

ROLE OF E-COMMERCE IN INTERNATIONAL BUSINESS (INDIAN CONTEXT)

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MBA (International Business Management)

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CERTIFICATE FROM THE GUIDE

This is to certify that the Project work titled "**ROLE OF E-COMMERCE IN INTERNATIONAL BUSINESS**" is a bonafide work carried out by **Mr. Sandeep Uniyal** a candidate for the MBA (INTERNATIONAL BUSINESS) of the University of Petroleum and Energy studies Dehradun under my guidance and direction.

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EXECUTIVE SUMMARY

A developing country can become industrialized and modernized if it can extensively apply IT to enhance productivity and international competitiveness, develop e-commerce and e-governance applications. An information-based society or knowledge based society is composed of IT products, IT applications in society and economy as a whole. Many countries in Asia are taking advantage of e-commerce through opening of economies, which is essential for promoting competition and diffusion of Internet technologies. The Internet is boosting efficiency and enhancing market integration in developing countries. The developed world has had a long lead over the developing countries in the telecom infrastructure. The world average of tele - density is 15 per cent compared to the developed world average of 55 to 60 percent. Same is true of PCs, Internet connections, and the number of Internet hosts. All these traditional indicators for India as seen above are still small. But the total numbers of Internet connections are large in absolute numbers. Large enough to have critical masses of 10 to 20 million make an impact on e-commerce and e-governance. In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India. The number of e-transactions will be large enough to sustain the Internet economy.

Chapter 1: INTRODUCTION

1.1 Overview

The bleeding edge for business today is e-trade. E-Commerce remains for electronic business. It means managing in products and administrations through the electronic media and web. Despite the fact that there is no standard definition for the term e-business, it is when all is said in done utilized as a part of the feeling of signifying a system for leading business through electronic means as opposed to through customary physical means. Such electronic means incorporate 'snap & purchase' routines utilizing PCs and in addition 'M-business' which make utilization of different cell phones, Tablets or PDAs. This term considers not simply the demonstration of buying merchandise and/ or benefitting administrations through an online platform additionally every single other activities which are connected with any exchange, for example,

- Delivery,
- Payment assistance,
- Supply chain and administration and so forth

E-business or E-business includes delivering on a business with the assistance of the web and by utilizing the data innovation like Electronic Data Interchange (EDI). All the more basically, E-Commerce is the development of business onto the World Wide Web. There is no single meaning of E-Commerce, it implies just business movement which is performed or connected to or bolstered by Electronic Communication. The impacts of e-business are as of now showing up in every aspect of business, from client administration to new item plan.

Innovation assumes an indispensable part in enhancing the nature of administrations gave by the specialties units. One of the advances which truly brought 'data insurgency' in the general public is Internet Technology and is relevantly considered as flourishing revolution after Green and Industrial upset.

The E-business Industry in India has progressed beyond anyone's expectations since its initial days. The move to web obtaining from customary acquiring has taken quite a while in the Indian market. E-trade incorporates purchasing and offering merchandise over Internet, as well as different business forms inside individual associations that backing the objective. Presently, the business is globalized and new players have involved the business sector space. The development in e- trade, increments quickly when remote organizations go into the e business.

In the present element situation, e-trade business sector gives generally a wide range of products and administrations to their clients at their home which gives the gigantic aid to the clients. Presently, there are numerous new organizations who independently or together open their business houses, select for e-trade efficient Homeshop-1, PlanetM, Flipkart, Snapdeal, Ja- bong, Naaptol, jungle and so forth and numerous.

1.2 Background

Electronic business (or e-trade) envelops all business led by method for PC systems. Advances in information transfers and PC advancements lately have made PC systems a fundamental piece of the financial base. More organizations are encouraging exchanges over web. There has been huge rivalry to focus on every last PC proprietor who is associated with the Web.

Globalization and the new 'computerized economy' together are having a real effect on the worldwide economy. National markets, incorporating in creating nations, have been influenced by changes in the worldwide financial environment, and further such changes will bear on to impact endeavors and subjects all through the globe. The effect of e-business for creating nations is at present mostly in the universal exchange part. Studies show that in the course of recent years the import and fare businesses have become essentially, and, accordingly, the effect of e-trade would be critical. E-business will likewise have a noteworthy effect on the administrations area as not just is this the quickest developing segment today, it is additionally the part with the best potential for offering digitized administration and exchanges. For a few nations this is of specific pertinence as the greater part of their laborers are utilized in the administrations area.

Specialists anticipate a promising and heavenly fate of e-business in the 21st century. In the anticipated future, e-trade will further affirm itself a significant instrument of offer. Effective e-business will transform into a thought totally indivisible from the web, in light of the fact that electronic shopping is getting to be more mainstream and common. At the same time rigorous competition in the circle of ecommerce administrations will fortify their development. Therefore common future patterns of ecommerce will be the development of Internet deals and movement.

1.3 Purpose of Study:

The reasons for present study are:

1. To comprehend the development of E-Commerce
2. To depict the calculated structure of E-Commerce in India;
3. To examine the present patterns of E-Commerce in India;
4. To inspect the boundaries of E-Commerce in India.

1.4 Advancement of E-commerce:

Business has advanced through the hundreds of years. Past to the development of cash it was the straightforward "trade process" where utilities/picks up/edibles are traded, say milk for grains. Advancement of money brought the idea of a "commercial center". In a commercial center, business is capacity of 4 P's – Product, Price, Place and Promotions. Each of these four segments assumes an imperative part in an exchange to happen. Distinctive mixes of 4Ps focus diverse manifestations of Commerce. Once the commercial center started to be, a couple of pioneers acknowledged that people would be prepared to pay additional in the event that they could convey items at the client's doorstep. A slight alteration on Price and Place prompted the accommodation of getting items at their homes. This idea enchanted the clients and hence, the idea of "Road Vendors" was conceived.

At the point when the Postal System started to exist the dealers chose to take advantage of new opportunity and began utilizing mailers giving depiction of their items. It prompted the idea of "Mail Order Cataloging". From here, the development of the "Tele shopping" systems was in this manner inescapable with the advancement of media vehicles. The most recent era of business is one that could be possible over the web. Web gives a virtual stage where venders and purchasers can come in contact available to be purchased and buy of merchandise and administrations. They can be a large number of miles separated, may fit in with diverse parts of the world, may talk distinctive dialects, "E-Commerce" rose as the limit less exchange Medium in the period of globalization.

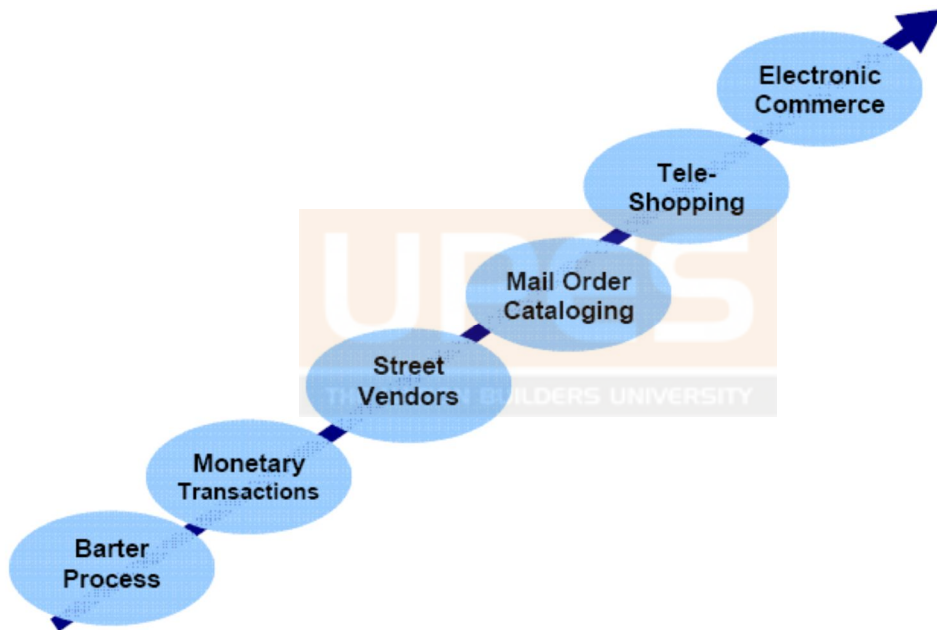


FIG-1.1 EVOLUTION OF E COMMERCE

CHAPTER 2: Literature Review

Today, in the quick rising innovation arranged business sector, e-trade has secured itself as an attainable and a reliable method for directing business. To place it in basic terms, e-trade means purchasing or offering of different items over the World Wide Web. With the broad development of the web, the volume of exchange through e-trade has adult exponentially throughout the years.

E-Commerce or Electronics Commerce is a technique of present day business which addresses the need of business associations, sellers and clients to lessen cost and enhance the nature of products and administrations while expanding the velocity of conveyance. It alludes to paperless trade of business data utilizing after ways.

Electronic Data Exchange (EDI)

Electronic Mail (email)

Electronic Bulletin Boards

Electronic Fund Transfer (EFT)

System based advancements and so forth.



FIG – 2.1 EDI SYSTEM

2.1 EDI

EDI remains for Electronic Data Exchange. EDI is an electronic method for transferring business archives in an association inside between its different offices or remotely with suppliers, clients or any backups and so on. In EDI, paper reports are supplanted with electronic records like word archives, spreadsheets and so on.

2.2 EDI Documents

Taking after are couple of imperative records utilized as a part of EDI:

- Invoices
- Purchase orders
- Shipping Requests
- Acknowledgement
- Business Correspondence letters
- Financial data letters

2.3 Ventures in an EDI System

Taking after are the ventures in an EDI System.

- A project creates the document which contains the handled record.
- The report is changed over into a concurred standard configuration.
- The record containing the report is sending electronically on system.
- The exchanging accomplice gets the record.
- An affirmation report is produced and sent to the beginning association.

2.4 Focal points of an EDI System

Taking after are the focal points of an EDI System.

Lessening in information passage mistakes Chances of slips are considerably less being use of PC in information entrance.

Shorter transforming life cycle - As requests can be transformed when they are went into the framework. This diminished the transforming time of the transfer documents.

Electronic manifestation of information - It is anything but difficult to exchange or offer information being in electronic configuration.

Lessening in research material - As part of paper reports are supplanted with electronic records there is immense decrease in printed material.

Savvy - As time is spared and requests are handled extremely effectively, EDI turns out to be profoundly practical.

Standard Means of correspondence - EDI implements principles on the content of information and its configuration which prompts clearer correspondence.

2.5 Plan of action

E-business has turned into a pattern which is quick infectious up as a lifestyle in numerous social orders the world over. Contingent on the sort and number of gatherings included, e-business can be separated into models, for example,

Business - to - Business (B2B)

Business - to - Consumer (B2C)

Purchaser - to - Consumer (C2C)

Purchaser - to - Business (C2B)

Business - to - Government (B2G)

Government - to - Business (G2B)

Government - to - Citizen (G2C)

Business - to - Business (B2B)

Site taking after B2B plan of action offers its item to a moderate purchaser who then offers the item to the last client. As a case, a wholesaler puts in a request from an organization's site and in the wake of accepting the committal, offers the finished item to last client who comes to purchase the item at whole



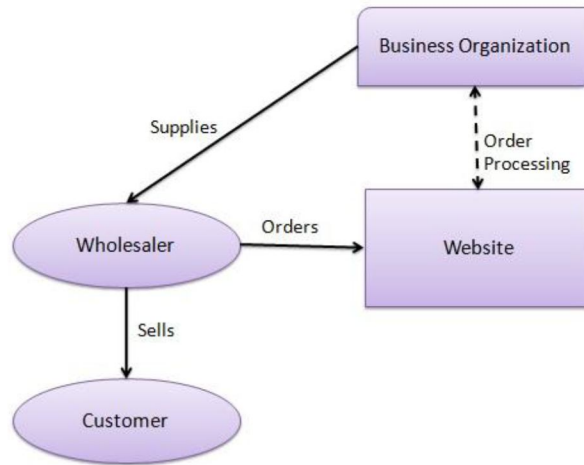


FIG 2.2 – B2B MODEL

Business - to - Consumer (B2C)

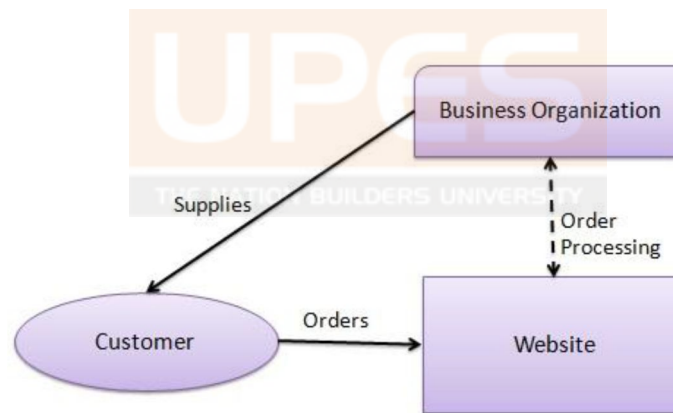


FIG 2.3 –B2C MODEL

Site taking after B2C plan of action offers its item specifically to a client. A Client can see items demonstrated on the site of business association. The Client can pick an item and request the same. Site will send a warning to the business association through email and association will dispatch the item/products to the client.

Customer - to - Consumer (C2C)

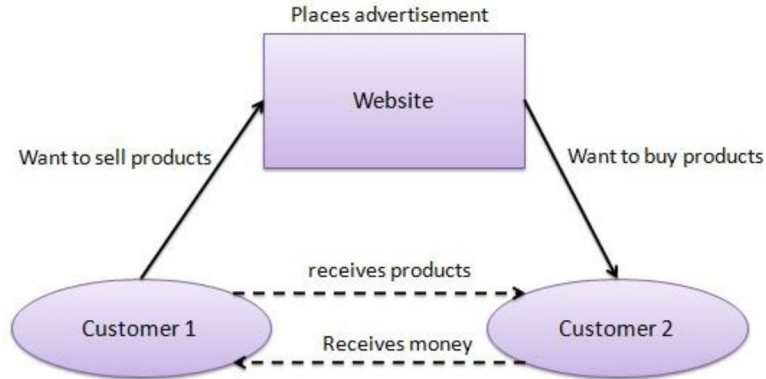


FIG 2.4- C2C-MODEL

Site taking after C2C plan of action helps shopper to offer their benefits like Residential property, autos, bikes and so forth or rent a room by distributed their data on the site. Site might possibly charge the customer for its services. Another shopper may select to purchase the result of the first client by survey the post/commercial on the site.

Customer - to - Business (C2B)

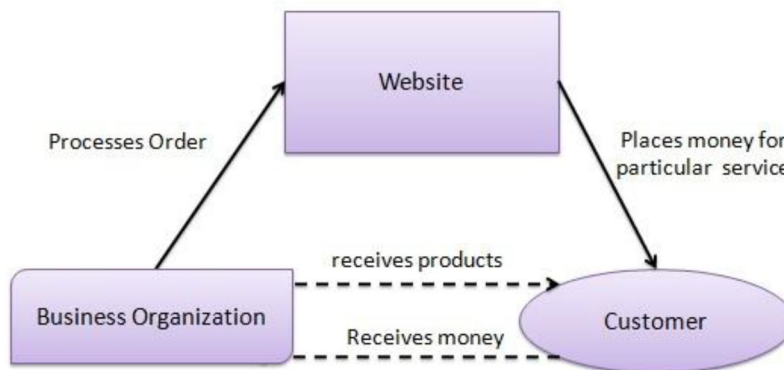


FIG 2.5 – C2B MODEL

In this model, a purchaser approaches site demonstrating various business organizations for a specific administration. Buyer puts an appraisal of sum he/she needs to spend for a specific

administration. For instance, correlation of premium rates of individual advance/ auto credit gave by different banks by means of site. Business association that satisfies the shopper's necessity inside indicated spending plan approaches the client and gives its administrations.

Business - to - Government (B2G)

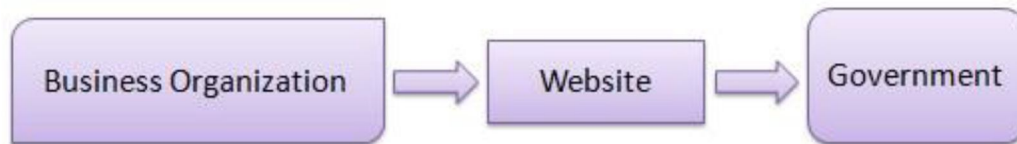


FIG 2.6 – B2G MODEL

B2G model is a variation of B2B model. Such sites are utilized by government to exchange and trade data with different business associations. Such sites are certify by the administration and give a medium to organizations to submit application structures to the legislature.

Government - to - Business (G2B)



FIG 2.7 – G2B MODEL

Government utilizes B2G model site to approach business associations. Such websites bolster barter, tenders, and application accommodation functionalities.

Government - to - Citizen (G2C)



FIG 2.8 – G2C MODEL

Government utilizes G2C model site to approach subject by and large. Such sites bolster barter of vehicles, apparatus or whatever other material. Such site likewise gives administrations like

enlistment to conception, marriage or demise endorsements. Principle destinations of G2C site are to lessen normal time for satisfying individual's demands for different taxpayer driven organizations.

For creating nations like India, e-business offers extensive open door. India is the seventh biggest by geological region, the second most transcontinental nation on the planet and third biggest reservoir of specialized human asset with quickest developing free market economy. Long back e-business in India was in embryonic leg, yet now its projections connote a blast.

The supporting framework for e-Commerce has developed essentially from what it was 10 years back. Web is the way to the improvement of e-Commerce and has become Pervasive in day by day life. Individuals now depend vigorously on web for exercises running from accessing email and scanning for data to staying in contact with companions. This float has been bolstered by decrease in the expense of PCs, and an inexorably aggressive shabby Internet Service Provider (ISP) business has helped fuel e-trade development in Asia's second most crowded country. Indian white collar class of 288 million individuals is equivalent to the whole U.S. shopper base. This makes India a genuine appealing business sector for e-trade.

N.Channae et al., in their paper titled "eventual fate of E-business in India" said the report, titled "Asia Pacific Online Retail Forecast, 2011 To 2016," has been issued by Forrester Research Inc. Examiner Zia Daniel Wider, with Steven Noble, Vicar Sega and Lily Varo.

Country	Sales in \$ Billion	
	2012	2016
India	1.6	8.8
Australia	23.2	35.4
Japan	63.9	97.6
China	169.4	356.1

Source: Forrester

FIG 2.9 – COUNTRY COMPARISON

A dish India report (2012) discharged by Com Score Inc. uncovers that web shopping in India has touched a development rate of 18 every penny and is just liable to become further. The report found that almost 60 every penny of nationals in India went to a retail website in November 2011, with the quantity of online customers expanding by 18 every penny in the previous year.

Investigating World Wide Web for "E-Commerce appropriation in India" "e-business in India" "E-Commerce and India" and "e-business and India" the accompanying writing has been finished.

Raven ET al. Compared India and China's strategies in reception of e-business. In light of the writing overview and optional information, the study inspected different variables impacting the improvement of e-organizations in the two nations. The variables inspected incorporate government strategy and center, existing innovation base administrative environment, experience and comprehension of business operations, and society, among others. The study infers that China gives off an impression of being in front of India in the framework, however India is ahead in e-status. Further, it expresses that both nations are balanced for quickly expanding e-business, on the other hand, issues of neediness and imbalance in the middle of urban and provincial network must be made plans to truly exploit e-business in both the nations.

Malhotra and Singh mulled over the components of Internet keeping money reception by banks in India. Board information of 88 banks in India covering the money related years 1997–1998 to 2004–2005 was gathered through CMIE (Center for Monitoring Indian Economy) database. Logistic relapse examination was utilized, the ward variable is clear with an estimation of 1 if a bank embraced Internet managing an account amid the study period and 0 generally. Autonomous variables included in the study are firm size, firm age, bank stores proportion, normal wages, costs (settled resources & premises), ROA (proportion of normal net benefits to normal resources), piece of the pie, normal number of branches, rate of banks received Internet keeping money. The consequences of the study demonstrate that Bank sort (Private), firm size, bank stores proportion, firm age, piece of the overall industry, normal number of branches, rate of banks embraced Internet managing an account and costs, are discovered to be imperative in appropriation choice. Pay and ROA are discovered to be irrelevant. This study adds to the experimental writing on dispersal of budgetary developments, especially Internet keeping money in Indian setting. The greater part of the study on appropriation of innovation was identified with created markets like US and Europe, this study is a vital impact to developing writing as it managed the issue of innovation reception in creating nation setting.

Study by Trader and Vaidya inspected the components that focus the hierarchical slant to embrace E-Commerce (EC). The study proposes a system in view of the subjective information on four money related firms in India gathered through numerous contextual analysis outline. Up close and personal meeting was utilized to gather essential information and existing database, organization records, press reports and sites are utilized to gather optional information. The system depicts two expansive components authority attributes and authoritative qualities to clarify the impact of hierarchical elements on the penchant to utilize EC innovations. The study found that both authority and hierarchical trademark impact EC selection. It makes that authority qualities impact appropriation of EC advancements in unified association and authoritative attributes impact EC selection in de-brought together association. The study additionally found that attributes of Information Systems expert and association structure impact EC appropriation.

Ephraim Turban et al in his book 'Data innovation for administration', characterizes E-business as the methodology of purchasing, offering, exchanging, or trading items, administrations, or data by means of PC system, including the web.

Dr. Roger Clarke, Principal, Camas Consultancy Pt. Ltd., Canberra said that Electronic business is a helpful general term for "the behavior of business with the support of information transfers and information transfers based devices" and characterizes Electronic trade as "the behavior of trade in products and administrations, with the aid of information transfers and information transfers based apparatuses"



Dosing (September, 2002) 'e-business Issues of Policy and procedure for India' given a perspective that-trade in India incorporates three ranges:

(I) Software trades

(ii) Web-empowered administrations

(iii) e-business and e-exchange.

- The issue is not whether the Internet ought to be directed, but rather how.
- Certifying and validation powers that need to come up as a continuation of the IT Act need to be completely operational early.
- These steps need to be coordinated by sorting out the issues of security and installments. Managing an account laws and regulations consequently need to be acclimated to the new configurations and prerequisites so that electronic store exchanges and Visa society develops and sets

2.6 Gap in literature

A portion of the infrastructural barricades in charge of moderate development of ecommerce in India are as per the following. Some of these even present new business opportunities.

- Lack of IT approaches and successful digital laws
- Lack of trust among clients: You need to convey the item, protected and secure, in the hands of the right fellow in ideal timeline. Customary post doesn't offer a palatable administration level. Messengers have high charges and constrained scope. At first, you may need to take protection for high esteem transported articles expanding the expense.
- Indian individuals (particularly females) have penchant to deal the items, which is not plausible in Ecommerce.
- Different nearby dialects and social elements
- Lack of mindfulness and comprehension of the estimation of e-trade
- Continuous change in innovations, developing new advancements
- Not beyond any doubt of item quality
- Need to sit tight for conveyance once item is requested subsequent to generally spread locales
- No huge rebates on the items to buy
- Shipping expenses are high because of huge land region
- Security. Guaranteeing security of installments and protection of online exchanges is vital to the broad acknowledgement and appropriation of e-business.
- Internet expenses: To rely on upon rate, data transmission of web (Approximately around 1.6 million family units associated with the Internet)

- Financial expenses – for putting away data, persistent change of advances, handling requests
- Taxations: Octopi, section duty, VAT and bunches of state particular structures which go with them.



Chapter 3 Research Methodology

Scholarly writing to pick up knowledge into 'E-Commerce in India' is explored. Along these lines, different articles, diaries, books, sites and so forth has been utilized to study the advancement, applied system, definitions, key players, present patterns (identifying with web infiltration, development prospects, methods of installments favored and so on.), future prospects and obstructions of E-business.

The goals of present study are:

1. To comprehend the advancement of E-Commerce
2. To portray the reasonable system of E-Commerce in India;
3. To break down the present patterns of E-Commerce in India;
4. To analyze the obstructions of E-Commerce in India.

To meet the target of the study distinctive strategy is being embraced, information is being assessed and dissected

The fast development of e-business in India

Over the period, mounting internet and cell telephone entrance has changed the way we impart and do business. E-trade is nearly an original notion. It is, at present, intensely slanted on the web and versatile phone revolution i.e. Data innovation upset to in a far-reaching way alter the mode organizations achieve their customers. While in nations, for example, the US and China, e-trade has taken considerable strides to accomplish offers of more than 150billion USD in income, the industry in India is, still at its earliest stages. However over the recent years, the division has grown by just about 35% CAGR from 3.8 billion in 2009 to an expected 12.6 billion in 2013. Industry studies by IAMA2 I show that online travel rules the e-commerce industry with an expected 70% of the market offer. Nonetheless, e-retail in both its shapes; online retail and business sector place, has turn into the quickest budding sector, increasing it's impart from 10% in 2009 to assessed 18% in 2013. Calculations based on industry benchmarks estimate that the quantity of bundle registration e-business entrances surpassed 100million in 2013. In any case, this share represents a miniscule extent (less than 1%) of India's aggregate retail market, but is balanced for proceeded with development in the nearing years. On the off chance that this strong growth continues through the following couple of years, the size of the e-retail industry is ready to be 10 to 20 billion USD by 2017-2020. This growth is unsurprising to be driven by increased consumer-drove buys in durables and electronics, array and accessories, besides customary items such as books and sound visuals.

Numerous e-business locales added to their portable applications, which are continuously trading PCs for electronic shopping. The insights taken from IAMA-IMRB shows that, in 2013, just

10% of the versatile clients used smart telephones, and just 5% of the e-Commerce exchanges were made through a cell phone. This figure has dramatically multiplied, and more than 13% of all ecommerce transactions today happen by means of versatile.

Some reports also says that more than 50% of the requests are being set through versatile applications, which is prompting noteworthy customer acquisition as well as building client faithfulness for different brands. Then again, most versatile exchanges so far are for excitement, such as booking motion picture tickets and music downloads. This improvement will change soon with more and more things being requested on the web.

3.1 INDIA's PROSPECTS IN E-COMMERCE:

1. Open door FOR RETAILERS: A retailer can spare his presence by connecting his business with the on-line dissemination. Thusly, they can make accessible much extra data about different things to the shoppers, meet electronic requests and be in contact with the buyers constantly. Accordingly, E-Commerce is a decent open door.

2. Open door FOR WHOLE SALERS/DISTRIBUTER: In the realm of Ecommerce the presence of the wholesalers is at the most serious danger in light of the fact that the maker can undoubtedly disregard them and offer their products to the retailers and the purchasers. In such a circumstance those wholesalers can exploit E-Commerce who are fit for creating foremen with presumed makers and connecting their business with the on- line.

3. Open door FOR PRODUCERS: Producers can take points of interest of e-business by connecting themselves with on-line, by giving better data about their items to alternate connections in the business chain and by a having a brand character.

4. Open door FOR PEOPLE: As more individuals are getting connected with E-business, the interest for focus giving web office or digital bistro is additionally perpetually expanding. Henceforth, the individuals who wish to exploit it can build digital and have their advantages.

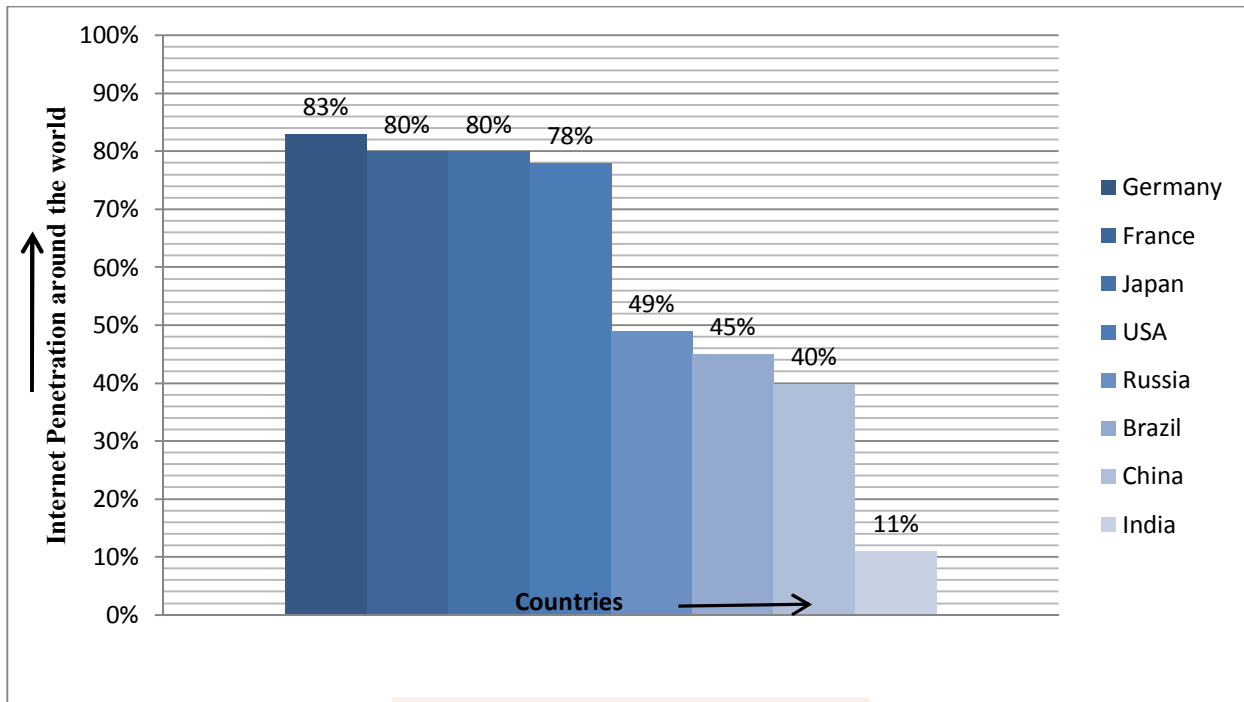
3.2 Crucial components for development of E-Commerce in India:

- Customer accommodation: By giving Cash on conveyance installment alternative administration to clients. Substitution surety: Should be Offers 30 day substitution certification to their clients.
- Reach: Enabling versatile fit locales and supporting M-Commerce administrations.
- Location based administrations: Since clients nowadays are dependably moving, advancing the right item at the ideal time and area turns into an essential angle
- Multiple installment choice: standard MasterCard's, platinum cards and bank installments alternative ought to be there.
- Right substance: Getting the right substance and focusing on clients with fresh and significant data is of most extreme significance to clients moving.

- Price correlation: Providers offering moment value examination are very prominent amongst the cost cognizant clients.
- Shipment alternative: Low cost shipment ought to be there. The comfort of gathering requests post work while returning home ought to be there.
- Logistical difficulties: In India, the topographical spread tosses logistical difficulties. The sort of items being offered by suppliers ought to focus the logistics arranging.
- Legal difficulties: There ought to be lawful prerequisite of creating receipts for online exchanges.
- Quick Service: Timely administration gave by the organization.
- Terms and condition: T & C ought to be clear & practical.
- Quality: The item quality ought to be same as demonstrated on the entry.
- Customer consideration focus: A committed 24/7 client consideration



CHAPTER 4: DATA ANALYSIS AND FINDINGS



Source: Internet World States (June 2012) FIG 4.1 – INTERNET PENETRATION

Web infiltration in India was 11.4% as of June 2012, one of the most reduced around the world. China's current web client base and infiltration levels in India are like those of China's in 2005, when the nation crossed the 100 million client mark. The Chinese net national population has more than since quadrupled, driven by positive approaches, e.g., its 2006-2020 National Informatisation Development Strategy and its Eleventh and Twelfth Five-Year Plans.

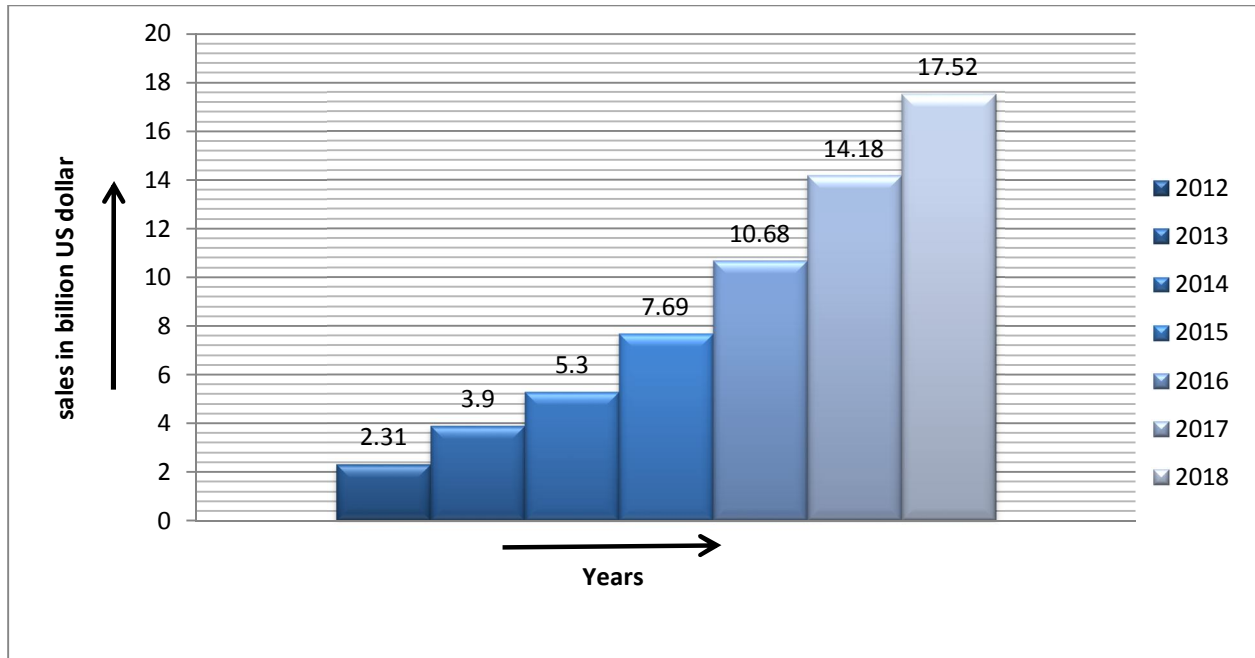


Fig: Retail E-commerce sales in India between 2012 -2018(billion US dollar)

FIG 4.2 – SALES CHART



The statistics gives information on retail E-commerce sales in India between 2012 and 2014 and provides a forecast until 2018 .In 2013, retail e-commerce sales amounted to 3.59 billion US dollar and are projected to grow to 3.59 billion US dollar in 2018

4.1 BARRIERS:

Obstructions to e-trade in creating nations

We dissect e-trade obstructions as far as three classifications of negative criticism frameworks: financial, sociopolitical and cognitive [19–21]. While financial and sociopolitical elements concentrate basically on the natural attributes, the cognitive part reflects authoritative and singular practices. Apparently, for the introductory reception of e-business in creating nations, the cognitive segment assumes a more conspicuous part [22]. As associations acclimatize refined e-trade hones, ecological elements assume more basic parts [22].

4.1.1. Financial hindrances

Positive financial criticism happens in the vicinity of expanding comes back proportional [19]. Exploration has recommended that a moderate Internet dissemination in creating nations has prompted a low IT business quality measured by execution and profitability [23, 24]. Hindrances connected with the absence of economies of scale in little creating nations are generally perceived. A study found that little sizes of numerous Caribbean countries repressed the improvement of —clustersl for the IT business [25]. Another study discovered unfriendly scale impacts in the Tanzanian e-trade industry [26].

Moderate Internet dissemination in creating nations can be credited to market and infrastructural components controlling the accessibility of ICTs [27]. In Tanzania, for case, an absence of electrical supply, a low teledensity and an absence of obtaining force brought about a low country Internet utilization [28]. Also, producers of ICT items concentrate on vast wholesalers [29] regularly situated in created nations for their offering starts.

Inaccessibility of MasterCard's is additionally a significant obstacle [28, 30–32]. Past studies have discovered such issues for B2C e-trade in Russia, India and Latin America [33, 34]. In Asia, 35–40% of exchanges are money based [32]. Different parts of money related frameworks are likewise immature [35]. In the Caribbean, nearby banks don't prepare online Visa exchanges [25] or different manifestations of electronic installment frameworks [36]

The Internet is likewise less alluring for customary monetary segments (e.g., horticulture) that record for a noteworthy extent of building up nations' economies. Case in point, a study demonstrated that cost funds from e-trade – as a percent of aggregate data costs – is 2% for firms in conventional parts, for example, coal contrasted with 40% in electronic segments [37].

Quick development of e-trade in the US can be ascribed to framework as of now set up and a simple accessibility of a physical conveyance framework. Such frameworks are more uncommon in creating nations [33]. In the Caribbean locale, logistics difficulties are among significant obstructions to e-trade dispersion [36]. It is troublesome for little creating nations to draw in FedEx and UPS to give conveyance administrations [30]. At long last, data transmission accessibility is low in creating nations [38]. A lower transmission capacity implies that a more extended time is expected to exchange information and subsequently a lower relative focal point of the Internet.

4.1.2. Sociopolitical obstructions

Sociopolitical obstructions can be clarified regarding formal and casual establishments [39–41]. They frequently have a tendency to be more troublesome and lengthy to overcome than mechanical obstructions [42–45]. Social obstructions are connected with casual organizations. In Asia, individual connections are critical in organizations and unknown online connections undermine secured interpersonal systems [46]. Inclination for individual eye to eye interchanges

over messages and priority of secured connections over the Internet's between individual effectiveness additionally conflict with e-business [47].

Political obstructions are connected in a sorted out path by formally named gatherings. Numerous creating nations need laws that give lawful legitimacy of advanced and electronic marks (DES) [48]. Some creating nations regard ICT items as extravagance things and force import obligation, surtax, worth included duty, deals charge, and so on [49]. Powerless formal organizations likewise lower buyer confide in e-business and ability to purchase online [35].

The writing gives inexhaustible proof that legitimate boundaries are among real preventions to e-trade in the creating scene. A review led among Brazilian buyers showed that the low e-trade selection rate was identified with government regulations, for example, worry about protection and security, absence of business laws for e-business, lacking legitimate insurance for Internet buys and concern over Internet tariff [42]. Similarly, in China, an absence of 'transactional and institutional trust' identified with the powerless principle of laws was a real hindrance to e-business [46, 50].

4.1.3. Cognitive boundaries

Cognitive elements are identified with mental maps of people and hierarchical leaders [51]. Some analysts contend that cognitive boundaries are a larger number of genuine than different classes of hindrances in creating nations [49]. Numerous impacts, for example, insufficient mindfulness, learning, aptitudes, and certainty serve as cognitive criticisms. Case in point, the top administration's from the earlier assessment impacts cognitive predisposition toward e-business [19]. In creating nations, associations' human, business, and innovative assets, an absence of mindfulness and comprehension of potential open doors, hazard avoidance and dormancy frequently prompt a negative cognitive evaluation of e-trade [7, 22, and 26].

Shopper's absence of mindfulness [52] and learning of e-business advantages and their absence of trust in administration suppliers have additionally frustrated e-trade. Case in point, in Latin America, a low rate of MasterCard utilization can be ascribed to the —lack of trust in than absence of access to the Visa framework [34]. Another review found that the level of trust in the postal system for a bundle worth US\$100 was firmly related with GNP every capita [53]. In like manner, concerns identified with postal robberies were among real hindrances to e-trade in Trinidad [25].

A last thought with cognitive obstructions is identified with general and PC absence of education and an absence of English dialect aptitudes [30]. Note that most programming, human-PC interfaces and substance on the Web are in English

Assessments propose that 50% of the populaces of creating nations can't talk an authority dialect they could call their own nation [35]. An absence of ability in English dialect has in this manner been a significant inhibitor among non-English- talking shoppers, particularly the more seasoned era [46]. In Slovenia, 75% of the populace familiar with English utilized the Internet contrasted with just 1% of non-English speakers [44]. The quantity of destinations in dialects, for example, Quechua (10 million speakers in Bolivia, Ecuador and Peru) or Ibo (15 million speaker in Nigeria) —can be depended on the fingers of one hand—and none offer intuitive features [44].

4.1.4 INFRASTRUCTURE hindrance

Logistics

E-Commerce Logistics Models

In created economies, e-trade logistics speaks to the most recent enormous driver of progress in logistics and physical dispersion systems, which have advanced considerably in the course of recent years or something like that. Presently, it remains the case that as e-trade keeps on growing, most shippers, especially multi-channel shippers, are still just barely starting to work out what this will involve for their circulation system frameworks.

Advancement of Logistics

From a conveyance property point of view, this development has gone through different general stages and extensively in the timetable as takes after:

- In the 1970s, most retail locations were renewed by direct conveyances from suppliers or wholesalers.
- In the 1980s, retailers began to concentrate their store conveyances through new appropriation focuses which they controlled.
- In the 1990s, worldwide sourcing (for non-sustenance items) took off, with numerous retailers creating import focuses to get and handle basically containerized imports.
- From around 2000, e-trade started to quickly grow with unadulterated play (web just) retailers driving the path in build network.

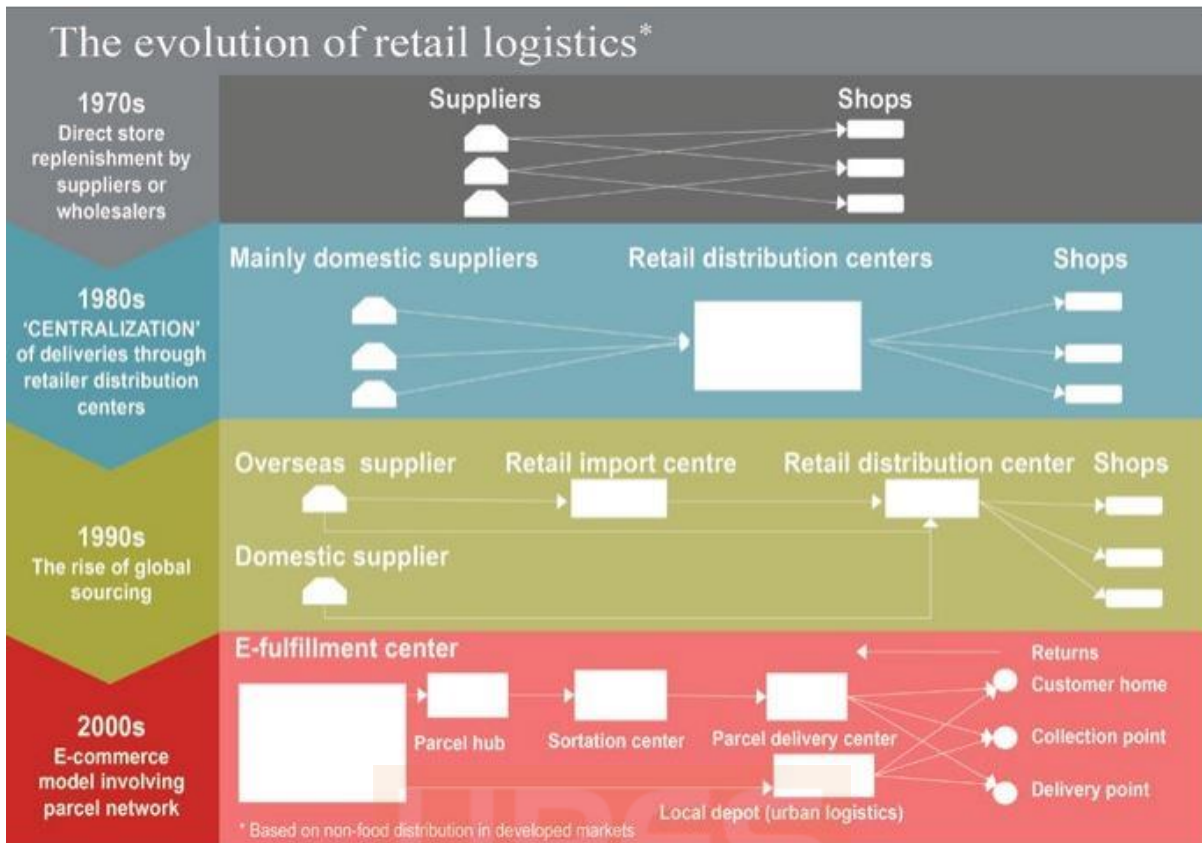


FIG 4.3 – EVOLUTION OF RETAIL LOGISTICS

4.1.5 E-Commerce Logistics in Developed Markets

In created economies the development of online retail has been stronger in divisions, for example, style, electrical and ICT merchandise, rather than sustenance.

In the previous, where acquired things are commonly dispersed by means of a postal, bundle or cargo system, e-business logistics models have prompted a wave of new interest for four particular sorts of logistics capacities:

1. Mega e-satisfaction focuses where the stock is loaded and picked at thing level. These offices, which are either worked by the retailer or a logistics administration supplier, are commonly 500,000 sq. ft. to one million sq. ft. in size, or much bigger. They regularly work 24/7.
2. Parcel center points/sortation focuses which sort arranges by zip or post code so they can be conveyed to the significant package conveyance habitat for last conveyance to the client's home or assigned accumulation point.
3. Parcel conveyance focuses which handle the 'last mile' conveyance to the customer Auto update for installments.

4.1.6 E-trade logistics models: A radical movement from regular logistics

The solid rise of e-commerce will place a colossal weight on the supporting logistics functions. The suggestion of e-business to the client is in offering an almost infinite mixed bag of decisions spread over a tremendous geographical range. Firms cannot contend exclusively in light of sheer volumes in today's ever-evolving, information symmetric and globalized world of e-trade. Rather, the realm of rivalry has moved to conveying to perpetually shortening conveyance auspiciousness, both consistently and typically. Negligible or zero conveyance costs, doorstep delivery, traceability arrangements and convenient reverse logistics have turned into the most important components of separation for providers. While the current logistics challenges relating to assembling and distribution of customer products and composed retail are well-known, the requests of e-trade raise the associated complexities to a different level. E-trade retailers are well aware of these difficulties and are cognizant of the need to put resources into capital and operational resources.

4.1.7 INDIA'S PROSPECTS IN E-COMMERCE

1. **Open door FOR RETAILERS:** A retailer can spare his presence by connecting his business with the on-line conveyance. Thusly, they can make accessible much extra data about different things to the customers, meet electronic requests and be in contact with the buyers constantly. Along these lines, E-Commerce is a decent open door.
2. **Open door FOR WHOLE SALERS/DISTRIBUTER:** In the realm of Ecommerce the presence of the wholesalers is at the most serious danger on the grounds that the maker can undoubtedly disregard them and offer their products to the retailers and the buyers. In such a circumstance those wholesalers can exploit E-Commerce who are fit for building foremen with presumed makers and connecting their business with the on- line.
3. **Open door FOR PRODUCERS:** Producers can take favorable circumstances of e-business by connecting themselves with on-line, by giving better data about their items to alternate connections in the business chain and by having a brand character.
4. **Open door FOR PEOPLE:** As more individuals are getting connected with E-business, the interest for focus giving web office or digital bistro is likewise always expanding. Consequently, the individuals who wish to exploit it can build digital and have their advantages.

4.1.8 Key elements for development of E-Commerce in India

- **Customer comfort:** By giving Cash on conveyance installment choice administration to clients. **Substitution assurance:** Should be Offers 30 day substitution certification to their clients.
- **Reach:** Enabling versatile skilled destinations and supporting M-Commerce administrations.

- Location based administrations: Since clients nowadays are dependably moving, advancing the right item at the perfect time and area turns into a vital perspective
- Multiple installment choice: standard Master cards, check cards and bank installments alternative ought to be there.
- Right substance: Getting the right substance and focusing on clients with fresh and pertinent data is of most extreme significance to clients moving.
- Price correlation: Providers offering moment value examination are very prevalent amongst the cost-cognizant clients.
- Shipment alternative: Low cost shipment ought to be there. The accommodation of gathering requests post work while returning home ought to be there.
- Logistical difficulties: In India, the topographical spread tosses logistical difficulties. The sort of items being offered by suppliers ought to focus the logistics arranging.
- Legal difficulties: There ought to be lawful necessity of creating receipts for online exchanges.
- Quick Service: Timely administration gave by the organization.
- Terms and condition: T & C ought to be clear & reasonable.
- Quality: The item quality ought to be same as demonstrated on the entrance.
- Customer consideration focus: A committed 24/7 client consideration focus ought to be there.



CHAPTER 5

5.1 Conclusion and Recommendation

A few critical phenomena are connected with e-business. E-Commerce has unleashed yet another insurgency, which is changing the way organizations purchase and offer items and administrations. New approaches have developed. The part of geographic separations in framing business connections is decreased. E-Commerce is the eventual fate of shopping. With the sending of 3G and 4G remote correspondence innovations, the web economy will keep on growing vigorously. In the following 3 to 5 years, India will have 300 to 400 million web clients which will approach, if not surpass, huge numbers of the created nations. Web economy will then get to be more important in India. With the fast development of web, E-business is situated to assume an essential part in the 21st century, the new open doors that will be tossed open, will be available to both vast organizations and little organizations. The part of government is to give a legitimate system to E-Commerce so that while local and global exchange are permitted to grow their viewpoints, essential rights, for example, security, licensed innovation, aversion of extortion, buyer insurance.

The most essential figure that is important developing e Commerce in India – Trust. In the event that we take a gander at the Indian setting, I feel that there is a general absence of trust in the middle of retailers and clients. Shoppers don't believe the retailers on the grounds that they feel that they are either being over charged or that they wouldn't have the capacity to get proper level of client administration once the deal is finished. Retailers don't believe the clients in light of the fact that they feel that the clients will take each chance to abuse the arrival or trade arrangements. It is my sentiment that this general absence of trust is the essential hindrance that is hindering the development of e Commerce inside India. Here are a portion of the down to earth strategies that online retailers can utilize to enhance this level of trust and assemble a domain where clients feel safe in clicking that "Continue to Checkout" catch.

1. Client Reviews

Today's clients are putting less trust on site advertising messages and getting to be more affected by suggestions from other individuals. Client's trust for an online retailer will increment if the retailer offers a capacity to let clients impart their positive and negative audits about items or sellers. The key is to not "direct" the negative audits on the grounds that by permitting clients to post negative surveys, it will really upgrade the validity of the retailer and also different surveys. Clearly, any foul dialect needs to be directed yet any certifiable issues with the items or sellers must be posted alongside the positive surveys.

2. Clear dispatching and conveyance duty

At the season of setting up items available to be purchased, clear sending and taking care of time must be connected with the item. This data ought to be shown reliably on all item pages so that client's desires around transportation timetable can be plainly set.

3. Investigation & Personalization

Albeit customized item proposals and substance don't specifically build client's trust, they do show to the client that the online retailer is endeavoring in comprehension the client's individual needs and is following up on them. This verifiably enhances the solace level that the retailer is looking to offer items as well as is making a legit endeavor in building association with the client.

4. Operational Reporting & Dashboards

Online retailers must put resources into solid operational reports that give cautions and measurements on requests that have a danger of missing the administration level that was guaranteed to the clients. In the event that you have as of late actualized an e Commerce stage, odds are that on occasion requests will get "stuck" in different states. In this manner, it is critical to create edges around to what extent ought to requests stay in different states, (for example, "Handling for Payment", "Planning for Shipment" and so on.) and after that fabricate mechanized alarms when requests surpass these limits.

5. Merchant Penalties

In the Indian setting, lion's share of the e Commerce locales, work in a "drop-boat" model. This suggests that the online retailer doesn't physically stock the merchandise, and rather depends on outside sellers to specifically transport the stock to client's home. For this situation, it is greatly basic to situated clear SLA's on to what extent will it take the merchants to ship the requests. There ought to be money related punishments incorporated with the agreement if the merchants miss the administration levels. Likewise, there ought to be punishments if the sellers get unnecessary negative surveys from clients.

6. Value Match Guarantee

A Price Match Guarantee (PMG) is a store strategy which qualifies a client for a discount of the contrast between the store's asking cost and a contender's cost. It cannot just help manufacture trust with the client. It can likewise help decrease value rivalry crosswise over online retailers. This may sound strange yet it is a standout amongst the most talked about illustrations in "Diversion Theory" and it has really helped retailers in US to stay away from direct value wars. Take for instance a firm like Circuit City that has a value match ensure, which looks great to a buyer. Be that as it may, that ensure truly permits Circuit City to charge higher costs subsequent

to contenders will be disheartened from setting a lower value that Circuit City just will coordinate when it should.

Very much prepared call focus as of late called Airtel client administration to add Blackberry administration to my wireless. There was an issue with their robotized informing framework that was guiding me to a wrong gathering inside Airtel. In the wake of calling 9 times, I surrendered on the grounds that each specialists that I addresses had the same scripted reaction that I ought to get back to again and press alternative 2. The point I am making is that in spite of the fact that it is essential to prepare the call revolve operators around particular client administration issues, what is considerably more critical is that the call focus specialists be prepared to have great critical thinking abilities, and they ought to be enabled to claim the issue determination from end to end.

7. Extortion Protection

Not just ought to an online retailer guarantee that the fitting security declarations are setup to handle checkout related exchanges, the delicate client and installment data ought to be put away in a scrambled organization. The informing on the site ought to unmistakably show that the checkout methodology is totally secure. What's more, there are outsider Fraud discovery administrations accessible that help signal possibly false exchange based upon Master card utilization speed and different parameters. These administrations would not just help lessen the charge card charge-backs for the retailers, however will likewise enhance the conviction that all is good and trust with clients.

8. Proactive, auspicious correspondence

Is it accurate to say that we are there yet? In the event that you have gone on a lengthy commute with children, odds are that you have been posed this question. It is human instinct to expect opportune correspondence, particularly when they are sitting tight for something that they have officially paid for. The retailers ought to guarantee that each and every notice on the request creates a caution for the client. Likewise, if the request sits tight in a particular state for a time span longer than what was guaranteed to the client, an email ought to be consequently sent to the clients to make them mindful of the postponement. In the event that the deferral is longer than a couple of days, client ought to be reached through telephone and requested endorsement for the postponement or given an alternative to scratch off the request.

9. Charge when request shipment

Clients feel considerably more agreeable on the off chance that they realize that they will just get charged once the request boats. At present, a considerable measure of retailers charge, the client's Master card promptly when client submits the request. Then again, they ought to consider approving the sum at the season of request and just charge the card once the request boats. This

will likewise minimize any need to discount the sum back to the client on the off chance that the request needs to be crossed out for any reason.

10. Self Service Capabilities

The more online self-administration abilities (e.g. request retraction, adjustments) retailers can give to the clients, it won't just help decrease the call focus cost, however will likewise construct more certainty with the clients. Clients will feel all the more in control on the grounds that they wouldn't need to go through 10 minutes with a call focus operators to clarify the issue – rather, they can straightforwardly resolve the issue on the web.

11. Ongoing stock overhauls & wellbeing stock

Retailers must put resources into building computerized abilities that stay up with the latest record of the amount of stock is accessible for every one of their items. Items should quickly get to be distracted for buy from the site when the stock reaches beneath the wellbeing stock. Wiping out client arranges because of absence of stock is a circumstance that all retailers must maintain a strategic distance from on the grounds that this not just disappoints the clients, it drops their trust in the retailer's capacity to stay faithful to their commitment.

E-Commerce will see a huge development in India. In any case, the gorge between the early adopters of e Commerce and the ones who are holding up must be crossed by building a solid level of trust with our clients – and winning them, one client at once.

5.2 The Future of E-Commerce

E-Commerce is the fate of shopping. Consequently, it would be able to quote, "The future is here. It's fair not broadly dispersed yet"-William Gibson

The Internet economy will keep on growing powerfully; Internet clients would purchase more item and purchase all the more oftentimes online ; both new and created organizations will harvest benefits online; and...

- Safer Online Payment Systems: As the Internet turns into a more secure spot to execute, the amount spent by the Internet Users online is certain to increment. Those anxious of revealing their Visa and bank points of interest would be dynamic online customers. The Internet clients are required to purchase top of the line items like car, property, home durables on the web.

- Customization of substance and offerings: As the web clients develop, the interest for customization will increment. The substance would receive the local flavors. More corners will be framed, looking for offerings made for them and substance that meets their necessities.

- More number of customers from Non-Metros: Currently, taking after the spread of users coming from Metros and Non-Metros.
- Expanding User Base: Going at the current rate of development in the Internet clients transacting online, the client base for E-Commerce is required to rise extend exponentially. A huge part of the Internet populace is less than 35 years old years and is progressively moving northwards to the extent the acquiring force is concerned. The uncanny way of this fragment "to utilize now and pay later" is going to have critical impact later on development of ecommerce business. Be it picking new stocks or new garments, discovering an occupation or a spouse, the web method for doing things will pick up priority.



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