

DIGITAL TRENDS OF INDIAN VIRTUAL MARKETS

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Abstract: There is a rising demand for internet users in India, which promises many opportunities in the e-commerce sector. E-marketers know which critical factors influence customer behavior and the effect it has on customer loyalty. They can use this information to refine their marketing strategies to convert prospective customers into long-term customers and maintain their current customers. When online customers are making their purchasing decisions, various aspects are taken into consideration, as was demonstrated in this academic study studies have concluded that these are the five elements that influence consumer perceptions about shopping on the internet.[1] They find that consumers' cognitive/belief gratification, online convenience, psychological/feelings of use, embodied security, and well-being influences cognitive/emotional gratification, embodied ease of use, and overall well-being, and self-satisfaction at the same time, businesses have tried to remain ahead of competitors by reducing the price of their products and services. Concerning promotion, communication, companies can use the internet to convey, communicate, communicate, and distribute information as well as gather, receive, listen to, respond, and measure customer satisfaction. Citizens make online and/use the internet to purchase both the product and then go to another location to find out if they received the best service price and the next time of use to compare their features and prices.[2] An increasing number of experts believe that the online business model will flourish.

Keywords: Digital Mode of Transaction, Virtual Shopping, Security of Online Platforms, Credit Card, Retailing

INTRODUCTION

Online shopping offers merchandise or administrations that customers can be purchased straight from the vendor without the necessity of entering credit card information onto web-based sites or portals. Different terms used to describe online shopping for web-based items include e-shopping, e-shopping, or simply online shopping on the internet was first created by Michael Aldrich in the year 1979. As a result of Redfin's company transformation in 1980, which empowered the merchants, suppliers, consumers, and operators to connect to corporate structures, as well as their various exchange systems, as a whole, they have all the power over the web as well as on their PCs and kiosks. After spending their savings to found India's first in-ever departmental store K Vipul Parekh and Sandeep Thakran partnered with, Hari S Vaitheesh, Soman, and others to found India's first dot-com in June of e-commerce in 1999 After the creation of the new CD site in September 1999, the company offered

only music for sale on the website. The website then offered categories like books, movies, watches, and groceries that had been missing since February of 2000 between October and June. And it is predicted that the Indian e-based market leaders will be the rising stars of the online retail sector shortly, which will include e. exa, Flipkart, Myntra, etc. Developing trends in a general fashion is referred to as (where things are headed/progressing is being made) Looking at the kind of products that are in demand in India today's times, compared to when they transitioned to digital payments, as well as the buying patterns, India's most popular one has shifted from cash to smartphones, shows that the most male or female gender has changed.

AIM OF THE STUDY

1. One should learn about the growth of online shopping in India by looking at the evolution of its practices.
2. Within the process of researching the advantages and disadvantages of online shopping, it's helpful to look at both the upside and the down."
3. To get to the bottom of the fact that the expansion of e-commerce in India can be attributed to.

RESEARCH METHODOLOGY

Restraint applied to this research paper applies to only the analysis of Internet-based retail in India. Other data used to compile the information comes from various sources such as peer-reviewed research journals, media, the business press, the web, books, and periodicals, as well as non-public internet resources.

A secondary source study was consulted when the analysis was done on the data and information gathered during the study to obtain a thorough understanding of the study's objectives.

We have used the formula "**present value - past value/past value = growth rate**. In order to find the rate of growth in online platforms

$$\begin{aligned} \text{To find the linear growth we used the equation : } P_n &= P_{n-1} + d \\ P_n &= P_0 + d n \end{aligned}$$

d = common difference in population change

EVOLUTIONS AND TRANSFORMATION IN E-COMMERCE AND ONLINE MARKET

commercial use of the internet provided increased dramatically with the year in 1991, and e-for the first, of all, that year marked the rise of online commerce on the internet with its speed and use of credit cards. In the later part of 1995, e-commerce was launched in India.[1] At that time, it was universally agreed that it was odd to buy and sell online and to go through e-commerce, and other services such as these things will just stay in the realms of science fiction for a long time to come. In addition, it was assumed that most people in India will always have their transactions handled in person. What a pleasantly old-fashioned and archaic perspective! Until this point, the country's entrance into e-commerce took place through the IRCT, there was no previous relationship between India and the internet. India took the lead in this by

providing web access to the Indian Railway system to the general public so that they could make reservations for trains with ease. Passengers' expectations of how to use the online booking system were shattered by this process, allowing first-time customers to book on the internet from anywhere. This benefited ordinary commuters in that they did not have to wait in line for lengthy periods, they didn't have to pay higher prices due to delays and didn't have to employ anyone else to handle tickets, no additional hassle in obtaining tickets, and they were spared the expense of wasting time.[2] As the years go by, new advances in technology have emerged to the two things: the ability to book tickets (and/or pay using electronic money as well) was integrated into the IRCT Online system, and also the capability to track/check ticket availability and/pending status of the trains (instead of) Also, there are numerous options on the IRCTour website, like the option to plan your destinations, paying with Paytm, and using the Cash on Delivery, as well as getting your flight and hotel reservations, as well as travel tickets booked, all of which you can do using your smartphone. It is a major milestone in the history of e-commerce in India. If you look at the past pictures of the site, you will be able to see it as it was in 2002 and see it today. IRCT, the impressive launch of an online reservations system, which in turn was followed by the launch of online airline bookings (like Air Deccan, Indian Airlines, Spicejet, etc.). The population as a whole was made to expand because of the assistance given to agents by the airline to cut costs, which then resulted in the country being encouraged to make the shift to online booking for the first time. The booking system is now no longer limited to transport only; today, online bookings for all kinds such as hotels, bus tickets, vacation packages, and even airline tickets are available through the websites like MakeMyTrip, RedBus, and Yatra. Other business players quickly began to apply the Expanding approach to online sales because of the recognition of it by the general public in India, which was partly fueled by widespread admiration of Amrit's business. Although online shopping has been present in India since 2000 but has only recently become more attractive due to the availability of Flipkart's deep discounts with the advent of the Internet, we have created a different distribution system for offline shopping in India. Portals like Amazon, Jabong, and Red as well as other Indian companies quickly took note of the situation and moved in for opportunities as soon as possible there are still many different news stories and events listed on the site earlier than they did when it was last updated in the year 2000. These days, there are several different ways to promote your products through the website: Shopping and promotional activities are available. Some people say that Xiaomi (SHEH-eh-oh; She-ow-EE-EE-yEE) is one of the fastest-growing technology companies in the world. This company, in terms of market share of overall sales, is the sixth in the world and the No.3 in China, according to market analysis firm Canalys. While partnering with Flipkart, they've developed a new marketing strategy that incorporates the sales model used by Amazon. The Xiaomi's Mi3 smartphone sold out on Flipkart within just 22 hours of going on sale and now continues to sell at reduced prices. They also stuck with the same campaign for the mi4, Redmi, mi4, and other brands on the market leaders like Alcatel, Micromax, Meizu, and soke This strategy was found to be very attractive. Following this same strategy, other firms, like Lenovo and Micromax added several features to their product portfolios. This meant that only the mobile models could be used on Flipkart; it was not intentional to limit the service to any other websites to participate in that program, participants need to register for the upcoming sale of that model before the deadline, and have the funds deposited.

RECENT SCENARIO AND STRATEGIES OF ONLINE SHOPPING

In its early stages, it was just an opportunity for less popular stores to access new customers, rather than for stores to entice loyal ones. In the case of delivery, the users can simply place an order and pay for it with cash. However, in the last few years, the market in this field has regained a great deal of interest, and so customers have been drawn to it. This technique has become very popular in India because of the appearance of modern-looking websites, the ability to order as much as you want, and flexibility in payment methods, where you can pay using gateways like PayPal, net banking, net credit or debit cards, and cash on delivery, and you can make. Additionally, the return and maintenance times have been reduced, same-day shipping has been made available, a percentage off, coupons and discounts have been provided, and promotions such as 30-buy and return get added to the mix, and even '30 days guaranteed for dispatch 'under 7-day supply' are on e-demand have made available

By July 2017, India had 420 million internet users, but with 40% of the population still being under 15, the total internet population had only hit half of its potential.[3], [4] Even when it is regarded as the second largest online retail market (600 million people) behind China (48%), the expansion is much faster than countries like the USA (266M) or France (81%), bringing in just over 6 million new participants every month. Online purchasing is anticipated to rise along with the development of e-commerce infrastructure, such as faster internet, as well as traditional brick-and-mortar retail sector logistics, to a total of 69 million customers in 2016, with predictions of an increase to 100 million customers by the year 2017. With the majority of companies planning to move to an e-commerce strategy, mobile transactions will rise in importance in 2017. Mobile already makes up to around 30% of e-commerce, and it's projected to jump to around 45% by 2017," reports the report states. Over 25 million Indians and over the age of 18 now bought merchandise via the internet last year, and there were 30 million others who visited websites that they were not able to order from in 2016. The Indian e-commerce sector is set to experience notable growth in 2017, with a majority of the population expected to get involved for the first time. There is a possibility that the e-commerce market in India could be USD 33 billion in the current financial year according to NASSC's recent projections. Through the expanding e-commerce market, this industry will keep bringing on more new workers and aiding the emergence of new entrepreneurs, was found in the study.

TABLE 4.01

Companies	Annual web sales in million us dollars
Amazon.in	\$437.7
Flipkart.com	\$398.9
Snapdeal.com	\$258.7
Myntra.com	\$198.3
Jabong.com	\$175.7
Bigbasket.com	\$98.3
Ebay.in	\$69.6
Shopclues.com	\$37.1
Infibeam.com	\$36.6
Firstcry.com	\$34.8

Fashion is a part of the market with projected revenue of \$6.2 million in 2017, growing to \$9.9 million by 2022.

Consumption of content expansion will exceed production growth in 2017, and the latter will rise to 27.6% by 2022

RECENT TREND OF ONLINE CONSUMERISM

TABLE 4.21

Category	Interest in percentage
Apparel	85
Mobile phones	68
Cosmetics	25
Watches	75
Artificial jewelry	65

Web Expenditure by 85 to an additional pennies for widely recognized classifications, for example, which was made, for example, the outerwear industry, which spent an additional 85 dollars to purchase an identical unit in 2016, while the cell phone, beautifier industries are only spending 68 cents. The constant increase in classification spending went on watches received and the previous year was noted as well, for example, 75 for every \$1 and 65 in counterfeit ornaments given, respectively, was noticed in the previous year. Almost all of India's online retail business deals involve a PC and a wide variety of accessories, like mobile phones and other electronic gadgets. Per the findings of the report (Bihar Report) the as per the reports by Assocham, Bangalore has risen above all other Indian cities in the country in online shopping. While Delhi places second in the ranking of those who prefer to shop online, Mumbai ranks first. according to the World Retailer Household Preference Survey data, roughly 69% of the population in Bangalore's residents did e-they purchased goods like the daily necessities, gift items, fashion goods, beauty items, home goods, and sporting goods at that percentage growth rate in 2015-16, while this year, which increased to 75% for the same items next year. [6], [7]Likewise, home electronics, fashion, electronics, devices, gifts, electronics, peripherals, movie and apparel ticket sales, travel bookings, and lodging reservations, travel hotel and flight bookings, reservations, and facility use, books, food & health items, and grocery, and utilities (subsidies) tickets were all 65% of the company's last year sales, which may rise to 70% this year. The proportion of residents who preferred to purchase routine goods online grew from 2015 to 2016, reaching a maximum of 61% in Delhi, and will most likely go down slightly over the years to 68% by the end.

TABLE 4.22

	Male	Female
Number of orders/ purchases	76	24
The average value of an order/ purchase	1430	1177

An assumption is drawn from the table; 76% of the people who use the internet to buy products are male, and the percentage of female buyers is 24% what this calculation does is raise is show is that men to be 3 times as much. the least preferred over paying by credit and debit cards with 71 percent are the most, the more common payment methods among preferred methods are COD and less preferred methods are those that include a card that features 5% and the use cash and/check out-on-delivery of payment with 21%. [8],[9]



FIG. 4.23 GROWTH OF ONLINE SHOPPING IN INDIA

FACTORS THAT TURNS THE WHEEL OF ONLINE MARKET AND PURCHASES IN INDIA

1. It is now possible to buy items on the internet because of enhanced access to internet services. 4G services have increased the number of people who have access to and increased their speed of use
2. Shopping sites that offer a host of advantages and services to satisfy you get all of your needs met.[9]
3. Online shopping has a wide range of products to choose from, and thus there are many discounts to be had. For example, the Amazon festival, such as the Flipkart Carnival.[10]
4. a billion weeks and other time intervals
5. It has been a significant change in how Indian customers behave over the decades. As well as paying for all manner of items such as mobiles, décor, apparel, and electronics, the new internet market forgoes are also helping people book airline tickets, movie and theatre reservations, as well as phodols, and theatre tickets.
6. Living a busy life keeps people from having the time to shop in the mall or do other conventional things. Because online shopping has become more accessible, it has constructed buying things much easier

7. When shopping online, it is common to have a variety of facilities like returns and exchanges to aid you, as well as policies on usability, such as guarantees and billing.
8. Marketers use social platforms like Facebook, Twitter, Google+, and Pinterest to help promote their products that cause leads to more knowledge of customers about their brand's Online shopping has become more and more popular since the websites on these platforms exist.
9. offers by e-commerce websites that give extra rebates for online purchases
10. The availability of 24-hour customer service solutions by multiple shopping websites answers customers' problems. Once they see this, customers will have more faith in our service.
11. Larger online banking offerings and improved online security strengthened trust among customers who earlier chose to keep their information private.
12. Seemingly useless items from various pages on Facebook and Instagram, such as clothes, handbags, as well as new or old, and always-stylish shoes, bags, as well as otherwise pointless paraphernalia.
13. Products that are sold at accessible prices have made online shopping well known among young customers.

Today, companies see a difference between inventory and sales models, which is something that was not very evident in previous models of e-commerce scenarios. It would be useful to take a look at the events that influenced the online shopping industry in the last few years. According to Google India's research, 33% of the search activity is on the world's largest search engine is related to fashion and that percentage is increasing by 66% each year. As of now, 40 million citizens in India use online banking and shopping, Bawule expects that number to go up to about 100 million by 2016, and to nearly 250 million by 2020. It's predicted that the country will have nearly 500 million internet users by 2018, while smartphone users could become a critical component in online e-marketing portals by then, according to estimates. Flipkart co-founder and CEO Sachin Bansal predicted that the e-commerce sector in India could rise to around \$50 billion in the next four years as India's population grows increasingly connected to the internet and new payment and delivery infrastructure is developed. About \$13 billion in 2013, the KPMG and the Internet and Mobile Association claimed that the size of India's e-commerce market was 14 times that of China, according to a joint report (IAMAI). 70% of the total commerce was done online through travel portals last year as a result of expanded use of the internet in the tourism industry. In the country of India, 90% of the population now uses the internet on their phones, but that percentage is expected to increase because many people are also increasingly using mobile devices.[11], [12] the laser pointer was, for a long, the only service that all India-based websites were expected to provide in addition to their standard versions until there was a push for the development of apps on phones to allow for a better, modern e-commerce experience for consumers. According to the information from the world Internet World, the speed and usage of the internet in India is above average. There is also obvious evidence from this website that other countries have more sophisticated internet service-delivery methods than India. The information below clearly demonstrates that the current rate of India's 7.33 Mbps, placing it at number 131, is higher than the median, yet it is significantly slower than every other country. The service speed has increased in the last year from 5.6 Mbps to 7.3 Mbps, which is satisfactory, but we are lagging in terms of development. As we go through the list of the top ten countries in terms of broadband internet provider, Singapore ranks at the top with an impressive 124.38 Mbps, while

Hong Kong is in the third with a more moderate 103.35 Mbps, and Japan is at number eight, just behind us. Let's assume that to be accurate, looking at this we conclude that we should further expand our IT infrastructure. In the country of India, we find the following cities: Similarly, in India, the best cities have data transfer speeds of over 14.51 Mbps followed by Bangalore, with the next-best city being Bangalore, which comes in at 13.37 Mbps. The e-commerce industry is experiencing a quick rise, so changes can be spotted quickly. As seen on the chart, you can see that India's B2B (Business to Business) market has grown by 34% CAGR since 2009 to approximately in the range of 16.4 billion USD in 2014 for 2015, the market opportunity for this sector is expected to be about 22 billion USD. Customers have also found that many major retail best-selling products are distributed through online retailers like Amazon, accounting for about a significant percentage of distribution. A strong consumer base is poised to increase in the future because of the expansion of broadband and 3G internet usage, as well as the popularization of smartphones and tablets.

ADVANTAGES OF E-COMMERCE

- It will help you to conserve your money and time because of the ease of use of purchasing over the Internet. At the same time and money is saved because you can shop from your home or office, you don't have to go anywhere to buy the item. also because you save money because you are more comfortable within your means while you have your products delivered in cash rather than having to travel to find them For this reason, there are several advantages to purchasing items while you are online instead of going into a physical store, such as substantial discounts and bargains available at the time of purchase. There are occasions when adding codes or promotional offers can make you a good deal even better.
- Shopping is permitted 24/24 hours a day, 7 days a week." You may be able to buy new smartphones at 3 in the morning, but they are already sold out by the time of the afternoon.
- When comparing products, you can see their strengths, weaknesses, capabilities, and prices as well as their characteristics, while deciding on which is the best one to buy. Comparing the products is great for discovering something that is comparable or you can find something you like and research the other user reviews and choose to buy.
- You get a wide selection of products available with just one click in addition to size, design, price, and features like this.
- Let your work speak for itself. retailers, floorwalkers Because no one is pushing things on you to buy while you are doing your online shopping, you are completely at liberty to compare prices and decide what you need. There are of course recommendations and everybody advises you to follow them, but no one talks to you in your face to try to sell something to you. That is entirely up to you.[12]
- One can go to the store in private: Some things are important enough to keep confidential. Here are some examples: For instance, let's say that a person has to purchase certain condoms or other underclothing. There are plenty of others who would be too ashamed to purchase these things in a place where they are exposed to being seen buying them with their loved ones or otherwise acknowledged people. When you order these items online, you can avoid those types of experiences.
- There is no one to tell you to get your back up, no one to see whether you are taking it seriously, and no one to oversee why you are purchasing it.

- The product is still contained in the box when it is delivered, but it does not give any indication of what is inside. No information is revealed without the consent of the people who have it.
- Reduced merchandise is available at a better price if it can be searched for with discounts: Discount coupons are frequently available: Search for clothing, electronics, and you can find even better discounts if you apply coupon codes.
- Online shopping is perfect for buying gifts that are to be sent to faraway locations: The provider can wrap the present for you when it is to be sent to a distance.
- There is no one else to deal with. The lines are broken and the cranky persons are left behind. In general, there is greater competition at the shops during the holidays when there is an influx of people that is the major advantage of using the internet for shopping: you won't have to worry about it. There is no cause for worry as long as you wait in the line, so get into the habit of getting in line at the best place to pay the bill.
- You can do your shopping in any way you feel like: It doesn't matter how much music you like; it can all be listened to at your leisure. You may shop while listening to any type of music or media you prefer. Don't worry about what you hear: You are no longer going to have to have to listen to the kid screaming; the radio or music you dislike has been replaced by something you will enjoy.
- Away from their parent's shoulders doesn't mean you have to physically carry them: Kids can enjoy shopping when they are asleep or are in a playpen of their own. Don't send your kids to the mall, instead; where you used to be able to drop all your stuff and need to pay attention to their needs, take them to the outlet where they can focus on their interests and ignore yours.
- And you can get paid with COD here since the benefit is that we all use here is you can get paid with COD (assuming that they have authorized you to use it). In addition, you can purchase by waiting for your products to be delivered.

PROBLEMS AND ISSUES OF ONLINE MARKETS

• ISSUE OF THE QUALITY OF PRODUCT

Most importantly, there's no way to ensure the quality of an item while making an online purchase unless you have proof of ownership. In today's economy, managing all of the different types of products and services through the web can be difficult for enterprises, which is why companies are always on the lookout for companies who can expand their volumes of sales to further market segments and businesses who are available for them. Having the correct size is also presents more than just a minor inconvenience online; it is a significant obstacle that should be overcome before attempting to purchase clothing or footwear, regardless of where it is purchased. When a product size or style is first made, its size can't be modified because that is just the beginning of the experimentation process. When making an initial purchase, however, your gamble is to trust the maker and stick with the size you have selected.

• LOGISTICAL AND DELIVERY ISSUES

There is an endless list of variables and questions when doing any shopping on the web: when and questions concerning which phase of the request it is in which it's being completed, for example, on. Make a special effort to frequent contact with our families because we have no

specific spots to put faculty in when we're at home and need to take time for the conveyance of families. When you are returning an item, the same problem occurs.

- **ISSUES WITH ONLINE PAYMENT**

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- **HIDDEN ADDITIONAL CHARGES**

It has happened numerous times that, especially when you are about to buy a product, you have come across an incredible deal and then discovered a higher shipping cost just as you are about to proceed with the order. You can see this occur on every single e-commerce website when you order quantity is not large enough to qualify for free shipping. So that you may pay shipping fees on multiple products (regardless of whether you have bought the whole order), you should see the total added to your order as you check out.

- **PAYMENT LOOTERS**

Though e-payment is getting easier and more secure day by day, there is always the possibility of phishing, spoofing, scams, and hacks. Your credit card information can be accessed, and there is an increased risk of fraud when you make online purchases with your debit card. And your bank accounts could be the target of fraud if you aren't careful when handling your debit cards. Do not assume that just because you've received a Certificate Authority (CA) from someone that the website is secure and private when using https means that you can also make secure and private payments with them. Instead of physical keyboards, use text-entry keyboards to enter passwords. One Time Password or OTP (in short) is yet another layer of security that service for blocking the use of stolen logins. And, if you are doing any online shopping, use a laptop. If you are shopping, make sure the computer has the latest antivirus protection that is running in real time, and avoid using public computers like libraries and Internet cafes for your online purchases. Increasingly more and more customers turn to the Internet to purchase goods and services for the convenience of it. Eventually, the Internet will provide more merchandise, and expand commerce. However, the internet has plenty of benefits and drawbacks; users should know about these things and be cautious with regard to those.

CONCLUSION

The e- platforms for purchasing of products has seen considerable growth in India year after year 38 billion dollars have been added to India's global sales since 2009 online shopping in India is becoming popular these days is a trend where people have a passion for clothing and cell phones Males purchase 3 times as many things as females in India. Moreover, most people in India preferred to pay by cash on delivery in the case of online shopping (Cash on Delivery). As India's internet shopping business opportunities have increased, so has the amount of money that people have to spend online. While the problem of low quality, unsecured lending and more charges continues to exist. In our opinion, we can therefore conclude that online shopping will continue to grow and stay strong in the future.

From this study, it is demonstrated there is a huge opportunity for online shopping in rural as well as urban areas with improvements in I.T.T. infrastructure and internet awareness. The necessity of working in an industry integral to people's daily lives and interests will be met by e-retailing and internet shopping becoming central in India. The consumers in India are more important in the e-commerce and can see success for themselves if they change their business models and mindset, online shopping and e-to-oriented retailing are good for them. There is a large and growing Indian population who is between the ages of 15 and 35 which are in the target demographic for online shopping, and the people who control such a large market share of the India market for these ages are prime customers, this presents a significant business opportunity for developed countries. Also we found that, using the proposed formula, the rate of growth in online market and online platforms are high during the present time span.

CONFLICTS OF INTEREST

There are no financial issues or interest of conflicts to declare.

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