

A Study on Customers Evaluation Towards E-Marketing

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Abstract: *As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem. Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal. The vendors and service providers should avoid hidden charges. This will help to avoid increase in price of product. Website design and quality creates a positive impact on online shopping satisfaction. So the vendor companies should concentrate more on the designing part of the websites. Majority of the users among higher income groups shops online only. But in India middleincome and low income groups are very high. So the online marketers can concentrate on innovative ideas to increase online business through middle and low income group. This will be possible only through price fixation of the product based on this group. The respondents face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping. Online shopping follows international market standards and do not know about the local market standard. So the online vendors should introduce the products according to the local market standard. This will help to increase consumers buying pattern and help the vendors to increase the sales. Even though the consumers have a basic knowledge about online shopping, they are unable to implement it because the language becomes a barrier. Developing regional language oriented websites would help new comers to enhance their knowledge and also to increase the online purchasers.*

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