CHAPTER 5
FINDINGS
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5.1 BACKGROUND:

The online marketing system is adsorbing the new technological approach in-order to cope with international markets and a vast growing Indian consumer market. Since e-business scenario is recent in Indian market therefore it is necessary to understand the overall Indian market evolution. There is significant scope for online retail players to focus on new product delivery models and payment mechanisms since customers are facing problems with the options available. The online retail market presents an attractive opportunity for entrepreneurs since it is growing rapidly and still forms only a miniscule portion of organized retail. The present chapter discusses the finding of the research study. This chapter explains the ‘Model’ presented by the researcher as well as the misconceptions about E-commerce industry in India.

5.2 INTRODUCTION:

The E-commerce industry is still in its primary stage in India. The first E-commerce website was (www.fabmart.com) launched in 1999. It ran for just sixteen years. Although E-commerce industry strikes a tremendous growth rate in India. Many factors play a significant role in it for instance business strategy, website interaction, security features, payment system, changing buying behavior, customer care support, cost effectiveness, globalization, education enhancement, economy, empowerment and Internet growth.

5.2.1 The Business Strategy factor makes the highest impact over the growth of E-commerce industry in India and the least impact on Demographical Issues and tax benefits of E-commerce websites in India.

5.2.2 Novel types of payment systems help in India, like cash-on-delivery; it has also helped the expansion of the E-commerce industry in India.

5.2.3 In India people are less concerned about the privacy and security features provided by E-commerce website.
5.2.4 The research finds that Indian customers are less likely to trust new E-commerce websites or companies.

5.2.5 Indian people were attracted by the ‘ABCD’ concept while buying products. The ‘ABCD’ concept is: A = Astrology, B= Bollywood, C= Cricket, D= Discount. Many E-commerce companies believe that attaching this concept with their product or products helps to generate more sales in the Indian market.

5.2.6 The economic growth of India in the last decade helped to growth E-commerce industry more rapidly.

5.2.7 A spike in English usage and education sector indirectly helps to grow the E-commerce industry more rapidly.

5.2.8 The E-commerce industry is currently worth around Rs.16 billion in India. But there still is no separate law for E-commerce industry. At this time the IT Act of 2000 governs the E-commerce industry in India.

5.2.9 Increases in M-commerce helps to reach E-commerce websites in rural or remote areas with astounding rates.

5.2.10 India is the second largest country in the world according to census 2011. However social media is less likely to have an impact on the growth of E-commerce website in India.

5.2.11 We have found that having more E-commerce knowledge by executives and owners of companies lead to positive attitudes toward E-commerce adoption.

5.2.12 Even after a decade of existence most E-commerce businesses have relatively low costs of entry in terms of web technology. Also web shoppers are proving to be among the best bargain hunters in the world, if only for the ease of comparison-shopping on the Internet.

5.2.13 One of the major inhibitors of B2C growth is the perception of poor security and privacy and lack of trust. As time passes, significant improvements are expected in all of these areas.

5.2.14 Many people conclude that the impact of EC on our life will be as much as and possibly more than that of the Industrial Revolution. No other phenomenon since the Industrial Revolution has been classified in this category.
5.3 GROWTH FACTORS OF E-COMMERCE INDUSTRY IN INDIA

5.3.1 Business Strategy:

Online retail not only focuses on web capabilities but also on how well the peripheral aspects of online retail are taken care of. Online retail players pay as much attention to inventory management, logistics and warehouse management as they do to their online platforms. They need to invest time and money on all these since customer experience is a function of how well they work in sync. There is significant scope for online retail players to focus on new product delivery models and payment mechanisms since customers are facing problems with the options available. The online retail market presents an attractive opportunity for entrepreneurs since it is growing rapidly and still forms only a miniscule portion of organized retail. Moreover there are a number of underpenetrated segments such as online groceries in online retail. While organized retail players are attracted by opportunities presented by the online retail sector, they have critical questions pertaining to modes of entry, pricing. There is no one-size-fits-all strategy in E-commerce. No one "tried-and-tested" strategy is better than the other. Purchase patterns are constantly evolving along with technology and device proliferation. Compelling, outcome-driven customer experiences can only be created through solid strategies that are mapped to business objectives and goals. It is only when user-expectations your business perspective and technical facets come together in synergy will visitors turn into loyal customers decisions and customer segmentation.

5.3.2 Changing Buying Behavior:

The buying behavior and the factors influencing the decision-making process of online consumers have revealed similarities as well as differences between them and the traditional customers. The uncontrollable factors (external and personal ones) affecting consumer behavior are similar for both types of consumers. The tools however used by traditional and online marketers in order to influence the buying behavior of their customers are not quite the same. In the case of traditional consumers the 4Ps of the marketing mix are considered as the main controllable tools influencing the buying behavior. Research indicates that in the case of the Web consumer a set of elements experienced during the virtual interaction is indeed the controllable factors affecting the online buyer. This study identifies the main constituents of the online experience or Web experience as being. The functionality of
the Web site that includes the elements dealing with the site’s usability and interactivity; The psychological elements intended for lowering the customer’s uncertainty by communicating trust and credibility of the online vendor and Web site; and the content elements including the aesthetic aspects of the online presentation and the marketing mix.

Online shopping features can be either consumers' perception of functional and utilitarian dimensions like the ease of use and usefulness or their perceptions of emotional and hedonic dimensions like enjoyment. Behaviour is predominantly determined by intention. Other factors like attitudes, subjective norms and perceived behavioral control are also shown to be related to an appropriate set of salient behavioral, normative and control beliefs about the behaviour.

These three sets of factors are the main online marketing tools under the control of the e-marketer. Despite the fact that a good deal of research has been done on the identification of the individual components of the Web experience during the last five years, little attention has been paid in integrating this research endeavor. This study based on an extensive review of research published during the last six years, identifies and classifies these Web experience components in a framework emphasizing their extend variety and interdependence. The study also underlines the fact that knowledge as to the exact way these factors interact with each other as well as their individual weight and importance is still very limited.

**5.3.3 Cost Effectiveness:**

If you've ever tried building an E-commerce website you probably know how expensive and elaborate the process can be. That said E-commerce websites can give your business an amazing potential by opening a digital store front. Much of the time that goes into constructing E-commerce website is in the development phase Most E-commerce platforms are built to allow a user to add products without any real coding knowledge. Having your developer do something that is rudimentary (to them) is a waste of time and money. Your money is better spent on them tackling the tougher development tasks. In the US more than 60% of people are purchasing goods online from the comfort of their home and this figure is increasing constantly. By considering this percentage it can be seen that E-commerce is expanding tremendously because of its complete range of benefits that any industry vertical can enjoy. With E-commerce business the suppliers can decrease the cost of managing
their inventory of goods that they can automate the inventory management using web-based management system. Indirectly they can save their operational costs. The best thing about it is buying options that are quick, convenient and user-friendly with the ability to transfer funds online. Because of its convenience consumers can save their lots of time as well as money by searching their products easily and making purchasing online.

5.3.4 Customer Care Support:

If you are running a physical store it will be limited by the geographical area that one can service but with an E-commerce website seller can sell their products and services across the world. Moreover the remaining limitation of geography has dissolved by M-commerce that is also known as mobile commerce. One of the most important benefits that E-commerce merchants can enjoy is store timings are now 24/7/365 as they can run E-commerce websites all the time. By this way they can increase their sales by boosting their number of orders. However, it is also beneficial for customers as they can purchase products whenever they want no matter whether it is early morning or mid-night. Offline stores can provide a personal shopping assistance to their customers. Those traditional shops benefit greatly from a physical contact with their customers. It helps them to build better customer relationships but also discover new trends and spot products customers would want to see on the store’s shelves. Online shops have to resort to guessing or formal surveys to figure that out.

5.3.5 Customer Satisfaction:

Despite the fact that E-commerce is highly convenient the truth is that it has its own short coming too. Inability to provide personal customer service found in a brick-and-mortar store is one of the notable challenges. In order to surpass the stiff competition out there, business entrepreneurs should find better ways of improving online customer service.

Indeed customer service plays a crucial role in everything people purchase. For instance take a look at what happens when one is deciding on purchasing a product provided or being sold by multiple brands for the same price. What makes one select one brand and leave the rest? Besides brand equity and familiarity, how fast a customer gets the products is a crucial consideration. The kind of customer support it comes with and how comfortable a customer is with the brand plays a major role in
the purchasing pattern of customers. All these aspects can be wrapped up under customer service and point out why it is necessary to sale customer service too alongside the products and services one is dealing with.

When one is selling products online, they experience several advantages however disadvantages are inevitable too. The truth though is that the advantages outweigh the disadvantages. The inability for face to face interactions is usually considered as a major negative but it is important to note that E-commerce sites apply and use great customer care service. It simply needs a little bit of more work whereby the entrepreneur needs to develop the habit of seeking for feedback from their customers. This is quite helpful since it points out what you need to fix so as to get the best results. In order to offer the best customer service, an entrepreneur needs to know what their customers think about their brand, business, products and services.

5.3.6 Cyber Law & Legal Perspective:

In the recent years there has been a tremendous increase in the penetration and use of Information and Communication Technologies (ICT) in all spheres activities including commerce. New cellular technologies, web-based networks, community ICT access points in the remote parts of the world have ushered in an era when even the most remote parts of the world will be connected through affordable high bandwidth Internet connections. In the arena of businesses ICT have changed the way traditional business was conducted. With more connectivity, even the smallest enterprise in a remote village can mobile cheaper raw materials or production input and also link to the largest distribution systems across the globe without intermediaries fetching him a better price for his commodities. In order to harness these new ICT applications for E-commerce, it is important to understand the need for an underlying legal framework that is needed to support such ‘online’ commerce activities in a non-physical ‘virtual ‘environment. While business to business (B2B) E-commerce emerging as the most important activity, business to consumer (B2C) E-commerce has faced a number of challenges. The Information Technology Act, 2000, in India which makes the E-commerce site operator solely responsible for any action buyers and sellers take on E-commerce market-place. E-commerce especially e-payment in the light of prevailing trend in cyber crimes poses a challenge for all. In remote areas like North east India, the added challenge is lack of cyber law manpower, in adequate surveillance infrastructure because of the ‘internal digital
divide’ which exists in India. The major problems related to infrastructure include frequent connectivity failure; low bandwidth for the Internet, high costs of Internet, unavailability of dedicated data service networks and closed financial networks including frequent power interruption. Lack of proper legal and regulatory framework in many specific areas of E-commerce is a clear indication of the main challenges of E-commerce today. The Cyber-Crime is the latest category of the crimes by wire added to such a list of crimes. Though, many time dangerous and affect millions of people in a matter of seconds, the fast changing nature of technologies associated with it makes it the most difficult area of human behaviour to be controlled by law. Though cyber crimes travel trans border to hit its victims, the most striking drawback of the cyber law scenario is the absence of a set of all encompassing set of cyber-laws. India enacted the first Information Technology Act, 2000.

The Internet is an efficient mechanism for delivering electronic media. As an example, one may download an update to a software package that was purchased at a local retailer. This raises the issue of whether the electronic fulfillment satisfies the vendor's contractual obligations to the customer. Since you have a captive audience, this would be a good time to remind the customer of the terms of sale. In addition, the customer should be able to gain access to the terms of use for the Web site. Are the terms of use and terms of sale consistent with each other? Consider additional terms that may apply only to electronic transactions. Depending on how the transaction is structured, you may have to give the customer an opportunity to reject the terms and receive a refund.

5.3.7 Demographical Issues:

The most important interaction between demography and e-business involves the reliance of the later on population data espoused in the aggregate characteristics of the population structure such as age, sex, income, occupation etc. and particularly how these variables affect the business environment of the market. In addition, modern business is interested in current demographic conditions in order to arrive at a projection implicated in changes that are likely to be generated by the interaction of migration, fertility and mortality, as they contrast and expand e-business market for goods and services. In the age of e-business, the major Demographical Issues is centrally located in population explosion observable in most developing countries. Regardless of an online business' size, understanding the target customer is paramount
to success. There are innumerable ways to segment and leverage shopper data, including geographic location, likes and dislikes and spending habits. With so many variables, dividing customers into broadly-defined groups is an effective way to begin segmentation. One bucketing process is age demographics.

5.3.8 Digital Signature (Enhance Security):

In general form E-commerce involves electronic transactions or communication that takes between two or more than two parties. For example an E-commerce transaction may be between a consumer and an online merchant or an E-commerce transaction may be implemented for buying goods and services between a company and its dealer or the retailer. Regardless of the nature of the transaction the most important thing in order to promote the use of E-commerce. There is a demand for the major security that is, secure transactions must be taken place among the parties exchanging electronic transactions. A secure transaction involves both the ability to authenticate and check that information that is been transmitted as part of the transaction, has not been transformed or corrected as well as the ability to authenticate the parties among themselves that are mutual authentication at the same time. In order to provide secure transactions for use in E-commerce digital Signatures have been used. A digital signature is generally an encrypted electronic fingerprint. Then this encrypted fingerprint is attached to a document, the digital signature signs that the owner issued on the document. This feature of digital signatures enables the conduction of e-commerce to occur in a legal manner. The process of generating a digital signature involves the use of both the document a certificate, particular to each individual for efficiency and compatibility along with the signature that constitutes a unique fingerprint taken of the individual on that document. While security is commonly used as the catch-all word for many different reasons why individuals and firms do not engage in extensive E-commerce and use of Internet-based technologies, there are other related reasons and unresolved issues, such as tax evasion, privacy and anonymity, fraud adjudication and legal liability on credit cards. In many countries, cash is preferred not only for security reasons but also because of a desire for anonymity on the part of those engaged in tax evasion or those who simply do not want others to know where they are spending their money. Others worry that there is lack of legal protection against fraud (i.e., there is no provision for adjudicating fraud and there may be no legal limit on liability). It is necessary to distinguish these
concerns from the general security concerns (i.e., transaction privacy, protection and security) since they may not be addressed by the employment of an effective encryption method (or other security measure).

5.3.9 Economic Empowerment:

For SMEs in developing countries E-commerce poses the advantages of reduced information search costs and transactions costs (i.e., improving the efficiency of operations-reducing time for payment, credit processing and the like). Surveys show that information on the following is most valuable to SMEs: customers and markets, product design, process technology and financing source and terms. The Internet and other ICTs facilitate access to this information. In addition; the Internet allows automatic packaging and distribution of information (including customized information) to specific target groups.

A radical shift from regular logistics the strong emergence of E-commerce will place an enormous pressure on the supporting logistics functions. The proposition of E-commerce to the customer is in offering an almost infinite variety of choices spread over an enormous geographical area. Firms cannot compete solely based on sheer volumes in today’s ever-evolving, information symmetric and globalised world of E-commerce. Instead, the realm of competition has shifted to delivering to ever-shortening delivery timeliness, both consistently and predictably. Negligible or zero delivery prices, doorstep delivery, traceability solutions and convenient reverse logistics have become the most important elements of differentiation for provides.

However, there is doubt regarding whether there is enough information on the Web that is relevant and valuable for the average SME in a developing country that would make an investment in Internet access feasible. Underlying this is the fact that most SMEs in developing countries cater to local markets and therefore rely heavily on local content and information. For this reason, there is a need to substantially increase the amount and quality of local content (including local language content) on the Internet to make it useful especially to low-income entrepreneurs.

5.3.10 Education Enhancement:

Over the last two decades rising Internet and mobile phone penetration have changed the way we communicate and do business. E-commerce is relatively a novel concept. It is at present, heavily leaning on the Internet and mobile phone revolution
to fundamentally alter the way businesses reach their customers. While in countries such as the US and China, E-commerce has taken significant strides to achieve sales of over 150 billion USD in revenue, the industry in India is, still in its infancy.

5.3.11 ERP System:

Enterprise resource planning software is an integrated business suite that helps manage multiple business applications and operations from a single platform. This type of software shares similar data models and covers the end-to-end processes. E-commerce platforms can consolidate visibility for HR, finance, distribution, manufacturing orders, customer service and supply chain processes into one robust business suite with ERP. Smaller e-commerce platforms can also implement ERP, as new cloud-based hybrid structures are now available to any-sized business in a given marketplace. Small businesses can automate many back office functions as they pertain to technology, services and other areas of operations. Depending on the size of your E-commerce platform, the size and structure of an ERP system will vary. Since the online retail industry is a digitally driven nowadays ERP systems can monitor, manage and increase visibility with regard to critical components of a business's foundation. Your ERP software needs to be integrated with other aspects of operations, though, otherwise it won't be effective.

E-commerce is the most revolutionized way of selling products at a relatively low cost. Often Business owner use E-commerce platform and ERP system separately making silos of information and they miss out on the benefits of an integrated system. Imagine getting the E-commerce data directly from your ERP system without any human interaction, it provides you numerous benefits. Ease of getting most up to date product information, inventory availability detail, order tracking detail etc in the web from ERP system customer satisfaction level raises a lot and it reduces operational hassle for the business.

5.3.12 Firm Type and Market Value:

As we know that E-commerce industry is a novel platform to business in India. Many companies like to choose a new market and new kind of industry to deal with for seeking higher chances of growth. Many small kind of industries chooses their business to be online for getting a higher chance of enrichment. This reason E-commerce market grew in a rapid manner.
5.3.13 Globalization:

Globalization is the opening of local and nationalistic perspectives to a broader outlook of an interconnected and inter-dependent world with free transfer of capital, goods and services across national frontiers. Globalization has both positive and negative effects. On an individual level globalization affects both the standard of life and the quality of life. On a business level globalization affects an organization's product life cycle and an organization's balance sheet. Globalization also affects how governments throughout the world create policies affecting areas such as monetary regulation and trade. As like E-commerce business can help B2B organizations to get new customers, so it will be helpful for E-commerce businesses to boost their brand awareness in the market. Developing pages that can be indexed by search engines crawlers is one of the best ways to enhance your website search engine optimization and enhance the target audience on your site. On a corporate level globalization has had an effect on organizations product or service life cycle. Product life cycle is the period of time over which an item is developed brought to market and eventually removed from the world market.

5.3.14 Government’s Rules and Regulations:

More often than not the E-commerce initiatives of government are a barometer indicating whether or not the infrastructure supports E-commerce use by private firms. This means that if the government is unable to engage in e-procurement, secure records online or have customs fees remitted electronically then the private sector will also have difficulties in E-commerce uptake. Virtually the benefits from E-commerce accrue to the government as the experiences of some countries reflect.

Unfortunately the existing legal systems in most developing countries are not sufficient to protect those engaged in E-commerce. For instance with respect to contracts existing laws were conceived at a time when the word “writing,” “document” and “signature” referred to things in paper form. On the other hand in today’s electronic business transactions paper is not used for record-keeping or entering into contracts.

According to a recent report by Goldman Sachs the E-commerce market in India is expected to breach the $100 billion mark by the financial year 2020. Factors such as accelerating Internet access and penetration of mobile phones and robust investment have driven the growth of this industry and if current projections are
anything to go by India is on route to becoming the world’s fastest growing E-commerce market. Another important and common legal issue faced by many developing countries is uncertainty regarding whether the courts will accept electronic contracts or documents and/or electronic signatures as evidence. One view is that the issue of admissibility of electronically generated evidence will not be resolved unless a law specifically referring to it is passed. This gap in existing legal systems has caused the emergence of at least two divergent views: one bordering on the conservative interpretation of the word “document” as to exclude non-paper-based ones; and the other involving a liberal construction, which allows electronic counterparts of documents.

5.3.15 Internet Growth and Increased Educational Status:

E-commerce is an outcome of Information and Communications Technology (ICT) revolution in economic fields or the most visible way of contribution of ICT to economic growth. ICT as a tool of socio-economic development is a significant issue for developing countries. Governments have formulated ICT strategies and set significant objectives to ensure the effective deployment and use of ICTs for the benefit of the enterprises and the citizens in the developing countries. A common definition of E-commerce is to provide trade processes through data interchange the transaction of goods and services via computer networks such as the Internet. E-commerce and online shopping in India are getting a noticeable growth as more usage of Internet facilities, high educational standards, changing life style and economical growth of the country reasons in the demand of E-commerce techniques and tools. Versatile shopping experience and rapid development of transaction facilities are further boosting opportunities for the remaining market segments.

5.3.16 Liberalization:

Liberalization means relaxation of various government restrictions in the areas of social and economic policies. Liberalizing trade policy by the government that is the removal of tariff, subsidies and other restrictions on the flow of goods and services between countries is also termed as liberalization.

Liberalization is the result of New Industrial Policy which abolished the "License system". All industries except six major industries were liberalized. As a
result industries grew rapidly and therefore liberalization also means deregulation of industries.

Autonomy at large has resulted because of liberalization. Liberalization means to follow liberal economic policy, accepted by the world. It has revolutionized the entire business world and has provided highly competitive opportunities for all countries. Liberalization has opened new business opportunities abroad and increased foreign direct investment. The National Democratic Alliance (NDA) government’s policy regarding foreign direct investment (FDI) in business to consumer e-tail announced on Tuesday has made a virtue of necessity. Indian players in the sector and their foreign investors have been making an end run around the poorly defined ban on FDI for years now with their marketplace model. There is little the government could have done now save regularize such inflows; the alternative was too disruptive to be a serious option. Unfortunately it has hedged the mildly progressive move with conditions that undercut it and illuminate the shortfalls of the NDA’s stance on FDI in the broader E-commerce and organized retail space. In effect consumers in general and the agricultural sector have been shortchanged to protect retail pressure groups that have brought pressure to bear. Consumers are too diffuse a grouping to have any political coherence or relevance and farmers have been glutted for decades with subsidies. Mature western markets have shown that lower e-tail prices force brick-and-mortar retail to increase efficiency and reduce costs in turn. It compels them to innovate with convergence retailing and value-added services to increase consumer loyalty an area where e-tail is lacking. It offers a platform to small vendors and producers who lack the logistical capabilities to access larger markets on their own.

5.3.17 M-commerce Enhancement:

The growth of mobile web users in India has led to online classified players looking at capturing this segment of customers. Consequently most players in the online classifieds space are developing mobile websites and apps that are compatible with various operating systems. Online classifieds players focusing on specific areas are setting up sites that provide services targeted at specific cities and categories. These players have also customized their websites to provide content in local languages. Furthermore though advertising revenues comprise the primary revenue source in this segment. Some players have also adopted a lead generation-based model. Mobile Payments and Retail Enablement are mobile empowering, equipping
smart-phones and tablets with tools to support a new era of mobile-based retail businesses. Mobile Retail and Marketplaces are mobile enhanced, comprised primarily of E-commerce companies that previously existed on the web but benefit greatly from the transition to mobile. On-Demand Services and App-Based Services are mobile enabled consisting almost entirely of companies that are not just improved by smartphones and tablets but could not exist without them.

### 5.3.18 Net Banking:

Online banking includes various banking activities conducted from home business instead of at a physical bank location. Online banking focuses on the E-commerce from the perspective of customers and banks in India. Online banking is defined as automated delivery of new and traditional banking products and services through electronic and interactive communication. The most popular definition of E-commerce is based on the online perspective of the conducted business. Online Banking is becoming an important aspect of worldwide commerce. Online banking provides banks a new and more efficient electronic delivery tool. A more recent e-banking development is wireless Internet applications of banking sometimes called M-banking (Mobile Banking). With the combination of two most recent technological advancement the Internet and mobile phone because different from those larger city banks which normally have no actual budget restrictions in their e-banking service development and are able to have their own high level in-house IT professionals. The electronic banking system addresses several emerging trends: customers demand anytime anywhere services, product time-to-market imperatives and increasingly complex back-office integration challenges. For many people, electronic banking means 24-hour access to cash through an automated teller machine (ATM) or Direct Deposit of paychecks into checking or savings accounts.

### 5.3.19 Product Availability:

E-commerce websites are giving the vast area of the range of any products. They are providing various sorts and filter option to choose product quickly and more accurately. List of product and a higher chance of availability of product and unique range of product is available on an E-commerce website. Consumers are more like to buy E-commerce website because of the wider horizon of products. People will continue to spend billions online every year and B2C and retail E-commerce brands
understand all too well the problems caused by a slow website never mind a lengthy outage. Enabling E-commerce site that keeps customers happy and enables IT to support more strategic business initiatives calls for reliable availability and performance in perpetuity and no matter how things change over time. Whether it’s the inventory system used to track product availability or the database that stores and analyzes customer data, IT infrastructure is the foundational enabler for fulfilling customer orders and ensuring a positive experience from start to finish. Increased in E-commerce industry spending leads to higher traffic and purchasing activity, which calls for IT infrastructures that can support greater numbers and keep customers moving through the site quickly.

5.3.20 Quality and Product Range:

People will continue to spend billions online every year and B2C and retail E-commerce brands understand all too well the problems caused by a slow website never mind a lengthy outage. Enabling E-commerce site that keeps customers happy and enables IT to support more strategic business initiatives calls for reliable availability and performance in perpetuity and no matter how things change over time. Whether it’s the inventory system used to track product availability or the database that stores and analyzes customer data, IT infrastructure is the foundational enabler for fulfilling customer orders and ensuring a positive experience from start to finish. Increased E-commerce spending leads to higher traffic and purchasing activity which calls for IT infrastructures that can support greater numbers and keep customers moving through the site quickly. Prices and other considerations are of course part of attracting customers. However a website that performs is just as crucial. When pages load slowly or not at all people spend their money elsewhere. Companies need to ensure their applications and overall infrastructure is always performing at peak levels before their target market goes to competitors who are more conscious of the consumer experience. By relying on analytics and complex performance metrics to make IT decisions businesses avoid downtime and other issues that frustrate customers. E-commerce websites have excellent product descriptions for every product. They’re carefully written and are extremely descriptive. They include enticing buzzwords and phrases like “built to last” and “nothing makes for a more perfect gift then this box of possibilities” that gets the reader excited about the
product. The descriptions are written with their target market in mind, but are also simple enough for anyone to understand.

5.3.21 Rural Area Development:

Rural area was so much developed after liberalization policy was introduced in 1990’s. Indian rural infrastructure grew in a significant manner and hit a tremendous growth rate. In the past few years, India has seen something akin to a revolution in the online shopping market. Many Indians are moving online and they are spending money on stuff. However in spite of India’s massive E-commerce boom the country’s tremendous E-commerce growth has not reached rural Indian areas where the concept of online shopping is still largely unheard of in some villages. Yet rural Indians are buying things even if they do not know about online retail websites, VISA or MasterCard or even PayPal.

Because the majority of Indian population still lives in the rural areas the true potential of India’s online shopping will only be unlocked if Indian retailers can figure out ways in which to reach out to the often underserved rural market that is a fast gaining currency and a viable online market to be reckoned with. It is not all a lost cause as far as rural Indian E-commerce penetration is concerned. However there are certain large Indian e-retailers that are slowly making inroads into the Indian rural market. These include the big players such as Amazon, Flipkart and Snapdeal. On the other hand there are various Indian startups that have solely focused their efforts on the country’s rural market. In the urban areas of India especially the big cities such as Mumbai, New Delhi or Bangalore, E-commerce companies can simply charge low and competitive shipping costs and deliver the products themselves. However in the remote rural villages in India this business model is not necessarily feasible. It would amount to very high shipping costs that either drive down the margins or drive away the customers. For many of these companies working hard to penetrate the rural Indian market. The Indian postal service has come to the rescue. Traditionally reliable and cheap the Indian postal service infuses the much-needed reliability and competitiveness when it comes to shipping E-commerce products to end consumers in the remote villages in rural India. The E-commerce giants like Myntra, Jabong, Voonik, Amazon, Shopclues, Flip Kart and others’ revenue coverage from the villages are appreciably notable. The villagers are gaining benefits of the online
delivery system and with the penetration of the Internet and the smartphones most of
the villagers are using mobile applications and computers to order their goods.

5.3.22 Security:

Usually users worry about the importance of authentication during e-finance
transactions when the information they send through the Internet is sensitive
information (credit card account and authorization numbers, name and address). Otherwise they will not trust the importance of authentication during their
transactions.

The finding of this study shows a positive impact of the importance of privacy on perceived security of e-finance transactions. Confidence in security during e-finance transactions is important and this is widely agreed upon because online finance users want their information to be seen and used by authorized persons only. Generally among E-commerce users in developing countries including SMEs there is a very low willingness to provide sensitive financial information over the Internet.

According to the data analysis and findings the influence of encryption on the perceived security of E-Finance transactions was positive. Encryption is important in order to ensure the privacy of e-finance users. On the other hand during an e-finance transaction the clients have to believe that encryption mechanisms will protect their sensitive information from hackers and any misuse as well. Users gain privacy through encryption because encryption ensures that client information will remain only with authorized people. Since customers perceive the importance of privacy through encryption and the lack of encryption has a negative impact on the perceived security of e-finance transactions. This result is consistent with the previous literature study.

Currently e-finance users do not perceive the security of e-finance transactions and they do not feel secure to send sensitive information through the Internet. However they do feel secure to send their sensitive information through the Internet if such mechanisms are present and practiced. Moreover these features will encourage clients to make financial transactions online and share information through the Internet which will help organizations to eliminate intermediaries and to improve B2B and B2C relationships as well as be competitive in the global economy. However those users who have the greatest level of usage are more concerned about security features.
5.3.23 Small and Medium Company Involvement Due To Low Cost:

In the Indian economy there are huge numbers of SME companies involved in E-commerce activity. Domain names are easily available for building websites at very low cost. Building a website is becoming fashionable for SMEs. Establishment of E-commerce business requires very little investment; that’s why many companies like to establish an online platform for their business.

5.3.24 Socio cultural Impact:

Some of the intangible downside risks of increasingly "virtual" interaction within a rural community include the possible "de-socialization" of individuals who have less and less direct contact with their peers, their co-workers and their community. This can extend to family relations particularly if technology creates further imbalances between those who are "online" and those without access to these technologies. On the other hand equitable deployment of infrastructure and educational resources could provide a means of maintaining and expanding family and communal ties that would otherwise be broken by distance and cost. E-commerce may offer the potential for shifting the balance of opportunity wealth and social and political inclusion. As much as these trends can be beneficial to the majority of a rural community, they are also likely to bring unanticipated effects on cultural and social norms. Indigenous traditions that have so far survived the intrusion of modernity may be less resilient in the face of global networks and instantaneous communication. These types of impact are just as significant as changes in bottom-line incomes and can really only be "measured" by the persons whose lives are being changed by forces largely beyond their control. E-commerce has grown dramatically since the late 1990s. This transition from traditional physical marketplaces to technology-enabled ones has important economic and social implications. On the positive side companies generally collect customer information to provide more personalized service and to speed up online transactions. Amazon.com's recommendation services combine information about a customer's past purchases with those of other customers with similar interests. -commerce businesses may be completely online enterprises such as Travelocity which sells airline tickets and other travel services or they may comprise a mixture of online and traditional business wherein the Internet adds another channel for reaching the consumer. In the early days of the Internet economy many so-called
"dot.com" start-ups commanded astronomical stock prices without posting real profits. For a brief period investors were willing to support E-commerce ventures without the usual need to be convinced of the soundness of a particular business plan. Vast amounts of money were poured into the rapid creation of web-based businesses and services.

5.3.25 Social Media:

Social media grew from connecting friends on Facebook to uniting brands and communities across platforms. Over the past decade social media has become an integral part of people’s lives and in turn marketing strategy. Consumers today are online. They’re very social and don’t think brands haven’t noticed the shift. Many businesses use social media E-commerce strategies to target their audience on social networks before consumers visit their online stores. Everything from taking a class to balancing a budget to buying a car can be done online. It’s up to brands to move to social to find new customers. Social media has played a critical role in the evolution of online shopping. In fact 9 out of 10 consumers turn to social media for help with a buying decision and 75% of people bought something because they saw it on social media. As you can see social shopping creates a lot of opportunities for E-commerce. But determining where to place your digital footprint isn’t always easy. The social networks and apps use will depend a lot on details specific to the business. That’s one of the reasons why social media is so essential to marketers.

Once you’ve selected the social platforms where you want to build a community you’ll need a plan. Every social network and app come with its own unique set of features. So ensure you’re up to speed and familiar with the network before you start building.

Each social platform changes over time. And in addition to the standard toolset there are few features and tactics currently trending among marketers and advertisers. This means that your website, blog, product pages, content and advertisements must be optimized for a variety of screen sizes. It’s a lot of work but your effort will pay off. Multichannel shoppers not only shop more often, but spend over three times more than single-channel shoppers.
5.3.26 Supply Chain Management:

The Internet is an efficient mechanism for delivering electronic media. As an example one may download an update to a software package that was purchased at a local retailer. This raises the issue of whether the electronic fulfillment satisfies the vendor's contractual obligations to the customer. Since you have a captive audience this would be a good time to remind the customer of the terms of sale. In addition the customer should be able to gain access to the terms of use for the Web site. A radical shift from regular logistics the strong emergence of E-commerce will place an enormous pressure on the supporting logistics functions. The proposition of E-commerce to the customer is in offering an almost infinite variety of choices spread over an enormous geographical area. Firms cannot compete solely based on sheer volumes in today's ever-evolving information symmetric and globalised world of E-commerce. Instead the realm of competition has shifted to delivering to ever-shortening delivery timeliness both consistently and predictably. Negligible or zero delivery prices, doorstep delivery, traceability solutions and convenient reverse logistics have become the most important elements of differentiation for providers. While the current logistics challenges relating to manufacturing and distribution of consumer products and organized retail are well-known. The demands of E-commerce raise the associated complexities to a different level. E-commerce retailers are well aware of these challenges and are cognizant of the need to invest in capital and operational assets.

It is important to note that each product category will have its own customized logistics requirements which can alter the balance between inventory and supply chain costs.

5.3.27 Tax Benefits:

Although there is case law holding that payment acceptance and use of a product purchased online are a form of assent to the contract terms contained on a Web page a far better approach is to have an online customer actively accept or reject the terms of sale. Additional links to the Web site terms of use and privacy policy should be available. Enforceability issues usually involve warranty claims and unsatisfactory product performance. Examine your warranty and limitation-of-liability provisions carefully. Check local and statutory laws on consumer protection. Payment processing and security are two of the issues most often asked about in E-commerce.
Consult an information technology expert about your transaction methods and software. Consider alternatives such as telephone orders. Ensure that the encryption tools you are using comply with government regulations. Have policies in place for addressing fraud and nonpayment issues. Lastly, ensure that personal data collection policies are clearly worded and conspicuously posted on your site.

5.3.28 Technological Enhancement:

E-commerce solutions are constantly being updated to provide retailers with what they need to appeal to their customers. Aside from cataloging functions that allow retailers to display products online and search functions that allow customers to find what they’re looking for many solutions on the market provide additional support for E-commerce sites including customer reviews, secure payments, social and mobile integration and gift cards. Product information pricing, customers and inventory levels can be displayed directly from a production ERP database and orders can be submitted and processed immediately. The latest version of micros-retails Open commerce Platform includes all the features from past versions but now has business-to-consumer enhancements including the addition of PayPal as a payment method option and integration with the company’s customer relationship management software, Relate, for gift cards and electronic gift certificates. Shopatron reports that in the second quarter of 2011, same-store sales for brands using its Confident Order Exchange E-commerce solution increased 36% over the same period last year.

5.3.29 Trust:

The biggest advantage of E-commerce is the ability to provide secure shopping transactions via the Internet and coupled with almost instant verification and validation of credit card transactions. This significant impact has resulted in more numbers of customers to explore various fields of E-commerce for their benefits. There is also a significant national diversity in E-commerce adoption, particularly in downstream marketing, sales and other customer-oriented activities. Increasing Internet penetration and availability of more payment options boosted the E-commerce industry. One of the most important issues to be addressed in electronic commerce is the area of services.
5.3.30 Website Interaction:

Business-to-Consumer electronic commerce on the Internet has revolutionized the purchase of products and services by giving consumers round the clock access to worldwide providers. However B2C E-commerce has also shown to be associated with a myriad of factors hindering adoption and usage by private customers. Such factors include concerns regarding security and privacy, the unfamiliarity of some online services, lack of direct interaction with products, salespeople and fellow shoppers and the generally low credibility of online information. These factors were collectively defined as “trust issues”. As it refer to a purchase decision customers have to make in a situation of uncertainty and risk.

5.4 SUGGESTED MODEL FOR BUSINESS TO CONSUMER E-COMMERCE COMPANIES IN INDIA:

Many loopholes in Indian E-commerce industry have been found in present research. To conquer those issues a new model has been developed. This model will help the “Business to Consumer E-commerce companies” to conquer from those issues. This model will be very beneficial to create brand value in B2C E-commerce Companies and will also enrich their sustainable growth. It has six different dimensions, these are as below:
5.4.1 24x7 Customers Cares:

Websites are now providing 24x7 customer care support which can enhance trustiness in consumer’s mindset and also provides satisfaction for consumers to solve their grievances.

5.4.2 Privacy Policy:

The privacy policy is playing a significant role in building trustiness among consumer and company. A privacy policy is a statement or a legal document (privacy law) that discloses some or all of the ways a party gathers, uses, discloses and manages a customer or client's data. Personal information can be anything that can be used to identify an individual not limited to but including; name, address, date of birth, marital status, contact information, ID issue and expiry date, financial records, credit information, medical history, where one travels and intentions to acquire goods and services. In the case of a business it is often a statement that declares a party's policy on how it collects stores and releases personal information it collects. It informs the client what specific information is collected and whether it is kept confidential shared with partners or sold to other firms or enterprises. It's gives an
overview that customer personal information’s are not going to leak or not going to misuse by any other person.

**5.4.3 Secondhand Rumor Link on Other Reputed Websites:**

No matter how great a website you build, you can never be all things to all people, nor contain all the relevant information. As such, it makes great sense to leverage the power of the web - the power of links - to create an easy scalable path to making your site's experience better and more rewarding for those who visit.

**5.4.4 Guarantee:**

Guarantee means as provide a formal assurance, especially that certain condition will be fulfilled relating to a product, service, or transaction. Also we can say that a formal assurance (typically in writing) that certain conditions will be fulfilled, especially that a product will be repaired or replaced if not of a specified quality. Guarantee gives an assurance to customers that if any circumstances occur regarding product suitability or satisfaction level as per the aspirations of customers the product will be replaced or his money will be refunded.

**5.4.5 Third Party Seal:**

Third party seal makes an assurance about the authenticity of the website. It also has some benefits as follows instill confidence in your visitors, increase conversion rates, increase sales and profit, demonstrate a commitment to customer service, prove you are an established and credible merchant, stand out from the crowd, compete with the big brands and collect and respond to genuine customer feedback. It helps to examine for consumer that some particular websites are accountable or not for E-commerce transactions

**5.4.6 Cash-on-Delivery (COD):**

Cash-on-Delivery (COD) sometimes called Collect on Delivery is the sale of goods by mail order where payment is made on delivery rather than in advance. If the goods are not paid for they are returned to the retailer. The term applied only to payment by cash but as other forms of payment have become more common and the word "cash" has sometimes been replaced with the word "collect" to include transactions by checks, credit cards or debit cards. Cash-on-delivery is quite more
frequent in India. In flipkart.com almost 60% registered transactions are carried through cash-on-delivery mode. It is also useful for people who are unconscious about E-banking or disbelieve in Internet payment mechanism.

E-commerce websites are essential in enhancing efficiency and speed of consumers choosing the products they want from a variety of the available products on the web. With E-commerce the otherwise monopolized economy has been effectively diversified thus providing a wide range of products across countries of the world. Today’s technological developments have become crucial parts in economic infrastructures. The technology advancement specialist is thus necessary for providing a wider approach, multiple choices of a single product and boosting the time spent in making a purchase. E-commerce is also part of the crucial ticketing service provision since the services can be provided for all travel tickets among other several benefits.

There is significant scope for online retail players to focus on new product delivery models and payment mechanisms since customers are facing problems with the options available. The online retail market presents an attractive opportunity for entrepreneurs. Since it is growing rapidly and still forms only a portion of organized retail.

One of the biggest drivers of growth for E-commerce has been the government. A series of initiatives from the government side such as public sector banks’ and Indian Railways has helped to boost the confidence of users to trade online. Banks such as State Bank of India encouraged subscribers to log on and transact online bringing in a large number of new users. The online ticket sales of Indian Railways proved to be such a big hit that today it is one of the largest players in Indian e-business. These actions removed a lot of concerns in the minds of people about online transactions. It was these initiatives by the Government rather than legalizing electronic signatures and bringing about cyber laws that helped E-commerce in the country. The proliferation of broadband Internet connections is another factor that helped E-commerce. Broadband not only provided a better experience online. It also significantly reduced ‘dropped transactions,’ thereby encouraging more users to buy on the Internet. The cost of computers coming down drastically as well as falling rates for connectivity also helped. Today more people spend more time hanging out at cyber malls. A number of state governments while more pessimistic forecasts peg their projections at barely a third of that figure, the fact is that the volume of online transactions are increasing. Segments such as B2B have
shown rapid growth. In certain sectors, such as finance, travel services, software, information and other e-services, online transactions have been growing much faster. For instance in the developed countries online banking already represents between 5 and 10% of total retail banking transactions.

5.5 MISCONCEPTIONS OF ONLINE TRANSACTIONS IN INDIA

In India many misconceptions were found during the research. Main misconceptions are as follows:

5.5.1 No Warranty

Many people are not aware that warranty is also provided as regards to online purchases. Many people believe that companies and businesses selling products online do not offer any warranty but it is a misconception that people should be aware of. Consumers can go ahead and purchase products of their choice online and enjoy the warranty given.

5.5.2 Late Delivery

Many consumers wish to purchase products and get them on the spot. For this reason many believe that online shopping always gets products delivered late after the cutoff dates. This is only a misconception in consumers’ minds. Businesses and entrepreneurs always strive to get the products delivered within the agreed time periods.

5.5.3 Long Time Consuming Process

Many people believe that online shopping is a lot more stressing and time consuming when in reality it does not. The good thing is that you can do transactions right from the comfort of your home any time you want. You only need to register on the E-commerce website and start making online purchases.

5.5.4 Fraud

Many people believe that most online E-commerce websites are scams and that they will take their money but never deliver the purchased products. It is true that some fraudulent websites are available but this can’t necessarily mean the entire industry is a scam.
5.5.5 Only One Method to Buy Products

Many of the people assume that only credit card is an option for making payment for online shopping. They think that without having a visa or credit card they are not able to do online transactions in India.

5.5.6 Costly

People in India believe that shopping over the Internet is more expensive as compared to traditional shopping methods. They think that extra delivery charges on goods can be taken by the customer and not a single low price product is available online.

5.5.7 Stolen Private Information

Another misconception regarding online shopping is that, people think that online transaction websites steal customer’s private information and sale it to other parties for their benefits.

5.5.8 Not for Gifts

Some of the people think that online shopping gifts can’t be transferred to any other person. But it is just an illusion. The fact is that, it is possible to send gifts via online shopping.

5.5.9 Low Quality

Another misconception people have is that they will get only low or false quality products after purchase. Some people believe that only low-quality products can be sold out by the website and the quality of the sold product may be differentiated from the mentioned product available on the website.

5.6 SUGGESTION FOR OVERCOMING MISCONCEPTIONS

Many misconceptions and myths are found in India regarding online transactions. For solving such issues, E-commerce websites provide awareness to people about online transactions like giving free counseling session, proper customer care support and provide information in regional language. For the better revival of problems of consumers, It is suggested that a free demo of online transactions be shown on an E-commerce website. Registration process on an E-commerce website is
easy, simple and quick. Another suggestion from the researcher’s point of view is that an online bill should also be generated when any online transaction takes place.

The researcher suggested that It is a significantly greater move taken by the government to launch the ‘India QR code’ for making payments using the cryptic matrix barcodes technology. Currently, every company has their own QR code mechanism which means that they cannot work interoperable, for example customers cannot make payments to Paytm’s QR code using BHIM’s QR code. This code will facilitate financial transactions between Visa/MasterCard/Rupay/UIP/Aadhaar-enabled payments and bank transfers. Although the QR payment system is yet to be launched. Once it will be onboard customers can easily make transactions without disclosing any personal information to the third party.

The researcher further suggested that Instead of keeping money in pocket, purse or physical wallet, customers can keep money in e-wallets. These e-wallets are similar to customer’s physical wallets which customers keep in a pocket. It is a mobile based application which can be downloaded from any app store and can be accessed through customer’s mobile phone. Transaction or transfer of funds through these wallets can be done across the country between person to person (usage of e-wallet app should be same between the end-users). The only thing customers need to do is to reload customer’s wallet each time by transferring money into it through customer’s bank account. These wallets are highly encrypted so there is no need to worry about security. Currently e-wallets are offered by PayTm, Mobikwik, Freecharge, Oxigen, Reliance Money etc. Even banks like SBI, HDFC Bank, AXIS, ICICI Bank, etc. have launched their e-wallets app viz a viz Buddy, Payzapp, Lime, Pocket respectively.

Researcher suggested that UPI (Unified Payment Interface) is an infrastructure provided by NPCI’s (National Payment Corporation of India) to all the public, private & cooperative banks where they can build their own interface and help the common man easily make micro payments with a maximum cap of Rs 1 lakh through various modes like virtual address (a single identifier code), account no with IFSC code, mobile number or aadhaar number. It will ease the E-commerce payment gateway where we do not have to share account number or any sensitive information between people. Moreover UPI works 24×7 on real-time fund transfer system.

The researcher further suggested that customers can use Aadhaar cards as a debit card in various merchant stores. These cards have been already linked to customers’ bank
accounts. Customers will be provided with a finger scanner at the merchant’s store to do customers payments. Aadhaar-cum debit cards will allow customers to do micro-payments for not more than Rs 4000. However there are several questions like which bank account will be taken into consideration for making payments.

5.7 SUMMARY

E-commerce websites are essential in enhancing efficiency and speed of consumers choosing the products they want from a variety of the available products on the web. With E-commerce the otherwise monopolized economy has been effectively diversified thus providing a wide range of products across countries of the world. Today’s technological developments have become crucial parts in economic infrastructures. The technology advancement specialist is thus necessary for providing a wider approach, multiple choices of a single product and boosting the time spent in making a purchase. E-commerce is also part of the crucial ticketing service provision since the services can be provided for all travel tickets among other several benefits.

Business-to-consumer electronic commerce on the Internet has revolutionized the purchase of products and services by giving consumers round the clock access to worldwide providers. However B2C E-commerce has also shown to be associated with a myriad of factors hindering adoption and usage by private customers. Such factors include concerns regarding security and privacy, the unfamiliarity of some online services, lack of direct interaction with products, salespeople and fellow shoppers and the generally low credibility of online information. These factors were collectively defined as “trust issues” as they refer to a purchase decision customers have to make in a situation of uncertainty and risk.

E-commerce has been generally defined as buying and selling of goods and services over electronic systems such as the Internet and other computer networks. However, the term may refer to more than just buying and selling goods and services online. It also includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. The amount of trade conducted electronically has grown extraordinarily. The low cost of the Personal Computer (PC) and the growing use of the Internet is one of the reasons for that. There is a growing awareness among the business community about the opportunities offered by E-commerce. E-commerce is spurring and drawing on innovations in electronic funds transfer, supply chain management, Internet marketing, online
transaction processing, electronic data interchange (EDI), inventory management systems and automated data collection systems etc. Modern electronic commerce typically uses the World Wide Web (WWW) at least at one point in the transaction's life-cycle although it may encompass a wider range of technologies such as e-mail, mobile devices and telephones as well. Online buying is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the Internet. There is often no intermediary service involved and the sale or purchase transaction is completed electronically and interactively in real-time. However in some cases an intermediary may be present in a sale or purchase transaction or handling recurring or one-time purchase transactions for online products or services.

Electronic commerce is generally considered to be the sales aspect of e-business. It provides multiple benefits to the consumers in the form of availability of goods at lower cost, wider choice, saving of time, ease of access and global reach. People can buy goods with a click of mouse button without moving out of their house or office. On the other hand, there are certain impediments in E-commerce viz. security concerns, start-up costs, legal issues, training and maintenance, uncertainty and lack of information which is the matter of concern for marketers and policy makers of business organizations. Usually, a commercial transaction can be divided into three main stages: the advertising and searching stage, the ordering and payment stage and lastly the delivery stage. Any or all of these may be carried out electronically and may, therefore, materialize through E-commerce. Thus broadly, electronic commerce encompasses all kinds of commercial transactions that are concluded over an electronic medium or network, essentially, the Internet. E-commerce has emerged as a boundary-less medium of trade in an era of globalization, where the Internet has reached the consumers’ homes, physical delivery has taken shape of electronic delivery and physical products have been digitized as 6 electronic products especially in certain contexts. Therefore, in the decades to come, E-commerce may gain a sizeable share of overall commerce. E-commerce generally covers three main types of transactions, i.e. business-to-consumer (B2C), business-to-business (B2B) and business-to-government (B2G). Electronic commerce that takes place between businesses, such as between a manufacturer and a wholesaler or between a wholesaler and a retailer is referred to as business-to-business or B2B. Business-to-government (B2G) can be described as professional affairs conducted between companies and regional, municipal or federal governing bodies.
encompasses the determination and evaluation of government agency needs, the creation and submission of proposals and the completion of the contracted work. B2G E-commerce networks allow businesses to bid on government requests for proposals in a reverse auction fashion. Business-to-Consumer (B2C) describes businesses selling products and/or services to end consumers. Business-to-consumer activity exists both online and offline, but the acronym B2C has primarily been used to term transactions within E-commerce (online shops, online banking, travel services, online auctions etc.). This is how electronic commerce is being conducted by companies such as Amazon.com. Most experts believe that overall E-commerce will increase exponentially in coming years. It is actually the business-to-consumer (B2C) E-commerce which this research study has focused upon.

In the case of a business it is often a statement that declares a party's policy on how it collects stores and releases personal information it collects. It informs the client what specific information is collected and whether it is kept confidential, shared with partners, or sold to other firms or enterprises. It gives an overview that customer personal information’s are not going to leak or not going to misuse by any other person.

Third party seal makes an assurance about the authenticity of the website. It also has some benefits as follows instill confidence in your visitors, increase conversion rates, increase sales and profit, demonstrate a commitment to customer service, prove you are an established and credible merchant, stand out from the crowd, compete with the big brands and collect and respond to genuine customer feedback.

The online retail market presents an attractive opportunity for entrepreneurs, since it is growing rapidly and still forms only a miniscule portion of organized retail. Moreover there are a number of underpenetrated segments such as online groceries in online retail. Players also have opportunities in sectors impacted by online retail, e.g., logistics, in which last-mile reach is a problem. While organized retail players are attracted by opportunities presented by the online retail sector they have critical questions pertaining to modes of entry, pricing. There is no one-size-fits-all strategy in E-commerce. No one "tried-and-tested" strategy is better than the other. Purchase patterns are constantly evolving, along with technology and device proliferation. Compelling outcome-driven customer experiences can only be created through solid strategies that are mapped to business objectives and goals. It is only when user-
expectations, your business perspective and technical facets come together in synergy
will visitors turn into loyal customers decisions and customer segmentation. This
chapter encompasses findings in the research work carried out. It explained the model
build up by the researcher for the betterment of E-commerce industry. At the end
chapter misconceptions about E-commerce industry in India are explained and some
materialistic suggestion for overcoming those misconceptions provided.