

# **KEY FACTORS LEADING ROI OF E-COMMERCE WEBSITES – AN USER’S PERSPECTIVE**

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## **ABSTRACT**

Marketing ROI has been major concern of the researchers and academicians since decades. The paper explores key parameters leading ROI of online business in Indian perspective. Increasing internet penetration in India and growth of internet savvy user’s enabled e-commerce companies for substantial investment in online marketing. Some of them could succeeded to generate profit while for other it could not generate cash flow large enough also. It is difficult for the companies to justify ROI against marketing investment and to decide where to invest and where not? The study adopted user’s perspective to develop and empirically test model for factors leading marketing ROI of online business.

**KEYWORDS:** Design of Websites, E-commerce, Online Advertising, Marketing ROI, Search Engine