SALE ON INTERNET
The dawn of the internet era opened up amazing new possibilities. Internet is the most recent and popular medium of communication. It has become an unavoidable tool of corporate world where all the business groups have established a deep integration of internet with their business processes and activities. In continuation to the same, all the direct selling companies have adopted the usage of internet in selling activities. The most recent channels of direct selling are electronic channels and they are the part of electronic commerce.

The term electronic commerce (e-commerce) describes a wide variety of electronic platforms such as sending of purchase orders to suppliers via electronic data interchange (EDI) the use of fax and e-mail to conduct transactions the use of ATM's and smart card to facilitate payment and obtain digital cash and the use of internet and online services. Consumers moving for internet/cyber marketing is growing rapidly-driven by purchase of computers and related products, books CD’s toy’s and videos – the volume of business internet transaction is growing even faster. Marketing/selling on web is a part of electronic commerce or e-commerce or e-business. E-commerce has already revealed its potential across the world. In fact it can be described as the biggest development in commerce since the invention of money. Powered by the break through in information technology and telecom and the rapid growth of internet, e-commerce is already changing the way people work, buy and live. E-commerce channels are of two types-

1. **Commercial channels:** Various companies have setup online information marketing/selling services that can be accessed by those who have signed up for the services and pay a fee and are said to be the subscribers of such channels.

2. **The Internet:** The internet is global web of computer networks that has made instantaneous and decentralized global communication possible internet usages has
surged with the recent development of the users friendly world wide web browser software’s such as Netscape navigator and internet explorer. Users can surf the internet and experience fully integrated text graphics images and sound users can send e mail, exchange views, shop for product and access news art, recipes and business information the internet itself is free though individual users need to pay an internet services provider to be hooked up to it.

Internet has contributed in a big way towards promoting the sale of direct selling companies. The present study has covered all the major direct selling companies in consumer durable sector as well as financial sector to analyze the role and benefits of internet in the sale of their products and services and at the same time the study has also tried to understand the regulations of e marketing and it’s implications for the users.

Benefits and Regulations of E- Marketing-

The study has covered all the major benefits, internet offers to direct sellers as well as the customers. Some of the major benefits the study has come across during the interaction with the company officials as well with the customers of direct selling companies buying the products through internet. The details of the same are as follows –

Benefits to sellers:

- Access to all markets.
- Renders global marketing feasible for even smalls firms.
- Helps unimpeded constraints free growth.
- Scope for enhancing customer value and customer service.
- Helps offer many services and product from a single stop.
- Helps target the customer individually.
- Imparts seed to all responses and speed become source of customer value.
- Helps building relationship with customers.
- Helps reduce cost viz,
  - Business cost
  - Marketing cost
  - Channel cost
  - Communication/promotion cost.
- Enhances marketing productivity
- Keep sales people together electronically ad enables them work as a team in serving the customers.
- Allow companies to function like bee hives
- Enables to adjust quickly to market conditions.
- Flexibility in marketing communications too.
- A mass medium as well as a personalized medium.

**Benefits to consumers:**
- Convenience
- Scope for information and competitive buying
- Consumer can actually bargain on the net with the host of seller.
- Search advantage and option.
- Can get more or less.
- Transparency
- Accuracy
- Shifting of power equation in favor consumer.
Others Significant Advantage: In addition to the above mentioned benefits, the study also highlights the below mentioned significant advantages of sale on internet.

- It can work at sellers own pace and whenever he chooses.
- Low staffing cost the product and services are available 24 hours a day without having a retail location.
- Access to more customer companies can attract a broad customer base from around the world that is normally not available advertising vehicles.
- Testing it is easy to find out what the customer want by tracking what they do at the website. This allow company to be more profitable by adjusting your business to offer what your client really want and are willing to pay rather than what you think they want.
- Low risk the company can invest very little money testing new ideas

Out of the above mentioned benefits both to the company and to the customers, the study found that out of the above mentioned points related to benefits, the most appealing benefits as revealed by the company officials during survey are – cost saving, this includes over all cost of promotions, channel cost and other variable cost and secondly they disclosed that a particular segment of customers mostly upper middle class and high class prefer buying and interacting through internet due to scarcity of time and this tool of sale on internet has proved to be very effective for satisfying this segment of customers. Likewise the customers mainly avail the internet due to its strong and appealing feature of ease of purchase and secondly some customers relate the internet buying with their status symbol also. These significant benefits do push and pull the customers to buy the products through internet.

The study also covered the financial sector and in this, it included ICICI Bank Ltd to study the usage and relevance and return from the sale on internet and it was found that in
financial sector the significant portion of selling is taking place through internet. In case of the bank covered under this study, it was revealed by the bank officials that the customers prefer net banking and in a day the bank employees receive thousands of queries on internet which they have to resolve with immediate effect to keep the customers satisfied.

Along with the above mentioned benefits, the direct selling companies have to honor and comply with the following regulations in order to promote the sale of their products and services through internet. The regulations are-

**Regulations related to unsolicited mails**-
Due to continuous increase in unsolicited emails being sent by the companies, groups and individuals for the promotion of goods and services, the government has taken a strong stand in order to stop such uninvited and unsolicited e-mails. Now as per the updated regulations the direct selling companies need to have the consent from the recipients before sending the mails.

**Regulations related to usage of personal details**-
Misuse of personal details for the promotion of goods and services with the usage of internet is another area which has grabbed the attention of regulators to frame a law against the same. As per the regulation the direct sellers are essentially required to inform the customers while taking their personal details that they will be using the same for business purposes and at the same time they will also give these details to their sister concerns for sale of their goods and services. The present study covered ICICI Bank Ltd and found that the bank is heavily relying on sale through internet and is also imparting the information to its sister concerns but for the compliance of regulation the bank officials take the written permission from the customers regarding the same.
Regulations related to authenticity of information-

The authenticity of information displayed on internet is also an issue falling in the jurisdiction of regulation. The direct selling companies are very much required to ensure the authenticity of information displayed on internet regarding the product offerings, company details, prices, after sales services, customer relationship etc.

Regulations related to direct selling through internet-

The direct selling companies cannot sell their products without having the consent from the customers. Selling through net has become a very popular and highly used medium and all the direct selling companies are extensively using this tool of business promotion as it provides several benefits to the sellers in terms of prices, reach, customization and awareness creation but in the flow of all this, the direct sellers are required to strictly abide with rules and regulations of e marketing.

It was observed during the course of study that although the internet has gained tremendous popularity in India but still the people in India are familiar only with the basic operation knowledge of the internet and as far as the other technical details of internet are concerned, the awareness level is quite low. With the massive expansion and development, the internet brought lot of operation, safety related challenges also and to overcome the same, the regularity authorities were required to frame some strong regulations but it has been seen that still this particular task is in its infant stage and needs to develop a lot.

There are certain declared regulations being drafted and finalized the authorities and the knowledge of these regulations as well as their compliance is utmost important for the direct selling companies using internet for their business promotions.
The present study has covered all the major direct selling companies of consumer durable sector and also the private sector banks to analyze the role and contribution of internet in value addition and customer satisfaction. The study found that although the Sale on internet is a very supportive tool for selling the products but the direct sellers have to abide with the regulations without fail.

Scope of sale on internet-

Internet has made its prominent position in the business processes of the present time. It has completely transformed the way of doing business. The sellers today have got multiple innovative techniques with the help of internet to promote their goods and services before the prospective customers. Experts opine that the emergence of internet technology and its application in business activities, the sellers have got a potent combination of technology and marketing acumen.

With the progression in time, the scope of internet is increasing on a very fast pace. The present study on direct selling and its role on value addition and customer satisfaction has tried to cover and analyze the role of internet in selling of the products of direct selling companies like Eureka Forbes Limited, Amway India Limited, Oriflame and also the financial giant ICICI Bank Limited. The study came across the following scope areas of internet selling which can not only increase the sale but can also add value and satisfaction to the customers. The scope areas are as follows –

Search Engine Marketing/Selling - Search engine marketing has of late become one of the principle tools in the armory of the Sauvé internet marketer. This prominence of SEM is owing to the fact that the search engines like Google, Yahoo etc. are being used by more and more
people as their principle method of searching for relevant information. All the direct selling companies covered under this study are found to be taking the help of search engine marketing.

**E-Mail Marketing** - As the name suggests, e-mail marketing is promotion through e-mails. If used effectively it can assure you maximum returns on each penny you spend. It can be used for acquiring new customers, enhance the relationship you have with your existing clientele. This has emerged as one of the most talked and used area of selling and almost all the direct sellers are deeply involved in pushing their products through e-mail.

**Banner Advertising** - Banner marketing involves placing the advertisement on any third party website. This Ad will link to company’s website, this way if the potential customer clicks on company’s banner, he will be directed to the company’s website. It can be a good way of attracting relevant traffic to company’s own website. This is being widely used by the direct sellers and specially the financial organizations ICICI Bank Ltd is trying to do this.

**Blog/Article Marketing** - Articles and blogs can be used effectively to propagate a marketing campaign. By submitting in various directories like Ezine and Go articles, direct sellers can hope to generate traffic through the link they have placed on the article directing towards their website. In a country as diverse as India, the real action in a few years of time would lie in localization. Websites which will do business in Hindi and other local language would do well. It’s simply because contrary to the claims, for a major chunk of Indians English is still an alien language.

That’s why the scope of internet marketing in India lies in localization of websites. Talking to people in their own language does have its positive attributes. The indigenization of the web for the real Indians and the correct application of the mentioned internet marketing techniques is truly the way forward. While interacting with the company officials during the
course of study, it was revealed by them that now they are keenly emphasizing on localization of website and usage of local languages for the customers in order to promote the sale of their goods.

**Back Office Operations**- Today the companies are able to manage the large and expanded business empire just because of one reason and that is the high quality customized services integrated with excellent back office operations duly backed by internet of e-mails. The current study found that all the direct selling companies are leaving no stone unturned to intermingle the operations with business promotions and event management for brand building purposes and this all is a result of extensive and result oriented usage of internet.

**Modifying business model**- The concept of one stop shop came in existence with the advent of internet marketing/selling. All the business organizations whether large or small are trying their level best to modify and re orient their business models including business processes in order to make it highly customer friendly and widely acceptable among the customers. Such exercises are given the name as business re-engineering or business reprocesses etc.

**Building Brand Equity** – Customers are crazy about the high profile and established brands which are often visible on internet and keep on educating customers regarding the products and their utilities. In this present era of branding the internet is playing a very crucial role and helping the companies to build a strong brand in the minds of customers.

We are living in the era of customer relationship management, customer expectation management and societal marketing, customers are becoming highly aware and they need a complete solution from the sellers in terms of their needs wants and demands. The sellers can make them not only satisfied but delighted by way of offering them a complete customized package of products or a bundle of attributes which have the ability to satisfy the customers.
In the light of above mentioned benefits and widely expanding scope of sale on internet, the sellers need to formulate a real appealing and customize strategies. The details of the same are given below –

**Strategies of Sale on Internet**—

**Workflow Integration**— Sellers should adopt the most efficient way to deliver the product or service to market. Develop a seamless integration between the internal business processes and all communication with the outside world. Incorporate the existing imaging and work flow strategy into the intent reengineering processes.

**Partnering Relentlessly**— Sellers can achieve critical mass more quickly by joining up with other strong brand. The direct selling companies are trying their level best to do the full fledged partner development so as to take the optimum advantage from this exercise.

**Website Development**— This is strong and strategic area as far as the sale on internet is concern. Websites of the companies act as a silent sales person for the products of the companies. The creativity and innovation with valuable content makes the website high attractive and marketable. The present generation sellers are working on this area and they are trying to give a distinctive look to their websites.

**Strategic linking**— Strategic linking is a corner stone to build necessary infrastructure to drive long term traffic to the company’s website. Direct sellers should source the web for sight that will accentuate their client goal and interest as a result, they would than have an intimate knowledge on where to find appropriate links for a wide array of sites on with this knowledge you would be able to work efficiently at securing links in area that compliment company’s site. Link development lacks glamour and it requires tenacity and persistence. As a result in tends to
be under-rated as an online promotional activity. However when done properly it is an extremely
cost-effective way to generate continuing traffic.

**Forums research and participation:** Bulletin boards, message boards and discussion group are
excellent and often overlooked marketing tools. They can be quite effective once linked with
internet marketing. The current trend of pop-up on the sites as well as display of message boards
etc leave a deep impact on customers and help in moulding their impression and interest towards
the company's offerings being displayed on the websites.

**Navigation:** If customer can't find the product, they won't buy it. Likewise making it quick and
easy to navigate to raise sales substantially. The direct sellers must formulate the strategies to

**Labeling:** Clarity is more important in the labeling of products and other items on the site. The
site should avoid labeling product with a confusing matching scheme, or with unlabeled
graphics.

**Product comparison:** As the web is the best displaying information page by page, it's often
hard to compare two or more products at the same time. Most website is equipped to display only
one product at a time, forcing the customer to grab pen and paper to manually record the
comparison data. The lack of good comparison shopping on line of the webs limitations, not
from a lack of customer interest.

**Size Chart-** Finding the right sizes of clothing can be difficult on the website, since there is no
way to try on the clothes. Eve worse, few e-commerce sites use the same sizing. A size 2 on one
site can be an size 6 on other site. Therefore, before they can buy clothes on line, customers
often needs a size charts.
Checkout- Once customer have found and added their products, it’s important to make checkout as quick and easy as possible. Customer who frustrated with any part of the check process may abandon the cart and leave the site.

Offer Utility- Web brand are all -utility. So what unique functionality do you offer? UPS delivers value by letting visitors its site find drop-off location, calculate shipping cost and track package en route. People wants website to be useful. If you are fulfilling the real need and you have an honest connection to the audience then you are bound to do something good.

Harness Digital world of mouth: It is all about promoting website offline. www.Amazon.com became familiar to book lovers by filling the page of the new work time's book review with prominent ads but the real miracle of web is hive marketing i.e. digital world of mouth.

Listen To The Customer: The only goose that lays golden eggs day after day is your customer. There is simply no way that the web brand can be useful and provide a rewarding experience without regular asking its audience for feedback. Think about the customer when you think performance, visual appeal and easy to use your customers tell you what they want your brand to be end you listen and react. Gather market intelligence by obtaining new key information about end-users analyzing market trends and studying the competition, redefine

Internet Training- Make education an on-going theme to cope with the rate of technology and business change. Implement regular training program. Customize your education to your specific business requirement, using the best resources available in the field. Design and result website or remodel your existing one to meet strategic objective.

Electronic Commerce- Explore direct sales online and electronic distribution and integrate internet function with corporate database. This is a very big task and a major component of internet selling strategy of the direct sellers.
The present study covered all the major direct selling companies falling under consumer durable sector and also in financial sector and tried to analyze their performance and standing in terms of the direct selling tools adopted by them for the promotion of goods and services. The study focused on the strategies these companies adopted related to internet marketing and it was found that all the covered direct selling companies are widely practicing internet selling and have witnessed a significant contribution in their revenue and growth from this tool of direct selling.

The financial sector giant ICICI Bank Ltd has fully integrated the usage of internet in it’s front office as well as back office operations. The consumer durable companies Eureka Forbes Ltd, Amway India Ltd are keenly emphasizing on website development and are trying their level best attract customers through internet and for this they are designing and placing a highly customize product offerings with lot of value addition. The basket of all this is leading to the high level of customer satisfaction.

Challenges & Problems of sale on internet-

Although internet selling has been a very lucrative area and has made it’s prominent position in the minds of the customers as well as the sellers but it involves several challenges and problems. The direct sellers need to be very cautious and particular about the arising problems related to sale on internet. This study on direct selling and it’s impact or value addition and customer relation has found that undoubtedly the direct sellers are using this tool in a big way but at the same time they are encountering the below mentioned problems and challenges. Based on the findings related to problems and challenges of internet selling, the study has basically categorized the challenges/problems in following five categories.

1. - Business Challenges
2. - Legal/ Regulatory Challenges
3. - Infrastructural Challenges
4 - Commercial Challenges.
5 - Other Challenges

The details of the same are covered herein below –

Business Challenges – The business challenges have been covered under the following points –

- Major threats to e-business
- New entrants
- Pricing pressure
- Technology and technology cost
- Time to market
- Staffing issues
- Major opportunities to e-business
- Acquisition
- New delivery channel
- Global market
- Technology

The above mentioned points highlighting the challenges related to business through internet selling draw the immediate attention of all the direct sellers. Although the internet selling is picking up fast but the sellers cannot keep themselves aloof from the inbuilt problems and challenges related to technology, customer perception, threats from new entrants etc.

Legal/Regulatory Challenges- In addition to business challenges, the internet selling poses some legal and regulatory challenges. The details of the same are as under –

- E-documentation not yet legally admissible:

E-commerce is not away with papers and users electronic documentation for recording transaction. While most developed countries have embraced e-documentation as legal tender. In India it is not yet legally admissible. Current Indian laws do not provide for digital signature, digital certification, electronic payment system and online filling of statutory documents. As of now a physical signature is necessary for an approval of an on
line order. Web marketing also needs effective and trusted mechanisms for privacy and security this has several dimensions such as confidentially authentication non-repudiation and certification.

- **Absence of taxation law**: In India the government is yet to come up with proper taxation laws for e-commerce systems in the absence of legal frame work cyber transactions are facing numerous hurdles which are lowering the speed of spread of cyber marketing.

**Infrastructural Challenges** –

- **Low density of telephones, PC’s and internet**: In India telephone density PC population and density of internet access are too low to support viable e-business currently telephone density in India is just 2 per hundred even the few who have the access face the difficulty of logging on to internet because of poor quality of the last mile connection.

- **Band with limitation**: The band which available is not enough to meet the user load. While those who the internet for downloading information or sending emails may put up with erratic lines, those who buy and sell products cannot afford to do so they require a fool proof system with zero down time.

- **Net working limitation**: though in India many companies do have networks of their own but they cannot be shared with anyone else because of India’s telecom policy which has all long bee favoring closed users networks.

**Infrastructural bottle necks at the delivery end**: It also hamper web marketing in the country as Indian roads and airways are unable to support 24/28 hrs delivery schemes that are quite common in countries like unite states
Commercial Problems -

Problem related to payments: it is difficult to realize online payments against delivery of goods and services which are possible through credit/debit cards or smart cards only.

Other Problems -

- Confidence in the system is low: Another problem is the confidence of the potential users in system is low.
- Problem of hacking: The possibility of hackers misusing e-commerce is another issue. Tough it’s not peculiar to India luckily improved software is providing a remedy to a good extent.

In view of the above mentioned problems of internet selling, the present study also conducted the analysis of company wise specific problems related to internet selling. The details based on the inputs provided by the company officials during the course of survey in study are as under –

Eureka Forbes Limited –

The said direct selling giant is under going mass expansion and restructuring of the business processes all dependants on internet. The company officials revealed that the maximum problem they are facing in selling their products is related to infrastructure as well as commercial problems also. Based on this the company is still heavily relying upon the direct selling in a personal way in which the sales team of the company is personally visiting the customers for the promotion of goods and services.

Amway India Limited – The second company covered under this study is Amway India Limited, a major company in consumer durable sector, this company is also relying on internet but is facing the business related challenges in form of new entrants as well as the pricing. The
products that are sold through internet are perceived as costly by the customers and this feedback is restricting the company to majorly rely on internet as the tool of selling the goods and services.

**Oriflame**

This company has also tried to use the internet for the promotion of its business in a societal concern way, as this company claims to be the environmental friendly company which manufactures the products and does not test them on animals. The environmental friendly positioning of the company in the minds of customers has certainly given it a competitive edge in the western markets but as far as India is concern, here the customers are still not so particular about these issues but the customers give emphasis to value purchasing and they try to gain maximum benefit out of minimum cost. The company is using internet more for creating positive image rather than direct selling due to business challenges.

**ICICI Bank limited**

The study also covered ICICI Bank Ltd and tried to find out the problems, the bank is facing with regard to sale on internet and the same are infrastructural challenges where in the bank officials complain about proper internet connectivity especially in its branches located in small towns. The breakage in connectivity is creating lot of hindrance in the smooth functioning of the bank and resulting in customer dissatisfaction. The second big challenge the bank is facing is related to internet security as there have been some cases in the past where the customer's accounts have been hacked by the cyber criminals and lot of misuse has taken place which has again tarnished the image of the organization. Thirdly the bank is also facing very tough challenges in terms of cut throat competition from other banks and financial institutions.

In the light of above challenges being faced by the direct sellers in India, the current has proposed the following action plan in order to combat the same.
Preparation

Effective targeting and knowing every thing about target audience

Setting up the IT infrastructure

Setting up an electronic store front

Making the site interesting and getting high traffic

Devices for securing traffic

Discount, gift, sweepstakes, contest and games

Making the site interactive

Keeping the site updated

Making the site user friendly

Specialization- becoming product magnets and consumer magnets

Securing affiliates

Embracing a large number of search engines/ search devices

Brand building

Developing right messages for online display

In addition to this the study would also like to propose the following tactics for the smooth survival of the direct selling companies selling the products and services through internet. The details are as follows –

Technology only a mean to end- The direct sellers will have to understand that technology is only the means to an end rather than an end in itself. The sellers should formulate the strategies taking the help of internet rather than totally becoming dependant on internet.

Consolidation of business – The direct selling companies should adopt a focused approach and should consolidate their business on the strong areas rather than challenging areas.
Avoidance of prelaunching of products – With the introduction of internet, the direct selling companies are now showing hurry in launching and starting the business promotion program at premature level. The sellers should wait for the market to develop and they should allow the customers to make their mind regarding the products of the company rather than sending them repetitive e-mails and at times sending them spam mails.

Effective presence on the web – Web is a huge area, the challenge before the sellers is to make their presence feel in a strategic way so as to gain the maximum competitive advantage out of the same. The product offerings displayed on the internet and also the online advertisements should be pleasing for the customers rather than irritating. Over presence and under presence both are negative as far as the direct selling business is concern.

Despite of all these above mentioned challenges and problems, the internet selling is playing a major role in the direct selling industry as all the direct selling companies have adopted this tool and are using it extensively. The current study has tried to relate the facts and findings with value addition and customer satisfaction. The details of the same is given below –

Value Addition and Customer Satisfaction –

The whole idea of selling the products and services remains useless if the customer does not feel value and satisfaction out of the same. This study has correlated the internet selling strategies, benefits and practices with the customer satisfaction and value addition. In today's economic condition, business owners are continuously evaluating how to bring balance between cost and value when it comes to promoting their products and services with advertising and marketing their businesses. One of the main challenges is the number of options available with varying costs and knowing which option best fits their business niche. Internet Marketing or
e-Marketing is about building relationships through Solution Based Marketing (SBM) over the Internet attracting targeted customers looking for what they have to offer.

Leveraging these platforms to increase exposure of what they have to offer. The main benefits and recognized value of marketing products and services over the Internet in contrast with a brick and mortar store is that the Internet is open and available 24/7. Statistics have shown that 63% of consumers are searching and shopping for goods and services over the Internet in their local area instead of using traditional methods of looking for the best value for their money in printed business listings; in fact this is the preferred method because of the convenience and quick retrieval of specific information.

Irrespective of the market flooded by number of products offerings with all new and creative schemes to buy the products, the customers still give sale on internet a special place because it brings for them a complete source of information about the products they are seeking to buy. Now a days the direct sellers have started developing a very personal relationship with the customers through the personalized mails being send on their addresses, after reading such mails the customer gets inclined to know something more about the product, company's offerings it's services etc and here the direct sellers put a note for the customers saying 'for further details visit our website'. In this way the customer gets the opportunity to have a dual mode of information and moreover he can also get back to the direct sellers regarding his query. In addition to this, sale on internet enhances the customer satisfaction by its customized feature. It is said that every customer is unique in terms of his profile thus he has to be dealt accordingly. Through sale on internet, the sellers make their offerings absolutely customized since they start knowing the exact need and demand of its customers. This characteristic of sale on internet makes the customer delight and enhances his satisfaction level.
The added advantage for the sellers as far as internet selling is concern is that customer has already started giving lot of value to this and they prefer buying through internet. The customers see the value in following ways–

**Time saving**- The customers have started valuing the internet selling because it saves lot of time for them. In this fast moving world, time has also become an important asset for the customers. The present research, during the interaction with the customers found that, most the internet customers buy the products through internet due to it’s time saving feature. The customers place the order sitting at their homes and avail the products at their doorsteps without getting much indulged into it.

**Efforts saving**- The customers do not want to put in efforts for buying and they find internet as the best medium. It saves their efforts also and just by sitting at their home they can place the orders and buy the products.

**Ease of Purchase**- This has also emerged as a strategic advantage for the sellers as well as the buyers. Through internet the customers find lot of ease of purchase benefits

**Status symbol**- Internet is also gaining value because of its high status symbol image. A particular class of customers wants to buy through net as it satisfies their ego and they feel pride of buying the products.

Based on the above mentioned reasons the direct sellers need to make the customers realize that this particular tool of direct selling is really a value addition for their profile and it also adds to the satisfaction levels of the customers. The current study has majorly targeted Eureka Forbes Ltd., the consumer durable giant in the field of direct selling for the research and analysis. The study has tried to analyze and evaluate the value addition and customer satisfaction of the said company through internet selling/marketing. For the fulfillment of above mentioned
task, the current study has worked upon the financial books of Eureka Forbes Ltd. and has tried to understand the level of value addition as well as the customer satisfaction.

The details of the same are mentioned here in below with a special emphasis on proposed final dividend declared by the company in the two consecutive financial years 2006-07 and 2007-08.

![Graph showing proposed and final dividends for 2007-06 and 2007-08 for Eureka Forbes](image)

The study covered Eureka Forbes Ltd, the direct selling market leader in the field of consumer durables sector for the analysis of the financial books of the said company with reference to its performance and return from sale on internet. The study found that the direct selling giant is majorly availing the services of internet for the promotion of its goods in the market. The company has got a detailed informative website containing the details about all the products and their prices.
and at the same time the company is also displaying the lucrative offers related to products on the internet. While interviewing the company officials during the course of study it was revealed by them that in all the major towns of India, the company has got the satisfactory response from the internet selling and marketing since in big towns the customers are more net savvy and they prefer to transact through internet, the company officials also revealed that they receive lot of queries on internet related to their products and services.

The company is also in the practice of resolving the customer complaints and grievances through internet. This practice has earned a positive image for the direct selling giant. In the light of the above mentioned facts provided by the company officials as well as by the customers using internet, the present study worked upon the value addition of the company and found that the overall performance of the company is on the positive side as the response from the market is quite favorable and due to increase in business and profitability the company proposed a final dividend to it's customers and while looking in the company’s books of two consecutive financial years, it is seen that the company has increased the proposed dividend from the financial year 2006-07 to the financial year 2007-08. This hike could become possible due to increase in profitability of the company and thus overall value addition of not only the company but also the customers in general.

The study also covered the customers using Eureka Forbes Ltd products having enquired upon or purchased the same through internet. The said customers opined that they are satisfied with the company's products and its services. The customers majorly appreciate the company's water purifier and vacuum cleaner as two main products leading to customer satisfaction in a big way. The services of the company were also appreciated as this company has got a very strong and committed sales team to look after the concerns of customers and they not only sell the products but also provide an excellent after sales service to the customers and ensure the customer feeling highly

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satisfied. The customers recognize the Eureka sales team by the term ‘Euro-champs’ and perceive
them a customer friendly and solution providing team. The efficiency of the Euro-champs in terms
of prompt customer service and deep understanding of the customer needs has given this direct
selling company an edge over it’s competitors and the company is going a good job in it’s segment
. Thus based on the above findings, it can be said that the company is successful in satisfying it’s
customers through internet and has added value to it’s own portfolio as well as it’s customers.

The present study has tried to analyze all the tools of direct selling and their contribution
in value addition and customer satisfaction and in addition to the sale on internet as one of the direct
selling medium or tool, the study has also covered business to business, the next important area as a
tool of direct selling. The details of the same are discussed in next chapter.