Chhatrapati Shivaji International Airport, Mumbai holds great importance in aiding the city to uphold its fast paced growth.

The new ATC Tower at the GVK CSIA, Mumbai reflects GVK's dedication to attain an international standard of operations and design at the airport. With a height of 83.8 meter, the Air Traffic Control Tower at GVK CSIA, Mumbai is India's tallest ATC tower, built within an area of 2,800 sq.mt. The location and height of the wish-bone shaped construction offer an unhindered view of the complete operational area, optimizing air traffic separation and enhancing the traffic handling competence.

10F) Major Milestones

Following are the few major milestones

- 2015** : GVK KIAB became the 1st airport in India to obtain 3 new international airlines. Thai Air Asia, Kuwait Airways and Nepal Airlines on 1 and 2 September, 2015 in a span of 24 hrs.

- 2014** : GVK BIO signs authoritative agreement to acquire Vanta

Bioscience. The possession enables GVK BIO to offer GLP toxicology services for Nutraceuticals, Cosmetics, Agrochemicals and Pharmaceuticals.

- 2013** : Bengaluru International Airport renamed as Kempegowda International Airport, Bengaluru and inaugurated the New Terminal.
- 2012** : On 19th December 2012, Kempegowda International Airport receives the 50 millionth passengers.
- 2011** : GVK obtains Hancock Coal and Infrastructure Projects in Australia for \$1.26 billion. The project will make one of the biggest thermal coal mining operations in the globe. ^[10]

The data collected from the above companies and customers were analyzed statistically leading to various conclusions. The details of this are provided in the respective chapters.

SOURCES

1. http://profit.ndtv.com/stock/mahindra-&-mahindra-ltd_m&m/reports
2. www.godrejinterio.com
3. <https://www.scribd.com/doc/54448390/A-Project-Report-on-ICICI-Prudential-Life-Insurance>
4. www.parleagro.com
5. www.somaiya.edu
6. www.ideacellular.com
7. www.hindujahospital.com
8. www.cipla.com
9. www.hdfcbank.com http://profit.ndtv.com/stock/hdfc-bank-ltd_hdfcbank/reports
10. www.gvk.com

ANNEXURE - II
QUESTIONNAIRE FOR COMPANY

Research Scholar : Mr. Amit Rane	Guide : Dr. Arvind S. Luhar
At : Tilak Maharashtra Vidyapeeth, Pune	

We have undertaken a doctoral research work of “**E-marketing and its applications in selected industries in Mumbai region: An analytical study**” Kindly provide your frank opinions. We thank you for sparing your valuable time for answering this questionnaire. The information given will be used for research purpose only under strict confidentiality.

A. Personal Data

(Please tick the appropriate answer)

Name of Respondent: _____

Age Group (Years): 18- 35 36-50 50 – 60 Sr. Citizens

Gender: Male Female

Education: Under-Graduate Graduate Post-Graduate Doctorate

B. About E- Marketing Strategies of the Company

Please tick (✓) wherever applicable.

SR.	PARTICULARS	S.A.	A.	N.	D.	S.D.
1	I think that the Internet and other E-marketing tools are very important to conduct business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	There is a sufficient support from the top management for the adoption of E-Marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Marketing team within my enterprise use E-marketing tools as a very useful tool.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The Company has good technological infrastructure (e.g. hardware, networks, Internet access).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The Company would implement E-marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

regardless of the types of products produced.

- | | | | | | | |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 6 | The Company adopted E-marketing because it is useful for our international business. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | The Company does not need to adopt E-marketing because the Company works on the local level. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | The Company is too small to adopt E-Marketing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | The size of our enterprise did affect our decision to adopt E-Marketing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | Using E-marketing enables me to accomplish tasks more quickly. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 | Using E-marketing improves the quality of the work I do. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Using E-marketing increases my productivity. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Using E-marketing gives me greater control over my work. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14 | My interaction with E-marketing is clear and understandable. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15 | Competitive pressure is one reason for our adoption of E-Marketing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16 | The Company adopted E-marketing to avoid losing our market share to competitors who are already using E-Marketing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17 | The Company adopted E-marketing as a | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

response to market trends.

- | | | | | | | |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 18 | There was no influence of the government on our decision of adopting E-Marketing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19 | Our customers do not like purchasing through the Internet. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20 | Our customers prefer to pay in cash instead of electronic payment methods (credit cards, debit cards.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 21 | The customers usually do not trust E-marketing tools (e.g. the Internet, E-Mail, and Mobile) because of security issues. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 22 | The majority of our customers are able to utilize technology. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 23 | The Company conduct marketing activities using traditional marketing techniques, but the Company plans to adopt E-marketing. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 24 | The Company does not have any access to the internet or any Electronic Marketing means. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 25 | The Company uses E-marketing resources (such as the web sites and e-mail) to communicate with our customers. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 | The Company uses E-marketing resources (such as web sites and e-mail) to advertise our products. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 27 | The Company uses the internet in accessing other companies sites. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 28 | The Company uses E-marketing resources to | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

support our traditional commercial activities (e.g. pricing information, customer service).

- | | | | | | | |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 29 | Our enterprise interacts with its customers through registration forms, newsletters and e-mail accounts. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 30 | The Company uses E-marketing resources to conduct commercial transactions (e.g. selling products and accepting payment via web sites). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 31 | The Company has a computerised customer database that the Company uses to perform marketing activities (e.g. inform customers about new products). | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 32 | The Company does not think illiteracy will affect our online activity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 33 | The Company saves manpower and money due to E-marketing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

QUESTIONNAIRE FOR CUSTOMERS

Research Scholar: Mr. Amit Rane

Guide : Dr. Arvind S. Luhar

At : Tilak Maharashtra Vidyapeeth, Pune

We have undertaken a doctoral research work of “**E-marketing and its applications in selected industries in Mumbai region: an analytical study**” Kindly provide your frank opinions. We thank you for sparing your valuable time for answering this questionnaire. The information given will be used for research purpose only under strict confidentiality.

A. Personal Data

(Please tick the appropriate answer)

Name of Respondent: _____

Age Group (Years): 18- 35 36-50 50 – 60 Sr. Citizens

Gender: Male Female

Education: Under-Graduate Graduate Post-Graduate Doctorate

B. Information regarding E-marketing and Online Shopping:

Please tick (✓) wherever applicable.

1. Have you ever shopped online?

Yes No Can't Say

If Yes, What problem you have faced due to accessibility?

If No, Why?

2. What type of products do you shop online for?

Banking Insurance Education Healthcare

Food & Beverages Furniture Automotive Chemical

Hospitality Telecommunication

3. Do you consider online shopping safe?
 Yes No Can't Say
4. Which payment option do you prefer ?
 Credit Card Debit card Other
5. Have you ever used a credit card ?
 Yes No Can't Say
6. Have you ever considered using the EMI option ?
 Yes No Can't Say
7. How often do you shop online ?
 Daily Weekly Monthly Annually
8. What is the approx. price range of the products that you buy?
 500-5000 5000-10000 10000-20000
9. Have you been satisfied with the products that you have purchased online?
 Yes No Can't Say
10. Which e-retailer do you prefer?
 E-bay Flipkart Myntra.com Snapdeal Amezon Other
11. Do you prefer shopping at a
 Retail Store Buying Online Can't say
12. Do you feel it easier to find a web-based vendor that sells the product you wish to purchase?
 Yes No Can't Say
13. In general, do you like the idea of online, computerized shopping?
 Yes No Can't Say
14. Give your opinions:

Sr. No.	Particulars	S.A.	A	N	D	S.D.
1.	It is easy for me to observe others product over the World Wide Web.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.	Shopping over the World Wide Web would require me to purchase product/service which would be beyond my financial means.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.	Shopping over the World Wide Web fits into my shopping style.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.	Do you consider online shopping safe?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.	Shopping over the World Wide Web would increase my shopping frequencies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.	Shopping over the World Wide Web would allow me to have better item selection in my shopping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.	Shopping over the World Wide Web would gives me latest update about the fashions/trends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.	Can you recommend or suggest online shopping to others?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.	Do you think thorough computer knowledge is required for online shopping?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.	Do you fill online shopping influences your decision making process?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15.	While shopping what affects your satisfaction the most?					

Feature	Very important	Somewhat important	Not important
Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
User friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adequate search option	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product assortments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Colour/Test	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Packing & Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market awareness about the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Market demand of the brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of the product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Past experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Payment options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cash on delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Net banking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Debit/ Credit Cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Product Options	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offers & Discounts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Free Shipping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Security	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Id & password	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Order confirmation screen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tracking of items	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

16. What are your issues regarding online shopping?

- No Guarantee Possibility of forgery Product highly priced
 Too much clutter Security issue Physical examination
 Any other (Please specify)

17. What things push you back while deciding for online purchase?

18. What things push you forward to purchase online?

!!! Thank you for support !!!