

STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SALES WITH REFERENCE TO AUTOKSHI ENGINEERS

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESS
ADMINISTRATION**

**SCHOOL OF MANAGEMENT
STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by
AICTE**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of AAKASH.E (40740001) who carried out the Project Training at "**AUTOKSHI ENGINEERS**" under our supervision for a period of 3 months from January

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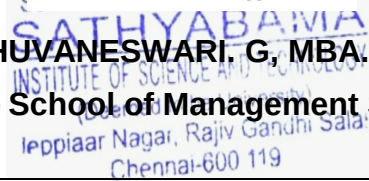
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DATE: 29.04.2023

A handwritten signature in black ink that reads "E. Aakash". The signature is written in a cursive style with a large initial 'E'.

PLACE: CHENNAI

SIGNATURE OF THE CANDIDATE

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ABSTRACT

Consumers have learned to keep up with technology and in turn technology helps them keep up with their fast-paced lifestyle. New software technology, advances in Internet security, along with the cooperation of financial institutions are some of the top reasons why online sales is on the rise.

Online sales has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online sales, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

This project has been undertaken as a part of the management's initiative to understand the overall satisfaction level of the online sales customers of Autokshi Engineers. This will help the company to customize their services/add more features in the future to cater to the specific needs of the customers.

This research was conducted with an aim to help the company to increase the customers satisfaction by getting their feedback. The project titled "a study on customer satisfaction towards Autokshi Engineers" conducted in Autokshi Engineers aims to understand the satisfaction level of customers with their online sales experience with Autokshi Engineers. The secondary objectives are to find out the reliability, assurance, grievance handling and product satisfaction level with of Autokshi Engineers.

A questionnaire is used as the instrument to collect the primary data from the clients of Autokshi Engineers. The sample size decided for the study is 250 respondents. Simple Random sampling is chosen for the study. Based on the findings from this study, suitable suggestions have been given to the management to improve its customer's satisfaction level.

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CHAPTER –I

1.1 INTRODUCTION

In the early years of e-commerce, consumers were skeptics. Internet privacy and fraud were amongst the main concerns. Today, the world is moving faster than ever. The consumer has transitioned from skeptic shopper, fearful of entering into any Internet transaction, to a confident shopper. Some truly dedicated Internet shoppers will tell you they do not ever go into a retail store. For many, the attraction is the convenience of sales from your living room. It is not only more comfortable, but when doing product and price comparisons it is optimal.

Consumers have learned to keep up with technology and in turn technology helps them keep up with their fast-paced lifestyle. New software technology, advances in Internet security, along with the cooperation of financial institutions are some of the top reasons why online sales is on the rise.

The financial institutions have helped guarantee the satisfaction of online sales with their credit protection services. Customers are assured that the financial institution will help intervene in the event of an unsatisfactory transaction. Institutions have also made added efforts to assure their clients security when using their credit cards and in the prevention of identity theft.

All of these things add to the consumer feeling more comfortable using credit cards for payment. Credit card transactions are typically the preferred choice of payment for consumer impulse purchases.

Consumers have become aware of the many security programs they can install in their systems to help protect their computers. This is helping them feel more comfortable as they surf the net. The rise of Secure Sockets Layer servers (SSL) provided added protection that also protected shopper information and buying online began to seem less risky. As more buyers feel safe online sales rise.

The retailers and webmasters are paying attention to their newly confident website visitors. Assuring customers Internet safety with transactions and conforming to security on websites. Many retailers have made option only information requirements for membership and order processing. The retailer is trying to limit the amount of information they require the customer to give.

The customer is no longer obligated to sign up for newsletters and emails. Giving the customer the option to provide you with certain information allows them to feel more in control of their transaction. Webmasters are constantly assessing and making changes to their websites because they have learned to pay attention and respond to what the visitor wants and needs.

More money than ever has been invested into e-commerce advertising dollars, which has only helped make the world of e-commerce spin. Retailers, marketers, and the latest craze is the television industries are all moving in fast on the internet. Advertising dollars are following close behind.

Affiliate advertising, pay-per-clicks, and residual benefits are all aiding in the business owners' sales. This can also offer their visitors an enhanced experienced

with more to offer on their website. Webmasters have become pros at optimizing their company sales pages to direct the customer's eyes in all the right directions.

A successful website leads a visitor's eye to key products. While a visitor is sales, additional products sold by the retailer or an affiliate are strategically placed for optimal viewing. Many shoppers that purchase from one site will also purchase from a site directly linked to the product they just purchased. This has the possibility to promote a chain of sales events.

Convenience, time, and money are some of the top reasons why online sales is on the rise. A more confident consumer is using the Internet for more and more of their daily needs. The e-commerce community is responding quickly to their customer's wants and needs. It is becoming easier and more convenient to be an Internet user. There are many smaller but no less exciting sales malls and sales districts scattered around

MARKETING OF ONLINE SALES IN INDIA

Online sales concept emphasizes selling existing products. The philosophy here is that if a product is not selling, more aggressive measures must be taken to sell it. Cutting price, advertising more, or hiring more aggressive sales-people. When the railroads started to lose business due to the advent of more effective trucks that could deliver goods right to the customer's door.

Online sales recognizes that the customers ultimately want .to deliver the quality goods and services to exceed the expectations of customers. The marketing concept, in contrast, focuses on getting consumers what they seek of visiting for their desired benefit of consumption in sales.

The 4ps of marketing delivers the value for the customer in return to that add special attributes to the customer in online sales. In contrast, the firm is faced with uncertainty from the environment

Marketing strategy is a set of specific ideas and actions that outline and guide decisions on the best or chosen way to create, distribute, promote, and price a product once a customer is made, resources must be invested to maintain an ongoing, healthy, and profitable relationship with that customer.

Reaching and acquiring a new customer is one thing, keeping the relationship healthy and strong over a long period of time is the mark of the true marketing professional concerned with the long-term health of the organization.

Obtaining new customers in the short-term is a challenge to be sure, but maintaining relationships with those customers over time is even more challenging and is absolutely crucial to the long-term survival of your business.

Over the lifetime of involvement with the customer, value must be created for both parties in order for the relationship to prosper. In order to help create that value, we must realize customers are unique and must be treated differently.

The more value you can create for your customer, the more he or she will continue conducting business with you. Some of the great thinkers in marketing

today call this "customer loyalty". Others call it "the propensity to re-purchase". Whatever you call it, maintaining the customer relationship while continuously delivering value is essential to your business.

INTRODUCTION TO ONLINE SALES

Internet is the rapidest growing media during the past decade. Especially, online sales is a rapidly growing e-commerce area. Forrester Research forecasts that online retail trade will be about \$217.8 billion by 2007 and account for 8% of total retail. ComScore Networks reported that for the year 2001, domestic online sales totaled more than \$53 billion. This figure shows a growth rate of about 20% compared to the year 2000.

According to Arbitron/Edison Media Research (2002), the number of consumers who purchase online is growing sharply. 40% of all Americans have ever purchased goods or services on the Web. Average amount spent online in last one year was about \$658 and 56% of Internet users have made a purchase online.

According to annual Internet survey of which online, 15% of British Internet users visit online sales sites most frequently and 14% regularly use Internet for online sales.

Online sales basically provide the way consumers go sales and purchase services and goods with reasonable price on the Internet. For some consumers, sales and purchasing online have become part of their daily lives, while others may not even care about it. At this point, I wonder what factors influence online purchasing behavior and explain the difference in online buying behavior among Internet users.

There are numerous benefits of online sales. The foremost advantage of online sales is that it gives you an opportunity to shop 24 hours a day, seven days a week. Online sales have proved to be a boon for shoppers who are home bound or live in rural areas.

BENEFITS OF ONLINE SALES

Online sales offer you a vast range of products to choose from like gifts, wine, groceries, pharmaceuticals, clothing, luxury items, sporting goods, art, pet food, etc. from the comforts of your home. It also saves you from custom hassles in case you want to send any gift to your relative living in another country. For instance, you stay in London and your mother has gone out on holiday in New York you can still make her day special by sending her a bouquet by booking it online.

The other benefit of online sales is that it saves on your time. You can browse through different products without actually going in the market. It also gives you the option to compare the prices of products offered by online stores and make the best deal for yourself and your loved ones.

Online sales also provide you with advantage of paying through credit card unlike some real stores that insist on payment in cash. However, you should be careful while using the credit card for online transactions.

In last few years, online sales have come up as one of the most popular online stores in UK. Sales specialize in electronic gadgets, mobile phones and accessories, CD's and DVD's. It is the ideal destination for electronic products that are available at genuinely discounted rates. You are requested to browse through our services and make your online sales experience a pleasurable one.

This collection of articles a celebration, and a call to arms. Independent, locally run businesses – the cafes, bars and shops run by locals who know what their neighborhood wants – are as vital a part of the character of a city as the architecture that shapes it. However, there's a recession on and all over Glasgow and Edinburgh, little local shops are shutting down, losing out to the easy lure of the high street and to credit-crunched consumers cutting costs.

Many Edinburgh retailers have been doubly hit, with the tram works blocking consumer access and public transport. Despite the City Council's laudable Open for Business campaign (check them out at www.edinburghshopper.co.uk), five shops have closed down on Leith Walk alone since the developments began at the end of 2007.

We want to stop this happening, but we need your help. Sure, that high street coat may be a bit cheaper than something hand-made by a young Scottish designer, but you know deep down in your bargain-hunting heart that it'll fall to pieces after a few wears. And while your choice to buy CDs or books from independent stockists won't even be noticed at Waterston's and HMV, it could make all the difference to an Avalanche or a Lost in Fiction. We want you to use your imagination as well as your consumer power, and refuse to settle for the same mass-manufactured products as everyone else.

Obviously, what follows is not completely comprehensive there are a vast amount of local businesses out there, and we can only really scratch the surface. What we've tried to do is pick up on areas in Edinburgh and Glasgow where indie businesses shape the community around them in some way.

Accompanying all of this is our brand new online sales guide, which we hope to build into the definitive listing source for Edinburgh and Glasgow's indie stores. . We're going to be continually updating.

ONLINE SALES IN URBAN AREAS

Township people mostly shop in the city at supermarkets or on their way home from work. Unlike suburban people who are able to shop in bulk because most get paid monthly and have their own transport, most township people commute by public transport, so they buy only what they can carry. Prices are marked up in the townships and informal settlements where people can buy in small quantities and consumers often pay greatly inflated.

There's growing interest in the Internet as a place to shop. But this type of sales has its own dangers, and the rules of smart sales are as important in the electronic marketplace as they are on your doorstep.

One problem is that consumers have little control over what happens to personal information used when sales online. Each transaction leaves an information trail that can be used by hackers and other unauthorized individuals to assemble financial and personal profiles on you. This information can be sold or stolen and used for criminal purposes. You have every right to feel vulnerable when your credit card number and other financial information go sailing into cyberspace

From the stage of getting information to the stage of getting free services and fee-related services, we get many benefits from internet. On-line sales is one of these services. As far as on-line sales is concerned, only a handful few operate successfully in India. Everywhere Infonaut wants to market products and services through online sales initially in Thailand and later all over India. Everywhere Infonaut starts functioning in Tamilnadu with a moderate set of products and services.

The uniqueness of this scheme is introduction of online sales customized for conditions typical to India. Those, who can handle English language to a limited extent, those who are not adept in computer literacy, those internet-users who are unable to get broad-band connectivity -- in so many ways, we can classify internet-users and others. E-shop of Everywhere Internet has made online sales easier, more simplified and hassle-free for these entire group. So, the maximum possible minimum price, the quality of the product, the speed with which the products are delivered at the doorsteps of the customer, prompt after-sales service, hassle free and less expensive payment procedures, the comfort of choosing the product sitting at home at your own favorable time, in a leisurely mood without getting affected by the enticing vagaries of the marketing environment, the choice of the articles in tension-free ambience -- all these features pertaining only to online sales are ensured by E-shop.

IMPORTANCE OF ONLINE SALES

Online sales technology is a breakthrough that everybody can certainly benefit from, should they choose to do so. But why wouldn't they? Let's face it, nothing is perfect and when I last checked it probably never will be here at least. But it is a step forward toward something that can be a great benefit to everyone in some way. Customers, vendors, factories, even the economy in some ways can be strongly affected in a positive way.

Online sales creates jobs. Jobs that create a great sense of security for the future because you come to realize that you can earn extremely huge amounts of cash in a short amount of time.

Owning your own home business in the online sales industry or perhaps another equally or better home business to get involved in verses working for someone else for an hourly wage though it holds little promise for the long term future it can provide some immediate financial relief but not without consequences of always needing more, living week to week, social security is even questionable anymore.

Online sales is taking a risk but seems to be a long term strategy of choice and holds the same uncertainties that you don't even know is being entrusted with all that you have to secure your future with. We were all created for greatness! We were created to prosper and to excel! You are the driver and you control where you are going.

Online customers desirous to buy any items must possess the Credit Cards or ATM Cards. After selecting the items he/she has to give the credit card numbers from which the required money of the items will be deducted.

ADVANTAGES OF ONLINE SALES:

Easy Access and convenient: This is perhaps the most important and crucial point of all customers. One can have the unlimited freedom to choose by jumping on website with infinite self space available. There is no pressure and impulse from the vendors to buy.

Timesaving: In this competitive environment time is obviously precious than gold for everyone. So one can realize how advantageous it is for whom has no time to stand and wait. The burden of going to the vendors and shops is vanished by accessing the sites from home or office, which is a matter of few minutes.

Scope to compare features and product prices: The latest features of the last minute arrived items can be compared with the valuable information. Displayed along with the prices and rebates. One is at his ease to go thorough from one to other.

Availability of genuine products:

Whatever the article and products are sold through the online sales genuine with no chance of falsification and fake.

DISADVANTAGE OF ONLINE SALES

No Scope of bargaining: This is the most disadvantage of online sales. One has to buy the items with prices and rebates carries by it. So the enjoyment of retail sales with friends or family members is lost.

Need of access to the Internet: It leaves no scope to say that one needs to have the system and internet connections.

Limited Scope: It is one of the remarkable demerits of online sales when one is to buy a trifle items or rare used items.

ONLINE SALES AT SALES MALLS AND DEPARTMENTAL STORES.

Online sales malls and department stores. Shoppers who like the variety of stores that malls have to offer but can't stand fighting the crowds, the obvious alternative is right at their fingertips.

Online sales uses computer and a connection to the World Wide Web; consumers can visit many major department stores to buy a broad range of products and not even have to leave the comfort of their homes.

E-Commerce & Sales

Many consumers avoid the hassles of in-store sales by doing the majority of their sales online. Articles, such as books, clothing and house wares, easily purchased through E-Commerce websites have become a popular and profitable business since the Internet was created. Busy lives and the need for two-parent incomes have made the need for online sales a necessity. Find out more about E-Commerce and online sales and how they benefit your life.

There is a simple solution to all those things that dampen your holiday spirit. What if you were told there is a way where you can avoid parking unavailability, long check out queues, the never ending hunt for the perfect gift and the fatigue that it brings. This is what brings me to the brilliance that is the Internet.

ONLINE SALES AT HOME

The Internet allows you to shop at home and to shop at your own convenience and pa Why give up the thrill of going out and experiencing the exciting and crazy world that most shoppers enjoy. Of sales at malls.

Most departmental stores and apparel stores have their websites, which makes it convenient for people to shop at home. All you need is a credit card and a personal computer and you are ready to go.

The convenience of sales at your own pace and at any time is what has made home sales so popular. Shoppers can enjoy some sales time before bed, or when you are not getting sleep. You can even shop before breakfast or even when you have some spare time at work

Benefits of home sales

- Convenience – shoppers can shop at home at their own convenience. No more worrying about reaching the mall before it closes. You can shop whenever you want, in the morning, late at night or even during your lunch hour at work.
- Variety – all the variety is at your fingertips, literally! No more shuttling between stores and traveling for miles till you find that perfect gift for your friends, family or special someone. It is all available on the Internet. At the click of a button you can access stores across countries and continents.
- Bargains – you will be surprised with the amount of bargains you will find online. You can find everything from free gifts, huge discounts and free

shipping online. Home sales need not be dull or expensive. In fact it is cheaper and a whole lot more exciting.

- **Quality** – you can be assured of the quality of the stuff you buy online. You will find that most online stores have a special reviews column with every item; this helps you understand what the other buyers have to say about the items. And if you are not satisfied by the product or quality you can always return it within the stipulated time period and get your money back.
- **Security** – do not be worried about using your credit card for home sales. Home sales is perfectly safe and secure. All your personal information that is available through your credit card is encrypted and completely secure. Leave all your woes about hacking and identity theft aside and enjoy the thrill of sales.
- **Home sales** is as simple as it gets. You need not worry about complicated procedures and technical difficulties! Just connect to the website, browse items, add them to your 'cart' and pay using your credit card. All very simple and easy. Within 21 days your item will be shipped to you. Sales really can't get better than this.

Types of online sales shops

- **Online actions**

Online actions are popular places for trading goods. Individuals registered as users can buy and sell almost anything online. Online actions companies are, for instances, eBay and Yahoo. The price is normally cheaper than market price; with "past history" functions, users can evaluate seller's honesty and trustworthy before buying; more information is also provided online, or could be answered in QnA section. However some seller refused to ship overseas and risks are that sellers are registered but are not official business, the credibility is unknown

- **Portals**

It is like a sales center gathering a number of sales destinations together in one location, but online however. The benefit is the variety of shops, and the navigation between shops is simplified.

E-commerce

Considering the newness of the internet and World Wide Web, it's safe to say that nearly everyone who has purchased online gained their understanding of commerce offline. "Dirt-side" commerce transactions have structural, schematic, and semantic orders that don't fully map to the different medium of the web, and it's this gap in mapping that causes the problems users experience trying to shop online, whether the problems stem directly from usability flaws or unmet expectations.

My experience sales online and working on a major online commerce site -- Borders.com -- has shown me that most people involved in the design, creation, marketing, implementation, hyping and analysis of ecommerce sites haven't thought about the basic relationship that commerce is based of Trust & Trustworthiness.

Most people have an understanding of commerce based on their experience as shoppers and buyers, and they bring this experience with them when they start sales online. In order to meet the user's needs, then, we must understand the typical user's experience of traditional commerce.

Most problems with commerce sites are due to misunderstandings on the part of the site creators about how users understand the structure and elements of typical commerce transactions. Users have formed schemas to understand commerce, but commerce sites routinely ignore these schemas.

Commerce is a communicative transaction between two parties playing very familiar roles *buyer* and *seller*. Selling and buying, must share a basic understanding of how the transaction is generally supposed to flow. Ecommerce web sites can't simply make products available to be bought, these sites must hold up their part of role-playing the commerce transaction.

Branding serves as a marker of corporate identity, and so has *some* value to the user, but the hubbub over branding misses some very important concerns that users have.

Ecommerce web sites must pay attention to how they communicate to users. Ecommerce sites play their role of seller by trying to broadcast two messages to potential buyers: "buy from us" and "trust us". The impact of these explicit messages, though, is often corrupted by contradictory or distracting messages implicit in the site's implementation of navigation flow, page layout, visual continuity, and information space.

Ecommerce sites seem to shout the message that they are trustworthy, that users need have no trepidation over purchasing from these sites, but trust derives not from assertions but rather from experience and judgment. People interact, and they make judgments and form expectations of others based on what they experience and what they surmise; it's a lot easier to decide to trust a merchant when you can speak to them face-to-face and shake their hand. Trusting a web site to deal with you fairly and deliver your merchandise, though, well, that's harder to do when you realize that *anyone* can build a commerce site. Ecommerce sites must work hard to build the impression of trustworthiness

Mall Networks maintains relationships with over 500 leading online merchants, including world-class merchants such as eBay, Expedia, Best Buy, Staples, Macy's, and Sears. Mall Networks has not only secured the top merchants, but also has integrated many merchants that are rarely or never available elsewhere.

Mall Networks offers best-in-class merchant-funded commission rates combined with a rich variety of superior offers from merchants ranging from free shipping, percentages off, free items over certain price levels, and many others.

Mall Networks is able to secure terrific commission rates and special offers due to (1) superior and growing purchasing power, now representing 25 million consumers across a wide range of demographics and very different loyalty and affinity programs

and (2) a dedicated merchant management team with longstanding, strategic merchant relationships. The team at Mall Networks pioneered the regular updating of valuable offers on the website and in a previous company was the first major loyalty site to institute a policy of refreshing deals every business day.

Consumers are presented with the most relevant merchants and offers based on their profile and their sales history. Mall Networks self-learning personalization engine ensures that all offers are targeted and relevant for each user based on their profile, their sales history, and based on their similarity to other shoppers. As consumers shop online, the recommendations continue to improve.

.Consumer perception towards online sales

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while sales or making other marketing decisions.
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

One "official" definition of consumer behavior is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:

- Behavior occurs either for the individual, or in the context of a group (e.g., friend's influence what kinds of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use).
- Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.
- The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of

easy credit, may have serious repercussions for the national health and economy.

- The most obvious is for marketing strategy—i.e., for making better marketing campaigns., by understanding that consumers are more receptive to food advertising when they are hungry, we learn to schedule snack advertisements late in the afternoon.
- By understanding that new products are usually initially adopted by a few consumers and only spread later, and then only gradually, to the rest of the population.
- We learn that companies that introduce new products must be well financed so that they can stay afloat until their products become a commercial success and it is important to please initial customers, since they will in turn influence many subsequent customers' brand choices.
- The final benefit, studying consumer behavior should make us better consumer
- In practice, however, you often pay a size premium by buying the larger quantity in this case, knowing this fact will sensitize you to the need to check the unit cost labels to determine if you are really getting a bargain.

There are several units in the market that can be analyzed. Our main thrust in this course is the consumer. However, we will also need to analyze our own firm's strengths and weaknesses and those of competing firms.

Suppose that we make a product aimed at older consumers, a growing segment. A competing firm that targets babies, a shrinking market, is likely to consider repositioning toward our market. To assess a competing firm's potential threat, we need to examine its assets) against pressures it faces from the market.

Finally, we need to assess conditions (the marketing environment). For example, although we may have developed a product that offers great appeal for consumers, a recession may cut demand dramatically.

1.2 COMPANY PROFILE

Established in the 1997, Autokshi Engineers Pvt Ltd is into the manufacturing of auto parts for two wheeler and other commercial vehicles in India. India being the one among the low cost countries, yet which is fast developing, benefits the clients through minimum investment and maximum output. The wide range of our products includes commercial vehicle components, main stand and side stand, backing plates, gear shift lever, heavy duty stamp and tubular components and more. All the product developments are done using latest technology and high quality materials.

Being ISO/TS 16949-2009 certified company, Autokshi Engineers Pvt Ltd follows the latest and advanced technology that helps in the faster product development while also providing better support for our clients. A combination over 2 decades of experience and expertise in the industry enables us to deliver superior quality customized products as per the customer requirements.

We have the state of the art infrastructure and cutting edge technology with which the product development is made faster and accurate. We have manufacturing unit in Tamil Nādu that comprise of separate design office for offering customized designing of components for the clients, with a separate lab where all the products are tested. The team follows the next generation technology and techniques for testing the manufactured products; with this we ensure superior quality of all our products.

Most of our product development processes and even the administration processes are automated to ensure maximum accuracy, perfection and productivity. We have implemented SAP for the administration process. For the successful and accurate completion of product development process, we have implemented the well-known TPM. This concept ensures maximum productivity through cost saving and time saving throughout the production line. Our implementation of robotic line for various manufacturing processes assures faster and perfect product outputs. Robotic lines are used for pick and place of sheets, so that there is only a minimum human interference in such difficult processes which avoids accidents and human errors. Through automation of product development, we can ascertain predictable quality as well as quantity of products.

Authorship Engineers Pvt Ltd not only concentrates on its own growth, but also contributes to developing the capabilities of the region. With the association of various organizations, we strive in creating a better development of the company as well as the region and with this motto in mind contribute towards the cause continuously.

With the cutting-edge infrastructure and manufacturing capacity, we can cater to the needs and requirements of larger companies as well as smaller companies. Our components are supplied to various companies. We take pride in our association with these leading auto manufacturers and look towards associating with more esteemed names from all over the world.

Development Capabilities

The ISO/TS 16949:2009 certified company, Authorship Engineers Pvt Ltd is one of the foremost sheet metal & fabricated auto parts and press tools manufacturers in India. The stringent methods used in the quality assurance and production of various auto parts for two wheelers and three-wheeler commercial vehicles, ensures that they are of the best quality.

We deploy the cutting-edge technology for the product development and designing process; internationally acclaimed machinery is deployed for the manufacturing purposes. A constant enhancement of the technology and processes is the part of our work-culture as a leading sheet metal parts & tools manufacturer in India. Our team attends periodic and adequate training programs so as to keep themselves well-conversant with the new technologies and skills.

We have robotic lines for welding and pick & place mechanism of steel sheets and other heavy works and thereby reducing errors for such tasks. We process more than 80 tons of steel per day and have automated most of the processes to minimize

the mistakes caused. We have sharp focus on TPM which reduces wastage of resources and reduces cost of production. Additionally, our business processes are automated with the implementation of SAP enterprise business solutions for faster business.

Autokshi Engineers Pvt Ltd manufactures and supplies auto parts for various companies including small, medium and big scale organizations; our forte is not restricted just to auto parts. Our specialty as a press tools manufacturer and sheet metal parts manufacturing in India lies in our futuristic approach towards technology and overall business which enables creation of flawless auto parts for three wheeler commercial vehicles and motorcycles.

Our development activities are monitored through Team Centre software.

Stamping Capabilities

With more than 4 manufacturing units in Tamil Nādu, Autokshi Engineers Pvt Ltd is one of the foremost companies who specialize in precision stamping. With our high quality and efficient precision metal stamping, we have set a benchmark among the companies offering precision stamping. We employ the latest cutting edge technology for the designing and manufacturing of all our precision metal stampings.

At Autokshi Engineers Pvt Ltd, we have a stamping facility of over 10,000 square metres with facilities for hydraulic shearing and bending. We offer precision stamping in various ranges. Our precision metal stamping in mechanical press ranges from 10 ton to 500 ton with a bed size of 2500X 1500 mm. The hydraulic press ranges from 30 ton to 500 tons with a maximum bed size of 3200 X 2000 mm.

Autokshi Engineers Pvt Ltd is preferred by most of the automotive manufacturers for our expertise and years of experience in precision metal stamping; we process 80 tons of steel per day. We have transfer press at our 6 stations and produce up to 1250 tons. We make use of technologies like Tandem line, Auto blanking and Pneumatic pick and place for precision stamping process. Prompt and customized services and support are offered by our team as per the client's requirements.

With the vast experience and expertise in the field of precision stamping, we are capable of offering superior quality products and futuristic designs for our customers. We also use advanced technologies and concepts to maintain perfection and accurateness in precision metal stamping.



Figure 1.2.1

Welding Capabilities

Autokshi Engineers Pvt Ltd has been offering auto parts manufacturing facility for commercial vehicles and two-wheeler vehicles since year 1997. Integrated welding assembly systems have been implemented in all 4 manufacturing plants. Specially designed robotic lines have been placed targeting maximum accuracy and augmented productivity. Our welding capabilities include robotic welding assemblies, MIG welding assembly so as to ensure enhanced accuracy and productivity.

At Autokshi Engineers Pvt Ltd, we believe in delivering predictable quality and quantity which can be achieved if optimum automation is used in these processes. Therefore, to avoid complexity, reduce manual error and accidents caused due to manual interference, MIG welding assembly and robotic welding assemblies are used.

Our robotic lines are capable of taking care of the spot weld assembly. We use pick and place arrangements for sheet metal pressing. It minimizes manual intervention. Additionally, automation assists in accelerating the manufacturing processes remarkably.

We are the OEM manufacturer of Body-in-white for 3-wheeler automobiles. Spot welding is used in the manufacturing of tray for goods carrier vehicles. The robotic welding used for faster production of passenger body component required for commercial vehicles.

With the help of spot welding, we manufacture deep drawn front mud guards and also dashboard metal skeleton. Almost 50 goods carriers tray are delivered by our manufacturing capacity on a daily basis. The entire repair procedures are seamlessly completed using MIG welding assembly.



Figure 1.2.2



Figure 1.2.3

Quality & Systems

The leading manufacturer of auto parts for commercial vehicles and two wheelers, Autokshi Engineers Pvt Ltd, has a meticulously designed set of policies and systems in place to check the quality of products developed. We have a strong engineering and development team along well-equipped tool room and lab.

We received ISO 9001:2000 certification in 2001 and ISO/TS 16949:2009 in 2007. Various internationally approved systems are in place at Autokshi Engineers Pvt Ltd for enhancing quality and quantity of products developed. A successful implementation of TPM for superior quality product development is also effectively supported by the implementation of SAP enterprise software solution for various business processes. Our cost-efficient and energy saving robotic lines help us in

reducing errors caused by human interference while boosting qualitative and increased product development.

With robotic assembly and robotic welding lines, we ensure that all the manufactured products are perfect and of predictable quality as well as quantity.



Figure 1.2.4



Figure 1.2.5

Commercial Vehicle Components/ parts

Autokshi Engineers Pvt Ltd offers customized three wheeler commercial vehicle parts to India's top most commercial vehicle manufacturers. We have been in the field since 1997 and supply more than 200 three wheeler commercial vehicle and two wheelers components per day. Autokshi Engineers Pvt Ltd is an ISO/TS 16949:2009 certified company; we design, develop and manufacture the complete range of two & three wheeler commercial vehicle parts as per the different requirements of the customers.

We ensure that all the three wheelers commercial vehicle components developed comply with the needs and requirements of the modern commercial vehicles. Excellent safety, finest quality and highest efficiency are the qualities of the commercial vehicles parts produced at our units. We are the OEM manufacturer of Body in White (BIW) for three wheeler commercial vehicles.

We manufacture up to 900 units of commercial vehicle passenger body per day and also 120 units of large commercial vehicle passenger bodies per day. We are also the manufacturer of superior quality deep drawn mud guard which we manufacture and supply up to 2500 quantity per day. All commercial vehicle components developed by us are done using advanced technology and robotic lines for better and accurate designs and products. Our years of experience and expertise in developing commercial vehicle parts help in the timely delivery and perfection of products developed.

These commercial vehicle components manufactured are of superior quality with futuristic designs; hence they are much appreciated and accepted by our clients. We supply commercial vehicle components for our esteemed clients. We have the capacity and resources to extensively manufacture commercial vehicle parts for heavy vehicles as well.

1.3 INDUSTRY PROFILE

The e-commerce industry in the country is likely to be worth USD 38 billion by 2016, a 67 per cent jump over the USD 23 billion revenues for 2015, as per industry body Assocham. "India's e-commerce market was worth about USD 3.8 billion in 2009, it went up to USD 17 billion in 2014 and to USD 23 billion in 2015 and is expected to touch whopping USD 38 billion mark by 2016," Assocham said in a statement.

Increasing internet and mobile penetration, growing acceptability of online payments and favourable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers, it said. There would be over a five to seven fold increase in revenue generated through e-commerce as compared to last year with all branded apparel, accessories, jewellery, gifts, footwear are available at a cheaper rates and delivered at the doorstep, it added.

It noted that the the buying trends during 2016 will witness a significant upward movement due to aggressive online discounts, rising fuel price and wider and abundant choice will hit the e-commerce industry in 2016. It observed mobile commerce (m-commerce) is growing rapidly as a stable and secure supplement to the e-commerce industry.

"Sales online through smart phones is proving to be a game changer, and industry leaders believe that m-commerce could contribute up to 70 per cent of their total revenues," the statement added. In India roughly 60-65 per cent of the total e-commerce sales are being generated by mobile devices and tablets, increased by 50 per cent than the last year and also likely to continue upwards, it added.

It noted that the browsing trends, which have broadly shifted from the desktop to mobile devices in India, online sales is also expected to follow suit, as one out of three customers currently makes transactions through mobiles in tier-1 and tier-2 cities. In 2015, 78 per cent of sales queries were made through mobile devices, compared to 46 per cent in 2013.

In 2015, the highest growth rate was seen in the apparel segment almost 69.5 per cent over last year, followed by electronic items by 62 percent, baby care products at 53 per cent, beauty and personal care products at 52 per cent and home furnishings at 49 per cent. It revealed that Mumbai ranks first in online sales followed by Delhi, Ahmedabad, Bangalore and Kolkata.

On the mode of payment, almost 45 per cent of online shoppers reportedly preferred cash on delivery mode of payment over credit cards (16 per cent) and debit cards (21 per cent). Only 10 per cent opted for internet banking and a scanty 7 per cent preferred cash cards, mobile wallets, and other such modes of payment, it said. Among the above age segments, 18-25 years of age group has been the fastest growing age segment online with user growth being contributed by both male and female segments.

The survey revealed that 38 per cent of regular shoppers are in 18-25 age group, 52 per cent in 26-35, 8 per cent in 36-45 and 2 per cent in the age group of 45-60. Almost 65 per cent of online shoppers are male as against 35 per cent female.

India had an internet user base of about 354 million as of June 2015 and is expected to cross 500 million in 2016. Despite being the second-largest userbase in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorised distributors and e-commerce offerings.

Largest e-commerce companies in India are Flipkart, Snapdeal, Amazon India, Paytm.

India's e-commerce market was worth about \$3.9 billion in 2009, it went up to \$12.6 billion in 2013. In 2013, the e-retail segment was worth US\$2.3 billion. About 70% of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

By 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

Key drivers in Indian e-commerce are:

- Large percentage of population subscribed to broadband Internet, burgeoning 3G internet users, and a recent introduction of 4G across the country.
- Explosive growth of Smartphone users, soon to be world's second largest smartphone userbase.
- Rising standards of living as result of fast decline in poverty rate.
- Availability of much wider product range (including long tail and Direct Imports) compared to what is available at brick and mortar retailers.
- Competitive prices compared to brick and mortar retail driven by disintermediation and reduced inventory and real estate costs.
- Increased usage of online classified sites, with more consumer buying and selling second-hand goods
- Evolution of Million-Dollar startups like Jabong.com, Saavn, Makemytrip, Bookmyshow, Zomato, Voonik Etc.

India's retail market is estimated at \$470 billion in 2011 and is expected to grow to \$675 Bn by 2016 and \$850 billion by 2020, – estimated CAGR of 10%. According to Forrester, the e-commerce market in India is set to grow the fastest within the Asia-Pacific Region at a CAGR of over 57% between 2012–16.

As per "India Goes Digital", a report by Avendus Capital, a leading Indian investment bank specializing in digital media and technology sector, the Indian e-commerce market is estimated at Rs 28,500 Crore (\$6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India is expected to grow at a rate of 22% over the next 4 years and reach Rs 54,800 crore (\$12.2 billion) in size by 2015. Indian e-tailing industry is estimated at Rs 3,600 crore (US\$800 million) in 2011 and estimated to grow to Rs 53,000 crore (\$11.8 billion) in 2015.

Overall e-commerce market is expected to reach Rs 1,07,800 crores (US\$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites.[citation needed]

New sector in e-commerce is online medicine. Company like Reckwing-India, Buyonkart, Healthkart already selling complementary and alternative medicine where as NetMed has started selling prescription medicine online after raising fund from GIC and Steadview capital citing[16] there are no dedicated online pharmacy laws in India and it is permissible to sell prescription medicine online with a legitimate license.

Online sales of luxury products like jewellery also increased over the years. Most of the retail brands have also started entering into the market and they expect at least 20% sales through online in next 2–3 years.

Infrastructure

There are many hosting companies working in India but most[citation needed] of them are not suitable for eCommerce hosting purpose, because they are providing

much less secure and threat protected shared hosting. eCommerce demand highly secure, stable and protected hosting.[citation needed] Trends are changing with some of eCommerce companies starting to offer SaaS for hosting web stores with minimal one time costs. Many eCommerce website builder companies are selling false dream of opening online store in minute and at no cost which is highly confusing.

There could be various methods of ecommerce marketing such as blog, forums, search engines and some online advertising sites like Google adwords and Adroll.

India has got its own version of Cyber Monday known as Great Online Sales Festival which started in December 2012, when Google India partnered with e-commerce companies including Flipkart, HomeShop18, Snapdeal, Indiatimes sales and Makemytrip. "Cyber Monday" is a term coined in the USA for the Monday coming after Black Friday, which is the Friday after Thanksgiving Day. Most recent GOSF Great Online Sales Festival was held during Dec 10 to 12, 2014.

In early June 2013, Amazon.com launched their Amazon India marketplace without any marketing campaigns. In July, Amazon had said it will invest \$2 billion (Rs 12,000 crore) in India to expand business, after its largest Indian rival Flipkart announced \$1 billion in funding. Amazon has also entered grocery segment with its Kirana now in bangalore and is also planning to enter in various other cities like Delhi, Mumbai and Chennai and faces stiff competition with Indian startups.

Funding

Some venture capital firms such as Accel Partners have invested in e-commerce companies, such as entertainment ticketing website BookMyShow.com.

Started in 2012, Hopscotch India focuses on bringing thousands of brands to moms in India. They have raised USD 12.8 million in two rounds from 7 investors, including Facebook co-founder Eduardo Saverin.

Flipkart.com raised about USD 2.3 billion. On 10 July 2013, Flipkart announced it had received \$200 million from existing investors Tiger Global, Naspers, Accel Partners, and ICONIQ Capital, and an additional \$160 million from Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina, Vulcan Inc. and more from Tiger Global.

In February 2014, online fashion retailer Myntra.com raised \$50 million from a group of investors led by Premji Invest, the investment company floated by Azim Premji, Chairman of Wipro. May 2014 also witnessed an acquisition of Myntra by Flipkart reportedly for ₹2,000 crores.

In October 2014, Flintobox raised USD 300,000 from leading angels GSF Global, Globevestor (USA), AECAL (Germany), and Mauj Mobile.

In July 2015, price comparison service website MySmartPrice raised \$10 million from Accel Partners and Helion Venture Partners.

In September 2015, PepperTap raised \$36 million from Snapdeal and others.

Niche retailers

The spread of e-commerce has led to the rise of several niche players who largely specialize their products around a specific theme. As many as 1,06,086 websites are registered daily and more than 25% are for niche businesses.

During 2014, Royal Enfield sold 200 bikes of special series Online.

Online apparel is one of the more popular verticals, which along with computers and consumer electronics make up 42% of the total retail e-commerce sales. Niche online merchandising brands like Headbanger's Merch, Redwolf and No Nasties partner with and even help sustain independent musicians. Some established brands like Arvind are now creating clothing lines just for the e-commerce markets. Some of the bigger online retailer like VoxPop Clothing have secured multiple rounds of funding, the last round raising \$1 million from Blume Ventures in 2014.

As these niche businesses get popular, they are slowly getting acquired by the big players. BabyOye was acquired by Mahindra Retail, part of the \$17 billion Mahindra Group. Ekstop was acquired by the Godrej Group to complement their offline chain of Nature's Basket stores.

Online advertising is a form of promotion that uses the Internet and World Wide Web to deliver marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, blogs, Rich Media Ads, Social network advertising, interstitial ads, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Many of these types of ads are delivered by an Ad server.

India offers huge business potential for online advertising industry with rising population, growing income level and changing lifestyle. With increasing number of educated people and migration to urban areas, increase adoption in Internet and online advertising is being witnessed. Despite the growth, many challenges continue to plague the industry such as underdeveloped infrastructure and lack of faith of both advertisers and audiences.

The online advertising is developing rapidly in the country but a fall in advertising revenues have been noticed during 2009 due to the global economy slowdown, while overall advertising industry in the country registered 22.00% and 12.04% growth in 2007 & 2008. The total advertising spending declined 6.80% from 2008 level due to its dependency over other industries and country's economy. Year 2010 has shown a recovery period and advertising spending increased by 19.27% from 2009 figures (USD ~ billion in 2010 and USD ~billionin2009).

- In 2010, demand for online advertising grew 34.14% and surpassed growth rate of

other advertising formats like TV, print and radio. The factors that helped the industry growth were, increase in internet penetration, e-commerce, social networking and population growth. The online advertising industry grew from USD ~ million in 2006 to USD ~ million in 2010.

- Display advertising has always been the leading category in the online advertising market. In 2010, display advertising accounted for 48.25% of the online advertising; USD ~ million and 22% growth over 2009 was registered by the segment. In India, the online display advertising spent per user was INR ~ in 2009, which is low when compared to other developed countries. Also, in terms of USD ad spent per user declined in 2009 compared to 2008 due to fall in USD currency rate.

In terms of efficiency, the advertising industry is now starting to rise out of its century-long infancy. The new era of innovative advertising can be called as “the new Wanamaker era”. John Wanamaker was a devoutly Christian merchant from Philadelphia, who in the 1870s not only invented department stores and price tags but also became the first modern advertiser. He was the first advertiser who bought space in newspapers to promote his chain of stores. He brought a much needed revolution in the advertising world. A few years ago, when the Internet hit the market, advertising industry got a new medium. And soon whole advertising world was taken by storm in capitalising on this media.

According to a recent advertising industry survey, it was revealed that **Internet advertising** will be generating \$428 billion revenues this year. This is a whopping amount in comparison to the last year’s \$220 billion. It has been now proved that approximately 21 percent of Internet users consider online advertising to be the most relevant advertising system. Internet advertising has overtaken other traditional advertising media such as newspapers, magazines, and radio.

With new platforms for advertising evolving on a continual basis, it can be complicated to choose the right medium. By having a solid understanding of certain aspects of Internet advertising, companies can find the right media mix that works. To achieve success in Internet advertising, you ought to have a clear knowledge of the basics of Internet functioning. Additionally, you should try to understand that some media can work for you better than others depending on your type of

customers and the products you offer. Internet advertising would work wonders if your customer base can be from any part of the world and transaction can be handled well over the Internet. It also works well with certain types of products and services and also depends on certain regions. While Internet advertising can directly relate to sales, it can have huge effectiveness on exercises of brand awareness, recognition and networking.

Majority business owners worldwide know that the Internet has now become an essential tool when it comes to running their businesses successfully. However, you should also understand the role played by the Internet in the lives of their customers. You should be capable to locate people who are using the Internet; their key interests in the time spend on the Internet and their preferences to purchase products and services on a daily basis.

Business owners now have got various ways and websites to advertise about their company and offered products and services. exchange4media is a leading company that supports and specialises in providing services related to Internet advertising. exchange4media is a single stop information platform for Internet based advertising providing the latest news, views, analytical information, and in-depth analysis of events.

1.4 NEED FOR THE STUDY

The act of purchasing products or services over the Internet. Online sales has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online sales, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

This project has been undertaken as a part of the management's initiative to understand the overall satisfaction level of the online sales customers of Autokshi Engineers. This will help the company to customize their services/add more features in the future to cater to the specific needs of the customers.

1.5 SCOPE OF THE STUDY

- This research was conducted with an aim to help the company to increase the customers satisfaction by getting their feedback.
- This study will help to understand the customer's expectation towards the business needs
- The information gathered through this research can be used by the company to improve its services and become more customer-friendly. This can increase the goodwill of the company and its overall performance.

1.6 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE:

- The main objective is to study the customer satisfaction towards Online sales

SECONDARY OBJECTIVE:

- To determine customer's opinion on the tangible factors of Autokshi Engineers
- To find out the reliability of Autokshi Engineers through various factors like payment options, tax, registration process etc
- To identify the customer's perception towards the grievance handling procedure and guarantees for the product.
- To know the level of assurance given by Autokshi Engineers based on return policy and delivery cost.
- To assess the satisfaction level of the customers based on the features of the product
- To provide suitable suggestions to improve the overall customer satisfaction level at Online sales.

1.7 LIMITATIONS OF THE STUDY

Every research has its own limitation. It is not possible that a research is accomplished without having any limitations. There are always some short comings which come into the way of accomplishment of a particular research study. It is almost impossible for research to get away from it.

Following are the some limitations during the dissertation,

- Most of the customers did not spend more time in the questionnaire, so it might affect the quality of the data collected.
- The shortage of time is another constraint for the study.
- Limited number of samples of 250 has been taken for the study
- Due to shortage of time more respondents could not be met.
- Human error is unavoidable.

1.8 STATEMENT OF THE PROBLEM

With the increasing trend of online sales, it is crucial for companies to maintain high levels of customer satisfaction in order to remain competitive. Autokshi Engineers, a company that sells automotive products online, faces the challenge of meeting customer expectations and providing a seamless online shopping experience. The online sales platform is essential for the company's growth and success, as it is a key channel for generating revenue. However, there is a lack of research on customer satisfaction towards Autokshi Engineers' online sales platform.

1.9 PRODUCT PROFILE

Autokshi Engineers offers a wide range of automotive products, including spare parts, accessories, and tools. The products are designed for different types of vehicles, including cars, trucks, and motorcycles, and cater to the needs of both individual customers and businesses.

The spare parts offered by Autokshi Engineers are of high quality and are designed to meet the specific requirements of different vehicle models. The spare parts range from engine components, such as spark plugs and belts, to exterior parts, such as mirrors and headlights. Customers can be assured of the reliability and durability of Autokshi Engineers' spare parts.

In addition to spare parts, Autokshi Engineers also offers a range of accessories, such as car mats, seat covers, and audio systems, to enhance the comfort and convenience of the vehicle. The accessories are available in a variety of styles and designs, catering to the diverse tastes and preferences of customers.

Autokshi Engineers also offers a range of tools for both professionals and DIY enthusiasts, including diagnostic tools, air compressors, and power tools. The tools are designed to help customers maintain and repair their vehicles, and are of high quality and durability.

CHAPTER-II

REVIEW OF LITERATURE

Jonathan Reynolds, (2000), eCommerce: a critical review, Offers a preliminary assessment of electronic commerce. Rarely has the retail and consumer services sector been faced with a strategic challenge of such significant complexity and uncertainty that is growing so rapidly. Suggests that the academic world is lagging behind the world of practice in terms of supplying rigorous analysis of the topic. Deals with four discrete areas of the new economy as it affects retailers. Explores the extent to which the emergence of new electronic channels to market has led to distinctive means of business differentiation, with particular reference to branding and pricing. Secondly, looks at how business-to-business companies can use electronic channels to improve supply chain and productivity requirements. Thirdly, assesses how far we understand some of the organisational change issues. Finally considers the future of eCommerce.

Francis Duffy, (2001), What e-commerce may mean for design of corporate real estate", Journal of Corporate Real Estate, Significant changes in business practice mean that the design of the physical working environment is now being used to add value to business performance. Businesses, stimulated by the potential of information technology and goaded by international competition, are seeing corporate real estate as more than a matter of simply accommodating themselves in the most efficient way. They are using building projects to add value to their core activities. They are using the design process to accelerate programmes of technological and cultural change. Three case studies are used to illustrate the new importance of design. The strategic implication of these experiences are that users, at all levels in business life, having become accustomed to radical changes in the design process, and increasingly used to the responsiveness of ecommerce, are likely to become increasingly impatient with old economy versions of office design, construction, and real estate practice.

Amir M. Sharif, Tony Elliman, Peter E.D. Love, Atta Badii, (2004), Integrating the IS with the enterprise: key EAI research challenges, Enterprise application integration (EAI) technologies provide the means to integrate strategic business solutions within and across the component parts of organisational information system infrastructures. The continuing development of both digitally integrated business models, through various eCommerce and eBusiness initiatives, has meant that the importance of EAI within enterprise IS, has increased significantly. Noting that EAI incurs not only technological but stakeholder-level commitments, this paper outlines the product of a sustained investigation into key challenges within enterprise IS and EAI, and provides a framework for future research and investigation into this emerging and evolving area.

Dr Pauline Ratnasingam,, (2005), E-Commerce relationships: The impact of trust on relationship continuity, The real estate industry is an e-commerce anomaly. Although the overall growth of ecommerce is driven by the business-to-business sector, the majority of real estate e-commerce is derived from its retail-oriented residential sector. This study examines the structure of residential and commercial real estate websites, with the goal of determining whether some patterns of content might increase the quality and quantity of information available to buyers and sellers thereby contributing to the disparity between residential and commercial real estate e-commerce growth. The results of the research show residential real estate websites offer richer informational content than commercial real estate websites. No significant differences are found for the user friendliness and functionality (ie ancillary services) provided by residential and commercial real estate websites.

Peter E.D. Love, Zahir Irani, Heng Li, Eddie W.L. Cheng, Raymond Y.C. Tse, (2001), An empirical analysis of the barriers to implementing e-commerce in small-medium sized construction contractors in the state of Victoria, Australia, To improve organizational performance and sustain a competitive advantage many Australian businesses have begun to embrace e-commerce. For example, businesses from the automotive, banking, insurance and retail industries have been able to leverage the benefits of information and

communication technologies. Yet, those from the construction industry have been slow, perhaps even reluctant, to implement information and communication technologies to support ecommerce. Thus, this paper aims to determine the barriers that small-medium sized contractors are experiencing when confronted with the need to implement e-commerce to sustain their competitiveness. Unstructured interviews were undertaken with managers from 20 small-medium sized contractors from the State of Victoria in Australia, which had annual turnovers ranging from \$1-50 million. The financial, organizational, technical and human barriers that were identified from findings are presented and discussed. The paper concludes by proposing strategies that small-medium sized contractors may adopt if they to leverage the benefits of e-commerce.

Rajugan Rajagopalapillai, William Gardner, Professor Elizabeth Chang, Professor Tharam S. Dillon, (2005), Designing websites with eXtensible web (xWeb) methodology, Today, eXtensible Markup Language (XML) is fast emerging as the dominant standard for storing, describing, representing and interchanging data among various enterprises systems and databases in the context of complex web enterprises information systems (EIS). Conversely, for web EIS (such as ecommerce and portals) to be successful, it is important to apply a high level, model driven solutions and meta-data vocabularies to design and implementation techniques that are capable of handling heterogonous schemas and documents. For this, we need a methodology that provides a higher level of abstraction of the domain in question with rigorously defined standards that are to be more widely understood by all stakeholders of the system. To-date, UML has proven itself as the language of choice for modeling EIS using OO techniques. With the introduction of XML Schema, which provides rich facilities for constraining and defining enterprise XML content, the combination of UML and XML technologies provide a good platform (and the flexibility) for modeling, designing and representing complex enterprise contents for building successful EIS. In this paper, we show how a layered view model coupled with a proven user interface analysis framework (WUiAM) is utilized in providing architectural construct and abstract website model (called eXtensible Web, xWeb), to model, design and implement simple, usercentred, collaborative websites at varying levels of abstraction. The uniqueness xWeb is that the model data (web user interface definitions, website data descriptions and constraints) and the web content

are captured and represented at the conceptual level using views (one model) and can be deployed (multiple platform specific models) using one or more implementation models.

Qin Hu, Xun Wu, Clement K. Wang, (2004), Lessons from Alibaba.com: government's role in electronic contracting, Although electronic commerce (e-commerce) can be a source of competitive advantage, will e-commerce businesses in countries like China flourish when governments still take a “wait-and-see attitude” as to prompting, protecting, and regulating e-commerce? The paper employs transaction cost economics in analyzing the role of government in regulating electronic contracting. Due to the transaction costs arising from e-commerce, explicit contracts between parties are usually incomplete. The paper argues that these contracts should always be backed by implicit contracts, which are determined by default rules in various governments. Therefore, it behoves governments urgently to fill gaps in incomplete contracts in e-commerce in order to foster a predictable legal environment for e-businesses, minimize legal risks and transaction costs, and maximize economic and social benefits. The authors believe that governments must also act in concert with one another at the international level to create a favorable and consistent commercial environment.

Mike Simpson, Anthony J. Docherty, (2004), E-commerce adoption support and advice for UK SMEs, The small business sector of the UK economy is extremely important and the government expends considerable resources in providing support services for this sector. This paper investigated the reasons why SMEs move from traditional commerce to e-commerce, the efficacy of the support services and the barriers encountered by SMEs adopting e-commerce. The research methodology involved literature review and interviews with SMEs’ owner-managers and a UK Online business adviser. It was found that at least two “e-commerce stars” used by the government to promote its support services had in fact not used those services. The historical relationship problems between Business Link and SMEs were still causing problems. Cost was not seen as an inhibitor to adopting e-commerce. Some evidence was emerging that e-commerce may be able to save failing or

struggling businesses. Other unexpected outcomes were that e-commerce had social benefits for SMEs' owners in reducing working hours yet still increased sales.

Sean Xin Xu, Xu Yan, Xiaona Zheng, (2008), Communication platforms in electronic commerce: a three-dimension analysis, This study seeks to develop a general framework for evaluating communication platforms in e-commerce, and then apply the framework to investigate what factors have impeded m-commerce from taking off in the specific context of China. The paper proposes a three-dimension framework for evaluating a communication platform in e-commerce, which features reach, richness, and costs of communications as its salient characteristics. Grounded on the framework, a comparative analysis is conducted using data from a survey sponsored by the Ministry of Commerce of China. The analysis, from the user's perspective, compares facilitators and inhibitors for using communication platforms in two different contexts, the mobile communication platform in m-commerce vs the fixed communication platform in the "classical" e-commerce. The study finds that, compared with e-commerce over the fixed communication platform, the m-commerce in China enjoys relatively great communication reach but suffers from relatively low communication richness. In the mean time, costs of communications do not seem to be a major barrier for m-commerce growth. The three-dimension framework can serve as an underlying model not only to evaluate currently available communication platforms for e-commerce, but also to address economic calculus of benefits and costs of emerging communication platforms.

Holtjona Galanxhi-Janaqi, Fiona Fui-Hoon Nah, (2004), U-commerce: emerging trends and research issues, Ubiquitous commerce or u-commerce is the combination of traditional e-commerce and wireless, television, voice and silent commerce. U-commerce implies ubiquity, universality, uniqueness and unison. It is not a replacement for other types of commerce, but an extension of them. While bringing many benefits, there are challenges and impediments to overcome. Research is needed to assess the value of u-commerce and to address its related issues and challenges. Questions that need to be addressed are: What is the value of u-commerce? What are the ways to maximize the benefits and value of u-commerce? Is it the right technology and what directions need to be considered? What are the privacy issues and risks involved? What about trust and security? What are the

strategies for businesses in utilizing and implementing u-commerce? The research issues presented in this article will help create a better understanding of u-commerce and prepare us for challenges facing it.

Sylvie Laforet, Xiaoyan Li, (2005), Consumers' attitudes towards online and mobile banking in China, The aim of this study is to investigate the market status for online/mobile banking in China. With the recent and forecasted high growth of Chinese electronic banking, it has the potential to develop into a world-scale internet economy and requires examination. The demographic, attitudinal and behavioural characteristics of online and mobile bank users were examined. Respondents from six major Chinese cities participated in the consumer survey. The results showed Chinese online and mobile bank users were predominantly males, not necessarily young and highly educated, in contrast with the electronic bank users in the West. The issue of security was found to be the most important factor that motivated Chinese consumer adoption of online banking. Main barriers to online banking were the perception of risks, computer and technological skills and Chinese traditional cash-carry banking culture. The barriers to mobile banking adoption were lack of awareness and understanding of the benefits provided by mobile banking. This study offers an insight into online/mobile banking in China, which has not previously been investigated. Distinct differences and common trends between Chinese and other countries were observed with clear indication of marketing strategy to be deployed by the service providers.

Godfred Frempong, (2009), Mobile telephone opportunities: the case of micro- and small enterprises in Ghana, Emerging literature from developing countries speak volumes of innovative application of mobile telephones to support the economic activities of the micro and small enterprises (MSEs). Invariably the technology is improving the efficiency of these operatives and boosting their competitiveness. The purpose of this paper is to analyze the contributions of mobile telephones to the development of micro and small enterprises in less urban and rural areas of Ghana. The methodology used was basically questionnaire administration and was augmented by focus group discussions to collect data from MSEs in six locations in the country. The sample size was 600 enterprises and the selection was based on the International Standard Industrial Code. The majority of the respondents were positive about the impact of mobile telephones on their businesses in terms of ease of

contact with customers and suppliers, reduced cost of transportation and profitability. However, there is the urgent need for the development of innovative services to meet the changing needs of the enterprises. Generally, these findings will contribute to the emerging empirical evidence of the strategic role mobile telephones are playing in the economies of developing countries.

Charles V. Trappey, Amy J.C. Trappey, (2001), Electronic commerce in Greater China, The Greater China region (China, Taiwan and Hong Kong) has more than 1.2 billion people, about one fifth of the world's total population. This incredibly large market continues to modernize rapidly, and over the last five years, the region has maintained a very high economic growth rate in comparison to the rest of the world. The combination of market size and economic growth makes Greater China the most promising place in the world for Internet products and services. China, Taiwan and Hong Kong recognize the opportunities and via public and private initiatives are investing in the development of information technology (IT) and the Internet infrastructure. This paper outlines the key electronic commerce (EC) trends and events in the region. Further, the research analyzes the current impediments to Internet commerce in China, Taiwan and Hong Kong and provides strategy and directions for the region's EC development.

A.C.M. Fong, S.C. Hui, (2006), A virtual electronic trading system for business-to-business e-commerce, Until recently, only large companies could afford to develop and maintain computer systems to automate their trading processes. These ad hoc solutions are expensive and preclude widespread applications because they often address specific issues. This paper addresses some of these issues by proposing a business-to-business (b2b) electronic trading framework known as virtual electronic trading (VET). With personal computers and the internet, it is now possible to realize a generic electronic infrastructure for virtual trading. A modular approach has been adopted in the development of VET to ensure a high degree of flexibility, scalability, maintainability and upgradeability. Overall, the design goal is to make sure that the system performs effectively and reliably.

Amy Mahan, (2003), Regulatory peripheries: Using prepaid to extend the network, Telecom network roll-out is crucial for economic development, and with the advent of mobile

telephony, it is increasingly achievable. Mobile adoption in many countries has surpassed fixed line connections. This paper, however, proposes that regulators need to look beyond teledensity to anticipate future access to information infrastructure. Prepaid mobile especially does not provide a solid foundation for future information services. Different stages of regulatory and network development determine the conditions for mobile (and prepaid mobile) adoption at a national level. Likewise, access to further or future information services will be affected by the kind of network now being established and by regulatory conditions which either recognise or ignore national and regional differences.

Gerard Bloch-Morhange, Emilio Fontela, (2003), Mobile communication from voice to data: A morphological analysis, The analysis of characteristic dimensions of the mobile-communications system has been based in the interaction between technological performance (characteristics of the different generations of mobiles), cost for the user and value-added. These dimensions allow for the positioning of all m-communicators services into a morphological cube. The analysis of this cube shows that the area of high value-added services with low pricing is yet to be developed by the industry, if 3-G (broadband mobile telecommunications) is to develop as a successful innovation in the years to come.

Andreas Jonason, Gunnar Eliasson, (2001), Mobile Internet revenues: an empirical study of the I-mode portal, Third-generation mobile networks will be characterized by the convergence of the wireless, the fixed Internet and the media industries. Expectations on agents' ability to generate revenues (and profits) within this technological intersection are high and will be further geared up by the future broadband capacity. Previous experience from the fixed side points to problems for content providers to charge for their products. The easy reproducibility of content has often forced its providers to offer it free of charge. It has therefore generated little revenue. The question, however, is whether this pricing problem will continue on the wireless side with the introduction of mobile Internet. This paper examines the revenues of I-mode for an answer and uses the theory of the experimentally organized economy and innovative pricing to arrive at an answer. The conclusions are supported by 650 interviews, 450 of which are I-mode users and 200 potential users of the service.

Charles M. Wood, (2004), Marketing and e-commerce as tools of development in the Asia-Pacific region: a dual path, International development agencies claim that commercial applications of information and communication technology (ICT) have great potential to accelerate economic growth in developing nations. This paper investigates this idea and proposes that the Internet expands the potential of marketing activities to help developing countries pursue development goals along a dual path, one that includes activities that are “top-down” in nature (e.g. infrastructure development), and another that involves “bottom-up” activities (e.g. entrepreneurship). Both paths involve the expansion of marketing efforts and represent significant opportunities for business development and investment. Attention is given to the Asia-Pacific region and to the processes and outcomes of development springing from bottom-up or “grassroots” approaches, and how enhanced marketing activities can help nations reach key development goals. Finally, an interdisciplinary conceptual model is advanced regarding how a blend of top-down and bottom-up approaches may be used to encourage the diffusion of online marketing activities and to help foster economic and social development in the emerging economies in the Asia-Pacific region.

Andrew J. Rohm, Vishal Kashyap, Thomas G. Brashear, George R. Milne, (2004), The use of online marketplaces for competitive advantage: a Latin American perspective, The promise of B2B e-commerce had led to an explosion in the number of e-marketplaces as firms adopted a “launch and learn” strategy. However a cash crisis and continuing losses led to tremendous consolidation in these marketplaces. This scenario was mirrored in Latin America too. With the growing importance of B2B e-commerce worldwide, Latin American firms cannot ignore the competitive advantages that accrue by employing the Internet into their strategies. This paper presents a variety of decision models that small and medium enterprises can employ to integrate the Internet into their business decisions and thereby remain competitive.

Ailsa Kolsaker, Claire Payne, (2002), Engendering trust in e-commerce: a study of gender-based concerns, An essential element of successful e-commerce is building relationships with consumers. All relationships are based upon trust and in the online B2C environment the absence of physical cues increases the reliance upon other elements to convey integrity and engender trust. Isolates and examines three components identified in earlier studies as areas of consumer concern. Within these parameters a number of consumer characteristics potentially might affect trust levels; this initial exploratory study examines whether consumer trust appears to vary by gender, and it is the authors’ intention to investigate other characteristics in future studies. Seeks to evaluate whether consumer trust is increasing or declining and whether one or other gender might potentially be more responsive to e-marketing activities. Earlier studies suggest discernable differences between male and female perceptions of online sales; however, the present study detects only minor (insignificant) gender-based variations, registering a high level of concern overall, regardless of gender.

CHAPTER –III

RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

Claire seltizetal defines Research Design as "Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure".

Three important about research design are

1. The design of investigation should stem from the problem
2. Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
3. The three basic design are as follows
 - i. Exploratory Research design
 - ii. Descriptive Research design
 - iii. Casual Research design

The Research design used in the study is descriptive research design

3.1 RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.2 SAMPLE SIZE

It refers to the number of elements of the population to sample. The sample size chosen for the survey is 250 online sales customers of Autokshi Engineers

3.3 DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The

secondary source used for this study is company profile, scope, need, review of literature.

3.4 RESEARCH INSTRUMENTS

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

DIRECT QUESTIONS

Direct questions are just what their names indicate. They explicitly ask for the desired data. However the directness of the question also relates to the way a response is interpreted.

CLOSE END QUESTIONS

Such questions are also called fixed alternative questions they refer to those questions in which the respondent is given a limited number of alternative response frame which he/she is to select one that most closely matches his/her opinion or attitude.

DICHOTOMOUS QUESTIONS

A dichotomous question refers to one which offers the respondent a choice between only two alternatives and reduces the issue to its simple terms. The fixed alternatives are of the type, yes/no, agree/disagree, true/false etc.

MULTIPLE CHOICE QUESTIONS

A multiple choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question

3.5 SAMPLING

Collecting data about each and every unit of the population is called census method. The approach, where only a few units of population under study are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

1. Probability sampling
2. Non-probability sampling

The sampling method adopted for the study is convenience sampling under non-probability sampling.

NON-PROBABILITY SAMPLING

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not involved in the selection process. But this does not mean that the findings obtained from non-probability sampling are of questionable value. If properly conducted their findings can be accurate as those obtained from probability sampling. The three frequencies used non-probability designs are

1. Judgment sampling
2. Convenience sampling
3. Quota sampling

3.6 CONVENIENCE SAMPLING:

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

3.7 SAMPLE FRAME:

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

3.8 SAMPLE DESIGN

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

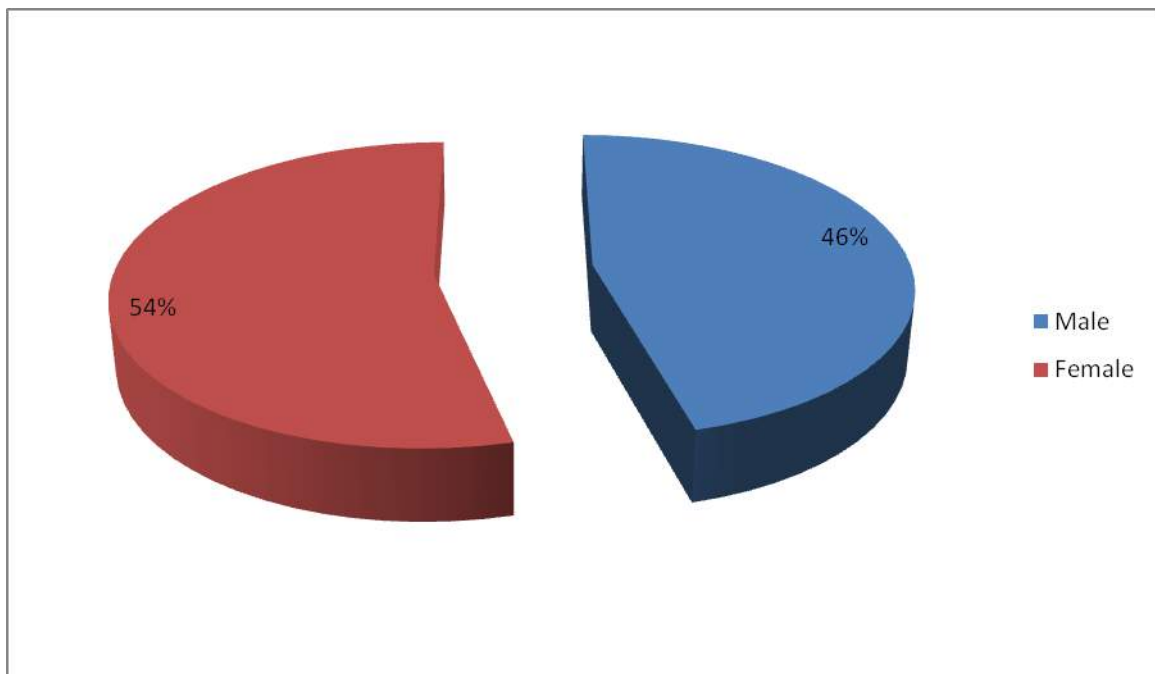
CHAPTER 4:

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1: GENDER

GENDER	NO OF RESPONDENTS	% OF RESPONDENTS
Male	116	46%
Female	134	54%
Total	250	100%

CHART 1



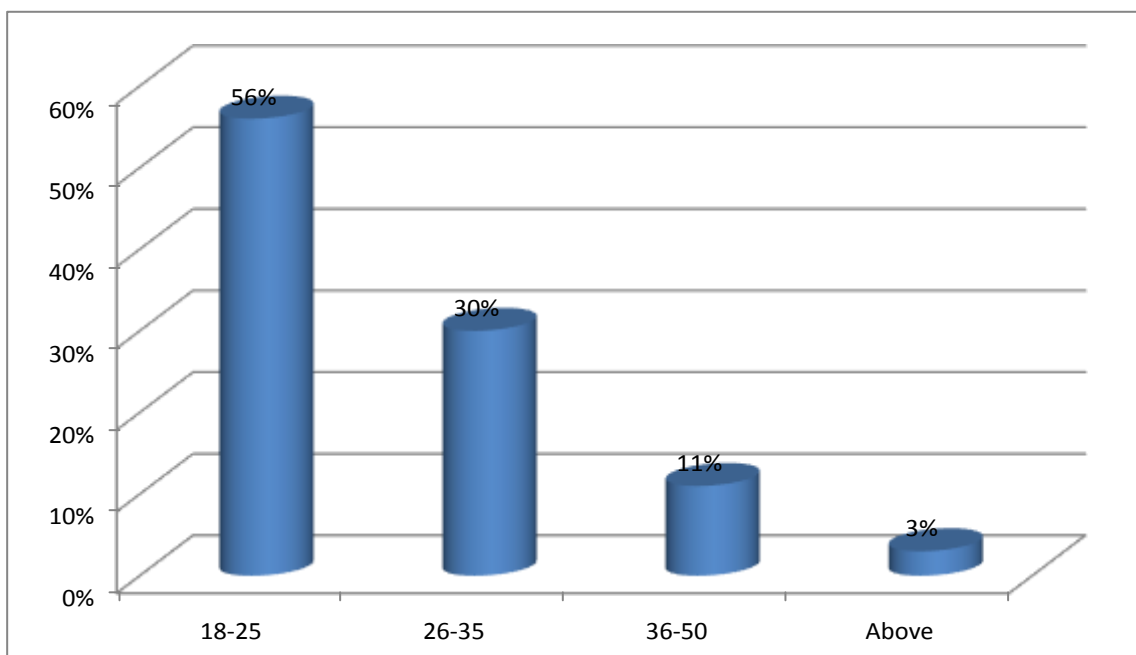
INFERENCE

From the above table it is inferred that 54% of the respondents are female, 46% of the respondents are male. Most of the respondents are female.

TABLE 4.2: AGE

Age	NO OF RESPONDENTS	% OF RESPONDENTS
18-25	139	56%
26-35	76	30%
36-50	27	11%
Above	8	3%
Total	250	100%

CHART 2



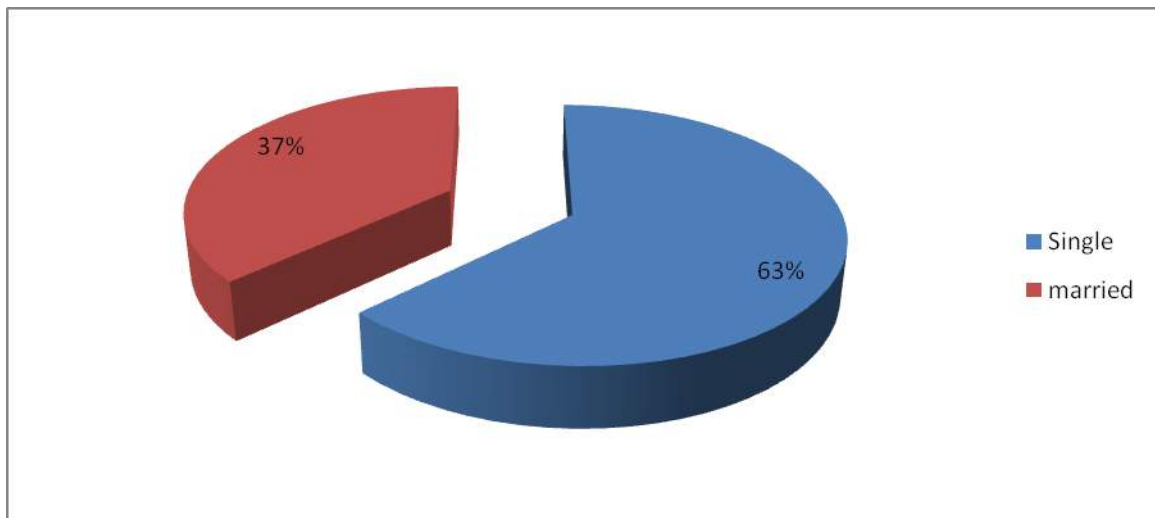
INFERENCE

From the above table it is inferred that 56% of the respondents belong to the age group of 18 – 25 yrs, 30% of the respondents belong to the age group of 26 – 35 yrs. Most of the respondents belong to the age group of 18 – 25 yrs.

TABLE 4.3: MARITAL STATUS

MARITAL STATUS	NO. OF RESPONDENTS	% OF RESPONDENTS
Single	158	63%
married	92	37%
Total	250	100%

CHART 3

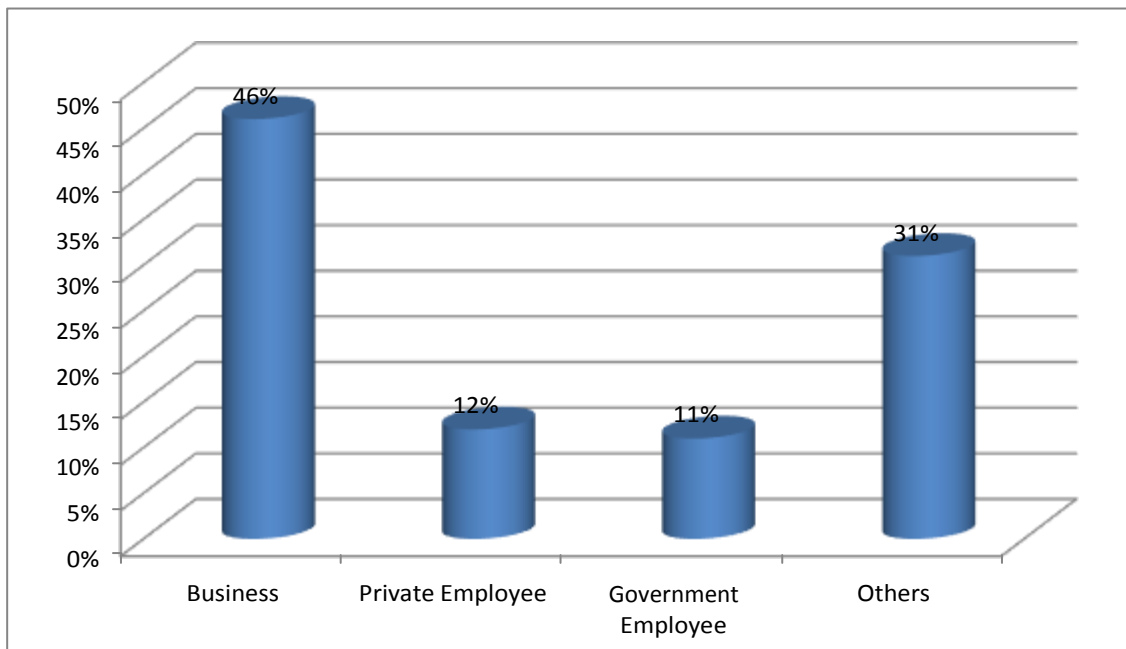


INFERENCE:

From the above table it is inferred that 63% of the respondents are Single, 37% of the respondents are Married. Most of the respondents are Single.

TABLE 4.4: OCCUPATION

OCCUPATION	NO. OF RESPONDENTS	% OF RESPONDENTS
Business	115	46%
Private Employee	31	12%
Government Employee	26	11%
Others	78	31%
Total	250	100%

CHART 4

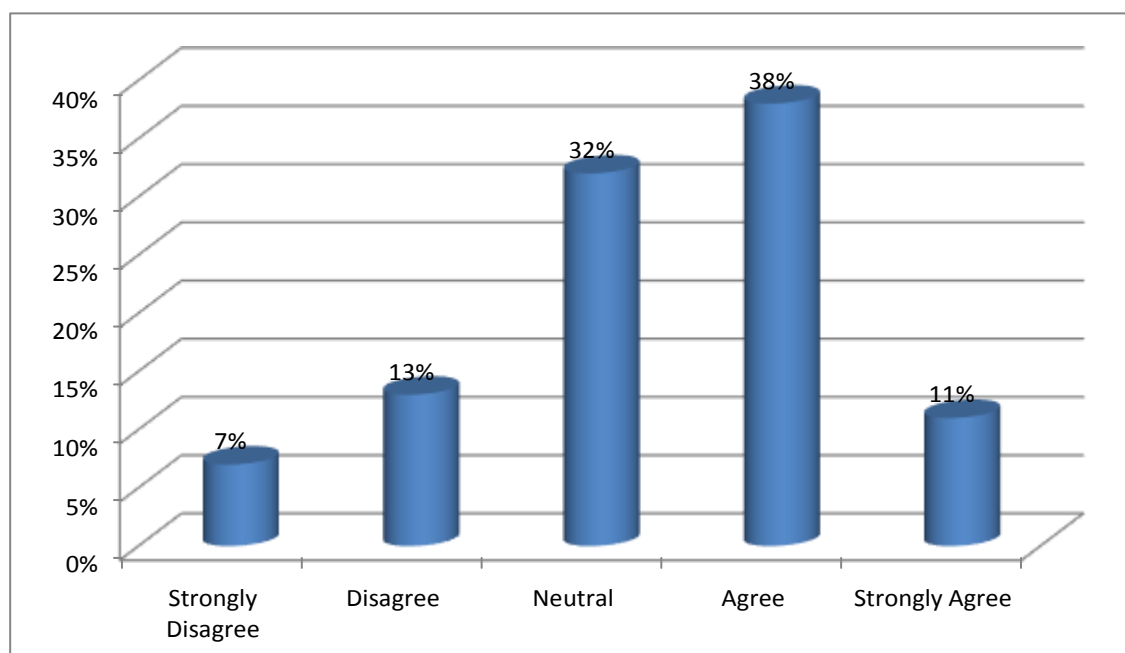
INFERENCE

From the above table it is inferred that 46% of the respondents are Business, 31% of the respondents are Others. Most of the respondents are Business.

TABLE 4.5: do you agree that information is found with a minimum of clicks

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	18	7%
Disagree	32	13%
Neutral	79	32%
Agree	94	38%
Strongly Agree	27	11%
Total	250	100

CHART 5



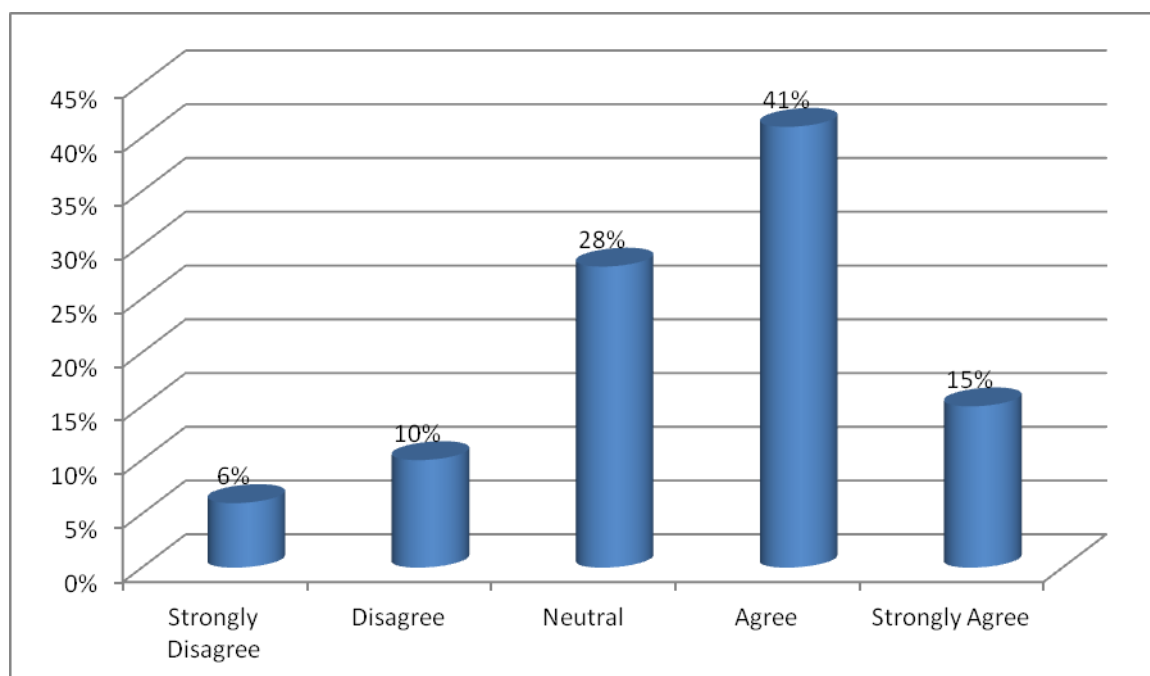
INFERENCE

From the above table it is inferred that 38% of the respondents mention agree the information is found with a minimum of clicks, 32% of the respondents mention neither agree nor disagree that the information is found with a minimum of clicks. Most of the respondents mention agree the information is found with a minimum of clicks.

TABLE 4.6: LINKS ARE PROVIDED TO TRUE PAGES ON RELATED PRODUCTS

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	14	6%
Disagree	25	10%
Neutral	71	28%
Agree	102	41%
Strongly Agree	38	15%
Total	250	100%

CHART

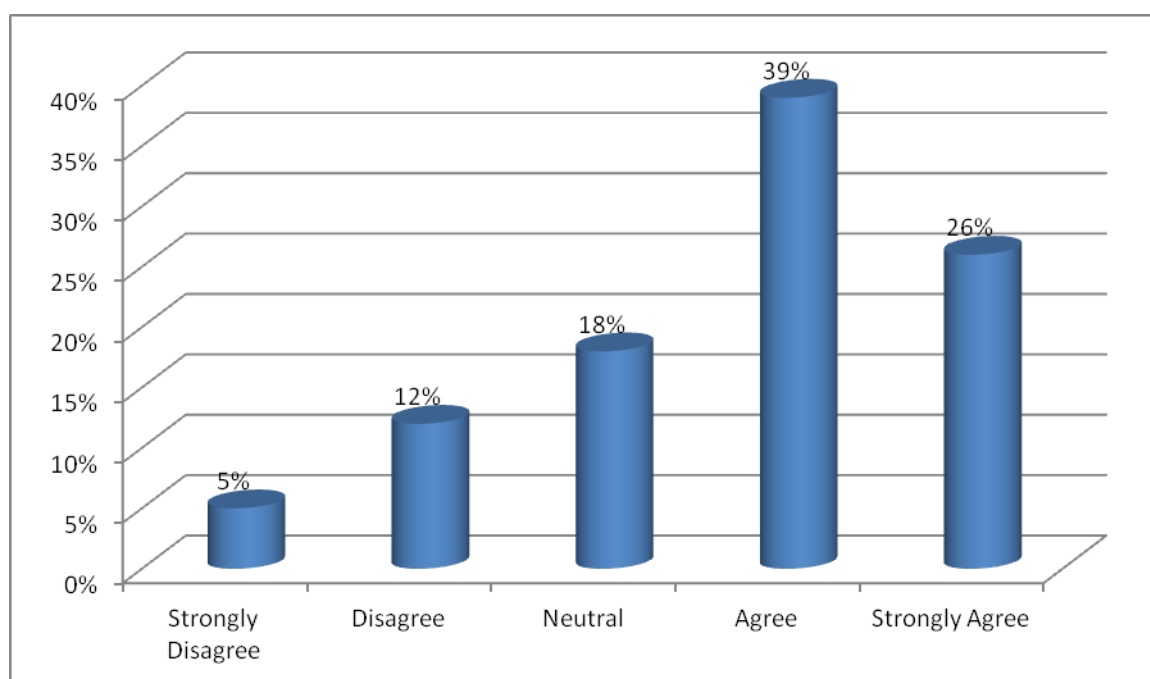


INFERENCE

From the above table it is inferred that 41% of the respondents agree the links which are provided to true pages on related products, 28% of the respondents say neither agree nor disagree the links which are provided to true pages on related products. Most of the respondents agree the links which are provided to true pages on related products

TABLE 4.7: EASY TO FIND RELEVANT INFORMATION

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	12	5%
Disagree	30	12%
Neutral	45	18%
Agree	98	39%
Strongly Agree	65	26%
Total	250	100%

CHART 7

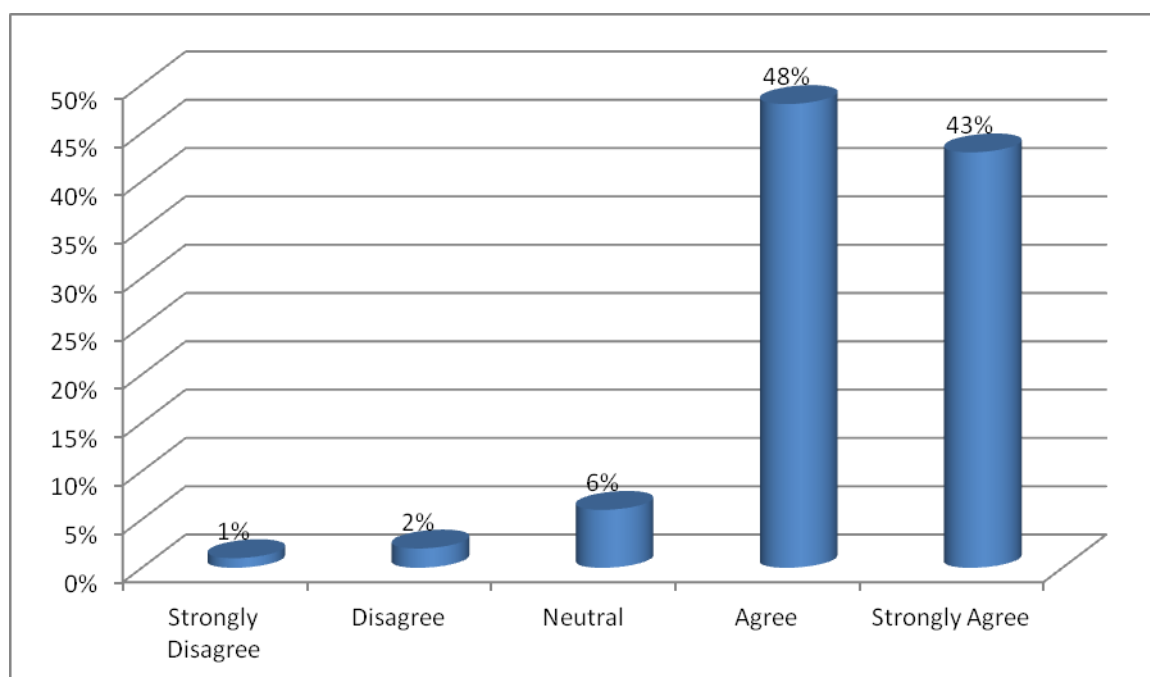
INFERENCE

From the above table it is inferred that 39% of the respondents agree the relevant information is easy to find, 26% of the respondents say strongly agree the relevant information is easy to find. Most of the respondents agree the relevant information is easy to find.

TABLE 4.8: DO YOU AGREE IT IS EASY TO PRINT FROM THE AUTOKSHI WEBSITE?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	3	1%
Disagree	5	2%
Neutral	14	6%
Agree	121	48%
Strongly Agree	107	43%
Total	250	100%

CHART 8

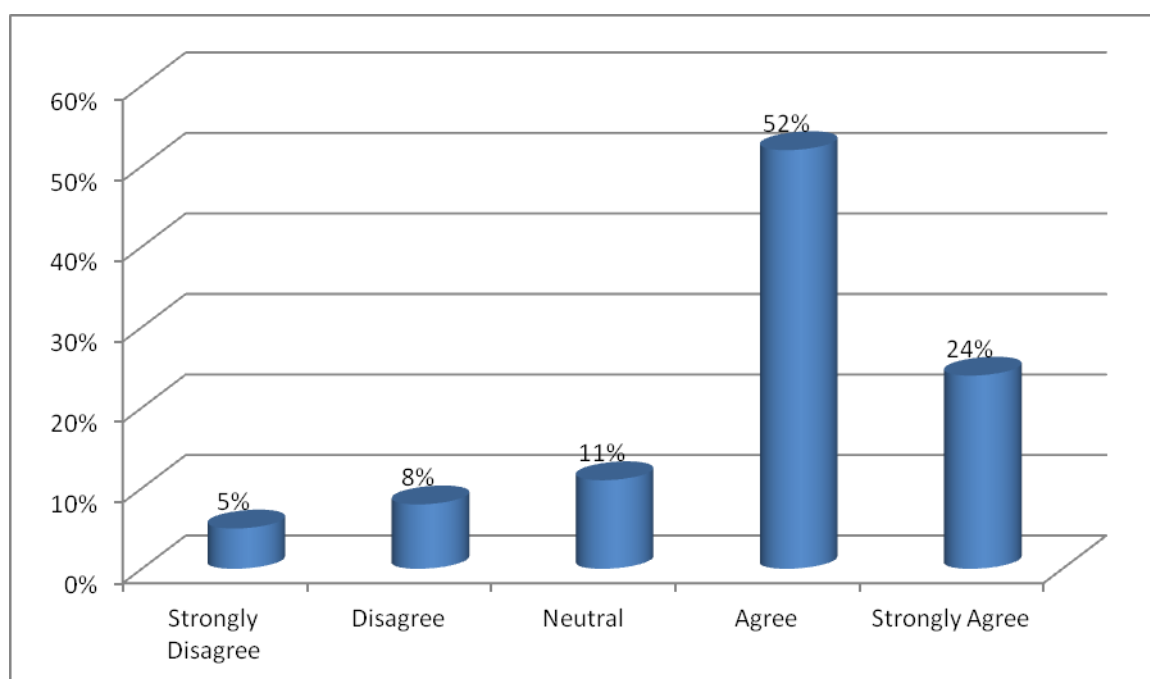


INFERENCE

From the above table it is inferred that 48% of the respondents agree to print from the web is easy, 43% of the respondents say strongly agree to print from the web is easy. Most of the respondents agree to print from the web is easy.

TABLE 4.9: DO YOU AGREE ACCESS IS FAST IN AUTOKSHI WEBSITE?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	13	5%
Disagree	19	8%
Neutral	28	11%
Agree	129	52%
Strongly Agree	61	24%
Total	250	100%

CHART 9

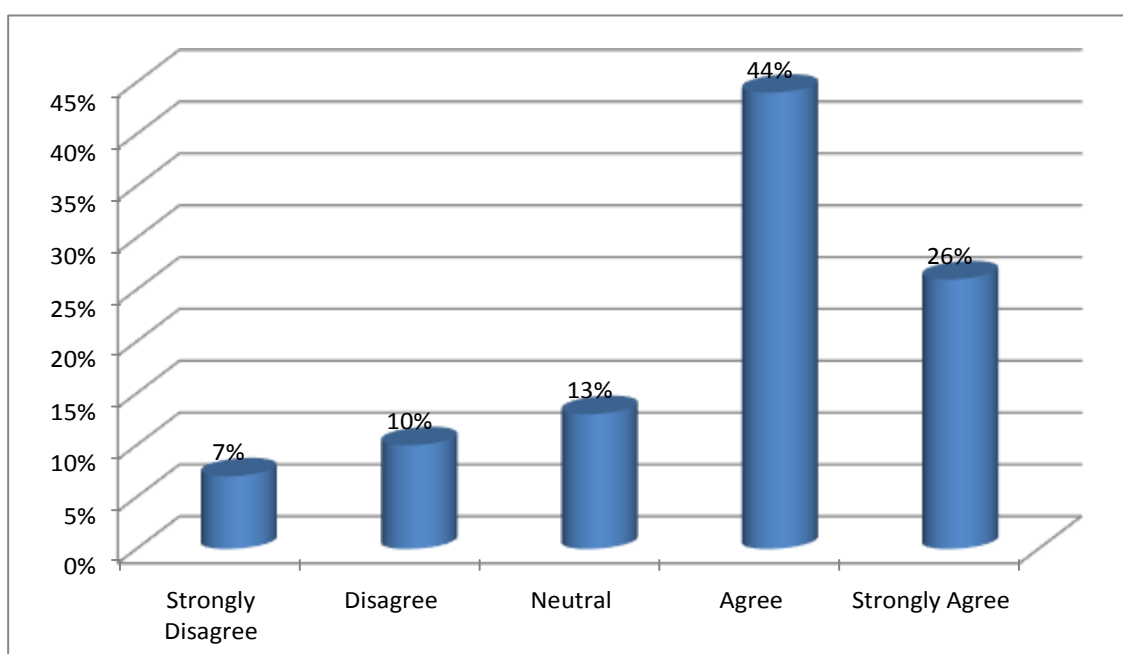
INFERENCES

From the above table it is inferred that 52% of the respondents agree that the access is fast, 24% of the respondents say strongly agree that the access is fast. Most of the respondents agree that the access is fast.

TABLE 4.10: IN AUTOKSHI WEBSITE TAX AND OTHER CHARGES ARE CLEARLY DETAILED ?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	17	7%
Disagree	25	10%
Neutral	33	13%
Agree	110	44%
Strongly Agree	65	26%
Total	250	100%

CHART 10



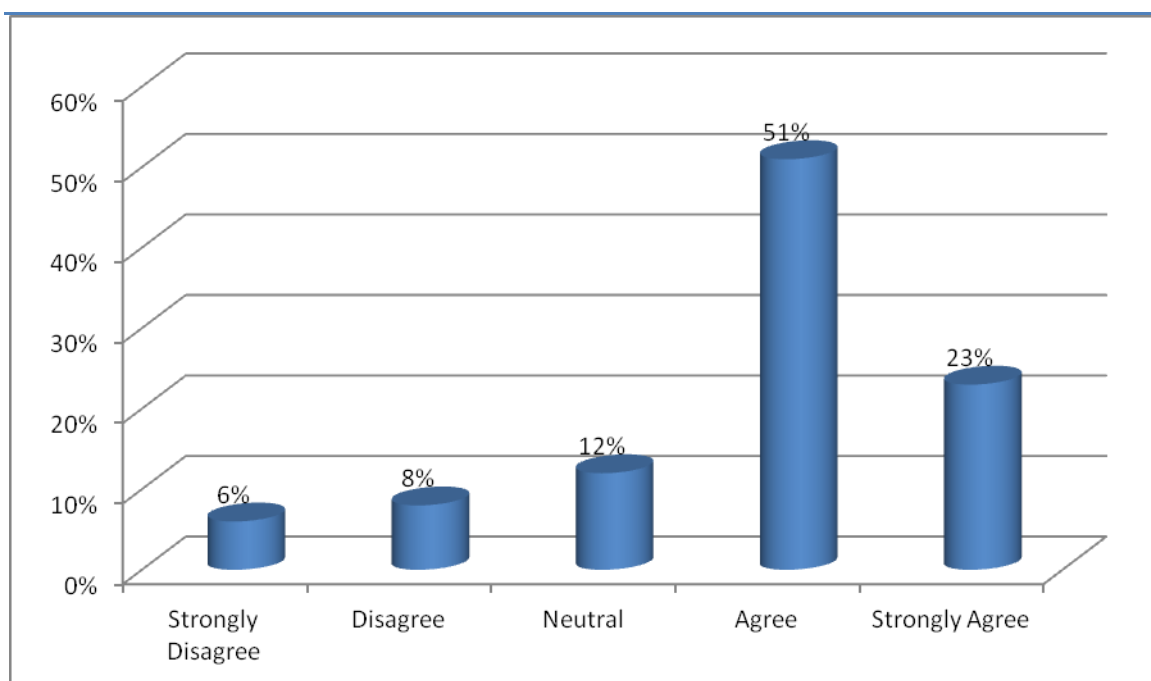
INFERENCE

From the above table it is inferred that 44% of the respondents agree the tax and/or other charges details are mentioned clearly, 26% of the respondents say strongly agree the tax and/or other charges details are mentioned clearly. Most of the respondents agree the tax and/or other charges details are mentioned clearly.

TABLE 4.11: IN AUTOKSHI DIFFERENT PAYMENT OPTIONS ARE STATED CLEARLY?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	16	6%
Disagree	21	8%
Neutral	31	12%
Agree	124	51%
Strongly Agree	58	23%
Total	250	100%

CHART 11



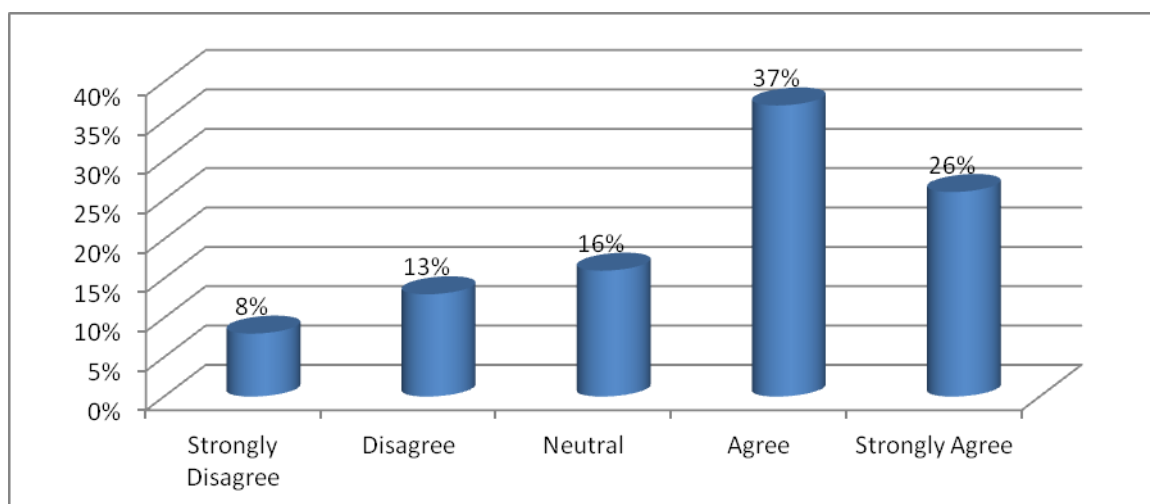
INFERENCE

From the above table it is inferred that 51% of the respondents agree the payment options are stated clearly, 23% of the respondents say strongly agree the payment options are stated clearly. Most of the respondents agree the payment options are stated clearly.

TABLE 4.12: DO YOU AGREE POTENTIALLY RANGE OF HIGH-QUALITY PRODUCTS AT COMPETITIVE PRICES?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	21	8%
Disagree	32	13%
Neutral	41	16%
Agree	92	37%
Strongly Agree	64	26%
Total	250	100%

CHART 12



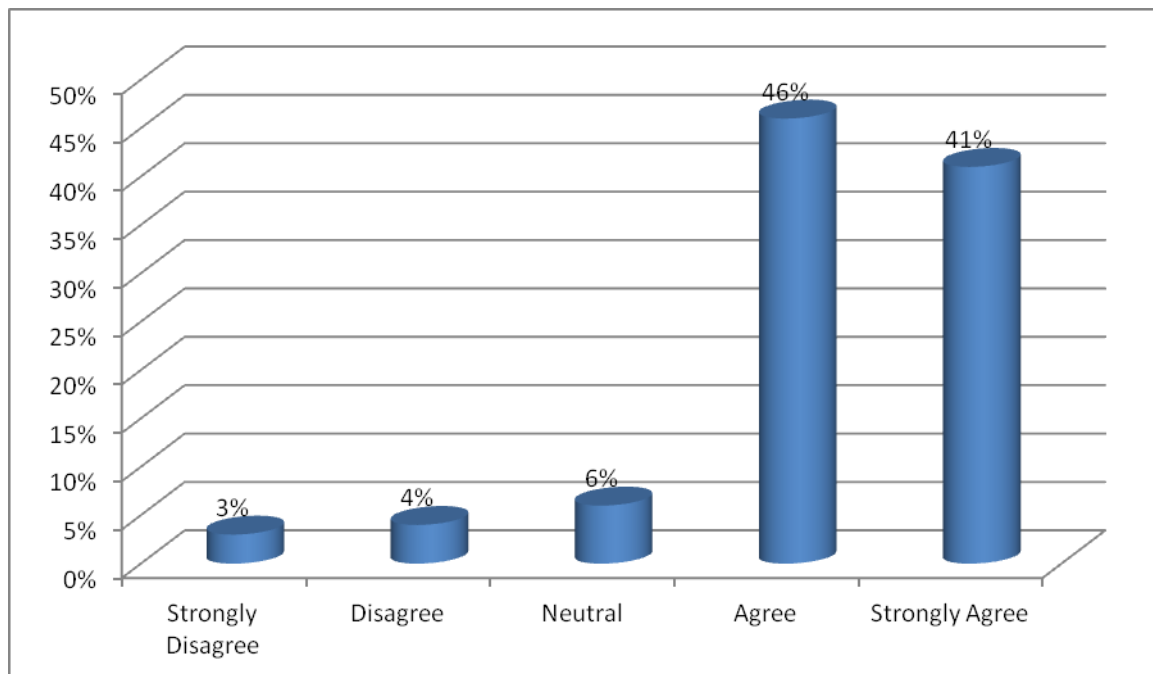
INFERENCES

From the above table it is inferred that 37% of the respondents agree the potentially range of high quality products is competitive prices, 26% of the respondents say strongly agree the potentially range of high quality products is competitive prices. Most of the respondents agree the potentially range of high quality products is competitive prices

TABLE 4.13: POTENTIALLY RANGE OF HIGH QUALITY PRODUCTS AT COMPETITIVE PRICES?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	9	3%
Disagree	11	4%
Neutral	14	6%
Agree	113	46%
Strongly Agree	103	41%
Total	250	100%

CHART 13



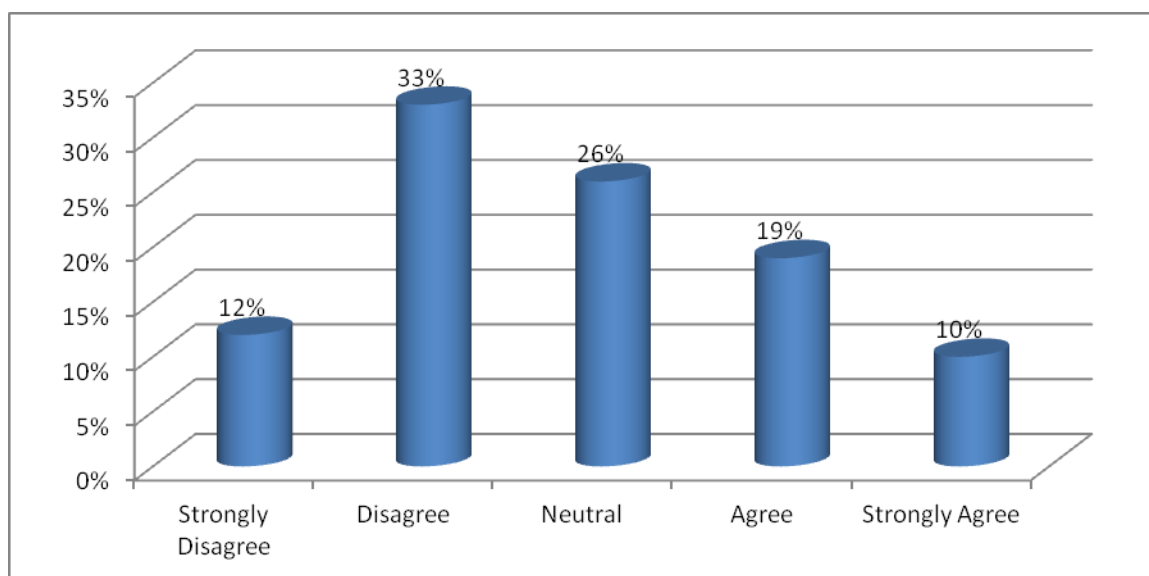
INFERENCES

From the above table it is inferred that 46% of the respondents agree for providing a pleasurable e-sales experience, 41% of the respondents say strongly agree for providing a pleasurable e-sales experience. Most of the respondents agree for providing a pleasurable e-sales experience.

TABLE 4.14: IS AUTOKSHI IS CREATE PLEASURABLE E-SHOPPING EXPERIENCE?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	31	12%
Disagree	82	33%
Neutral	65	26%
Agree	47	19%
Strongly Agree	25	10%
Total	250	100%

CHART 14



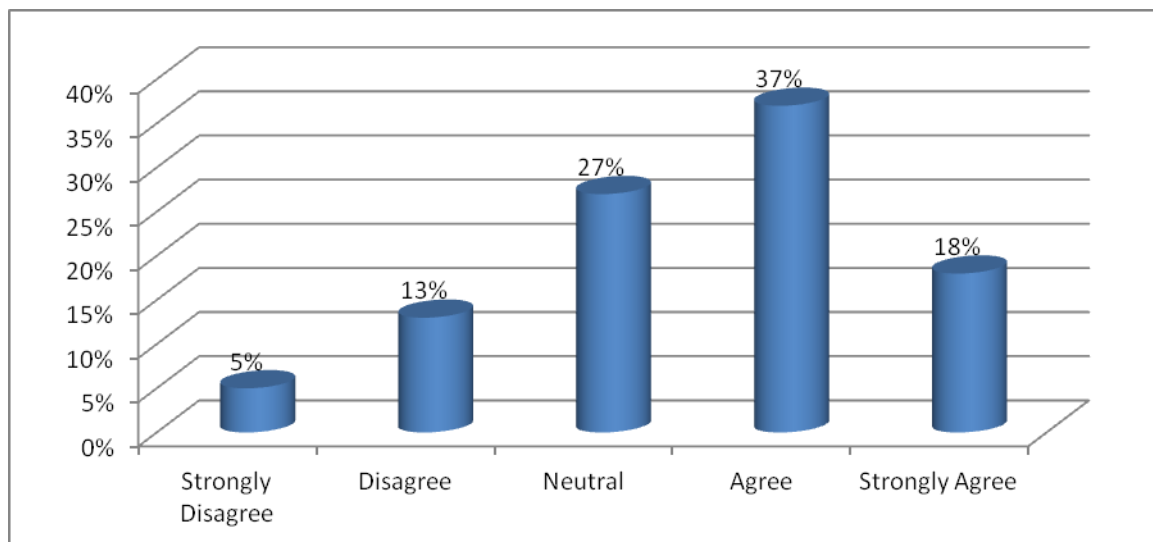
INFERENCES

From the above table it is inferred that 26% of the respondents say neither agree nor disagree with convenient time of customer service center, 41% of the respondents agree with convenient time of customer service center. Most of the respondents say neither agree nor disagree with convenient time of customer service center.

TABLE 4.15: .DO YOU AGREE NAVIGATION IS CONSISTENT AND AVAILABLE ON EVERY PAGE?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	13	5%
Disagree	32	13%
Neutral	67	27%
Agree	94	37%
Strongly Agree	44	18%
Total	250	100%

CHART 15



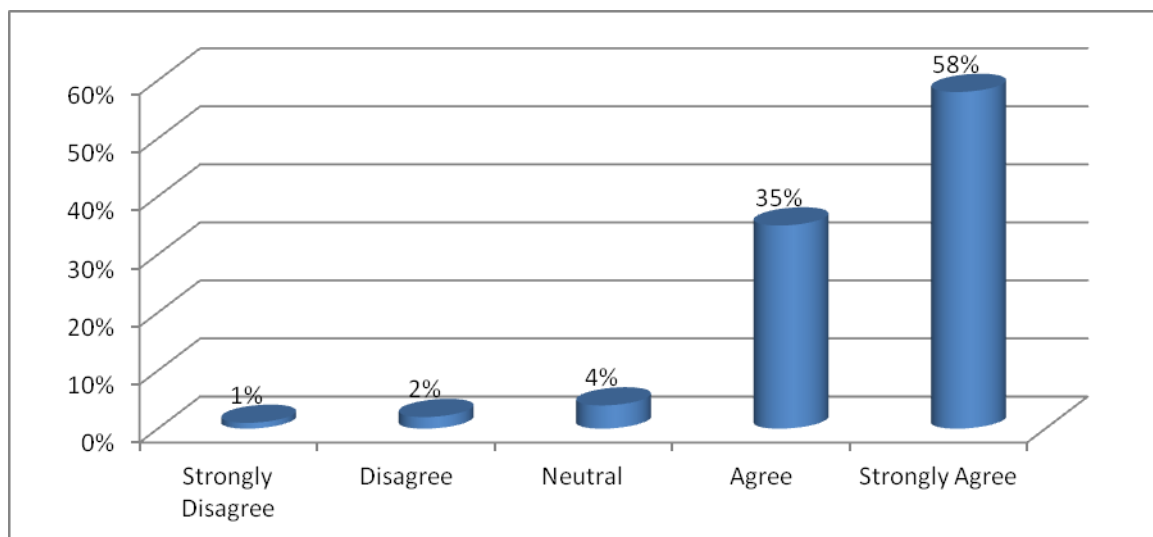
INFERENCES

From the above table it is inferred that 37% of the respondents agree the navigation is consistent and available on every page, 27% of the respondents say neither agree nor disagree the navigation is consistent and available on every page. Most of the respondents agree the navigation is consistent and available on every page.

TABLE 4.16:DO YOU AGREE HELPFUL ANSWER TO THE CLIENT’S REQUEST OF TECHNICAL INFORMATION?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	2	1%
Disagree	5	2%
Neutral	10	4%
Agree	89	35%
Strongly Agree	144	58%
Total	250	100%

CHART 16



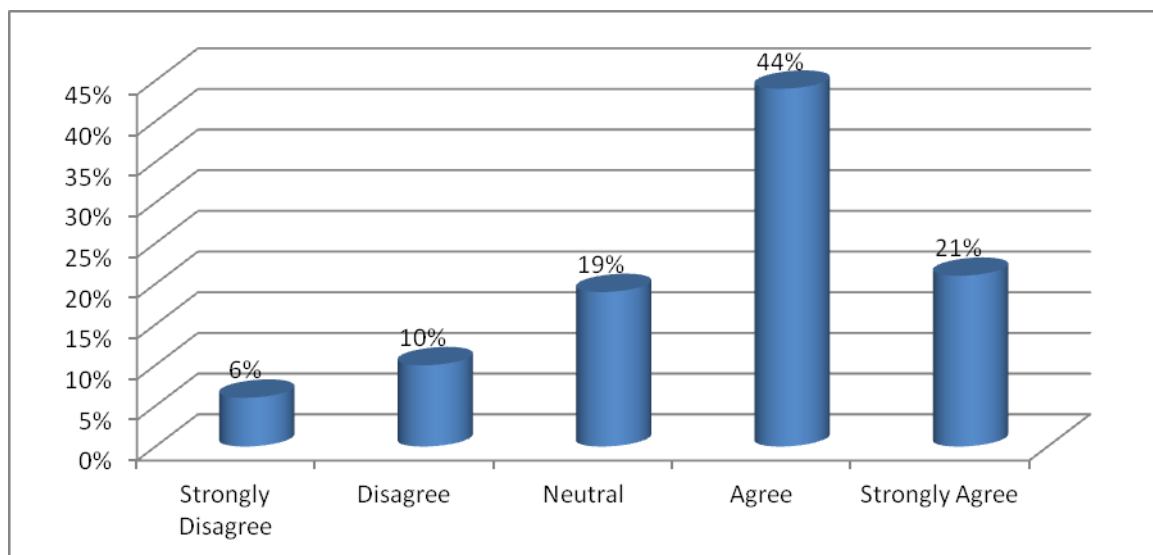
INFERENCES

From the above table it is inferred that 58% of the respondents say strongly agree to answer the client’s request of technical information, 35% of the respondents say to answer the client’s request of technical information. Most of the respondents say strongly agree to answer the client’s request of technical information.

TABLE 4.17: DO YOU AGREE GUARANTEES ABOUT THE PRIVACY OF PERSONAL INFORMATION?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	16	6%
Disagree	25	10%
Neutral	48	19%
Agree	109	44%
Strongly Agree	52	21%
Total	250	100%

CHART 17

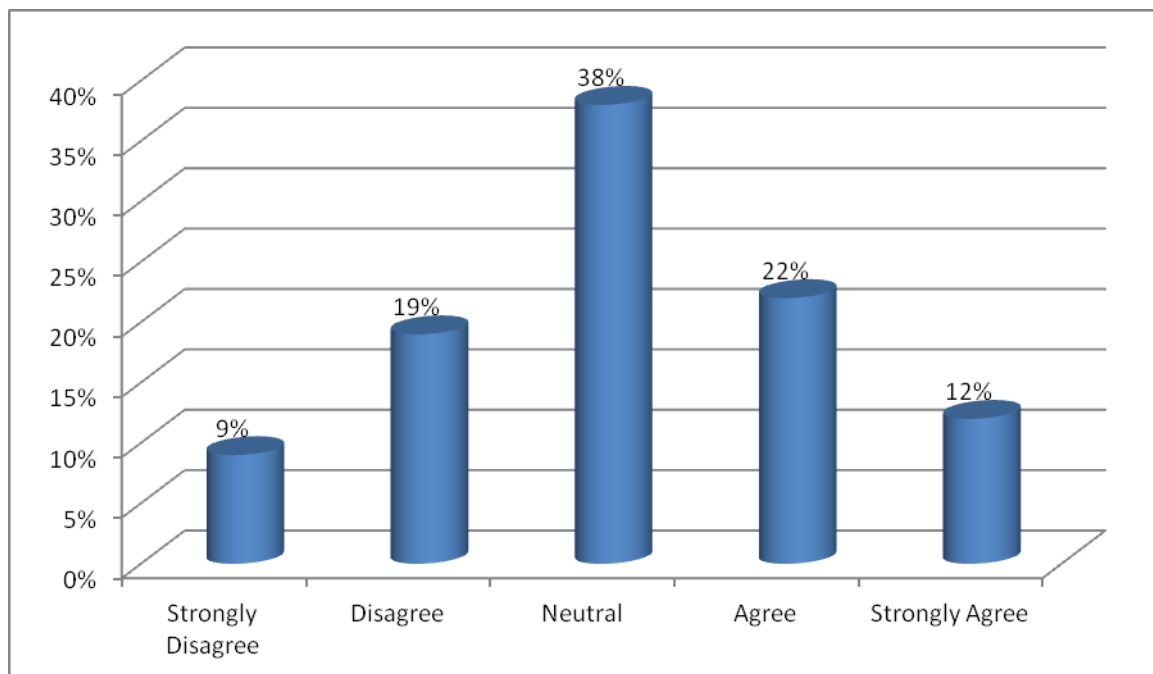


INFERENCES

From the above table it is inferred that 44% of the respondents agree about the privacy of personal information, 21% of the respondents say strongly agree about the privacy of personal information. Most of the respondents agree about the privacy of personal information.

TABLE 4.18: DO YOU AGREE THAT DELIVERIES NEATLY WITH OUT DELAYS?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	22	9%
Disagree	47	19%
Neutral	95	38%
Agree	55	22%
Strongly Agree	31	12%
Total	250	100%

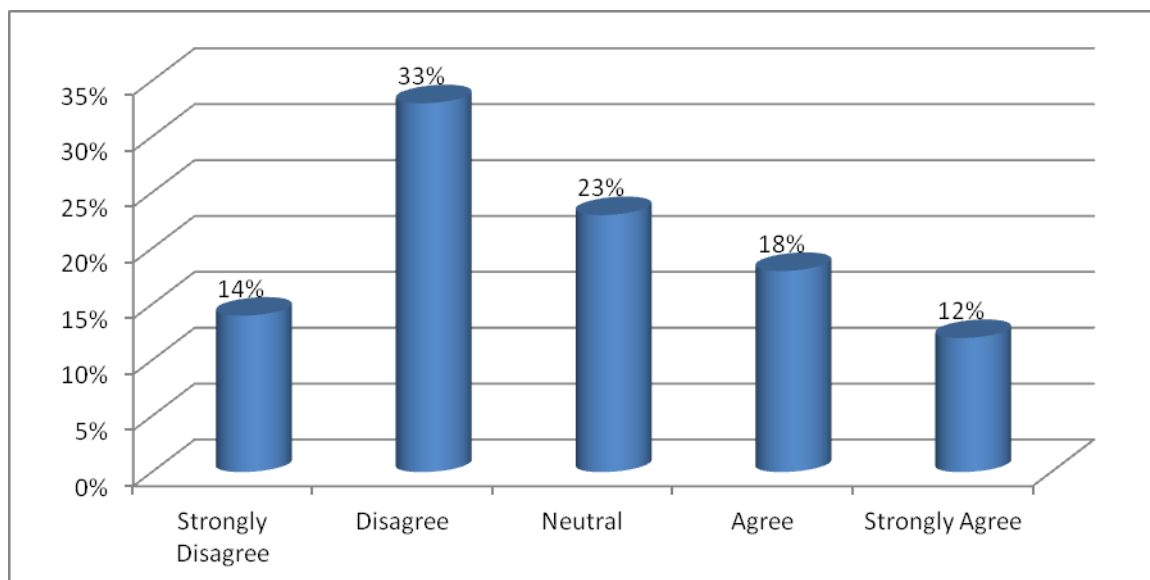
CHART 18**INFERENCES**

From the above table it is inferred that 38% of the respondents say neither agree nor disagree that the deliveries present neatly without any delay, 22% of the respondents agree that the deliveries present neatly without any delay. Most of the respondents say neither agree nor disagree that the deliveries present neatly without any delay.

TABLE 4.19: DO YOU AGREE THAT QUALITY OF PACKAGING IS LESS SATISFACTORY?

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	36	14%
Disagree	83	33%
Neutral	58	23%
Agree	45	18%
Strongly Agree	28	12%
Total	250	100%

CHART 19

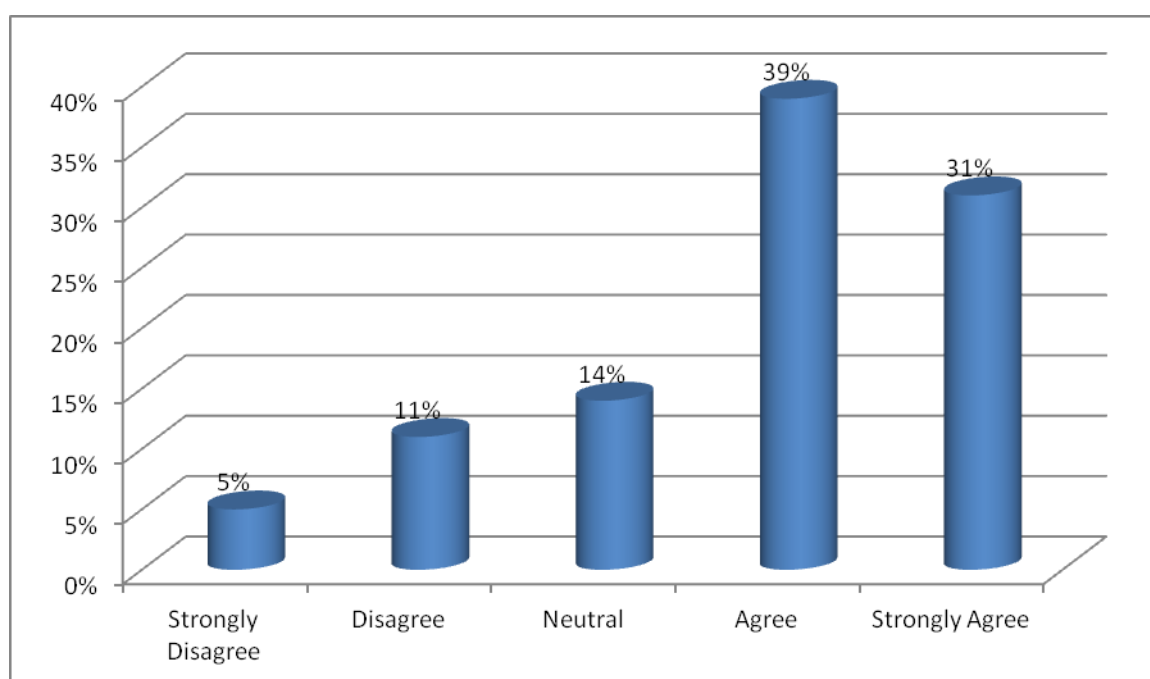


INFERENCES

From the above table it is inferred that 33% of the respondents say disagree with the quality of packaging is less satisfactory, 23% of the respondents say neither agree nor disagree with the quality of packaging is less satisfactory. Most of the respondents say disagree with the quality of packaging is less satisfactory.

TABLE 4.20: FLEXIBILITY OF DELIVERY SCHEDULE IS ACCEPTABLE

PARTICULARS	NO. OF RESPONDENTS	% OF RESPONDENTS
Strongly Disagree	13	5%
Disagree	27	11%
Neutral	36	14%
Agree	98	39%
Strongly Agree	76	31%
Total	250	100%

CHART 20**INFERENCES**

From the above table it is inferred that 39% of the respondents agree that the flexibility of delivery schedule is acceptable, 31% of the respondents say strongly agree that the flexibility of delivery schedule is acceptable. Most of the respondents agree that the flexibility of delivery schedule is acceptable.

CHAPTER-5

5.1 FINDINGS

- Most of the respondents are female.
- Most of the respondents belong to the age group of 18 – 25 yrs.
- Most of the respondents are Single.
- Most of the respondents are Business.
- Most of the respondents agree the information is found with a minimum of clicks.
- Most of the respondents agree the links which are provided to true pages on related products.
- Most of the respondents agree the relevant information is easy to find.
- Most of the respondents agree to print from the web is easy.
- Most of the respondents agree that the access is fast.
- Most of the respondents say strongly agree the registration process details which are retained securely.
- Most of the respondents agree the tax and/or other charges details are mentioned clearly.
- Most of the respondents agree the payment options are stated clearly.
- Most of the respondents agree the potentially range of high quality products is competitive prices.
- Most of the respondents agree for providing a pleasurable e-sales experience.
- Most of the respondents say neither agree nor disagree with convenient time of customer service center.
- Most of the respondents agree the navigation is consistent and available on every page.
- Most of the respondents say strongly agree to answer the client's request of technical information.
- Most of the respondents agree about the privacy of personal information.
- Most of the respondents agree about the external validation of trustworthiness is important.

- Most of the respondents agree with the process of getting queries or complaints are resolved within 24 hours.

5.2 SUGGESTIONS

- The organization need to give some relaxation in the price level for the existing customers.
- The organization need to improve the user friendly features.
- Advertisements in the smart phone also need to be improved.
- The organization need to give more offers in ads rather different kinds of ads for the customers so that it will increase the organization growth.

5.3 CONCLUSION

The internet has become an ongoing emerging source that tends to expand more and more. The growth of this particular medium attracts the attention of advertisers as a more productive source to bring in consumers.

This study has been conducted in Autokshi Engineers to understand the effectiveness of the business advertisements placed in the internet. Based on the findings it can be concluded that most of the customers are satisfied with the the Autokshi Engineers website. The price of the products can be reduced to make it more competitive. Management of Autokshi Engineers website can improve the features of the website to attract more businesses and retain the existing customers.

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QUESTIONNAIRE

1. NAME:

2. GENDER:

- Male
- Female

3. AGE:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

4. MARITAL STATUS?

- Single
- Married

5. OCCUPATION?

- Student
- Professional
- employee
- Unemployed
- Other

6. do you agree that information is found with a minimum of clicks ?

- Strongly agree
- Agree
- Neutral

- Disagree
- Strongly disagree

7.LINKS ARE PROVIDED TO TRUE PAGES ON RELATED PRODUCTS?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

8.EASY TO FIND RELEVANT INFORMATION?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

9.DO YOU AGREE IT IS EASY TO PRINT FROM THE AUTOKSHI WEBSITE?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

10.DO YOU AGREE ACCESS IS FAST IN AUTOKSHI WEBSITE?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

11. IN AUTOKSHI WEBSITE TAX AND OTHER CHARGES ARE CLEARLY DETAILED ?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. IN AUTOKSHI DIFFERENT PAYMENT OPTIONS ARE STATED CLEARLY?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

13. DO YOU AGREE POTENTIALLY RANGE OF HIGH-QUALITY PRODUCTS AT COMPETITIVE PRICES?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

14. IS AUTOKSHI IS CREATE PLEASURABLE E-SHOPPING EXPERIENCE?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

15. do you agree that customer service centers were available at convenient times?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16.DO YOU AGREE NAVIGATION IS CONSISTENT AND AVAILABLE ON EVERY PAGE?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

17.DO YOU AGREE HELPFUL ANSWER TO THE CLIENT'S REQUEST OF TECHNICAL INFORMATION?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18.DO YOU AGREE GUARANTEES ABOUT THE PRIVACY OF PERSONAL INFORMATION?

- Strongly agree
- Agree
- Neutral
- Disagree

- Strongly disagree

19. DO YOU AGREE THAT DELIVERIES NEATLY WITH OUT DELAYS?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. DO YOU AGREE THAT QUALITY OF PACKAGING IS LESS SATISFACTORY?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

21. DO YOU AGREE FLEXIBILITY OF DELIVERY SCHEDULE IS ACCEPTABLE?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree