INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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5.   **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

REFERENCES

APPENDIX/ANNEXURE

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered &self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.

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- Use (**ed.**) for one editor, and (**ed.s**) for multiple editors.
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- Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
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- For titles in a language other than English, provide an English translation in parentheses.
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BOOKS
- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS
- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES
- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, KurukshetraUniversity, Kurukshetra.

ONLINE RESOURCES
- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES
- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

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BUSINESS BEYOND BOUNDARIES (B3B): E- COMMERCE AND E-BUSINESS CHALLENGES

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ABSTRACT

The Internet has dramatically changed the way companies carry out trade and commerce. In the present volatile market one of the most distinctive competitive advantages companies can gain and sustain is the rise of computer technology and the Internet. The rise of electronic commerce has led to abundant online markets where buyers and sellers share a relationship and ironically they have never met. This is the condition of post-modern civilization which is supposed to have impacts on the customers' behavior and perception. And, if so the companies must accustom to this trends. All this has led to companies adapting a more aggressive approach towards creating sustainable business with changing dynamics. Consequently, the purpose of the study is to expand an understanding that explains how and in what ways a company can craft sustainable business strategy in this ever changing market. In order to visualize the process of Business beyond Boundaries we conducted our study, we have researched comprehensively on the Internet for resources. We chose the Internet as primary resource. Since it is technology related, the Internet will offer the most up to date data available. Printed publications may not be able to adapt to changes as fast and efficient as electronic publications. We analyzed various e-commerce related web sites along with some companies. Some of the e-commerce web sites that we took as point of references are Web marketing today, Internet news, Commvault updates, Ecommerce-journals, E-Commerce Times, E-retail, and e-Marketer. The statistical research firms that we researched are market Research, Forrester Research, internet news and Jupiter Communication. These firms provided valuable statistical data that shows the rise of ecommerce. In conducting our research study, we accomplished the following steps:
- We searched extensively on the Internet for sites that are e-commerce related. Upon visiting the sites, we evaluated each sites for the contents, meticulousness, and objectiveness. There are plainly hundreds of sites that are dedicated to e-commerce industry. However, we carefully examined most of them which are relevant for this report.
- We have also researched many firms that conduct statistical researches. Such as Forrester Research, web marketing today and Jupiter Communication. These firms are known for their preciseness, non-objectiveness, and thoroughness. The statistical data we collected from these firms will support our findings and recommendation.
A comprehensive concept has also been developed on the basis of experts interviews, case studies and market analysis pertaining to post-modernism, leveraging customer information, challenges of today's market dynamics etc. The hypothesis indicates that the prerequisite for a relationship to exist is that the customers perceive that there is a trust and commitment of quality in the company's offering.

KEYWORDS

Business beyond Boundaries, e-consumerism, post-modernism, Market dynamics, Ecommerce resolution, brick & mortar, trade and commerce.

1.   ECOMMERCE

Electronic commerce, e-commerce or ecommerce primarily consists of exchange of goods and services such as distributing, buying, selling, marketing, and servicing of products or services over electronic systems such as the Internet and other computer networks. The information technology industry might see it as an electronic business application designed at commercial dealings. It entails electronic funds transfer, online marketing, online transaction processing, electronic data interchange, supply chain management, e-marketing, automated inventory management systems, and automated data–collection systems. It normally uses electronic communications technology such as the Internet, extranets, e-mail, EBooks, databases, and mobile phones.

When a company integrates an e-commerce resolution, the business will reduce considerable amount of operation cost simultaneously increasing its profit margins. The e-commerce resolution also allows company to eliminate needless paperwork. The entire paperwork and data can be transformed into an electronic format. Consequently, it will eliminate valuable shelf space and data can be searched and accessed in matter of few seconds. E-commerce will also automate the entire marketing process. In the midst of an e-commerce resolution, the business will be operating 24/7 hours at any point of time irrespective of regional holidays or any climactic conditions which would sometimes make companies to shut down business transactions. People from anywhere in the world with Internet connectivity will be able to visit the site at any point of time removing the barrier of restricted to the "normal" business operating hours.

A "brick & mortar" business is normally limited to serving the customers in its local geographical location. With an e-commerce resolution, that business will not be limited a geographical restriction, rather it opens itself to the global on-line market. Essentially, the business' market exposure will be greatly increased.

Customers can have plenty of offerings at their finger tips and they may chose conveniently any of the products they may wish to purchase, fill out the customer information and the product will be shipped and received in a matter of few days. The administration department interference is going to reduce considerably because it does not have to bother about any paperwork since the customer had done it already. Thus, the efficiency of business deal will be to a great extent improved.

It is appropriate that the definition of ecommerce as "ecommerce primarily consists of exchange of goods and services" must be expanded towards creating sustainable customer relationship management. the entry has been traced from where it begins with the definition of e-commerce from a free encyclopedia, self-described as "the largest encyclopedia in history, in terms of both breadth and depth," entirely created by the voluntary contributions of the Internet community—for that is a very good indication of the revolutionary basis upon which e-commerce has thrived. The entry on e-commerce in the previous edition of this work also began with a quote, but one in which it was seen more as a promise than a reality: "No single force embodies our electronic transformation more than the evolving medium known as the Internet. Internet technology is having a profound effect on the global trade in services".

2.   E-MARKET ANALYSIS

In two decades, the Web has completely changed many industries' sector has experienced as much of an impact as e-commerce. Consumers today habitually glance through for the best deals online and procure products using their portable devices.

At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to rapid increase in technology, most of the retail stores are coming up with the websites to sell their products online to compete with the competition. Since there are different types of consumers, companies should understand what are the needs and wants of consumer so that they can serve them better. The importance of analyzing and identifying factors that influence the consumer when he/she decides to purchase on the internet is vital. Since online shopping is a new concept, consumers expect something more than the traditional way of shopping.

An e-commerce resolution for a business is the amalgamation of all aspects of the business process into an electronic format. Many well-established businesses have been selling on-line for years. According to IBM, 70 percent of customers have their first experience with a product or service on the Web, while 64 percent make an initial buy due to the online experience. In fact, of some two billion users on the Internet, more than 600 million of them have Face-book pages. For example, Dell Computers Corp. has been selling computers directly to end-users for years. Currently, Dell is selling excessive of more than 1 million dollars worth of computers everyday on the World Wide Web (WWW).

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While facebook referred more retail shoppers than any other social media source, it is still accounted for less than one percent of the total web traffic. Shoppers who purchased through Twitter had the highest average order value, outspending consumers who were referred by Google. Google still refers the majority of the online shoppers to your website; however shoppers are also spending much time on facebook and twitter. Experiment with social media in the promotion of your brand. Traffic to retail sites from facebook increased 92% in 2011 over the year 2010 *(In news by Cyndi Williams, September 26th, 2011).*

The latest consumer-to-consumer (C2C) Internet mart roar at eBay, Yahoo, Amazon, olx, flipkart,Jabonng and new sites have added new face to the science of e-commerce and e-business challenges. In just a few years, eBay has emerged as a dominant force in e-commerce. EBay has become a global force in electronic commerce. Founded in September 1995, eBay has become the world's major online marketplace. The eBay population includes more than a hundred million registered members from around the globe. Perhaps People spend more time on eBay than any other online site, making it the most popular shopping destination on the Internet. As stated in their Annual Report, eBay's mission is to provide a global trading platform where practically anyone can trade practically anything. On an average day, there are millions of items listed on eBay.

According to research by VeriSign, e-commerce was born on August 11, 1994, when a CD by Sting was sold by Net Market. To celebrate, the Internet infrastructure and technology company hosted a panel discussion with Net honchos to reminisce and, more important, to imagine the next 10 years of shopping online. Today it is indeed a remarkable journey the web has taken so far.

Web is becoming an important part of every one of us A survey conducted showed that roughly 25 % of all Adult are relaying to Internet before they decide what to buy and where to buy it. These adults uses web to research products and services. Web is closely becoming an indispensable part of teenagers as well. A survey claimed that 80% of online teens (in the age group of 12-17) visit online stores to quench their shopping needs. Most people might believe it natural for the present affiliate of teens to Internet for all their needs including shopping and hopping. However, Teens are restless and would require all the decision parameters (like price, quick checkout, sorting by preference etc) to be within the reach of their decision making process.

TRENDS IN ONLINE SHOPPING (www.businessreviews.in)

➢ 71% Indians trust recommendations from family while making an online purchase decision, followed by recommendations from friends at 64% and online products reviews 29%
➢ Half the Indian consumers use social media sites to help them make online purchase decisions
➢ Online reviews and opinions are most important for Indians consumer electronics 57%, software 50%, and a car 47%
➢ More than 4 out of 10 Indian consumers are more likely to share (tweet/post review) a negative product or service experience online than they were to share a positive experience.

The application of an e-commerce generates a new revenue stream, expands the market exposure, and decreases the operation cost. Many Fortune 500 companies, such as Dell Computer Corp., have found that their business is never going to be the same as they adapted e-commerce into their business operation. Many well-known "brick & mortar" businesses are starting to establish their presence on the web.

3. E-BUSINESS CHALLENGES

3.1 Trust Building:

Much of the earlier research into e-business has focused on the role of trust. Trust is an important factor in every marketplace, but even more so in electronic commerce. The impersonal and anonymous nature of electronic commerce creates a fertile environment for the manipulation of transactions and potential fraud. Almost all online auction sites address this issue through the use of information exchange about the background and experience of buyers and sellers. The most notable of these systems is EBay's Feedback Forum. Online feedback mechanisms allow buyers and sellers to report their satisfaction with each transaction in a public forum. These mechanisms can serve to build trust among the participants in electronic commerce.

3.2. Quality of service:

The fundamental problem is the information asymmetry between buyers and seller. When bidders view a product at an auction site, they do not have the opportunity to inspect the product and directly observe the quality. These unequal accesses to information pose as a major challenge which can lead to frauds in e- market.

3.2 Minimizing Security fear factor:

Security is as much of an issue as ever while consumers' fears about providing credit card information online, or personal information is a top barrier to the growth of e-commerce, in order to avoid this security fear factor companies can create sound confidentiality rules and regulations.

While the number of e-shoppers continues to grow, there is still widespread concern in the internet population about the safety of financial and personal data online. 58% of internet users say that they have felt frustrated, confused or overwhelmed during online shopping.

3.4 Creating Niche Presence:

There are approximately 70 million people worldwide that have access to the World Wide Web (WWW). No matter what industry or business one is in, one cannot ignore 70 million people. To be a distinguishing part of this on-line community, one would need to create niche on the WWW. Because if one does not do it, one's competitor definitely will. What if one's widget is great, but people would really love it if they could see it in action? The album is great but with no airplay, nobody knows that it sounds great? A picture is worth a thousand words, but one does not have the space for a thousand words? The WWW allows one to add sound, pictures and short movie *files* to one's company's info if that will serve one's potential customers. No brochure will do that.

3.5 Enhancing Public Interest:

Web page information can be accessed by anybody from anywhere who can access the internet and hears about one's site is a potential visitor to one's Web site and a potential customer for one's information there. Therefore, creating public interest is challenging and paramount in e-commerce. If one could keep one's customer informed of every reason why they should do business with them, doesn't one think one could do more business? One can on the WWW.

3.6 Building Network:

A lot of what passes for business is simply nothing more than making connections with other people. Every smart businessperson knows, it is not what one knows, it is whom one knows. Passing out one's business card is part of every good meeting and every businessperson can tell more than one story how a chance meeting turned into the big deal. Well, what if one could pass out the business card to thousands, maybe millions of potential clients and partners, saying this is what I do and if you are ever in need of my services, this is how you can reach me. One can, 24 hours a day, inexpensively and simply, on the WWW. Therefore building network is essential in e-business.

3.7 Providing Effective Business Information:

Providing customers the most sought after basic business information is crucial: What is one are business hours? What does one do? How can someone contact the business? What method of payment does one take? Where is the business located at? Now think of ads where one can have instant communication. What is today's special? Today's interest rate? Next week's parking lot sale information?

3.8 Venturing into International Market:

The e-commerce resolution will allow a dialogue with international markets as easily as with the company across the street. Therefore, one should decide how one wants to handle the international business that will come one's way, because one's postings are certain to bring international opportunities to one's way, whether it is part of one's plan or not. Another added benefit; if one's company has offices overseas, they can access the home offices information for the price of a local phone call.

3.9 Maximizing Media exposure:

Being visible is another important factor in ever growing e-market. The media is the most energetic profession today, since their main product is information and they can get it more quickly, cheaply and easily on-line. Every kind of business needs the exposure that the media can bring, On-line press kits are becoming

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more and more common, since they work with the digital environment of more and more pressrooms. Digital images can be put in place without the stripping and shooting of the old pressrooms and digital text can be edited and outputted on tight deadlines. All these can be made available on an e-commerce solution.

3.10 Focusing Demographic Market

The demographic of the WWW user is probably the highest and most influential mass-market demographic available. Usually they are college-educated or being college educated, making a high salary or soon to make a high salary. It is no wonder that the best website or most viewed site is the also common choice of the Internet community. It has no problem getting any brand and other high-end marketer's advertising at its door step. Even with the addition of the commercial on-line community, the demographic will remain high for many years to come.

3.11 Targeting Specialized Market:

Selecting and targeting a specific group of viewers is becoming essential. If one's market is education, consider that most universities already offer Internet accesses to their students and most youngsters are on the Internet. Books, athletic shoes, study courses, youth fashion and anything else that want to reach these overlapping markets needs to be on the WWW. Even with the coming of the commercial on-line services and their somewhat older populations there will be nothing but growth in the percentage of the under 25 market that will be on-line. One may think that the Internet is not a good place to be. Well, think again. The Internet isn't just for computer science students anymore. With the millions users of the WWW, even the most narrowly defined interest group will be represented in large numbers. Since the Web has several very good search programs, one's interest group will be able to find one's company, or one's competitors. This is the power of internet to serve the world with an e-commerce solution.

3.12 Updating Information:

Keeping information up to date is very important. Electronic publishing changes with one's needs. No paper, no ink, no printer's bill. One can even attach one's web page to a database which customizes the page's output to a database one can change as many times in a day as one needs. No printed piece can match that flexibility. Sometimes, information changes before it gets off the press. If one has ever remembered too late or too early to call the opposite coast, one knows the hassle. Not all businesses are on the same schedule. Business is worldwide but one's office hours aren't. However, Web pages serve all 24/7. The companies must customize information to match needs and collect important information that will put one ahead of the competition, even before they get into the office.

OBJECTIVES OF THE STUDY

- To study the challenges involved in ecommerce market.
- To study the factors influencing online shoppers and consumers
- To study the customer level of satisfaction with regards to online shopping
- To examine whether customers attitude towards online shopping.

SCOPE OF THE STUDY

At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to rapid increase in technology, most of the retail stores are coming up with the websites to sell their products online to compete with the competition. Since there are different types of consumers, companies should understand what are the needs and wants of consumer so that they can serve them better. The importance of analyzing and identifying factors that influence the consumer when he/she decides to purchase on the internet is vital. Since online shopping is a new concept, consumers expect something more than the traditional way of shopping. That is why it is crucial for the online retailers to know what influences the online consumer. Analyzing consumer behavior is not a new phenomenon. The renowned marketing expert Philip Kotler has published several works on the topic of consumer behavior theories. These theories have been used for many years not only to understand the consumer, but also to create a marketing strategy that will attract the consumer efficiently. Hence identifying and understanding the consumer needs decide the direction of companies marketing strategies. These theories can be applied to identify the online consumer and create certain consumer segments. However, some distinctions must be still be made when considering traditional consumer behavior and online consumer. Analyzing the process of consumer online shopping, companies should tailor made their services for an increased satisfaction level of consumers.

RESEARCH METHODOLOGY

Data for this study was collected by means of a survey and by means of web based data collection. The sample size was 200. The Questionnaire was used mainly to test the model proposed for Attitude towards online shopping. Likert five points scale ranging from strongly agree to strongly disagree was used as a basis of questions. Around eleven different factors were taken by studying the existing models of consumer attitudes that play an important role in online purchase.

SAMPLE DESIGN

Web based survey as well as field survey was conducted. The factors intended to examine can be applied to and investigated at any population that uses internet and buys products online. Since there are time and resources restraints, a specific population had to be identified in order to generalize and create relevant segments. It was decided that the sample size should contain over 200 respondents. The populations for this research are professionals & students. The city was chosen on a convenience basis. Convenience sampling involves using samples that are the easiest to obtain and is continued until the sampling size that is need is reached. It is assumed that there will be little variation in the population making it more approved to generalize the response rates.

ANALYSIS & INTERPRETATION

Q1: Through Online Shopping I get easy access to the information about product and services.

Parameter	Respondents
Strongly agree	39
Agree	131
Strongly disagree	
Disagree	22
Neutral	8

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Information of products & services
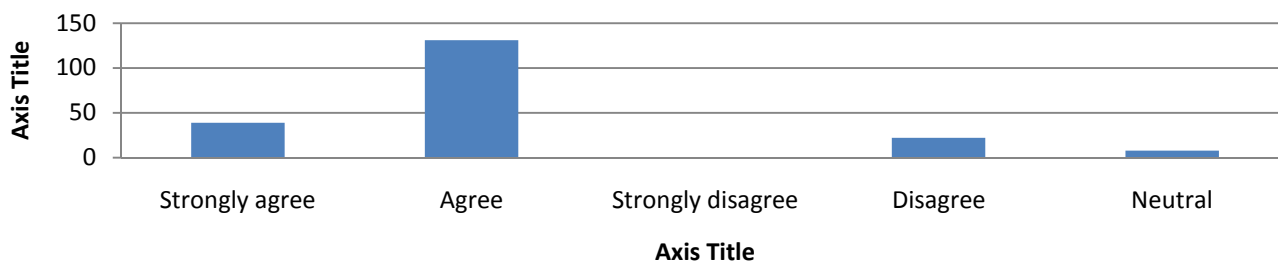
Interpretation: From the above graph we can say that out of 200, most (131) of the respondents agree and some strongly agree (39) that they get easy access to the information about the products and services they want online.

Q2: It is faster and convenient to purchase goods or services online than traditional method.

Parameter	Respondents
Strongly agree	33
Agree	91
Strongly disagree	4
Disagree	62
Neutral	10

Traditional method V/s Online shopping
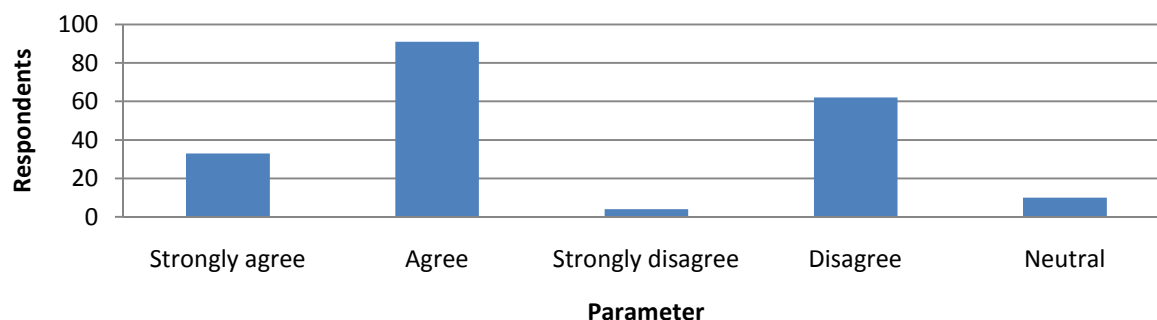
Interpretation: Out of 200 respondents 91 agreed and 33 strongly agreed that online shopping easier and convenient way than traditional way of shopping and 62 respondents disagreed with the statement as believe in traditional way of shopping. As most of the respondents are students and young professionals the result came favor towards online shopping because they are the people uses internet more than any other category.

Q3: We get better deals during online shopping.

Parameter	Respondents
Strongly agree	19
Agree	121
Strongly disagree	3
Disagree	42
Neutral	15

Better deals with online shopping
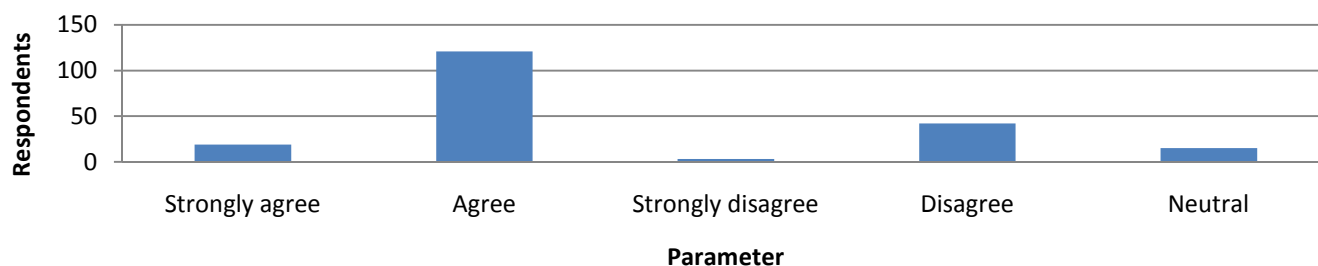
Interpretation: From the above graph we can tell that most (121) of the respondents agreed that they get better deals during online shopping and some portion (42) of respondents disagreed with the statement. It tells that most of the respondents believe that they get better deals when compare to traditional way of shopping.

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Q4: We can choose products from a wide variety.

Parameter	Respondents
Strongly agree	15
Agree	119
Strongly disagree	2
Disagree	54
Neutral	10

Wide variety of choices in online shopping
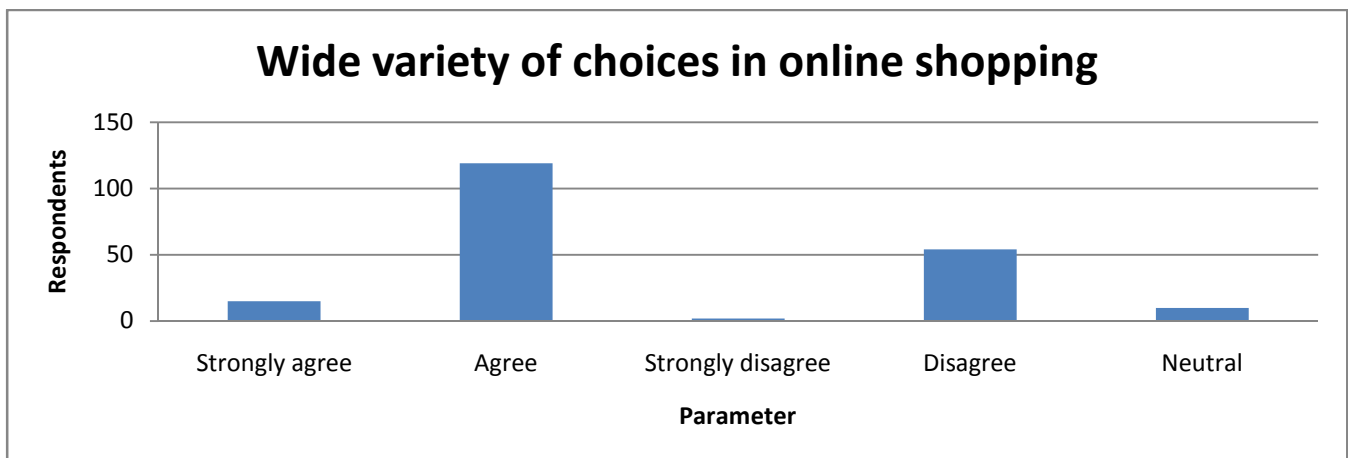
Interpretation: Out of 200 respondents 119 respondents told they can view a wide variety of products through online shopping and 54 respondents disagreed with the statement saying that they don't get access to variety of products online.

Q5: We do get good after sales service.

Parameter Respondents	Respondents
Strongly agree	4
Agree	90
Strongly disagree	4
Disagree	78
Neutral	24

Good after sale service

Interpretation: The graph suggests us that almost 45% (90) of the respondents believe that they get good after sale service when they do online shopping. Similarly, almost 40% (78) of the respondents don't believe in after sale service with online shopping. So it is almost 50% positive and 50% negative response to the statement.

Q6: We may doubt that the credit card number may be stolen if used.

Parameter	Respondents
Strongly agree	28
Agree	125
Strongly disagree	10
Disagree	21
Neutral	16

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Credit card details may be stolen
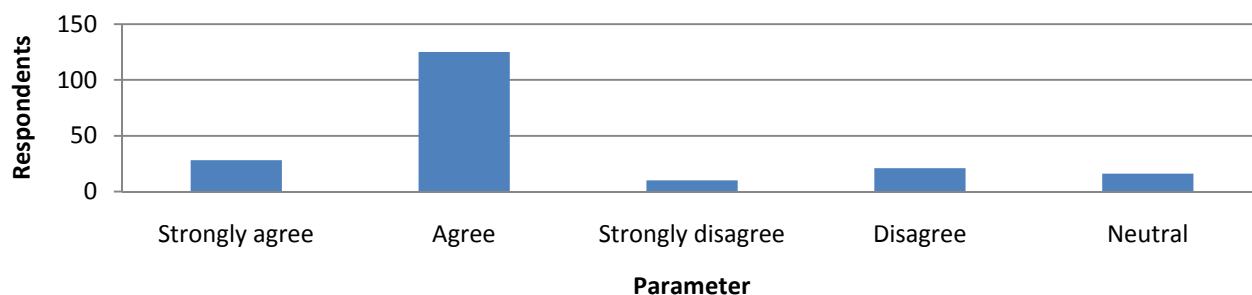
Interpretation: Majority (125) of the respondents said that they may lose credit card details if they use it for online shopping. They said this statement as the internet hackers are increasing day by day and users cannot differentiate between original and false bank website pages.

Parameter	Respondents
Strongly agree	26
Agree	144
Strongly disagree	2
Disagree	10
Neutral	18

Q7: It is difficult to return defective items if purchased through online.

Interpretation: The graph suggests us that many (122) of the respondents believe that they can't give back defective items if purchased through online. They said it as they don't find any physical stores available for them to go and give back.

Q8: There is no sales assistant to give advice/explain about the product.

Parameter	Respondents
Strongly agree	29
Agree	122

Difficult to return difective items
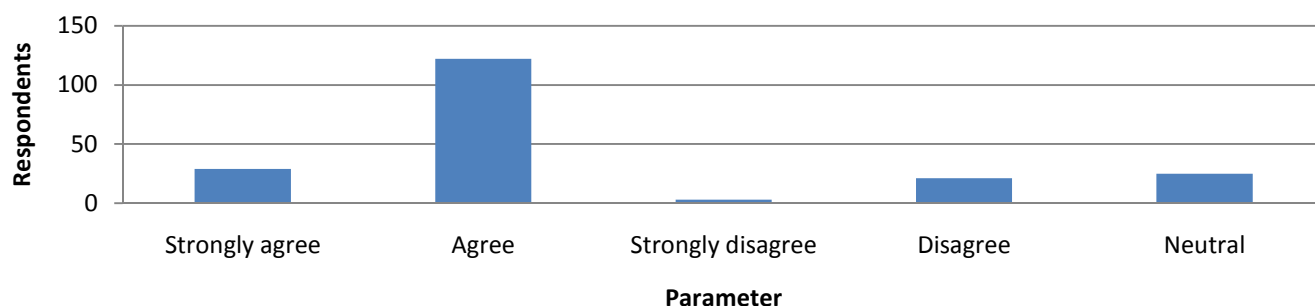
No sales assistance
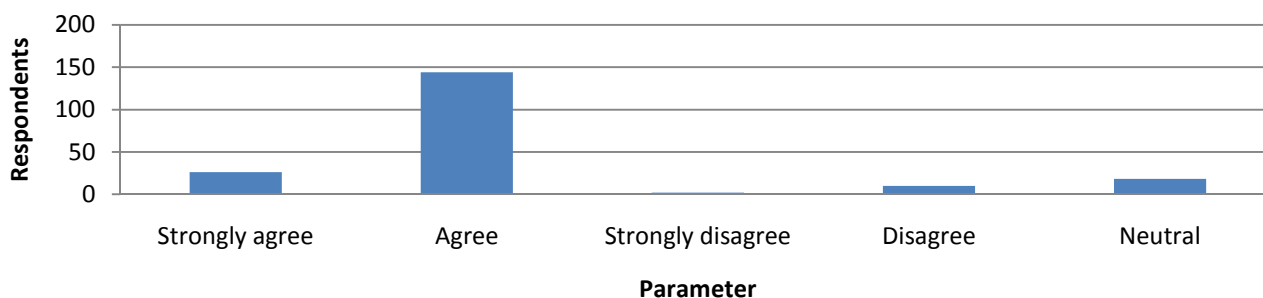
Interpretation: As many (144) of the customers need assistance regarding product before they purchase it, they agreed with the above statement. They feel that the information available on the website about the product is not sufficient enough to make decision on purchase.

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Q9: The information available online is authentic and reliable.

Parameter	Respondents
Strongly agree	10
Agree	140
Strongly disagree	4
Disagree	26
Neutral	20
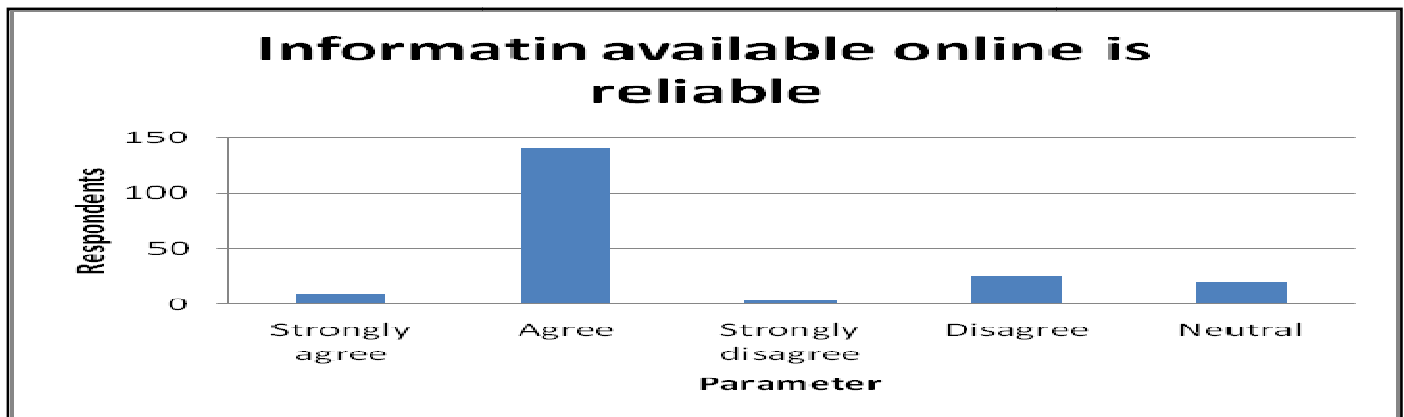
Interpretation: Most (140) of the respondents believe that the information available online is reliable. Now-a-days many people use internet for the information purpose.

Q10: What is your purpose of browsing internet?

Parameter	Respondents
Check mail	26
check for information	27
Online shopping	
All the above	162
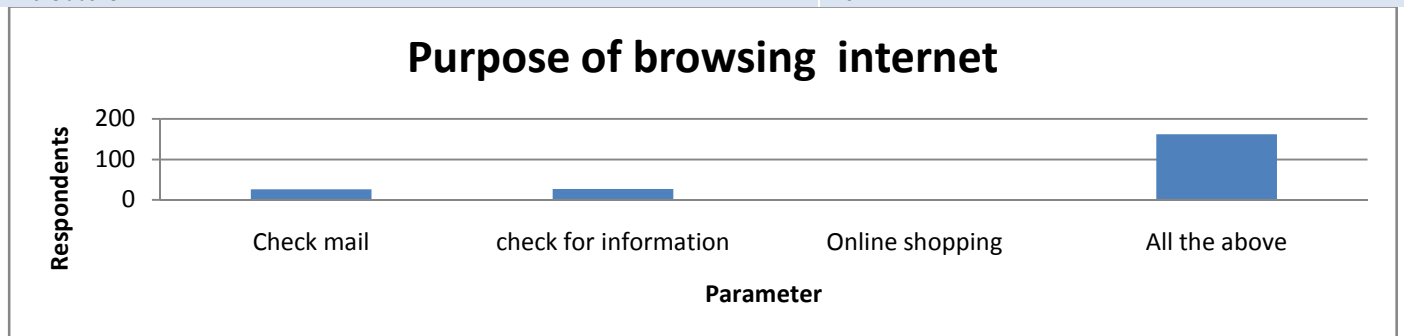
Interpretation: Most (162) of the respondents said that they use internet to check mails, check for information and online shopping as well. Further they shared that they may not be doing online shopping every time but they look at the websites for the best deals and if they find any best deals, they go for purchase.

Q11: If you choose online shopping, what do you look to shop for?

Parameter		Respondents
Books		46
Clothing & Jewelry		80
Tickets		131
Digital camera		22
Shoes		75
Toys		10
Bikes/Cars		33
computer accessories		66
Mobile & accessories		106
Fashion accessories		92

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Interpretation: Most of the customers look for tickets (131), mobiles & accessories (106), fashion accessories (92) and clothing (80) when they go for online shopping.

FINDINGS AND RESULTS

➤ Customers believe that they get easy access to the products and services they want through online shopping and they believe that it is faster and convenient than the traditional way of shopping. As most of the respondents are students and employees, we have got positive response towards online shopping though it has not risen to that extent because they use much of internet and they get easily attracted towards the offerings which online shoppers provide.

➤ Customers believe that they get best deals when they shop online and they told that they find variety of brands at one place.

➤ Regarding after sales service, half of the customers are favorable and another half are unfavorable to it as some of the customer had a bad experience with it.

➤ When it comes to payment option with online shopping, most of the customers are unhappy as they faced some issues regarding over payment of cash when using credit/debit card and also faced issues with hacking of credit/debit card details.

➤ Customer are facing problems in giving back the defective items through online shopping though online shoppers are telling that they are providing good after sale service.

➤ Online shoppers are giving description beside any product. But customers are feeling that it is not sufficient for them to understand and make a decision on purchase.

➤ As most of the customers rely on internet for information about anything, they believe in that information as it has been trusted source for many of the customers.

➤ Only some of the customers look for car/bike information online as they believe in going directly to showroom when they plan to purchase any vehicle.

➤ Most of the customers look for fashion accessories, clothing, tickets and mobile accessories when they go for online shopping.

FEW EXPERTS TIP FOR SAFE ONLINE SHOPPING www.ecommerceforum.in

➤ Bookmark reliable online shopping sites. Relying on search engine results can lead you to malicious sites.

➤ Ignore suspicious offers sent via E-mail. Spam offering huge discounts and bargains may contain malicious links or file attachments that lead to system infection.

➤ Verify unbelievable offers. Spam and online ads that offer mind boggling promos and discounts can lead to web threats.

➤ Double check payment sites URL's. Phishers trick users into giving out personal information via spoofed pages.

➤ Use reliable security software. Avoid visiting compromised sites with the help of security software that blocks access to fake online shopping sites.

SUGGESTIONS AND RECOMMENDATIONS

1. Online shoppers should concentrate on after sale service to the customers as many customers are facing problems with it.

2. They also should make payment option very secure, so that customers will have some faith to shop online.

3. The retailers must make sure that their website is out of malwares and virus attacks.

4. The online advertisement made for products in other website must have direct link for purchasing site.

5. Retailers have to give reasonable discounts to their customers so that they visit regularly to their website for shopping.

6. To attract customers, the competing online players are adopting all means to provide products and services at the lowest prices. This has resulted in making the consumers choice-spoilt, who in turn surf various websites to spot the lowest price for the products, although the number of transactions is increasing, the value of the product sold is continuously falling, owning to high competition and lesser margins.

7. It might take few minutes to search for products & services and payment of money, but the delivery of the product may take unreasonable time. So e-retailers must concentrate on fast delivery of goods, so that customers don't face any problem in shopping and receiving the product.

8. e- tailing market is faced by seasonal fluctuations .As told by an industry player," August to February is the peak season for sale, while March to July is the dry seasons for sale ".During the peak season, occasions that drive the sales are Diwali, Rakhi, Valentine's day, New year, Christmas, Mother's day ,Friendship Day etc are. On these occasions' younger generations prefers buying and gifts online.

CONCLUSION

The research shows that ecommerce has very bright future. Perception towards online shopping is getting better. With the use of internet, consumer can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as online stores.

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Increased internet penetration changed online shopping environment to high levels. Net savvies see more and more are shopping online. But at the same time the companies need to reduce the risks related to consumer incompetence by tactics such as making purchase websites easier to navigate, and introducing internet kiosks, computers and other aid in services

More than 4 out of 10 Indian consumers are more likely to share (tweet/post review) a negative product or service experience online than they were to share a positive experience.

Change (yes we can) is the classic mantra of the many businesses who are adapting the transformation by putting abundance of efforts to create smart strategies to survive and flourish in this ever dynamic market. Ultimately the reality of any e-business set up is: Regenerate or degenerate.

Constant evolution of animal species has kept them from being obsolete. And the same holds true for business that do not desire to degenerate into obsolescence. Businesses have to keep evolving continuously and this evolution has to be fuelled by innovation. Companies have to keep innovating about new ways to communicate effectively with consumers and to build long-term relevance.

Lastly, the application of an e-commerce generates a new revenue stream, expands the market exposure, and decreases the operation cost. Many Fortune 500 companies, such as Dell Computer Corp., have found that their business is never going to be the same as they adapted e-commerce into their business operation. Many well-known "brick & mortar" businesses are starting to establish their presence on the web.

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