

**THE ROLE OF E-COMMERCE IN IMPROVING CUSTOMER
SATISFACTION**

(A CASE STUDY ON FLIPKART)

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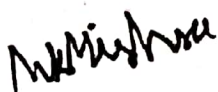
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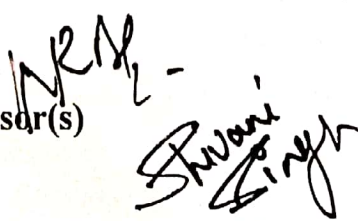
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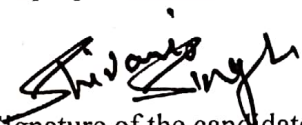
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ABSTRACT

Online shopping is a form of electronic commerce i.e. e-commerce which allows customers to directly buy services or goods from a seller over the net using a browser. Customers find a product by visiting the website of different e-retailer directly or by searching among alternative e-retailers using a shopping search engine, which shows the same product's pricing and availability at different e-retailers. Customer's purchase intention mainly depend upon rational expectations, as well as impact on trust and emotions. E-retailers has put much focused on customer trust aspect, trust is one of the most important way of driving customer's behaviour in digital world, which are depend upon customer's expectations and attitude. The success of online shopping essentially depends upon the online shopping reliability during purchases. If the company's products prices, designs or ideas will not meet customer's expectations than customer is not going to purchase the product. However, those expectations can also be depend upon the product information. Each customer is becoming more and more active these days, on the other hand online reviews of customers can influence other potential buyers' buying behaviors.

This study seeks to examine the impact of E-commerce on customer satisfaction in Moradabad District, which is one of the major cities in Western Uttar Pradesh, as E-commerce seems to be the trend and it is taking all over the world. Satisfaction means the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations or not. The results of this study may be of great use to businesses which are looking to expand into or venture into the online shopping environment. The fast development of the online shopping has strong impact upon the universal marketing environment. Businesses have been coming up with innovative ways to promote their product via online. Thus it describes how modern market is substituting the traditional markets.

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LIST OF ABBREVIATION

OB - Online Business

OS – Online Shopping

EDI- Electronic Data Interchange

COD – Cash on Delivery

WWW- World Wide Web

INTRODUCTION

E-commerce is also known as electronic commerce or internet commerce. E-Commerce or Electronic Commerce means buying and selling of goods or chattels, merchandises, services, products over the internet. These services provided online over the internet network. Transaction of currency, assets, funds, and data are also measured as E-commerce. Online stores like Flipkart, Amazon, Shopify, Purple.com, Myntra, Ebay, Quikr, Olx, Nykaa are some examples of E-commerce websites.

Online shopping or electronic commerce, on the other hand, is an E-commerce activity which involves purchasing items, products or goods and services on a seller's website via credit or debit card, and having the item delivered to your home. Online shopping also comprises searching for items, products or goods online via web searches.

Online shopping (OS) is a method of electronic commerce which permits customers to directly bargain services or goods/ products from a seller over the net using a browser. Customers or consumers find a product/ service by visiting the website of different e-retailer straight away or by searching among different retailers using a shopping search engine, which displays the same product's pricing and obtainability at different e-retailers. As of 2016, customers or consumers can shop online using a wide range of different devices and computers, including, laptop computer, desktop computers, smartphones, tablets etc. An online shop recall the evaluation of different services or products at a steady shopping center or retailer; this process is termed as business-to-consumer (B2C) online shopping (OS). When an online store is offering an opportunity and authority or power to businesses to purchase from another businesses, the practice is called business-to-business (B2B) online shopping (OS).¹ A typical online store provide authority or power to the customer to browse the firm's range of services and products/goods, view images or photos of different products or goods, along with information about the product prices, features and specifications or terms and conditions. Online stores usually enable customers to use "search" features to discovery specific item, brands or product or goods. Online customers must have approach or access to the Internet and a valid payment method in order to windup a transaction,² such as a debit card, credit card, or a service such as Paytm, Google pay or other UPI payment methods etc. For physical products (e.g. bags, accessories, books, cosmetics or clothes) the e-retailer transports the products to the customers at their shipping address, for digital products, such

¹ <https://www.slideshare.net/DrANKITGUPTA4/e-commerce-126882670>

² <http://mzuir.inflibnet.ac.in/jspui/bitstream/123456789/763/1/Josephine%20Lalrindik>

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as software, songs digital audio or videos files, the e-retailer usually sends or give the file to the customers to their e-mail address over the Internet. The largest of these online transaction stores are Flipkart, Amazon, Myntra, Nykaa, Purple.com etc. Alternative terms for the “electronic shopping” are "e-tailing", a short form of "electronic retail" or "E-shopping". An online store may also be identified as web shop, virtual store, e-web-store, e-shop, e-store, Internet shop, online store front. Mobile commerce (or m-commerce) enables shopping from an online retailer's mobile device-improved websites or software applications which is also known as ("app"). These apps or websites are designed to enable buyers to browse through companies products and services on tablet, desktops, computers and smart phones.

1.1 HISTORY OF ONLINE SHOPPING

One of the expeditious forms of business conducted online was IBM's online transaction processing (OLTP) illuminated in the 1960s and it allowed the processing of monetary transactions in real-time. The computerized ticket or e-ticket reservation system illuminated for American Airlines called Semi-Automatic. Business Research Environment (SABRE) was one of its important applications. Here, computer workstations located in different travel agencies were connected to IBM mainframe computer, which processed all the transactions simultaneously and coordinated all of them so that all travel agents had use the same information at the same time.

The extremity of online shopping or e-shopping as we all know today, developed with the origination of the Internet. In the beginning, this platform only and only functioned as an advertising tool for different companies, providing information about its services and products. Then it quickly moved on from this simple necessity to actual online shopping due to the development of interactive secure transmissions and web pages. Specifically, the development of the internet as a protected shopping portal had urbanized since 1994, with the first and the fore most trading of Sting album 'Ten Summoner's Tales'. Flowers, wines and chocolates, momentarily traded and were among the most popular retail categories which boomed the evolution of online shopping. Researchers found that having products or services that are appropriate for E-commerce was a key barometer of Internet or Online success. Many of these products and services did good as they are common products which customers did not need to feel and touch in order to buy them. But also notably, there were only few online buyers and they were formed a limited segment.

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1960- EDI (Electronic Data Interchange) permit companies to transmit out electronic transactions. Although the idea of E-commerce were not very familiar with the daily or regular Internet user till the era of 1990s yet some big short players had started to practice EDI as early as in 1960. The railroad industry was the chief to perceive the significance of EDI and start using the same. Other players in the transportation industry were monitored the same.

1979- E-Commerce has its own superhero whose name was Michael Aldrich . It was the year 1979 when Aldrich was wandering in a super market with his spouse. Precipitously, he was strike by an idea which was a game changer for E-commerce industry. Aldrich connected a domiciliary television and a computer with telephone lines as to flinch trading groceries online via this system. How they were able to handle various situations which is a diverse story altogether, but at the termination of the day they did come up with a structure that helped them in launching the professional of online shopping or E-commerce.

1982- This was the important year for France to jot down its name in the books of history with golden words. A telecom company which was based on France invented the most trendy pre-www online service which has been measured as Minitel. Even during its foundation years users had the opportunity to check phone directories, make online purchases, chat with each other and their families and various other humble searches just like it occurs in today's Internet world.

1984- How would you sense if you became the first and the foremost home shopper on this entire Planet? Well, Jane Snowball was the first and the foremost person who was tagged as the first ever home customer or purchaser at the age of 72. Also she became the first Tesco's customer. The world's chief B2C (Business-to-Consumer) (OS) system was launched in the year 1984 by Tesco. The online shopping system started the concept of (OS) Trolley which was previously known as Online Shopping basket.

1987- In the year 1987 an account called Merchant Account was tossed that helped software inventors to peddle their various software products via online. The name of the software was SWREG and it is one of the outmoded version of software which is still available.

1991- In the year 1991 NSFNET was the pillar of the Internet, but it was not accessible for commercial use. In the parallel year NSF (National Science Foundation) vacant the way for the NET to use it for commercial purpose. This was considered as the forest fire fo r the E-commerce industries and its growth in coming future. Statistics states that the jam on the

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network of NSF (National Science Foundation) scaled more than 1 trillion bytes every month in the year 1991, when it was unlocked for profitmaking purpose. By the year 1996 there were more than 10 million online hosts and the Internet became a global phenomenon. In the 1991 University of Minnesota launched “gopher”, which was a main point-and-click based browser that could be used to hunt files over the Internet. Gopher was originally designed to make campus communication easy.

1992- In the year 1992 a book named “Future Shop: How innovative technologies will alter the way we shop and what we buy” was published. This book was measured as revolutionary book which talked about how the Internet will take shape and what will happen in the future of E-commerce. The writers of the book named “Snider and Ziporyn” cheerfully describe the glass expressway of the future, which will not only offer advantage to consumers but will also provide fantastic opportunities to businesses, hospitals, colleges as well as for schools.

1994- This could be striking as the “Mother of all Years” for E-commerce for the reason that Netscape tossed encryption certificate over the Internet which over nightly became the most trustworthy means of transmitting data. Certificates provides the browsers a chance to reliance the source before sharing personal information and displaying its data. The year 1994 was similarly embarked by the inauguration of Yahoo! though the domain was far ahead registered in the year 1995. This launched gave a fresh direction to Internet and E-commerce world.

1995- It was the year 1995 while NSF (National Science Foundation) taking place charging a payment for classifying domain names. At that time the Internet had nearby 12,000 registered domain names and the amount sounded up to over two Millions in the next coming three years. The domain Yahoo.com was listed on January 1995. The word Yahoo is short form of “Yet another Hierarchical Officious Oracle.” We must understand that till today a lot of other services had started to appear which may rule the web world later. Some of these were Amazon, Verisign, Auction Web (which later known as eBay) etc.

2000 and Onwards- As many of us say, what followed after Google is search history. Internet has witnessed the rapid growth (with its own pitfalls) that has shape the lives of numerous people. As we already know, the Internet remains grow with diverse giant and minor E-commerce companies launching their personal sets or stores. Today, we can exactly purchase everything at any time through the Internet from anywhere. That is what called the wonderland of E-commerce.

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2009- India's E-commerce market observe boom whose worth about \$3.9 billion in 2009. **2015-** Overall E-commerce marketplace had touched Rs 1,07,800 crores (US\$24 billion) by the time 2015 with both online travel and e-tailing subsidizing equally. Another massive segment in E-commerce is mobile or DTH recharge with roughly 1 million transactions daily by operator websites.

2016- This year also saw online sales of luxury products like jewellery also increased. Most of the retail brands have also started entering into the market and they expect at least 20% sales through online in next 2–3 years. Rendering to Google India Research in 2016, by 2021 India is probable to generate \$100 billion computer-generated retail revenue out of which \$35 billion will be concluded through fashion E-commerce.

2018- The E-commerce market grew to USD 38.5 billion in 2018.

1.2 CUSTOMERS NEEDS AND EXPECTATIONS

According to the conclusion of a research report which is published by Western Michigan University in 2005, an E-commerce website must not have only to be good looking while listing on it on lots of search engine but it must also build good relationships with customers to make profits or money from customers. The report also recommend that a website must leave a positive mark on the customers and also giving them a reason to come back on their websites. However, the recent research has proven that websites with higher focus on convenience, efficiency, and personalized services increased the customer's motivation to make more purchases in future course of action.

Dyn which is an Internet performance management company conducted a survey across 11 countries on more than 1400 customers and the outcomes of the survey are specified below:

- Online retailers must boost the website swiftness.
- Online retailers must mark customers unrestricted from safety fears.

These are the concerns which majorly affect the decisions making of almost two thirds of the customers.

1.3 GROWTH IN ONLINE SHOPPERS

As the revenues from online trade sustained to grow researchers recognized various types of online customers, Rohm & Swaminathan distinguish four kinds of categories and called them "balanced buyers, store-oriented shoppers, variety seekers, convenience shoppers". They focused on factors responsible for shopping motivations and found that the different types of products available and

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the conscious satisfaction of buying online experience were the important motivating factors. This experience was different for offline shoppers, who were mainly motivated for time saving and enjoyment motives. In 1979 English entrepreneur or businessman Michael Aldrich was the founder of online shopping. He converted or modified his domestic tv into a real-time transaction processing computer with the help of domestic telephone line. He really believed that videotext, the modified domestic Television technology with an easy menu-driven human-computer interface, which was a 'new and universally acceptable, cooperative, allied message medium-the first since the invention of the telephone occurred.' This permitted the 'closed' incorporated information systems to be unlocked to 'outsider' columnist not just for business processing but also for data retrieval, e-messaging and broadcasting, later which is known as E-business. He defines new mass communication medium as 'participative' i.e [interactive, many-to-many] was originally different from traditional definitions of mass communication or mass media and a forerunner to the social network on the Internet even after 25 years. He launched Redifon's Office Revolution in March 1980, which allowed customers, agents, distributors, consumers, suppliers and many service companies to be connected online to the corporate companies and allow their business transactions to be complete in real-time electronically. During the 1980's he intended, manufactured, connected, sold, reinforced and maintained numerous (OS) systems, by using video tex technology. These are the systems who also provide handprint processing voice response and pre-date Internet and WWW i.e World Wide Web, Microsoft MS-DOS the IBM PC, were usually installed in the UK based large corporations.³

The principal of World Wide Web program and worker, were finished in 1989 by Tim Berners-Lee, which was unlocked for business routine in 1991. From that point, constant mechanical developments ascended in 1994; the beginning of an online pizza theater by Pizza Hut encryption for protected information and currency move, and Inter shop's solitary web based shopping outline. The principal sheltered retail exchange over the Network was either by Net Market or Internet Spending Network in the year 1994. ⁴Following that in 1995, Amazon.com posted its web grounded shopping website and eBay was as well presented in 1995. Alibaba's locales Taobao and Tmall were transmitted in the year 2003 and 2008. Retailers are constantly selling their

³ <http://mzuir.inflibnet.ac.in/jspui/bitstream/123456789/763/1/Josephine%20Lalrindik>

⁴ <https://archives.tpsindia.org/index.php/sipn/article/download/905/855>

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merchandise and enterprises afore approachability through "pre-tail" for building testing, and overseeing application.

In spite of the fact that the area has seen gigantic development and is required to develop, numerous E-business adventures have confronted huge strain to guarantee incomes. In any case, it has not turned out for all the E-business sites. A significant number of them like Dhingana, IndiaPlaza.in, eBay-India, Rock.in, Seventy MM among others needed to shut down or change their plans of action to endure.

There are many facilitating organizations working in India, some of which offer SaaS for facilitating web stores.

1.4 TYPES OF E-COMMERCE

Electronic commerce can be categorized into four leading categories. The basis for this modest classification is the parties that are intricate in the transactions. So the four basic automated commerce models are as follows:-

1-Business to Business- Here the companies are doing business with another companies. The final consumers are not involved here. So the virtual transactions only include the manufacturers, wholesalers, retailers etc.

2-Business to Consumer- Here the company will sell their goods and/or services directly to the consumer. The consumer can browse various websites and look at products, pictures, read reviews. Then they place their demand and the company ships the goods and chattels straightly to them. Popular examples are Amazon, Mynta, Flipkart, Jabong etc.

3-Consumer to Consumer- Here the consumers are in direct contact with another consumer. No company is involved here. It helps people to sell their personal goods and assets directly to the interested party. Usually, goods merchandised are cars, bikes, microelectronics etc. OLX, Quikr etc follow these types of models.

4-Consumer to Business- This is the reverse of B2C, it is a consumer to business. So here the consumer provides a good or some service to the company. Say for instance an IT freelancer who demonstrate and vends his software to a company. This would be a C2B transaction.⁵

⁵ <http://thebigcarts.com/author/thebigcarts/>

1.5 ADVANTAGES

1-Accelerate the Buying Procedure and Save Time for Customers- It in a real sense speeds up the purchasing interaction since when somebody considers getting one explicit item from the actual store which is exceptionally far and not effectively accessible. Here how the E-Commerce encourages the client to benefit the particular item effectively and expediently. Web based business encourages the one to browse a wide scope of online got to items effectively and get it conveyed as well; it causes you to get to online worldwide market guidelines. Such kind of purchasing interaction can assist you with lessening the voyaging time and encourages you with picking a lot of alternatives which you may be anticipating getting your own one. For instance – Sometimes client can't locate a specific item from the stock and even by staying other banded stores, this is the place where E-Commerce come into a scene with a fast reaction over the necessity by assisting with buying the specific item without sitting around idly.

2-Personalize the Store according to the Customer Belief- One of the (OB) advantage which will increase your internet shopping involvement. It is on the grounds that each buy which is caused by online will to be mentioned according to area and suggestions according to customer progressed look. It is one sort of modify store where each customer has a substitute first page in dainty of their area and past buys. Indeed, even customers are qualified at some point to get additional directions due to past antiquity and dependability towards the administrations. Such sort of store causes the customer to satisfy their assumptions and needs.

3-Easier to Inspire an Instinct Purchase- Impulse or Instinct purchasing is one of the approach where it function as a typical conduct of customer's insight towards a particular item. It is recognized with the resistor of human mental conduct which resembles a few people have character qualities that can be said as drive purchasing inclinations. This is the thing that can be consumed on an E-Commerce stage too by making the article more attractive with pictures, other shading replacements and even by indicating a video of the article. So the customer can get a parallel quality of purchasing the article from the store.

4-Reviews are Available- It has so many numerous positive suggestions which can give more makings to your E-Commerce site and assist customers with building more trust over an unambiguous item. It can support you with being clear and more apparent about the item that grounds you with more item fortitude as well. The entireness of the surveys are significant to

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customers, which can accurately assist a great deal with building belief over the things and organizations.

5-Best Superiority of Services in Rationally low Operation cost- It is one and only of the advantage that assumes an exceptionally crucial part over an E-Commerce stage. In a large portion of the case, actual retail locations need to pay a great deal to keep up their quality in the market by paying rent or regardless of whether its own. There are a few forthright costs which influence the store which is truly claimed. Internet business store will help you cut off over 60% of the value which has been gone through an actual store. At the point when you conversate about motion cost it is remarkably high as looked at to the online accumulation. One needs to remunerate their staff, stock, area charges, store plan and so forth which influences a ton.

6-Fast and Inexpensive Marketing- You won't necessitate to spend abundant currencies to glass case your E-trade business. There are plentiful approaches to appeal your E-Commerce business into this online world through different methods of web based showcasing which are brisk and moderate. Here are a portion of the extraordinary ways which can simply cause you to comprehend and assist you with extemporizing advertising procedures.

a- Always go with incredible substance this is the thing that causes you to be more visible in the marketplace through imaginative material advertising.

b- Social establishing inspires you to mark your quality wherever in light of the fact that there is nobody who is right now not into mingling.

c- It causes you to edify the life to old information as well.

d- Every client can be reached through computerized market simply need to zero in on the methods to move toward them.

7-Provide Flexibility to the Customer to Buy Product every minute of every day- It has greater adaptability over the customary store on the grounds that the administrations are accessible day in and day out and however assists with serving you the administrations at whenever and wherever. There is a great deal of progress in the online business sectors as of late which are furnishing you benefits assisting you with the suggestion, deals uphold, visit uphold and even encourages you find comparative items. Web based business is one of the stage which accessible for purchasers every minute of every day and universally.

8-A smaller amount of Store Setup Cost and Rapid ROI (Return Of Investments)- When you conversate about E-Commerce it has less measure of venture when contrasted with the detached

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store, it takes an enormous measure of assumption to set up a detached store which effects your business a great deal by deficient on the arrival of speculations. This occurs all since all assumption which is been done terminated keeping up the store, unexpectedly, it takes less amount of venture to make an online one. Unfluctuating subsequent to putting away a great deal of cash over stock, work, administrations, upkeep, power charge, lease (assuming any) and so forth, these won't ever assist you with trip acquire benefits over your speculations. Online business stores are reasonable and however on the off chance that you see pleasantly than you will find that there isn't quite a bit of venture when contrasted with the disconnected store and has more advantages as well.

9-Evade Human mistake while Dealing with the Customers- In the mode of E-business, you won't ever challenge the issue of human mistake on the grounds that each item is restored with sensitivities on the site, so that makes modest for the customer to have more perceivability over the things. This is the device that causes the customer to feel good to obtaining online when compared with the offline store. The offline stores are far more troublesome now and then on the grounds that because of absence of choices, examination and portrayals. At the point when you visit an offline store you will constantly find that the seller attempts to communicate with things which are barely any persuading however still, you should catch it till the end. This is what marks the customer more confusing to purchase or not? It look like getting pitched over and over for the equivalent on the thing you are not searching for to get looked at.

10-Environment Friendly- One can say that E-Commerce is absolutely eco-accommodating when contrasted with the store. It is on the grounds that when customers visit a store during a period of procurement, customers get a bill, receipts, coupons and so forth They damages current circumstance a great deal and that is the motivation behind why E-Commerce purchased such administrations which are much eco-accommodating and simple to keep up.

11-Compare Product and Price- In the realm of E-Commerce, customers can think about the items effectively what shares a point by point depiction over it. The most helpful piece of E-Commerce is that customer can profit and comprehend the item obviously yet however this happens absolutely inverse when you visit a store. In store customer probably won't have the option to discover the item and won't analyze it, even you may need to visit numerous shops to know the distinctions.

12- Convenience- One of the fundamental or significant advantage of web based shopping is that stores are accessible for 24x7, and all practically every purchasers is having Internet access at

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home just as grinding away in each country. Different premises, for example, schools, Internet bistros, and public venues additionally provide web access. Then again, working to a regular retail location needs travelling or driving and extra costs, for example, petrolling or gas, leaving, or transport tickets (such as fuel charges, toll charges and other taxes etc.) and so forth should typically happen during business hours. Conveyance was one of the serious issue which influenced the internet shopping. In order to overcome this issue numerous disconnected retailers just as online retailers in Taiwan raised a store pickup administration

13- Information and Reviews- Online stores portray their items available to be purchased by text, little video cuts, photographs, and interactive media documents and so on then again in an honest retail location, the honest or actual article and the maker's hustling will be reachable for direct inaccuracy. In current scenario abundant online stores give link to stream item data, for instance, guidelines, maker particulars, security techniques, showings. Some online stores additionally give foundation data, advices, or how to utilize items, item directs, creators to assist customers with choosing which item they will purchase. Also , these stores permit their clients to remark or rate their things or items. There are additionally many survey locales that permit host or client to audits for various things or items. Audits, channels and even a few websites gives clients a possibility for shopping to less expensive buys from everywhere the world without relying upon disconnected or nearby retailers. Regardless of whether an online store is open for 24 hours in a day, seven days in seven days, the client assistance group may just be accessible during business hours.

14-Price and Selection- One of the best preferred position of web based shopping is being empower to quickly glance out different arrangements for items or administrations given by a wide range of venders (however some locally accessible pursuit engines). Search motors gives online value examinations, revelation shopping and administrations. Web indexes can likewise be utilized to discover dealers of a specific help or item. Delivery expenses or transportation charges lessen or finish the value preferred position of internet shopping, a sort of deals duty may charge for this. Transportation a limited quantity of items or things, particularly from some another nation, is truly considerably more costly than making the enormous shipments. A few retailers (particularly the individuals who are selling little yet high-esteem things like hardware, for example, A.C, T.V, refrigerator, clothes washer and so on) offer free delivery on enormous orders.

1.6 DISADVANTAGES

1- Lack of Special Touch- It is somewhat customer feeling that buyer can't feel and communicate to the item. Now and then regardless of how great an item is clarified and communicated customers won't detect the, smell, and sound, touch, taste through the dimensionality of a computer screen. This is the thing that makes E-business at some point in a circumstance where customer faces bit trust issues over different items.

2- Insecure About the Quality of the Products- One of the most important issue with purchasing possessions online is that customers will have no guarantee of an items quality. Reviews are not generally helpful and conversely all the explorers won't ever guarantee customers about the nature of an item. It might delude clients to expand deals yet however for they should ensure and get mindful that occasionally defective items are being sold online as well.

3- Late Delivery- When somebody intends to arrange an item online they are never guaranteed to get conveyed according to time and there are a lot of issues which make such circumstance sensitive for clients. It resembles customer are sitting tight for a whole day leaving your work to merely get your new telephone for example and however all the customers are getting conveyed on the same day itself. Such a situation makes customer hang constricted a great deal for the transmission yet at end benefits nearly loses the faith of customers on that second itself.

4- Security Concerns- E-business terminuses record all the substantial insights concerning the customer which are to be retained gotten in light of the fact that it incorporates subtleties like name, telephone no, address, and bank subtleties. On the off chance that for these situation locales don't execute thorough network safety amount. Each online store objects to security whether they are little, medium or venture organizations. To put it plainly, customers can say that online store has safety or security issues which can never be predicted in this world of E-business.

5- Internet Band width- E-trade is the store which completely goes on the web and conversely it needs a decent association with maintain the business on the web. On the off chance that customer are not the acceptable data transfer capacity association than customer may confront issue with submitting the requests, stacking pages, and look at issues as well. The administrations are on the web, so there will be in every case a few issues with the web transfer speed and this issue works opposite from the two closures.

6- It is Challenging to attempt Formerly Buying- Researcher or Investigators can say that online customers won't have a lot of capacity to review actually, even once in a while customers lose the

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ability to arrange the cost and installment terms may exist distinctive when contrasted with neighborhood stores. While web based shopping customers won't have an individual to talk and in some cases things are put in a rain check for on the off chance that they are not in stock however these make a great deal of issues.

7- Site Crash/ Smash Issues- This is one of the most important issues where websites must be figure out the assistance to get online yet again on the grounds that when customers talk about E-Commerce store, they face issue with workers now and then which causes heaps of issue on deals. Online business has totally changed the retail business, customers can see from the previous long term's information that an ever increasing number of purchasers and merchants are favoring on the web store to buy and sell their items. Accordingly, websites should consistently guarantee that their client invests a quality energy in online store. This will assist websites with changing over their guests into potential clients expanding deals and brand esteem. Owner should ensure that the site is intelligent and simple to use for client's commitment. There are a huge number of internet business site online however a couple of catch our eye. Planning an E-trade site which is attractive and agreeable for guests is certainly not a simple assignment. As a website specialist, owner should remember these perspectives and plan a really captivating, helpful and straightforward site. There are some good thoughts which owner should study when forecasting an E-trade site. Large number of ideas and hard work reflect in work what one has understood with their experience. An alert web architecture is all necessitate for great alteration. Web architecture must locate that the center of the receptive plan is skillfully obliges and not limited to couple of techniques.

1.7 INFRASTRUTURE OF ONLINE SHOPPING

India has got its own adaptation of Cyber Monday known as Great Online Shopping Festival what began in December 2012, when Google India collaborated with E-trade organizations including Flipkart, Myntra, HomeShop18, Snapdeal, Indiatimes, Limeroad shopping and make my excursion and so forth "The online Christmas sales extravaganza" is a term begat in the United States for the Monday coming after Black Friday, which is the Friday subsequent to Thanksgiving Day. Latest GOSF Great Online Shopping Festival was held during Dec, 2018.

Toward the starting of June in the year 2013, Amazon.com transmitted their Amazon India commercial epicenter with no show casing determinations.

In the month of July 2014, Amazon had believed it will contribute \$2 billion (Rs 12,000 crore) in our motherland India to extend the business, after its biggest Indian adversary, Flipkart reported

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\$1 billion in subsidizing.

In June 2016, Amazon consented to contribute another \$3 billion to additional pressing factor rivals Flipkart and Snapdeal. Amazon has likewise entered staple section with its Kirana now in Bangalore and is additionally wanting to enter in different urban areas like Delhi, Mumbai and Chennai and faces hardened rivalry with Indian new businesses. An enormous extent of traffic towards internet business destinations is driven by coupon locales.

1.8 FUNDING

In the month of February 2014, online strategy retailer Myntra.com raised \$50 million from a congregation of financial supporters drove by Premji Invest, the speculated organization glided by Azim Premji, who is Chairman of well prestigious organization Wipro. May 2014 additionally saw a procurement of Myntra by Flipkart allegedly for ₹ 2,000 crores. In the period of September 2015, Pepper Tap raised \$36 million from Snapdeal and others.

1.9 FUNCTIONAL AREAS TO RUN THE E-COMMERCE

There are various functional areas partly divided in a sense to run the E-Commerce business on a smooth flow. Among them, trails are the most significant ones that online store front must apply:-

1-The Sales Function- This department is assigned to maintain the sales & promotion of the business, for instance, by means of effective advertisements & discount offers. It also answers to their customer's questions and tries their finest to convey them with the best promising answers. Their task is to trade their goods either over the telephone or using the face-to-face method of commercial transactions. They choose the estimations to bargain discounts on their hawking items, this is done through operative & convincing advertisements. Monetary terms too are anyhow sustained by this department in some businesses. They also offer technical advices & keeps records of their consumers updated.

2-The Production Function- This department plays a vital role in any business organization since it checks & monitors the storage of raw materials. It also builds up the schedule of the productions for the maximization of the uses of equipment. Manufacturing the items is the fundamental function of this department and hence it also collects the complete output. This serviceable area is also allotted for the quality checking of the goods all through the production process. Machinery examinations too are accomplished by this area of business.

3-The Purchasing Function- This department is necessary since its task is to order inputs/raw materials for the production of expected items from its suppliers. If any difficulties, such as

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differences from a dealer to sell raw materials, are confronted, then the department would embrace the right to change the dealer and order from the new one. If to host new items, different kind of raw materials is to be bought and employed. In such cases, this department would hunt for new dealers to meet the necessities. It also refers to the difficulties on delivery, e.g. quality or quantity. It is also very essential for this department to be in good relation with its dealers so that the business doesn't face any destructive faith issues amongst each other.

4-The Administration Function- In simple senses, this department is all set to maintain the legal documentations, paper works & necessary record keepings. In some business it assist their customers by providing professional advices for the enquiries faced.

5-The Customer Service Function- Similar to the above one, it responds to their potential customers and gives them the best soluble options. It also offers after-sales services including the substitutes of damaged items, preparations for repairing the items, etc. It deals with the client complaints and takes required steps to overcome the complications arising.

6-The Finance Function- All the financial works are maintained by this area of business. The currency that is received is well documented by this department. The inspection & disbursing of the invoices received are too completed by this department. All monetary documentations & payments involved in the business are scrutinized by the Finance Department.

7-The ICT Function- Most of the tasks of the Administration Department are followed by this ICT area such as maintaining the records on computer. Also the online comforts too are done by this department. All that are interrelated to the IT are organized by this department.

1.10 SOME NECESSARY E-COMMERCE FUNCTIONS

1-Centralize Management of Production Creation – Company is not looking at assembling here. Company is looking at governing items in the stock. Each E-retailer needs an answer that permits company to make items hold in stock from one focal dashboard.

2-Change Prices Instantly – When company has an advancement or foundation occasional limits, plan those better and set costs flawlessly.

3-Monitor Inventory in Real-Time – How a lot of every item do company have available? What number of each tone, size, and unit is ready to move? Company can screen their stock and realize when to renew stock continuously.

4-Track Location and Status of All Merchandise – Know where company product is at record-breaking. Is it at the distribution center? On the way? At one store area? Between stores? Just sold?

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Company can know progressively.

5-Set Rules for web Order Fraud – Know when phony orders are being made and build up principles for managing them.

6-Capture and Analyze Customer Information – The more company think about their clients, the better company can deal with their necessities and market their items. Fragment their clients to all the more likely deal with their specials and limited time openings.

7-Manage request Fulfillment Better – Increase dispatching speed and satisfy orders immediately.

8-Get Price Management Reports that disclose the Whole Story – Do company costs set accurately? Would it be advisable for company to change them? Understand what cost is the ideal cost for every item and when everything sells better.

9-Analyze Sales across Channels – Do company selling a greater amount of one thing through one deals channel and another through a different channel? Realize where to pipe their clients and items.

10-Third-Party Interface – Log into eBay, Amazon, and other outsider destinations where company's items are sold and deal with stock and costs better.

1.11 BUSINESS STAKEHOLDERS AND THEIR RELATIONSHIP IN THE BUSINESS

The underneath table depicts the points of the business following the relationship of their partners into the business. Partners are those individuals who are both straightforwardly and in a roundabout way identified with the business when all is said in done methods. The table underneath will help make a reasonable view:-

Stakeholders	Aim	Relationship
Owner	Business Development, Profit	Profit Owner possesses the business thus he chooses what could make his business run effectively. Without his commitment into the business on a quick stream, the business will neglect to procure enough of its normal benefit.
Investors	Business Growth, Profit	These are individuals who put into the business with a beginning money to make the business chose the field. Through their interests into the business, the business will actually want to become quicker true to form and subsequently will think that its conceivable to serve their expected clients and consequently acquire benefit.
Employees	Business Development, Growth, Service Provision, Profit	Employees contribute their time and endeavors by working as indicated by the business strategy, to serve their customers. In this manner their commitment prompts business advancement in both short run and since quite a while ago run, henceforth development and benefit.
Customers	Service Provision, Business Development, Growth, Profit	These are individuals who award the assistance of the business either by purchasing the items or by taking the administrations given by the association. The more the clients, the more noteworthy the business development and improvements, prompting an ascent in benefit.
Government	Profit	The part of the public authority in the business is that they are paid the legitimate assessment from the business. Additionally that they don't actually have any significant impact into the business, for example, controlling it, however they do screen it so it doesn't get appended to any uncalled for acts.

Society	Business Development, Growth, Profit	Society is identified with the business it could be said that for example if an association dispatches their style store at any business region, an ever increasing number of shoppers will think that its convenient to get their ideal items at the ideal spot. In manners, society all around is being profited and along these lines the more the clients consideration is acquired, the more prominent the turn of events and subsequently the benefit will confront a fast ascent.
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1.12 CUSTOMER BUYING BEHAVIOUR IN DIGITAL WORLD

The advertising around the computerized world, customer's purchasing conduct could possibly be changed or constrained by the store as well as with brand, when customers relax on an obtaining choice that may concern with the working of web flatterer, online reviews proposals and other data. With the immediate separation from the computerized gadget world, customers are bound to utilize their cell phones, tablets PCs, and other advanced gadgets to gather data. In another words, the advanced world immensely affects customer's mind and purchasing conduct. In the time of web based shopping, responded choice may affect customers dynamic force. Every customers is turning out to be an ever increasing number of dynamic nowadays, then again online surveys of customer can impact other potential purchasers' purchasing practices.

Additionally, trust and danger are likewise are two significant variables which influences customers' conduct in computerized climate. Customers like to change to e-channels, since they are essentially impact by the examination with the disconnected shopping, and furthermore includes the, monetary and execution chances, development of security. As such, it is accepted that a customer who is shopping on the web may get more danger than individuals shopping in shopping centers or disconnected stores. There are for the most part three variables which may impact individuals purchasing choice, right off the bat, individual can't get themselves that whether the item fulfill their needs and needs before they really get it. Besides, customers may worry about after-deal administrations. At last, customer may frightened that they can't comprehend the language or directions utilized in e-deals. In light of these variables customers see hazard and turned into an altogether reason which impact the internet buying conduct.

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Online retailers has put a lot of zeroed in on customer trust angle, trust is perhaps the main method of driving customer's conduct in computerized world, which are rely on customer's assumptions and demeanor. In the event that the organization's items costs, plans or thoughts won't lived up to customers desires than client won't buy the item. Customers buy intension predominantly rely on judicious assumptions, just as effect on trust and enthusiastic. In any case, those assumptions can be additionally rely on the item data.

1.13 PRODUCT SELECTION

Purchasers finds the result of its advantage by visiting the various sites of the online store straight forwardly or via watching among elective available using a shopping internet seeker. When an item as per customers wish has been set up on the site of the seller, all the online sellers use shopping basket outline or software design to permit their buyer to accumulated distinctive item send to change amounts, much the same as filling an actual shopping crate in a disconnected store or in shop. A basic "checkout" measure is continues in which method of installment and conveyance data is gathered, if vital. Presently a days some online stores permit their customers to "join" for a lasting on the web account with the goal that all of this data requires to be entered just a single time. The customer consistently gets an email affirmation when the exchange is finish or complete. Less experienced online stores may depend on both i.e buyers to telephone or email their orders.

1.14 MODE OF PAYMENT

1-Cash on Delivery or conveyance (C.O.D.) - Cash on conveyance (COD), some of the time additionally called gather on conveyance, is the offer of merchandise via mail where installment is made at the hour of conveyance instead of paid ahead of time. On the off chance that the merchandise or items are not paid for, at that point they are gotten back to the online retailer. At first, the term applied distinctly to the installment made in fluid money however as other method of installment have become more well known, "money" once in a while supplanted with the word 'gather'.

2-Cheque- A cheque is a debatable instrument which edifying a monetary establishment to pay a curious measure of a careful money from a discrete value-based record made in the cabinet's name with that specific foundation. Both the payee and cabinet might be legitimate substances or normal people. In different nations, for example, the US, the individual who embrace the check, cooking them to indicate the another party to whom it should be paid.

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3-Debit Card- A charge card (which is otherwise called check card, plastic card or a bank card) is a plastic card installment that is utilized instead of money when making installments. It is much the same as a Master card, yet not at all like Master card, the cash is quickly or immediately moved from the cardholder's ledger when playing out such an exchange.

4-Gifts Cards- Gift card which is otherwise called blessing token, blessing endorsement, or blessing voucher is a high level paid put away worth cash card, which is by and large gave by a retailer or a bank, to be utilized as another option or substitute of money for making buys inside a specific store or shop or identified with any organizations. Gift vouchers are additionally given by bosses or associations to its representatives as remunerations or endowments.

5-Wire Transfer- Wire move, credit move or bank move, is a technique for electronic finances move starting with one individual or one substance then onto the next individual or another element. A wire move should be possible through an exchange of money at a money office or starting with one financial balance then onto the next ledger.

6-Invoice- A receipt, tab or bill is a business record gave by a merchant or a dealer to a vendee or a purchaser, identifying with an exchange and showing the various items, costs and amounts, for items or administrations the vender had given to the purchaser. Installment terms are generally uncovered on the solicitations. These bills determines that the purchaser has given number of days in which the person needs to pay and in some cases a markdown is offered to the on the off chance that they paid before the due date. To stay away from such a disarrays, and pointless correspondences among purchaser and merchant, a few venders obviously notice in enormous or capital letters on a receipt if the installment has just been paid. From the vender's perspective, a receipt is known as deals receipt. From the purchaser's perspective, a receipt is known as buy receipt. The archive demonstrates the purchaser and vender, however the term receipt shows how much cash is owed or owing.

To develop an appropriate E-trade site for a business, there should must be a few executions of these examinations as follows:-

1.15 PEST (POLITICAL, ECONOMIC, SOCIO-CULTURAL, TECHNOLOGICAL) ANALYSIS

1-Political- The likely difference in government, just as the adjustments in the approaches and needs and the presentation of another administration activity could be major political variables.

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Such factors incorporate political security, charge rules, exchange guidelines, wellbeing guidelines and representatives laws.

2-Economic- Economic variables may likewise be restricted to the nation of origin yet as worldwide exchange keeps on developing, monetary challenges in a single country would will in general have an expansive effect by and large. Components influencing the economy in such manners incorporate expansion, loan fees, financial development, the joblessness rate and strategies, and the business cycle followed by the country.

3-Socio-Cultural- Socio-social components are those that emerge from customers or plausible customers. These progressions can regularly be slight and they can be hard to accept or distinguish until there's a significant impact or effect. Inside this social factor the business thinks that it's accommodating to examine the financial circumstance of its market by methods for essentials like client socioeconomics, social limits, way of life demeanor, and instruction.

4-Technological- This region is about those that are identified with the uprising advancements on the employments of innovation. There are 2 sorts of changes in mechanical uses all in all: improvements in its employments, and, advancements in IT in explicit industry or market.

In present day days, we have an expansion in the PEST investigation which has added two additional variables to produce results in the business. These are Legal (L) factors and the Environmental (E) factors, which for example, stands to be the PESTLE Analysis.

1-Legal- It is vital to take into accounts the components emerging from changes to the law. Changes can be by methods for Discrimination laws, Health and wellbeing laws, Consumer Protection laws, Copyright and Patent laws.

2-Environmental- The variables emerging from the worries about the indigenous habitat, at the end of the day the 'green' issues, incorporate expanding worries about bundling and the increment in contamination.

1.16 SWOT (STRENGTH, WEAKNESS, OPPORTUNITIES, THREATS) ANALYSIS

This examination is just centered around the qualities, shortcomings, openings and dangers that are important to an association for a shiny new plan.

1- Strength (S) - Internal credits that are useful to the association to accomplishing its destinations. Model incorporates: predominant item quality, unrivaled mechanical gear, training to representatives, well known item name, items embraced by purchasers.

2- Weaknesses (W) - Internal credits that are hurtful for the association accomplishing its

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objectives. Models include: augmentation of the dispersion framework, absence of direct contact with clients, greater costs.

3- Opportunities (O) - External factors that assist the association with accomplishing its points and destinations. This may emerge from: trades, moving toward the adolescent business sectors, strategically pitching.

4- Threats (T) - External factors that assist the association with accomplishing its points and destinations. These are raised by: gigantic duty rates on extravagance things, aberrant contenders. Into a business association, the SWOT Analysis has been partitioned into two classes, Internal Analysis which is Strengths and Weaknesses, and External Analysis which is Opportunities and Threats.

(i)- The Strengths are esteemed by estimating the capacity of an association to rival different organizations universally or locally. The beginning up expense overhead expense is low to present E-Commerce framework in the business, which is one more point. Direct customer correspondence also happens while this internet business framework is actualized by methods for when a request is made; the products are straightforwardly conveyed where an individual get together happens. So it by and large makes a decent customer relationship.

(ii)- Weakness could be the greater costs of their items which will bring about less buyer considerations and thus less benefit. Another highlight consider as the shortcoming of an E-Business could be the online page stacking time. On the off chance that the page sets aside much effort to stack, the guests of the site will in the long run will in general kill their pursuit and leave.

(iii)- Opportunities are estimated by their every minute of every day accessibility online to serve their shoppers. Development is assessed to proceed at high rates and dispatching an online business permits the vendor to be in a situation to profit by this development.

(iv)- Threats are estimated by the business' capacity to get by in the field by contending with different associations. Another highlight contemplate is misrepresentation. A few shoppers think that its dangerous to convey their monetary information and such sorts of feeling among the populace can be an extraordinary danger for any online business stores. Protection concerns also are a factor to be considered.

5

Web based business is fundamentally functionalized as to convey the customers with the ideal assistance in an online premise. For example, the customers will remain at their supported spot from where they can undoubtedly put in a request for the item they need. They will either make

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the installment web based utilizing charge/Visas or, they can likewise make the installment on money while the item is at long last conveyed at the perfect spot. That is perhaps the most productive and by and large significant capacity however which the framework runs.

1.17 INTERNATIONAL STATISTICS

Measurements shows that in the year 2012, Asia-Pacific elevated their global deals over 30% by giving them other than \$433 billion in income. There is a \$69 billion difference between the U.S. income. It is an organization through which Asia-Pacific will yet again increment by additional 30% in the year 2013 by putting them forward more than 33% of all universal E-business exchange. The supreme internet shopping day on the globe in 2014 was Singles Day, with the deals just at Alibaba's destinations at US\$9.3 billion. Online customers or purchasers should have way to deal with the Internet and a safe or legitimate installment technique to finish the exchange. It is expected that by and large, more significant levels of instruction and individual pay customers are more alright with internet shopping. Expanded divulgence to innovation additionally builds the odds of creating inspirational perspectives towards new shopping channels or locales.

1.18 E-COMMERCE IS GOOD FOR THE INDIAN ECONOMY

The E-trade area is changing the retail scene in India. This implies it is viewed by numerous individuals as a beast which will at last wind up crushing the physical retail industry. However while the large retailers are telling a shameful lie and begging the public authority to shackle this area, their feelings of trepidation appear to be very outlandish in light of the fact that the present internet business market of \$4 billion is by all accounts overshadowed by the retail deals of \$600 billion.

Be that as it may, leaving aside the quarreling, the inquiry which asks an answer is whether E-business is useful for the Indian economy. Here are five valid justifications for E-business.

1- Improving the Technology Sector- In a manner, E-business has delivered the Indian mechanical area once again from the shadows. Driven by the need to offer better and snappier types of assistance, E-business organizations are constrained to improve. Flipkart is on a drive to enlist young people working in such different fields as UI, installment entryways, enormous information and versatile innovation. Cut N, an innovation occasion facilitated by Flipkart was a turning point for Indian innovation, where in excess of 500 specialists met to share their experience.

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The E-business industry has achieved another rush of advancements in unfathomable regions. Bundling, which was viewed as a dreary job, has of late become a lively and energizing spot to be. Flipkart has plans to present bundling advancements which will zero in on changing over pressing material into usable items once customers get them. The abrupt interest for bundling experts is likewise promising numerous understudies to take up the calling.

There is a checked change in conveyance frameworks because of the internet business industry. A free enterprise mentality is not, at this point adequate. Presently various smooth advancements are associated with following bundles from the trader premises to the stockroom straight up to the entryway of purchaser, prompting quicker conveyance and insignificant burglaries.

2- Generating Employment- As E-business without a doubt relies upon bleeding edge innovation, it thus requires a quality labor force. There is a solid interest for web engineers, programming coders, investigation specialists, content scholars, visual planners and advanced advertisers among other specific tech zones. On the business side, there is an enormous necessity for item and UI interface planners, advertising, ERP and SCM experts and client confronting staff. The entirety of this amounts to a humungous interest for more than 150,000 experts in the coming years.

Many sneer that making 50,000 deliverymen isn't creating business. The ideal occupation for an Indian is to function as a coder, subsequent to finishing a nice course in designing. Therefore, India has become a third world industrial facility, fabricating coders who work away in their splendid enormous workplaces for their managers sitting in the created world. This implies E-business adventures are not their saints. In any case, truly numerous young men without a science certificate have figured out how to procure a good pay as deliverymen. As per a Forbes article, Flipkart conveys 5,000,000 shipments consistently. The math is straightforward; web based business produces work.

3- Providing Competitive Pricing for Customers- The most despicable aspect of the Indian market is the production network or its nonattendance. In an examination led by the Indian Planning Commission, the use to convey one rupee of food to individuals through the public dispersion framework was Rupees 2.65. This implies that neither the maker nor shopper benefits, while the brokers nibble into the edges.

By getting rid of the brokers, E-trade has changed this condition for vendors and purchasers. Obviously, web based business exchanges are straightforward and utilize shrewd innovation to make deals channels which lessen the expense of stock and conveyance. A valid example is to

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select the organization between Xiaomi of China and Flipkart. By short circuiting the disseminating organization, they have had the option to sell mobiles at rates a lot of lower than that of contenders.

4- Producing Chances for Merchant Partners- Traditionally, in India, makers and vendors have been treated as untouchables by the huge showcasing firms. Crushing edges from humble item designers is the standard. However by presenting innovation and straightforward cycles, online business players have made a more dynamic and solid deals networks which helps traders extraordinarily.

Humble finance managers with specialty items would now be able to contact a huge crowd without a major promoting financial plan. Worldwide players have brought worldwide business techniques which are both open and comprehensive. Amit Agarwal, Country Head and VP, Amazon India gladly guarantees that they have engaged nearby organizations by presenting them to their demonstrated frameworks and cycles. "We have devoted groups zeroed in on SMB that work on the ground and teach dealers on freedoms to sell on the web and extend their span broadly," Amit said.

5- Boosting Real Estate- The drowsy housing market in India has livened up because of the internet business industry. There is a chase for great office space, distribution centers and travel areas. In October 2014, Flipkart reported an arrangement with realty firm Embassy Group to rent 3,000,000 square feet office space in Bangalore at a yearly lease of \$50 million. This month, Amazon is said to have skimmed a RFP to add 250,000 square feet of office space. By chance, Amazon as of now has 300,000 square feet office in Bengaluru and needs to add an extra 1,000,000 square feet by 2018. In the interim, Hyderabad, another innovation center point, is competing to draw in first-class ventures to put resources into the city. There can be no uncertainty that the E-trade blast in India will acquire mechanical developments its wake. As the business develops, it will require better innovation and more imaginative and inventive masterminds.

1.19 PROSPERITY OF E-COMMERCE IN INDIA

As indicated by the review by the Associated Chambers of Commerce and Industry of India, India's E-commerce market, which stayed at 259.90 million of year 2015, arrived at 437.40 million out of the year 2017 and rose to advocate \$ 525.30 billion out of the year 2019. India is continuously turning into the country with most elevated number of educated population on the planet and the web infiltration is to a great extent driven by cell phones, with probably the least

expensive and most fundamental hand-sets presently offering admittance to the web.

Internet Users in India has been expended from 2015 to 2019 -102.12%.

Table 1 - Internet Users in India

Year	Internet Population in India (in Million)
2015	259.90
2016	295.40
2017	437.40
2018	483.00
2019	525.30

Source: Statista 2020

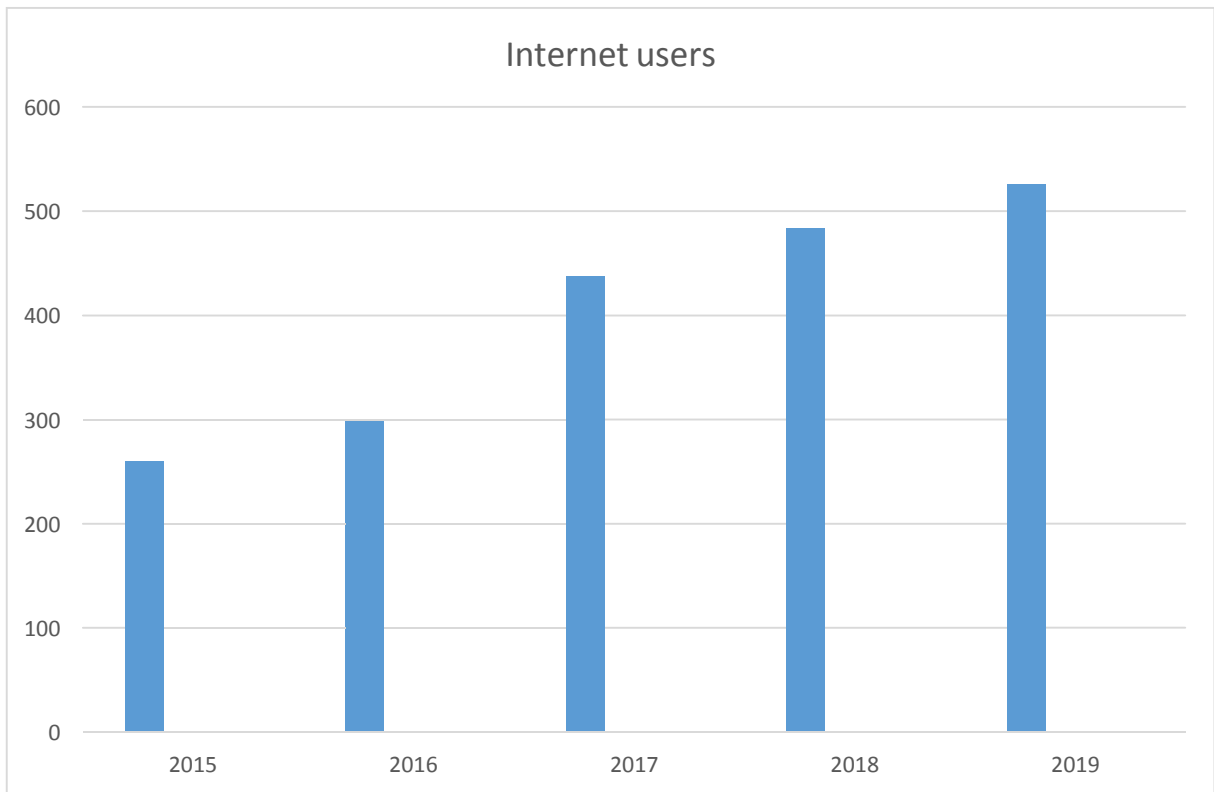


Table 1 reveals that in the year 2015 Internet user in India was 259.90 million, which is expected to rise by 525.30 million in 2019.

Estimated Increment in Internet Users in India from 2020 to 2023 – 26.86

Table 2 – Estimated Internet Users in India

Year	Internet User in India (in Million)
2020	564.50
2021	601.00
2022	634.90
2023	666.40

Source: Statista 2020

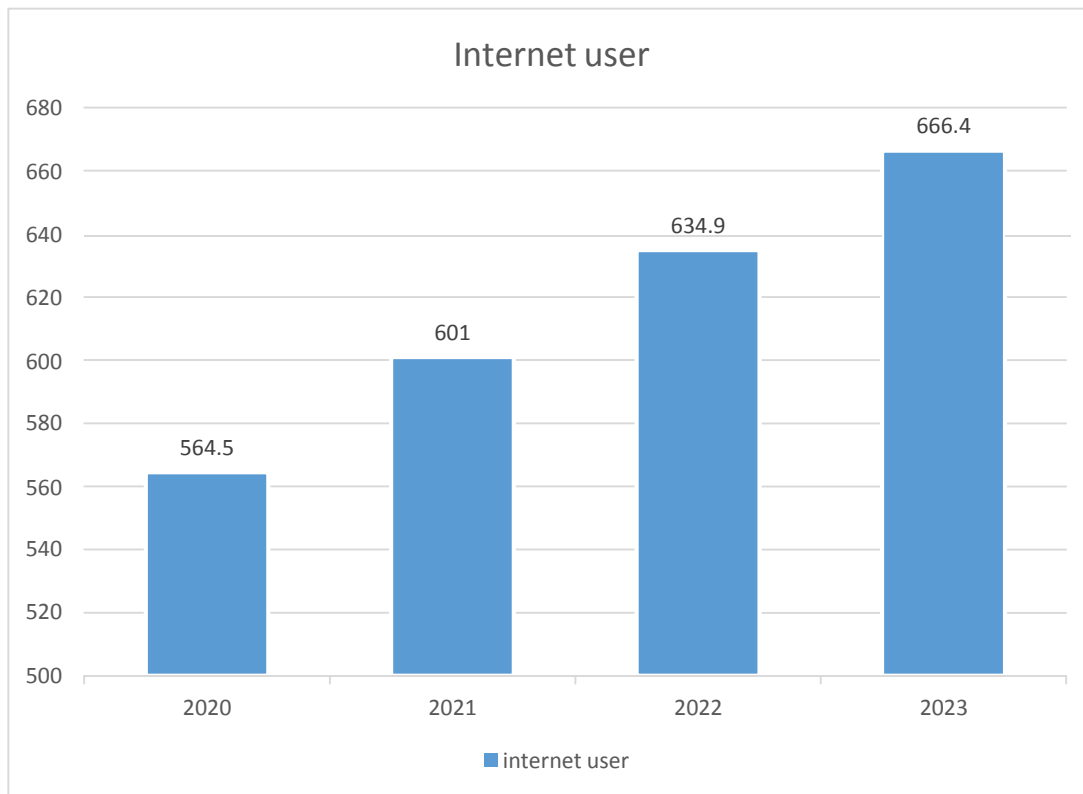


Table 2 reveals that in the year 2020 Internet user in India will be 564.50 million, which is expected to rise by 666.40 million in 2023. Due to high internet penetration in India, the adaptability of online shopping and better shopping experiences offering by the E-commerce websites among Indians will increase rapidly.

1.20 E-COMMERCE TRENDS

In our worldwide associated world, prevailing fashions are presently mistaken for "Online business patterns." Customers need to comprehend that crazes start and end like Twitter patterns. Real patterns for online business stay for a more extended time. Customers can bear to overlook crazes, yet never the certified patterns. Organizations ought to investigate all crazes and patterns cautiously. There is no compelling reason to stay away from the enticement of bouncing the fleeting trend right away. Patterns in E-trade industry rise out of different things. How customers shop? What they purchase and how they react to promoting strategies utilized by organizations? Inside the most recent decade, a ton of new patterns have arisen with a supportive of establishing impact. Web based business goliaths like Amazon, Walmart, and Alibaba have been at the bleeding edge of receiving and profiting by such patterns.

1-Contextual and Programmatic Advertising- Context and automatic advertisements will see an ascent this year. Online media locales are as of now redoing the plan to cater these patterns. The new pattern, named as automatic publicizing, utilizes datasets to choose the intended interest group. These promotions are seemed to the mob picked built on utilization. They are then retargeted after a timeframe to create higher ROI. In basic terms, it is tied in with drawing the correct crowd to the perfect advertisement at the perfect second. Contrasted with the fundamental retargeting endeavors, E-trade storekeepers have a superior possibility of contacting a bigger crowd by utilizing automatic publicizing. Indeed, even in recordings, AI fueled setting notices that effectively mix with the substance are the most recent web based business pattern. For instance, in a scene introducing a bar, an advertisement for a wine brand will feel less meddling and is probably going to sell more wine. Facebook permits promoters to choose the crowd. You can target them with applicable advertisements. Facebook pixel learns and turns out to be cannier with each run. This outcomes in a superior overall revenue over the long haul. Google Adobe shows video advertisements in the middle of portable games astutely. At the point when a level finishes, a video advertisement shows up with an offer. These advertisements are less meddlesome. The lone issue is that occasionally the clients think these promotions are essential for the genuine game.

2-Marketing Automation- For laymen, showcasing robotization implies computerizing email advertising and booking web-based media posts. Be that as it may, promoting mechanization has now become the new pattern. It gives no indications of halting. It covers regions including redid

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greeting pages and simple to-get to shopping baskets. Whenever actualized appropriately, robotized promoting will let you:

- (i)- Send out custom-made messages to your customers.
- (ii)- Display new items and advancements according to the guests' shopping history.
- (iii)- Retarget customers for fundamental item deals.

The computerization further permits you to modify the store contributions for every customers. Mechanized suggestions get impacted by what the customers click on during their visit.

3-Artificial Intelligence (AI)- Customer division and recognizable proof of examples dependent on client's perusing history are huge difficulties for E-business stores as far as robotization and store personalization. Smart calculations are presently hailed as the way to manage such difficulties. As per Business Insider, retailers that have actualized personalization systems see deals gains of 6% to 10%.The precision of information is incredibly affected by the quality and size of the information. This makes difficulties for little E-trade organizations in the event that you don't have an enormous volume of information. Be that as it may, these organizations can band together with outsider suppliers to work around this limitation. It shows that more organizations will take advantage of AI fueled instruments. Why? To make customized suggestions for every client.

4-Enhanced Shipping Options- Shipping and co-ordinations is one zone that deteriorated in the previous years. Little enhancements like free transportation happened. Be that as it may, nothing uncommon until 2013 when the possibility of same-day conveyance became standard. Be that as it may, things started to gaze upward here. Amazon began testing drone conveyances in USA. With the assistance of Google Maps reconciliation, these robots can find the most brief course to the objective. This pattern will develop as the innovation improves. In all honesty, conveyance robots will turn into a practical business segment.

5-Mobile Commerce- Online retailers from around the planet affirm that portable exchanges are increment every year. Particularly during the occasion deals season. In the event that you don't have a site which is versatile responsive – this is the ideal opportunity to make it responsive. Individuals are currently more presented to their cell phones than they are to their PCs. Gartner says internet business shopping through versatile will arrive at an unequalled high this year.

6-Augmented Reality for Product Visualization- Apple has presented an AR pack for its new working framework ios 11. In light of that, Google dispatched AR Core for Android cell phones.

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The Augmented Reality patterns for item perception will see move upward in 2019. The appropriation of AR/VR empowered brilliant gadgets will increment strongly prompting a change in worldwide E-business patterns.

7-Voice Search will take Lead- E-business stores should begin improving substance for voice search. As indicated by new rules by Google, content for voice search ought to incorporate more printed content. This will permit them to show up in rich bits and information diagrams. While utilizing tables and pictures is extraordinary yet the sites will not get any profit by it. Utilization of voice-empowered catches can prompt more transformations from keen speakers. Consequently improving the numbers for E-trade stores. Amazon, North Face, and other comparable top brands have begun making E-business applications for voice colleagues. It causes clients to arrange through their brilliant speakers.

8-Snap and Shop another E-business pattern of picture shopping will arise- Customers will point their camera towards an item they see to arrange it from an online store. There are numerous photograph applications accessible like Cam Finder, and a lot more will popup this year. This pattern will likewise lead in selling associate items through photograph shopping. For instance, Pinterest has dispatched its own photograph camera. It perceives and deciphers pictures to give an exact item depiction. It has just banded together with numerous E-trade stores and top web indexes. It gives them significant information for ordering and deciphering pictures.

9-Revival of Brick-And-Mortar (B&M) Models- 2007 was the year when the physical market confronted a kickback. It was then when E-trade stores went standard. Presently, in 2020, things will be changed. Physical stores would return with a blast. These new retail locations give face to face advanced encounters without putting away any real stock. A genuine illustration of this is the land business. Assume a customer enters a land shop and uses an augmented simulation headset to see the 3D variant of the house. This is additionally being reproduced in the vehicle business. Display areas are currently utilizing virtual adaptations of vehicles for first time guests. In 2016, Cadillac utilized computer generated simulation application for an item demo at a vehicle exhibition. Different automakers, for example, Audi, Toyota, and Mercedes are likewise utilizing computer generated reality applications. It gives the clients a really inviting encounter.

10-Subscription Based Models Will Rise- Digital installments are getting advantageous. We will see an ascent of membership based plans of action in 2020. Organizations like Loot Crate and Birch Box will see a flood in requests in light of their customized contributions. The new E-

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business stores can likewise take advantage of this market by reproducing a similar membership based model. They can get repeating deals on a month to month or a yearly premise.

11- Chat bots as Personal Assistants- We are utilizing talk bots from a couple of years now. But since of the utilization of neural organizations now, AI-controlled talk bots will again see an ascent. Computer based intelligence fueled Chat bots help increment the client commitment by giving important choices to them. Their development will reach \$1.25 billion by 2025. This year we will see visit bots getting less expensive, more astute, and wide spread. For instance, Starbucks permits clients to put orders through voice orders easily. They additionally tell the clients the complete expense just as the leftover season of the request.

12- Block chain – The New Shift-We realize that square chain is as yet in its early stage and the market isn't as large, yet the square chain-based applications look adequately encouraging to get a notice, here is the reason. For instance, one E-commerce stage made on the square chain network is Open Bazaar. It is a P2P store where exchanges are made through digital forms of money. It is totally free for merchants and anybody can undoubtedly set up store even without programming information. Open Bazaar is simply model that works on the 'evidence of work' model. It is a model where tokens are created on each exchange, permitting more straightforwardness in the utilization of E-business. To clarify it essentially, the purchaser and dealer needn't bother with an outsider middle person. At the point when a request is set, a square of installment is made on the square chain and showed on the organization. This again happens when the merchant makes the item and boats to the purchaser. Three squares will be made for each cycle. Presently, the explanation it is extraordinary is a direct result of the straightforwardness, verification, and opportunity joined to it. This year we will see more cases of square chain-based E-trade stages and commercial centers, stock administration frameworks, and more cryptographic money installment frameworks.

13-Social Payments make Shopping Seamless- Another pattern in E-business that is slowly rising is social installments. Advocated by Paypal, social installments permit clients to move subsidizes utilizing web-based media. Practically all significant social stages have shaped their own rendition. For example, Apple pay, Google wallet, Facebook installments, Twitter Buy, and so forth. These installment techniques work like an advanced financial balance. Web-based media clients can either purchase items on the stages or from the online retailers that offer such installment techniques. Social installments are a famous method to trade cash. Be that as it may,

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they have their own deficiencies. They are profoundly inclined to hacking. Why? Since most clients have a powerless secret key. Likewise, a great many people have turned their settings to consistently associated on cell phones. In the event that they get robbed, the muggers can undoubtedly get to all the online media records and move reserves. None the less, the social installment strategies are as yet a consistent method of making buys. Accordingly an extraordinary resource for E-business.

14-More Payment Options will Popup- Customers currently have numerous installment alternatives accessible including advanced installment strategies and cryptographic forms of money. A greater amount of the last will spring up to provide food each fragment. For example, music coin for performers and Kodak coin for picture takers. Online business stores are currently tolerating cryptographic forms of money. While Smartphone makers are concocting computerized wallets. This makes installment measures basic for E-trade. Additionally, versatile trade is taking flood. We will see an ascent in the appropriation of such substitute installment strategies for versatile based installments.

15-Localize and Personalize Customer Experience- Localization is only a type of personalization. It alludes to the adjustment of your site's substance. Distinguish the IP address of a customer and give more context oriented marketing. Personalization frequently alludes to customized marketing in E-business. Utilize different customer information focuses to customize your site and convey significant items. The information focuses incorporate customer's Search Queries, Purchase History, Shopping Cart, Social Behavior, Geographic Location or Segments. By utilizing such information focuses, customer can convey only the best to singular clients. All personalization should intend to better the client experience. In less complex terms, improving the customer experience is WOW'ing the customer. Outstanding customer administrations, quicker delivery, lower costs, simple to-explore site expands consumer loyalty.

16-Post Payments will Boom- E-trade business visionaries face high misfortunes because of truck deserting. Online business firms in 2015 lost an income worth\$4.4 billion because of truck deserting. Post installment components is a powerful answer for defeat such misfortunes. Numerous on occasion, customers show interest in your items. Regardless, they wind up relinquishing the truck. Why? Essentially on the grounds that absence of trust in your item's quality. Numerous E-Commerce business people are presently evaluating the post installment system. It permits the customers to pay exclusively after they get their request. A significant

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purpose behind truck deserting is the disappointment of installment passages. Post installment system is a powerful suggestion. It can chop down the deficiency of income. Particularly during the moving deals season up to a huge degree. Also, it ends up being a noteworthy methodology for customer securing.

17-Cognitive Supply Chain Management- Supply chain the board assumes an indispensable part in the E-trade industry. Nonetheless, remember that it is sensitive to deal with. With regards to inventory network the board, three key elements supplement consistent enhancements.

- Automation– As far as store network the board is concerned, it is about computerization or robotization. Cycle combination helps business people to communicate a completely clear unopposed move of data stream.
- Sharing Data– Details, for example, accessibility of stock, delivery, and customer data. It ought to be accessible at all phases of inventory network the executives.
- Customer Centric– Identify the objectives, affection and propensity of your clients. It relies upon such factors to improve the operational effectiveness of the business.

18-Amazon will Keep Winning- Amazon is the B2B commercial center that interfaces numerous E-trade dealers with overall customers. It had a billion dollars in deals in its first year. Today, it is developing at 20% consistently. It is protected to say that customer can anticipate that they should keep winning in 2020 too. There is no compelling reason to run and pack away. Customer can turn into a partner of Amazon. Sell their items through their site. Here's the means by which customer can make due in the web based business industry and rival Amazon. The key factor that business visionaries should zero in on is to offer specialty explicit items. Construct your own customer information. Flourish to give a novel client shopping experience.

19-Influencer Marketing will Bring Sales- Online influencers are not simply D-list big names. They have a genuine crowd. An unmistakable impact. In all honesty, 70% of millennial customers are impacted by their suggestions. The dynamic of customers unequivocally depend on influencers' suggestion. Dive further into this influencer showcasing review directed by Collective Bias. It likewise affirms that 30% of customers purchase items suggested by non-big name influencers. Thus, market your items through applicable influencers for deals season in 2020. Influencer promoting is as yet undervalued. Find important influencers in your specialty on various online media stages. Thusly, you can build your web based business deals forcefully. Simply be adequately astute to contribute dependably.

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20- ROPO will Rise- ROPO implies Research Online Purchase Offline. It has been a perceptible customer shopping propensity. Frugal customers drive ROPO incredibly. Furthermore, deal trackers likewise search for the most ideal arrangements. Customers can expect a lot of ROPO in 2020 in the E-trade industry. ROPO is the finish of the previous 15 years of internet shopping. Clients lean toward investigating items online before they make any disconnected buys. It engages them to get their hands on the items that they need at the most ideal cost.

1.21 VARIOUS MERGER AND ACQUISITIONS IN WEB WORLD

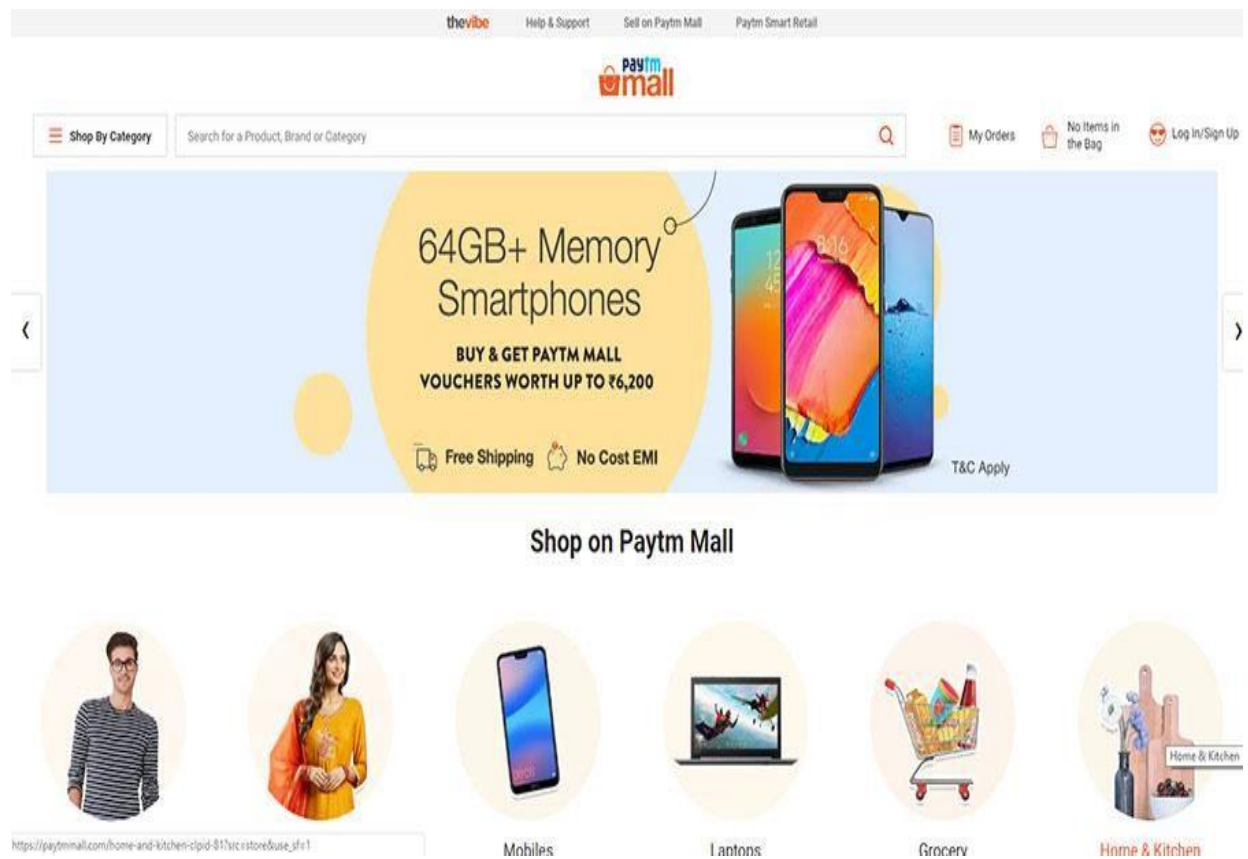
As per a report by Grant Thornton, as much as US\$2.1 billion worth of consolidations and acquisitions were inked in 2017 in the roaring Indian E-business industry. Here is the rundown of Mergers and Acquisitions which occurred in India throughout some stretch of time:

Month/year	Merger/ Acquisition	Companies Involved	Cost
May 2014	Acquisition	Flipkart acquires Myntra	US\$300 million
March 2015	Acquisition	Snapdeal acquires Unicommerce	Undisclosed
April 2015	Acquisition	Snapdeal acquires Freecharge	US\$400 million
April 2016	Acquisition	Flipkart acquires PhonePe	Undisclosed
June 2016	Acquisition	Myntra (owned by Flipkart) acquires Jabong	US\$70 million
July 2017	Acquisition	Axis Bank acquires FreeCharge	US\$60 million
May 2018	Acquisition	Walmart acquires Flipkart	US\$16 million

1.22 LIST OF TOP INDIAN E-COMMERCE PLATFORMS WITH ESTIMATED TRAFFIC

To give you more perspective of the state of the market competition in the Indian E-commerce landscape, here are the current top 10 leaders of e-commerce platforms in India in 2019 in reverse chronological order and their estimated monthly traffic from Similar Web, as of March 2019.

1. Paytm Mall

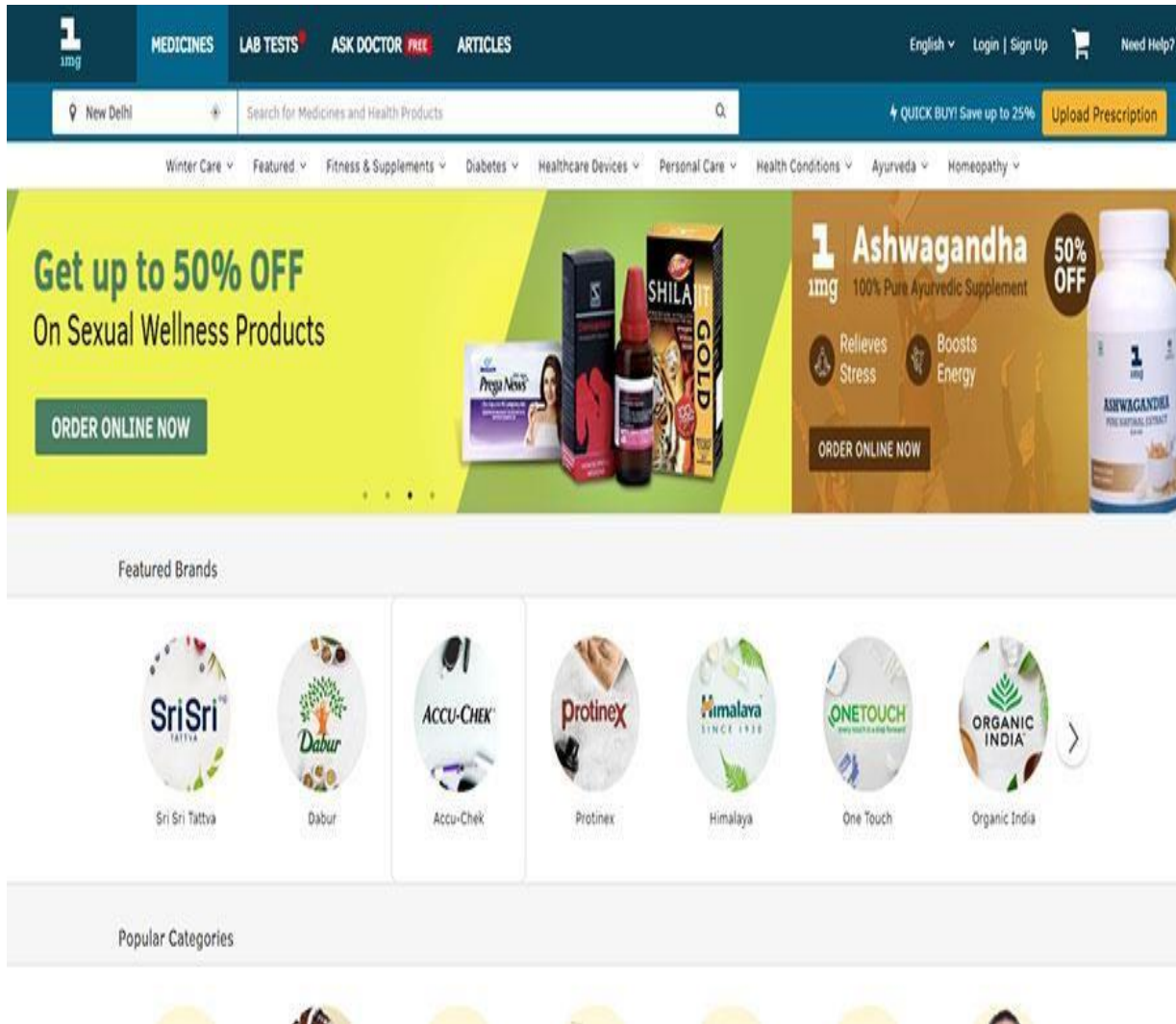


Paytm is an online payment system, also providing a diversified online market place through Paytm Mall selling products ranging from men and women fashion to electronics and home products, groceries and cosmetics, kids and family as well as cars and other vehicles. It allows third parties to sell their products directly through their application using their Paytm platform.

Website: paytm.com – Estimated monthly traffic: 5.9 Million visits

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2. 1mg

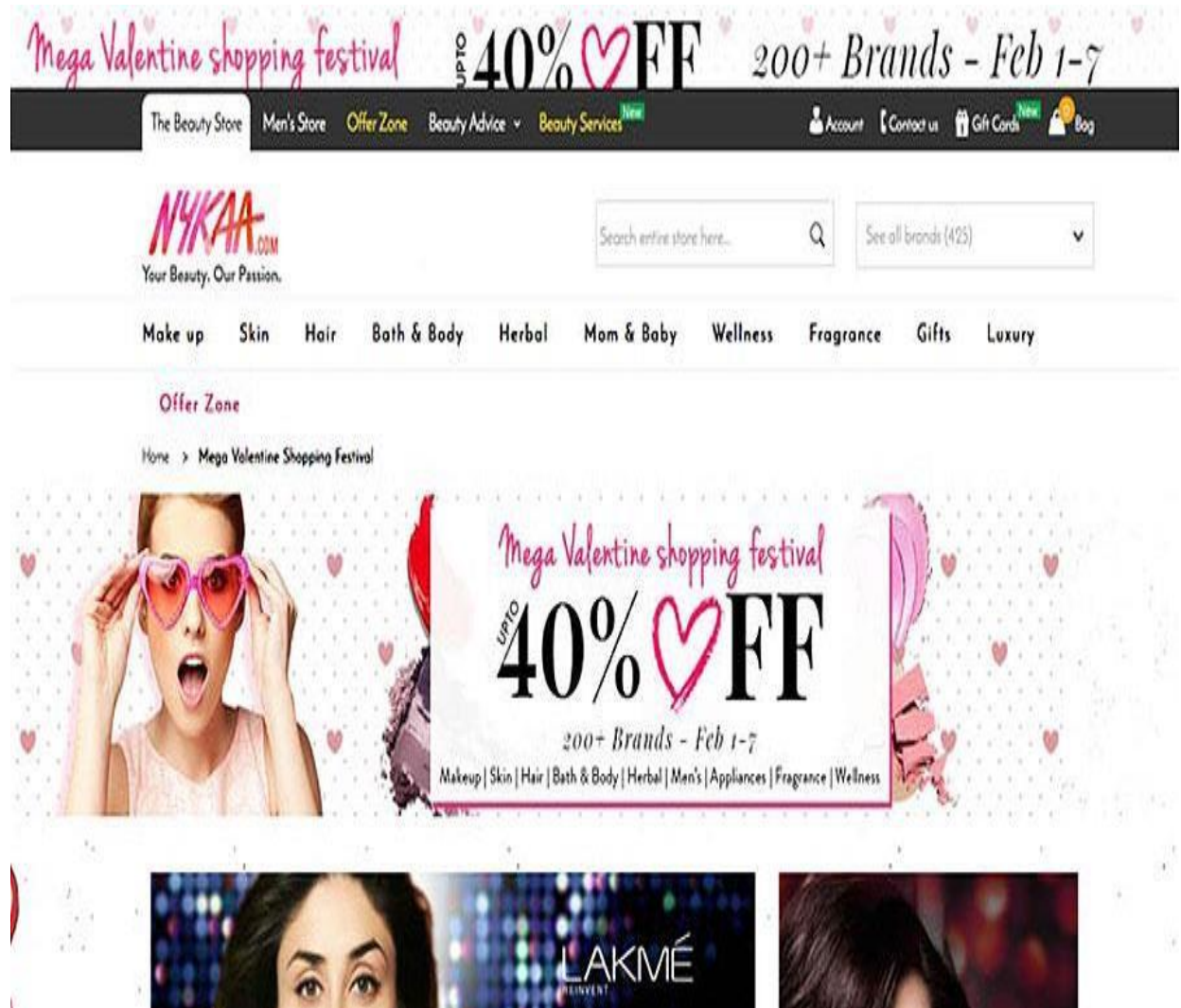


1mg is an online pharmacy and healthcare information website. Founded in 2015, 1mg provides online consultations, lab tests and a mine of medical information in order to better serve the Indian market and population’s need, and be able to direct its visitors to the right medicine or product from its shop.

Website: 1mg.com – Estimated monthly traffic: 7.45 Million visits

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3. Nykaa

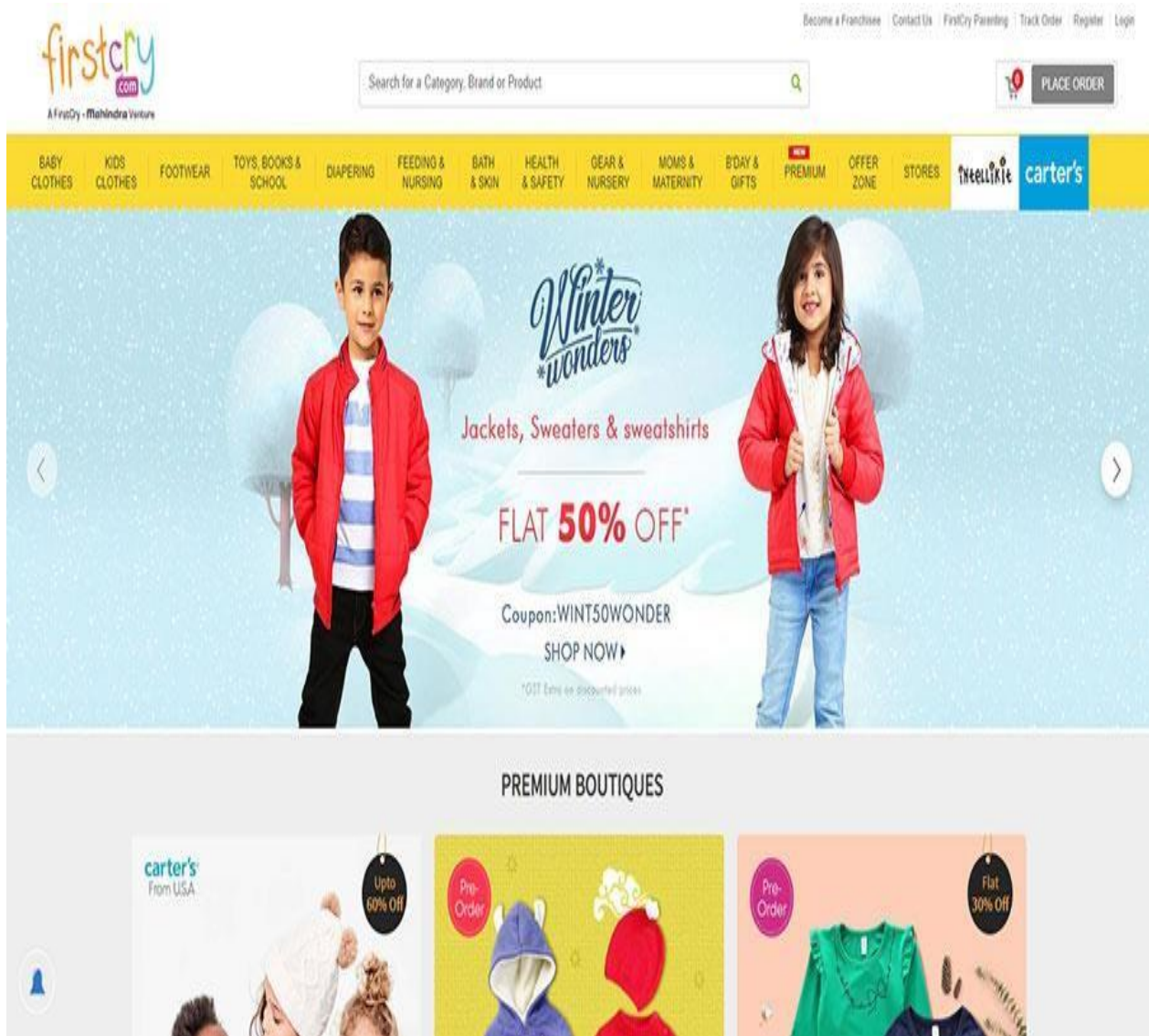


Nykaa is a beauty retailer selling cosmetics, clothes and wellness products to Indian customers. Founded in 2012, Nykaa is originally a specialized store for beauty e-commerce selling products from multiple brands. Since then Nykaa has developed its own line of cosmetics and opened multiple brick-and-mortar stores across India.

Website: nykaa.com – Estimated monthly traffic: 13.7 Million visits

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4. Firstcry

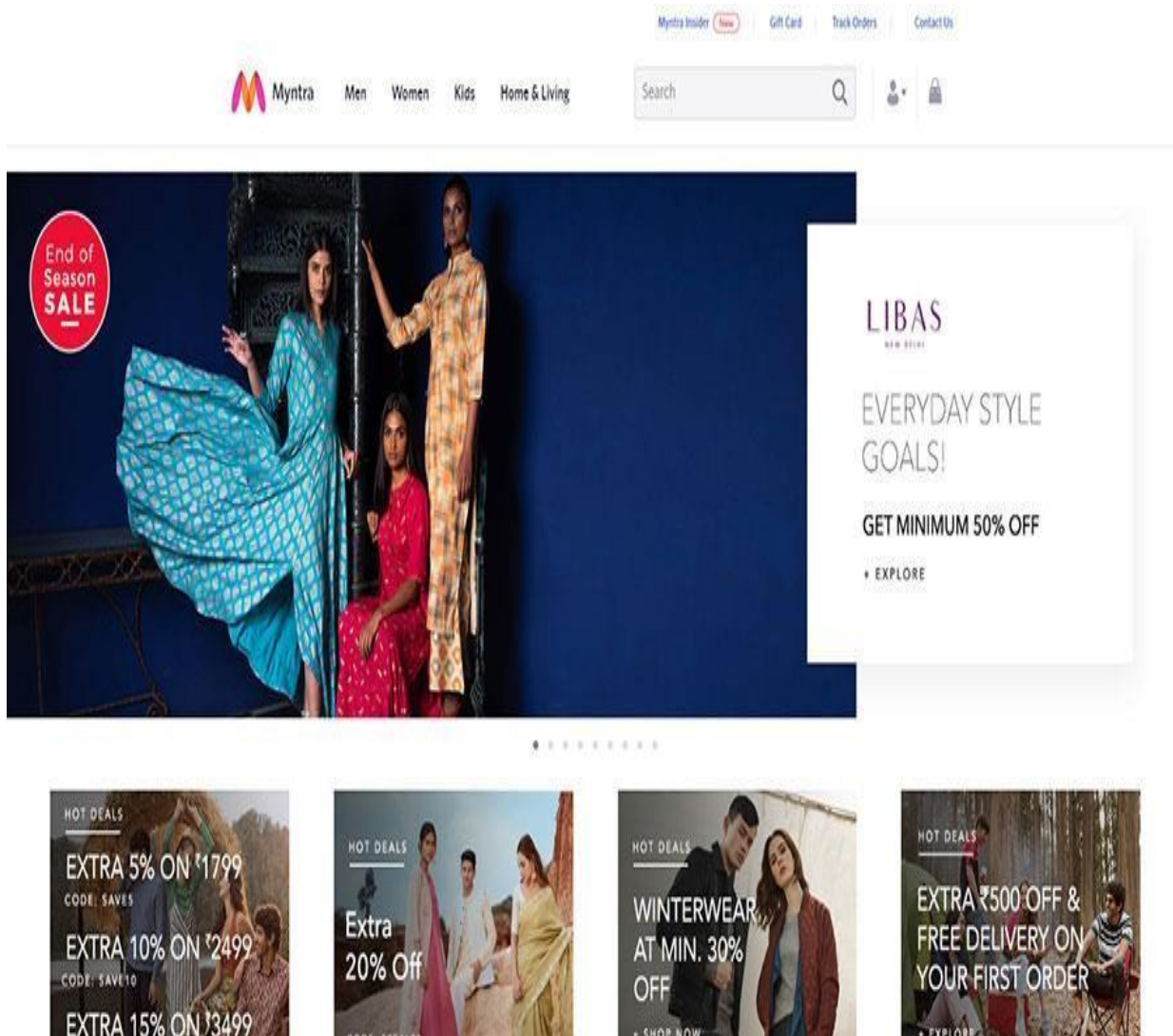


A specialized e-commerce platform for kids clothes and baby care products, Firstcry is a pioneer of E-commerce in India offering products from thousands of brands. Having expanded into franchised stores, Firstcry now also offers its products through tens of stores across numerous Indian cities.

Website: firstcry.com – Estimated monthly traffic: 16.1 Million visits

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5. Myntra

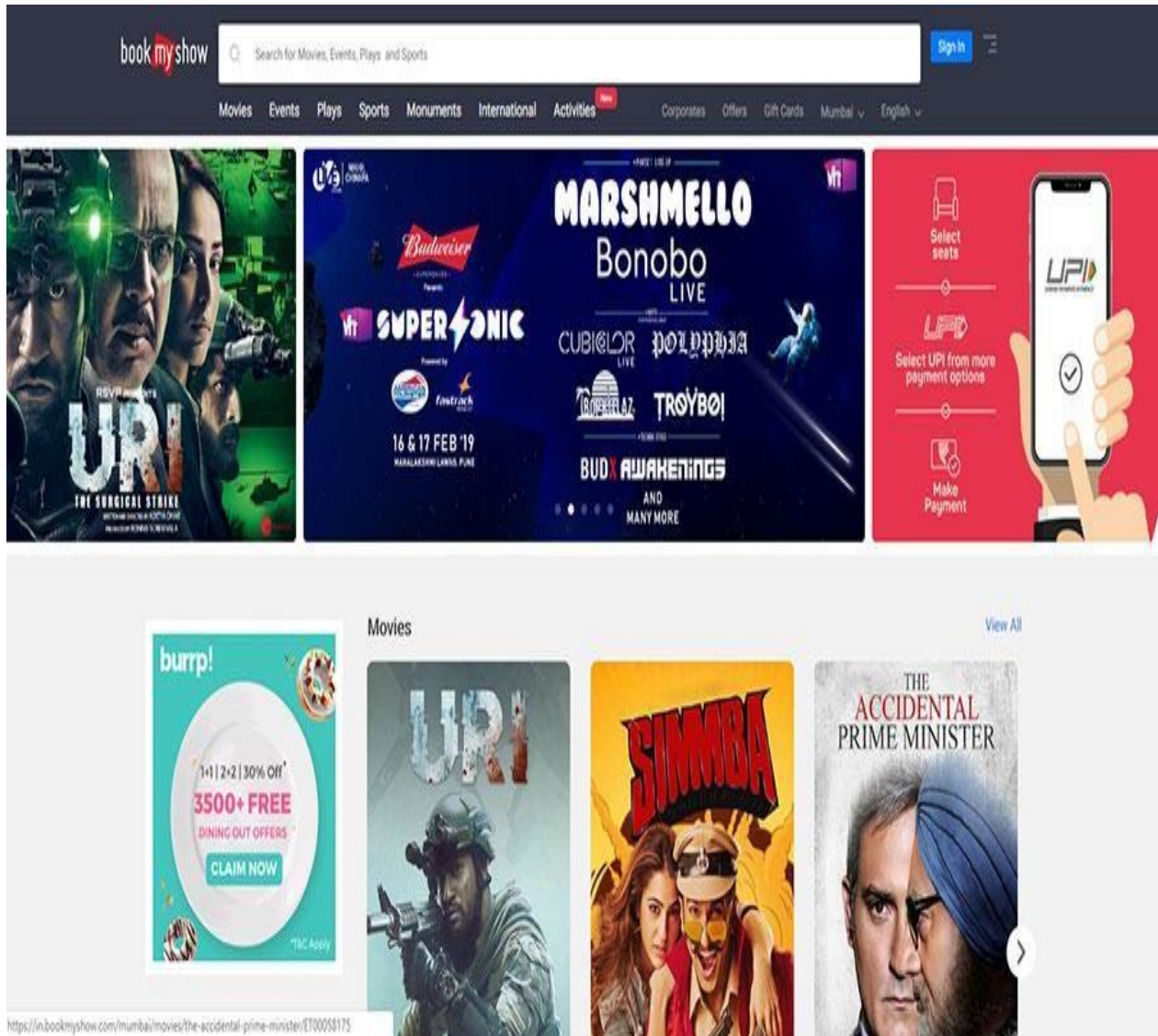


Myntra is a specialized online fashion, home and lifestyle retailer in India. Launched in 2007, Myntra has developed a strong online presence, especially through its mobile applications. Acquired by the Indian e-commerce company Flipkart in 2014, Myntra has consolidated its presence in fashion e-commerce through the acquisition of its competitor Jabong.com.

Website: myntra.com – Estimated monthly traffic: 27.8 Million visits

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6. BookMyShow

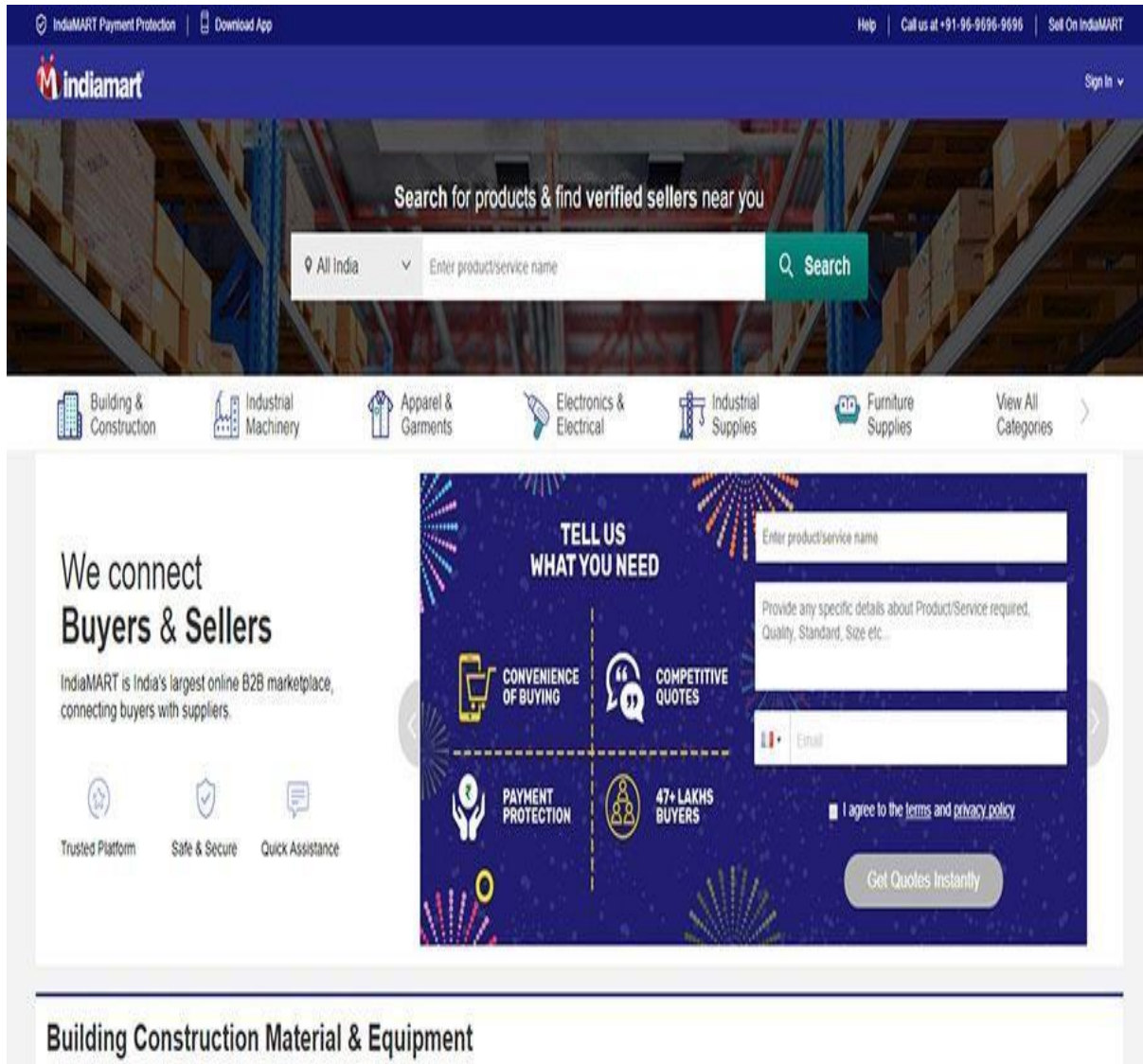


BookMyShow is the leading show ticketing portal and retailer in India. Since its launch in 2007, BookMyShow has expanded to sell millions of tickets every month for movies, sports events, plays and more. With the company’s success, BookMyShow has also expanded to other, opening subsidiaries in Indonesia, the United Arab Emirates, Sri Lanka, and West Indies.

Website: in.bookmyshow.com – Estimated monthly traffic: 43.4 Million visits

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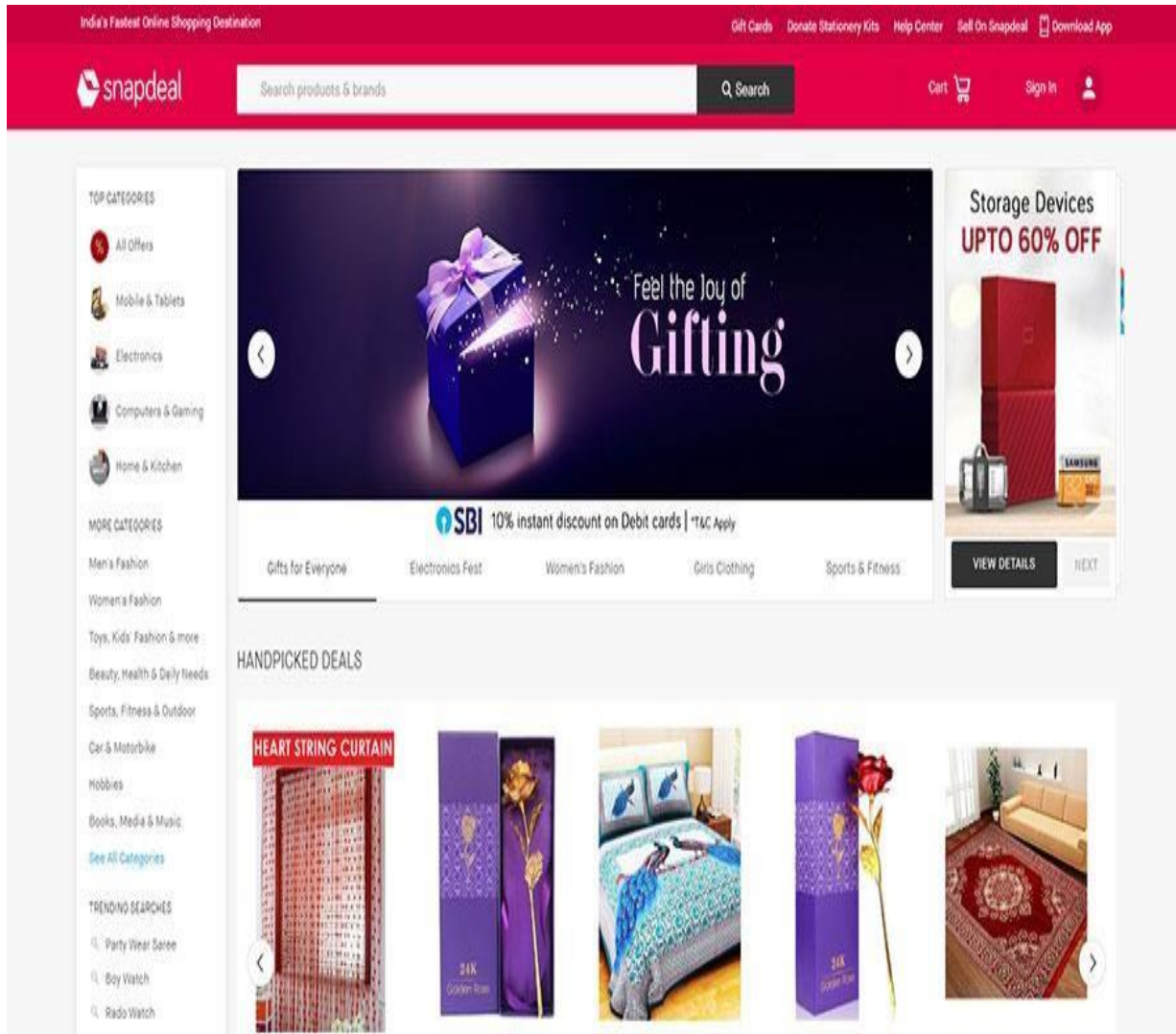
7. IndiaMart



Founded in 1999, IndiaMart is an online B2B marketplace for Indian companies. A competitor of Alibaba, IndiaMart allows manufacturers, suppliers, and exporters to propose their products directly through the platform to get contacted by its visitors. Since 2014, IndiaMart has launched its e-commerce retail platform, Tolexo.

Website: indiamart.com – Estimated monthly traffic: 42.8 Million visits

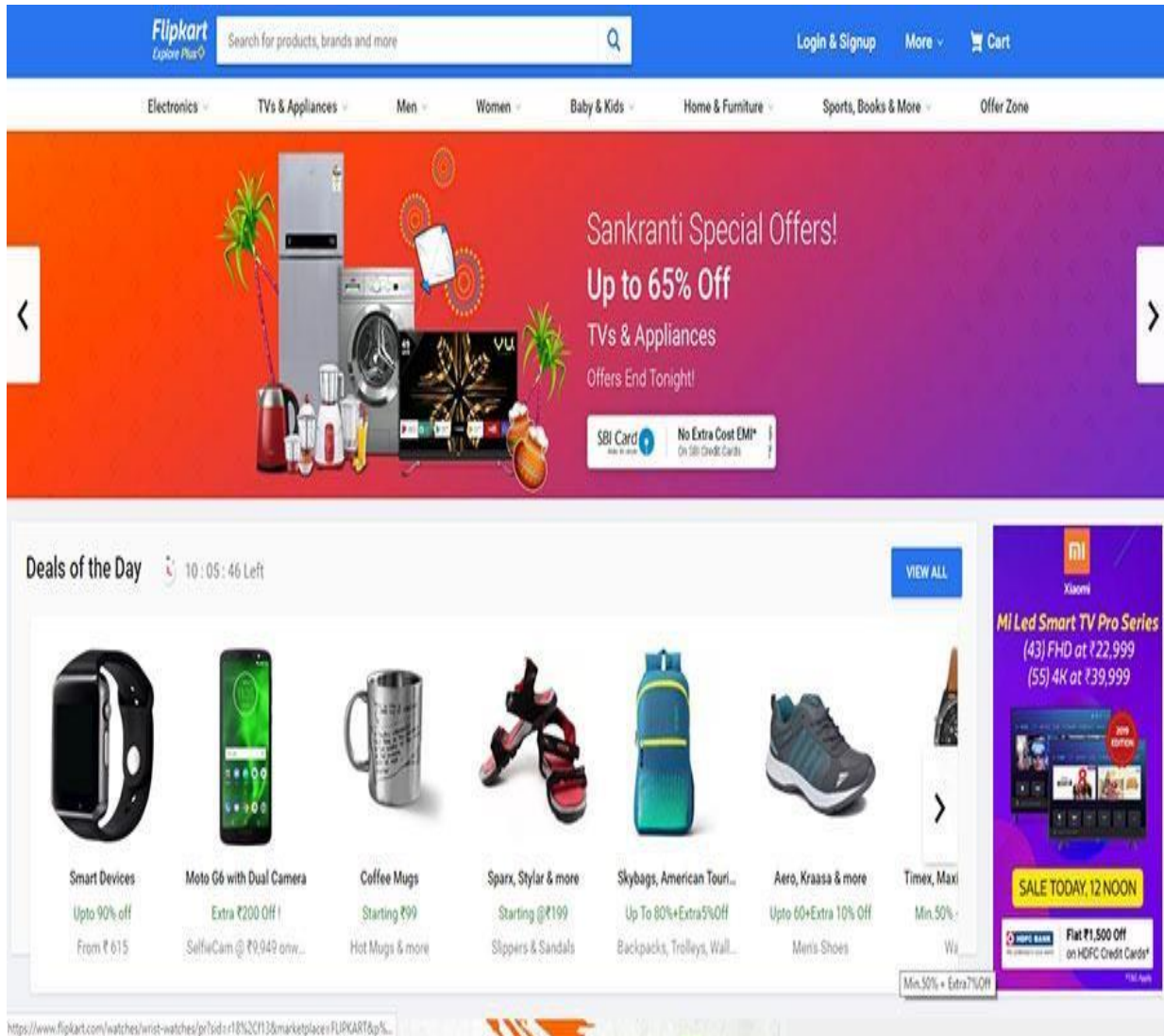
8. Snapdeal



Snapdeal is a diversified online shopping platform, offering products ranging from electronics and fashion to home and appliances. Founded in 2010, Snapdeal has received several rounds of funding from famous investors, including Alibaba Group, Foxconn and SoftBank, to fuel its growth and compete for the top spots in India's e-commerce landscape.

Website: snapdeal.com – Estimated monthly traffic: 83.5 Million visits

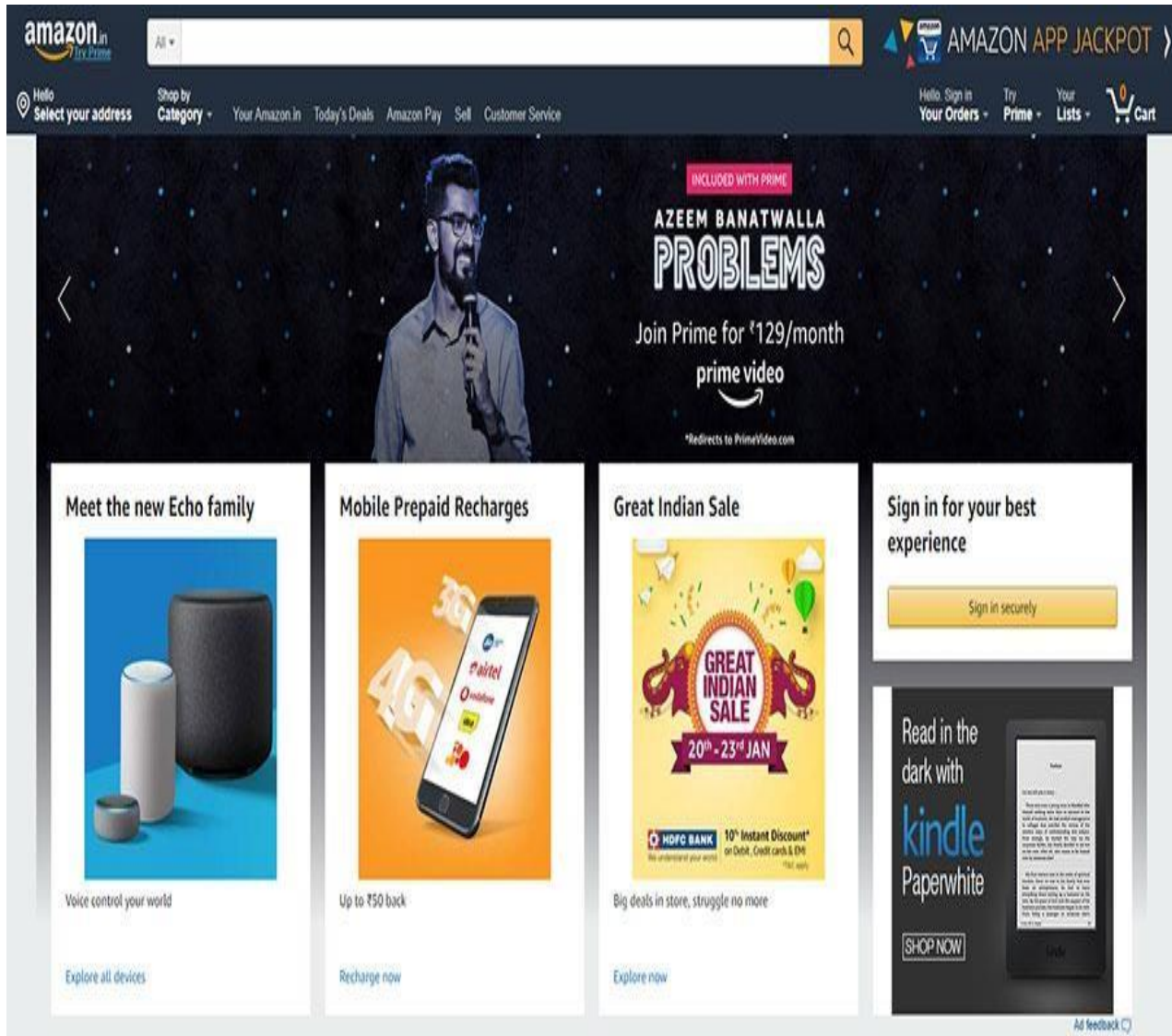
9. Flipkart



Flipkart is the national leader of E-commerce in India. Founded in 2007, Flipkart was initially selling books, before it expanded to other popular categories including mobile phones, electronics, fashion and lifestyle products. In 2018, Walmart, one of the largest American companies and leading platforms of e-commerce in the US, acquired 77% of Flipkart for 16 Billion US \$.

Website: flipkart.com – Estimated monthly traffic: 221.5 Million visits

10. Amazon India

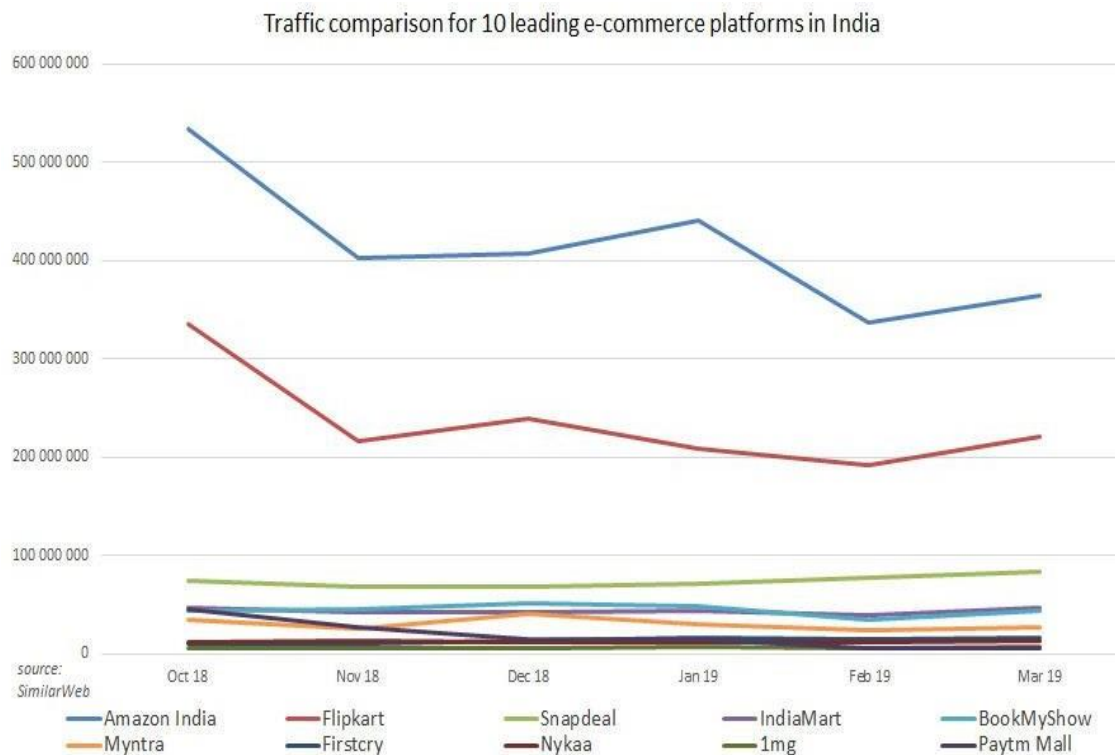


Founded in the US in 1994, Amazon started as an online bookstore that later diversified to products including media, electronics, apparel, furniture, food, toys, and jewelry. Having expanded to many countries, including India, Amazon has become the uncontested global leader of e-commerce and developed further into brick-and-mortar retail with the acquisition of Whole Foods Market, as well as publishing, electronics, cloud computing, video streaming, and production.

Website: [amazon.in](https://www.amazon.in) – Estimated monthly traffic: 365.5 Million visits

1.23 TOP E-COMMERCE WEBSITES IN INDIA COMPARED BY PREDICTABLE TRAFFIC

The evaluated month to month traffic from the foremost 10 internet business stages previously shows the mastery of Amazon and Flipkart, who remnants far over diverse players, exclusively over 360 and 220 million month to month visits. The group of followers is remarkably crooked, in the room of traffic volumes from 5 to 90 million visits every month.



Don't be Misled —be Authorized

Internet shopping or Online Shopping can be surprising and harmless experience as long as customers expression out for these cautions and employ some vigilance and presence of mind. Rather than feeling undermined by all the manners in which counterfeit sites could trick customers, understand that by realizing what to search for, you're enabled to assume responsibility for their online experience. When customers are finished perusing this paper, a couple of individuals would have finished a few E-Commerce exchanges. A couple of snaps to a great extent, and they'll be set to get their package in a day or two. It even extras individuals from going out, leaving the solace of their room and exploring for the item. Indians have moved towards the comfort of online

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installments for everyday exchanges. Throughout the long term, development of E-Commerce has been cultivated and it is changed into a billion-dollar industry.

Online business has progressed significantly since its initiation. The E-Commerce industry started with a couple of little organizations like Flipkart (presently a monster) and has now raised to MNC resembles Amazon and Walmart. The eventual fate of E-Commerce has never looked this encouraging. According to a report by monetary administrations master Morgan Stanley, the E-Commerce area is required to increment by about 1200% to \$200 billion by 2026, up from \$15 million of every 2016. This makes certain to carry a positive change to the business trusting that a marvel will pivot.

Below are a few reasons why the dynamics of E-Commerce are changing:

1-Digital India Campaigns: The Indian government made a decent attempt with the "Advanced India" mission to give an upgraded online foundation by expanding web network in distant territories. It appears to be that their endeavors have gotten paying going. The number of web users is developing frequently. The cell phones are currently accessible at expendable costs, web plans are truly modest and online customers are changing over into E-business clients consistently. This activity of government has guaranteed that web based business is going the right way. **2-Streamlined Logistics-** Logistics in India is getting considerably more smoothed out than previously. The dispatch organizations are searching for more brilliant approaches to convey vender's products by setting up sound co-ordinations administrations. The E-Commerce organizations have GPS following applications set up to fix the noose around co-ordinations organizations. Additionally, the organizations are currently deciding on dispatch aggregators like Ship-rocket. The dispatch aggregators offer shipment administrations at lower costs with productive following.

3-Safe Payment Gateways- One-contact installments, moment moves, e-wallets, and more are the most recent patterns that one can observe. Recollecting the passwords and security answers are a relic of days gone by. Indian banks offer sufficient help to the clients to make the installments more protected and smoothed out.

4-Easy Returns and Exchange-Product returns and trades are not, at this point a particularly large issue. Gigantic returns and trades added to the co-ordinations cost which was an extra weight for E-Commerce organizations. Yet, with the appearance of messenger aggregators like Ship-rocket, the RTO (get back to birthplace) rates are 10-15% not exactly the forward charges. This has

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empowered web based business organizations to bring to the table better administrations to their customers.

1.24 WHAT DOES THE FUTURE OF E-COMMERCE LOOK LIKE?

India is on the road to digital development. The fact that it is a boon for E-Commerce as the potential for internet users turned shoppers is vast. But, losses have become an everyday norm. Every other day an E-Commerce website turns up, and they have to invest heavily to market and promote it. Undoubtedly, the Indian government is doing its best to develop E-Commerce in India, but still, there is a long way to go.

Below Are A Few Things That You Might Observe In The Next 5 Years:

1-Add Innovation- Innovation is the way to reform E-Commerce in India. It will help E-Commerce organizations to build their effort. This is one of the significant objectives that all E-Commerce organizations should make progress toward. For example, customers have never been partial to promotions on the sites. To be sure, they search for promotion free substance. In this way, it's an ideal opportunity to change things for promoting inside and out. The nuts and bolts should be changed, and they ought to be made worth watching and review. 'Getting them snared to it' is the ticket! By utilizing new advertisement designs, customers can be saved from having awful encounters with promotions.

2-Foreign Investment- Foreign speculation will be an incredible factor in the forthcoming years. They have end up being the greatest test for Indian organizations, who need to heighten their endeavors a few steps higher.

3-Exceptional Customer Service- A customer is the lord. What's more, uncommon customer assistance is the key on which Indian online customer flourishes with. SMEs can gain from the large players like Amazon and Walmart to keep client care at the front. Customers support alongside co-activity from the public authority will take web based business to another level in India.

4-Simulated intelligence and AR- Before making a buy, customers frequently have certain inquiries and second thoughts. Along these lines, E-Commerce organizations and sites have just begun offering 24*7 live talk uphold that gives moment arrangements. Visit uphold has become a need for web stores. However, AI-fueled visit bots will be significantly more brilliant. The continuous commitment will help in producing more income and brand notoriety. Increased reality also is getting more incorporated into E-Commerce. The utilizations of AR will demonstrate to

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overcome any issues among physical and computerized encounters. AR incorporates Chat bots. They give a moment answer for customer issues and quickly take them through the business channel.

5-Coordinations- When it comes to E-Commerce, co-ordinations is truly significant. Empowering an all the more remarkable framework for shipment and following is the need of great importance. The customers and venders both need to reduce down the co-ordinations expenses. The decision of messenger accomplice significantly impacts the E-Commerce organizations. Henceforth, the messenger proposal motor will run what's to come. They help you locate the most proper dispatch accomplice by dissecting them on different measurements, for example, conveyance time, turn around pickups, transporting charges, and so forth.

The First Phrase

The previous decade has seen the rise of E-business unicorns, expensive acquisitions, and profound took worldwide financial backers. The last draft of the E-business strategy will figure out who holds the edge in the following decade. It was in 2000, when the Internet bubble was going to blast, that two Harvard Business School graduates, Avnish Bajaj and Suvir Sujan, chose to investigate the E-trade market space in India. This was when E-trade was nevertheless a sparkle in many business people's eyes, very nearly 10 years before Flipkart would proceed to turn into a metropolitan commonly recognized name. It was additionally when Internet access was an advantage and cell phones were as yet outsider to Indians as well as to the vast majority of the world. Bajaj and Sujan set up Baazee.com, an online closeout administration dependent on the eBay model. "For our personnel in those days, being a portion of the dotcom was perceived with a ton of pity, since it was not doing extremely well in those days," says Bajaj, as of now originator and overseeing chief at Matrix Partners India, a beginning phase investment store. In 2004, eBay gained Baazee in an arrangement esteemed at \$55 million. Bajaj adds, "In those days we wanted to inculcate individuals about the utilities of the Internet. Be that as it may, today, client acknowledgment, center around comfort and ability to pay has gone up. There was scarcely any foundation around internet business in those days; we even needed to fabricate our own installment framework at that point". Slice to 2007. Two IIT Delhi graduates, Sachin Bansal and Binny Bansal, who were working for Amazon at that point, chosen to set up an online book shop. They called it Flipkart. They had huge desire however much to their dismay how their excursion would unfurl throughout the following decade; that the organization that started life in a two-room loft in

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Koramangala, Bengaluru, would transform into one of India's most imposing parts in E-trade; that it would venture into internet shopping classifications, for example, gadgets, style, wellbeing, individual consideration and writing material; and that it would be procured by American retail goliath Walmart for a cool \$16 billion in what was the world's biggest ever web based business exchange. Baazee may have been a nonconformist pioneer, yet it was Flipkart that made way for what might be a genuine blast in Indian E-trade. Also, it might just have quite recently started. As indicated by a report named 'Unwinding the Indian Consumer' by Deloitte India and Retail Association of India, E-business is required to be valued at \$84 billion (₹ 5.88 lakh crore) by 2021 from \$24 billion (₹ 1.59 lakh crore) in 2017. "We are foreseeing web based business in India to develop at a 34 percent build yearly rate. In any case, right now E-business is still under 5 percent of all out retail exchange India," says Anil Talreja, accomplice at Deloitte. As per the report, the general retail market was esteemed at \$795 billion (₹ 52.88 lakh crore) in 2017 and it is relied upon to develop to about \$1.2 trillion (₹ 84 lakh crore) by 2021. While E-business truly took off post 2007, the time frame somewhere in the range of 2005 and 2010 may well have been the first period of E-trade in Quite a while with the appearance of attractive help driven sites, for example, IRCTC, Make MyTear, Yatra, Naukri and a couple of marital sites. "Administrations, for example, tagging, travel and marriage flourished, where the extra expenses of conveyance and coordinations didn't make any difference," brings up Karthik Reddy, prime supporter of Blume Ventures. The vast majority of the organizations in this stage were as yet in the disconnected/online model. "The change [from peddling administrations online to peddling items online] happened in dainty of the fact that the marketplace found that this thing [E-commerce] works. Things began becoming alright: Selling the correct items with an anticipated conveyance time to shoppers," says Sudhir Sethi, author and administrator of Chiratae Ventures India Advisors (in the past IDG Ventures India).

The Second Phase

As per Sethi, from 2010 to 2015 business people began investigating fresher territories. "Wasteful zones on the physical side [of business] were investigated and these new players began stopping shortcomings through E-trade models. Organizations, for example, Flyrobe (handmade ethnic wear), Rento Mojo (furniture rentals), Nest Away (home rentals) were dispatched," adds Sethi. In 2018, seven web based business new businesses became 'unicorns', including a portion of the organizations that began at around a similar time as Flipkart, for example, Zomato (2008), Policy

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Bazaar (2008), Paytm (2010) and Fresh works (2010). The billion dollar-in addition to valuations have been fuelled by profound stashed worldwide financial backers like Alibaba, Tencent and Soft Bank. As per a new Ernst and Young report on Indian E-trade, in 2018, E-business and shopper Internet organizations brought more than \$7 billion up in PE/VC capital (counting adventure obligation) spread more than 200 arrangements. Some \$5.9 billion was beginning phase capital and \$1.3 billion contributed as development/development capital. Contrasting the circumstance with 10-12 years back, Vikram Gupta, author and overseeing accomplice at IvyCap Ventures, says, "There were not really any heavenly messenger and VCs in India at that point. Indeed, every asset in India (regardless of whether VC or PE or land or foundation) was enrolled as a VCF (Venture Capital Fund) until May 2013." But, obviously, things have changed. Gupta accepts there are 200 enrolled assets in India, of which 25 are profoundly dynamic and putting resources into ahead of schedule to development stage organizations. While Indian assets are turning out to be more dynamic, it's the unfamiliar financial backers calling the big cheeses: Alibaba has interests in Bigbasket and Paytm, Tencent in Dream11, Naspers in Byju's and Swiggy, and Walmart has procured Flipkart. Does this mean the worldwide goliaths will direct who prevails in Indian web based business? Sid Talwar, accomplice at Light box Ventures, doesn't think so. "I'm a major adherent that there are not many pieces of online business where cash alone will be the channel that prompts achievement. Thus since somebody fund-raises from Alibaba or Tencent or any unfamiliar player doesn't mean they have dominated the match for themselves." However, the trillion-rupee question is that when Indian industrialists are flush with capital—there were 106 dollar tycoons, with an all out total assets of \$405.31 billion, as indicated by the most recent Forbes World's Billionaire rundown—why would that be a shortage of Indian combinations putting resources into this space? Reddy of Blume Ventures has an answer: "In the event that they haven't sorted out present day retail themselves, where are they going to offer cash to online retailers? Dislike they have broken that model and they are flourishing in income. Enormous aggregates placing cash into another plan of action is a component of when those organizations appear as though turning out to be treasure troves." Many financial backers additionally accept that huge combinations in India have an absence of comprehension of the activities of new companies. Gupta of Ivy Cap accepts, "Since conventional organizations have developed beneficially, these organizations are not completely energetic about the idea of negative income organizations instructing billion dollar valuations."

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Sethi feels there is a ton of Indian family abundance that is lying inactive, and it ought to be urged to put resources into computerized India. "In the occasion that Indian capital comes into the E-trade planetary, you will determine Indian organizations emerging and over the lengthy haul opening up to the world, as opposed to being offered to worldwide goliaths as it were." Talwar trusts Mukesh Ambani's Reliance Industries has just opened the entryways. "Dependence has been purchasing out a few organizations like co-ordinations startup Grab, music application Saavn and chatbot producer Haptik. Despite the fact that they have straightforwardly begun purchasing out organizations, they may get into contributing also."

All the more as of late, Ambani declared the dispatch of the world's biggest online-to-disconnected internet business stage. Reports recommend that Jio is right now chipping away at a super application to make India's WeChat, which will empower E-trade, appointments and installments across the board application. The section of Reliance in this space may end up being a danger not exclusively to Flipkart and Amazon India, yet additionally make it harder for the more modest players to endure. Be that as it may, Sethi is good about the level of rivalry and feels it is solid, "Huge players at the highest point of the evolved way of life are extremely sound for the little players at the lower part of the natural way of life. The market will grow just assuming huge and little players coincide."

From the time eBay obtained Baazee to 2018, when Walmart purchased Flipkart, solidification has been a consistent topic in Indian E-trade. What's more, the pattern will just heighten. "The enormous players go flat, while vertical players go further. So any place there is a specialization like a Lenskart (eyewear) or a Firstcry (child items), you will discover huge organizations arising out of India. What's more, that is the place where the enormous young men won't ever come in," says Sethi.

In the interim, disconnected retailers have little choice however to bounce onto the e-following fleeting trend. As Sethi puts it, "They must choose between limited options. For them it's an endurance issue." More curiously maybe, e-rears are likewise moving into physical stores. Consider design and way of life e-rear Limeroad, which is setting up disconnected stores in Tier II and Tier III urban communities and towns. It opened its first store in Surat in March 2018 and afterward another in Panipat. Says Founder and CEO Suchi Mukherjee: "Coordinations in India is completely broken. The disconnected organization goes about as a satisfaction community for Limeroad. The disconnected model is an experiential zone and turns into a touch point for the

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brand. Going ahead, the business is probably going to see a development of omni-channel trade. "As the Indian consumer turns out to be more 'connected', winning in this progressive age would presume brands to go past the customary channels of commitment and the hostility for a purchaser's time and cash spent online would heighten," says Sandeep Ladda, Partner, Global TMT Tax and India Technology Sector Leader, PwC India. That may likewise clarify why Amazon purchased a 5 percent stake in Shoppers Stop for ₹ 179.25 crore.

Swiggy, probably the biggest part in the food tech space, is likewise attempting to draw in with its customers disconnected and enter new business sectors through an as of late dispatched program 'Launchpad'. "We have 20 million shoppers living on different instructive grounds. To draw in with them, we made this model where we hand-pick understudies to get a temporary position insight with Swiggy by turning out to be grounds CEOs. Since every understudy comprehends the exceptional difficulties of every grounds, they work with our tasks and tech groups to then dispatch Swiggy inside every grounds," clarifies Vivek Sunder, COO, Swiggy. The program is presently dynamic in more than 50 grounds, including IIT Kharagpur and BITS Pilani.

It's likewise the omni-channel approach that will help e-posteriors take advantage of the following large lucky break: In rustic India. A new EY report figures there is tremendous under-tapped potential in Tier II and Tier III urban communities, and the rustic online business area can be a \$10-12 billion freedom in four years. Also, organizations are now handling the difficulties of rustic business sectors like coordination and substance, to name only two. Flipkart has been chipping away at reinforcing its framework organization and store network capacities the nation over. "To take online commerce to the following 200 million to 300 million shoppers in India, the key will be to keep attempting the complications of vernacular/dialects, reasonableness, high-quality and reach. The greatest driver of development for web based business is progressively going to be in Tier II/III and past business sectors," expresses a Flipkart talked sperson. Flipkart's greatest rival Amazon India has said that is has arrived at 50,000 neighborhood dealers over the most recent three years. The organization's system is to handle India's divided market by building locale explicit interfaces to permit dealers to support clients successfully. These incorporate projects, for example, Seller Flex, Amazon Easy (a helped shopping program in provincial and semi-metropolitan territories) and a light shopping application Micron particularly intended for low-end cell phones. "We are similarly mounting the assumption of AI innovation to develop speed and meticulousness of item conveyances, give more noteworthy indexed lists, and develop

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effectiveness in different territories of our business," expresses an Amazon representative. As far as concerns its, the public authority is doing its touch to help internet business players arrive at rustic business sectors. The draft online business strategy, delivered in February 2019 (under-meeting), centers around information security and assurance, a homegrown environment and shopper insurance. Unfamiliar E-posterior, be that as it may, may not be excessively excited. "An E-business stage in which unaccustomed venture has been made can't exercise ownership or authority over the stock traded on its foundation. Thusly, unfamiliar speculation isn't viewed as a danger by little disconnected retailers of multi-marked items," expresses the draft strategy. Conventional retailers who have contradicted e-tail for its savage valuing and infringement of rivalry standards are probably going to benefit.

The last E-trade strategy expected several months after the new government comes in will figure out who is best positioned to ride the e-following blast. Until further notice, however, what's reasonable is, as Sethi says, "The gathering is simply beginning.

1.25 HOW TO START YOUR OWN E-COMMERCE BUSINESS IN INDIA Bill Gates once said: "On the off chance that your business isn't on the web, at that point your business will be bankrupt." The E-trade industry is introducing the following rush of progress for the Indian economy and on the off chance that you've been pondering wandering a foot into its universe of limitless benefits, at that point the clock is ticking...the time is ready to begin your own web based business in India **Step 1- Decide on the Perfect Business Plan and Model-** The primary thing you need to do is to take some real time to contemplate narrowing down on the ideal E-trade marketable strategy and E-trade plan of action. Like Tobias Lutke says: "Online business isn't just an industry; E-trade is a strategy." There are two kinds of plans of action that you can settle on. You can go with either a solitary seller or a multi-merchant E-trade store. To this end, you can pick either a solitary product offering or have various product offerings dependent on the spending you have set for yourself for your E-business exchange or business.

Single-Vendor Marketplace- The upside of going for this sort of an E-trade plan of action is that it just includes two elements - a solitary dealer who is offering their item to different clients. To this end, it isn't simply simpler to monitor the exchanges between the two elements, authoritative expenses are lower when you need to pay only one provider, and you likewise have more command over the current stock.

Multi-Vendor Marketplace- This sort of model requires numerous merchants to offer their items

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to various clients, with the sellers all being needed to be enlisted with your site. The upsides of following this sort of an E-trade plan of action is that it gives you security as far as making a deal - for example, on the off chance that one of your providers is inaccessible to sell their items for reasons unknown, you have others to swear by. This causes you manage request changes as well as forestalls a disturbance in the inventory cycle. It is critical to note here, that inside this too, you can decide to either sell an exceptional item yourself - either through your own online business or a comparable stage or can decide to permit different venders sell their items on your store. In the main circumstance, you could procure high edges. In the second, you will procure a commission, each time one of the merchants enrolled with your image makes an effective deal.

Stage 2- Brand Your Brand- Once you've settled on which plan of action you wish to continue to fabricate your E-trade business and have limited on the item or items you wish to sell, just as the intended interest group you wish to offer to - the following stage is to thought of the ideal name for your image. "Individual marking is tied in with dealing with your name—regardless of whether you don't possess a business—in a universe of falsehood, disinformation, and semi-lasting Google records. Your image name ought to be:

- Short and simple to recollect
- Reflective of your image
- Unique and normally not have another significance in another dialect

Alongside this, you ought to likewise concoct a concluded plan for your organization logo. Whenever you have settled on a name for your image and its logo, the subsequent stage is in shaping your organization. In India, there are generally four well known sorts of organizations:

- Sole ownership (no restriction of risk)
- One-Person Company
- Limited Liability Partnership (LLP)
- Private Limited Company
- Public Limited Company

The sort of arrangement you wish to go with is, obviously, contingent upon whether you wish to run the organization freely, or need to acquire more accomplices. This is significant since, in such a case that you've picked a corporate or association based construction, at that point you are relied upon to record assessment forms and have an expense ID number. Online organizations of this model require an Employer Identification Number (EIN) to start a business ledger so business

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assessments can be documented in the following monetary year. EIN is a one of a kind number that distinguishes your business. In the event that you have, in any case, settled on the sole owner model, at that point you need not have an expense ID number. You can utilize your distributed Social Security number all things considered.

Stage 3- Register Your E-Commerce Business- Now comes perhaps the most urgent pieces of beginning your E-trade business in India - enlisting and finishing all the lawful conventions for the equivalent. Apply for the Director's Identification Number (DIN), which can be downloaded utilizing the DIN application (DIN 3 structure) from the authority site of Ministry of Corporate Affairs. You can likewise apply DIN on the web, simply by connecting and transferring the important records. Ensure you should have your Permanent Account Number. Subsequent to accepting an affirmation on the name, you can consolidate the proposed organization inside a half year. You likewise have the choice of reestablishing the name of the organization, by paying a specific charge. Apply for the Goods and Service Tax (GST) accreditation, Shops and Establishment License - important in instances of Payment Gateway Integration - and Professional Tax (PT). Apply to open up a Provident Fund (PF) with the individual Provident Fund Organization; register with the Employees' State Insurance Corporation for clinical protection of the workers lastly apply for the Certification of Company's Incorporation, where your organization will be authoritatively enrolled under the Company's Act (2013).

Stage 4- Opening a Bank Account- Once your organization is formally enrolled under the Act, you should open up a ledger for the equivalent. The record can be opened with any bank yet must be opened in the authority name of the organization. On the off chance that you have picked the ownership model for your online business, you need to get GST enlistment, which will at that point permit you to open up a financial balance for the sake of your online business. For this situation, when your ledger is prepared, you can list the items you will sell on your E-trade site, to get and afterward work an installment entryway.

Stage 5- Build Your E-Commerce Website- While setting up your site, you could either pick a pre-fabricated stage or make it without any preparation. Both have particular focal points, however assembling a site without any preparation is typically the more preferred or suggest alternative. Utilizing a Pre-Built Platform-The upside of utilizing a pre-fabricated stage like Word press and Wix is that they offer you readymade layouts - planned by the sort of online business you wish to run. For example, on the off chance that your online business is to do with style, at that point the

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layout will be one which is shading full, has fitting space for a great deal of visual substance, including a page to put in delivery requests. Presently, you need to remember that it is your site which addresses your entire image outwardly - the leader to the whole online business. Consequently, no measure of detail is pretty much nothing - from the tone to the textual style and pictures - everything should tell a little piece of the story to your image. To this end, there are a couple of things you need to consider while dispatching your organization's true site: You need to choose whether you wish to self-have it or recruit an expert to manage and run it, consistently. You need to ensure that various posts - be it insights concerning the administrations your internet business offers or plain photos of your items - is transferred and shared on your site.

Stage 6- Payment Gateways- You need to set up installment doors for your online business to get beneficial, as it will permit the preparing of Visas, check cards, net banking, and money card exchanges through the E-trade site. To be conceded an installment door for your E-trade business, you need to present the accompanying records:

- Bank account for the sake of the business
- PAN card of the business Certificate of Incorporation
- Memorandum of Association
- Articles of Association
- Identity verification
- Address confirmation
- Website terms of utilization
- Website security strategy

Whenever you have presented every one of these reports, you will be furnished with an installment entryway for your online business, utilizing which you can empower your online installments.

Stage 7- Logistics- This progression is fundamental to doing an effective E-trade business in India. Co-ordinations alludes to the way toward delivery a request to a client or moving a stock to a dealer. This cycle likewise monitors the sent products which are on the way, until they are conveyed to the client being referred to.

To this end, co-ordinations the board includes the act of finding and recognizing merchant organizations, to team up with. Most proprietors of web based business organizations like to re-appropriate their co-ordinations to an outsider organization working in vehicle and capacity. When a client finishes

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their request on your site, you will be sent a warning through the assistance of stock programming (which most web based business organizations use). When the warning is affirmed, at that point you need to send the item being referred to. To this end, you can tie up with an outsider organization that bargains in inventory and circulation, so when a client makes a buy, the outsider will likewise be consequently informed and they can send the bundle out rapidly. This is the more coordinated cycle, yet typically material for when your online business turns out to be marginally greater and you assemble enough assets to tie-up with a circulation organization in any case. Nonetheless, if your organization is more modest – for instance, in case you're running your site from your home or a different office and store stock there, you simply need to bundle the item being referred to and send it to the purchaser straightforwardly. This will save you the additional expense of reevaluating your conveyance cycle to an outsider.

Stage 8- How to Attract Customers to your Website- Search motor advancement (SEO) advertising system is the behavior that most people find acceptable right now and will keep on decision the eventual fate of keen showcasing. Commanding the notice of potential online clients is vital for the achievement of your E-trade business. This is the place where SEO methodologies come in. Website optimization helps put you on the web index map. What's more, with 44 percent of online customers starting their pursuit with an internet searcher, you should be on their radar. As per reports, around 700,000 Google look are acted in the range of one moment. To ensure that you appear in these inquiries, you need to think of a focused on catchphrase list. There are various types of catchphrases that you need to use to make your online business appear in the web indexes. One kind are the catchphrases that are between 0-26 characters, generally called 'head terms'. The other, are those that are between 26-40 characters, and yes they are more explicit than above notice characters.

Notices, Advertisements are another course you need to go to snatch the client eyeball. You can select the 'paid promotion' choice on stages like Facebook and Instagram and pay a specific measure of cash, for these stages to advance your ad on clients' every day channels. When these clients click on the advertisement and are coordinated to your site, you must change over them into a possible client.

Advancements while this isn't the most commonsense thing to offer at the underlying phases of beginning your internet business, deals and advancements sell like hot cakes with online clients in India. You could plug posts and notices with respect to these deals, via online media. Retargeting-

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Retargeting is a cycle where a treat is set on the PCs of the individuals who have visited your site once however have left without buying anything. When the treat is put and when these online clients visit another site that shows promotions from the retargeting organization, your advertisement will at that point be appeared to them. While this is a costly course to attempt, it normally acquires positive outcomes.

Verbal- If you don't have that numerous assets to put resources into costly courses like promoting, when you're beginning, at that point you can generally go to the most established act of ensuring that business is being expressed about informal. There are a few other comparative courses you can attempt also, and with the continually changing nature of the Indian E-trade market and the rising strength of web-based media, you will consistently figure out how to speak with likely clients, who are the represent the moment of truth central consideration to your online business. To summarize, beginning an E-commerce business in India, particularly at this moment, is a good thought, taking into account that the market for it is blossoming. However, an expression of alert support yourself for it won't be all rainbows and butterflies. You may confront obstacles with regards to attempting to enroll and authorize your online business.

FLIPKART

2.1 History

Flipkart Internet Private Limited is an electronic trade or E-business organization which is located in Bengaluru, India. Founded by Binny Bansal and Sachin Bansal in the year 2007. To begin with the organization, it is essential to centered around book deals, prior to extending it into different other item classifications, for example, style, way of life items, gadgets and so forth.

The administrations of Flipkart contends principally with Amazon's Indian auxiliary, and the homegrown or Indian opponent Snapdeal. As of March in the year 2017, Flipkart contains 39.5% piece of the tart of India's E-commerce market. Flipkart analytically managing in the proposal of apparel (clothing) (a locus that was embrace up by its acquisitions of and Jabong.com and Myntra), and was talked as being "in a dead heat" with Amazon in the tender of cell phones and electronic. Flipkart similarly owns PhonePe, a transferable installments administration which is primarily founded on the Unified Payments Interface (UPI).

In the year 2018 August, U.S. based business store Walmart get 77% monitoring stake in Flipkart for US\$16 billion, whose worth is at \$20 billion.



Flipkart logo used from 2007 to 2019

2.2 THE FLIPKART STORY

Flipkart was recognized or founded in the month of October 2007 by Binny Bansal and Sachin Bansal, who were both former students of the Indian Institute of Technology (IIT) which is located in Delhi and both of them also worked for Amazon. The association for which they driven at first centered manifestly around online book deals with country-wide distribution. After the dispatch, Flipkart stedily filled in greatness by 2008, it used to got 100 orders in a day. In 2010, Flipkart think of the Bangalore centered social book disclosure management from Lulu.com .

In the month of February 2012, the organization publicized its sans drm online music store which is known as Flyte.

In May 2014, Flipkart attach with Myntra, which is an online style retail site, for ₹ 20 billion (US\$290 million). Myntra persue to work inseparably with Flipkart as an independent auxiliary; this site for the most part centers around an upscale, "style cognizant" market, then again Flipkart

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itself centers around the significant worldwide brands and standard market.

In February 2014, Flipkart came in association with Motorola Mobility and turned into the constricting Indian retailer of Moto G cell phone. Motorola furthermore cooperated with Flipkart with the telephone termed Moto E. It is a telephone which focused essentially towards developing business sectors, for instance, India. Petition for the telephone made the Flipkart site smash following its 12 PM dispatch on 14 May.¹ On 6 October 2014, to pay honor to the organization's celebration and the Diwali season, Flipkart held an important deal across the globe that is advanced as "Big Billion Day". This occasion produced a flood of traffic, selling US\$100 million worth of merchandise in just 10 hours. This occasion got rebuke through web-based media over specialized² matters that Flipkart website acknowledged during the occasion of offer, just as lack of stock. In March 2015, Flipkart impede the methodology of its site on mobile phones, and ongoing demand that customers should download the webpage's versatile application all things considered. In the same month, Myntra moreover went further and release its site on all the stages, for working its management exclusively through its application. The "application just" model, then again, end up being fruitless for Myntra which consequently lessens its deals by 10%, and its primary site was reestablish in February 2016. In the period of November 2015, Flipkart transmitted another portable site which is named as "Flipkart Lite", which gives a meeting roused by Flipkart's application that runs inside the mobile phone internet browser.

In the year 2015 April, Flipkart procured Appiterate which is a Delhi-based transferrable endorsing robotization firm. Flipkart communicated that it would utilize its own innovation to improve its portable administrations.

In October 2015, Flipkart restated its Big Billion Day occasion, predicted as a multi-day occasion that would be merely shared to the Flipkart application. Flipkart additionally carried that it had strengthen its inventory network and impelled greater contentment communities to fulfill their customer needs and satisfaction. Flipkart effectively accomplish a gross product volume of US\$300 million throughout this occasion, with the biggest measurements coming from mobiles and design deals.

In December 2015, Flipkart developed a minority spike in the³ advanced planning supplier

¹ <https://flipkartvoice.blogspot.com/>

² <https://flipkartvoice.blogspot.com/2018/11/all-about-flipkart-history-flipkart.html>

³ <https://flipkartvoice.blogspot.com/>

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organization named Map my India. This organization expressed that it would authorized its information to help and improve conveyance co-ordinations. In 2016, Flipkart likewise procured the UPI versatile installments startup PhonePe just as online style retail Jabong.com from Speed Internet for US\$70 million.

In the foremost months of 2017 i.e January or February, Flipkart made a US\$2 million interest in small advance which is a development data startup. In April 2017, eBay verified that it would bartering its Indian auxiliary named as eBay.in to Flipkart and creating a US\$500 million money interest for the organization. eBay sustained that the association at some plug or another permit Flipkart to get to eBay's organization of global merchants, and the further way around, however these plans totally came right into it. In July 2017, Flipkart projected a proposal to grab its fundamental home-based rival, Snapdeal, for about US\$700–800 million yet it was terminated by the organization, which was hunt for at any rate US\$1 billion.

Flipkart held 51% ⁴mobile phone shipments servings in India in 2017, irresistible Amazon India by (33%). Flipkart traded nearly 1.3 million telephones in only 20 hours on 21 September 2017 unaccompanied on its Big Billion Days advancement, and it multiplied the quantity of mobile phones sold on the main day of the occasion in the year 2016 (where it was traded an absolute number of 2.5 million telephones in just only five days).

Flipkart took care of industry with US retail massive monster Walmart which purchased 77 percent picket in the Bengaluru-based E-commerce organization named Flipkart. The expedition of Flipkart began when two IIT-Delhi graduates initiate employment somewhere else at Amazon to seek after pioneering dreams.

Initiated as an Online Bookstore- Flipkart was established 11 years prior in 2007 by two friends Sachin Bansal and Binny Bansal. Despite the fact that they share alike last name and come from Chandigarh, the two Bansals are not identified with each other or genuine siblings. A group separated from IIT in Delhi, and they turned out to be truly timeworn buddies while cooperating at Amazon.

Flipkart was begun from a two-room in Bengaluru's Koramangala territory as an online book store. From those uncertain beginnings it would carry on to turn into the country's biggest E-commerce player.

Vital Expansion-It opened its first and foremost office in Bengaluru in 2008 followed by

⁴ <https://flipkartvoice.blogspot.com/2018/11/all-about-flipkart-history-flipkart.html>

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workplaces in Delhi and Mumbai in the year 2009. A month ago, Flipkart joined all its Bengaluru workplaces into one huge ground which was spread across 8.3 lakh square feet. In 2011, Flipkart domiciled to one country i.e Singapore, as it hoped to charm unfamiliar financial sponsors to finance fast development.

1-Change in Leadership Style- Sachin who was Flipkart CEO for a very long time. In 2016, Binny Bansal took over as CEO and Sachin became chief director of the company. A year ago, Kalyan Krishnamurthy, who was already a forerunner in Flipkart financial backer Tiger Global, procured as Flipkart CEO. On the other hand Binny Bansal became CEO of the entire gathering, which integrates style or fashion entries i.e Myntra and Jabong, installments unit can be paid using PhonePe and co-ordinations firm E-kart.

2-Flipkart's Acquisitions- Flipkart acquired online clothing or fashion retailer Myntra in an agreement fixed by sources at nearly \$300 million out of the year 2014, and another style retailer Jabong for \$70 million of the year 2016. It also purchased installment startup PhonePe in the year 2016. In return for a value stake in Flipkart, eBay agreed to make a \$500 million money interest in and offer its eBay in the business to Flipkart in the year 2017.

3- Investors of Flipkart - Japan's Soft Bank is at present is the biggest financial sponsor in Flipkart with only 23-24 percent stake, alongside primary sponsor were South African media and web goliath Naspers, which was hold 13 percent stakes. Different financial supporters incorporate New York-based mutual funds Tiger Global, US private-value firm Accel Partners, China's Tencent Holdings Ltd, eBay Inc and Microsoft Corp. Flipkart Vice-President (Furniture, Electronics and Private Label) Adarsh Menon said, "As a client centered association, we comprehend the necessities of clients and henceforth 'FurniSure'. The thought behind the FurniSure Experience Zone is to permit clients to investigate Flipkart Furniture's contributions in another or select and creative design." Flipkart is additionally working with Google to upgrade clients' general survey insight at these FurniSure Experience Centers through combination with Google Lens. Guests at the experience community can utilize their cell phone to check the Flipkart Furniture symbol at the experience places, which will at that point course them to the stage's furniture page, permitting them to investigate the item list alongside their different highlights.

4-Walmart- possessed online retailer Flipkart plans to zero in on center classifications -cell phones, hardware and its top selling brands across numerous sections this merry season, various individuals acquainted with the matter said, as it embraces stricter consistence standards that are

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probably going to confine store network limit. The local E-trade organization is restricting direct satisfaction of item choice for unstructured and low-evaluated things, as it goes into its busiest deal period, individuals said. The e-retailer's system comes from wrestling with higher consistence standards in warehousing and last-mile focuses, an expanded spotlight on making the production network more effective and furthermore reflects Walmart's worldwide methodology, five individuals, of which three are Flipkart heads, told ET. During reviews, stockrooms and last-mile conveyance stations that were not gathering nearby laws and its own upgraded consistence guidelines - including fire security, lighting, ladies' washrooms, and legitimate standards - have been incidentally closed down while the accreditation measures are assembled, individuals said. Some have even been moved to outsider coordinations organizations to oversee, one individual cited prior affirmed. Flipkart has been considered in the happy season deal arranging when shipment volumes are multiple times of typical," said a top Flipkart leader. "20% of brands make for 80% of deals. The aim is to focus on those for the present. This could imply that a few things, which are low cost yet may ordinarily get client tenacity, are de-focused on right now," he added. The business focuses for the five-day bubbly period are twofold that of a year ago, one individual said. "We are completely consistent and anticipate giving gigantic choice and incentive to Bharat clients," said Rajneesh Kumar - SVP and Chief Corporate Affairs Officer, Flipkart.

2.3 FLIPKART WORKS WITH VARIOUS BRANDS

In an email shipped off select brands, Flipkart said it intended to dispatch unique items during the lead Big Billion Days deals, with some even bundled as Flipkart special features, make buzz and interest with pre-orders, challenges, strategically pitch across various classes, and do a couple of select preliminary age bargains evaluated at Rs 49/Rs 99. The organization has likewise offered brands to tap 50-70% off and 'get one, get one free. "We have had fascinating thoughts and builds on the table and we anticipate co-making plans..." the organization said in messages shipped off brands, across classes.

"Big Billion Days interest is a simple piece of the cheerful (season plan) and we will have a tremendous web-based media guarantee alongside Flipkart App concern for around 20 days before the occasion," the organization said. "We are searching forward for an energizing merry season ahead, interfacing lakhs of venders, craftsmans, MSMEs with a huge number of shoppers the nation over," Flipkart said in a proclamation. Opponent E-business retailer Amazon, then again, plans to offer 2-hour conveyance for high-esteem things like cell phones and gadgets, and high-

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rehash things like staple in enormous urban communities, while sloping up determination for clients in little urban communities. "The bubbly season is consistently an incredible open door for us to build our infiltration into the market. We are working with our image accomplices and merchants markets to offer the greatest choice and items, remembering select arrangements and top of the line items for Prime Now ..," an Amazon representative said. The Big Billion Day deal, which is Flipkart's yearly shopping celebration, is ordinarily held in October, around a similar time as Amazon's Great Indian Festival deal. For both e-retailers, the time from Dussehra in October till about Christmas in December, is the pinnacle season for customer buys. Shipment numbers increment by as much as multiple times during top deal period, co-ordinations organizations say. Deals numbers likewise shoot up during this period, with a year ago's consolidated gross product esteem at \$3 billion, as per RedSeer Consulting. The pattern mirrors worldwide occasions like the Singles Day deal in China and Black Friday deal in the United States. American retail goliath Walmart today wrapped up the obtaining of Flipkart on the planet's biggest ever E-trade bargain up until now. Walmart paid \$16 billion for nearby 77% stake in Bengaluru-based company Flipkart. The arrangement is usually expected to mixture up quite possibly the most flourishing and energizing E-commerce advertises the world over. ⁵

2.4 BUSINESS STRUCTURE

In a report dated on 25 November 2014, a chief news source revealed that Flipkart were functioning through an impulsive business structure which comprised nine firms, some registered in Singapore and some in India. In the year 2012, Flipkart fellow supporters offered Retail to a group of financial backers which was drove by Rajeev Kuchhal.

2.5 FUNDING

At first, the Bansal's burned through ₹ 400,000 (US\$5,800) on constructing the business site. Flipkart later raised finance from investment subsidizes for instance Accel India (US\$1 million of every 2009) and Tiger Global (US\$10 million out of 2010 and US\$20 million in the month of June 2011). On 24 August 2012, Flipkart declared the finish of its fourth round of US\$150 million financing from MIH (part of Naspers Group) and ICONIQ Capital. The association declared, on 10 July in the year 2013, that it has raised an extra US\$200 million from prevailing financial

⁵ <https://m.economictimes.com/industry/services/retail/10-key-things-to-know-about-f>

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backers including Tiger Global, Naspers, Accel Partners and Iconiq Capital. Flipkart's reported sales were :⁶

- ₹ 40 million (US\$580,000) in the Financial Year 2008–2009,
- ₹ 200 million (US\$2.9 million) in the Financial Year 2009–2010
- ₹ 750 million (US\$11 million) for the Financial Year 2010–2011.

(i)- Flipkart pronounced a deficiency of ₹ 2.81 billion (US\$41 million) for the Financial Year 2012–2013

(ii)- In July 2013, Flipkart also raised \$160 million from private cost financial backers.

(iii)- By August 2015, subsequent to raising another US\$700 million, Flipkart had raised a sum of \$3 billion, after more than 12 rounds and 16 financial sponsors.

(iv)- In April 2017, Flipkart went through additional round of financing, with \$1.4 billion at a valuation of \$11.6 billion, including eBay, Microsoft, and Tencent.

(v)- On 10 August 2017, Softbank Vision Fund put another US\$2.5 billion in Flipkart.

(vi)- On 19 September 2018, Flipkart Marketplace Singapore injected INR 3,463 crore into the Indian substance Flipkart Internet. The exchange was done in two tranches as per the administrative filings.⁷

2.6 AWARDS AND RECOGNITION

- Sachin Bansal was granted as an Entrepreneur of the financial Year 2012–2013 from The Economic Times, which is a main Indian financial day by day paper.
- In the month of April and the year 2016, Sachin Bansal and Binny Bansal were titled to Time magazine's rundown of The 100 Most Influential People of India.

On May 9, 2018, Flipkart and Walmart declared their hotly anticipated arrangement. Walmart would pay \$16 billion for a 77 percent stake in Flipkart, esteeming India's biggest online business firm at \$21 billion. The Press proclamation by the organizations was joined by an image of Binny Bansal, Co-originator and afterward Group Chief Executive Officer, Flipkart, warmly greeting his Walmart partner Doug McMillon. Yet, it was one of the photos delivered the following day that was undeniably really striking.

In that period, web business venture was viewed as a weak activity, bound to come up short. Many investment firms in India, regardless of being occupied with subsidizing new businesses, didn't put

⁶ <https://flipkartvoice.blogspot.com/>

⁷ <https://flipkartvoice.blogspot.com/2018/11/all-about-flipkart-history-flipkart.html>

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stock in the chance of enormous native web firms. Pursue Newsletters Check out our well known bulletins and buy in The Bansals were among the couple of protesters. Sachin and Binny were an improbable pair. Thought about average by their companions and colleagues, they weren't even especially near start with. In spite of the fact that they had both experienced childhood in Chandigarh and examined software engineering at IIT Delhi, they became acquainted with one another just in Bengaluru. They lived in a similar high rise and worked at Amazon, which was working an innovation improvement focus in the southern city since 2004. In September 2007, the Bansals quit the American retail monster to dispatch an Amazon-like internet business firm of their own. For quite a while, it seemed like they wouldn't make it. Flipkart's initial period was set apart by a progression of difficulties, struggles, and close bungs. The Bansals neglected to persuade any of their companions to go along with them. Financial backers revealed to them they were burning through their time. Their initial two representatives were a bundling laborer who had lost his employment, and a chain-smoking nonconformist bum who was recruited essentially in light of the fact that he ended up claiming a working PC.

At last, in the midyear of 2009, in awoken of being turned somewhere near each financial risk-taker in the country, the Bansals wore out the barrier of a little venture firm, reinforced by one of its partners who had supported them and become a genuine supporter. It had taken them over year and a half to appeal in a glorious amount of \$1 million. A couple of months after the fact, Flipkart got extemporaneous interest from Lee Fixel, which is a most secret asset supervisor at Tiger Global, a projected stock investments in New York.

In practically no time, an assumption of \$10 million was clinched. What followed was a particular expedition of business in India. Over the course of the following five years, the Bansals would make some amazing and outstanding progress towards approving their establishing thought – that two Indians could bring together a top notch web firm in India. Flipkart wowed customers with its radiant assistance, constantly added new item classes in their cart , continually cut costs and extended its transportation reach. Their OB multiplied each three to a half year, and financial sponsors continued siphoning countless dollars so Flipkart could become significantly faster. Sachin, the parallel sponsor with the large vision, changed into a stimulating money manager, treasuring the high-hazard game that was web business venture. From numerous points of view, Flipkart's interior climate was an impression of his character – unpredictable, confused, energized, continually agitating in the hurry to develop significantly. He was fixated on the term 'billion' – a

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declaration of Flipkart's main goal to take internet business to the majority, and furthermore, maybe, a statement of Sachin's own longing to turn into a visionary very rich person business visionary.

Binny and Sachin had the ideal foil. While Sachin took the passionate choices, Binny was more smart about how to execute all the passionate choices. Alongside their exceptional group, they appeared to be relentless. As Flipkart rose unstoppably, the organization elevated the whole startup environment. The conviction – held by different business visionaries, financial backers, startup representatives, just as the individuals who had decided to stay out – that India could support a prosperous startup which will definitely developed further. In the month of July 2014, when Flipkart raised an enormous fund \$1 billion, Sachin pronounced, "We trust India can deliver a \$100 billion organization in the subsequent five years, and we need to be that." In that year especially, Flipkart personified the stiffness of the Indian economy's spot on the globe, sharp awareness of its unevenness opposite both China and the West, and noticeably, its huge guarantee. It seemed to be that Flipkart would lead our country India into the age of the web, as the nation's response to Amazon as well as Alibaba. In any case, in its ultra-entrepreneurial vision, its conviction that it would undertake its legitimate position close by the American and Chinese web monsters, just as in its ensuing reels and its exceptional yet slight abundance creation.

Flipkart is a story of the post-development time that has conveyed significant increases, however in the long run missed the mark concerning its promise. This is the story how the Bansals amalgamated Flipkart into a multi-billion-dollar ⁸force to be estimated with, succeeded where handfals had fizzled, made business venture into an attractive occupation, over-came to, failed to keep a grip on their formation, and had to sell out to a merchant whose power they had once longed for imitating.

Indians are accepting the blossoming e-retailing with incredible enthusiasm. The internet shopping entrances, with incredible markdown offers are leading disconnected customers. This field of India's supreme e-retailing new businesses with eye bursting achievement is uneven without Flipkart. It is keep on going by selling books and today it's contribution is a wide collection of practically all family unit items and goods.

⁸ <https://yourstory.com/2019/10/flipkart-story-big-billion-startup-ecommerce>

2.7 EVOLUTION AND LAYING THE FIRST STEPPING STONE

Two splendidly and skilled minds, Sachin Bansal and Binny Bansal from IIT Delhi by the course of destiny became associates while working together at Amazon.com. This pair cultivated a classic idea to begin an E-business organization in India. Their energy, addiction, desire and fixation for the E-business startup space together with their excitement for building up an easy to use online arrival for better customer administrations prompted the beginning of Flipkart in the year 2007. It was registered in Singapore as Flipkart Online Services Pvt. Ltd however had it has its central command in India.

1-The Devil Resides in the Detail- Flipkart was not extraordinary. Internet business was blossoming and a few organizations were at that point working. In any case, it dominated the others. How? During it's dispatch time all internet business organizations confronted a significant deterrent, online installment passages. Individuals didn't favor online installment mode. Flipkart took advantage of this issue as a lucky break and arose with the now famous idea of 'Money down'. This expanded client's confidence and trust over Flipkart accordingly preparing for an ever increasing number of clients. The previously mentioned minute specifying shows the astonishing reflection with which the organization tended to its customers necessities.

2-Administration/ Management is the Key, Not Discounts- Discounts make your customers focused. In any case, awful help defaces your standing. Individuals need to get great quality items alongside incredible assistance. Another concern that Flipkart controlled remarkably was the store network mechanism. For any online venture to be fruitful the organization needs to ensure product quality and its delivery within given time. To manage the slacks/clothing and items Flipkart dispatched its own inventory network framework.

3-Be Innovative, Do not Play Safe or Secure- E-commerce gives you the stage to research which helps you for certain sincere carryout. Substantial choices in business are made during problematic sections. The organization thought of the opportunity of 'The Big Billion Day' which had specialized anomalies and was broadly a disappointment. Notwithstanding, the thought was creative and whenever operated upon can fill in as a significant promoting procedure. Just when you are suffocating do your safeguards kick in and you figure out how to swim. Consequently continue to enhance. With a mind set on offering best assistance and support, best case scenario, cost and acting as per the customer's expectations and needs without discarding obligations. Flipkart converted into a monstrous achievement. In a nation like India where homes are different

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from societies and an extended market, for any web based business or online business it is to be effective as well as it needs to bring together all of the things which is an unbelievable test and it has conquered this experiment to come out finally. Flipkart's story inspires all of us in a very simple manner that in the event that we put faith in ourselves and we are workers not simply masterminds our attentive effort will pay off and achievement will thump at our entryways.

2.8 SOME KEY TOOLS OF E-COMMERCE DEAL

1- The American goliath Walmart is possibly going to modify Indian retail with low costs and an enormous collection of buyer merchandise or items and goods.

2- Flipkart director or founder Sachin Bansal will currently exit totally. He has peddled Walmart his whole 5.5% stake. Sachin, alongside parallel sponsor of Binny Bansal, once occupied in as assistants at Amazon. Both of them began Flipkart in the year 2007 out of a loft in Bengaluru's Koramangala.

3-The organization has made India's online wholesalers remarkably worried on the grounds that they fright of Walmart, it could clear them off. The American retail behemoth has since reasonably a while ago had a standing of defeating independent ventures with cruel evaluating.

4- Walmart had been make an attempt to enter in India for quite a long time. Severe FDI rules has so far kept its soul restricted to simply the money and convey portion. It is at present has 21 stores in India.

5- With Walmart receiving tied up with Flipkart, the conflict for India among Amazon and Flipkart is set to develop more worried.

6- Flipkart has kept up managerial role in quick development classes like style, hardware, portable and enormous gadgets. Flipkart, alongside its design units, controls more or less 40% of Indian online retail.

7- A more unexpected fight among Flipkart and Amazon is possibly make an immense store network infra, alongside countless positions.

8- Deep rebate -viable yet money consuming -has been Flipkart principle methodology to battle Amazon. Walmart would give Flipkart more assets for the battle as well as an impressive partner with incredible involvement with transaction and co-ordinations.

9- The planning is set to achieve a major change in Indian e-retail. While Walmart makes its definite plan to carry its slice value game to India, Amazon's counter push may warranty that product costs in India head even lower.

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10- Analysts say Flipkart is required to generate important hardships for any degree of risk which was following not many years, so this resembles a shot at what's to come. Walmart shares jumped 4% and m-cap went somewhere close \$10 billion after the conventional preparation declaration was made.⁹

2.9 FEW WAYS TO INCREASE YOUR SALES ON FLIPKART

In the event that you have joined and are as of now going through the majority of your day on Flipkart as a merchant, you would have seen critical development in your general deals. However, in online business, sky's the cutoff. In the event that you are thinking about how to support your deals on flipkart.com, here are our best 10 hints:

1-Product Listing Ads - To accomplish more deals you need to drive higher traffic towards your items. The more snaps your items get, the higher the likelihood or odds of them getting sold. The least demanding approach to get more snaps for your items or thing on flipkart.com is through Product Listing Ads. Here are the charge strategies for how it functions:

- You pick an item and make an advertisement crusade for it.
- Flipkart shows these items as 'Highlighted Products' on significant pages of its site.
- Buyer sees your promotion while perusing items that he needs to purchase and taps on your item.
- It builds the perceivability of your items and causes you to arrive at a bigger client base.
- It brings your items under the spotlight, gives greater perceivability and lifts your deals.

2-Participate in Spike Sales- You'll get monstrous freedoms to develop your business with our energizing shopping occasions, otherwise called, spike deals. During spike deals we give energizing proposals on practically all the classes. This pulls in greatest number of purchasers and drives immense traffic to our site just as through the versatile application. You don't simply will climb your deals with negligible exertion yet in addition arrive at more purchasers at one go. Taking an interest in spike deals additionally causes you accomplish higher purchaser fulfillment and become a merchant that purchasers will like. From additional coordinations staff to TV advertisements and advancements on online stages—we ensure that during a deal you get an enormous number of purchasers.

⁹ <https://m.economictimes.com/industry/services/retail/10-key-things-to-know-about-f>

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3-Good Packaging- The look and feel of your item, when it is conveyed to the client, significantly affects purchaser experience. Loading items with great bundling material limit the odds of on the way harm. However, more than that, it reflects quality assistance and expands purchasers' trust in you and your image, which thusly, can build your deals. We have seen that 52% of purchasers make rehash buys from dealers who convey premium bundling, and 5% of purchasers anticipate that their online orders should show up in premium bundling. Putting resources into bundling can bring about an increase of 30% more deal.

4-Better Cataloging- Your inventory addresses your item on the E-business site and assumes a great part in affecting purchasers. Having a very much created index with a fresh depiction of your items is vital to change over the traffic on your items into deals. Keep in mind, the vast majority shop online to save time and your item portrayal should dazzle them without causing them to invest a lot of energy attempting to comprehend your item. Another significant component of inventorying that can help you increment your deals is adding your item in the correct class and sub-classification. This will help purchasers look for your items effectively and add to the traffic.

5-Stick to The Rules- Flipkart's selling approaches and strategic policies are intended to build purchasers' trust in Flipkart dealers like you and assist you with getting appraisals and audits. Purchasers shop more from merchants with great appraisals and surveys. Noticing all our selling approaches and not enjoying exploitative strategic policies like selling counterfeit items and transportation void boxes to the purchaser will win you numerous upbeat Flipkart clients.

6-Stock up Your Inventory- Inventory is a significant piece of any retail business and E-trade is the same. You ought to consistently have an adequate supply of things and various variations of your items to satisfy orders quicker and accomplish more business. Loading up likewise keeps you prepared for a shopping celebration at any second.

7-Deliver on Time- f you need to build your business, you should consistently meet the purchasers' assumption – regardless of whether it is the nature of the item or time taken to convey it. Keep items prepared for conveyance and imprint them RTD (Ready to Dispatch) on an ideal opportunity to help our coordinations accomplices convey your items in the fastest time conceivable. Satisfying a profit or trade demand for time is similarly as significant also to get great client appraisals and audits.

8-Images- On a computerized stage, pictures are the nearest the purchaser can get to the look and feel of the genuine item, making it a basic component to internet selling. The pictures of your item

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should be of high goal and with everything about. What looks great, sells more, so ensure item pictures are captured well to produce purchaser interest.

9- Must Become a Flipkart Advantage Seller- Flipkart Advantage administration has numerous focal points. Through this help you can profit of our top tier satisfaction focuses. You should simply store your items with us and we will deal with the rest—from pressing your items to taking care of bring demands back. Flipkart Advantage offers you notwithstanding extra room, quality check of your items by specialists, quicker conveyance and considerably more. This will mean greatest deals, least returns and better purchaser experience.

10- Keep Customer Delight a Priority- To build your deals and become a fruitful merchant on Flipkart, you ought to consistently pursue spreading cheer to your clients. Obligation to serve your clients to the most awesome aspect your capacity is vital to live up to their high desires. As a merchant, you once in a while need to get into the shoes of your clients to comprehend their interests and resolve it expediently. Recognizing inputs and pursuing giving them better assistance will give them more motivations to grin. When attempting to expand deals on Flipkart, you ought not exclusively be centered around the nature of items and administrations, yet additionally make little interests in boosting traffic to your items. Interest in spike deals and running promotion crusades are fundamental speculations for benefits over the long haul.

2.10 FLIPKART'S ACQUISITION OF MYNTRA

Consolidations and acquisitions in India are fundamentally represented under Companies Act, 2013 and Companies (Negotiations, Preparations and Mergers) Rules, 2016 separately. Getting organizations that work in a similar area can once in a while be sketchy as it basically sums to putting all the eggs in a similar bushel, i.e., putting all the assets into a similar area. Be that as it may, such a procurement can be dynamic in nature if the objective of organization is a market principal for a particular kind of item or good since the procurement of an element in a similar market will build its piece of the pie generously. This is the reason Flipkart procured Myntra and is at present one of the greatest online design organizations in India. Nonetheless, it is relevant to take note of that after obtaining of Myntra by Flipkart neither of the gathering's existence was influenced as they kept on working independently and freely.

2.11 ABOUT MYNTRA

Myntra is perhaps the most mainstream Indian style E-business organization settled in Bengaluru, Karnataka, India. This association was established in the year 2007 to sell customized or customer oriented things. In May 2014, Myntra.com was acquired by Flipkart.

Myntra is an all inclusive resource for all your style and way of life requires. Being India's biggest E-business store for style and way of life items. Myntra targets giving a problem free and pleasant shopping experience to customers the nation over with the most extensive scope of brands and items on its entry. The brand is putting forth a cognizant attempt to carry the force of style to customers with a variety of the most recent and trendiest items accessible in the country.

Myntra was set up by Mukesh Bansal in conjunction with Ashutosh Lawania and Vineet Saxena. Myntra sold on request customized or customer oriented things. It is basically functioned on the B2B (business-to-plan of action) during its underlying years. Somewhere in the range of 2007 and 2010, the site allowed customers to customize their items, for example, T-shirts, mugs, pillow, mouse cushions, and others things.

In 2011, Myntra started selling style and way of life items and moved away from personalisation. By 2012 Myntra offered different items from 350 Indian brands as well as from International brands. This site dispatched the brands like Fastrack Watches and Being Human.

In the year 2014 Myntra was obtained by Flipkart in an arrangement esteemed at ₹ 2,000 crore (US\$280 million). The buy was affected by two huge normal investors Tiger Global and Accel Partners. Myntra works autonomously. Myntra keeps on working as an independent brand under Flipkart possession, zeroing in basically on "design cognizant" buyers. In the similar year, Myntra's portfolio comprised around 1,50,000 outcomes from over and above 1000 brands, with a dissemination region of around 9000 pincodes in India.

In 2015, Ananth Narayanan turned into the Chief Executive Officer of Myntra.

On 10 May 2015, Myntra declared that it would close down its site, and serve clients solely through its portable application starting 15 May. The assistance had just ended its portable site for the application. Myntra advocated its choice by expressing that 95% of traffic on its site came by means of cell phones, and that 70% of its buys were performed on cell phones. The move got blended gathering, and brought about a 10% decrease in deals.

In February 2016, recognizing the disappointment of the "application just" model, Myntra declared that it would restore its site. In September 2017, Myntra arranged the rights to oversee

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Esprit Holdings' 15 disconnected stores in India. Myntra detailed an overall deficit of ₹ 151.20 cr. in the monetary year 2017-18.

Myntra's incentive spins around giving buyers the force and simplicity of buying style and way of life items on the web. Contributions, for example, the biggest in-season item inventory, 100% legitimate items, money down and multi day merchandise exchange make Myntra, the favored shopping objective in the country. To make web based shopping simpler for you, a committed client interface group is on reserve to answer your questions 24x7.

2.12 BRANDS

Myntra comprehends its customers' requirements and takes into account them with decision of attire, extras, beautifiers and footwear from more than 500 driving Indian and worldwide brands. Unmistakable brands incorporate Adidas, Nike, Puma, Catwalk, Inc 5, United Colors of Benetton, FCUK, Timberland, Avirate, FabIndia and Biba to give some examples. You can likewise shop from some as of late presented names, for example, - Roadster, Sher Singh, Dressberry, Kook N Keech and ETC.

2.13 RECOGNITIONS

- Awarded 'Design E-Retailer of the Year 2013' by Franchise India – Indian E-Retail Awards
- Awarded 'Best E-business Website for 2012' by IAMAI – India Digital Awards
- Awarded 'Pictures Most Admired Retailer of the Year: Non–Store Retail' for 2012 by Images Group
- Awarded 'Best E-trade Partner of the year 2011-12' by Puma India.

2.14 ACQUISITIONS AND INVESTMENTS

In April 2015, Myntra obtained Bengaluru-based versatile application advancement stage organization Native5, so as to reinforce and extend Myntra's portable innovation group. In July 2016, Myntra procured portable based substance total stage Cubeit, to reinforce and extend its innovation group. In July, 2016 Myntra gained their opponent Jabong.com to turn into India's biggest style stage. In October 2017, Myntra cooperated with Ministry of Textiles to advance handloom industry.

In April 2017, the organization obtained In Logg, a city-based innovation stage for the internet business area. In April 2018, Myntra purchased Bengaluru-based beginning up with works, a creator of wearable gadgets to reinforce its innovation group.

2.15 COMPUTERIZED REALITY SHOW

Dispatched its first computerized unscripted TV drama "Myntra Fashion Superstar" which depends on the style influencer ability chase on Myntra application on 17 September 2019. In relationship with Zoom Studios, this show will distinguish and compensate India's next large design influencer. Show has eight scenes of reality arrangement which will see 10 competitors rivaling one another. They would likewise be coached and decided by an elegant jury, from the universe of Bollywood, TV and design, including Bollywood diva Sonakshi Sinha and driving VIP beautician, Shaleena Nathani.

2.16 ADMINISTRATIVE ACTION AND LAWSUITS

The Enforcement Directorate are exploring Myntra for penetrate of Foreign Exchange Management Act. In January 2016, Enforcement Directorate gave notice to Myntra's proprietor Flipkart. It has a tie up with Nike with the seller Fun fash to sell all credible Nike embellishments.

WORK ISSUES

In June 2016, Myntra's coordinations staff went on a strike charging absence of essential representative advantages and helpless wages.

2.17 REASONS OF ACQUISITION

1- In October 2007, Myntra got its fundamental sponsoring from Erasmic Venture Fund (by and by known as Accel Partners), Sasha Mirchandani from Mumbai Angels numerous different monetary sponsors.

2- In November 2008, Myntra raised nearly \$5 million from NEA-IndoUS Ventures, IDG Ventures and Accel Partners. Myntra brought \$14 million up in a Series B round of financing. This plump of hypothesis was driven by Tiger Global, which is a private worth firm; the contemporary monetary followers IDG Ventures and Indo-US Venture Partners in like custom to put in liberal whole towards subsidizing Myntra. Towards the accomplishment of 2011, Myntra.com brought \$20million up in its third round of funding, again drove by Tiger Global.¹⁰

3- In April 2015, Myntra acquired Bengaluru-based flexible application headway stage association Native5, to fortify and broaden Myntra's convenient development gathering. **4-**In July 2016, Myntra obtained convenient based substance absolute stage Cubeit, to fortify and expand its advancement gathering. In July, 2016 Myntra acquired their rival Jabong.com to transform into

¹⁰ <http://mzuir.inflibnet.ac.in/jspui/bitstream/123456789/763/1/Josephine%20Lalrindik>

Chapter-2 Company Profile

India's greatest style stage. In October 2017, Myntra helped out Ministry of Textiles to propel handloom industry.

5- In April 2017, the association got In Logg, a city-based development stage for the web business region. In April 2018, Myntra bought Bengaluru-based start up with works, a maker of wearable devices to strengthen its development gathering.

2.18 CRITICISM

1- In the year 2014, contenders, for instance, Future Group (administrator of corporate store Big Bazaar) acknowledged difference of opinion with India's Ministry of Commerce and Industry, demanding that the Flipkart sites Big Billion Days limits undercut costs in a way savage to different retailers. The same expressed that it would investigate the grumblings.

2- In 2015, around 400 transportation heads working with Flipkart, the co-ordinations arm of Flipkart, took to the roads to fight with helpless working conditions in Flipkart. Objections included seven-day totally work filled weeks, sometimes expanded hours, absence of clean latrines and clinical or medical help for bicycle riders engaged with mishaps.

3- In the year 2016, transportation chief Nanjunda Swamy was killed by a customer who didn't have cash to pay for an item. Accordingly, Flipkart transmitted a security activity - 'Undertaking Nanjunda', named after the perished groundbreaker. This incorporated a SOS button in the transportable application (called the Nanjunda button) that could be employed by field heads in instances of some crises.

REVIEW OF LITERATURE

- Online shopping alluded to as e-retailing or internet retailing, is developing quickly consistently in India. As per eBay India Census (2011) distributed on September 28th 2011 at Bangalore, Online Shopping is normal and cross country marvel: India has in excess of 3,311 E-trade center points the nation over.
- According to an article distributed in The Economic Times about an ASSOCHAM review dated October nineteenth 2011, "Items like cell phones, e-tablets, buyer hardware, blessing articles, clothing and decorations are the significant attractions for buyers who shop on the web". One of the primary reasons why buyers lean toward web based looking for these sort of items is a result of the enormous assortment of these things accessible in the online market. Different sites empowers clients to look and contrast items and simplicity. Another significant purpose behind the quantity of online customers which is continually increase is a direct result of 24X7 shopping accessibility and the home conveyance of items.
- The various kinds of items that clients will purchase online rely on the client capacity to face challenge. Clients reason a more serious level of danger if the item classification is new, or if the apparent estimation of the item is high. Shiffman et al. in his book 'Buyer conduct' expresses that "Studies additionally found that impression of trust and danger were the significant determinants of purchaser's mentalities toward shopping on the web and that trust decreased shopper's apparent danger in the electronic commercial center". Ashok Sinha decided to give it a try. Overall shopping experience was good except for the inconvenience of seeing a lot of products that are out of stock or not in stock. Think they have added a lot of items in to their database just to create an illusion that they have a big catalog but it can make annoy anyone to see so many items in the catalog and later figure out that most of them are not in stock.
- Times of India likewise investigated the reasons why the greater parts (78%) of Indians don't right now shop on the web. Of this gathering, 59% said they don't know that making exchanges online is secure or not, 43% said they just liked to go actual stores to look and attempt the items and an extra 40% raised their interests about the time that what amount of time an item require for it would take to be conveyed to them.

- Dr. Anukrati Sharma (2013) The article named "An investigation on E-trade and Online Shopping: Issues and Influences". In this article an endeavor is made to contemplate the new patterns, impacts, inclinations of clients towards E-trade and internet shopping and to give the proposals for the improvement in web based shopping sites. The investigation found that, the vast majority of individuals who are occupied with settling on the choice of buying are in the age of 21-30 years. While making the sites for web based shopping it should be planned in an extremely arranged and vital manner.
- Abhijit Mitra (2013) The article named "Online business in India-An audit". In this article an endeavor is made to contemplate the current status and facilitators of E-Commerce in India, inspect the borders of E-Commerce in India. The investigation found that, there has been a scaling in the quantity of organizations taking up E-Commerce in the new era. The examination likewise found that, significant Indian gateway destinations have additionally moved towards E-Commerce as opposed to relying upon publicizing income.
- Nisha Chanana and Sangeeta Goele (2012) The article named "Fate of E-trade in India". In this article an endeavor is made to contemplate the outline of things to come of E-business in India and talks about the future development portions in India's of E-trade. The investigation found that, different variables that were fundamental for future development of Indian E-business. The investigation additionally found that, the general E-business will increment dramatically in coming a very long time in the developing business sector of India.
- Sarbapriya Ray (2011) The article named "Arising Trends of E-trade in India: Some Crucial Issues Prospects and Challenges". In this article an endeavor is made to introduce a preview of the development of E-trade business demonstrating the sequential request, classification of E business, portrayal of associations engaged with E-business in India. The examination found that, the part of government ought to be to give a legitimate structure to E-business so that while domestic and global exchange are permitted to nurture their points of view, fundamental rights like security, licensed modernization, counter action of extortion, buyer assurance and so on are entirely dealt with.
- Dejan et al(2017) The scientists led an examination on the assessment of shopper conduct for web based shopping and data assessment from the side of clients, discoveries of the investigation expressed that the social parts of a given gathering of client will assume a

significant part if there should arise an occurrence of online buys, in the vast majority of the cases it was discovered that the individual respondents are in the act of contrasting the items and other over comparable roads and afterward feel happy with their separate buys.

- Lee et al (2015) this examination depended on the assessment of consumer loyalty as to online installment roads and simple entry for the equivalent. The specialists saw that the level and level of relationship is negative for internet shopping conduct and security cognizance for online installments. The examination expressed that the clients that are positive for internet shopping are less worried for online installment security.
- E and Y (2014) distributed a report on the conduct of online customers and the examination expressed that the expanded utilization of AI (Artificial Intelligence) is making the clients more educated and on the opposite side the clients are likewise getting keen to get to the data accessible from such roads. The report additionally expressed that the in the current occasions the clients are getting more cognizant for choice of items, web utilization, cost of item and cost of delivery and even trade choices.
- Bitner et al (2014) the specialist expressed that in the current occasions there isn't a lot of contrast in the showcasing of online roads and actual market. This is a direct result of the explanation that the general business measure is turning out to be IT empowered and the showcasing roads are turning out to be more client driven and even the advancements and promoting is redone in the current occasions for example you will see customized pop ups on your screen about the items you have looked in the new past.
- Ling et al (2013) for web based purchasing choice, it is vital that there ought to be convenient decrease in false notions identified with item arranging, installment alternatives, request preparing, conveyance delays and even installment discount. These precautionary measures may improve the picture of the organization in since a long time ago run and add more number of clients.
- Nielsen Global Consumer Report, (2010) found that books and attire was at first spot on the list for planed online buys in next half year which is trailed by online carrier tickets, inn/visit reservation, other connecting with item and administrations labeled for future online buys incorporate electronic gear, beauty care products/sustenance supplies, PC equipment, recordings/DVDs/games and staple goods. Internationally 33% of customers like to do internet shopping at retailers that have just an online presence (like amazon.com).

- Michal Pilik, (2012) inspected that internet purchasing conduct is influenced by different variables like, monetary components, segment factors, specialized elements, social elements, social elements, mental elements, showcasing factors and administrative elements. Clients pick an online-shop primarily dependent on references, lucidity and menu route, terms of conveyance, visual depiction and extra administrations. Convoluted clients read conversations on the Internet before they spend their cash on-line and when clients can't discover the item rapidly and effectively they leave online-shop. Lee and Turban Efraim, (2001) reviewed nature of consumer trust in online shopping and proposed model for consumer trust in internet shopping that shows four main likely antecedents: trustworthiness of the Internet merchant, trustworthiness of the Internet shopping medium, infrastructural (contextual) factors, and other factors had relationship with consumer trust in online shopping.
- Lee, (2009) increased that nature of online surveys positively affects the buying goal of online customers. Mentalities of online buyers increment with the quantity of audits. Huge number of surveys is seen as a sign of item fame and thus builds the buying aim of buyers.
- Jush and Ling, (2012) proposed that E-trade insight, item discernment and client support have significant relationship with demeanor towards E-business buys through web based shopping. As per them customers who buy online are bound to purchase garments, book and make travel booking.
- Kim Youn Kyung , (2002) expressed that shopping centers and web are significant contender, giving different elements of purchaser esteem .The shopper esteem incorporates four segments proficiency, greatness, play and feel. Customer esteem examination reveals insight into the mind boggling issues encompassing the suitability of shopping centers against the opposition from web.
- FICCI, (2012) expressed that India's huge and hopeful working class of 75 million family units or 300 million people need items that are esteem driven. The country's 500 million individuals younger than 25 approach more cash that has moreover brought about freedom, goals and an interest for item. The Indian retail area represents more than 20% of the nation's (GDP) and contributes 8% to add up to work. The aggregate unfamiliar direct speculation (FDI) inflows in single-brand retail exchanging, during April 2000 to June 2011, remained at 69.26 million USD. The current assessed estimation of the Indian retail

area is around 500 billion USD and is fixed to arrive at 1.3 trillion USD by 2020. The infiltration level of present day retail (as of now 5%) will expand six-fold from the current 27 billion USD to 220 billion USD in 2020. The Indian retail area is relied upon to develop at a CAGR of 15 to 20%. Elements driving the coordinated retail area incorporate the accompanying:

- Hirsst Alan and Omar Ogenyi, (2007) expressed that accommodation, convenience, usability and proficiency are positive attributes of web based shopping.
- Zhou et al., (2007) recognized nine kinds of purchaser factors, including socioeconomics, Internet experience, regulating convictions, shopping direction, shopping inspiration, individual qualities, online experience, mental insight, and web based shopping experience in influence customer on the web.
- McAfee, (2009) proposed rules that assist clients with having the best internet shopping experience. Tips for safe online are Comparison shop (utilize a web crawler to search for the best arrangements), do a personal investigation on the online retailer, read client surveys know the delivery approaches, look at the vendor's return and trade strategies ,Since you may require your buy by a particular date, audit the organization's protection strategy, never click on connections from spam messages to make buy, watch that the webpage is secure, utilize a Mastercard for installment, don't utilize a public PC to shop on the web, just utilize a safe association while putting request and utilize solid passwords.
- Mickinsey and Company, (2012) analyzed that India's base of around 120 million Internet clients is right now the third-biggest on the planet. India is probably going to have the second-biggest client base on the planet, and the biggest regarding steady development, with 330 million to 370 million Internet clients in 2015.
- The web based shopping is finished by people and there are factors associated with internet shopping conduct of a specific person. Analysts in this field have distinguished numerous elements that impact a customer's buys choice and internet purchasing conduct (Goldsmith, Bridges, and Freden, 2001; Vellido, Lisboa, and Meehan, 2000).
- Hasslinger, Hadzic and Obazo, (2007) customers with advanced educational degree with high income displayed optimistic attitude and behaviour towards internet ordering. Thus, demographic factors such as age, income and education of the customers substantially impact the online behavior.

- Falode, Amubode, and Ogunduyile, (2016) revealed in their research that females are more expected to be interested in and knowledgeable about fashion and clothing trends and also in online purchasing.
- According to the findings of Ansari (2016), conducted in Saudi Arabia, Saudis were more interested in online shopping compared to non-Saudis living in Saudi Arabia, it further showed that gender modification also existed as females were comparatively extra attracted than the males in online shopping.
- Study carried out by Ansari & Alhazemi, 2016 demonstrated that the value of online transaction has grown exponentially to US\$1471 billion in 2015 and is projected to grow to US\$ 2365 billion in 2018. Online shopping is a mounting business around the globe and nearly 41 percent of global internet consumers have purchased merchandises online in 2013.
- Mareeswaran & Sunderaraj (2017) found relationship between the occupation of the respondents and their preference to make online shopping, especially if the occupation pay high, there is more chance of online shopping. A positive association was also found between age group and awareness about online shopping.
- Consumer purchases over the internet continue to grow rapidly worldwide, particularly among younger buyer. In United States for instance, 25 to 34 years old already make more than a quarter of their purchases online, and new technologies – such as 4G phones and geo location apps will spur growth (Walker and Mullins, 2014).
- Developed countries were leading in online shopping compared to developing or under developed countries. The developed countries accomplished carefully the secrecy and use of personal figures of the customers (Reichheld and Scefter, 2000).
- In this study Bashir (2013) concluded that behavior of individual consumers or groups may differ depending upon various internal as well as external factors such as personality, psychological and social drives, which influence the decision making and actual purchase behaviour of individual.
- Adnan (2014) established that there are some psychological factors that had a positive impact on consumer attitudes and buying behaviour. A study shown that some of the causes for adoption of online shopping embrace time saving, laidback comparison of substitute

products, reasonable prices of online goods, expert/user review of goods and access to a market without borders (Ngugi, 2014).

- Education of the customers positively influenced their online shopping decision, respondents with bachelors' degree and more show interest in online shopping. Another demographic variable 'Employment' was also influencing the online shopping behaviour of consumers. Employed people were found more interested in online shopping in comparison of unemployed ones. Gender affects the relationship between consumer online shopping orientation and purchase behaviour. Male have a advanced convenience positioning than females (Chen & Hun, 2015).
- According to Rayburn and Voss (2013), web atmospherics is similar to the conventional store atmospherics that offers vital data about the store and tends to affect shoppers' attitudes and outcomes. Hence, e-retailers also must shape an atmosphere concluded their website that can favourably effect consumers' insight of the online store and increase experience with the same (Eroglu, Machleit, & Davis, 2003).
- In their extensive study on hedonic shopping, Hausman and Siekpe (2009) posited that the website's effectiveness and informativeness have a positive influence on utilitarian shoppers' attitudes towards the web portal (satisfaction with the website) and their purchase intentions.
- Oliver (1980) characterized consumer loyalty as 'clients' assessments of an item or administration concerning their necessities and assumption.
- A examination by Menon and Kahn (2002) believed that when customers are coordinated to a lovely online site, they look for animating items, invest more energy perusing the site, and display the inclination of effectively captivating in drive buying.
- According to Gao and Bai (2014), webpage adequacy of the web-based interface assumes a more huge part than its usefulness and amusement esteems.
- Zeithaml, Berry, and Parasuraman (1996) saw that after getting palatable administrations from an online entrance, clients uncover positive conduct expectation, adding to improved internet purchasing aim.
- Anderson and Srinivasan (2003) have announced that fulfillment with explicit site prompts positive aim (buy just as repurchase).

- According to Yen and Gwinner (2003), all out fulfillment with online retailers decidedly affects tendency to keep purchasing from a similar e-retailer.
- Shoppers' buy expectation towards an online specialist organization is dictated by their positive attitudinal mien towards that website, which is a result of their general fulfillment with online help experiences (Shankar, Smith, and Rangaswamy, 2003).
- According to Wolfinbarger and Gilly (2001) and To et al. (2007), online customers with an epicurean inspiration search for unequivocal and select encounters that can expand delight and diversion of shopping on the web.
- Chiou and Ting (2011) have set up that purchasers may have pre-chosen objective arranged purchasing thought processes in buying libertine items that impact their WS.
- Online customers will in general utilize web-based interfaces to pay special mind to data and buy merchandise/administrations by investing almost no energy and exertion. The exact, appropriate, and momentum data given by web-based interfaces will diminish customers' time and energy spent on looking through data, which thus assist them with accomplishing agreeable encounters (Kim and Li, 2009).
- In a broad model, Mazaheri, Richard, and Laroche (2011) remembered passionate and psychological factors for internet purchasing conduct. This examination thought the relationship of discernments about site atmospherics with purchasers' passionate drives like delight, excitement, and strength.
- As data and amusement are two basic highlights of web-based interfaces, the Internet has been depicted as an 'infotainment' medium (Eighmey, 1997).
- As per Liu, Li, and Hu (2013), visual allure of prompts (retail gateway) decidedly influences purchasers' regulating assessment and quick satisfaction (inward response).
- In an Indian setting, Prashar, Vijay, and Parsad (2015) expressed that e-customers lean toward those online stores that give them unrivaled web atmospherics, comprising of eye-getting illustrations and an intriguing web architecture's and format.
- Although web education (WI) is a significant element, Pearson, Tadisina, and Griffin (2012) believed that 'what kind of data is given' and 'how it is introduced' are similarly critical.

- Mummalaneni (2005) has included highlights like the format of site (spacious or squeezed), show textual styles (huge or little), show quality (fortunate or unfortunate), show tones (dull or brilliant, etc).
- Consumers will in general share their encounters about items and administrations with one another, which is alluded to as informal (WOM). Progression in innovation offers new ways for customers to share their encounters, feelings, proposals, and recommendations online through virtual networks, vendors' sites, web journals, and online gatherings. An online type of WOM, electronic verbal (eWOM), is characterized by Strauss and Hill (as cited in Racherla, 2008, p. 25) as "any sure or pessimistic proclamation made by potential, existing or preceding clients about an item or organization, and which is made available to a huge number of individuals and establishments by means of the Internet and other web based business channels".
- Virtual people group, like Facebook, Twitter, Instagram, Google Plus and the same, impact customers' eagerness to shop on the web. Buyers get proposals and recommendations from their companions, relatives, and associates. Another Ewom stage is online websites, which, buyers consider as a solid wellspring of data. A rehashed communication among bloggers and blog perusers, trust is constructed, which thusly impacts customers' expectation in web based shopping (Hsu, Chuan-Chuan,& Chiang, 2013).
- A investigation by Santos and Fernandes (2011) showed that trust was emphatically connected with past web based shopping experience (POSE). The past internet shopping experience decidedly affected customers' goal to shop on the web (Santos and Fernandes, 2011; Dai, Forsythe and Kwon, 2014).
- Web Security and Privacy Protection Consumers taking part in an online action are presented to different security and protection issues. Cybercriminals target sites with a high number of clients to take their monetary and individual data, and travel sites. A report by World Pay (2016) affirmed that 31% of clients were worried about the security of their subtleties saved in their online profiles. This demonstrates that web security and online protection are basic factors that impact customers' aim to shop online as confirmed by past scientists (Mubarak, Zyngier, and Hodkinson, 2013; Mpinganjira, 2015; Sam and Sharma 2015; Shah and Rao 2014; Shadkam, 2012; Topaloğlu, 2012; Matic and Vojvodic 2014). Albeit a few scientists have joined web security and online protection together in their

investigation to contemplate web based shopping, note that web security varies in significance from online security. Garfinkel and Spatford (as cited in Köksal and Penez 2015, p. 30) portrayed web security as "a bunch of techniques, practices, and advancements for guaranteeing the dependable, unsurprising activity of web workers, internet browsers, different projects that speak with web workers, and the encompassing Internet framework". Then again, Boritz et al. (as cited in Mubarak et al. 2013, p. 704) have characterized Internet security as an "person's entitlement to access and control their own data concerning its assortment, use and move over the Internet".

- User Experience Customer's discernment towards an online store relies upon the clients while utilizing the site. Thus, client experience (UX) can be portrayed as the nature of involvement an individual determines when the person connects with a particular plan (Knemeyer and Svoboda 2007). On account of internet shopping, a few creators allude to client experience as client experience, web insight or online experience. Morville (2004) built up a "Client Experience Honeycomb" chart to represent the feature of client experience. The chart showed that UX and data remembered for the site must be helpful, usable, alluring, findable, available, tenable and significant. Note that client experience being talked about here contrasts from previously mentioned past internet shopping experience (POSE), in which the later basically implies the impressions and feelings shaped in the past with respect to an online store. A web store's client experience is a significant angle to investigate to make the shopping experience as charming as could really be expected. UX incorporates different factors like its plan, usefulness, convenience, value, site speed, delivery and installment cycle, and data about items and administrations (Alam and Yasin 2010; Meera and Gayathiri 2015; Sam and Sharma 2015; Shadkam, 2012; Rose, Clark, Samouel, and Hair, 2012). All these contribute decidedly to customers' appropriation of web based shopping.
- Websites are the retail facade of online stores. Purchasers draw an initial introduction, fortunate or unfortunate, about the web store, as per its plan, association, and item data gave. Albeit the plan of the site doesn't affect experienced or rehashed clients, it flags the strength of the organization (Meera and Gayathiri, 2015). Well-planned sites with easy to understand interface rich with pictures and data about the items effectsly affect clients' fulfillment, which drives clients to shop on the web (Shadkam, 2012; Alam and Yasin,

2010). Rose et al. (2012) underlined that web composition and its speed were presently don't hold any significance to the clients. Meera and Gayathiri (2015) repudiated the past investigation and focused on the significance of the stacking speed, as a lethargic site disturbs clients and, accordingly, drives clients to leave the web store. Indeed, Dyn (2015) proved that the shopper's trust was influenced by the speed and nature of a site's presentation. Similarly significant, the presence of search usefulness in a web store empowers clients to discover things rapidly and explore to the ideal items without an issue, which speeds up the shopping and expands the business (Meera and Gayathiri 2015).

- Online-shopping is a PC movement performed by a purchaser by means of a PC based interface, where the shopper's PC is associated with and can connect with a retailer's computerized customer facing facade to look, look for and analyze data seeing items/benefits just as buy the best items or administrations through the web with a solitary snap. Vijay, Sai T. and Balaji, M. S. (2009), uncovered that buyers, everywhere on the world, are progressively moving from the packed stores to the single tick web based shopping design. Internet shopping has genuinely upset and affected our general public overall.
- The application of modernization has opened new entryways or gateways that have helped for a more advantageous way of life today. Assortment, snappy assistance and moderate costs were huge manners by which internet shopping impact individuals from everywhere the world (Jayasubramanian P. et al , 2015).
- In the investigation Saravanan (2015) referenced that because of the tremendous use of web, the progressions are apparent in the manner in which merchandise are bought and sold, coming about to the outstanding development in the quantity of online customers. The examination further proclaims "around 40 % understudies use web in India and generally 72% of youngster's access web on customary premise". Quite possibly the most impacting and appealing component affecting purchasers to shop online is web architecture/highlights (Sultan M. and Uddin MD, 2011). Henceforth the back-office online business framework is of essential significance. Destinations conveying brilliant Web experience planned in a manner to address the customer's item needs/assumptions yet additionally helping the client through the means of the purchasing cycle. Hence Web locales are fundamental instruments of client support and influence (O'Keefe and

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McEachern, 1998). Other key components distinguished for internet shopping are accommodation, website plan, item data, item offering and monetary security (Moharrer, Tahayori, Sadeghina, 2013).

- One of the great impediments in internet shopping is that individuals generally get frozen that individual and record subtleties may get revealed. Security is a touchy issue and hard to evaluate consequently, secrecy ought to be guaranteed with respect to individual data (complete name, conveyance address and date of birth) and monetary data (Mastercard detail) when shopping on the web (Nazir S., 2012).
- Guo Jun and Noor Ismawati Jaafar (2011) directed an investigation on shopper's disposition towards web based shopping. Showcasing Mix and notoriety were the elements found to have huge positive impact over the shopper's disposition towards web based shopping. The neighborhood culture and reality decides the mentality and conduct of the nearby individuals towards internet shopping was closed from the examination.
- Zuroni Md Jusoh and Goh Hai Ling (2012) broke down the variables impacting the buyer's mentality towards web based business buys through web based shopping. The examination uncovered that online business experience, item insight and client assistance had critical relationship with the purchaser's demeanor towards online business buy. The examination reasoned that purchaser danger in internet shopping doesn't had critical relationship over the web based business buys through web based shopping.
- Mohammed Hossien Moshref Javadi et al., (2012) considered the different elements influencing the Online Shopping conduct of customers in the online stores of Iran. The discoveries saw was that monetary and non-conveyance chances influenced the customer disposition. The investigation reasoned that sites should be made more secure and guarantee clients with respect to the conveyance of the items.
- Ruchi Nayyar and Gupta (2011) analyzed diverse segment; psychographic factors and the interest of the buyers in online buy. Sex, age and pay are the segment, PEOU affected the internet purchasing conduct of the shoppers.
- (Bhatt, 2014) found in his examination that OS is acquiring fame among individuals exceptionally the more youthful or young age however in today's condition to turn out to be correspondingly and well known among all age groups e-promoting should shield more extended distance. The aftereffect of our investigation shows that method of installment is

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relied on pay of the respondents. Individuals having month to month pay beneath Rs 1, 00,000 lean toward money down or more Rs 3, 00,000 favors Internet banking installments. Entities from different age bunches are doing web OS routinely.

- (Chandra and Sinha, 2013), contemplated that, presently days the new and most recent sort of retail shopping are web based shopping. It has now been received everywhere on the world including India. In numerous different nations this shopping strategy is as yet not too known or acknowledged, and however the information on internet shopping in India is presently starting to increment quickly. To dissect factors influencing on web based shopping conduct of purchasers that may be perhaps the main issues of web based business and showcasing field, this is the primary target of the examination. It is a confounded socio-specialized marvel and includes such a large number of variables so that there is extremely restricted information about online purchaser conduct.
- According to (Kapoor, 2012), online dynamic and web based shopping wonders are represented by various buyer acknowledgment and conduct attributes and grounded in hypothetical parts of customer dynamic. There are number of elements that influence what we purchase, when we purchase, and why we purchase. Regarding purchasing on the web, the variables that impact buyers are advertising endeavors, socio-social impacts, mental components, individual inquiries, post choice conduct, and experience.
- Sharma and Mittal (2009) in their analysis "Possibilities of internet or online business (OS) in India", specifies that India is showing immense development in the E-commerce. Without any doubt, with the number of inhabitants in great many individuals, internet shopping shows limitless potential in India.
- Ramirez Nicolas (2010) express that "The Internet has transformed numerous aspects of our everyday lives: the style in which we relate and speak with each other, how we unite with a bank, read papers or stare at the TV. Indeed, even the manner in which we purchase and sell. These progressions have happened because of the consistent progression of organizations offering new plans of action and creative formulae. Rebate coupons have consistently been an amazing showcasing instrument. Regardless of whether embedded in printed media or posted through letter boxes, they pulled in new clients and were additionally offered at the hour of procurement to advance shopper devotion by empowering rehash buys at outlets.

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- Miyazaki and Fernandez (2001) referenced five periods of the buyer buying measure (issue acknowledgment; data search by means of inner and outer components; assessment of options; decision/buy and post-buy conduct) in their writing audit. They additionally cited that buying over the Internet is extraordinary and the customer relates the past encounters of far off buying onto the Internet system.
- Park et al. (2009) led their examination to see how sex and item classes impact the buyer data search conduct in the online setting. They found that contrasted with guys, females will in general look for different data including both item and client audits and to utilize an associate specialist all the more as often as possible in the web based shopping measure.
- Cai and Jun (2003) referenced that online purchasers and data searchers are compatible. While auditing an online retailers' site a data searcher may turn into an online purchaser, if the client while evaluating an online retailers' site, feels that buying over the Internet is the most ideal alternative. Be that as it may, an online purchaser may get 'declined' into a data searcher by disappointing web based buying encounters. He may look for data on the web yet make buy disconnected.
- Cao (2012) featured the significance of promoting systems and correspondence channels that permit shoppers to know about an item and to gain item data from retailers. Their exploration uncovered that for both Internet and customary stores, the medium by which customers got mindful of the item, looked through item data, or attempted the item were probably going to be the medium by which deals occurred. Also, the mechanism of mindfulness was the main factor among the three phases of correspondence.

RESEARCH DESIGN AND METHODOLOGY

4.1 RATIONALE OF STUDY

OS is the buzz, the sensation, the feeling in the current situation. The Internet has made additional age of customers who like to shop through web. Getting anything by merely a click of the mouse directly from design subordinates to adornments, attire, electronic things, pottery, home machines, individual consideration items or articles, and more has encouraged the prevalence of the internet shopping center wonder. It is one of the most graceful and quickest method of shopping. At OS center, one can get a brief look at fresh item delivers, combo bargains, bundles, markdown offers, occasional items, and so forth and similarly snatch the best possible arrangement. Time is not the requirement; one can shop anywhere and whenever the office is free. Other than saving our season of visiting a disconnected or offline store and avoiding the problems in question, one can acquire an extra preferred position, i.e., saving a great deal on targeted factor.

The writing survey has disclosed that the greater part of the analyses have essentially concentrated on trust and danger liberally. Under the above setting, I understand the requirement for a broad and concentrated investigation to dissect the endangerment insights in web shopping which will be beneficial to e-users in planning and fitting technique to pull in customers to shop on the web. An exhaustive exact investigation of such kind is deficient in India. The current investigation endeavors to satisfy this void.

4.2 ARTICULATION OF THE PROBLEM

As per the review by the Associated Chambers of Commerce and Industry of India, India's E-trade market, which remained at 259.90 million of every 2015, arrived at 437.40 million out of 2017 and rose to contact \$ 525.30 billion out of 2019. India is steadily turning into the country with most noteworthy number of proficient populace on the planet and the web entrance is generally determined by cell phones, with probably the least expensive and most essential hand-sets as of now offering admittance to the web.

In spite of the sensational development of the Internet in the course of recent years, the immense capability of directing business over the Internet remains to a great extent undiscovered. Email is as yet the most mainstream movement on the web, in any case, online hunt of items has gotten altogether making shopping the second most well known action on the web. Also, there is still a lot of space for internet shopping to develop. Seen danger and absence of is the fundamental referred to explanation behind buyers not buying on the web. Creating trust in web based shopping

climate is particularly testing, on account of the absence of direct contacts with the actual stores, salesmen, and actual items in the advanced world. This is an investigation of understanding if trust matters in web shopping and understanding danger insights in web shopping.

4.3 OBJECTIVES OF THE STUDY

Profit maximization is the main aim of any organization whether it is a physical commercial place or the one that goes online. Also there are certain businesses that only tend to emphasis on selling (sales maximization) as more products as possible in order to expansion in their business. The main objective of this study is to understand and identify the demographic factors which are affecting customer satisfaction with respect to online shopping in India.

1. To analyze the recent trends of E-commerce in India.
2. To study the various challenges faced by E-business players in India.
3. To study the prospects of E-commerce.
4. To know the specific reasons for which purpose customers purchase in online.
5. To analyze the product categories for which customers favour online shopping.
6. To analyze the satisfaction level of the customer for online shopping.
7. To analyze the different payment and delivery systems preferred by the customers.
8. To analyze the inhibitions faced by customers during online purchases.

4.4 SCOPE OF STUDY

The study will be conducted at Moradabad District in the state of Uttar Pradesh, where I think the women population is more often like to shop online instead of men. The reason for selecting this city because it falls into urban category and this study aims at covering urban dwellers as the internet penetration rate in rural area is almost negligible.

4.5 SIGNIFICANCE OF THE STUDY

As mentioned above the proposed research is unique and will highlight some new findings than the earlier research and will be useful to many related to marketing activities. Some of the possible beneficiaries from the study are explained as under:

1- Marketers: This will help the marketers, leave the old-tricks that they have used over the last few decades and involve more creative strategies or plan to appeal to this energetic, confident and tech-savvy segment. Also it will help further to give more enchanting web designs, positioning strategies, web pages, websites, promotional tools, etc for this specific target.

2- Advertisers: Also the advertisers, having increased knowledge about the risk acuities, reliance factors and lifestyle forecasters about this segment, can well do justice to their campaigns by designing them taking these factors in mind.

3- Future researchers- This also gives a sordid to future researchers to discover the areas based on the disclosures of this research and give additional insights into developing future correlations between various variables related to this area.

4.6 RESEARCH DESIGN

A research design is an outline or blue print for accompanying the research. It gives detail about the procedure which is necessary for obtaining the information needed to structure and to solve research problem. A research design sets the foundation for conducting the research.

The research design is a leading plan specifying the procedure for gathering and examining the needed information. The data has been collected from primary as well as from secondary sources. The sources have been used for the collection of secondary data and the information mainly from reference books, journals, magazines, business newspapers, other published sources and web sites etc. The necessary information has also been collected from companies, marketing intermediaries and consumers by personal visits. The primary data has been collected from representative samples using the non-probability sampling methods. The sampling tools have been used with structured non-disguised questionnaire supported with personal interview programs. A consumer who has mainly purchased the products through online shopping has been regarded as a representative sample in the research. As per recent environment mostly Indian prefer their purchase through Flipkart via online shopping.

SAMPLE SIZE

Questionnaire was distributed among 500 respondents. The total numbers of questionnaire received and used are of 463 respondents. Further, additional information has also been gathered by way of personal interviews and discussions. The collected data has been scrutinized, edited and validated and it has been presented in the form of tables and charts. The hypothesis has been tested with the help of chi-square analysis.

Collected data have been analyzed in two sections. Section – A is for personal data of the respondents with tabulation analysis and Section – B is for hypothesis testing with the help of statistical tool. Chi-square test has been used for testing of hypothesis.

PERIOD OF THE RESEARCH

The data of the research have been collected and analyzed in the period of 2017 to 2020 (i.e. from 15 November' 2017 to 15 February' 2020)

SAMPLING TECHNIQUE

The sampling procedure used will be non-probability sampling methods. Samples have been taken into consideration on the basis of criteria which includes that respondent should be an online shopper or at least aware about internet shopping.

SAMPLING UNIT

Respondents who are internet users are the primary unit of analysis. Data will be collected through designed questionnaire.

4.7 BROADER HYPOTHESIS OF STUDY

H₀₁: There is no significant difference in Age and the frequency of online shopping of sample respondents and the null hypothesis is accepted.

H₀₂: There is no significant difference in Education and the frequency of online shopping of sample respondents and the null hypothesis is accepted.

H₀₃: There is no significant difference in Income and the frequency of online shopping of sample respondents and the null hypothesis is accepted.

H₀₄: There is no significant difference in Occupation and the frequency of online shopping of sample respondents and the null hypothesis is accepted.

H₀₅: There is no significant difference between consumer overall experience as a consumer of Flipkart schemes and measure of consumer behavior and the null hypothesis is accepted.

H₀₆: There is no significant difference between consumer overall experience as a consumer of Flipkart schemes and consumer's post-purchase behavior and the null hypothesis is accepted.

H₀₇: There is no significant difference between consumer's overall satisfaction with the product performance and post-purchase behavior of consumers and the null hypothesis is accepted.

H₀₈: There is no significant difference between consumer's experience about the information given to them by Flipkart and post-purchase behavior of consumers and the null hypothesis is accepted.

DATA PREPARATION

Data preparation starts with preliminary check of the whole questionnaire for its extensiveness. The collected data was edited, coded, tabulated, grouped and organized according to the requirement of the study and then the hypothesis has been tested with the help of chi-square analysis.

4.8 LIMITATIONS OF THE STUDY

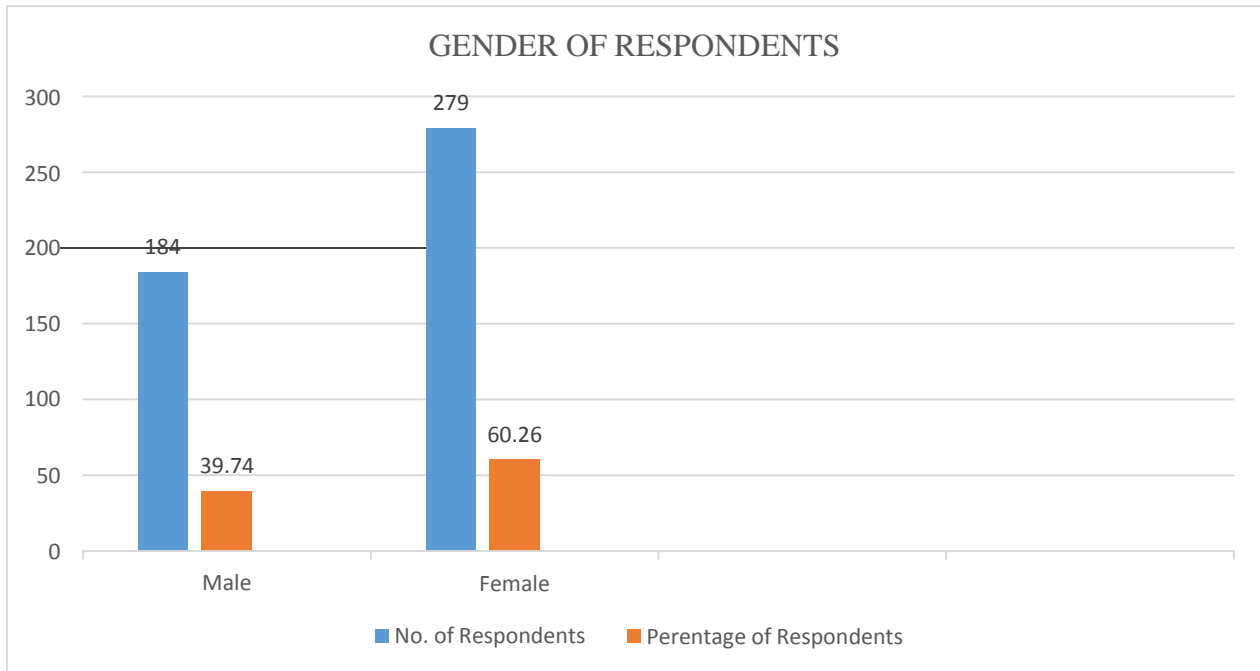
All efforts have been made to ensure that the research is designed and conducted to optimize the ability to achieve the research objective. However there are several forces that do not authenticate the research but ready to be acknowledged:

1. This study is restricted to Moradabad District only.
2. This evaluation is based on primary data generated through questionnaire which is collected from the respondents who are internet users and as such its findings depend on accuracy of data.
3. The sample consists of only 463 customers from Moradabad District.
4. As the primary data has its own limitations and based on the respondents, the study is limited to Moradabad District only and it cannot be applicable to the customers of the other states of India.
5. The study is based on the response of the customer which is highly subjective in nature and hence generalization made may not be totally true.
6. Certain issues in the study concentrate on both perceptions and attitude of respondents.

DATA ANALYSIS AND INTERPRETATION
SECTION – A (Personal data of the Respondents)

Table A1 – Gender Wise Classification of Investors

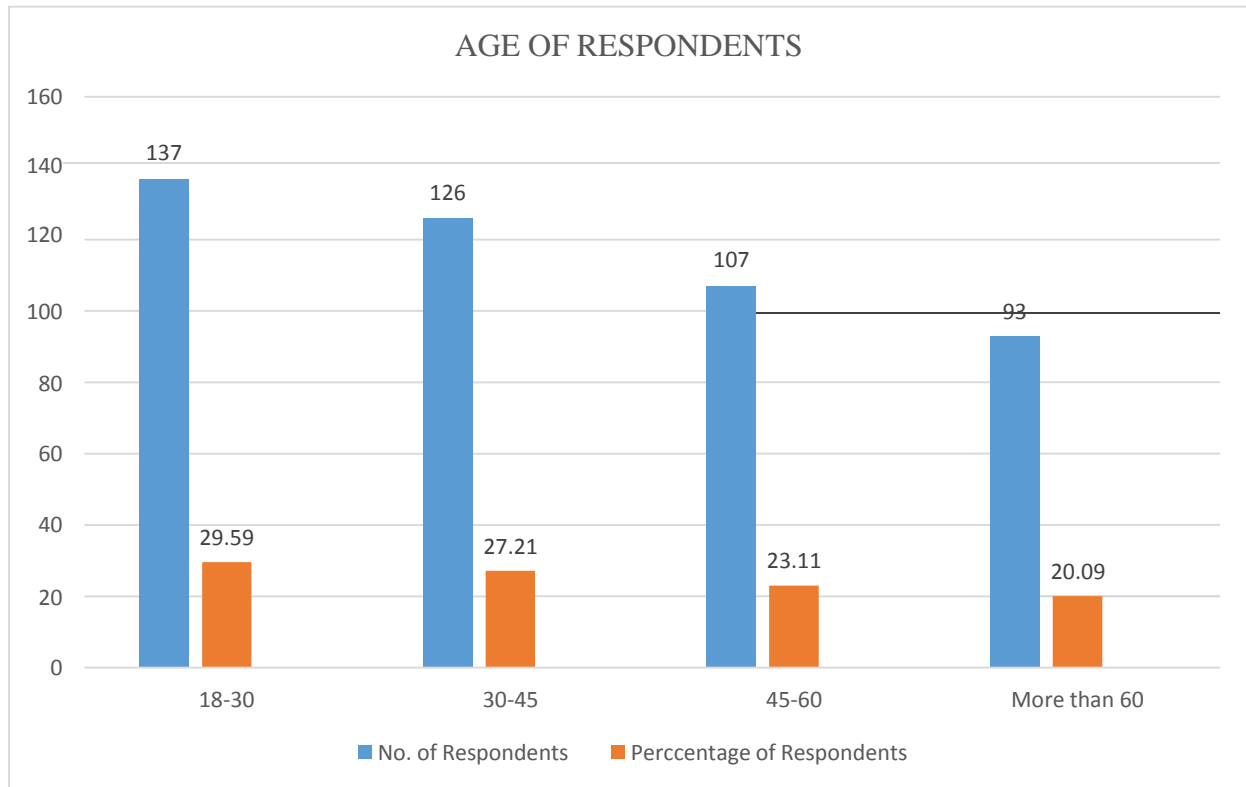
Gender	Total No. of Respondents	Percentage of Respondents
Male	184	39.74
Female	279	60.26
Total	463	100.00



Total number of respondents are 463. Out of which 184 are males and 279 are of females.

Table A2 – Age Wise Classification of Investors

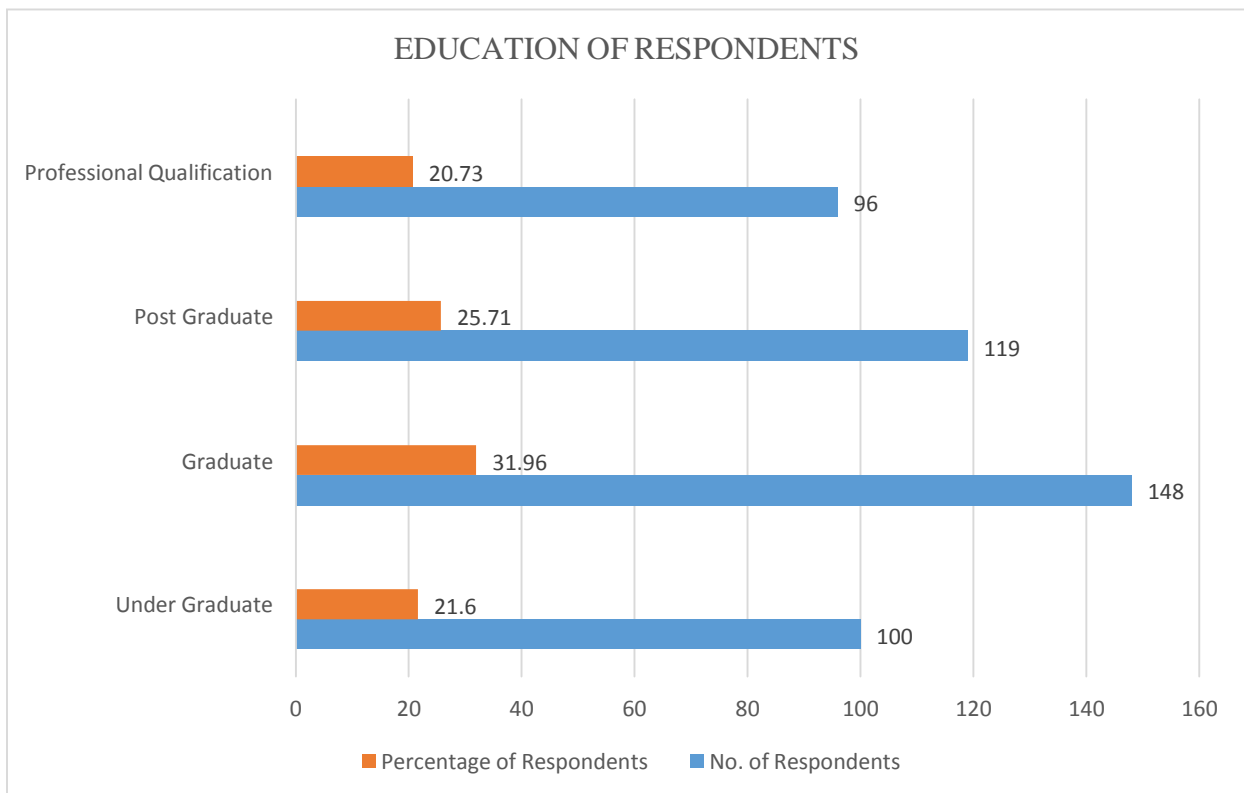
Age	Total No. of Respondents	Percentage of Respondents
18-30	137	29.59
30-45	126	27.21
45-60	107	23.11
More than 60	93	20.09
Total	463	100.00



Total number of respondents are 463. Age of 137 respondents are between 18-30, age of 126 respondents are between 30-45 age of 107 respondents are between 45-60. 93 respondents are more than of 60 years of age.

Table A3 – Education Wise Classification of Investors

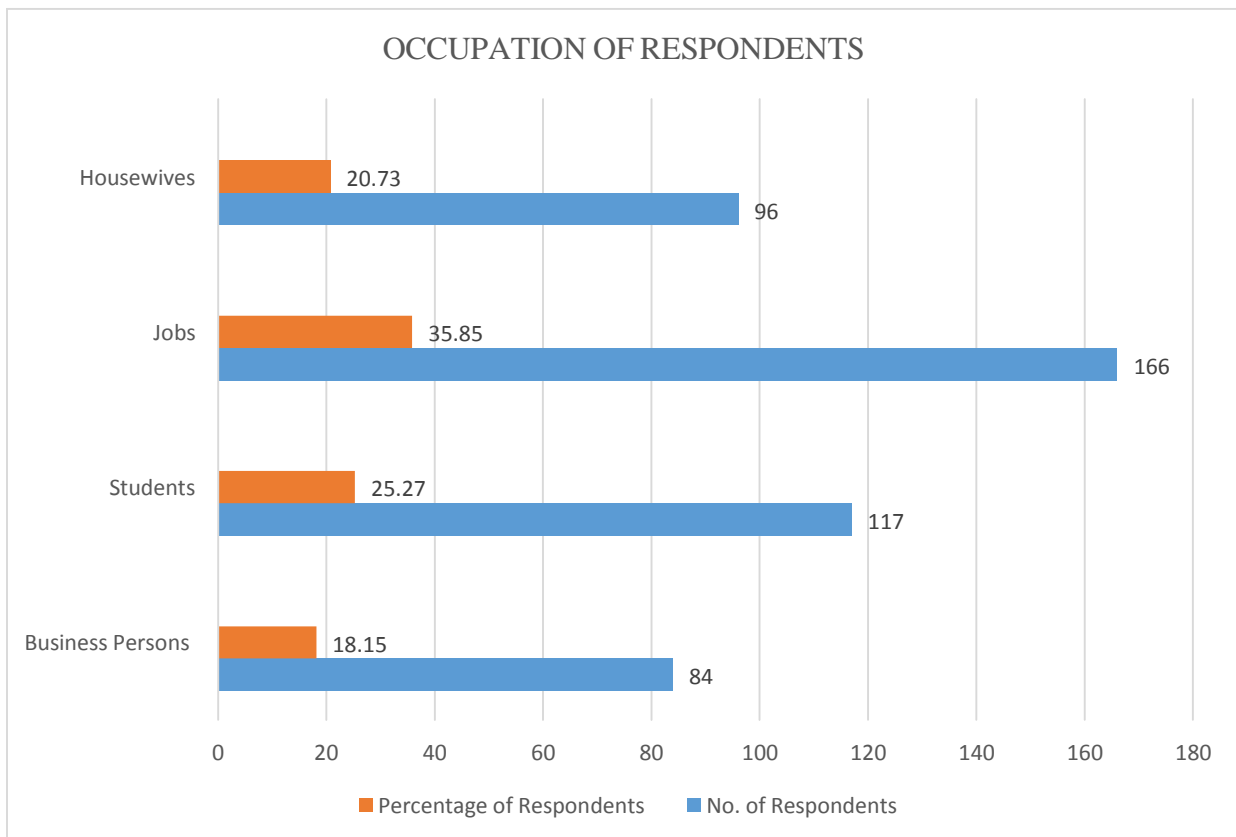
Education Qualification	Total No. of Respondents	Percentage of Respondents
Under Graduate	100	21.60
Graduate	148	31.96
Post Graduate	119	25.71
Professional Qualification	96	20.73
Total	463	100.00



There are 463 respondents. Out of which 100 are Under-graduate, 148 are Graduate, 119 are Post Graduate and 96 Professionally Qualified.

Table A4 – Occupation Wise Classification of Investors

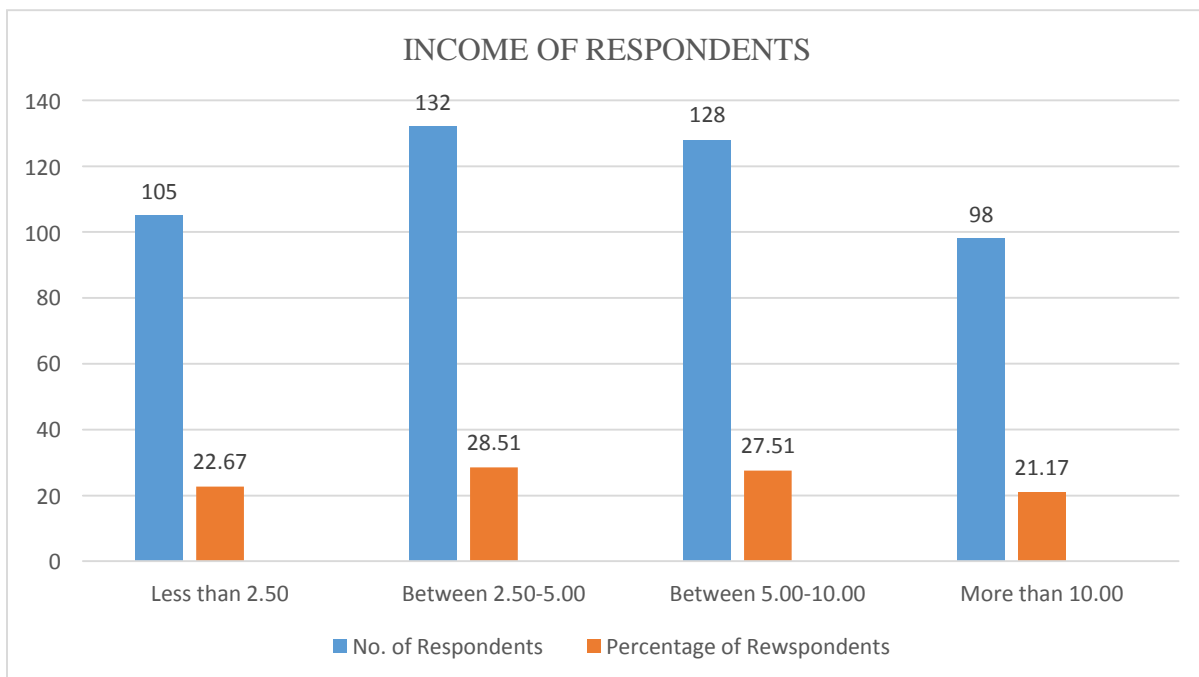
Occupation	Total No. of Respondents	Percentage of Respondents
Business Persons & Professional	84	18.15
Students	117	25.27
Jobs (Government & Private)	166	35.85
Housewives	96	20.73
Total	463	100.00



There are 463 respondents. Out of which 84 are Business persons and Professional, 117 are students, 166 are doing jobs (Government and Private), 96 are Housewives.

Table A5 – Income Wise (Annually) Classification of Investors

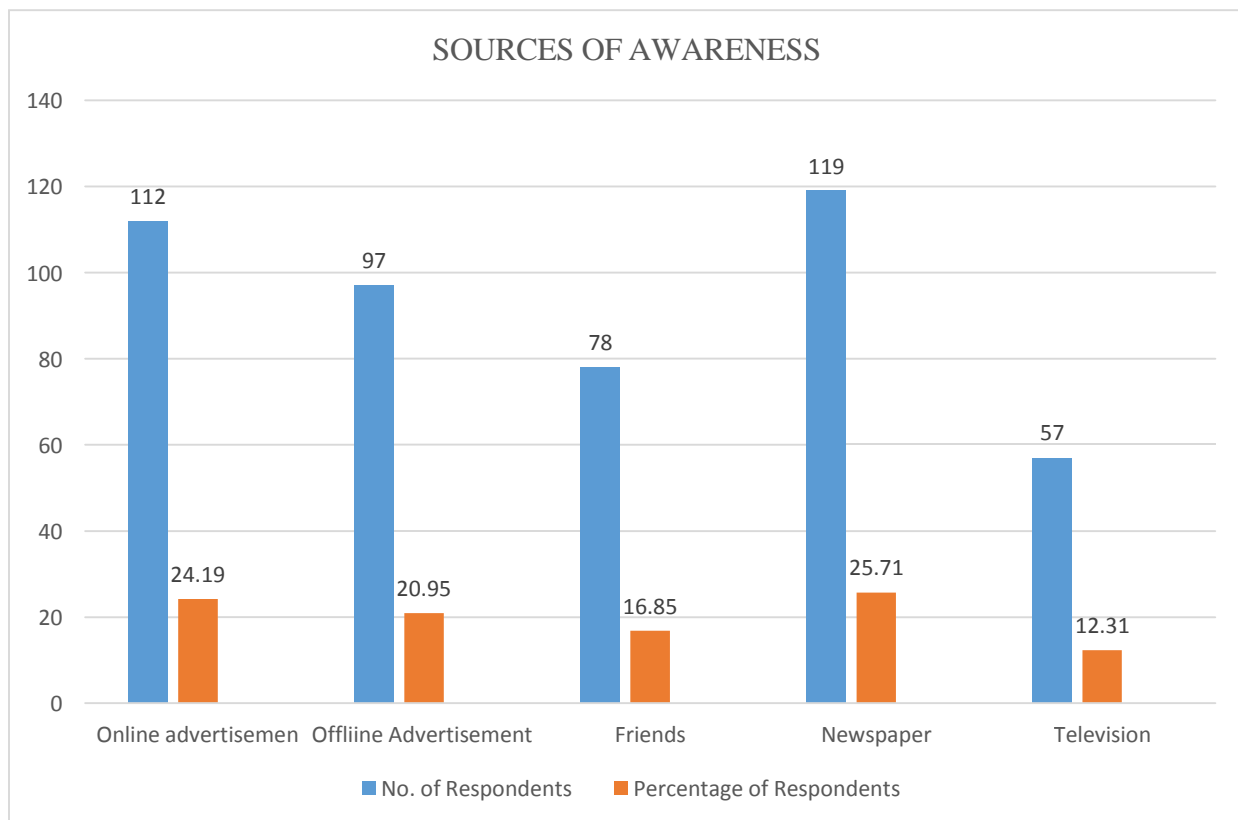
Income Per Annum (in Lakhs)	Total No. of Respondents	Percentage of Respondents
Less than 2.50	105	22.67
Between 2.50 - 5.00	132	28.51
Between 5.00 - 10.00	128	27.65
More than 10.00	98	21.17
Total	463	100.00



Total number of respondents are 463. Income of 105 respondents is less than 2.50 lakhs, Income of 132 respondents is between 2.50-5.00 lakhs, Income of 128 respondents is between 5.00-10.00lakhs and Income of 98 respondents is more than 10 lakhs.

Table A6-: Sources of Awareness of Respondents to Visit Flipkart

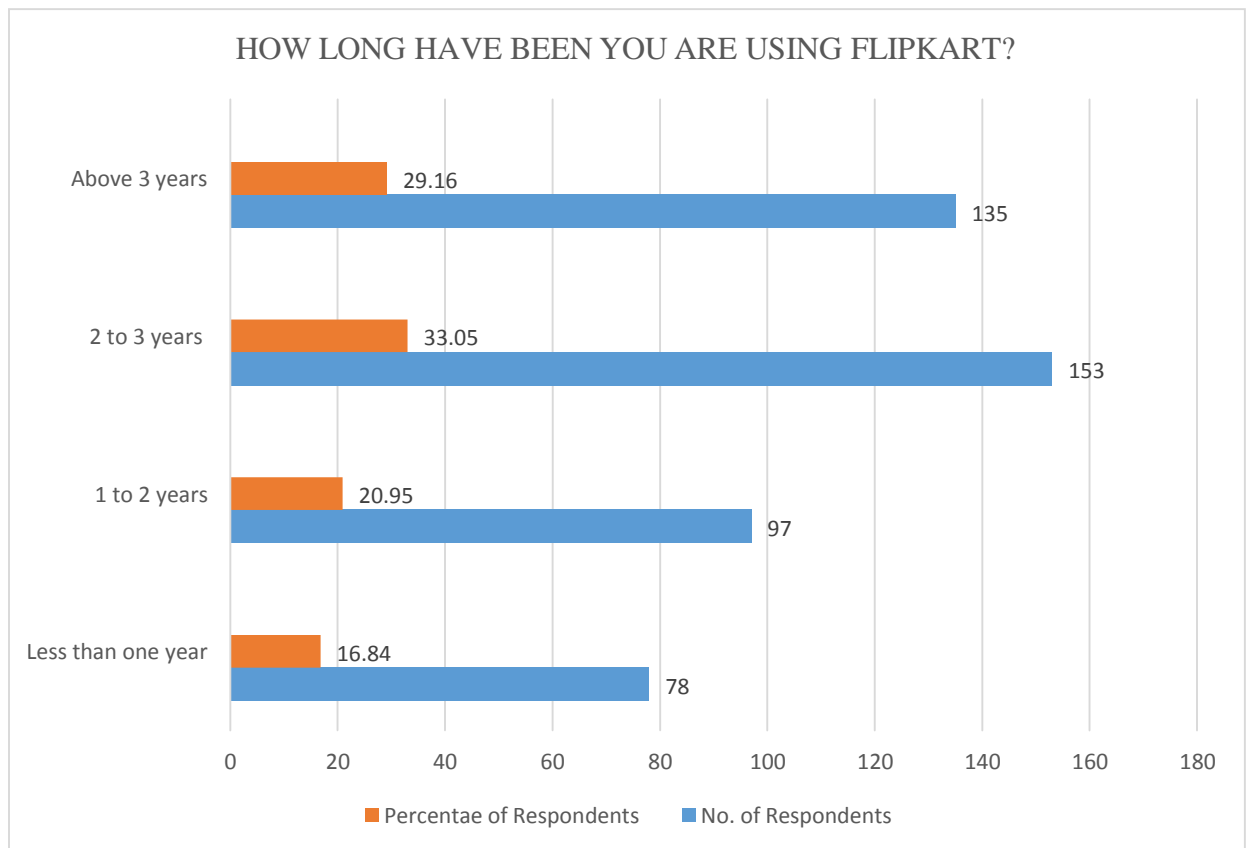
Sources of awareness	Total No. of Respondent	Percentage of Respondents
Online advertisement	112	24.19
Offline advertisement	97	20.95
Friends	78	16.85
Newspaper	119	25.70
Television	57	12.31
Total	463	100



There are 463 respondents. Out of which 112 respondents get Flipkart information through online advertisement, 97 through offline advertisement, 78 through friends, 119 through newspaper and 57 through television.

Table A7- How long have been you are using Flipkart?

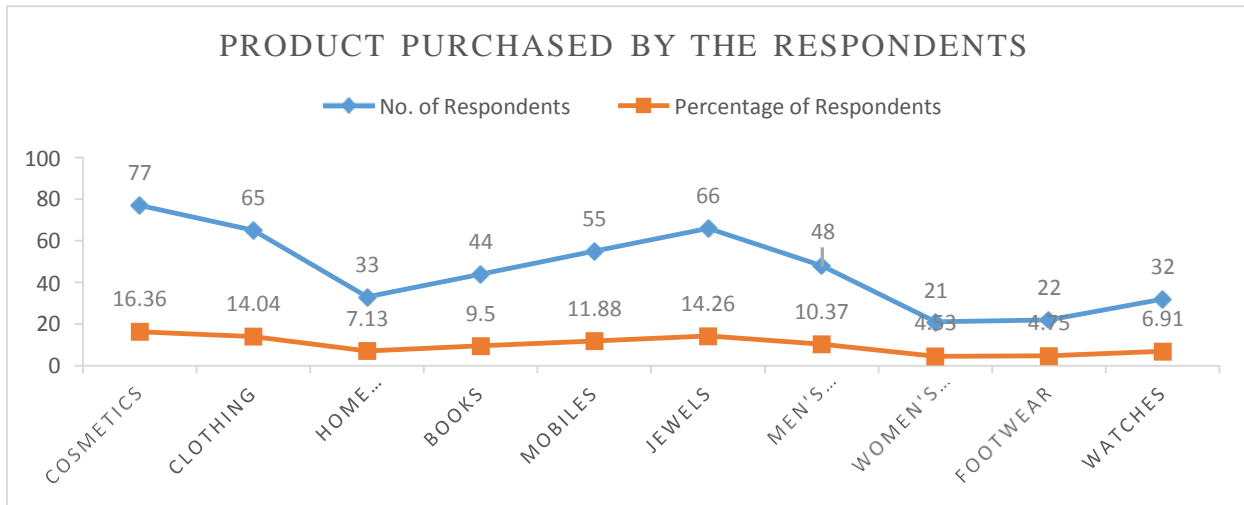
How long have been you are using Flipkart?	Total No. of respondents	Percentage of Respondents
Less Than One Year	78	16.84
1 to 2 years	97	20.95
2 to 3 years	153	33.05
Above 3 years	135	29.16
Total	463	100



Total number of respondents are 463. Out of which 78 respondents are using Flipkart since less than one year, 97 respondents are using Flipkart since 1 to 2 years, 153 respondents are using between 2 to 3 years and remaining 135 respondents are using more than 3 years.

Table A8- Products Purchased By the Respondents through Flipkart

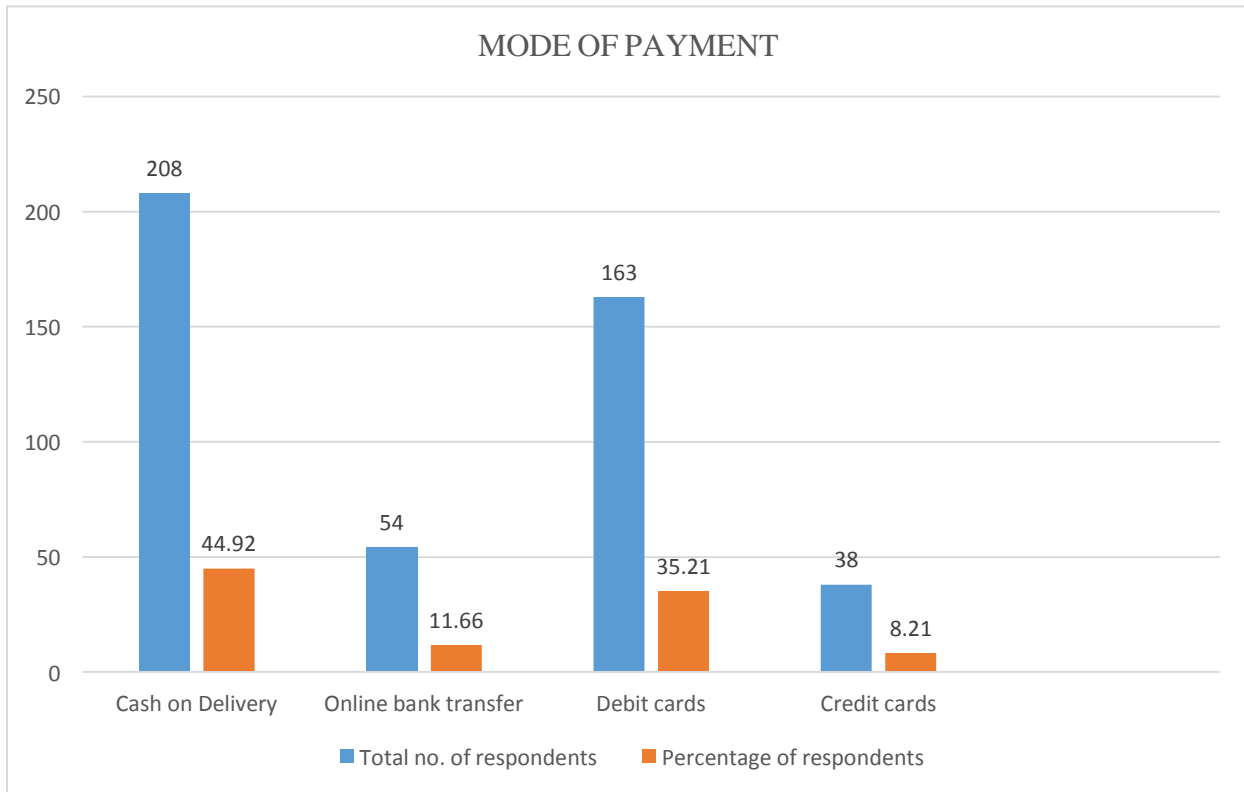
Product purchased by the respondents	Total No. of respondents	Percentage of Respondents
Cosmetics	77	16.63
Clothing	65	14.04
Home appliances	33	07.13
Books	44	09.50
Mobiles	55	11.88
Jewels	66	14.26
Men’s accessories	48	10.37
Women’s accessories	21	04.53
Footwear	22	04.75
Watches	32	06.91
Total	463	100



Total number of respondents are 463. Out of which 77 respondents buy cosmetics, 22 respondents buy clothing, 33 respondents buy home appliances, 44 respondents buy books, 55 respondents buy mobiles, 66 respondents buy jewels, 48 respondents buy men’s accessories, 21 respondents buy women’s accessories, 65 respondents buy footwear, 32 respondents buy watches.

Table A9-Mode of Payment Preferred by the Respondents through Flipkart

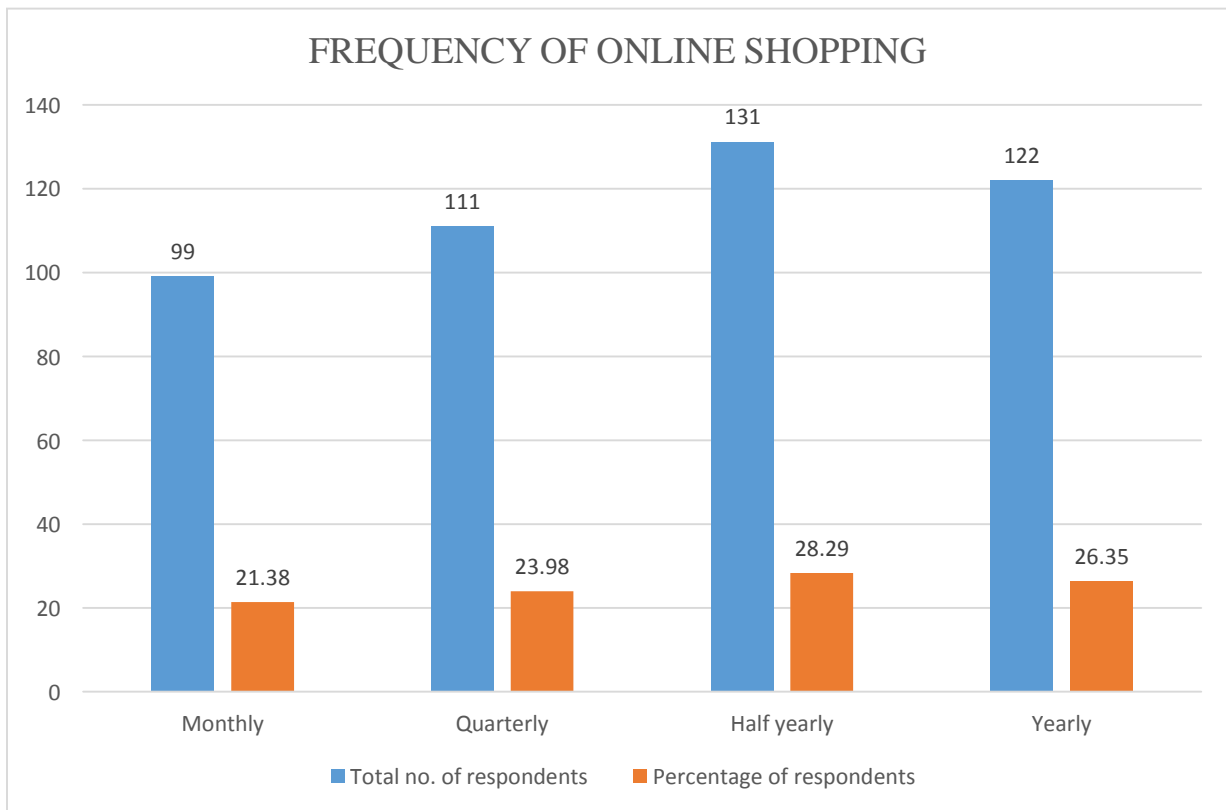
Mode of Payment	Total No. of respondents	Percentage of Respondents
Cash on Delivery	208	44.92
Online Bank Transfer	54	11.66
Debit Cards	163	35.21
Credit Cards	38	8.21
Total	463	100



Total number of respondents are 463. Out of which 208 respondents prefer cash on delivery, 54 respondents prefer online bank transfer, 163 respondents prefer debit cards and 38 respondents prefer credit cards.

Table A10- Frequency of Online Shopping through Flipkart

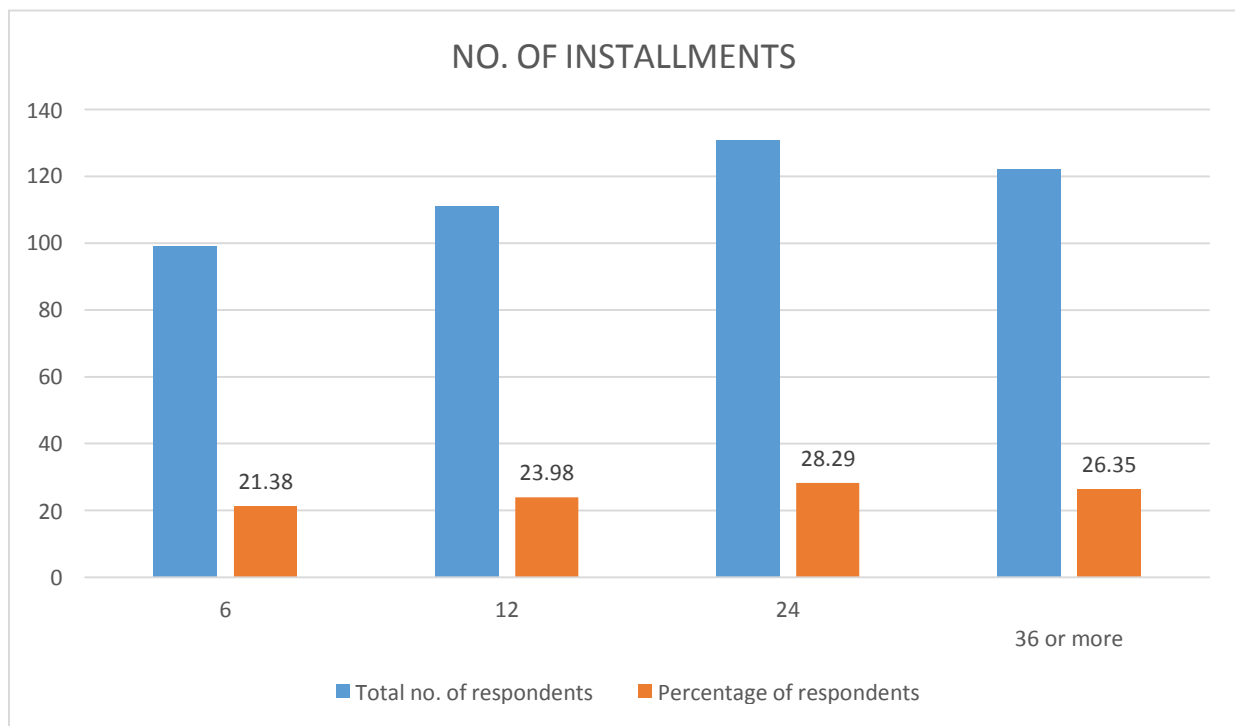
Frequency of Online Shopping	Total No. of Respondents	Percentage of Respondents
Monthly	99	21.38
Quarterly	111	23.98
Half Yearly	131	28.29
Yearly	122	26.35
Total	463	100.00



There are 463 respondents. Out of which 99 respondents do online shopping monthly, 111 respondents do online shopping quarterly, 131 respondents do online shopping half yearly, 122 respondents do online shopping yearly.

Table A11-Total Number of Installments payable by Consumers for Online Purchase under Finance through Flipkart

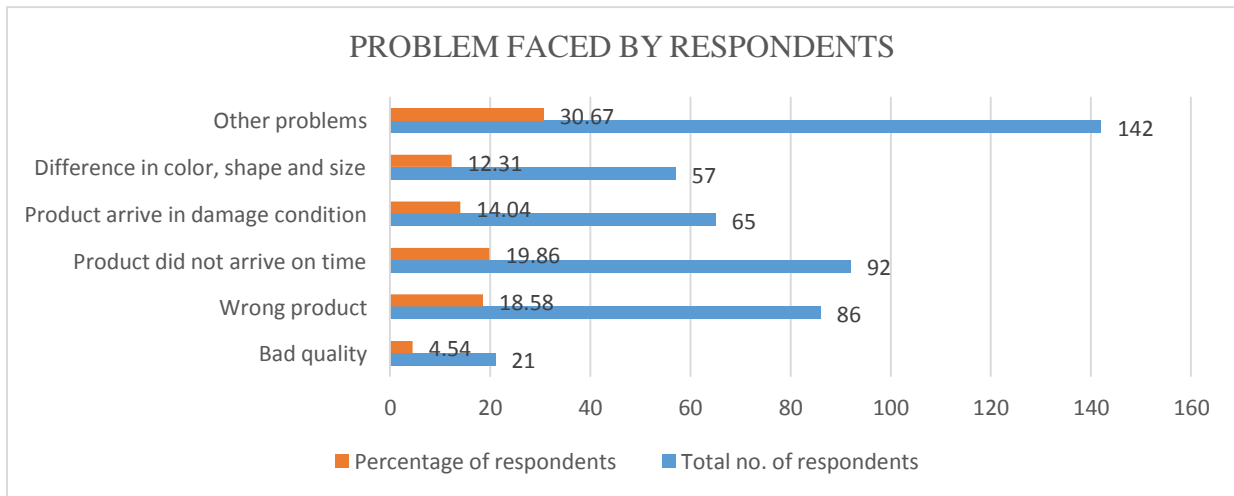
No. of Installments	Total No. of Respondent	Percentage of Respondents
6	99	21.38
12	111	23.98
24	131	28.29
36 or more	122	26.35
Total	463	100.00



Total number of respondents are 463. Out of which 99 respondents pay 6 installments for online shopping under finance, 111 respondents pay 12 installments under finance, 131 respondents pay 24 installments under finance, 122 respondents pay 36 or more installments for online shopping under finance.

Table A12- Problems faced by the Respondent while Shop online through Flipkart

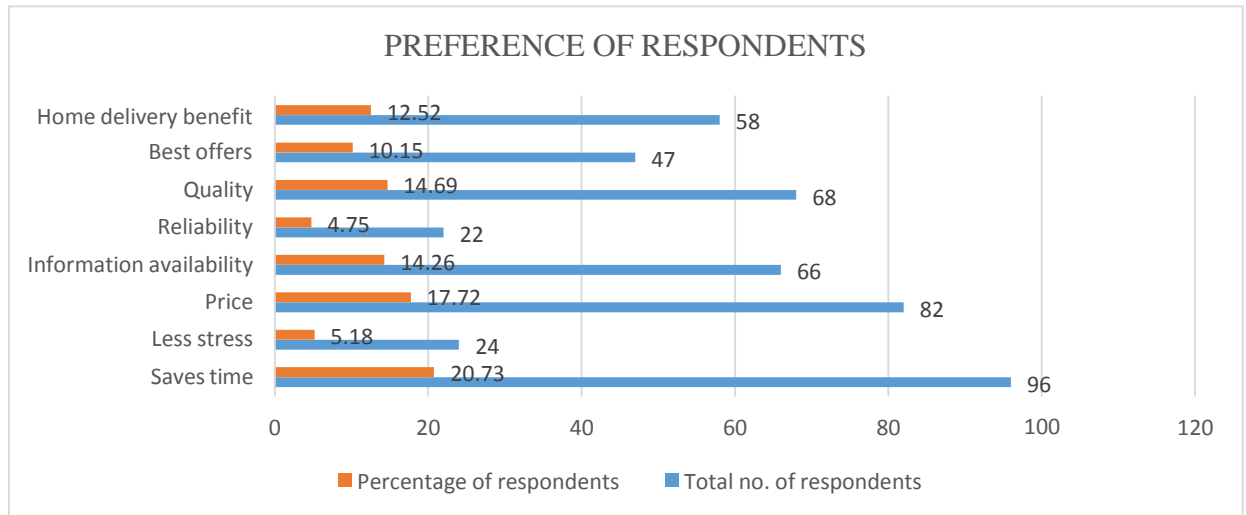
Problems faced by Customers	Total No. of Respondents	Percentage of Respondents
Bad Quality	21	04.54
Wrong Product	86	18.58
Product did not Arrive on Time	92	19.86
Product Arrive in Damage Condition	65	14.04
Difference in Color, Shape & Size.	57	12.31
Other Problems	142	30.67
Total	463	100



Total number of respondents are 463. Out of which 21 respondents faced problem of bad quality while shop through Flipkart, 86 respondents faced problem of wrong product delivered by Flipkart, 92 respondents faced that product did not arrive on time, 65 respondents faced that product arrive in damage condition, 57 respondents faced that product arrive in different colour, shape or size , 142 respondents faced some other problems while shop online through Flipkart.

Table A13- Preference of the Respondents to Online Shopping through Flipkart

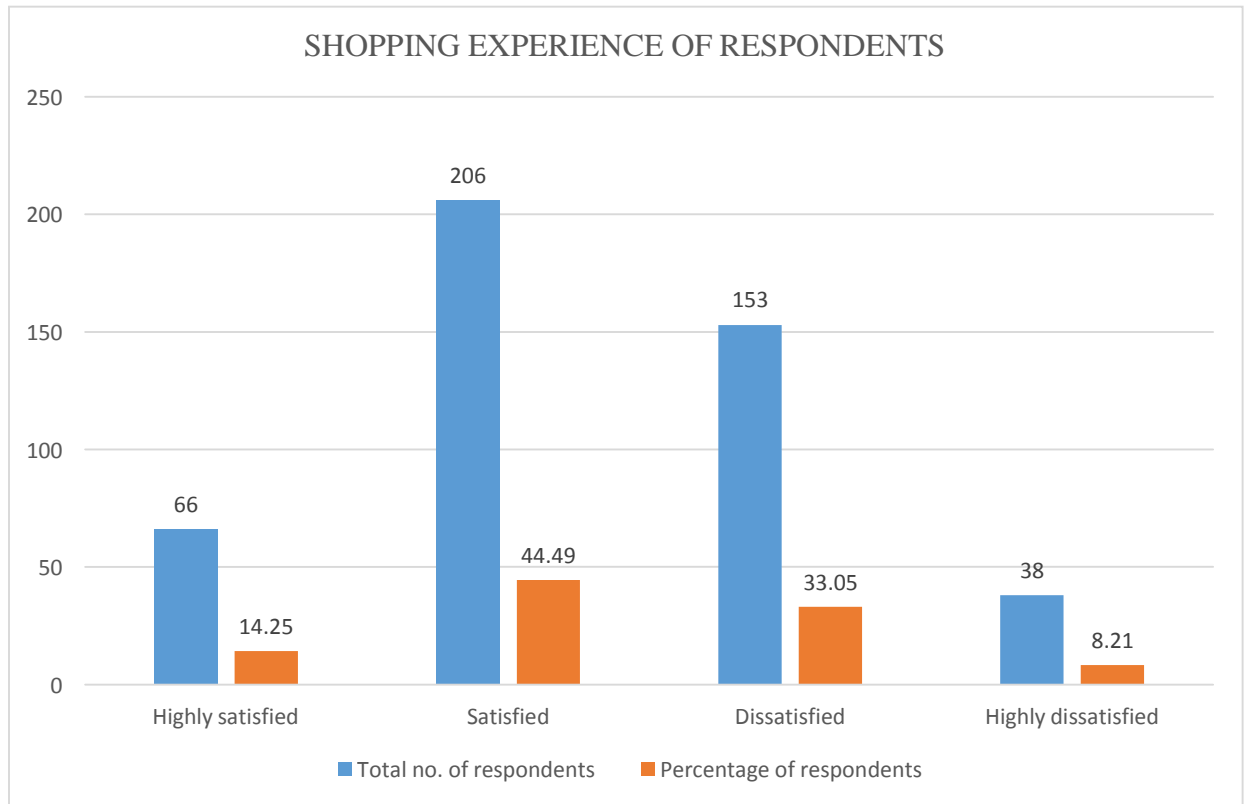
Preference of the Respondents	Total No. of respondents	Percentage of the Respondents
Saves Time	96	20.73
Less Stress	24	05.18
Price	82	17.72
Information Availability	66	14.26
Reliability	22	04.75
Quality	68	14.69
Best Offers	47	10.15
Home Delivery Benefit	58	12.52
Total	463	100



Total number of respondents are 463. Out of which 96 respondents shop through Flipkart because it saves time, 24 respondents shop because it is less stressful, 82 respondents shop because it is price effective, 66 respondents shop because of information availability, 22 respondents shop because Flipkart is reliable, 68 respondents shop because Flipkart provide good quality products, 47 respondents shop because of best offers and remaining 58 respondents shop because of home delivery benefits.

Table A14- Shopping Experience of the Respondents through Flipkart

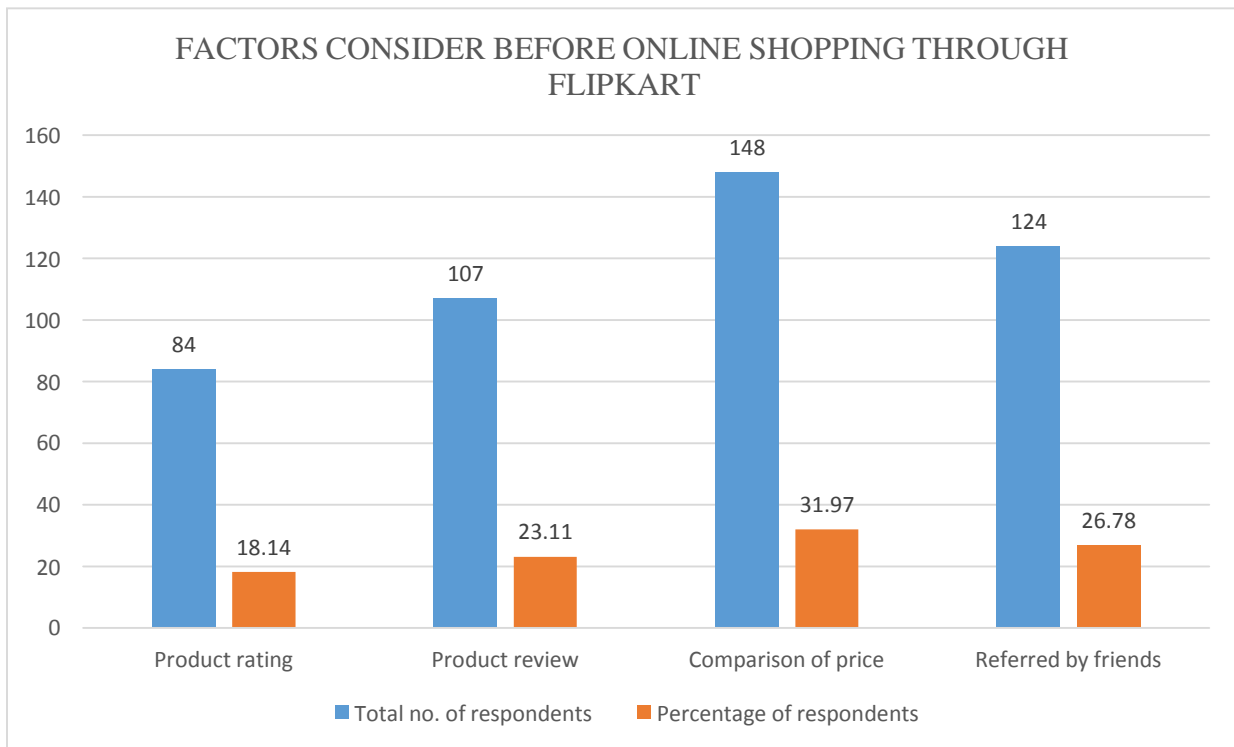
Shopping Experience	Total No. of respondents	Percentage of the Respondents
Highly Satisfied	66	14.25
Satisfied	206	44.49
Dissatisfied	153	33.05
Highly Dissatisfied	38	08.21
Total	463	100



Total number of respondents are 463. Out of which 66 are highly satisfied with Flipkart, 206 are respondents are satisfied, 153 respondents are dissatisfied and 38 respondents are highly dissatisfied.

Table A15- Facts Consider By the Respondents before Online Shopping through Flipkart

Facts Consider Before Online Shopping	Total No. of Respondents	Percentage of Respondents
Product Rating	84	18.14
Product Review	107	23.11
Comparison Of Price	148	31.97
Referred By Friends	124	26.78
Total	463	100



Total number of respondents are 463. Out of which 84 respondents consider product rating of Flipkart, 107 respondents consider product review of Flipkart, 148 respondents compare price with other online or offline shopping portals while other 124 respondents shop through Flipkart because it is referred by their friends.

Table A16 Experience about for Online Purchase through Flipkart

Statement showing overall opinion about Flipkart	Poor	Fair	Good	Very Good	Mean	S.D.
Overall experience about the information provided by Flipkart	168	159	56	80	11.95	0.37
Overall experience about the usefulness provided by Flipkart	224	91	72	76	10.56	0.28
Overall experience about the payment system provided Flipkart	155	192	55	61	12.92	0.42
Overall experience about the facilities provided by Flipkart	127	199	56	81	13.01	0.32
Overall experience as a consumer of Flipkart	122	138	73	130	11.90	0.32

Table A17- Consumers' Response of Services on Online Shopping through Flipkart

Statement showing overall opinion about Flipkart	Poor	Fair	Good	Very Good	Mean	S.D.
Quality of product provided by Flipkart	145	127	100	91	15.05	0.34
Understanding consumers' problem by Flipkart	193	102	90	78	15.42	0.28
Courtesy towards consumers by Flipkart	143	175	80	65	14.26	0.32
Overall experience about the promptness of services provided by Flipkart	98	159	105	101	14.03	0.33
Overall performance of Flipkart	137	128	93	105	13.94	0.29

SECTION – B (Hypothesis Testing)

The researcher also undertook consumers' satisfaction study based on responses of those 463 respondents who have availed online shopping through Flipkart in the District of Moradabad. The hypothesis has been tested with the help of chi-square analysis.

The major findings of the study are presented as follows:

Table B1- Association between Age and the Frequency of Online Shopping through Flipkart

Age	Monthly	Quarterly	Half Yearly	Yearly	Total
18-30	33	38	42	24	137
30-45	27	24	32	43	126
45-60	18	23	32	34	107
More than 60	21	26	25	21	93
Total	99	111	131	122	463

The chi-square statistic is 13.9988. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is less than the table value. Therefore, there is no association and the null hypothesis is accepted at 5% level of significance between Age group and the frequency of online shopping through Flipkart.

Table B2- Association between Education and the Frequency of Online Shopping through Flipkart

Education Qualification	Monthly	Quarterly	Half Yearly	Yearly	Total
Under Graduate	25	23	25	27	100
Graduate	39	32	38	39	148
Post Graduate	24	26	31	38	119
Professional Qualification	11	30	37	18	96
Total	99	111	131	122	463

The chi-square statistic is 17.595. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value, Therefore, there is association between Income group and the frequency of online shopping through Flipkart. Hence the null hypothesis is rejected.

Table B3- Association between Income and the Frequency of Online Shopping through Flipkart

Income (p.a.)	Monthly	Quarterly	Half Yearly	Yearly	Total
Less than 2.50	29	27	21	28	105
Between 2.50 - 5.00	28	21	36	47	132
Between 5.00 - 10.00	37	22	36	33	128
More than 10.00	5	41	38	14	98
Total	99	111	131	122	463

The chi-square statistic is 52.7971. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value. Therefore, there is association and the null hypothesis is rejected at 5% level of significance between Income group and the frequency of online shopping.

Table B4- Association between Occupation and the Frequency of Online Shopping through Flipkart

Occupation	Monthly	Quarterly	Half Yearly	Yearly	Total
Business Persons & Professional	23	22	23	16	84
Students	31	24	33	29	117
Jobs (Government & Private)	36	27	36	67	166
Housewives	9	38	39	10	96
Total	99	111	131	122	463

The chi-square statistic is 55.12. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value, Therefore, there is association between Income group and the frequency of online shopping through Flipkart and hence the null hypothesis is rejected.

Table B5- Consumer’s overall experience as a customer of Flipkart scheme

Measures of Consumer Behavior	χ^2 value and degree of freedom (D.F.)	Significance at 5 percent level of significance (16.919)
Customer’s awareness about terms of Flipkart	13.681 (D.F.=08)	Not Significant
Sources of information of Flipkart schemes	09.457 (D.F.=08)	Not Significant

The chi-square statistic is 13.681. The critical value χ^2 at 0.05 level of significance from the table is 15.58 for degree of freedom 8. Since the calculated value is less than the table value, Therefore, there is no association between customer’s overall experience as a customer of Flipkart schemes and measures of customer behavior viz., customer’s awareness about terms of Flipkart, and sources of information on various scheme of Flipkart. Hence the null hypothesis is accepted.

Table B6- Consumer’s overall experience as a customer of Flipkart schemes and consumer’s post-purchase behaviour through Flipkart

Consumer Post-Purchase Behaviour	χ^2 value and degree of freedom (D.F.)	Significance at 5 percent level of significance (26.296)
I would like to continue buy through Flipkart scheme even in future	21.70342 (D.F.=16)	Not Significant
Recommendation of Flipkart to others	16.42544 (D.F.=16)	Not Significant

The chi-square statistic is 21.70342. The critical value χ^2 at 0.05 level of significance from the table is 26.296 for degree of freedom 16. Since the calculated value is less than the table value, Therefore, there is no association between consumer’s post-purchase behaviour and consumer’s overall experience as a customer Flipkart schemes. Hence the null hypothesis is accepted.

Table B7- Consumer’s overall satisfaction with the product performance and post-purchase behaviour of consumers through Flipkart

Consumer Post-Purchase Behaviour	χ^2 value and degree of freedom (D.F.)	Significance at 5 percent level of significance (21.026)
Repurchase of improved products of Flipkart by consumers	52.06624 (D.F.=12)	Significant
Recommendation of this online shopping to others	32.74879 (D.F.=12)	Significant

The chi-square statistic is 52.06624. The critical value χ^2 at 0.05 level of significance from the table is 21.926 for degree of freedom 12. Since the calculated value is more than the table value, Therefore, There is association between the consumers’ overall satisfaction with the product performance and post-purchase behaviour of consumers. Hence the null hypothesis is rejected.

Table B8- Consumer's overall experience about the information given to them by the Online Shopping and post-purchase behaviour of consumers through Flipkart

Consumers' post purchase behaviour	χ^2 value and degree of freedom (D.F.)	Significance at 5 percent level of significance (26.296)
I would continue to make use of Flipkart scheme even in future	28.81469 (D.F.=16)	Significance
I would also recommend Flipkart schemes to others	37.31898 (D.F.=16)	Significant

The chi-square statistic is 28.81469. The critical value χ^2 at 0.05 level of significance from the table is 26.296 for degree of freedom 16. Since the calculated value is more than the table value, Therefore, There is association between the consumer's overall experience about the information given to them by the Flipkart and post-purchase behaviour of consumers. Hence the null hypothesis is rejected.

RESULTS AND DISCUSSIONS

1. Mostly female prefer online shopping through Flipkart instead of male.
2. Approximately 57% youngsters (18 to 45) years of age prefer online shopping.
3. Most of the graduate prefer online shopping.
4. Mostly students and job persons prefer online shopping in comparison to other occupational persons.
5. Tax payers whose income between 2.50 lakhs to 10 lakhs prefer online shopping.
6. Newspaper and Online advertisement are the main source of online shopping. Approximately 50% of customers use these two sources of awareness.
7. Approximately 33% customers are using Flipkart since last 2 to 3 years.
8. Cosmetics, Jewels, Clothing, Mobile are the most purchased product through Flipkart.
9. Cash on delivery is the most reliable mode of payment.
10. Most of the customers buy products during festive seasons which means they do shopping twice or thrice in a year.
11. Approximately 28% customers pay 24 installments for a product.
12. Many problems are faced by customers when they purchase products through online shopping. Some of the major problems are - product did not arrive on time, wrong product arrive, bad quality etc.
13. Customers prefer Flipkart because it saves time, it provide complete information about products, it provides home delivery etc.
14. Approximately 59% customers are satisfied with the Flipkart.
15. Approximately 32% customers compare product prices with other sites before they buy from Flipkart.
16. The chi-square statistic is 13.999. The critical value χ^2 at 0.05 level of significance from the table is 16.919 for degree of freedom 9. Since the calculated value is less than the table value. Therefore, there is no association and the null hypothesis is accepted at 5% level of significance between Age group and the frequency of online shopping.
17. The chi-square statistic is 17.595. The critical value χ^2 at 0.05 level of significance from the table is 16.919 for degree of freedom 9. Since the calculated value is more than the table value, Therefore, there is association between Income group and the frequency of online shopping through Flipkart. Hence the null hypothesis is rejected.

18. The chi-square statistic is 52.797. The critical value χ^2 at 0.05 level of significance from the table is 16.919 for degree of freedom 9. Since the calculated value is more than the table value. Therefore, there is association and the null hypothesis is rejected at 5% level of significance between Income group and the frequency of online shopping.
19. The chi-square statistic is 55.12. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value, Therefore, there is association between Income group and the frequency of online shopping and hence the null hypothesis is rejected.
20. There is no association between consumers' overall experience as a customer of online shopping schemes and measures of consumer behavior viz., consumer's awareness about terms of online shopping, and sources of information on various online shopping scheme.
21. There is no association between consumers' post-purchase behaviour and consumers' overall experience as a customer of online shopping schemes.
22. There is association between the consumers' overall satisfaction with the product performance and post-purchase behaviour of consumers.
23. There is association between the consumers' overall experience about the information given to them by the online shopping company and post-purchase behaviour of consumers.
24. Online retailers from around the world confirm that mobile transactions is increasing year by year.
25. Producers can take the advantages of E-commerce by linking themselves with the online, by giving information about their products to the other links in the business chain and by having a brand identity.
26. E-commerce delivers the various types of prospects to the traders, retailers, producers and the other people.
27. The computer virus is also a formidable problem in the execution of E-transactions.
28. The powerful influence of various social media tools like Facebook, Instagram, You-tube, Snapchat etc allows consumers to organize their favorite items and segment it into them and collections to share with others.

DISCUSSIONS

1. The website for online shopping ought to be in understandable language. The language should be kept simple while making the websites. Variables can be as exact and wide as measurements, body type, face type, hair cut, complexion, foot size, foot design etc.
2. The Avatar should be able to wear the garments, shoes or accessories, lipstick shades on the website.
3. While trying the products, there should be a indicators for the right size and correct feedback should be given on the overall look and suitability of the product on the Avatar.
4. The look should be shareable on social media platforms such as facebook, Instagram, WhatsApp etc to gather comments or appreciation.
5. Various benefits can be avail to customers like special or extra discounts or cash back which can be utilised while further shopping .
6. There can be hierarchy level in the club of online shopping as well — e.g. Golden, Platinum, Diamond so that consumers can move forward towards the value ladder.
7. Make sure your online shopping portal loads quickly, whether on a computer or a mobile device. Aim to keep website load time to a few seconds or less, Keep this thing in mind that your biggest threat is not a competitor, it's the back button. If your website loads too slowly or gradually, customers won't wait for it. They will go elsewhere or on another shopping portal.
8. Today's online customers want the information promptly or quickly, at the click of a mouse or a swipe of a tablet or smartphone and the retailers have only milliseconds to grab their attention and to complete the task.
9. E-retailers need to optimize or improve their websites in such a way that promises maximum performance regardless of a customer's network connection and location or whether they are using a desktop, tablet or a mobile device.
10. Customers should be able to easily navigate a company's website. Limit unnecessary clicks and implement important features like auto-scroll to help avoid users losing interest.
11. As we all know we live in a visual world so a website without great images will not get customers attention. Great pool of photos will give shoppers the similar feeling as if they were picking somewhat in a store.

12. Pay attention to color psychology when planning your color scheme. For websites that utilize booking engines, try using green for the checkout or payment button. Green stands for 'go,' just like a traffic light, and will have a positive association in the customer's mind.
13. Make it easy for customers to contact you, get a quote or sign up for email. On the other hand make it easy to find your contact information on your website.
14. One of my top tips for improving the online customer experience with the shopping portal is to allow customers to real-time chat with you. Live chat can also provide businesses with real-time feedback on products, price and how well your website is working.
15. Provide a self-service option or FAQ page. Many customers said that they feel really good about both i.e. the company and for themselves when they are able to answer a question or resolve a problem without any communication with customer service agent.
16. Customers love free shipping. As extensive as you can absorb the cost, offer free delivery to your customers which is likewise must to stay competitive currently as an online shopping store.
17. The benefits of joining Flipkart's esteemed member circle can be promoted, in order to increase sales.

CONCLUSION

E-commerce or Online shopping has both the things i.e advantages and disadvantages. It is fast, and easy, but also there is risk of using online trade. These risk can be a scam or a hacked account. With the competition between different online shopping companies, customers are the one who receive the benefits of the competition of building the best services.

Running an E-commerce business these days requires a lot of consistency, potential and dedication from ones end to create a successful business. Companies always need to keep it professional, upto date and use those approach that is in accordance with your business goals and objectives.

The first part is initial and crucial one where companies need to be focused on planning and setting up the online business. Apart from planning companies will also have to focus on website development, product page creation, and optimization, expansion etc. Before companies create merchandise and services on the market to the shoppers, they will even have to try and do heaps of testing of the web site. Companies ought to particularly concentrate on testing of the integrations like checkout page and payment gateways. It is crucial that everything works fine on your web site as a result of any loading error can most likely shrink back the potential customers. The second part of the work is done once the store is circulated online and these tasks are engrossed on website maintenance, product promotion, and customer service. Consistency in the approach companies use necessary platform as well because each social media post, each newsletter, and each advertisement represents company and adds up to the public appearance one generate for their business to run. If company want to be taken seriously by the users, if companies want to build a respectable online business, companies ought to be professional and dedicated to representing them in the best possible way. After all, every online activity will be scrutinized or investigated by potential customers, and you do not want to give them any reason to doubt your trustworthiness or credibility.

The internet has opened so many opportunities for carrying out business online, and e-commerce is one of the most popular ones. Not only does it require low investment, it actually is a type of business that does not need full-time commitment, especially when you are selling a limited number of products. You just make an online presence and promote the business here and there using both using free and paid methods. However, as each business, it has its positive and negative

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aspects. If you want to be successful, you will have to create an organized strategy which is based on realistic or naturalistic goals and comprehensive analysis of the market.

Online shopping allows access to merchandisers sold their products worldwide. It is a growing part of retail. Online shopping saves time as well as convenient. There is even often no cost for traveling when ordering items online.

OS is enjoyable more day by day with the acceleration in the usage of world wide web known as www. Understanding customers need and expectations for online selling is one of the most challenging task for sellers. Mainly understanding the customer's attitudes and style towards OS, making expansion in the features that effect customers to shop online and working on factors that disturb customers to shop through online medium.

E-Commerce will improve and grow as per the best interests of the shoppers in next few years.

Use of AI, chat bots, social media platforms, etc. will contribute to the development of E-commerce to another level.

All the trends will dominate the next 5 years. As an E-commerce seller, how many out of these are you prepared for? Understand the pros and cons of each of them formerly you initiate to acclimate!

After substantial research and analysis I have drawn to the following conclusions.

- The most visited and trusted sites are Amazon and Flip-kart.
- Yes online shopping is pretty much popular among the young Indian blood especially age between 18 to 30.
- Many bachelors and teenagers are now using the E-Commerce for fulfilling their shopping needs or desires. Most of them are completely aware of all the advantages and disadvantages of online shopping. Graduates comes under the majority users of online shopping.
- Cash on delivery remains the best choice for payment by the users followed by Debit and credit cards and online bank transfer.
- Females to some extent are more fascinated in online shopping through web due to its convenience.
- Most users are shopping once or twice in a year or half in a year though the web or online shopping portals. On the other hand most of the E- retailers selling branded as well as non-branded goods and having flexible return policies which are being well trusted by the users.
- Cosmetics, Apparels or clothing and Jewels lead as the most demanded online products.

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- After this study Researcher determine that India has an enormous potential for the development of a multibillion dollar industry of E-Commerce.
- Fashion is all about the latest. So while Flipkart is flooding its website with the newest designs and products, the customers should also be ready to empty the old bucket and make space for new. So why not set up an exchange linking customers and suppliers who are ready to reprocess or redecorate old items.

SUMMARY

E-commerce is also known as electronic commerce or internet commerce. E-Commerce means buying and selling of goods or chattels, merchandises, services, products over the internet. These services provided online over the internet network. Transaction of currency, assets, funds, and data are also measured as E-commerce. Online stores like Flipkart, Amazon, Shopify, Purple.com, Myntra, Ebay, Quikr, Olx, Nykaa are some examples of E-commerce websites.

Online shopping is a form of electronic commerce which allows customers to directly buy services or goods from a seller over the net using a browser. Customers find a product by visiting the website of different e-retailer directly or by searching among alternative retailers using a shopping search engine, which shows the same product's pricing and availability at different e-retailers.

As the profits from online trade continued to grow researchers identified various types of online shoppers, Rohm & Swaminathan distinguish four types of categories and named them balanced buyers, store-oriented shoppers, variety seekers, convenience shoppers. They focused on factors responsible for shopping motivations and found that the different types of products available and the conscious satisfaction of buying online experience were the important motivating factors. This experience was different for offline shoppers, who were mainly motivated for time saving and enjoyment motives.

Electronic commerce can be classified into four main categories.

- 1-Business to Business (B2B)
- 2- Business to Consumer (B2C)
- 3- Consumer to Consumer (C2C)
- 4- Consumer to Business (C2B)

Some of the advantages of online shopping are as follows-

- 1- Accelerate the Buying Procedure and Save Time for Customers
- 2- Easier to Inspire an Instinct Purchase
- 3- Reviews available
- 4- Best Superiority of Services in Rationally low Operation cost
- 5- Environment Friendly

Some of the disadvantages of online shopping are as follows-

- 1- Lack of Special Touch

- 2- Late Delivery
- 3- Security Concerns
- 4- Internet Bandwidth
- 5- Site Crash Issues

Every business needs some functional areas to run its business. Functional areas to run the E-commerce are as follows-

- 1-The sale function
- 2-The production function
- 3-The purchasing function
- 4-The administrative function
- 5-The customer service function
- 6-The finance function
- 7-The ICT function

The advertising around the computerized world, customer's purchasing conduct could possibly be changed or constrained by the store as well as with brand, when customers relax on an obtaining choice that may concern with the working of web flatterer, online reviews proposals and other data. With the immediate separation from the computerized gadget world, customers are bound to utilize their cell phones, tablets PCs, and other advanced gadgets to gather data. In another words, the advanced world immensely affects customer's mind and purchasing conduct. In the time of web based shopping, responded choice may affect customers dynamic force. Every customers is turning out to be an ever increasing number of dynamic nowadays, then again online surveys of customer can impact other potential purchasers' purchasing practices.

In our worldwide associated world, prevailing fashions are presently mistaken for "Online business patterns." Customers need to comprehend that crazes start and end like Twitter patterns. Real patterns for online business stay for a more extended time. Customers can bear to overlook crazes, yet never the certified patterns. Organizations ought to investigate all crazes and patterns cautiously. There is no compelling reason to stay away from the enticement of bouncing the fleeting trend right away. Patterns in E-Commerce industry rise out of different things. How customers shop. What they purchase and how they react to promoting strategies utilized by organizations. Inside the most recent decade, a ton of new patterns have arisen with a supportive of establishing impact. Web based business goliaths like Amazon, Walmart, and Alibaba have

been at the bleeding edge of receiving and profiting by such patterns.

Flipkart Internet Private Limited is an E-Commerce organization which is located in Bengaluru, India. Founded by Binny Bansal and Sachin Bansal in the year 2007. To begin with the organization, it is essential to centered around book deals, prior to extending it into different other item classifications, for example, style, way of life items, gadgets and so forth.

Two splendidly and skilled minds, Sachin Bansal and Binny Bansal from the institute of matriculation of IIT Delhi by the course of destiny became associates while working together at Amazon.com. This pair cultivated a classic idea to begin an E-business organization in India. Their energy, addiction, desire and fixation for the E-business startup space together with their excitement for building up an easy to use online arrival for better customer administrations prompted the beginning of Flipkart in the year 2007. It was registered in Singapore as Flipkart Online Services Pvt. Ltd however had it has its central command in India.

At first, they got going as a stage for selling books. Their beginning showcasing technique included walking around the roads of Bangalore securing and conveying orders. By strictly following their mantra, 'Don't tally your clients before they grin' and humble administrations they before long extended their organization. They at that point wandered into new waters, selling style and way of life items, electronic products, fixed, and so on too.

Flipkart held an important deal across the globe that is advanced as Big Billion Day. This occasion produced a flood of traffic, selling US\$100 million worth of merchandise in just 10 hours. This occasion got rebuke through web-based media over specialized matters that Flipkart website acknowledged during the occasion of offer, just as lack of stock.

Big Billion Days interest is a simple piece of the cheerful (season plan) and we will have a tremendous web-based media guarantee alongside Flipkart App concern for around 20 days before the occasion, the organization said. "We are searching forward for an energizing merry season ahead, interfacing lakhs of venders, craftsmans, MSMEs with a huge number of shoppers the nation over," Flipkart said in a proclamation. Opponent E-business retailer Amazon, then again, plans to offer 2-hour conveyance for high-esteem things like cell phones and gadgets, and high-rehash things like staple in enormous urban communities, while sloping up determination for clients in little urban communities. "The bubbly season is consistently an incredible open door for us to build our infiltration into the market. We are working with our image accomplices and merchants markets to offer the greatest choice and items, remembering select arrangements and

top of the line items for Prime Now ..," an Amazon representative said. The Big Billion Day deal, which is Flipkart's yearly shopping celebration, is ordinarily held in October, around a similar time as Amazon's Great Indian Festival deal. For both e-retailers, the time from Dussehra in October till about Christmas in December, is the pinnacle season for customer buys. Shipment numbers increment by as much as multiple times during top deal period, co-ordinations organizations say. Deals numbers likewise shoot up during this period, with a year ago's consolidated gross product esteem at \$3 billion, as per RedSeer Consulting.

Myntra is perhaps the most mainstream Indian style E-business organization settled in Bengaluru, Karnataka, India. This association was established in the year 2007 to sell customized or customer oriented things. In May 2014, Myntra.com was acquired by Flipkart.

Myntra is an inclusive resource for all your style and way of life requires. Being India's biggest E-business store for style and way of life items. Myntra targets giving a problem free and pleasant shopping experience to customers the nation over with the most extensive scope of brands and items on its entry. The brand is putting forth a cognizant attempt to carry the force of style to customers with a variety of the most recent and trendiest items accessible in the country.

Myntra was set up by Mukesh Bansal in conjunction with Ashutosh Lawania and Vineet Saxena. Myntra sold on request customized or customer oriented things. It is basically functioned on the B2B (business-to-plan of action) during its underlying years. Somewhere in the range of 2007 and 2010, the site allowed customers to customize their items, for example, T-shirts, mugs, pillow, mouse cushions, and others things.

In 2011, Myntra started selling style and way of life items and moved away from personalisation. By 2012 Myntra offered different items from 350 Indian brands as well as from International brands. This site dispatched the brands like Fastrack Watches and Being Human.

In the year 2014 Myntra was obtained by Flipkart in an arrangement esteemed at ₹ 2,000 crore (US\$280 million). The buy was affected by two huge normal investors Tiger Global and Accel Partners. Myntra works autonomously. Myntra keeps on working as an independent brand under Flipkart possession, zeroing in basically on "design cognizant" buyers. In the similar year, Myntra's portfolio comprised around 1,50,000 outcomes from over and above 1000 brands, with a dissemination region of around 9000 pincodes in India.

In 2015, Ananth Narayanan turned into the Chief Executive Officer of Myntra. On 10 May 2015, Myntra declared that it would close down its site, and serve clients solely through its portable

application starting 15 May. The assistance had just ended its portable site for the application. Myntra advocated its choice by expressing that 95% of traffic on its site came by means of cell phones, and that 70% of its buys were performed on cell phones. The move got blended gathering, and brought about a 10% decrease in deals.

In February 2016, recognizing the disappointment of the "application just" model, Myntra declared that it would restore its site. In September 2017, Myntra arranged the rights to oversee Esprit Holdings' 15 disconnected stores in India. Myntra detailed an overall deficit of ₹ 151.20 cr. in the monetary year 2017-18.

Myntra's incentive spins around giving buyers the force and simplicity of buying style and way of life items on the web. Contributions, for example, the biggest in-season item inventory, 100% legitimate items, money down and multi day merchandise exchange make Myntra, the favored shopping objective in the country. To make web based shopping simpler for you, a committed client interface group is on reserve to answer your questions 24x7.

Myntra comprehends its customers' requirements and takes into account them with decision of attire, extras, beautifiers and footwear from more than 500 driving Indian and worldwide brands. Unmistakable brands incorporate Adidas, Nike, Puma, Catwalk, Inc 5, United Colors of Benetton, FCUK, Timberland, Avirate, FabIndia and Biba to give some examples. You can likewise shop from some as of late presented names, for example, - Roadster, Sher Singh, Dressberry, Kook N Keech and etc.

Dispatched its first computerized unscripted TV drama "Myntra Fashion Superstar" which depends on the style influencer ability chase on Myntra application on 17 September 2019. In relationship with Zoom Studios, this show will distinguish and compensate India's next large design influencer. Show has eight scenes of reality arrangement which will see 10 competitors rivaling one another. They would likewise be coached and decided by an elegant jury, from the universe of Bollywood, TV and design, including Bollywood diva Sonakshi Sinha and driving VIP beautician, Shaleena Nathani.

Lee, (2009) enlarged that nature of online audits positively affects the buying aim of online customers. Mentalities of online shoppers increment with the quantity of audits. Huge number of surveys is seen as a sign of item prominence and thus expands the buying goal of customers.

Jush and Ling, (2012) recommended that E-trade insight, item discernment and client support have significant relationship with demeanor towards E-business buys through internet shopping. As

indicated by them shoppers who buy online are bound to purchase garments, book and make travel booking.

Kim Youn Kyung, (2002) expressed that shopping centers and web are significant contender, giving different elements of purchaser esteem .The shopper esteem incorporates four parts productivity, greatness, play and style. Purchaser esteem examination reveals insight into the intricate issues encompassing the practicality of shopping centers against the opposition from web.

Hasslinger, Hadzic and Obazo, (2007) clients with higher instructive degree with major league salary showed inspirational disposition and conduct towards web purchasing. Subsequently, segment factors like age, pay and training of the clients significantly sway the online conduct.

Falode, Amubode, and Ogunduyile, (2016) uncovered in their exploration that females are more expected to be keen on and learned about style and apparel patterns and furthermore in internet buying.

As indicated by the discoveries of Ansari (2016), directed in Saudi Arabia, Saudis were more inspired by internet shopping contrasted with non-Saudis living in Saudi Arabia, it further showed that sex distinction additionally existed as females were nearly more intrigued than the guys in web based shopping.

Study did by Ansari and Alhazemi, 2016 showed that the estimation of online exchange has developed dramatically to US\$1471 billion out of 2015 and is projected to develop to US\$ 2365 billion of every 2018. Web based shopping is a developing business around the world and roughly 41 percent of worldwide web clients have bought items online in 2013.

Major findings of this study are-

- 1-Mostly female prefer online shopping through flipkart instead of male.
- 2-Approximately 57% youngsters (18 to 45) years of age prefer online shopping.
- 3-Most of the graduate prefer online shopping.
- 4-Mostly students and job persons prefer online shopping in comparision to other occupational persons.
- 5-Tax payers whose income between 2.50 lakhs to 10 lakhs prefer online shopping.
- 6-Newspaper and Online advertisement are the main source of online shopping.
- 7-Approximately 50% of customers use these two sources of awareness.
- 8-Approx 33.05% customers are using flipkart since last 2 to 3 years.
- 9-Cosmetics, Jewels, Clothing, Mobile are the most purchased product through flipkart.

10-Cash on delivery is the most reliable mode of payment.

11-Most of the customers buy products during festive seasons which means they do shopping twice or thrice in a year.

12- Approximately 28.29% customers pay 24 installments for a product.

13- Many problems are faced by customers when they purchase products through online shopping. Some of the major problems are- product did not arrive on time, wrong product arrive, bad quality etc.

14-Customers prefer flipkart because it saves time, it provide complete information about products, it provides home delivery etc.

15- Approximately 58% customers are satisfied with the flipkart.

16- The chi-square statistic is 13.9988. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is less than the table value. Therefore, there is no association and the null hypothesis is accepted at 5% level of significance between Age group and the frequency of online shopping.

17- The chi-square statistic is 17.595. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value, Therefore, there is association between Income group and the frequency of online shopping and null hypothesis is rejected.

18- The chi-square statistic is 52.7971. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value. Therefore, there is association and the null hypothesis is rejected at 5% level of significance between Income group and the frequency of online shopping.

19- The chi-square statistic is 55.12. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value, Therefore, there is association and null hypothesis is rejected.

20- The chi-square statistic is 13.681. The critical value χ^2 at 0.05 level of significance from the table is 15.58 for degree of freedom 8. Since the calculated value is less than the table value, Therefore, there is no association between customer's overall experience as a customer of Flipkart schemes and measures of customer behavior viz., customer's awareness about terms of Flipkart, and sources of information on various scheme of Flipkart. Hence the null hypothesis is accepted.

21- The chi-square statistic is 21.703. The critical value χ^2 at 0.05 level of significance from the table is 26.296 for degree of freedom 16. Since the calculated value is less than the table value,

Therefore, there is no association between consumer's post-purchase behaviour and consumer's overall experience as a customer Flipkart schemes. Hence the null hypothesis is accepted.

22- The chi-square statistic is 52.06624. The critical value χ^2 at 0.05 level of significance from the table is 21.926 for degree of freedom 12. Since the calculated value is more than the table value, Therefore, There is association between the consumers' overall satisfaction with the product performance and post-purchase behaviour of consumers. Hence the null hypothesis is rejected.

23- The chi-square statistic is 28.81469. The critical value χ^2 at 0.05 level of significance from the table is 26.296 for degree of freedom 16. Since the calculated value is more than the table value, Therefore, There is association between the consumer's overall experience about the information given to them by the Flipkart and post-purchase behaviour of consumers. Hence the null hypothesis is rejected.

24-Online retailers from around the world confirm that mobile transactions is increasing year by year.

25-Producers can take the advantages of E-commerce by linking themselves with the online, by giving information about their products to the other links in the business chain and by having a brand identity.

26-E-commerce provides the various types of opportunities to the wholesalers, retailers, producers and the people

27- The computer virus is also a formidable problem in the execution of E-transactions.

28- The powerful influence of various social media tools like Facebook, Instagram, You-tube, Snapchat etc allows consumers to organize their favorite items and segment it into them and collections to share with others.

Limitations of the study

All efforts have been made to ensure that the research is designed and conducted to optimize the ability to achieve the research objective. However there are some limits that do not authenticate the research but made to be acknowledged:

1. This study is restricted to Moradabad District only.
2. This evaluation is based on primary data generated through questionnaire which is collected from the respondents who are internet users and as such its findings depend on accuracy of data.
3. The sample consists of only 463 customers from Moradabad District.

4. As the primary data has its own limitations and based on the respondents, the study is limited to Moradabad District only and it cannot be applicable to the customers of the other states of India.

5. The study is based on the response of the customer which is highly subjective in nature and hence generalization made may not be totally true.

6. Certain issues in the study concentrate on both perceptions and attitude of respondents.

Some suggestions are as follows-

1-The website for online shopping ought to be in understandable language. The language should be kept humble while making the websites. Variables can be as exact and wide as measurements, body type, face type, hair cut, complexion, foot size, foot design etc.

2-The Avatar should be able to wear the garments, shoes or accessories, lipstick shades on the website.

3- While trying the products, there should be a indicators for the right size and correct feedback should be given on the overall look and suitability of the product on the Avatar.

4-The look should be shareable on social media platforms such as facebook , Instagram , What's app etc to gather comments or appreciation.

5- Various benefits can be avail to customers like special or extra discounts / online currency or cash back which can be utilised while further shopping .

6-There can be hierarchy level in the club of online shopping as well — e.g. Golden, Platinum, Diamond so that consumers can move forward towards the value ladder.

7-Make sure your online shopping portal loads quickly, whether on a computer or a mobile device. “Aim to keep website load time to a few seconds or less, “Keep this thing in mind that your biggest threat is not a competitor, it's the back button. If your website loads too slowly or gradually, customers won't wait for it. They'll go elsewhere or on another shopping portal.”

8-Today's online customers want the information promptly or quickly, at the click of a mouse or a swipe of a tablet or smartphone and the retailers have only milliseconds to grab their attention and to complete the task.

9-E-retailers need to optimize or improve their websites in such a way that promises maximum performance regardless of a customer's network connection and location or whether they are using a desktop, tablet or a mobile device.

10-Customers should be able to easily navigate a company's website. Limit unnecessary clicks and implement important features like auto-scroll to help avoid users losing interest.

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QUESTIONNAIRE

DEMOGRAPHIC INFORMATION

THE ROLE OF E-COMMERCE IN IMPROVING CUSTOMER SATISFACTION

(A CASE STUDY OF FLIPKART)

1-Gender

- (a) Male ()
- (b) Female ()

2-Age

- (a) 18-30 ()
- (b) 30-45 ()
- (c) 45-60 ()
- (d) Above 60 ()

3-Educational level

- (a) Under Graduate ()
- (b) Graduate ()
- (c) Post graduate ()
- (d) Professional Qualification ()

4-Occupation

- (a) Business Persons and Professional ()
- (b) Students ()
- (c) Jobs - Government & Private ()
- (d) Housewives ()

Appendices

5-Annual income

- (a) Less than 2.50L ()
- (b) Between 2.50L-5.00L ()
- (c) Between 5.00L-10.0L ()
- (d) More than 10.00L ()

6-How do you know about Flipkart?

- (a) Online advertisement ()
- (b) Offline advertisement ()
- (c) Friend ()
- (d) Newspaper ()
- (e)Television ()

7-How long have been you are using Flipkart?

- (a) Less than 1year ()
- (b) 1 to 2 years ()
- (c) 2 to 3 years ()
- (d) Above 3 years ()

8- What kind of products you would like to purchase from Flipkart?

- (a) Cosmetics ()
- (b) Clothing ()
- (c)Home Appliances ()
- (d) Books ()
- (e)Mobiles ()
- (f) Jewels ()
- (g)Men's accessories ()
- (h) Women's accessories ()
- (i) Footwear ()
- (j) Watches ()

Appendices

9- Which mode of payment is preferred by you?

- (a) Cash on delivery ()
- (b) Online Bank transfer ()
- (c) Debit cards ()
- (d) Credit cards ()

10- How Frequently you shopped from Flipkart?

- (a) Monthly ()
- (b) Quarterly ()
- (c) Half Yearly ()
- (d) Yearly ()

11- How many installments would you like to pay?

- (a) 6 ()
- (b) 12 ()
- (c) 24 ()
- (d) 36 or more ()

12- What kind of problem do you faced while shop through Flipkart?

- (a) Bad Quality()
- (b) Wrong Product ()
- (c) Product did not arrive on time ()
- (d) Product arrive in damage condition ()
- (e) Difference in color, shape & size ()
- (f) Other Problems ()

Appendices

13- Why do you prefer Flipkart?

- (a) Saves time ()
- (b) Less stress ()
- (c) Price ()
- (d) Information availability ()
- (e) Reliability ()
- (f) Quality ()
- (g) Best offers ()
- (h) Home delivery benefits ()

14- How is your shopping experience with Flipkart?

- (a) Highly satisfied ()
- (b) Satisfied ()
- (c) Dissatisfied ()
- (d) Highly Dissatisfied ()

15- What factors do you consider before shopping?

- (a) Product rating ()
- (b) Product review ()
- (c) Comparison of Price ()
- (d) Referred by friends ()

16- Would you like to continue shopping from Flipkart?

- (a) Yes ()
- (b) No ()

17- Would you like to recommend Flipkart to others?

- (a) Yes ()
- (b) No ()

Appendices

18- Please put a (√) on any one of the following numbers given against the statements.

How is your overall experience for Flipkart?

Statement showing overall opinion about Flipkart	Poor	Fair	Good	Very Good
Overall experience about the information provided by Flipkart				
Overall experience about the usefulness of product provided by Flipkart				
Overall experience about the payment system provided by Flipkart				
Overall experience about the facilities provided by Flipkart				
Overall experience as a consumer of Flipkart				

19- Please put a (√) on any one of the following numbers given against the statements.

How is your experience as a consumer of Flipkart?

Statement showing overall opinion about Flipkart	Poor	Fair	Good	Very Good
Quality of product provided by Flipkart				
Understanding consumer's problem by Flipkart				
Courtesy towards consumers by Flipkart				
Overall experience about the promptness of services provided by Flipkart				
Overall performance of Flipkart				




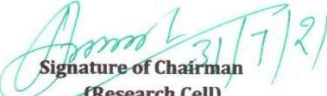
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THE ROLE OF E-COMMERCE IN IMPROVING CUSTOMER SATISFACTION (A CASE STUDY OF FLIPKART)

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ABSTRACT: Flipkart is an electronic business or E-trade organization which is situated in Bengaluru, India. Established by Binny Bansal and Sachin Bansal in 2007. To start with the organization essentially centered around book deals, prior to growing it into different other item classifications like design, way of life items, hardware and so forth

Myntra is quite possibly the most well known Indian design E-business organization settled in Bengaluru, Karnataka, India. The organization was established in 2007 to sell made-to-order blessing things. Myntra was set up by Mukesh Bansal alongside Ashutosh Lawania and Vineet Saxena. Myntra sold on-request customized blessing things. It chiefly worked on the B2B (business-to-plan of action) during its underlying years. Somewhere in the range of 2007 and 2010, the site permitted clients to customize items, for example, T-shirts, mugs, mouse cushions, and others.

In May 2014, Myntra.com was procured by Flipkart.

Consolidations and acquisitions in India are basically administered under Companies Act, 2013 and Companies (Compromises, Arrangements and Amalgamations) Rules, 2016 separately. Securing organizations that work in a similar area can at times be uncertain as it basically sums to setting all the eggs in a similar container, i.e., putting all the assets into a similar area. Notwithstanding, such a securing can be key in nature if the objective organization is a market chief for a particular sort of item since the procurement of an element in a similar market will build its piece of the overall industry considerably. This is the reason Flipkart procured Myntra and is right now one of the greatest online design organizations in India. Notwithstanding, it is relevant to take note of that after the obtaining of Myntra by Flipkart neither of the gathering's presence was influenced as they kept on working independently and autonomously.

IMPACT OF E-COMMERCE ON CUSTOMERS' SATISFACTION

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ABSTRACT

Online shopping is a form of electronic commerce i.e. e-commerce which allows customers to directly buy services or goods from a seller over the net using a browser. Customers find a product by visiting the website of different e-retailer directly or by searching among alternative e-retailers using a shopping search engine, which shows the same product's pricing and availability at different e-retailers. Customer's purchase intension mainly depend upon rational expectations, as well as impact on trust and emotions. E-retailers has put much focused on customer trust aspect, trust is one of the most important way of driving customer's behaviour in digital world, which are depend upon customer's expectations and attitude. The success of online shopping essentially depends upon the online shopping reliability during purchases. If the company's products prices, designs or ideas will not meet customer's expectations than customer is not going to purchase the product. However, those expectations can also be depend upon the product information. Each customer is becoming more and more active these days, on the other hand online reviews of customers can influence other potential buyers' buying behaviors.

This study seeks to examine the impact of E-commerce on customer satisfaction in Moradabad District, which is one of the major cities in Western Uttar Pradesh, as E-commerce seems to be the trend and it is taking all over the world. Satisfaction means the customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations or not. The results of this study may be of great use to businesses which are looking to expand into or venture into the online shopping environment. The fast development of the online shopping has strong impact upon the universal marketing environment. Businesses have been coming up with innovative ways to promote their product via online. Thus it describes how modern market is substituting the traditional markets.

Keywords: Customer Satisfaction, E-commerce, Online Shopping Reliability, E-Retailers

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THE ROLE OF E-COMMERCE IN IMPROVING CUSTOMER SATISFACTION. (A CASE STUDY ON FLIPKART)

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ABSTRACT:

In the era of online shopping, reciprocated decision may have an impact on customer decision making power. Each customer is becoming more and more active these days, on the other hand online reviews of customers can influence other potential buyers' buying behaviors. Online customers or consumers must have approach to the Internet and a secure or valid payment method in order to complete the transaction. It is assumed that generally, educated and personal income customers are more comfortable with online shopping. Increased disclosure to technology also increases the chances of developing positive attitudes towards new shopping channels or sites. Online stores generally enable customers to use search features to find specific item, brands or product. This experience was different for offline shoppers, who were mainly motivated for time saving and enjoyment motives. This study will try to evaluate the different avenues of customer satisfactions for online shopping. This Study is based on primary data and the respective size of sample is 463. Chi square test is used to test the hypothesis.

Keywords: Online shopping, Online stores, Customer satisfaction, Flipkart

INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy services or goods from a seller over the net using a browser. Consumers find a product by visiting the website of different e-retailer directly or by searching among alternative retailers using a shopping search engine, which shows the same product's pricing and availability at different e-retailers. As of 2016, consumers can shop online using a range of different devices and computers, including smartphones, laptop computer, tablets, desktop computers.

An online shop recall the comparison of different services or products at a regular shopping center or retailer; this process is called business-to-consumer (B2C) online shopping. When an online store is providing an opportunity and authority to businesses to purchase from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store give authority to the customer to browse the firm's range of services and products, view images or photos of different products, along with

information or details about the product prices, features and specifications.

Online stores generally enable customers to use "search" features to find specific item, brands or product. Online customers must have approach to the Internet and a valid payment method in order to complete a transaction, such as a debit card, credit card, or a service such as Google pay, Paytm etc. For physical products (e.g., bags, accessories books or clothes), the e-retailer ships the products to the customers at their shipping address; for digital products, such as software, songs digital audio files, the e-retailer usually sends the file to the customers to their e-mail address over the Internet. The largest of these online retailing stores are Flipkart, Amazon, Myntra etc.

FLIPKART: AN OVERVIEW

Flipkart was founded in October 2007 by Binny Bansal and Sachin Bansal, who were both former students of the [Indian Institute of Technology Delhi](#) and previously worked for [Amazon](#). The company for which they worked initially focused only on online book sales with country-wide shipping. After the launch,

Flipkart steadily grew in eminence by 2008, it used to receive 100 orders in a day. In 2010, Flipkart come up with the Bangalore based social book discovery service from Lulu.com. In late 2011, Flipkart made several procurement relating to Mimeo360.com and the electronic content library of Bollywood portal including digital distribution. In the month of February 2012, the company unveiled its DRM-free [online music store](#) which is known as Flyte. However, the service was unsuccessful due to competition from free streaming sites, and shut down in June 2013. In May 2012, it also acquired Lets buy, an online electronics retailer. In May 2014, Flipkart hook up with [Myntra](#), which is an online fashion retail store, for ₹20 billion (US\$290 million). Myntra pursue to operate hand in hand with Flipkart as a standalone subsidiary; this site mainly focuses on an upscale, "fashion-conscious" market, on the other hand Flipkart itself focuses on the major international brands and mainstream market. In February 2014, Flipkart came in partnership with Motorola Mobility and became the exclusive Indian retailer of [Moto G](#) smartphone. Motorola also partnered with Flipkart with the phone named [Moto E](#). It is a phone who targeted primarily towards growing markets such as India. High demand for the phone caused the Flipkart website to crash following its midnight launch on 14 May.

LITERATURE REVIEW

Ramirez Nicolas (2010) state that "The Internet has changed many facets of our daily lives: the way we relate and communicate with one another, how we interact with a bank, read newspapers or watch television. Even the way we buy and sell. These changes have occurred due to the constant flow of companies offering new business models and innovative formulae. Discount coupons have always been a powerful marketing tool. Whether inserted in printed media or posted through letter boxes, they attracted new

customers and were also offered at the time of purchase to promote consumer loyalty by encouraging repeat purchases at outlets Miyazaki and Fernandez (2001) mentioned five phases of the consumer purchasing process in their literature review. They also quoted that purchasing over the Internet is different and the consumer associates the previous experiences of remote purchasing onto the Internet framework.

Park et al. (2009) conducted their research to understand how gender and product categories influence the consumer information search behaviour in the online context. They found that compared to males, females tend to search for various information including both product and customer reviews and to use an assistant agent more frequently in the online shopping process.

Cai and Jun (2003) mentioned that online buyers and information searchers are interchangeable. While reviewing an online retailers website an information searcher may become an online buyer, if the customer while reviewing an online retailers website, feels that purchasing over the Internet is the best option. However, an online buyer may get degenerated into an information searcher by dissatisfying online purchasing experiences. He may seek information online but make purchase offline.

Cao (2012) highlighted the importance of marketing strategies and communication channels that allow consumers to be aware of a product and to acquire product information from retailers. Their research revealed that for both Internet and traditional stores, the medium by which shoppers became aware of the product, searched product information, or tried the product were very likely to be the medium by which sales took place.

RESEARCH DESIGN AND METHODOLOGY

The research design is a master plan specifying the procedure for collecting and analyzing the needed information. The primary data has been collected from

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representative samples using the non-probability sampling methods. The sampling tools have been used with structured non-disguised questionnaire supported with personal interview programs. A consumer who has mainly purchased the products through online shopping has been regarded as a representative sample in the research. As per recent environment mostly Indian prefer their purchase through online shopping.

The primary data has been collected from Moradabad District of Uttar Pradesh. The total numbers of respondents are 463. Further, additional information has also been gathered by way of personal interviews and discussions. The collected data has been scrutinized, edited and validated and it has been presented in the form of tables and charts. The hypothesis

has been tested with the help of chi-square analysis.

OBJECTIVES

1. To analyse the satisfaction level of the customer for online shopping.
2. To analyse different views of customers expect at an online shopping
3. To analyse how these factors interact to influence customer purchase decisions.

HYPOTHESIS OF THE RESEARCH:

H₀₁ : There is no significant difference in Age and the frequency of online shopping of sample respondents and the null hypothesis is accepted

H₀₂ : There is no significant difference in Income and the frequency of online shopping of sample respondents and the null hypothesis is accepted

DATA ANALYSIS AND INTERPRETATION

SECTION – A (Personal data of the Respondents)

Table A-1 – Gender Wise Classification of Investors

Gender	Total No. of Respondents	Percentage of Respondents
Male	184	39.74
Female	279	60.26
Total	463	100.00

Total number of respondents are 463. Out of which 279 are males and 184 are females.

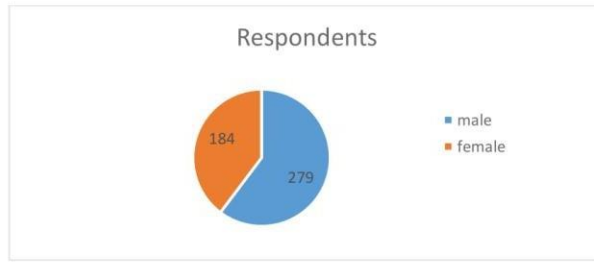


Table A-2 – Age Wise Classification of Investors

Age	Total No. of Respondents	Percentage of Respondents
18-30	137	29.59
30-45	126	27.21
45-60	107	23.11
More than 60	93	20.09
Total	463	100.00

Total number of respondents are 463. Age of 137 respondents are between 18-30, age of 126 respondents are between 30-45, age of 107 respondents are between 45-60. 93 respondents are more than 60 years of age.

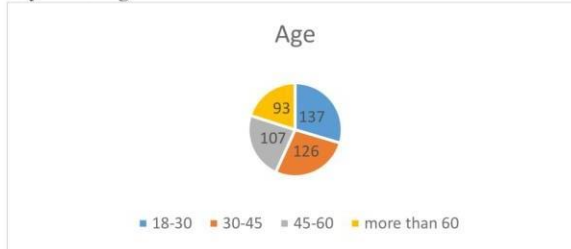


Table A-3 – Education Wise Classification of Investors

Education Qualification	Total No. of Respondents	Percentage of Respondents
Under Graduate	100	21.60
Graduate	148	31.96
Post Graduate	119	25.71
Professional Qualification	96	20.73
Total	463	100.00

There are 463 respondents. Out of which 100 are Under-graduate, 148 are Graduate, 119 are Post Graduate and 96 Professionally Qualified.



Table A-4 – Occupation Wise Classification of Investors

Occupation	Total No. of Respondents	Percentage of Respondents
Business Persons & Professional	84	18.15
Students	117	25.27
Jobs (Government & Private)	166	35.85
Housewives	96	20.73
Total	463	100.00

There are 463 respondents. Out of which 84 are Business persons and Professional, 117 are students, 166 are doing jobs (Government and Private), 96 are Housewives.

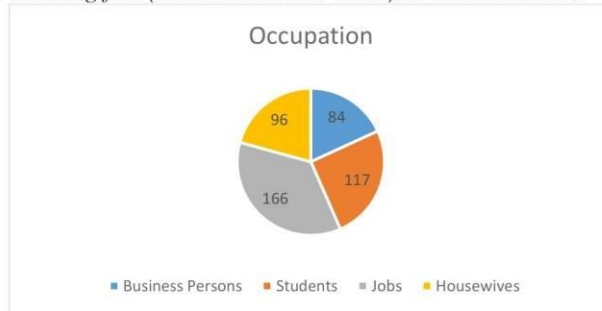


Table A-5 – Income Wise (Annually) Classification of Investors

Income Per Annum (in Lakhs)	Total No. of Respondents	Percentage of Respondents
Less than 2.50	105	22.67
Between 2.50 - 5.00	132	28.51
Between 5.00 - 10.00	128	27.65
More than 10.00	98	21.17
Total	463	100.00

Total number of respondents are 463. Income of 105 respondents is less than 2.50 lakhs, Income of 132 respondents is between 2.50-5.00 lakhs, Income of 128 respondents is between 5.00-10.00 lakhs and Income of 98 respondents is more than 10 lakhs.



Table A 6: Sources of Awareness of Respondents to Visit Flipkart

Sources of awareness	Total No. of Respondent	Percentage of Respondents
Online advertisement	112	24.19
Offline advertisement	97	20.95
Friends	78	16.85
Newspaper	119	25.70
Television	57	12.31

Total	463	100
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There are 463 respondents. Out of which 112 respondents get flipkart information through online advertisement, 97 through offline advertisement, 78 through friends, 119 through newspaper and 57 through television.

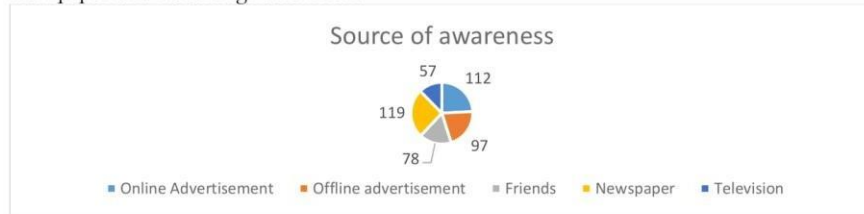


Table A-7: Frequency of Online Shopping

Frequency of Online Shopping	Total No. of Respondents	Percentage of Respondents
Monthly	99	21.38
Quarterly	111	23.98
Half Yearly	131	28.29
Yearly	122	26.35
Total	463	100.00

There are 463 respondents. Out of which 99 respondents do online shopping monthly, 111 respondents do online shopping quarterly, 131 respondents do online shopping half yearly, 122 respondents do online shopping yearly.



Table A 8: Shopping Experience of the Respondents through Flipkart

Shopping Experience	Total No. of respondents	Percentage of the Respondents
Highly Satisfied	66	14.25
Satisfied	206	44.49
Dissatisfied	153	33.05
Highly Dissatisfied	38	08.21
Total	463	100

Total number of respondents are 463. Out of which 66 are highly satisfied with flipkart, 206 respondents are satisfied, 153 respondents are dissatisfied and 38 respondents are highly dissatisfied



SECTION – B (Hypothesis Testing)

Table B-1: Association between Age and the Frequency of Online Shopping

Age	Monthly	Quarterly	Half Yearly	Yearly	Total
18-30	33	38	42	24	137
30-45	27	24	32	43	126
45-60	18	23	32	34	107
More than 60	21	26	25	21	93
Total	99	111	131	122	463

The chi-square statistic is 13.9988. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is less than the table value. Therefore, there is no association and the null hypothesis is accepted at 5% level of significance between Age group and the frequency of online shopping.

Table B-2: Association between Income and the Frequency of Online Shopping

Income (p.a.)	Monthly	Quarterly	Half Yearly	Yearly	Total
Less than 2.50	29	27	21	28	105
Between 2.50 - 5.00	28	21	36	47	132
Between 5.00 - 10.00	37	22	36	33	128
More than 10.00	5	41	38	14	98
Total	99	111	131	122	463

The chi-square statistic is 52.7971. The critical value χ^2 at 0.05 level of significance from the table is 16.92 for degree of freedom 9. Since the calculated value is more than the table value. Therefore, there is association and the null hypothesis is accepted at 5% level of significance between Income group and the frequency of online shopping.

There is association between the consumers' overall experience about the information given to them by the online shopping company and post-purchase behaviour of consumers.

FINDINGS

The major findings are as follows –

- 1- Mostly female prefer online shopping through flipkart instead of male.
- 2- Approximately 57% youngsters (18 to 45) years of age prefer online shopping.
- 3- Most of the graduate prefer online shopping.
- 4- Mostly students and job persons prefer online shopping in comparison to other occupational persons.
- 5- Tax payers whose income between 2.50 lakhs to 10 lakhs prefer online shopping.
- 6- Newspaper and Online advertisement are the main source of online shopping. Approximately 50% of customers use these two sources of awareness.
- 7- Most of the customers buy products during festive seasons which means they do shopping twice or thrice in a year.
- 8- Approximately 58% customers are satisfied with the flipkart.

CONCLUSION

E-commerce transactions are transparent and use smart technology to create sales channels which reduce the cost of inventory, distribution and delivery. Build an online store using an E-Commerce website design template that is attractive, has visual elements that give the customer the confidence and ease to complete a purchase. E-commerce website flipkart is design in such a way that deals with customer conversion rate, better and simple looking portal. Flipkart includes relevant pictures of the website products, right product descriptions and prominent call to action buttons. By doing away with the middlemen, ecommerce has changed this equation in favor of merchants and consumers.

SUGGESTIONS

The look and feel of your product, when it is delivered to the customer, has a major impact on buyer experience. Packing

products with good packaging material minimises the chances of in-transit damage. Your catalog represents your product on the e-commerce website and plays a prime role in influencing buyers. Remember, most people shop online to save time and your product description should impress them without making them spend much time trying to understand your product.

To increase your sales and become a successful seller on Flipkart, you should always work towards spreading cheer to your customers. Commitment to serve your customers to the best of your ability is key to meet their high expectations. As a seller, you sometimes need to get into the shoes of your customers to understand their concerns and resolve it speedily. Acknowledging feedbacks and working towards providing them better service will give them more reasons to smile. When trying to increase sales on Flipkart, you should not only be focused on the quality of products and services, to arrive in premium packaging.

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EMERGING TRENDS OF E-COMMERCE IN INDIA:AN EMPIRICAL STUDY

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ABSTRACT

E-commerce stands for electronic commerce. E-commerce is doing business online and electronically. The E-commerce has completely changed the conventional concept of business. E-commerce deals with selling and purchasing of goods and services through internet and computer networks. E-Commerce facilitates new types of information based business processes for reaching and interacting with customers. It can also decrease the costs of managing orders and interacting with a wide range of suppliers and trading partners. For developing countries like India, E-Commerce offers various opportunities. This research attempts to highlight the different challenges faced by the E-commerce in India, understand the essential growth factors required for E-commerce. The study found that in India, the existence of the wholesalers and retailers are at the greatest risk because the producer can easily ignore them and sell their products to the retailers and the customers directly. Wholesalers and retailers can take the advantage of e-commerce in establishing contracts with reputed producers and linking their business with the online. This research also found that, E-commerce provides the various types of trends and challenges to the producers, e-commerce companies and the customers.

Keywords: E-commerce, Trends, Challenges

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INTRODUCTION

E-Commerce stands for electronic commerce. Dealing in goods and services through the electronic media and internet is called as E-commerce. E-Commerce or E-business involves carrying out a business with the help of the internet. Online shopping is a form of electronic commerce which allows customers to directly buy services or goods from a seller over the net using a browser. Customers find a product by visiting the website of different e-retailer directly or by searching among alternative retailers using a shopping search engine, which shows the same product's pricing and availability at different e-retailers. As of 2016, customers can shop online using a range of different devices and computers, including smartphones, laptop computer, tablets, desktop computers.

E-Commerce relates to the website of the vendor, who sells products or services directly to the customer from the portal using a digital shopping cart or digital shopping basket system and allows payment through credit card, debit card or electronic fund transfer payments. E-Commerce facilitates new types of information based business processes for reaching and interacting with customers. It can also reduce costs in managing orders and interacting with a wide range of suppliers and trading partners. For developing countries like India, E-Commerce offers considerable opportunities.

Today E-commerce in Indian society has become an integral part of everyday life. Accessibility to E-commerce platforms is not a privilege but rather a necessity for most people, particularly in the urban areas. This penetration of internet coupled with the increasing confidence of the internet users to purchase on line. This leads to an enormous growth in the E-commerce space, with an increasing number of customers registering on E-commerce websites and purchasing products through the use of mobile phones. India is in a prime position for the growth and development of the E-commerce sector. Through E-Commerce, customers can purchase almost anything and anytime online 24x7 a day and get an ultimate shopping experience.

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OBJECTIVES OF THE STUDY

1. To analyze the recent trends of E-commerce in India.
2. To study the various challenges faced by E-business players in India.
3. To study the prospects of E-commerce in India.

REVIEW OF LITERATURE

Dr. Anukrati Sharma (2013)

The article entitled "A study on E-commerce and Online Shopping: Issues and Influences". In this article an attempt is made to study the recent trends, influences, preferences of customers towards E-commerce and online shopping and to give the suggestions for the improvement in online shopping websites. The study found that, most of the people who are engaged in making the decision of purchasing are in the age of 21-30 years. While making the websites for online shopping it must be designed in a very planned and strategic way.

Abhijit Mitra(2013)

The article entitled "E-Commerce in India-A review". In this article an attempt is made to study the present status and facilitators of E-Commerce in India, analyze the present trends of E-Commerce in India and examine the barriers of E-Commerce in India. The study found that, there has been a rise in the number of companies taking up E-Commerce in the recent past. The study also found that, major Indian portal sites have also shifted towards E-Commerce instead of depending on advertising revenue.

Nisha Chanana and Sangeeta Goele(2012)

The article entitled "Future of E-commerce in India". In this article an attempt is made to study the overview of the future of E-commerce in India and discusses the future growth segments in India's of E-commerce. The study found that, various factors that were essential for future growth of Indian E-commerce. The study also found that, the overall E-commerce will increase exponentially in coming years in the emerging market of India.

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Sarbapriya Ray(2011)

The article entitled “Emerging Trends of E-commerce in India: Some Crucial Issues Prospects and Challenges”. In this article an attempt is made to present a snapshot of the evolution of E-commerce business indicating the chronological order, category of E-commerce business, description of organizations involved in E-business in India. The study found that, the role of government should be to provide a legal framework for E-commerce so that while domestic and international trade are allowed to expand their horizons, basic rights such as privacy, intellectual property, prevention of fraud, consumer protection etc are all taken care of.

CONCEPT OF E-COMMERCE IN INDIA

Multi Product E-Commerce

Some internet gateways provide almost all categories of services and goods at a single site; they are directing customers of every possible product or service. Indian E-Commerce gateways provide goods and services in a variety of categories like clothes and accessories for men as well as for women, health and beauty products, books and magazines, software, computers and peripherals, vehicles, consumer electronics, household appliances, jewelry, audio/video entertainment goods, gift articles, real estate and services, business and opportunities, travel tickets, matrimony etc.

Single Product E-Commerce

- In automobiles, various portals are there where we can buy and sell four wheelers and two wheelers new as well as old vehicles online. Some of the services which they provide are car research and reviews, online evaluation, technical specifications, vehicle insurance, vehicle finance, dealer locatoretc.
- In stock and shares markets certain of the services offered to listed members are online buying or dealing of stocks and share, market analysis and research, company information, comparison of companies, research on equity and mutual funds, tracking market trendsetc.

-
- In real estate various website enable online dealing in real estate, they offer absolute purchase or lease of a property through their portals or websites. They also provide information on new properties as well as for resale. Some of the associated services which they offer are housing finance, insurance companies, architects and interior designers, property management consultant services etc.
 - In travel and tourism industry, various sites highlight the tourist destinations of a specific region in India. On the other hand tourist destination sites are classified according to the themeslikeeco-themes belong to jungles, flora and fauna, beaches, architectural attractions, forts and places, hill & resorts, adventure &trekking, mountain& climbing etc. Other services which offered are passport and visa, travel and accommodation information, weather information, festival and fair dates, shopping, tour operators etc.
 - In case of hobbies, the most popular hobbies from ancient time are reading books, listing music and watching films. Online one can buy books, cassettes, VCDs and DVDs etc. The books cover a wide range of topics such as business, art, cookery, engineering, children's stories, health, medicines etc. For music and videos, they are available in English and other Indian languages to gratify to the desires of public and the topics range from devotional songs, old time favorites and pop etc.
 - In case of matrimony, there is a saying, marriages are made in heaven, but in the world of E-commerce, they are made on marriage portals. On matrimony websites one can search for appropriate match by region of residence, religion or caste. Once registered with matrimony portals, they have e-mail facility and chat rooms, so that the people gets to know more about each other before making any decision of their lives. Other services for registered persons are astrological services, information on customs and rituals, legal issues, health and beautyetc.
 - In case of employment, major portals are instrumental in providing job to job seekers with suitable employment facility. The service for job seekers is free and for employment they charge a nominal fee. Jobs are available online in fields, ranging from secretarial to software development and from real estate to education.

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TYPES OF E-COMMERCE

Electronic commerce can be classified into four main categories. The basis for this simple classification is the parties that are involved in the transactions. So the four basic electronic commerce models are as follows:-

1. Business to Business

This is Business to Business transactions. Here the companies are doing business with another companies. The final consumers are not involved here. So the online transactions only involve the manufacturers, wholesalers, retailers etc.

2. Business to Consumer

Business to Consumer. Here the company will sell their goods and/or services directly to the consumer. The consumer can browse various websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them. Popular examples are Amazon, Flipkart, Jabong etc.

3. Consumer to Consumer

Consumer to consumer, where the consumers are in direct contact with another consumer. No company is involved here. It helps people to sell their personal goods and assets directly to the interested party. Usually, goods traded are cars, bikes, electronics etc. OLX, Quikr etc follow these types of models.

4. Consumer to Business

This is the reverse of B2C, it is a consumer to business. So here the consumer provides a good or some service to the company. Say for example an IT freelancer who demos and sells his software to a company. This would be a C2B transaction.

FUNCTIONS OF E-COMMERCE

1. **Change prices quickly** – When you have a promotion or institute seasonal discounts, plan those better and set prices seamlessly.

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2. **Track location and status of all merchandise** – Know where your merchandise is at all time. Is it at the warehouse? In transit? At one store location? Between stores? Just sold? You can know in real-time.
3. **Manage order fulfillment better** – Increase shipping speed and fulfill orders without delay.
4. **Third-party interface** – Log into eBay, Amazon, and other third-party sites where your products are sold and manage your inventory and prices better.

RECENT TRENDS OF E-COMMERCE

1. Artificial Intelligence

Customer segmentation and identification of patterns based on customer's browsing history are massive challenges for e-commerce stores in terms of automation and storepersonalization. According to Business Insider, retailers that have implemented personalization strategies see sales gains of 6% to 10%intelligent algorithms are now hailed as the key to deal with such challenges. The accuracy of data is greatly influenced by the quality and size of the data. This creates challenges for small e-commerce businesses if you do not have a large volume of data. However, these businesses can partner with third party providers to workaroud this restriction. It indicates that more companies will tap into AI powered tools.

2. Enhanced Shipping Options

Shipping and logistics is one area that stagnated in the past years. Some improvements like free shipping did occur. But nothing extraordinary until 2013 when the idea of same-day delivery became mainstream.However, things started to look up in this area. Amazonstarted testing drone deliveries in USA. With the help of Google Maps integration, these drones are able to discover the shortest route to the destination. This trend will grow as the technology improves. Believe it or not, delivery drones will become an important business component.

3. Mobile Commerce

Online retailers from around the world confirm that mobile transactions is increasing year by year. Especially during the holiday sales season. If you don't have a website which is mobile responsive – 'Now is the Time to Make it ResponsivePeople are now more dependent on their mobile devices than they are to their computers.

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4. Subscription Based Models Will Rise

Digital payments are becoming convenient. We will see a rise of subscription-based business models in 2020. Companies like Loot Crate and BirchBox will see a surge in orders because of their personalized offerings. The new e-commerce stores can also tap into this market by replicating the same subscription-based model. They can get recurring sales on a monthly or a yearly basis.'

5. More Payment Options Will Pop up

We now have multiple payment options available including digital payment methods and crypto-currencies. More of the latter will pop-up to cater each segment. Such as musicoin for musicians and Kodak coin for photographers. Ecommerce stores are now accepting crypto-currencies. Whereas Smartphone manufacturers are coming up with digital wallets. This makes payment processes simple for ecommerce. Moreover, mobile commerce is taking surge. We will see a rise in the adoption of such alternate payment methods for mobile-based payments.

CHALLENGES OF E-COMMERCE

1. Absence of Cyber Laws

Other big challenge associated with e-commerce market is the near absence of cyber laws to regulate transactions on the Net. WTO is expected to enact cyber laws soon. The India's Information Technology (IT) Bill passed by the Indian Parliament on May 17, 2000 intends to tackle legislatively the growing areas in e-commerce. The Bill also intends to facilitate e-commerce by removing legal uncertainties created by the new technology. As it stand today, the Bill deals with only commercial and criminal areas of law. However, it does not take care of issues such as individual property rights, content regulation to privacy and data protection specific legislation.

2. Privacy and Security Concern

As of to-day, quite vulnerable issues related to e-commerce are privacy and security. So far, there is no protection offered either by website or outside watchdogs against hazard created by exploiting one's privacy.

3. Payment and Tax Related Issues

Issues related to payment and tax is yet another problem continuously hinting e-traders. The electronic payment is made through credit card or plastic money which could, however, not become

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popular so far in India mainly due to two reasons. First, the penetration of credit card in India is very low (2 per cent of the population). Second, the Indian customers are quite skeptical of paying by credit card with the increasing threat of fraud played by hackers. Like elsewhere, credit and debit cards could not gain growth in India mainly because of authentication and recognition problems of electronic signatures.

4.Virus Problem

The computer virus is also a formidable problem in the execution of e-transactions is confirmed by the computer virus originated in Manila. A computer virus lagged 'I Love You' originated in Manila, Philippines on May 5, 2000 rippling across world, inflicted millions of computer files causing colossal loss of US \$7 billion to the governments and the businesses. The offenders causing 'virus' must be awarded deterrent punishment, otherwise similar assaults in future can cause lasting blows to the quite young e-commerce in India as well.

PROSPERITY OF E-COMMERCE IN INDIA

According to the survey by the Associated Chambers of Commerce and Industry of India, India's E-commerce market, which stood at 259.90million in 2015, reached 437.40 million in 2017 and reach to\$ 483.00 million in2018. India is gradually becoming the country with highest number of literate population in the world and the internet penetration is largely driven by mobile phones, with some of the cheapest and most basic hand-sets currently offering access to the internet.

59.028%Internet Users in India has been expended from 2015 to 2018.

Appendices

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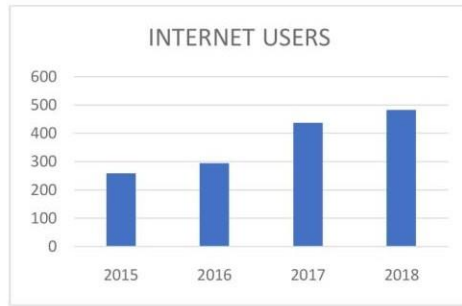
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Table 1 - Internet Users in India

Year	Internet Population in India (in Million)
2015	259.90
2016	295.40
2017	437.40
2018	483.00

Source: Statista



Estimated Increment in Internet Users in India from 2019 to 2023 – 26.86%

Table 2 –Estimated Internet Users in India

Year	Internet User in India (in Million)
2019	525.30
2020	564.50
2021	601.00
2022	634.90
2023	666.40

Source: Statista

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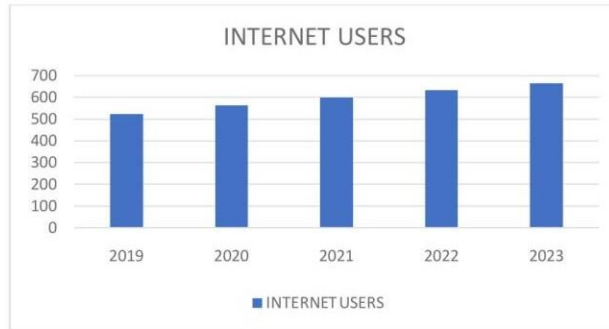
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Table 2 reveals that in the year 2019 Internet user in India will be 525.30 million, which is expected to rise by 666.40 million in 2023. Due to high internet penetration in India, the adaptability of online shopping and better shopping experiences offering by the E-commerce websites among Indians will increase rapidly.



FEWE-COMMERCE COMPANIES / WEBSITES

1. Amazon.in	12. Jabong.com
2. eBay.in	13. Ajio.com
3. Flipkart.com	14. Myntra.com
4. Paytm.com	15. Provogue.com
5. SnapDeal.com	16. Yepme.com
6. Naaptol.com	17. Bluestone.com
7. Limeroad.com	18. Fashionandyou.com
8. Fabindia.com	19. Shoppersstop.com
9. HomeShop18.com	20. Voonik.com
10. Zookr.com	21. Mirraw.com
11. Zopper.com	22. Caratlane.com

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FINDINGS OF THESTUDY

1. Customer segmentation and identification of patterns based on customer's browsing history are massive challenges for e-commerce stores in terms of automation and store personalization.
2. Digital payments are becoming convenient. We now have multiple payment options available including digital payment methods and crypto-currencies and will rise in the adoption of such alternate payment methods for mobile-based payments.
3. Customer segmentation and identification of patterns based on customer's browsing history are massive challenges for e-commerce stores in terms of automation and store personalization.
4. Online retailers from around the world confirm that mobile transactions is increasing year by year.
5. Producers can take the advantages of E-commerce by linking themselves with the online, by giving information about their products to the other links in the business chain and by having a brand identity.
6. People are adopting of such alternate payment methods for mobile-based payments.
7. E-commerce does not take care of issues such as individual property rights, content regulation to privacy and data protection specific legislation.
8. Credit/ Debit cards could not gain growth in India mainly because of authentication and recognition problems of electronic signatures.
9. The computer virus is also a formidable problem in the execution of e-transactions
10. According to the survey by the Associated Chambers of Commerce and Industry of India, India's E-commerce market, which stood at 259.90 million in 2015, reached 483.00 million in 2018 and which is expected to rise by 666.40 million in 2023.

SUGGESTIONS

1. An in-depth understanding of the legal regime and the possible issues that an E-commerce business would face coupled with effective risk management strategies has been the need of the hour for of E-commerce businesses to thrive in this industry.
2. The development of educational standards has enabled a great demand in the market.
3. The powerful influence of various social media tools like social networking websites allows customers to organize their favorite items and segment it into them and collections to share with others.
4. The website for online shopping should be in understandable language. The language should be kept simple while making the websites.

CONCLUSION

Due to high internet penetration in India, the adaptability of online shopping and better shopping experiences offering by the E-commerce websites among Indians will increase rapidly. Today E-commerce has become an integral part of everyday life. Accessibility to E-commerce websites is not a privilege but rather a necessity for people, particularly people who are staying in urban areas. Due to fast adoption of internet enabled devices like Smartphone and Tablets, we have seen an unparalleled growth in E-commerce. The telecommunication technology has completely changed the way of our living, communication methods, shopping etc. It has a huge impact on how we communicate with friends and relatives how we travel, how we access the information and the way we buy or sell products and services. The growth of E-commerce volumes in India is attracting the attention of players around the globe. E-commerce creates new opportunities for business. Internet users are increasing rapidly in India and online shopping through various e-commerce platforms is also increasing day by day. Some portals and websites deal in a specialized field.

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OF RESEARCH PAPER PUBLICATION

This certificate is hereby awarded to
SHIVANI SINGH
Research Scholar, Commerce, P.K. University, Shivpuri, M.P. (INDIA)

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TO WHOM SOEVER IT MAY CONCERN

This is to certify that Ms. Shivani Singh D/o Mr. Netram Singh is regularly visiting library of TMIMT campus for her research work.

We wish her all the best in her future endeavours.

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I wish her all the best for all future endeavors.

Hebu
Librarian
Central Library