CHAPTER- 7
RECOMMENDATIONS
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Numerous confusions and myths are found in India with respect to online exchanges. For settling these issues E-commerce sites need to train individuals regarding online exchanges by providing free guidance sessions, appropriate client support and offer help in the local dialect. For better recovery of issues of shoppers it is recommended that free demos of online exchanges ought to be placed on E-commerce sites. Likewise free demos of online exchanges are also appearing on E-commerce sites. Enrollments on E-commerce sites are simple, straightforward and fast. Another recommendation from the scientist’s perspective is that an online bill ought to likewise be produced. Additionally a few guidelines and directions ought to be made for upgrading on web exchanges like giving further data in the local dialect. Last but certainly not least we presume that since the online exchange industry is new in India, there are a variety of misguided judgments, holes, obstacles and blocks facing online business in India. This can be explained by an additional number of online exchanges that can develop for the web-based shopping industry and in addition to the development of the Indian economy.

The Indian Government and public associations ought to find a way to improve these development variables, by building a foundation, training more individuals regarding the web and E-commerce, provide details on the website in the provincial dialect. (Domain names can now be registered in Indian dialects as well). Vishwabharat.com) offers area names utilizing the letters in order as a part of Indian dialects and makes change principles and directions for the upgrade of such sort of industry.

The reason for the slow growth of the Indian E-commerce industry is that no legal infrastructure is available to regulate commercial online transactions. There are no formal E-commerce dispute-resolving mechanisms which can regulate the Indian E-commerce industry. There are no dedicated E-commerce laws in India. IT Act 2000 does not have any provision for safeguarding the children. This law has some provisions regarding punishments and types of cyber crimes but there should be some strict law which can stop the infringement in the form of cyber stalking, hacking, spoofing etc. The present study suggested that there should be an Online Dispute

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Resolution (ODR) Mechanism which can eliminate all the obstacles faced by the E-commerce industry. It is further suggested that there should be a law for compulsion of “security engineering life cycle” approach which can be adopted by each and every website so that the payment process can be more secure.

The innovative thoughts of Indian E-commerce companies are reaching more and more consumers. With the goal of reaching more customers they have increased their networks. They make customers more comfortable while using an E-commerce site. In the present competitive environment one has to lead and others will follow. The present study revealed that Flipkart is the winner of the Indian E-commerce market. The present Indian web-based shopping scenario is changing with the appearance of major national and international brands, enlarged speculations and advancement of specialty sorts of E-commerce organizations. In addition the number of online buyers has increased extensively with ventures developing in physical base offices, like web broadband networks, etc.

In every aspect of the present study survey such as price, recommendations, referrals, etc., Flipkart is leading. With a strong and loyal customer base undoubtedly the Flipkart and Snap deal have made a great impact on Indian customers. Both the organizations are expanding so much on their advertisements and promotions and creating more innovative and attractive advertisements. The present E-commerce industry is still in its growth phase and there are large opportunities waiting in this sector. The Internet is playing a crucial role for e commerce sites like Flipkart, Snapdeal, Amazon and eBay to sell their products to ultimate consumers. Due to new online payment gateway using credit and debit cards it’s very easy and convenient for customers to shop online.

Web-based shopping setting in India is changing quickly with the appearance of enormous brands, global contenders and brands, enlarged speculations and advancement of specialty sorts of E-commerce organizations. Additionally the quantity of online purchases will shoot up extensively with venturing up in physical base offices for example web broadband network more extensive appropriation of web prepared gadgets and related coordination of administrations.

Different Indian temperate approaches are extremely accommodating in the development of the E-commerce industry. The e-commerce industry is a key element for the development of creating countries like India. Researcher suggests that more
liberal principles, better infrastructural offices and extensive laws in IT can be useful in the development rate of the E-commerce industry.

E-commerce in India is developing quickly which is being driven by elementary demographics expanding the web presence changing the way of life, managing an account and installment choices like e-wallet etc. In any case there are issues like the IT framework its security and low administration levels by an association yet to be determined. Regardless of difficulties the E-commerce industry in India offers incredible breadth because of the tremendous support in the market and from the clients. There are different portions that are adding to the e-trade portfolio in particular travel, tourism, electronic machines, equipment items and clothing.

The quick development of E-commerce mirrors their potential advantages to organizations as far as expanded deals, bringing down expenses and upgraded manageability. E-commerce may allow retail organizations to "cut out the middleman costs" but numerous organizations are hesitant to create E-commerce or they are upset with E-commerce in light of the fact that their attempts have missed the mark concerning their desires. The main issue here is that E-commerce is very advantageous to little organizations. It is relatively simple to set up and the advantages come in quickly. A portion of the things to be wary of incorporate poor security, poor site framework, excessively numerous discount demands, unforgiving terms and states of some installment stages and poor advertising. Once these areas are held mastered, moving to E-commerce will be among the best business choices to make.