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Survey Paper-Online Selling of Gigs

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Abstract: Online proving services is a form of e- commerce which allows buyers to direct buy services from seller over the internet using web browser. . Our site "Klick2get" facilitates the buying and selling of micro jobs in the form of services. This is implemented using an Web based application. . In Offline mode, the disadvantage is that customer needs to physically pick up his purchase, carry cash, along with them and wait in the long queue to make payments. These commonly occurring problems solved in our website.

Online companies, who are in B2B or B2C business, understand the Customer behavior pattern and gives importance to the innovative ideas, latest technology, trends, etc. our website provides a platform to explore their talents. The main objective of this website is to provide an access to various people who want give their knowledge in form of services to the user. The project try to fulfills the need to gain access to the various services which were mostly time taking.

Keywords: online services, web browser, B2B or B2C business, innovative ideas, trends.

I. INTRODUCTION

Marketing is the way of addressing the consumer's needs more effectively and efficiently by providing better products and services with affordable price, shopping access and delivery. Online stores are usually available 24*7 hours a day, and many customers have Internet access both at work and at home. Nowadays, wireless networks have taken over the entire world, use of mobile phones has greatly increased, that has to be easy to carrying out in day to day life. Business and financial transactions can now be done easily, anywhere and anytime using Internet. The difficult tasks faced in daily lives can now be accomplished by just few clicks and get service on Smartphone and desktop.

A. The Advantages of our Website Klick2get

1) Consumer satisfaction
2) Saves cost
3) Business opportunities
4) Saves time
5) Increases profit

B. While Coming Across Various Technologies such as Online Shopping, Where Items are Purchased Online Through Various Websites, the Drawbacks Encountered were

1) Imposture
2) Shipping cost
3) Deprives our Tangibility
4) Lack of Options

C. Objective of the Study

1) The objective of the study is given below
2) To provide a website for the people to gain advantage of the instant services provided.
3) The consumer can go through the gigs of that services which include its costing.
4) The project fulfills the need to gain access to the various services which were mostly time taking.
5) Improve customer satisfaction through giving them better service.

II. LITERATURE SURVEY

There is a huge purchasing quantity of people aged between18-40 through the internet. The top eight metros cities to be continued with Mumbai and Delhi had the most number of Internet users. Smaller metros, like Jaipur, Surat, and Lucknow, have seen a growth

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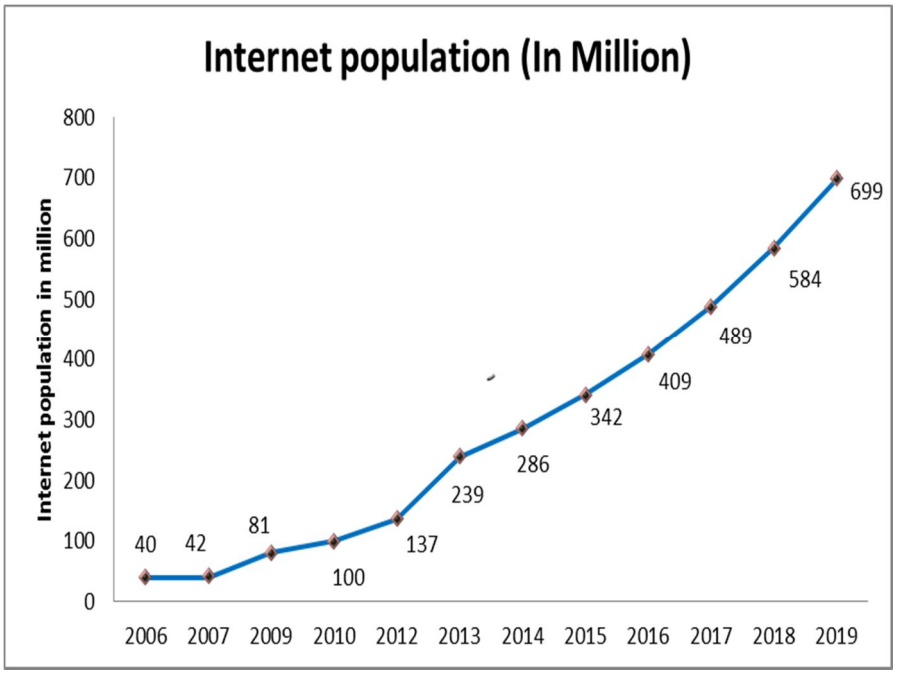
of 60 percent in monthly active user over last year.



As above graph shows data in the report also point to some interesting internet users. Services provided by all websites that are present on the internet rent fulfilling the needs of consumers. Some services are there which are not yet available on internet. Almost every website on the internet are providing products to the consumers and not the services. Example of such website is as shown below:

A. Flipkart.com

Flipkart is an e-commerce company that sells the product online through its website. The first product that they sold were the books and then later on it begin to sell many other useful products such as- electronics, clothing, footwear, cosmetics , etc.

B. Amazon.in

Amazon.in an American e-commerce and cloud computing company. It is the largest internet based retailer in the world by total sales and market capitalization. It sells products such as- electronics, clothing, food etc.

C. Snapdeal.in

Snapdeal is an Indian e-commerce company & is one of the largest market place in India. Snapdeal currently has 275,000 sellers and a reach of 6,000 towns & cities across the country.

D. Shopclues.in

Shopclues is an online market place. This website along with other individual products it also sells products in wholesale price and was early represented as a wholesale market for any product.

E. Myntra.com

Myntra is also an Indian online fashion market place in India that early focused on personalization of gift items. Then they further shifted their focus to the online retailing of branded apparel.

F. Ebay.in

Ebay is also an American multinational corporation and e-commerce providing consumer-to-consumer and business-to-consumers on internet.

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All the websites mentioned above are providing products to customers and not the services. So to provide those types of services which are not yet available on the internet we have created the website named klick2get.

III. CONCLUSION

With discussion of above it is clear that most of the consumers want to purchase the services from online. In the present environment the people have not so much time that they will spend their time on completing the time consuming tasks. Online services play a greater role for those types of consumers who have no time and want to avoid the lengthy process work. But still there are some points who affect the consumer's behavior about online marketing but overall in the next 5 to 10 years the online market give a huge competition to the retailers. Because online consumers are rapidly increasing and if consumers increase than online marketing will increase. In last it is clear that in future there is huge scope for online market and online marketing. The consumers are more attracted towards online marketing

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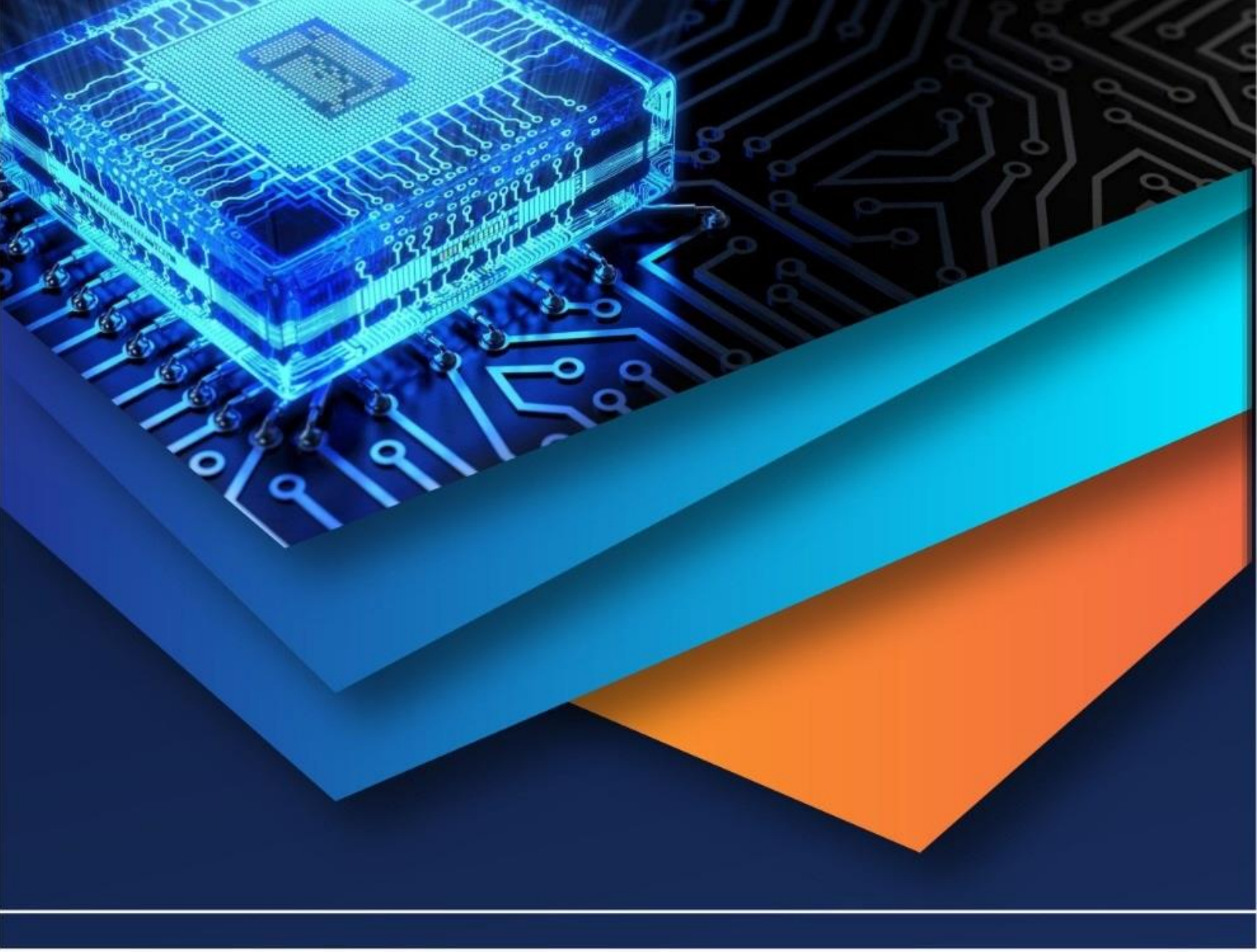

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