



Online shopping pulse through internet and its proliferation in E-commerce in INDIA

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ABSTRACT

Human race has come a long way by making reality all his dreams in these years. Now it is searching new horizons through e-commerce. In "Ramayana" we had "Pushpaka vimana". Later we made aero plane. In "Maha Bharatha" Gandhari got 101 children by cutting & keeping one "Maamsapinda". Later we realized that dream by inventing test tube baby.

E commerce is also going to determine the future at our marketing. From old marketing system like barter we reached here in this era where everything is available in a click.

Electronic commerce paved the way for e-marketing & e-purchase. Depending on the understanding of markets & offers the e-commerce can succeed. As part of IT revolution, e-commerce became an inevitable part of our life. The business transactions also changed depending on the changes in technology & methods. Our objective of this research paper is to discuss about the evolution, characteristics, growth of future at e-commerce & the role of Government is doing e-commerce activities. Depending on the Government regulations the e-business can expand their horizon to international areas.

E- Commerce means all business conducted by using computer networks.

KEY WORDS: E-commerce, internet, customer, mobile technology, horizon.

1. INTRODUCTION

Electronic commerce, commonly known as E-commerce or eCommerce, is trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle, although it may also use other technologies such as e-mail.

E-commerce businesses may employ some or all of the following:

1. Online shopping web sites for retail sales direct to consumers.
2. Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
3. Business-to-business buying and selling
4. Gathering and using demographic data through web contacts and social media
5. Business-to-business electronic data interchange
6. Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
7. Engaging in pretail for launching new products and services

According to an Associated Chambers of Commerce and Industry of India (ASSOCHAM) survey, ***the online retail market in India may grow to Rs.70 billion (over \$1.30 billion) by 2015 from Rs.20 billion in 2011 as internet access improved a lot.***

In a nutshell, E-commerce is expanding the awareness among different communities in an Indian market and adopting multiple ways for buyers and sellers with various types of techniques and applications for conducting global business transactions and payments around the surface of the globe with information technology's-commerce creates new horizons for business. The rise in Income level makes the middle class willing to spend more money on purchasing. There is a huge hike in the number of online shoppers every day new customers are added in the chain. Consumers are getting benefits in the form of lower cost, wider choice and time saving. Products are just a click away to him. Now-a-days we are using online services like banking, paying bills, ticketing etc. Now-a-days we are using OLA, UBER facilities also.

Advancement of telecommunication technology made new developments in e-commerce. One traditional business has transformed a lot. More & more companies are opting for transactions

through web (India is a good adapter at new technologies). Through e – commerce sites we will get information about a product its attribution, prices, delivery etc.

Social media plays an influential role in these new generation era. By these e- commerce facilities customers are getting convenience, retailers getting opportunity but the existence of whole sellers will be in risk.

NEED OF THE STUDY

Emergence of electronic data interchange applications has been given birth in the early 1990's and its utilization has tremendously grown in developed countries. Today, due to globalization the customers are giving more importance to time factor, so that they have been started slowly the buying and selling activities through (World Wide Web) internet. It also sheds some light on survey on some factors of E-commerce in Indian market, as it is a developing country need economic growth in the development of business transactions through E-commerce.

PAST OF E-COMMERCE

The development of EDI (Electronic data interchange) paved the way to e- commerce. Firstly they exchanged business documents from one server to another. 1st generation e – commerce gave the facilities to exchange information, order planning and EFT. The 2nd generation e –commerce started transaction of goods or services over the internet. After invention at www (World Wide Web) the nature of internet usage had changed. In 1991,when NSFNET decided to lift out restriction on using network the e- commerce got new horizon.

There are different waves of e-business across India in online buying and selling activities. The idea of buying and selling is as old as man himself, but there are few key events that gave rise to the development of the e-commerce industry as we know it today. Bill gates quoted “The internet is becoming the town square for the global village of Tomorrow”. The first wave of e-commerce swept across India in 1981-Thomson holidays UK, a first B2B online shopping system to be used.

1984-1990-Compuserve and timeservers-lee created first electronic mail and web browser in US and Canada and tried developing a electronic shopping service.

1990-1999-A giant E-commerce leader Jeffbezos launched E-commerce applications such as Amazon, Cisco, Dell, e-bay, alibaba group aggressively. In India most of the people came to know through IRCTC via E-commerce came

Forward with online passenger system and after that success, the airlines shown interest towards booking systems and adopted in Deccan, Spice jet and India airlines etc. The second wave has given its beginning from 2000 onwards

To till date (2016) is lingering in every aspect of human being lives. The greater degree of acceptance of E-commerce due to discounted shopping models of Flip kart, shop clues, snap deal, Jabong, myntra etc., despite being a developed country, India has given its progressive development through mobile shopping and it speculated to a next wave of digital commerce through mobile phones. The major boom can be estimated and can reach the heights up to 260 billion USD by 2025.

GROWTH OF ONLINE RETAILING IN INDIA

India e-commerce has grown at a compounded annual growth rate of 30% since FY09, and is expected to be \$18 billion (around Rs 1,116,00crore) opportunity by FY15. The findings part of report: Indian Ecommerce-Tip of the Iceberg, by Macquire Equities Research back this high growth rate on rising internet population, over 300 million middle class populations, increasing mobile penetration and low levels of e-commerce activity.

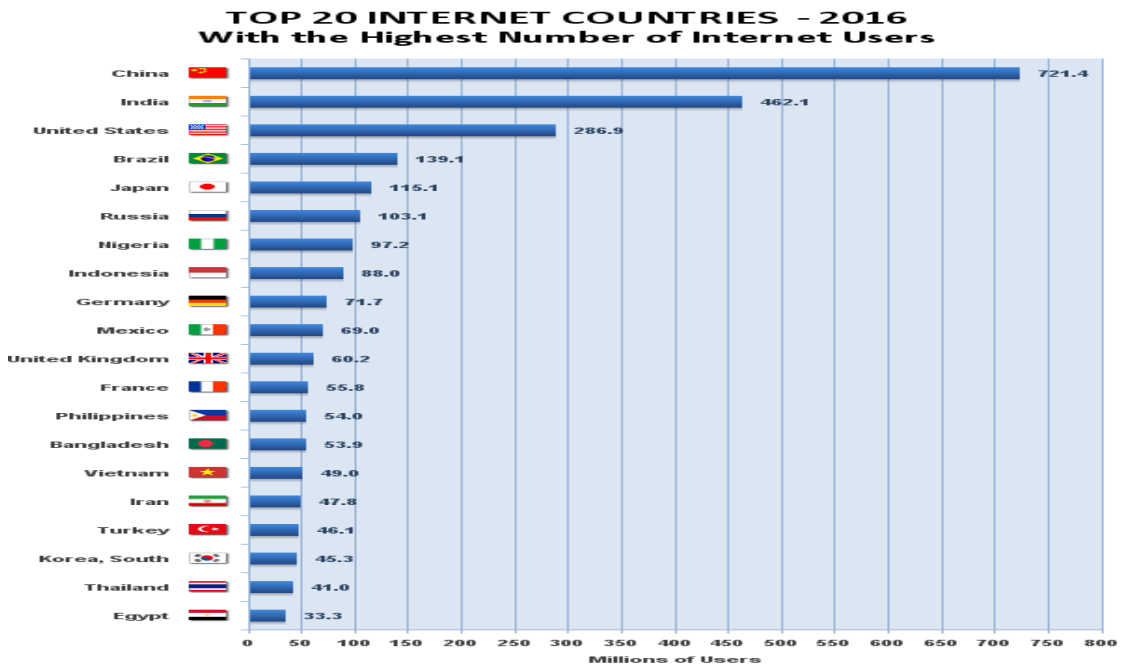
“Compared to the west, India’s ecommerce industry is still in its infancy. E-commerce contributes only 0.6% of the country’s GDP vs 1-3% for other countries, with only 12% of India’s online population transacting online vs 64% for the US and over 50% for China,” said AtulSoni and NitinMohta in the report. This growth will further be accentuated by companies going in for public listing. In the Indian context, only two internet-based companies are listed on the markets, including Infoedge, which runs India’s largest job portal (naukri.com), and justdial, which is India’s largest local search site.

The nature of Indian e-commerce is also different. Travel has the lion’s share of 71% of Indian e-commerce, but e-tailing has grown the fastest, at a 59% CAGR between FY09-13E, to reach 16% market share. Compared to the west, India’s ecommerce industry is still in its infancy, but we believe that it may become a bigger part of the entire retail universe than in the west.

“We believe that for many young Indians, Online shopping may become their primary way to shop throughout their lives. Whenever significant opportunities such as e-commerce present themselves, many market participants compete aggressively to try to emerge as undisputed leaders to gain brand recognition and customer loyalty, and oftentimes these players change their business model along the way to grow with the market,” said the report.

USAGE OF INTERNET

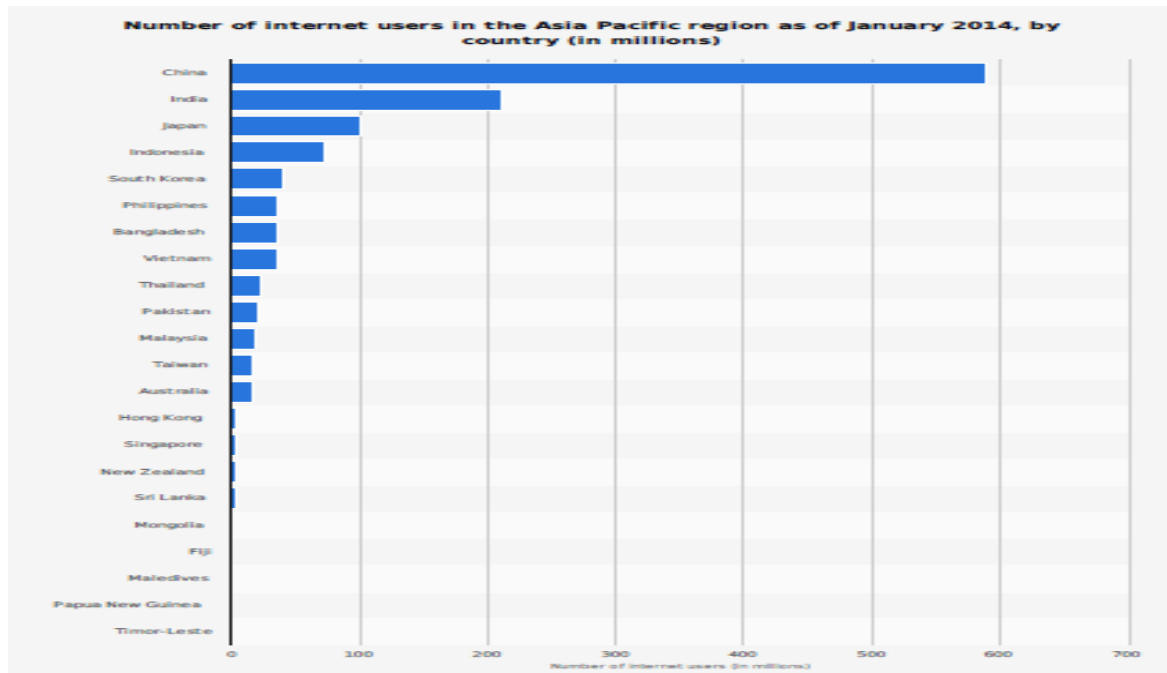
Nearly 40% of the world’s population has using an internet connection .In 1995, it was less than 1%.The number of internet users has increased tenfold from 1999 to 2013.The **first billion** was reached in 2005. The **second billion** in 2010. The **third billion** in 2014.The chart and table below show the number of global internet users per year since 1993.



Source: Internet World Stats - www.internetworldstats.com/top20.htm
 2,640,559,365 Internet users in the Top 20 countries as of June 30, 2016
 Copyright © 2016, Miniwatts Marketing Group

Fig 1: Top20 internet countries-2016 with higher no. of internet users

Increase of internet users in Asia pacific region: The below statistic shows the number of internet users in the Asia Pacific region as of January 2017. As of that month, China had 731 million internet users. Second-ranked India accounted for 462 million internet users despite only 35 percent online penetration.



Sources: We Are Social; Internet World Stats; US Census Bureau; CNNIC; Internet and Mobile Association of India © Statista 2015

Fig: No. of internet users in Asia pacific region

DESCRIPTION

The above statistic shows the number of internet users in the Asia Pacific region as of January 2017. As of that month, China had 731 million internet users. Second-ranked India accounted for 462 million internet users despite only 35 percent.

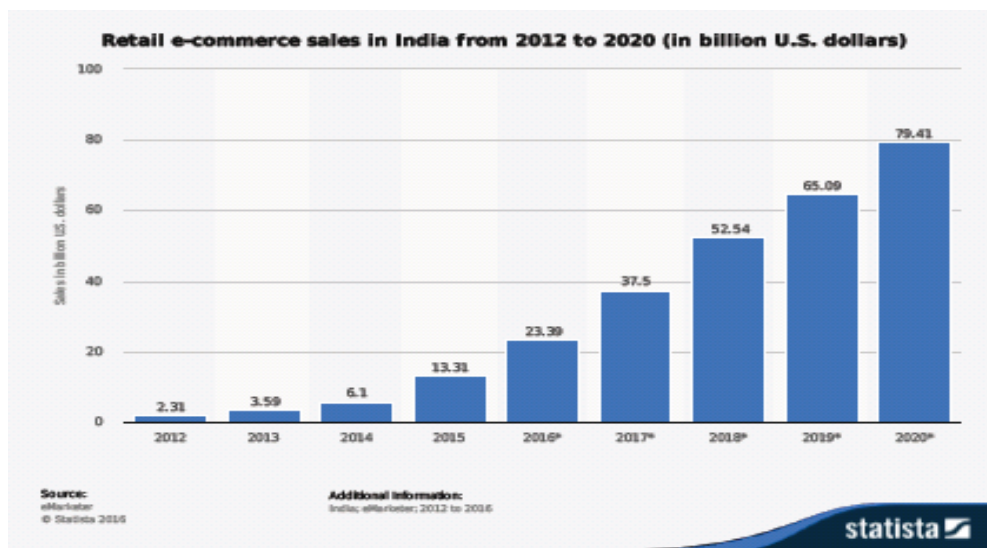
ASIA PACIFIC INTERNET USERS–GROWTH

As of June 2014, in a distribution of internet users worldwide, the Asia Pacific region accounted for 44 percent of all internet users aged 15 and above. Asia Pacific's share at that time was more than Europe and North America combined, which reveals its dominant position in the market. Despite accounting for a majority share of internet users worldwide, the industry still has room for growth in Asia Pacific. Internet user penetration in the region was recorded in 2013 with forecasts generated for the years up until 2018. In 2013, 30.9 percent of the population had accessed the internet via any device, at least once a month. By 2018, the share of the population is expected to grow to 40.7 percent.

When it comes to the demographic of Asia Pacific's internet users, the distribution as of June 2014, by age group, may be of interest. In a survey of users aged 15 or over, who used the internet in either home or work locations revealed that 30.4 percent of internet users were aged between 35 and 34 years old. This share was slightly more than those aged between 15 and 24 who accounted for 29.4 percent of all internet users.

Mobile internet is an area of the internet industry which has undergone development across the globe in recent years and Asia Pacific is no exception. The growth of mobile phone internet usage can be determined by the internet user penetration in Asia Pacific in 2012 and 2013 with a forecast provided until the year 2018. In 2012, 22.4 percent of the population accessed the internet via a mobile browser or an installed app. A year later, this figure grew to 25.9 percent of the populations and is expected to grow on a yearly basis, until at least 2018.

RETAIL ECOMMERCE SALES IN INDIA FROM 2012 TO 2020



Source: remarketer© Statista 2016

Fig: Retail ecommerce sales in India from 2012-2020

Description: This statistic provides the retail e-commerce volume in India from 2015 to 2020. In 2016, the sale of physical goods via digital channels in India amounted to 23.20 billion U.S. dollars in revenues. India is one of the fastest-growing e-commerce markets worldwide, with millions of new internet users taking advantage of cheap mobile connections to send mobile messages, watch online videos, use mobile services, and of course, to shop. As of 2015, only 13.31 percent of the local population was using the internet; almost ten times the audience size from a decade prior. According to recent market research, mobile phone internet user penetration in India is projected to reach 37.5 percent of the population in 2021, representing a huge potential in terms of digital and mobile buyer audience. Total internet audiences in India are estimated to surpass 635 million online users in 2021. As of 2015, the majority of online users in India were male, and the same held true for online shoppers. In India, men accounted for almost two thirds of online shopping audiences. Despite this imbalance in online presence and digital spending, female online shoppers are estimated to account for 42 percent of all Indian e-retail spending in 2020, up from only 20 percent of total retail e-commerce expenditure in 2015.

ELECTRONIC COMMERCE AND THE WORLD-WIDE-WEB

We have broadly defined electronic commerce as a modern business methodology that addresses the desire of the firm, consumer and management to cut cost while improving the quality of goods and increasing the speed of services. The need for electronic commerce stems from the demand within business and government to make better use of computing, that is, better apply computer technology to improve business process and information exchange both within an

enterprise and across organisations. In short, electronic commerce appears to be an integrating force that represents the digital conversions of twenty-first century business applications and computing technologies.

Electronic commerce applications emphasize the generation and exploitation of new business opportunity and to use the popular buzzword, “generate business value”. For instance, when buyer-seller transactions occur in the electronic marketplace, information is accessed, absorbed, arranged and sold in different ways. In fact, the information a product or service is separated from the physical product or service and has become important on its own. In some cases, the information can become as crucial as the actual product or service in terms of its effect on a company’s profits. In short, information based business transactions are creating new ways of doing business and even new types of business.

Electronic commerce application is quite varied. In its most common form, E-Commerce is also used to denote the paperless exchange of business information using EDI, Electronic Mail (E-Mail), Electronic Bulletin Boards, Electronic Fund Transfer (EFT) and other similar technologies. These technologies are normally applied in high-payoff areas, recognizing that paper-handling activities usually increase expense without adding value. On the other hand, the term **electronic commerce** is used to describe a new on-line approach to perform traditional functions such as payment and funds transfer, order entry and processing, invoicing, inventory management, cargo tracking, electronic catalogue and point-of-sale, data gathering. More recently, companies have realised that the advertising, marketing and customer support functions are also part of electronic commerce application domain. These business functions acts as initiators to the entire order management cycle that incorporates the more established notions of electronic commerce. In short, what we are witnessing is the use of the term electronic commerce as an umbrella concept to integrate a wide range of new and old applications. Despite the changes taking place, businesses have three goals: stay competitive, improve productivity and deliver quality service. These goals are the guiding boys for firms plotting their course in the turbulent waters of electronic commerce. There are other factors that companies need to keep in mind. First, most companies have already made enormous information technology investments to automate their key internal processes such as purchasing, invoicing and other similar functions.



So, some aspects of the technological infrastructure for electronic commerce are already in place. The challenge now become: How to effectively leverage this investment. Second, prices for computer hardware and network equipment continue to fall, marking information technology an appealing investment for many businesses, especially when it's used for high-impact applications such as linking their distributed operations. However, investment without a clear idea of the electronic commerce architecture being built would be akin to driving with blinders on. As a result, companies that have decided that electronic commerce applications represent one of the best strategic investments they can make must first exert some effort to understand the technology underlying electronic commerce applications.

At first glance, it appears that messaging based technologies such as EDI and Mail-Enabled applications, combined with database and information management service, form the technical foundation for effective electronic commerce solutions. No single one of these technologies can deliver the full potential of electronic commerce, however. What we require is an integrated architecture the likes of which has never been seen before. This integrated architecture is emerging in the form of the World Wide Web (WWW). As electronic commerce becomes more mature, we are beginning to see sophisticated applications being developed on WWW. Technically and commercially, the WWW client-server model seems poised to become a dominant technology.

ADVANTAGES OF ONLINE SHOPPING USING E-COMMERCE

Saves time: Online shopping saves us a huge amount of time. We can buy any of our favourite products from our home only and need not visit the malls.

Cost Effective: The products can be bought at a much discounted rate by shopping online. This is because online stores offer huge discounts and lucrative offers on the purchase of each and every product. This is done to attract more customers from all over the world.

Other Facilities: The products are freely shipped and delivered at our doorstep without any extra charge. Moreover if we find them not suited to our purpose we can return them without purchasing any time. Apart from that if we do purchase these items and find them to be defective then we can return them within fourteen days of the purchase and we will get all the money back.

Shop any store worldwide: Never again be limited geographically. Many merchants do not have physical stores in every state, and certainly not in every country. When you shop online, you can browse through stores around the block or around the globe! Discover amazing new items from exotic places that you perhaps have never even heard of before.

Ship your gifts directly: When you order online, you can send gifts or even have gift baskets delivered directly to their recipient. This means you can avoid long waits at the post office and you can get your gift delivered faster. Many stores even offer customized cards and gift wrapping to go along with your present.

Find items you might not see in stores: Since brick and mortar stores are limited on space, merchants usually don't carry all of the items they sell in store. Online, you can find their entire inventory, along with many choices of colors, styles, and even customization options. Shop on the Internet so you can find exactly what you want.

No more waiting in line and pushing through crowds: Malls and retail stores can be chaotic, especially during a big sale or a holiday season. Don't stress yourself out, just shop from home! You'll never have to stand in a long checkout line or weave your way through crowds just to get the items you want. Shop online and you can stay in the comfort of your own home

The Internet never closes: You can shop anytime online 24 hours a day 7 days a week. Online stores never close, so you never have to worry about making time to go to the store. Online shopping is perfect for night owls or anyone who is just too busy to make a trip to the store.

The act of buying things from websites and not shops certainly took a long time to blend in with the shopping mind-set of the Indian customer. The current scenario is one, which is witnessing a change in this mind-set. There have been many websites that have been launched with the objective of selling products to customers.

Products belonging to various product sectors are now being sold on these websites and the range is quite a large one right from expensive laptops and LCD televisions to mundane grocery items.

The frequency of B2C transactions has certainly increased over time in the Indian subcontinent. There are many shopping websites, which are now witnessing a decisive surge in traffic (this statement is being made while keeping in view the performance of shopping websites in the last

five years). With an increase in the number of persons visiting these websites, they have also become ideal platforms for advertisements and banners of different brands.

Online shopping in India, is certainly witnessing a period, which entails things such as rising number of online sales and fantastic revenue and profit figures.

There have been many products, which have caught the fancy of online shoppers and one of them is a handset. Handsets, irrespective of the brand, are being sold in magnanimous numbers on different websites. All the major market players in the telecommunications sector, FMCG sector, services, mobile sector etc. are doing quite well with the sales that they are getting from this online platform. The money that is earned is being put to good use by using it in the betterment of the respective R&D departments.

Apart, from the businesses doing well, the customers are also given many fantastic features. Some of them include things such as free gifts with every online purchase while some involve special offers that are quite economical and affordable.

ELECTRONIC COMMERCE COMPANIES IN INDIA



SEQUENCE IN: E-BUYING METHODOLOGY

Buying Procedure on on-line shopping website, Flipkart

Step 1- Go to the link of the website, www.flipkart.com

Step 2 -Select the desired product category you want to buy.

Step 3 -Choose the product you want to buy.

Step 4 -On the product's page, click on Add to WISHLIST to add more products to your recent shopping.

Step 5 – Either Log-In or Sign-Up to add more products to you Wish List.

Step 6 -To buy, click on BUY NOW button on the product's page. Then click on PLACE ORDER button to place your order.

Step 7 -Now, it will ask, whether you are existing customer or a new customer. Choose desired option and then click on CONTINUE.

Step 8 -You are required to fill up all the details asked in the form, then click on SAVE AND CONITNUE.

Step 9 -Click on CONTINUE button by confirming your purchase.

Step 10 -Select the desired PAYMENT METHOD, according to your facility.

Step 11 -Fill up the details and click on PAY.

TECHNOLOGY BEHIND THE WEB

Information providers (or publishers) run programs (called servers) from which the browsers (clients) can obtain information. These programs can either be Web servers that understand the hypertext transfer protocol (HTTP), "Gateway" programs that convert an existing information format to hypertext or a non-HTTP server that Web browser can access-anonymous FTP or Gopher servers.

Web servers are composed of two major parts: the hypertext transfer protocol for transmitting documents between servers and clients and the hypertext mark-up language (HTML) format for documents. The link between HTML files and the HTTP servers is provided by the uniform resource locators (URLs).

UNIFORM RESOURCE LOCATOR (URL)

The documents that the browsers display are hypertext that contains pointers to other documents. The browser let you deal with the pointers in a transparent way-select the pointer and you are presented with the text to which it points. This pointer is implemented using a concept that is central to Web browsers: Uniform Resource Locators (URLs). One way to think about URLs is to use the libraries and location on a shelf as a metaphor. A URL for a digital library wold be a unique call number that provides the exact location of every book in the world, including the country, city, street and library shelf location.In practice, URLs are the string used as addresses of objects (documents, images) on the web. Think of them as analogous to your e-mail address. Just as your address is unique and may be used by any other Internet user to send you mail without knowing exactly where you are, a URL marks the unique location on the Internet where a file or service can be found.

URLs follow a fairly consistent pattern. The first part describes the type of resource; the second part gives the name of the server housing the resource; and the third part gives full filename of

the resource. URLs are universal in that they provide access to a wide range of network services which required separate applications in the past. For a new network protocol one can easily form an address as the set of parameters necessary to retrieve the object. If these parameters are encoded into a concise string, with a prefix to identify the protocols and encoding, one has a new URL scheme. Take a look at the URL format below:

FTP : ftp://server.address/complete.file.name



:gopher://server.address:port/directory/fin

Gopher ame



TELNET : telnet://server.address:port



:http://server.address:port/homepage.ht

HTTP ml



New : news:misc.stocks.invest



These are URLs for internet news articles and news groups (the NNTP protocol) and for HTTP archives, for TELNET destinations, e-mail addresses and so on. The same can be done for names of objects in a given name space. For example, the URL of the main page for the web project happens to be:

http://web.w3.org/hypertext/web/TheProject.html

MASSIVE ELEVATION OF E-COMMERCE

IMPROVED VERSION IN WEBSITE BROWSING ON MOBILE/ IPAD /TABLETS

The present scenarios potential growth of mobile / ipad in retail e- commerce is enormous. With the current prospects in the next coming year's mobiles /ipad will exceed desktops numbers? Consumers expect the site to work like any app (i.e intuitively they will swipe if they see a carousel or more than one image). Responsive design makes a magic and mantra for the customers in any website.

FACEBOOK

Facebook has more than 850mt subscribers and it is a known fact that number grows by mushrooming manner i.e. by 20% every year in emerging countries. Companies takes more

opportunity from various set of data about users daily activity using facebook connect offering promotions on products and services why they most give continuous advertisements on identifying what their neighbours, friends, colleagues mostly lives and recommending the same when they visit outlets.

PUSH NOTIFICATIONS AND PULL BROWSING

The present trend is reactive in “pull browsing” and it is opting for the future to “push browsing” where by marketers are reaching out to customers with more relevancy than before to full them to buying things.

MULTI CHANNEL

Consumers will expected a seamless shopping experience a product added in a basket at home is expected to be found in the basket when everyone go to store or if you call of the call center. This will drive investment by IT direction s in commerce packages, CRM systems and more importantly by taking integration over commerce system with POS.

BIG DATA

Bit of any over hyped “big data” or “Hadoop” methodology and concept will continue to be explored further. Hadoop uses a servers using commodity hardware. This inter make it inexpensive to scale and support massive data stores. It solves the problem of formatting it for analytic purposes. This inter makes it inexpensive to scale and support massive data stores, Hadoop and bigdata has some challenges

In summary the next coming years are going to be very exciting for multi channel or omni channel) as called by few, commerce

HUMAN / DIGITAL CONVERGENCE

It has been on the cards for a while but, ut 2015 should see a normalisation of connected portable devices being used by sales associates. By getting access to rich product and personal data real – time inventory and sophisticated order management tools, they will be able to deliver a turbo – charged customer service experience Nailing this competence in 2016 requires more than just dishing out ipads to the sales and store teams.

CARD AND CARD LIKE LAYOUTS

Card layout is a layout manager that is applied the layout in a particular form, not between different forms in the website design vernacular, a “card” encapsulates images, text and other resources associated with a single topic cards ate a way of organising different topics in a way of organising different topics in a way that is at once pleasing to the eye and easy to use

Pop –ups and interruptions merchandising:-

Pop-ups ads or pop-ups are often forms of online advertising on the world –wide web intended to attract web traffic or capture email addresses. So – called pop – ups advertising was perhaps one of the most hated forms of online promotion ever. But many pop- ups deceptive consumers generally hated these ads. Pop-up blocking services became common and before long, web browsers were blocking these disruptive ads too.

In 2016, these pop- ups will become so common that perhaps as many as a third of the national retail federation’s pop retailers will use them. Marketers will be selective through.

SOCIAL E-COMMERCE

Retailers are adapting social media as their lead sales medium. Social network has come to play the most important role in the retail world social commerce in clued customer ratings and reviews, user recommendations and referrals, social sopping tools (sharing the act of shopping online) Forms and communities

CUSTOMER RELATIONSHIP

With the increasing variety available the customer loyalty is now completely out of picture. It requires well integrated technology supporting easy payments and high tech shopping experience.

MUSHROOMING LENDING START-UPS

EMI payment option is an already existing e- commerce practice across the world which had a slow progression in adapting rate, but gaining momentum slowly and steadily lately. Moreover, now, lending start ups are mushrooming around. It’s a revolution in lending, in fact. The sole purpose is to encourage the younger generation to expand its shopping access to bring their dreams to reality.

E-COMMERCE BUSINESS MAY CONSIDER SOME OR ALL OF THE FOLLOWING

- ➔ Internet and Information technology have magical effect and projected on business operations. Companies are yielding more and cash from e-commerce applications.
- ➔ E-Commerce Strategy; E-Commerce marketing ;web marketing mix; 45 model; Mobile marketing offers direct communication with consumers, anytime and anyplace. The easiest form of communication is short message services (SMS), via a quantitative content analysis of the fortune global 500 websites an interview on different countries experts.
- ➔ Gathering and integrity all types of data i.e demographic data through web contacts and social media, telecommunication. Direct communication and surveys helps us to get more information.

- Customers are very much interested for online services where they are getting items to their foot and they are opting the payment at that time whether to pay or not for that item

3. CONCLUSIONS

E-Commerce is growing tremendously. A lot of companies have joined between the period July and August. Online retail is still a tiny spot in India's retail market of about \$500 billion a year, but it is growing at a quick pace. A study by retail consultancy Technopark predicts India's e-tailing market will reach \$32 billion by 2020 from \$2.3 billion in 2014. Ethnic Indian clothes and casual work is favourite products but unusual products like pets-too is being offered online. With the huge growth that e-commerce has witnessed in recent times analysed like Devyanshu Dutta, says there is scope for more players to come in. but some also warn about the risks the space is fraught with, as only a few chances of making it big. They also see consolidation in the sector going forward.

The fast changing technology in the past decades changed many aspects at our lives. They are concentrating on apparel, footwear, beauty and fashion products, and home and lifestyle products. By new exciting offers the retailers can attract new customers who are comfortable in online transactions. E Commerce gives us endless opportunities. We need to grab the opportunity which is suitable for us. Online shopping is the new mantra of this age and the people of India are applying this in their lives to a great extent nowadays. As we progress further, the growth rate of online marketing in our country will leap to the stars. According to a research report — State of e-commerce in India by Commerce for ASSOCHAM, "India's Internet base, is already the third highest in the world after China and the US, is growing by nearly 40% every year". Hence, the rise of online shopping in the Indian subcontinent has been meteoric in the recent years. The number of shopping websites has increased and so has the total number of persons who prefer shopping online.

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