A STUDY ON E-COMMERCE AND ONLINE SHOPPING

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ABSTRACT

In the near future, e-commerce in India is expected to grow steadily and sustainably. Exciting predictions regarding the expansion of the Indian e-commerce business have been highlighted by a number of trade and mainstream media outlets. According to a survey published by the Indian Brand Equity Foundation, the e-commerce business in India was estimated to be worth $38 billion in 2017. India's internet user base is predicted to grow from 660 million in 2019 to an astounding 829 million by 2020. The expansion of e-commerce in this region of the world will be fueled by the increase in internet users. Another research study projects that India's e-commerce market will generate $62.3 billion in revenue by next five years. For the next ten years, this market is expected to see an exciting phase of expansion, according to common consensus. The primary goal of this study is to examine digital marketing from the buyer's point of view in relation to a few chosen e-commerce businesses. A number of research carried out in the field of marketing have shown that consumer behavior is always changing. The consumer can access a wealth of information about the product, price ranges, substitutes, alternatives, and other essential features through digital marketing. The primary goal of this study is to identify the variables that affect customers' perceptions of and decisions to purchase digitally promoted goods. The primary purpose of this study is to examine and uncover the impact of e-commerce and also identify the issues and areas important to the implementation of ecommerce that may help in enhancing the productivity in the economic growth of the country.

Key words : E-commerce, Indian Brand, economic growth.

INTRODUCTION

Since every consumer has a smart phone with internet access and WiFi these days, and because digitalization has completely changed marketing, knowing who your target audience is has become essential. Consumer decisions are driven by needs, and it matters who creates those needs—the marketer or the customer. When it comes to their purchasing decisions, they may act impulsively or rationally. Marketers in online retailers follow their clients wherever they go. With the daily growth of online markets, consumer choices have become more spontaneous. When making a purchase, emotions and feelings are important factors that are sparked by the goods itself or by a skillfully written advertisement, such as those featured on online buying sites. Impulsive purchasing throws off the brains of customers' normal decision-making frameworks. An irrational moment of self-gratification has been placed in front of the logical sequence of the customers' activities.

Marketers use marketing technologies to strategically influence customers based on their interest patterns. Marketers must be aware of customers' purchasing habits, whether they are impulsive or not, in order to comprehend the decisions made by their clients. It could be easier for them to influence clients if they are aware of their impulsive behavior. Customers' impulsive purchasing decisions can vary from one another.

Individual personalities are important factors in the judgments that consumers make about what to buy, and marketing methods influence these decisions. Therefore, the purpose of this research study is to determine the impact of e-commerce marketing techniques on the impulsive purchasing behavior of online customers as well as the characteristics of these customers' personalities. In this research study, personality traits are employed as an

interviewing variable to determine the impact of E-commerce marketing stimulus methods on online customers' impulsive purchase behavior. In actuality, personality has the greatest influence on buying decisions—despite the fact that it is a component in interviews.

IMPULSIVE BUYING AND CONSUMER BEHAVIOR

Impulsive purchasing is greatly influenced by consumer behavior. It is understandable if one looks around their own home. Unworn clothing may be found in the closet, unused technology can be found on kitchen cupboards, and workout equipment can be found in the room. These purchases may have been influenced by sales methods or psychological elements of the individual. A few of the psychological elements include the enjoyment of shopping and purchasing new items, deals that save money, opportunities to take advantage of free time, and the power of brands.

Personality and Consumer Behavior

Customers' buying decisions and patterns of behavior are influenced by their personalities. Consumers vary not only in their personalities but also in the things they choose to buy. Thus, in order to understand the desired personality attributes of their clients, marketers need to be connected. The major five personality traits—extraversion, agreeableness, openness, conscientiousness, and neuroticism—can be used to categorize people. Every personality trait has a corresponding pattern of behavior. For example, people with dominant Openness traits like to shop with others, people with dominant Conscientious traits are very cautious, logical, and rational, and people with dominant agreeableness traits prefer to get help, advice, and decisions from others, etc. These are the basic differences that consumers display.

Marketing Stimuli Strategy and Consumer Behavior

The buyer's black box contains all of the marketing stimulus components, which ultimately lead to the buyer's purchase response. The buyer's decision-making process and their attributes make up the two inputs that make up this "black box." The key to a marketer's success is their ability to effectively produce stimulus effects. In actuality, a consumer's decision-making process has a direct impact on their behavior. In addition, a few additional factors can have a significant impact on customer behavior. Understanding consumer behavior is essential for a successful marketer to create plans and strategies that work. To put it another way, the better a business management (Marketer) understands the purchasing behavior of its customers, the more effectively it can make its four Ps (product price, place and promotion) and ultimately generate massive income. The market is aware of the kinds of goods and services that, when combined with favorable pricing and promotional offers, might entice a consumer to make a purchase.

E-COMMERCE MARKETING

If marketing is the process of creating and meeting demand, then digital marketing is the process of creating demand through the Internet's power and meeting it in novel and creative ways. The Internet is a platform for interaction. In addition to facilitating currency exchange, it also facilitates value exchange. Digital marketing is used to support e-commerce marketing.

The world we tend to sell in has changed as a result of the Internet. It's not a whole new marketing channel; rather, it establishes a whole new paradigm for how consumers interact with businesses and with each other.

Online shopping encompasses all aspect of selling, including positioning, promoting, purchasing, distributing, and maintaining goods and services. Customers have more options, more power, and more influence because to the internet. Brands now have new channels for doing business, new products and services to offer, and new markets in which to do business.

The roles that marketing agencies compete for are also changing. Unreliable "traditional" agencies have improved their digital marketing skills, while agencies that started out as digital outlets are starting to operate inside of traditional advertising houses. Consumers are becoming more adept at switching between channels and using several channels at once. They have the same expectations of the brands they interact with. It is excruciatingly outdated for anyone to still think in terms of the recent "traditional versus digital".

Brands cultivate brand loyalty from consumers who adore their products or services. When a product or service meets their needs rather than just the demands of the brand, customers fall in love with it. Compared to previous forms of advertising, digital marketing can be measured. This gives brands the opportunity to create customized, optimal, all-encompassing experiences for their clientele.

GLOBAL HISTORY OF ONLINE SHOPPING (TIME LINE)

Grasp the history of online purchasing is essential to having a better grasp of it. The description that follows will provide you with a quick overview of the internet retail industry.

- Tim Berners-Lee released the initial version of the World Wide Web browser in 1990.
- In 1992, online credit card processing and the first commercial sale website, www.book.com, were introduced.
- Netscape released the Navigator browser in 1994. Pizza Hut launched their webpage for online ordering.

ELECTRONIC COMMERCE

Most people consider electronic commerce to be the sales aspect of e-business. It also includes the sharing of data to make the financing and payment components of commercial transactions easier. This is one of the most beneficial and successful ways to do business, as well as a cheap and effective way for employees to communicate within a company. It is a technique for entering a market in which the corporate entity may or may not have a physical presence. The terms "e-business" and "e-commerce" describe how businesses use the internet to conduct business, which can offer your company a ton of options in the global marketplace.

(i) Customer Centered E-Commerce

Businesses are witnessing brick and mortar transform into "click and order," and Mobile-Commerce and E-Commerce become more and more entwined as consumers increasingly rely on the Internet and smartphones for purchase decisions.

Retailers and brands can gain greatly from e-commerce, but in order to fully reap the rewards, they must make some difficult decisions about product pricing, customer service, mobile and social media strategy, and site design, to mention a few.

The majority of online shops focused heavily on guest blogging, responsive design, website optimization for increased CTR and conversation rates, and overall site performance enhancements last year. Success in e-commerce requires a committed salesman who keeps up with the latest trends in the industry. In economies, brick and mortar is evolving into "click and order," and e-commerce is blending with M-commerce as consumers rely more and more on the Internet and smartphones for shopping decisions.

(ii) Customers Engagement

Customers need six to ten "touches" from a company before they make a purchase. Customers of today use your product or service via mobile devices, the Web, physical media, and referral sources, among other platforms. We anticipate meeting customers where they are and delivering that experience on all platforms for those initial six touches.

(iii) Digitalization

The concept of digitization is evolving, generating fresh perspectives on innovation, business, and opportunity. The depiction of objects with information is at the core of the conventional and original concept of digitization. The world of e-commerce that exists now was made possible by digitization. Each of us has spent millions to produce digital replicas of analog capabilities. We have real world and virtual reality, physical and electronic stores, and physical and electronic payments. More than anybody could have predicted, the duality suggested in the original concept of digitization has led to the emergence of new business models, unprecedented levels of efficiency, increased transparency, and more choice.

However, digital replication is not the only source of corporate innovation. This is where an alternative interpretation of digitization is relevant.

E-COMMERCE COMPANIES IN INDIA

i) Amazon

Amazon is an American cloud computing and e-commerce corporation. By total sales and market capitalization, it is the biggest online retailer in the world. Jeff Bezos founded it on July 5, 1994, in Washington. Amazon began as a book seller before expanding to cover a wide range of consumer goods. The company's sales in 2016 was US$135.98 billion, and as of May 2017, its market valuation was US$427 billion. By the close of 2016, it employed 180,000 people. Around the world, the corporation has 306,800 full- and part-time employees.

Since launching its operations in India on June 5, 2013, Amazon.in, formerly known as India Market Palace, has seen the fastest growth in terms of sales of any Amazon website. Amazon's focus on the three universal core principles of online buying—offering customers a large selection, setting reasonable pricing, and fostering a positive shopping experience—has been crucial to its success in India.

ii) Flipkart

Bangalore, Karnataka is home to the headquarters of the online retailer Flipkart. With an initial investment of Rs 400,000, Sachin Bansal and Binny Bansal founded it in October 2007. After working for Amazon.com, they founded Flipkart Online Service Pvt.Ltd, which was incorporated in October 2007.

The majority of Flipkart's stockholders are foreign nationals, and the company is registered in Singapore. Since it is illegal to engage in multi-brand e-retailing in India, Flipkart sells products there via WS Retail. Through the Flipkart platform, other companies or independent merchants may also offer their products. In addition to selling other people's goods, Flipkart also produces its own line of products, including Citron for personal hygiene and home appliances and DigFlip for cell phones and networking equipment. Over 20 million products are available on Flipkart in more than 70 categories.

Founded by two people, Flipkart now employs 20,000 people, has 26 million registered users, and receives over 8 million visits every day. Flipkart can now deliver 5 million items a month thanks to technology

iii) eBay

eBay is a worldwide e-commerce company with headquarters in the United States that facilitates business-to-business and customer-to-customer sales. With its headquarters located in San Jose, California, eBay was established in 1995 by Pierre Omidyar, a former software developer for an Apple Inc. subsidiary. Today, the firm operates in 30 countries and has a market valuation of $38.01 billion as of 2017.

eBay operates an online marketplace where users from all over the world may purchase and sell a wide range of goods and services. PayPal is the online payment processor used by eBay, enabling online payments and money transfers. PayPal also serve as an impartial mediator and attempt to settle any discrepancies with any transactions.

iv) Snapdeal

Indian e-commerce startup Snapdeal is situated in New Delhi. The holding firm is called Jasper InfoTech Limited. In February 2010, alumini from IIT Delhi and Wharton graduate Kunal Bahl founded Snapdeal.

It began as a daily deals platform in February 2010 and evolved into an online marketplace in September of that same year. Actor Aamir Khan was brought on board in March 2015 to help promote the website in India. Alibaba Group, a Chinese e-commerce giant, is another investor in the company. Soft Bank, a global telecommunication and Internet corporation based in Japan, provides financial support for it. Snapdeal's market value is estimated to be $6.5 billion.

v) Shopclues.com

The online marketplace Shopclues.com has its headquarters in Gurgaon, India. The business was established in 2011 in Silicon Valley, California. Founded in November 2011 by Radhika Aggarwal, her husband, Wall Street internet analyst Sandeep Aggarwal, and Sanjay Sethi, Shopclues is a subsidiary of clues Net work Inc., a US firm. At present, the market value of the company is $1.1 billion. Nexus, Tiger Global, and Helion are among Shopclues' investors.

E-COMMERCE IN INDIA

In the past fifteen years, e-commerce has advanced significantly. Leading e-commerce businesses use new tools and methods to make online buying and selling far more effective and enjoyable as technology advances quickly.

Since then, there have been a number of technological advancements, chief among them being in the areas of mobility, social networking, big data, analytics, and personalization. New trends in the field of e-commerce marketing are starting to emerge as a result of these modifications. Really, e-commerce is not mysterious at all. It's really just another channel through which to conduct business, and just like any other alternative distribution channel, you should have a plan for how you intend to use it in your enterprise. The business plan must outline the company's present E-commerce capabilities, discuss how you propose to expand them, and explain how your internet strategy aligns with the broader marketing and operational plans. Personalized advertisements have been shown to potential customers by online retailers for many years. A lot of online retailers also employ personalized product displays and recommendations for individuals who have registered. Store owners will put more effort into providing customers with a more meaningful level of customisation as consumers grow more at ease disclosing personal information to reputable brands and online retailers. For companies venturing into the realm of e-commerce, the approach could be a bit of a tempest.

REVIEW OF LITERATURE

Online shopping, according to Dahiya Richa (2012), is a relatively new phenomena in the sphere of e-business and is expected to dominate global retail in the future. The majority of businesses use their web portals to conduct online sales of their goods and services. Outside of India, however, internet purchasing was commonplace. Additionally, we have determined the different demographic groups and elements influencing Indian customers' online purchasing habits. 580 respondents from large cities and metro areas provided the statistics that were gathered. It was discovered that a number of demographic variables, including age, gender, marital status, size of family, and income, had a major impact on internet buying in India. It was also demonstrated that the respondents had a favorable opinion of internet buying.

Sumit et al. (2016) investigated how consumers' purchasing habits have altered across national and regional borders due to the increased use of social media. Nonetheless, shoppers in a developed area such as Rajasthan, who are typically characterized as risk averse, also made an effort to investigate the purchasing habits of shoppers who purchase clothing via social media e-commerce platforms. They did this by looking at a random sample of 404 Rajasthani shoppers and utilizing one-way ANOVA and correlation analysis to analyze the data. Customers' desire for information, their perception of risk, and their level of trust were the main motivators behind their online clothing purchases on social media. It was determined that it has the greatest impact on perceived risk and the behavior of online shoppers for clothing. Moreover, it was generally believed that people's adoption of technological services required confidence.

The effect of dynamic pricing on consumer behavior in the e-commerce industry was studied by Vijay and Bhaskar (2017). The country's diverse socioeconomic backgrounds that support digital marketing are explained in the introduction. The study's literature review then focuses on dynamic pricing models and how they affect consumer behavior. The purpose of the study is to investigate how dynamic pricing affects gender-specific responses, purchase decisions, and consumer satisfaction. The primary data for the study were obtained through an online questionnaire method. One hundred respondents participated in the survey; three of them were excluded due to incorrect data entry. The responders are postgraduate students attending two distinct Keralan colleges. The study's statistical instruments included t-tests and descriptive statistics.

A study by Juyal (2018) evaluated the variables affecting consumers' online purchasing decisions. The article addresses the several facets of digital marketing in the nation as well as the market's size as a potential asset for digital marketing. Based on the numerous aspects of online purchasing, the literature study has categorized distinct sections of digital marketing studies. This paper provides a quick overview of the consumer behavior, consumer factor, and technical elements that are important to consider while selling products online. According to the study, online users can be divided into three categories: a. no intend to purchase online (WV), b. has intention but has never made a purchase (BR), and c. online buyer (BY). Using multi-stage sampling, the study's sample size of 500 people was determined from the districts of Dehradun and Haridwar. The literature research served as the basis

for the questionnaire's design, which included both new and pre-existing factors. The data gathering instrument produced satisfactory reliability results, and data collection was completed. The study's findings show that a range of customer concerns or issues have a big influence on online purchases. Online marketing can therefore be made to function better by providing discounts, additional information, and firsthand knowledge with past purchase instances.

Sharma and Gupta (2018) carried out a study that examined Mumbai consumers' attitudes on e-tailing. The literature review and introduction have provided a thorough description of how e-commerce businesses operate in the nation as well as the models of consumer perception that are now in use. The purpose of the paper is to evaluate the sociodemographic aspects impacting customer perception as well as to determine the factors affecting consumer perception. The methodology describes how the primary data from the surveys are used in the study. Based on the responses from the 290 samples that were chosen for the study, 260 samples were ultimately chosen for analysis. Purposive sampling is the method used by the study to choose its sample. The survey has five distinct categories, each on a five-point Likert scale, along with demographic data. The study employed ANOVA and t-statistics as statistical tools, and Cronbach alpha was utilized to assess the data's reliability. Convenience, risk, certainty, dependability, customized services, trust, and price benefits are the study's contributing components, all of which are essential to internet shopping. The results show that gender has little bearing on what customers perceive. On the other hand, certainty and dependability have a big influence on how people perceive different age groups.

Ranjitha and Jaykumar (2019) looked at how internet advertising affected customers' purchasing decisions. Digital advertising was the most recent and rapidly expanding form of advertising in the contemporary period, and it proved to be highly advantageous for business marketers. When comparing digital advertising to traditional media, it was advantageous. The study came to the conclusion that innovation, advancement, and technology brought about a number of changes in how people lived. One such change that was seen in the current situation was the new online purchasing method known as digital marketing.

Based on a review of the literature, Vivek and Kulkarni (2020) have concentrated on the goals of customer behavior in both online and offline modes and have determined the variables influencing online purchasing. 64 research papers were used in the study in order to meet its goals. The elements listed in the survey that encourage online shopping include simplicity of information retrieval, user-friendly websites, quick comparisons, time savings, helpline availability, simple checkout processes, and mobile-friendly shopping. Technology failure, privacy concerns, security concerns, trust issues, and a lack of transparency are the elements that are working against internet shopping. The conclusion shows that increasing the company's turnover can be achieved by implementing the elements that facilitate online buying.

The impact of the Covid-19 pandemic crisis on consumer purchasing behavior in the Indian market was ascertained by Harshal and Simran (2020). An analysis concentrated on how the epidemic affected consumer purchasing patterns in the Indian market. According to the survey, six out of ten consumers have moved to digital platforms and are implementing technological improvements for the security of themselves and their family. As a result, there was a significant variance in how people used digital media. There is a chance that soon after the lockdown expires and the number of instances declines, customers will resume their regular purchasing behaviors. Globally, the impact of changes in consumer purchasing behavior will lessen but not completely destroy people's lives.

PROSPERITY OF E-COMMERCE IN INDIA

According to the survey by industry body Assocham (The Associated Chambers of Commerce and Industry of India), India's e-commerce market, which stood at $2.5 billion in 2009, reached $8.5 billion in 2012 and rose 88% to touch $16 billion in 2013. The survey also estimated that the country's e-commerce market will soon reach $56 billion by next five year with the rise of online retail. India is gradually becoming the country with highest number of internet 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.

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As per data released by Telecom Regulatory Authority of India (TRAI), India's total internet subscribers stood at 238.71 million as of December 31, 2013. Due to high internet penetration in India, the adaptability of online shopping and better shopping experiences offered by the e-commerce websites among Indians have increased rapidly. As a result the numbers of internet users is expected to reach the figure of 700 million by 2019.

The key drivers in Indian e-commerce growth are:

Increased Usage of Internet - According to the Internet and Mobile Association of India (IAMAI), the Internet user base in the country stood at 190 million at the end of June 2013. With more and more people accessing the web through mobile phones, the Internet user base in the country is projected to touch 243 million by June 2014, a year-on-year growth of 28 per cent. The growth of Internet users has also led to a substantial growth of other digital industries such as e-commerce and digital advertising.

Rising Educational Level in Computer – The Government of India has put new horizontal efforts in the education of tools and techniques of computer studies. The students of urban areas, rural areas and business persons are attracted towards the advance computer technologies. The development of educational standards has enabled a great demand in the market.

Busy Lifestyle - The powerful influence of various social media tools such as Pinterest or Facebook allows consumers to organize their favorite items and segment it into themed collections to share it with others. This fuels personal expression in shopping and makes others reflect on their purchase decision.

Rising middle class with disposable income - With the rise of small and medium enterprises, foreign direct investment, and India's own powerful multinational corporations creating millions of new jobs, a new generation of globally-minded Indian consumers has been created. With growing job opportunities the income sources have also increased. Because of high spending power, customers are willingly able to pay for the products online.

Awareness of Products - People are aware of the availability of various products in the markets through the help of television, newspaper, website etc. Hence features can be known easily.

Easy to Find the Review of Products - It is quite easy to find the review of products by the help of online shopping. E–commerce has made it simpler to get information regarding the product and the customers can purchase the products after getting reviews and feedback of the product.

GROWTH OF E-COMMERCE IN INDIA:

- ❖ Online retailers would have to leverage technology to the fullest, and by developing strategies through analytics produced using big data will help in making customers feel special and increase brand loyalty.
- ❖ Cash on Delivery (CoD) accounts for up to 60 per cent of transactions, according to Internet and Mobile
- ❖ Association of India.
- ❖ The increasing adoption and use of Smartphone's enable businesses to collect large amount of data on
- ❖ consumers for utilization to do target-based marketing and advertising.
- ❖ Product and service feedback via social media channels have an impressionable effect on the minds of
- ❖ the larger customer base.
- ❖ It is necessary to create high quality and SEO-friendly ecommerce site for building long relationship with customers with exclusive content helps increase the profit volume ratio.
- ❖ The service of providing 24 hours chat assistance to give instance response and guidance to customers has raised the quality of online shopping experience.
- ❖ Mobile advertising route has the potential to increase online shoppers as they are more comfortable with using mobile devices for browsing and shopping, they are now more open to getting messages from brands via their mobiles.

CHALLENGES AND OPPORTUNITIES OF E-COMMERCE IN INDIA

The growth of ecommerce volumes in India is attracting the attention of players around the globe. India, the second most populous country in the world, is home to 1.2 billion people. India is a large and rapidly growing region with

a rising middle class, accelerating internet access and a staggering penetration of mobile phones. India is becoming increasingly attractive to businesses, especially to ecommerce firms that thrive on global and scalable business models.

There are five key challenges that e-commerce firms are encountering in emerging Indian markets.

Indian customers return much of the merchandise they purchase online : Ecommerce in India has many first time buyers. This means that they have not yet made up their mind about what to expect from ecommerce websites. As a result, buyers sometimes fall prey to hard sell. But by the time the product is delivered, they demonstrate remorse and return the goods. Though consumer remorse is a global problem, it is all the more prevalent in a country like India, where much of the growth comes from new buyers. Returns are expensive for ecommerce players, as reverse logistics presents unique challenges. This becomes all the more complex in cross-border ecommerce.

Cash on delivery is the preferred payment mode : Low credit card penetration and low trust in online transactions has led to cash on delivery being the preferred payment option in India. Unlike electronic payments, manual cash collection is laborious, risky, and expensive.

Payment gateways have a high failure rate : As if the preference for cash on delivery was not bad enough, Indian payment gateways have an unusually high failure rate by global standards. Ecommerce companies using Indian payment gateways are losing out on business, as several customers do not reattempt payment after a transaction fails.

Postal addresses are not standardized : If you place an online order in India, you will quite likely get a call from the logistics company to ask you
about your exact location. Clearly your address is not enough. This is because there is little standardization in the way postal addresses are written. Last mile issues add to ecommerce logistics problems.

Logistics is a problem in thousands of Indian towns : The logistics challenge in India is not just about the lack of standardization in postal addresses. Given the large size of the country, there are thousands of towns that are not easily accessible. Metropolitan cities and other major urban centres have a fairly robust logistics infrastructure. The problem with logistics is compounded by the fact that cash on delivery is the preferred payment option in India. International logistics providers, private Indian companies, and the government-owned postal services are making a valiant effort to solve the logistics problem. If someone could convert the sheer size of the problem into an opportunity, we might soon hear of a great success story coming out of the Indian logistics industry.

KEY POINTS FOR EFFECTIVE ONLINE SHOPPING

It must be Secure – Every customer wishes for safe and secure transactions during purchasing goods online. If the website is secure, customers will tend to purchase more from it. Secure Sockets Layer (SSL) is a standard security technology for establishing an encrypted link between the web server and a browser. E–commerce websites with the SSL certificate are able to prevent and protect the users' information when customers access their websites.

There must be Easy and Understandable Content – The website for online shopping should be in understandable language. The language should be kept simple while making the website, and if possible the
translation of the content must be given on the website in simple languages.

Effectiveness and cost-efficiency should be of concern – Internet marketing is one of the most effective and cost-efficient methods of advertisement. It is effective because it create a better chance to see the impact of internet marketing on your online business almost immediately. It is cost-efficient because the costs associated with starting a website, and then, using marketing articles or social media to establish an
online presence is minimal when compared to the costs of traditional forms of advertising.

Choose a reliable hosting provider – Do analyze and opt for the most reliable and cost effective choice of servers for your business. The most important things to measure while selecting are choosing a hosting provider that is tried and tested, guaranteed uptime, response times of the servers, security and the level of support and customer care provided.

Prompt Delivery and Quick Quality Services – The processing of delivery and quick quality services of the product is an important feature to make the online shopping websites better than others. It must be quick in regards of home delivery services and payment etc.

Improve business credibility through online branding – Internet marketing campaign will help your business increase product awareness and brand loyalty. Maintaining an online presence via internet marketing is a great way to keep up with the time and provide consumers with all of the opportunities they need 24 hours a day. As consumers browse the web, they may come across your business name or logo and become interested in what your business has to offer.

CONCLUSIONS

Indian e-commerce and online shopping together plays a significant instrument in making comprehensive growth and will definitely witness greater changes in the coming years. It is contributing to the economy in a significant manner and has gained its popularity due to the fast development in the area of information technology. Owing to the increasing internet population, it has become easier and simpler in dealing with the competitive market for better deals on product. However, along with development and changes in e-commerce, there are also security and privacy concerns among the customers. Hence, researchers in this field will need to study more on the security and critical issues relate to e-commerce.

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