

# SELLING STRATEGIES AT E-COMMERCE PLATFORM AND ON-SITE STORES WITH REFERENCE TO ELECTRONIC PRODUCT IN INDIA

UNDER THE MENTORSHIP OF  
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THE PURPOSE OF THE STUDY IS TO UNDERSTAND THE IMPACT AND ROLE OF PRICING STRATEGIES IN DETERMINING SALES OF ONLINE AND ON SITE SELLERS



## OBJECTIVES

01

TO STUDY THE RETAIL PRICING STRATEGIES OF BOTH E-COMMERCE ENTITIES (FLIPKART AND AMAZON) AND OF OFFLINE SELLERS WITH REGARD TO SELLING ELECTRONIC PRODUCTS.

02

TO UNDERSTAND THE PERCEPTION OF OFFLINE SELLERS REGARDING THE PRICING STRATEGIES OF SELLERS AT E-COMMERCE PLATFORM, IT'S INFLUENCE ON THEIR SALES AND THEIR INNOVATIVE MARKETING STRATEGIES IN RESPONSE TO IT.