



A STUDY TO MEASURE IMPACT OF VARIOUS DEALS ON DEALS PRONE CUSTOMER WITH RESPECT TO ONLINE RETAIL

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ABSTRACT

Web-based shopping keeps on pulling funds from retailers. E-retailing sites offer rebates and different types of deals to pull in online customers. Web retailing is in early phases of development in India. The research analyzes the influence of bargain inclination on Indian customers' e-commerce shopping behavior. The outcomes demonstrate that Indian customers are not only influenced by discounts, offers or other limited time promotional tools being utilized by online retailers. Deals and offers may not be fundamentally seen by customers as an essential trait while buying items or administrations on the web. The instrumental parts of web-based shopping sites should be fortified to persuade purchasers to shop on the web.

Keywords: *deal prone consumer, e-commerce, discount and promotion*